

To the Ministry of Sports  
Sports Federations  
Sports schools and coaches  
Athletes and their parents



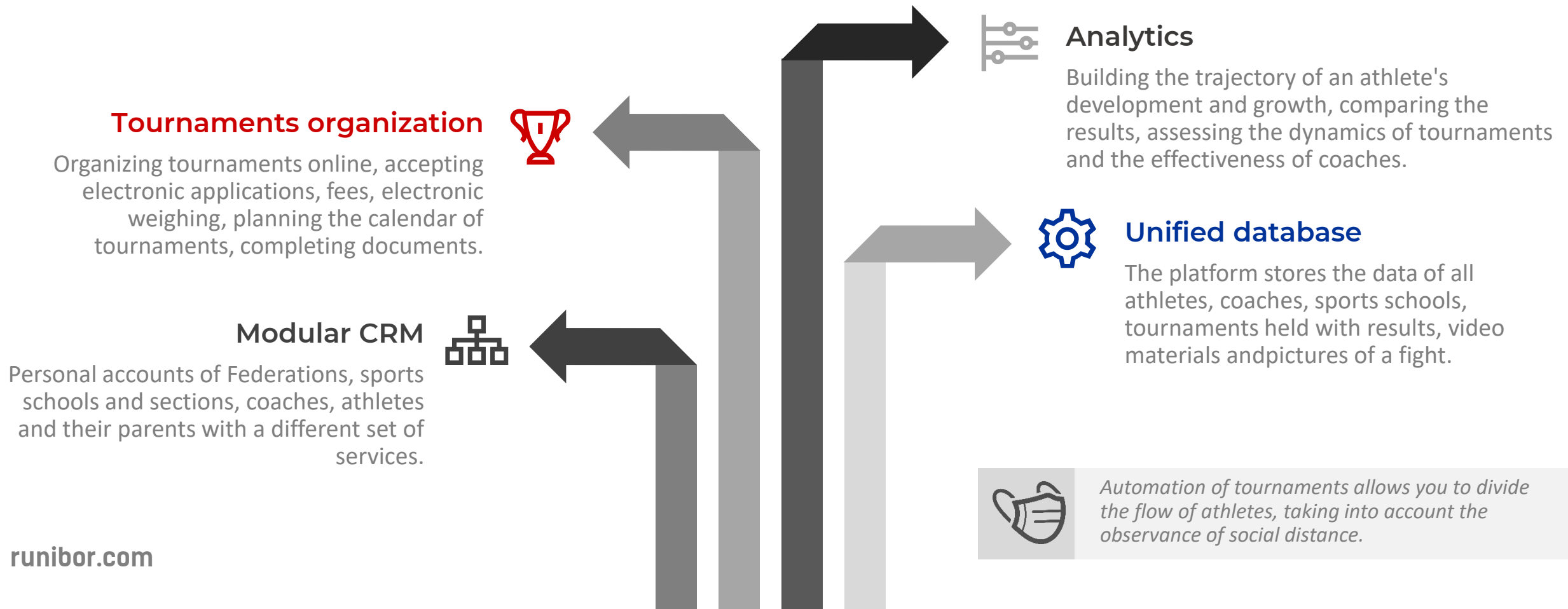
# UNIBOR

Digital platform for organizing sports  
tournaments, tracking professional  
growth and training athletes



# About the platform

UNIBOR is a digital platform for organizing sports events, tracking professional growth and training athletes. The platform brings together Federations, sports schools, coaches, athletes and their parents, provides relevant and reliable information for their effective interaction and communication.





# Growth in 2021

- Federations x 2
- Athletes x 2
- Tournaments x 1,4
- Sports Schools x 2
- Regions x 1,7
- Revenue x 1,9



“ We have personal experience, and we understand the problems we solve

# Problems

## 1 There is no united information system

There is a lack of a united information portal about ongoing tournaments, sports schools, athletes, their ratings, development and achievements.

## 2 There is no control

Parents do not have access to the child's training process, the calendar of tournaments and visits.

Federations do not have information about the exact number of athletes, the effectiveness of the coaching staff and the results of competitive activity.

## 3 No automation

The organization of tournaments is carried out on paper, which is accompanied by the appearance of errors, high labor costs and low data processing speed.



# Our solution



## A united service for sports

The platform brings together federations, sports schools, coaches, athletes and their parents, provides relevant and reliable information for their effective interaction and communication.



