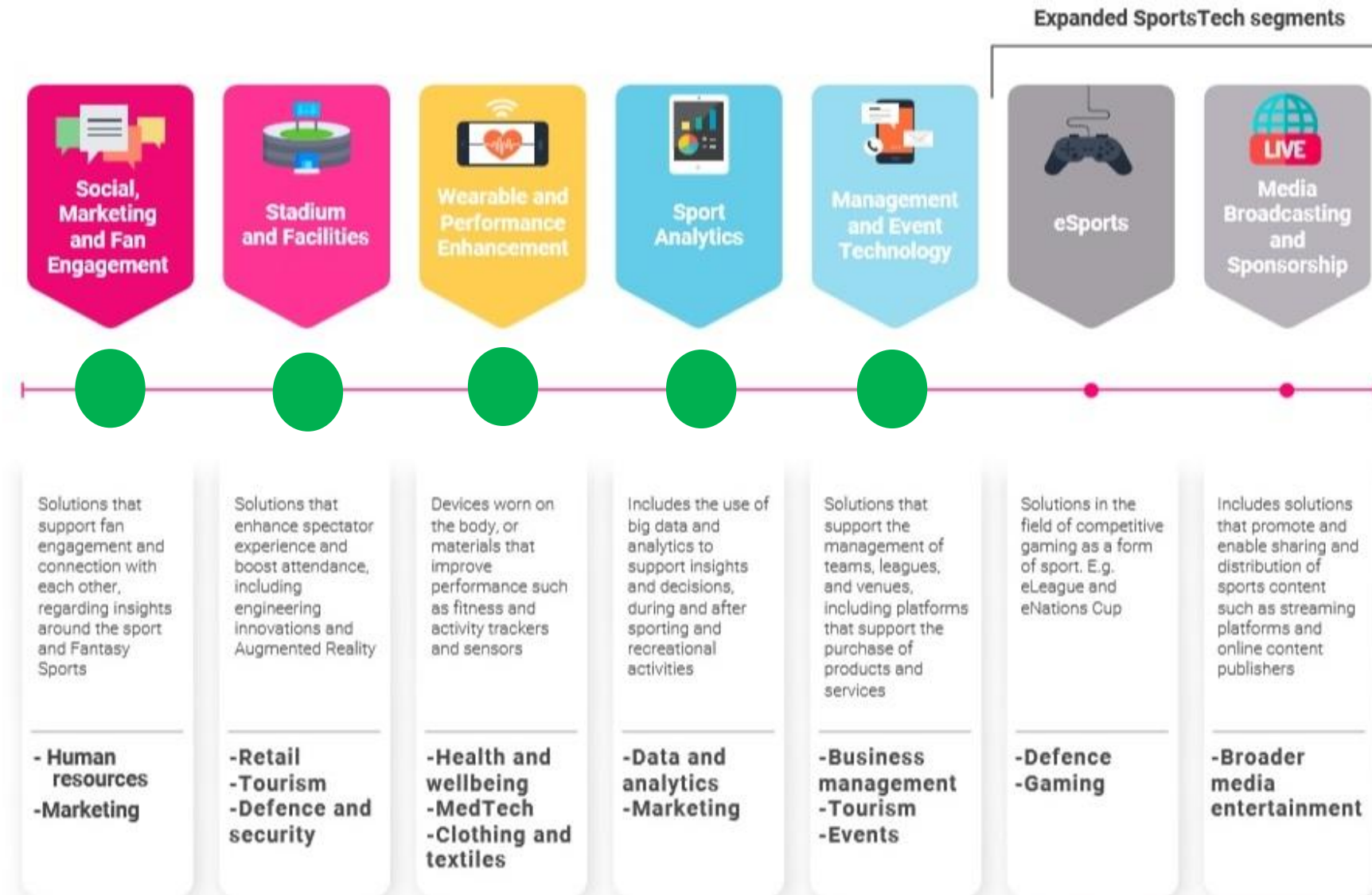




A Revolutionary Unique Sports Platform

Introduction & Insights

Sports Tech Domain



Covered by PeCfy

Source: KPMG

An Avid Sports Fan



Star Focused

Follow the best players and biggest teams



Globally Connected

On social media with other fans worldwide



Active Enthusiast

They don't just watch sport, they live it



Smart & Savvy

Embrace new technologies and data led content



Knowledgeable

Want to go deeper into the game



Demand Excitement

Passionate and looking for shareable moments to live it



High Expectations

Require connected experiences on a platform



Forward Thinking

Want predictive analysis and news content

The Big Idea



A revolutionary unique platform and super app that creates an eco-system for sports enthusiasts to connect socially, form communities, better fan engagement, enhances sporting event experience along with sport merchandise, memorabilia, a marketplace for creative arts and health & fitness products.

It will use Generative AI for a hyper-personalized fan experience.

Market Potential



GLOBAL SPORTS MARKET OUTLOOK

The worldwide sports market is now valued at nearly **USD 620 Bn.**

In terms of market share, the **US takes the top spot**, closely followed by Western Europe and APAC.

North America is the largest market for the sports industry, accounting for around **30% of the worldwide market.**

APAC and the Middle East are expected to become the fastest growing emerging markets, with estimated annual growth rates of 9.02% and 6.2% respectively.

China and India are among the most critical emerging national markets, presenting many opportunities for business expansions across the industry.

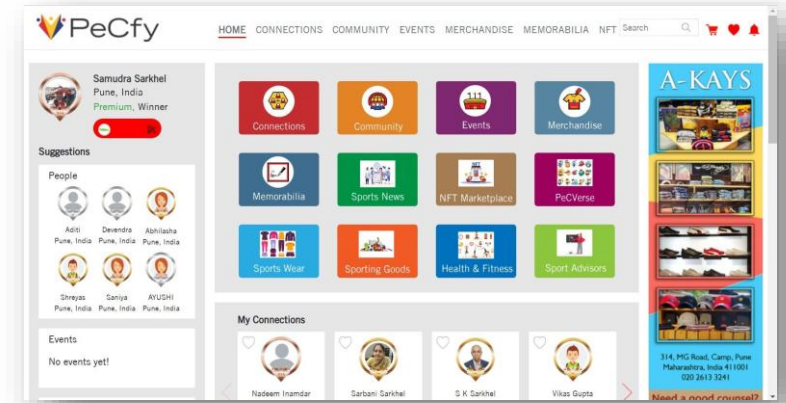
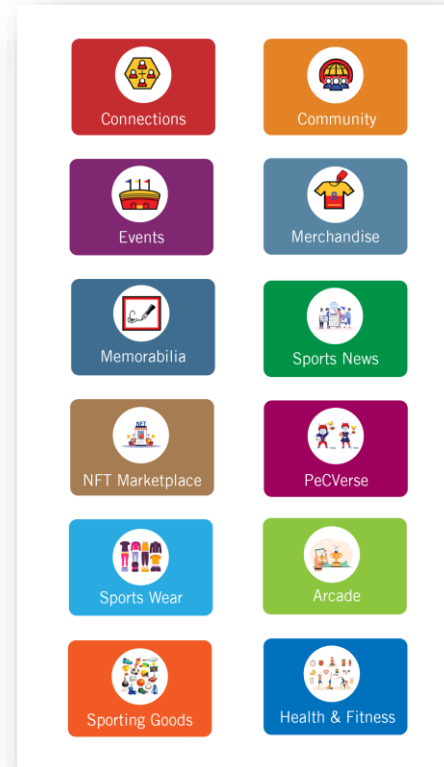
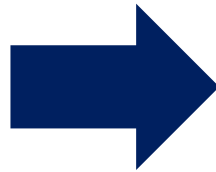


Source: Consulting reports and online publications

PeCfy – The Sport Super App Platform



A super app is an all-in-one mobile app design solution that handles all of a user's requirements in one place to provide a more engaging mobile-first experiences that is powerful, intuitive and easy to use.



Cricket



Formula 1



Tennis

Apple Store - <https://apple.co/2u0LMli>
Google Play - <https://rb.gy/h6xl6y>

At PeCfy – Everything Around My Sport



Connections

Peer-to-Peer chat communication with language translation services by connecting passionate sport enthusiasts across locations



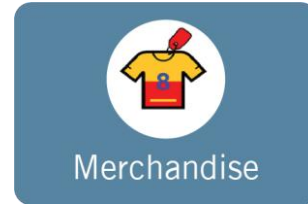
Community

Peer-to-Group communication through community to promote fan engagement and show support for a sporting icon



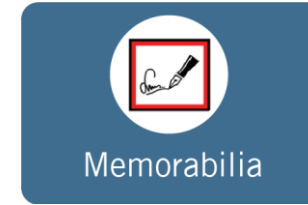
Events

Promoting sport tourism with curated travel packages around a sporting event globally



Merchandise

Buying official team merchandises from leading sporting brands across various sports



Memorabilia

Collecting memorabilia items to cherish the history of sport and preserve memories of a lifetime



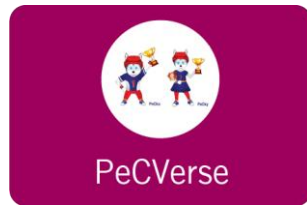
Sports News

Keeping up with the latest sports news around the world



Sports NFTs

Empowering users to create and earn from digital assets as NFT's on a marketplace and NFT based event tickets



PeCVerse

The mascots universe to create an everlasting personal bond with the sport enthusiasts



Sports Wear

Buying sports and athletic wear from leading sporting brands for daily needs



Sports Art

Marketplace for buying and selling of unique sports themed creative and curated artwork from talented artists



Sporting Goods

Buying sports equipment, apparel, and accessories to enhance performance of sport enthusiasts



Health & Fitness

Buying of innovative health and fitness related products and services from leading brands

Why Us?