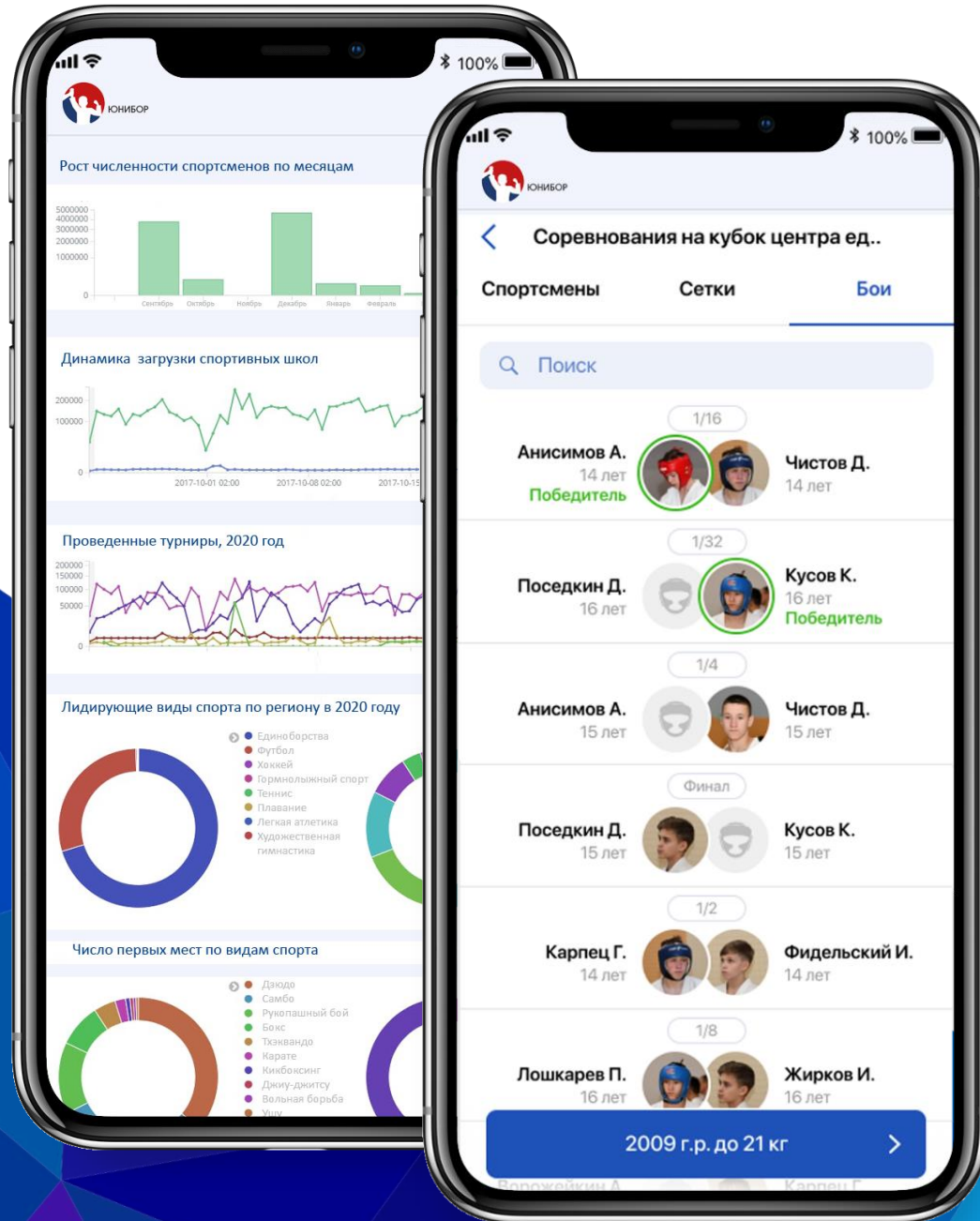
## Planning and analytics

Full information about sports events allows you to plan your personal tournament calendar, track the trajectory of athletes' development and the effectiveness of coaches from your personal account at any time anywhere in the world.



## Tournament automation

Electronic submission of applications reduces the time for their acceptance from 1 hour to 5 minutes, the electronic draw is accelerated in 10 times, the protocols of the tournaments are generated automatically.



# Market

The potential of the Unibor platform is \$ 120 million. for all children's sports, incl. \$ 8,3 million per year on the martial arts market.

**20%**

20% annual growth in the involvement of children in sports is 20%, over the past 10 years - 2 times \*

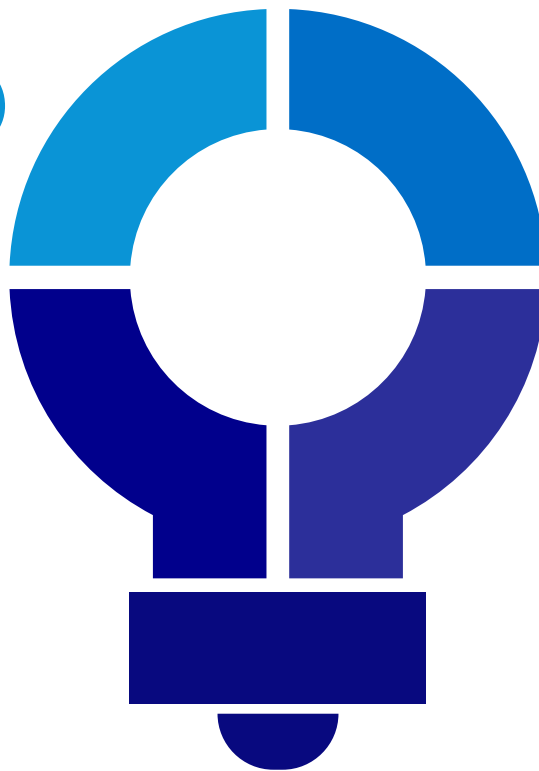


**\$ 5,8 bil.**

\$ 5,8 billion are spent annually by parents on the development and equipment of young athletes \*\*

TAM (world) – \$ 95,5 bil.

[runibor.com](https://runibor.com)



**23,8 млн.**

23.8 million children aged 3 to 18 go in for sports in Russia \*, more than 1 billion worldwide



**3,3 bil.**

3.3 million young athletes aged 3 to 18 are engaged in martial arts in Russia \*

\* According to reports for 2010-2019 of the Ministry of Sports of the Russian Federation

\*\* According to VTsIOM and the Federal Scientific Center for Physical Culture and Sports

# Market Potential by segments

Organizers  
**\$ 0,7 mil.**

When holding a sports tournament, the fee is \$ 0,7 – 1,5 from each participant (athlete).

Sports Schools  
**\$ 0,14 mil.**

One year access to extended CRM for sports schools - \$15.