The Problem

Lack of connection and bonding between sports enthusiasts within a geographic location on a single platform

Fragmented user experience due to a lack of platform that creates end-to-end ecosystem for sports enthusiasts

Lack of a common market place for official sports merchandise and authentic memorabilia

Disparate and lack of fan engagement in a community environment for an athlete in a chosen sport



The Need



Encourage people to connect, foster bonds and then facilitates their travel to sporting events based on their passion



Re-build the social fabric for the people embracing back to the "herd" ways, discover human bonds and share experiences



Mobilize the middle class / upper middle class / young sporting enthusiast to travel and watch major sporting events



Encourage a sporting culture and to pursue excellence for popular and niche sports

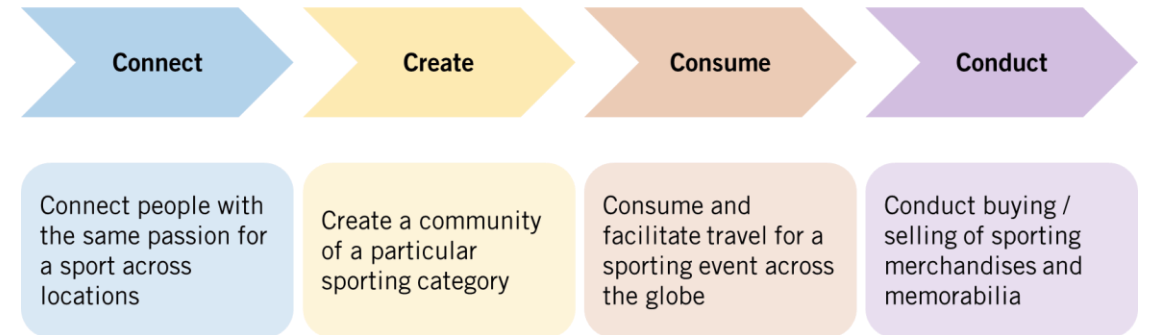
Service Available

	Connect	Create	Consume	Conduct
PeCfy	✓	✓	✓	✓
sportsconnect tickets · travel · experiences	✗	✗	✓	✗
Fanatic	✗	✗	✓	✗
FAN CRED	✗	✓	✗	✗
A1 SportingMemorabilia Legendary names at legendary prices	✗	✗	✗	✓

The Solution



Single Platform (Web + Mobile)



Platform USP



1

A single sports platform that creates an eco-system for any sports enthusiast

2

An unique combination of eCommerce and NFT marketplace on a single platform

3

Fan engagement for an unique experience that will be using Generative AI

4

Sports Art & Sports NFT marketplace to buy, sell, create, trade, earn and exchange

5

Multi-brand marketplace for sports merchandise, memorabilia, health & fitness

Competition



Across the “Sports Tech” domain, there is no direct competition as the platform is unique in the world.

However there are companies who are in the market in sports area in a fragmented way which can be viewed and taken as competition for sure. We are creating a new market segment with the offering.



EXPAND YOUR CONNECTS

Make new connections with sport enthusiasts across the globe

roster

FAN
CRED



PARTICIPATE IN COMMUNITY

Write a post and share your views on your favorite community

st SPORTSTHAT



paranoidfan



EXPERIENCE THE EVENTS

Buy packages to attend sporting events across the globe

DREAM
SET GO

Fanatic

FANSONSTANDS
.COM

sportskonnec+
tickets · travel · experiences



BUY OFFICIAL MERCHANDISE

Support and motivate your favorite sporting team

st SPORTSTHAT

fUNATIC

Fanatics



CHERISH YOUR MEMORIES

Collect memorabilia of your favorite sport

STEINER
SPORTS MEMORABILIA

sm SPORTS
MEMORABILIA.COM

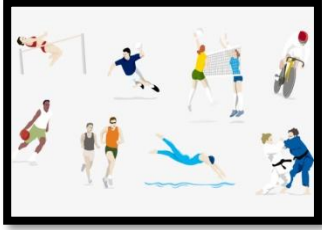
A1 SportingMemorabilia
Legendary names at legendary prices

Fanatics

Competitive Advantages



1



SuperApp platform for
sport enthusiast

2



Community for social &
fan engagement

3



Blockchain based NFT
marketplace

4



Online marketplace for
multiple Sports

5



Unified user experience
across the platform

6



Ecosystem
of multiple brands

Competition Comparison



Areas →	Social	Fan Engagement	Sports Tourism	eCommerce	eCommerce	Fan Engagement	Marketplace	eCommerce	eCommerce	eCommerce	eCommerce	Marketplace
Features →	Connect	Community	Event	Merchandise	Memorabilia	Sports News	Sports NFTs	Mascot Based	Sports Wear	Sporting Goods	Health & Fitness	Sports Art
Name ↓												
PeCfy	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Fanatics	✗	✗	✗	✓	✓	✗	✓	✗	✗	✗	✗	✗
Rooter	✓	✓	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗
Fancred	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Paranoidfan	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Dream 11	✗	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
DreamSetGo	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
Fanatic Sports	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
FansOnStand	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
Sportskonnct	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
SporteeGo	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
Funatic	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Sportsthat	✗	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Steiner Sports	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗
Sports Memorabilia	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗
A1 Sporting Memorabilia	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗
NBA Top Shot	✗	✓	✗	✗	✓	✗	✓	✗	✗	✗	✗	✗
NFL Dapper Labs	✗	✗	✗	✗	✓	✗	✓	✗	✗	✗	✗	✗
Rario	✗	✗	✗	✗	✓	✗	✓	✗	✗	✗	✗	✗
Colexion	✗	✗	✗	✗	✓	✗	✓	✗	✗	✗	✗	✗
Socios	✗	✗	✗	✗	✓	✗	✓	✗	✗	✗	✗	✗
Amazon	✗	✗	✗	✓	✗	✗	✗	✗	✓	✓	✓	✓
Flipkart	✗	✗	✗	✓	✗	✗	✗	✗	✓	✓	✓	✓
eBay	✗	✗	✗	✓	✓	✗	✗	✗	✓	✓	✓	✓