Parents of athletes  
**\$ 8,3 mil.**

Access advanced information about your child's ranking and comparisons of his or her achievements with other athletes (subscription is \$ 15 per year per child).

Parents of young athletes are the key target audience, who will form the main income by getting access to the platform. With the average cost of classes from \$20 per month, increasing costs by \$15 will not be a deterrent - all parents are interested in their children's achievements, the dynamics of their development, the success of their competitors, and the data access service of \$15 per month - this is the price they will pay without regret.

# Business model

**\$ 10 mil.**

planned revenue of the  
Unibor platform by  
2025 is \$ 10 million



## Broker model

B2B / G - providing a platform for holding tournaments in the amount of 10% of the athlete's fee. Payback of the project only by this model is 1 tournament per day



## Subscription

One year access to advanced platform features for parents of athletes - \$15, including videos, combat history, dynamics and trajectory.



## Advertising model

The placement of advertising blocks for representatives of the sports industry and related industries is provided both on the website and in mobile applications.



## Low CAC

The attraction of athletes is carried out through the connection to the platform of the federations and sports schools. CAC - less than \$ 0,7 with ARPPU \$15 and LTV \$ 140.



## Fast scalability

The modular platform system allows you to deploy a completely new sport on the platform from 1 week

\* Calculation by year and monetization model is given in the appendix.



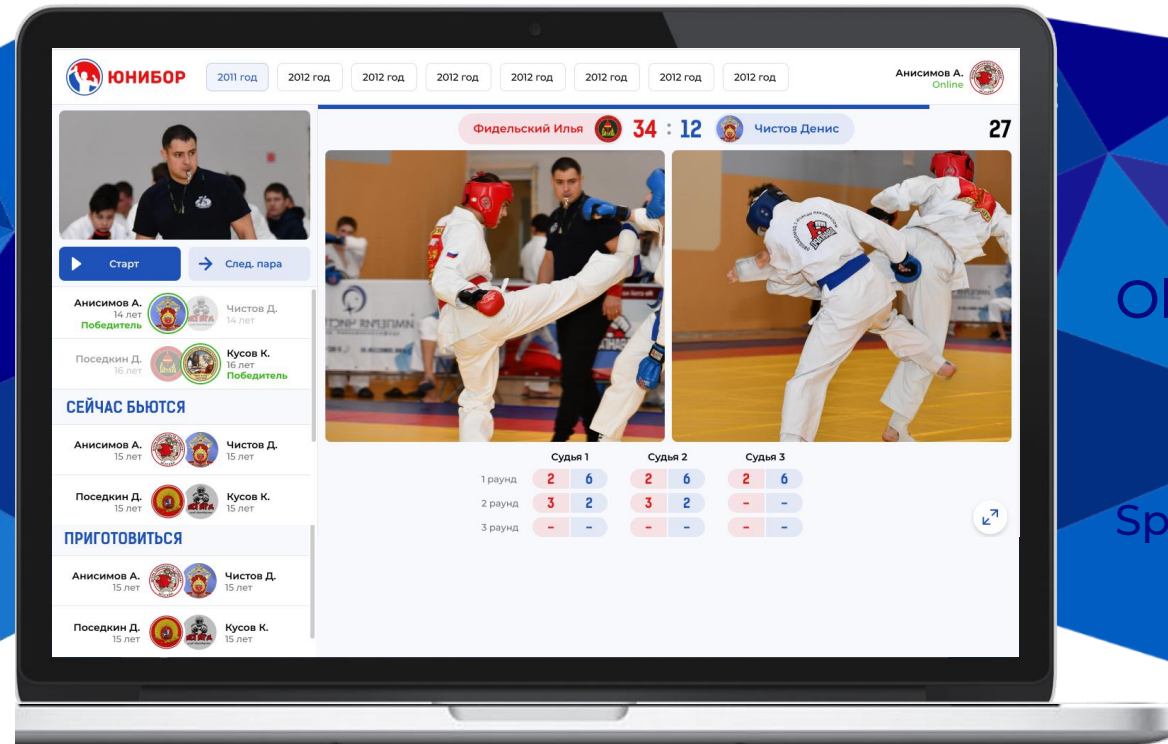
# Competitors and advantages

Smoothcomp

E-champs

Tournament 2.0

Roboseller



Digital Sport

Olimp

My champ

Sport Soft

Yo play do



## Synchronizing tournaments online

Subsystem "Mat" allows you to quickly set up workplaces and hold tournaments even without the Internet connection and provides with further synchronization with the database.



## We cover the entire structure of sports

CRM provides personal accounts for athletes and their parents, coaches and sports schools, sports federations and the Ministry of Sports.



## Unified Register Athletes

A common database for all athletes, coaches and tournaments held with all statistics, reports and graphs.