Fanatics is valued at US \$31 billion & Dream11 is valued at US \$8 billion

Business Revenue Model



Revenue Channels

Subscription



10%

Commissions



45%

Data Monetization



15%

Advertisements



5%

Others



25%

B2C
Subscription

Partner
Commissions

PeCVerse
Merchandise

Art Sales
Commissions

Experience
Zones

Web
Advertisements

Data Hyper
Personalization

Digital Sticker
Sales

Community
Engagements

NFT Trading
Commissions

Corporate &
Venue Sales

Celebrity
Memorabilia

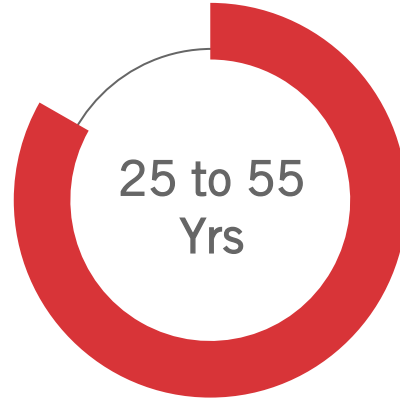
GTM – Target Audience & Strategy



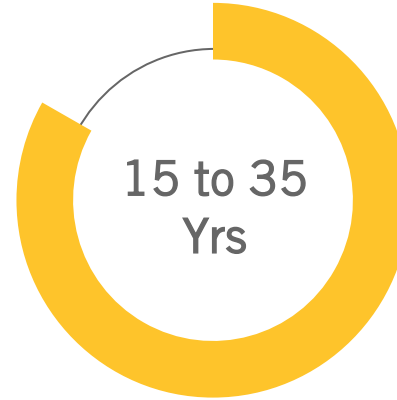
Passionate

Passionate for sports

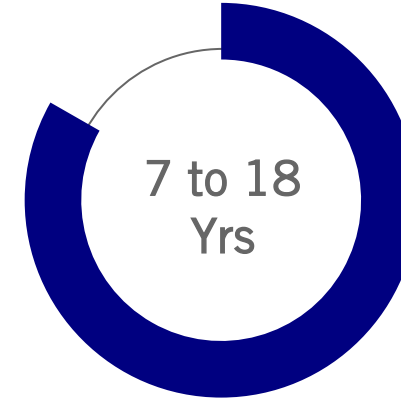
Loves to travel



Mature



Influencers



Disposable income

Embrace other cultures



Digital Marketing



Co-Marketing Initiatives



Traditional Marketing



Corporate Marketing

Business Partners



Technology & Service Partners



Sport Category Road Map



Football



Golf



Formula-e



MotoGP



Badminton



Marathon

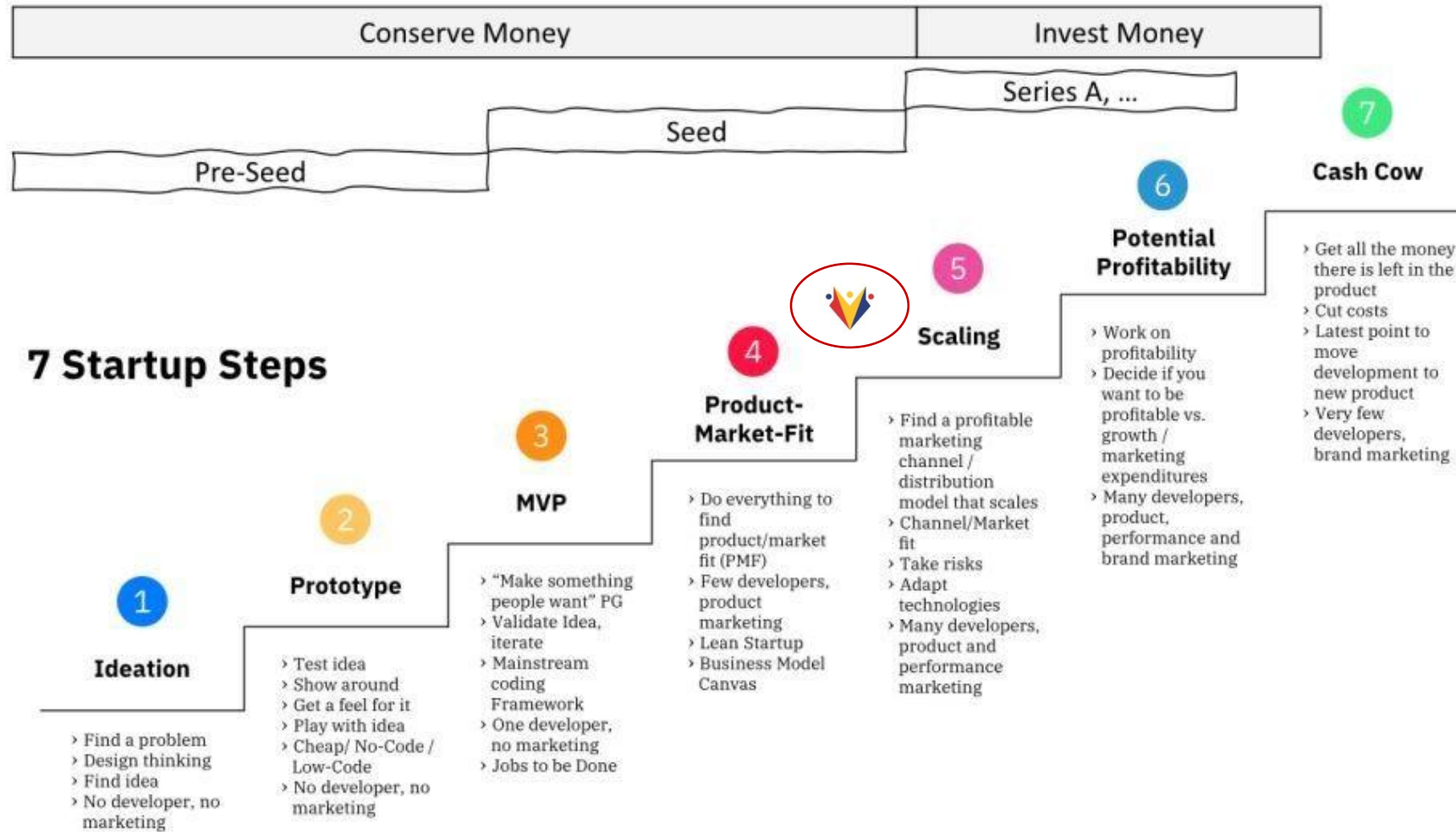


Basketball



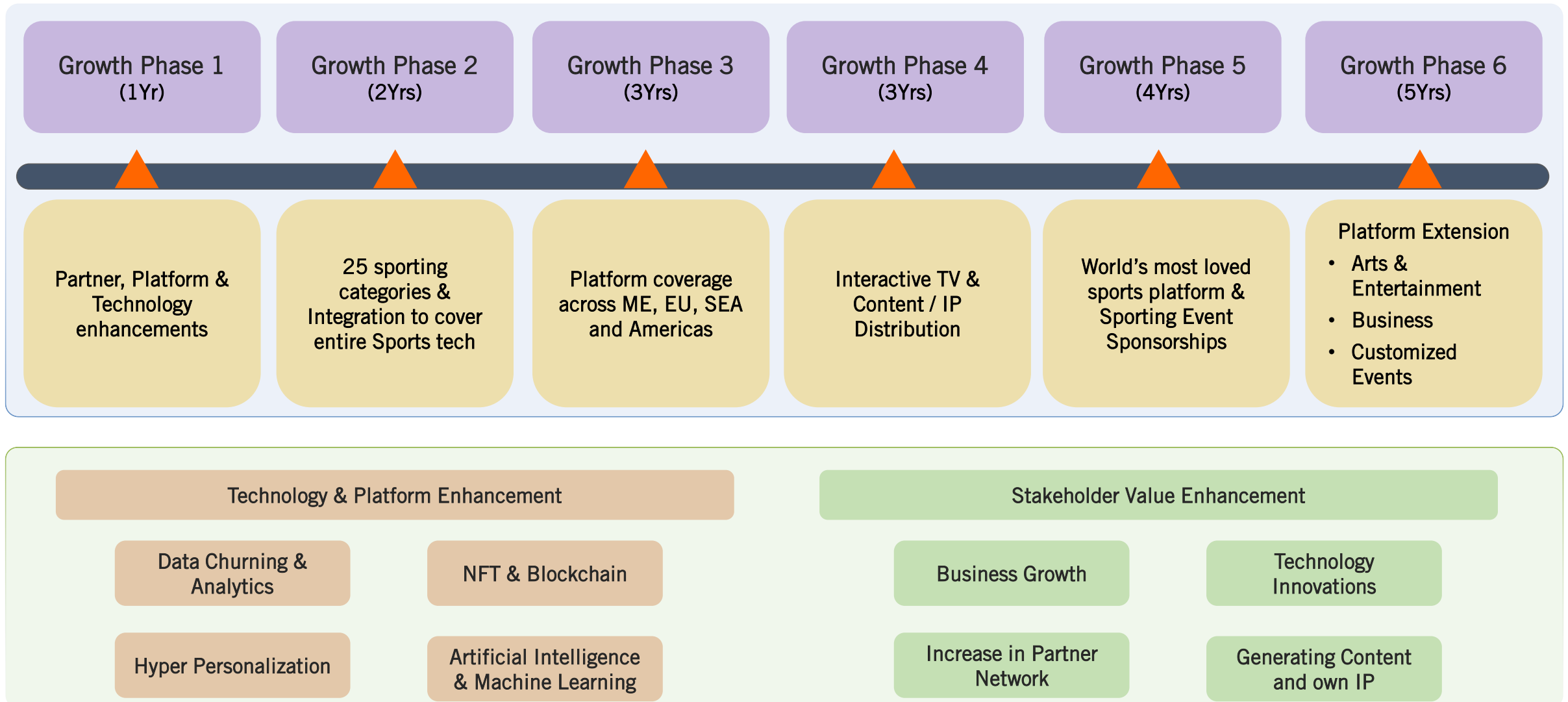
Cycling

PeCfy Journey – Current Stage



Current Stage

PeCfy – 10 Years Road Map



Platform Assets Creation



Data
(Across Sports)



Business
Transactions



Partnerships &
Alliances



Content & IP
(Across Sports)