# Project roadmap

2019



project idea  
platform design

2020



held 52 tournaments  
3 400 athletes  
revenue - \$ 10,000  
Intellectual property:  
5 computer  
programs, database.  
Resident of Skolkovo  
since August 2020

2021



Mobile applications  
Scaling  
attraction of \$ 0,4  
million  
10,000 athletes

2022



Adaptation of the  
platform for new  
sports  
45 thousand users  
payback

2023



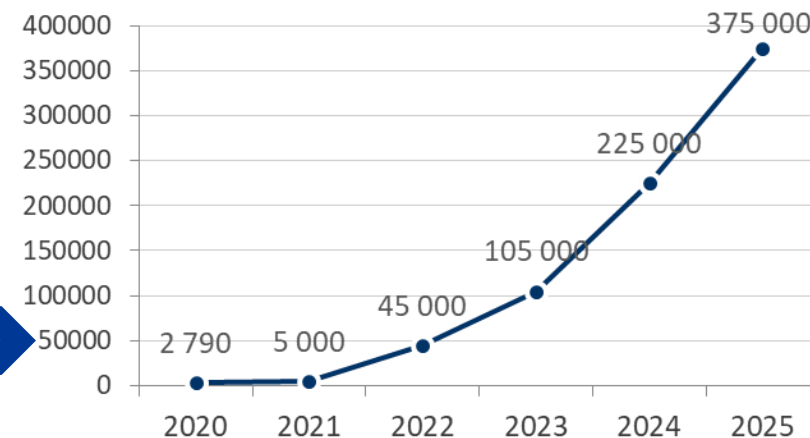
Development of a  
media player  
planned revenue  
\$ 1,1 million  
105 thousand  
athletes

2024



3D modeling  
Entering the  
international market  
planned revenue  
\$ 2,6 million  
225 thousand  
athletes  
1,000 tournaments

User growth dynamics



# About Partnership

## Strategic partners

to reach sports organizations in China,  
Interaction with the General Administration of Sports

Payback Period – 24 months  
x 2,2 – annual project growth



**\$ 0,21 mil.**

Invested in the project  
\$70,000 from founders, \$140,000  
from family investments

**\$ 0,15 mil.**

Attracting investment  
for scaling and marketing,  
company share - 5%

## Scaling in numbers

**375,000**

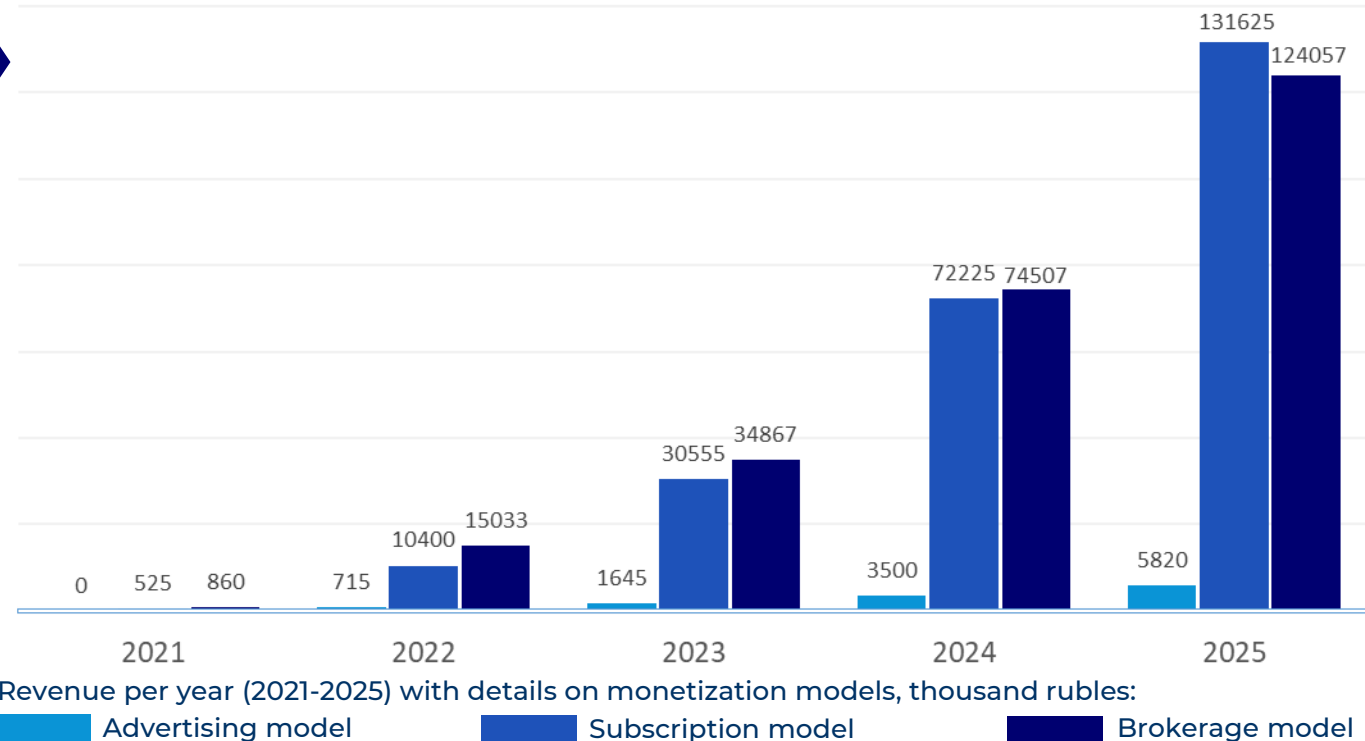
The number of athletes using the platform in 2025.

**24,000**

Number of registered coaches in the system by 2025.

**\$ 10 mil.**

Planned revenue for 2021-2026 on an accrual basis.



# Our team

- it's not just development, design, marketing and strategy - we are the parents of young athletes



**Igor Dinasilov**

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CEO, founder

*Inspires the team, leads sales and communications with partners*



**Andrey Chuvaev**

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CTO

*An expert in the field of information processing, manages the development of the project and the database*

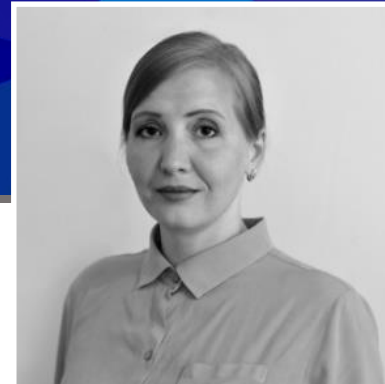


**Kirill Zaputryaev**

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CFO, co-founder

*More than 10 years of experience in strategic and financial management of companies*

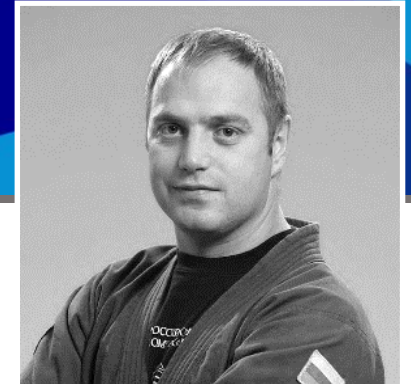


**Natalya Plotnikova**

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CMO

*More than 15 years of experience in building business projects, forms a product development strategy*



**Denis Batcun**

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Consultant

*Vice-President of the All-Russian Federation of ARB of Russia, coach of the highest category at the Sports School*



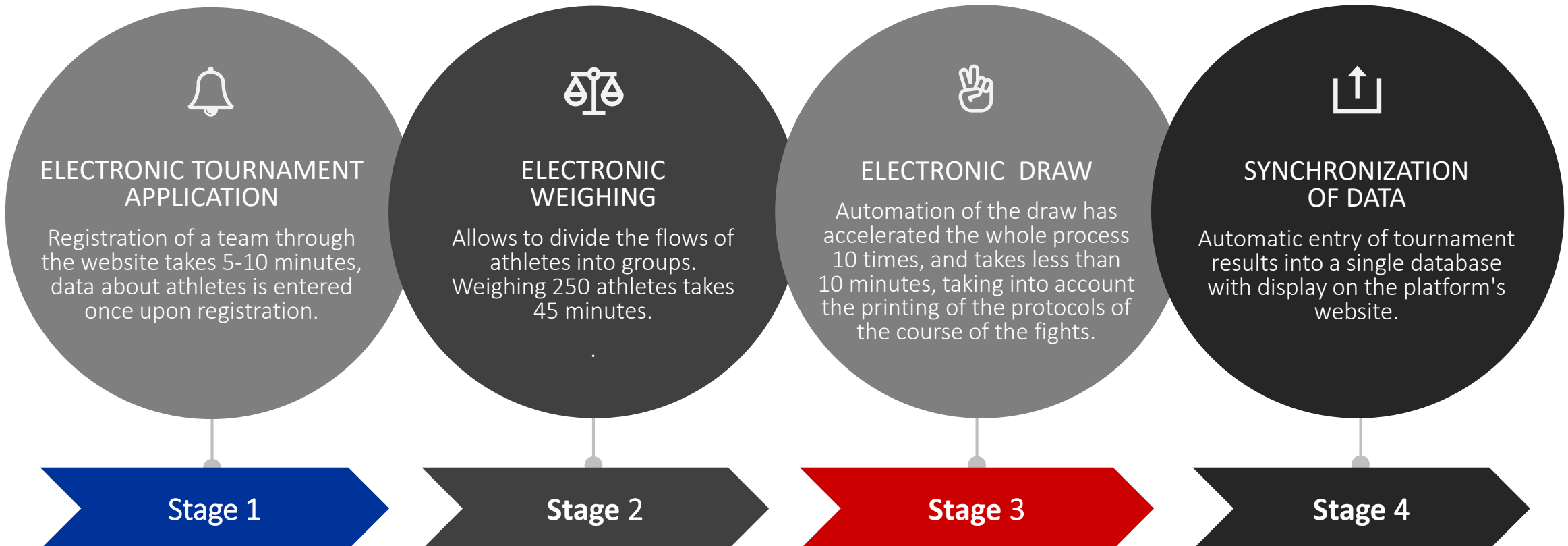
# Our contacts

LLC "UNIBOR"  
Igor Dinasilov, CEO  
Natalya Plotnikova, CMO  
@plotnikovanv  
8 800 201 35 59  
info@runibor.com  
<https://runibor.com>



# Services for tournaments holding

On the UNIBOR platform any Federation or a sports school or a coach can organize a tournament. The formation of the tournament occurs automatically after adding the date and venue with the possibility of placing regulations, posters and other additional materials, as well as accepting fees and insurance for young athletes.



# Platform architecture

The UNIBOR platform is a high-tech solution for the digitalization of the Russian sports industry, which is based on the unification of various sports organizations, coaches, athletes and their parents into a single digital infrastructure. To operate the platform, a virtualization system based on the KVM hypervisor is used, which allows the creation of a cloud environment on the customer's technical means, as well as automatic deployment and scaling for any sports.