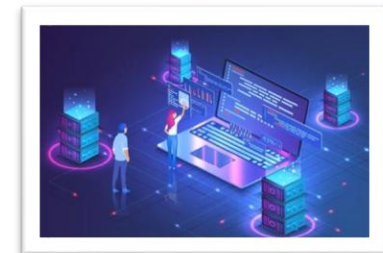
Company
owned NFT's



Company
owned Arts



Influential
Marketing



Cutting Edge
Technology

Company Information *(As on 31st March, 2025)*



Incorporation

21st September,
2018



Equity Holding

2 Co-Founders



People

Team of 5



Certifications

GOI DPIIT Recognized
and
Udyog Aadhar Certified



Accolades



TECH SPECIAL – 2025		
Company	Management	Description
ORACLE PARTNERS		
Auralife Technologies Pvt. auralife.com	Vinay Nayyar Founder & CEO	Specializes in Oracle NetSuite ERP solutions and provides end-to-end services, including implementation, customization, integration, and support, tailored to various industries.
SMART ENERGY MANAGEMENT STARTUPS		
Asakita Electronics & Communications Hyderabad asakita.com	Praveen Raj Pillai CEO	Delivers fully integrated, end-to-end solutions backed by deep technical expertise, the firm offers comprehensive, future-ready services while fostering long-term partnerships with DISCOMs and clients.
SPORTS TECH STARTUPS		
Fancade Mumbai fancade.com	Yashish Colaco Co-Founder	Provides flexible subscription models, including match passes and tournament bundles, catering to diverse viewer preferences and the platform has secured exclusive streaming rights for various sports events.
DIGITAL TWIN STARTUPS		
Greg Digital Bangalore gregdigital.com	Ranjit Sankaranarayanan CEO	The company specializes in creating connected ecosystems where digital twins serve as real-time representations of physical assets and spaces, it combines deep domain knowledge with agile execution to help clients.
SPORTS TECH STARTUPS		
PeCfy Pune pecfy.com	Jayant Dubalghosh & Samudra Sarkhel Co-Founders & Directors	Offers opportunities to socially connect and build communities with other sports enthusiasts, improve the sporting event experiences, enhance fan engagement, access a marketplace for official merchandise, and more.
SUSTAINABILITY TECH STARTUPS		
Sankhya Ventures Mumbai sankhyaventures.com	Saumya Geetika Founder	A startup focused heavily on technical innovation, the company engages with end-users to ensure its solutions are practical, user-friendly, and effectively solve their specific problems.
ORACLE PARTNERS		
Softgenix Technologies Gurgaon softgenixtech.com	Shankar Sahai Co-Founder & Director	The company collaborates with a wide range of OEMs, delivering tailored solutions across industries like healthcare, education, IT, and finance, it resolves immediate integration challenges and unlocks long-term value for businesses.
DIGITAL TWIN STARTUPS		
Tayn Noida tayn.org	Manoj Arora Director	The firm enables large manufacturers and OEMs to develop high-fidelity digital replicas of their physical assets across multiple factory sites, including on-ground, underground, and underwater environments.
SUSTAINABILITY TECH STARTUPS		
Varela Gurgaon varela earth	Madhur Jain Co-Founder & CEO	By leveraging advanced technologies such as remote sensing, machine learning, and scientific modeling, the company ensures the accuracy and reliability of its carbon offset initiatives.
SMART ENERGY MANAGEMENT STARTUPS		
Zameel Gurgaon zameel.com	Praveen Chaudhary CEO	Combining solar energy with IoT technology, the company offers end-to-end solutions from design and installation to real-time energy monitoring, empowering users to optimize energy usage and reduce electricity bills.

Recognized by CIO Tech Outlook magazine as one of the Top Sports Tech Startups in their Tech Special 2025 edition

Founding Team



Jayant Dabadghaon

Finance, Operations and Technology

A Business leader, who enjoys building new business lines and innovative solutions for the customers. 35 plus years of IT Consulting and Global IT delivery experience.

A double post graduate with Masters in Statistics and a Masters in Computer Application.

Last corporate position was as a Sr. Director, Consulting at Cognizant India



<https://rb.gy/bmlryj>



Samudra Sarkhel

Alliances, Business Growth and Marketing

An accomplished leader with 25 plus years of experience in Marketing, Strategic Alliances, Digital Transformation and Disruptive Technologies.

Holds Bachelors degree in Mechanical Engineering and Masters in Marketing Management.

Last corporate position was as a Head, Strategic Alliances at Tech Mahindra



<https://rb.gy/aikc0k>

Advisory Board



Anant J Talaulicar , Ex-CMD – Cummins India

- Currently an independent and additional director of KPIT, India Nippon Electricals Ltd.
- Had served as the Chairman & MD of Cummins, India
- Honored with the President's Award given by SIAM in 2011



Darren Olney Fraser, Founder & CEO - Tigerium

- Currently the Founder & CEO of Tigerium
- Ex-CEO at Stanfield Funds Management Ltd. and National Health Pty Ltd.
- Served as a Director on almost 50 boards, 6 of which were listed companies



Dharmesh Mahnot, Founder & CEO – 5ACE

- Currently the Founder & CEO of 5ACE Management Consultants with a focus on the Australian market
- Experience in Business Process Management
- Global work exposure across UK, Singapore and Australia



Kishor Patil, CEO & MD - KPIT

- Currently CEO & MD of KPIT
- Topped the list of Top 50 CEOs announced by Entrepreneur Magazine in 2013
- Honored with Business Leader Corporate Award by ICAI in 2014



Mukund Ingalgaoonkar, Founder – MI & Associates

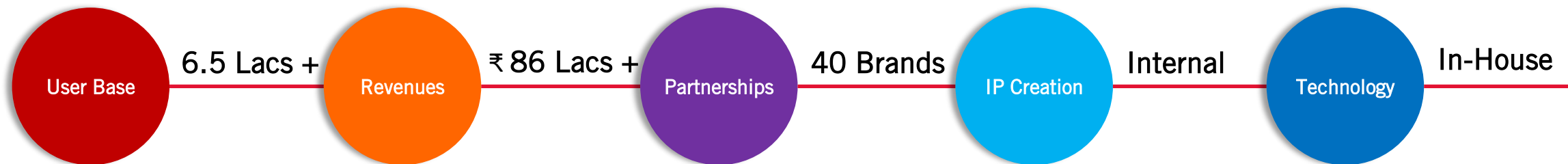
- Fellow Member, Institute of Chartered Accountancy of India
- Experienced in Tax Audits, Statutory Audits and Taxation
- 30 + work experience and exposure across ME market



Pinak Kulkarni, Founder & CEO – SPARK

- Currently the Founder & CEO of SPARK, a Supply Chain focused consulting firm
- Speaker at ET, AMCIS, SAPICS events
- Diversified industries knowledge across the USA, West Indies, UK, and Vietnam