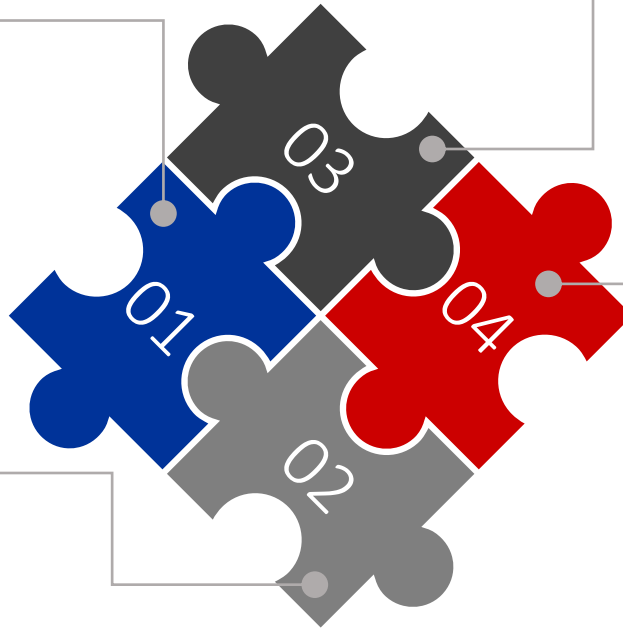
## INTERACTIVE ANALYTICAL DATA PROCESSING

which is structured according to the multidimensional principle for monitoring the development of athletes and the formation of regulatory reports for sports federations



## RELIABLE FAIL-SAFE STORAGE

allowing to store large amounts of data, incl. video content from the competitions



## FAST INTEGRATION

with third-party CRM systems by using the standardized Rest API



## MEDIA SERVICES BASED ON BROADCASTING VIDEO CONTENT SERVER

available to all users, incl. broadcasting video from competitions in HD format, conducting video conferencing, online training and organizing online tournaments



# Geography of the platform

8

Sports Federation

53

region of the Russian Federation

397

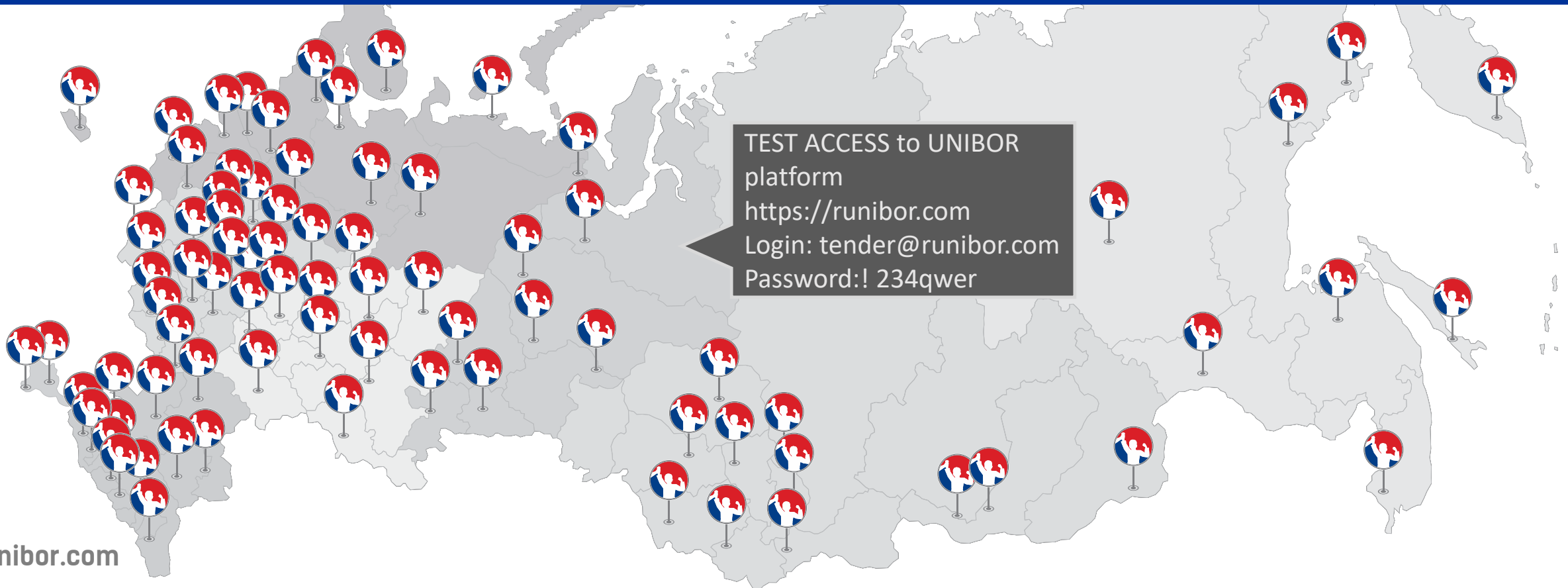
teams

9012

athletes

108

tournaments





# Platform access cost

Registration and access to the platform is free for all users. Paid tariffs are provided for tournaments, access to additional services, media content and individual modules.



## PARENTS

Parents and athletes get access to a personal account on the site for free, the cost of a subscription to advanced functionality and media content is \$ 15 per year.



## ORGANIZERS

The platform commission for using the program and the "Mat" subsystem. It is 10% of the tournament fee (if any).



## SPORTS SCHOOLS

A standard set of services and CRM are provided free of charge, personal modules are additionally paid.



## FEDERATIONS

For Federations the use of the system, storage, access to archives and analytical information is free of charge.

# Joint tournaments

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Tournaments are held for children of 6-13 years old. Age categories by year of birth, weight categories are assigned by the organizer, or we can suggest a division into groups according to the accumulated statistics.



## A Tournament held in several stages with the identification of the strongest

Joint project with the Federation of Army Hand-to-Hand Fighting and the Federation of Hand-to-Hand Fighting of the Moscow Region - the "Young Army Man" Cup and the "Future Hand-to-Hand Fighter" Cup



A "YOUNG ARMEE" Tournament held in 6 stages in ARB

The tournament was attended by 1,100 athletes, in the 2018-2019 season. the number of participants was 780. UNIBOR medals were issued for the tournament together with the FARBoF the Moscow Region.



A hand-to-hand combat tournament held in 5 stages

470 sportsmen took part in the "FUTURE HTH COMBATANT" tournament. Children gained competitive experience by conducting two fights for each stage and identifying the strongest.

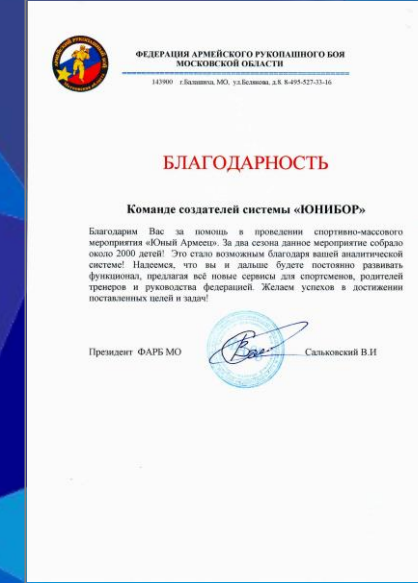


Partitioning scheme of the UNIBOR platform

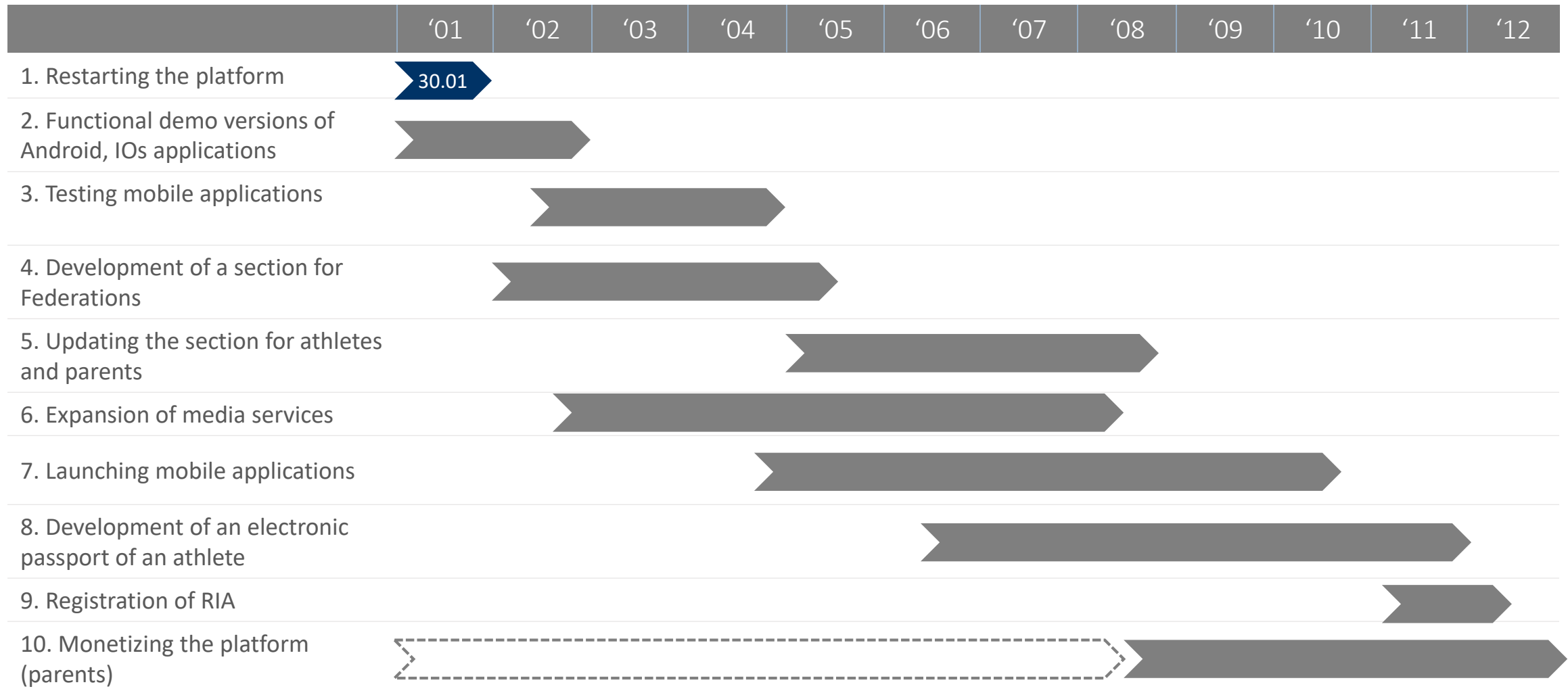
Age categories sorted by year of birth, weight categories are assigned by the organizer, or we can suggest a division into groups based on the accumulated statistics.

# We were entrusted with their tournaments:

- Moscow Regional Hand-to-Hand Combat Federation;
- Public organization "Army Hand-to-Hand Fighting Federation of the Moscow Region";
- Voronezh city public organization "Army Hand-to-Hand Fighting Federation";
- Voronezh regional branch of the all-Russian organization "UniFight Sport Federation";
- "Military-patriotic, sports and technical club named after Hero of the Soviet Union N.I. Boreev"
- Regional public organization "Army Hand-to-Hand Combat Federation of the Tambov Region";
- NPO "Charitable Foundation for the Development of Martial Arts "Olimp", Marshansk
- and another 259 sports schools and 6,336 young athletes.