Dashboard *(As on 31st March, 2024)*



Particulars	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23
User Base	15,500	3,50,000	5,80,000	6,20,000 +	6,35,000 +
Revenues	₹ 0.00 Cr	₹ 0.03 Cr	₹ 0.12 Cr	₹ 0.46 Cr	₹ 0.26 Cr
Retained Earnings	₹ (0.33) Cr	₹ (1.4) Cr	₹ (0.24) Cr	₹ (0.32) Cr	₹ (0.19) Cr

Targets

Particulars	FY 25-26	FY 26-27	FY 27-28	FY 28-29	FY 29-30
Target Valuation	₹ 100 Cr*	₹ 600 Cr	₹ 2500 Cr	₹ 4750 Cr	₹ 8200 Cr
Target User Base	7.5 Mil	25 Mil	50 Mil	150 Mil	225 Mil
Revenues	₹ 4.5 Cr	₹ 52 Cr	₹ 114 Cr	₹ 341 Cr	₹ 767 Cr
Retained Earnings	₹ (5.6) Cr	₹ (2.6) Cr	₹ 21 Cr	₹ 69 Cr	₹ 167 Cr

Note: * Target Achieved

Seed Funding Need and Utilization (Post Funding)



Total - ₹43 Cr / US \$5 mil *



Experience

40%

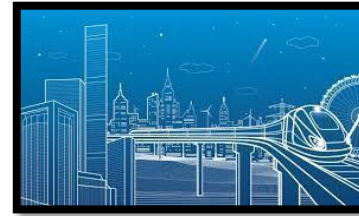
- Digital & Traditional Marketing
- Promotional Events
- Experience Zones



Operations

10%

- Commercials
- Admin & Legal
- Customer Service



Infrastructure

10%

- SaaS Subscriptions
- Cloud Infrastructure
- IT Consumables



Tech & Resources

40%

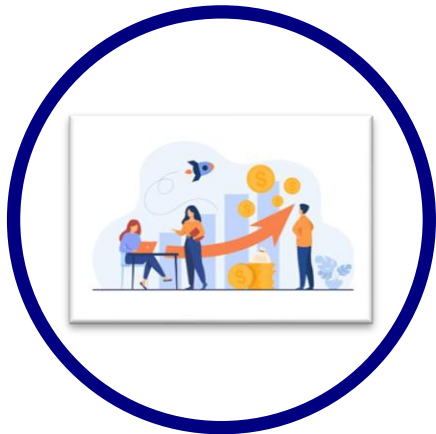
- New Technology
- Marketing & BD
- Operations

* Utilization for the next 18 months

Why Invest?

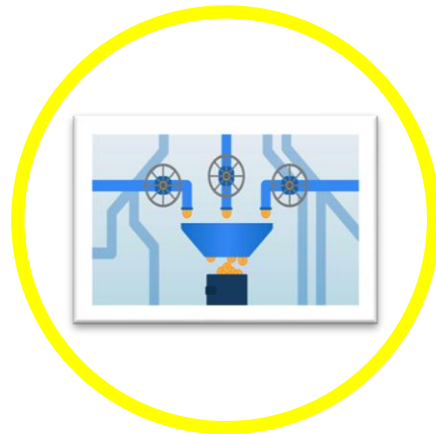


A sports tech super app platform offers a unique value proposition, making it an attractive investment opportunity in an increasingly digitally driven world.



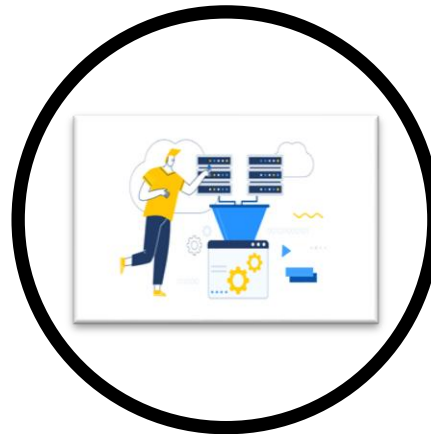
Massive Market Potential

Sports is a global phenomenon & projected to grow at 18% YoY



Multiple Revenue Streams

More than 12 recurring monetization opportunities



Scalable Business Model

Super App offers a wide range of products & services



Data Driven Integration

Collection & analysis of huge data from fan engagement



Potential for High Returns

Investing could yield significantly higher financial returns

Exit Strategy



Stake dilution to a larger investor / VC / PE etc.



Existing individual investor / VC to increase respective stake



Company / promoter buy back



Merger with a larger player in the segment



Acquisition by a larger business group



IPO route – Selling in the primary market



Thank You

www.pecfy.com

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