# Calendar plan for 2021





# Intellectual property



UNIBOR LLC on August 19, 2020 received approval for the status of a participant in the project for the creation and maintenance of the Skolkovo innovation center within the framework of the strategic computer technologies and software business line

At the moment, 6 RIAs have been registered on the already created developments of the UNIBOR platform:

- TR01.UniborTournament (Subsystem "Mat");
- TR01.User.Database (Database);
- TR01.User.Web (user part of the Unibor project);
- TR01.User.API (server part of the Unibor project);
- TR02.User.App (user web portal of the Unibor platform);
- TR02.User.API (server part of the Unibor platform).

[runibor.com](https://runibor.com)



# Innovative platform



UNIBOR is a digital platform for monitoring and processing information of any type of combat competition in Russia with the ability to scale to any kind of sport.

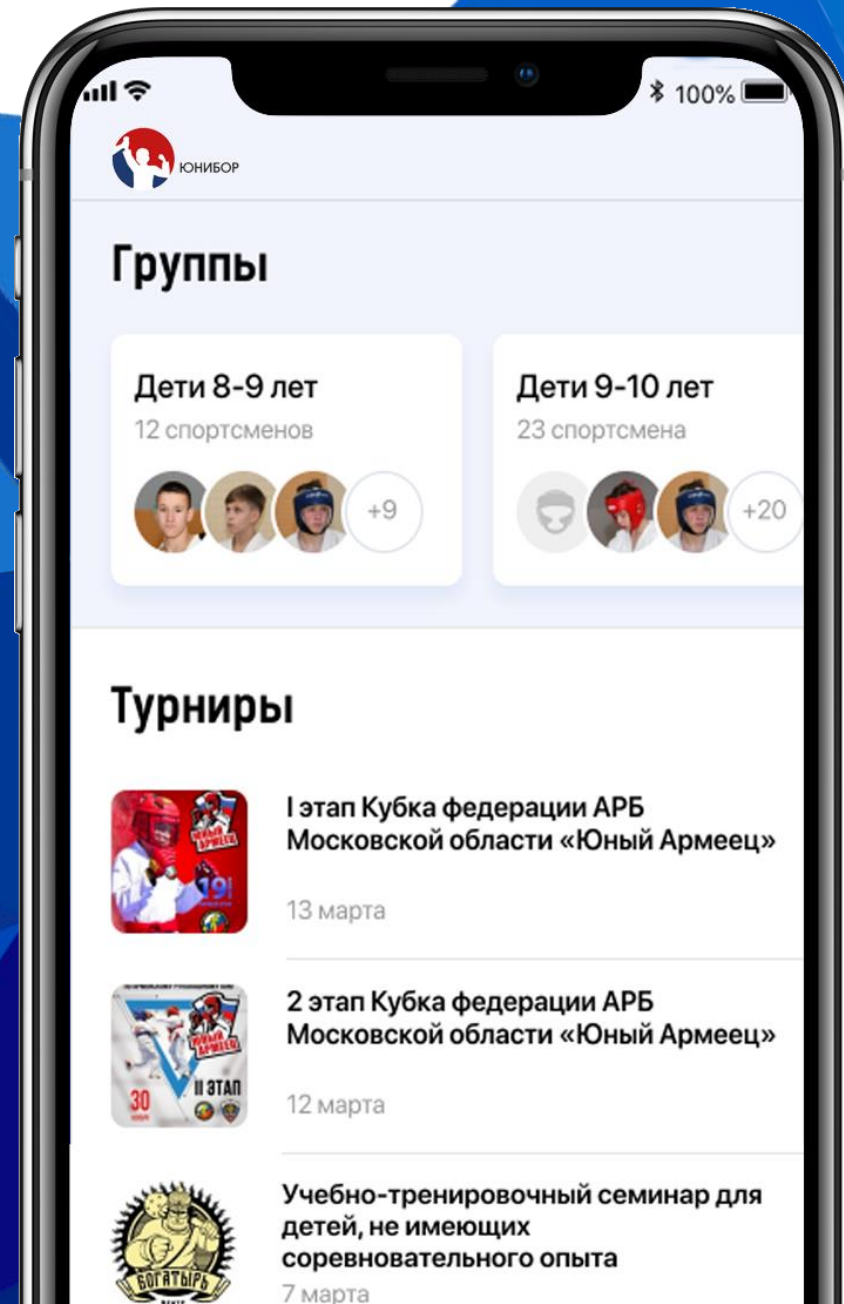


UNIBOR is a platform that any Sports Federation in Russia can join. The key difference and one of the strategic advantages of the company is that it operates in all regions of the country, uniting not only federations and sports schools, but also young athletes and their parents.



The platform service relies on machine learning algorithms - a class of forecasting methods based on learning from incidents or formalized expert knowledge, consolidated in the UNIBOR storage subsystem.

runibor.com





# Using artificial intelligence



The UNIBOR platform provides support for managerial decision making by providing a service for predicting the development of athletes based on the analysis of indicators in sports:

- the pace of mastering sports discipline;
- the level of physical and mental fitness;
- the results demonstrated at the competition;
- speed of recovery after training and competition loads.



The UNIBOR platform allows you to:

- to identify children who have the ability to successfully master a sports discipline;
- form a plan of individual lessons for a specific training period;
- simulate the focus of training and competition results.

# Development strategy

Based on the collected data about athletes during the formation period, video content from tournaments, the platform plans to implement advanced analytics tools based on machine learning and artificial intelligence:

- provision of a service for predicting the development of athletes and the formation of recommendations for their further development;
- provision of an online media training service with a digital assistant that provides control and adjustment of the athlete's exercise performance;
- services for predicting the sporting success of a young athlete and evaluating the athlete's recovery process after the competition.

