



SPORT-A-TOUS **運動紅薯**

Sports of all, for all 運動無疆界

揭示綠色經濟/體育產業對社會的深遠意義

Unveiling the Profound Impact on Society : Green Economy / Sports



Founder CEO: Mr. David Li

David, a passionate sports advocate, served as the CEO of CACEIS Hong Kong, a leading European Asset Servicing Banking Group, from 2011 to 2021. With over 35 years of experience in business management, research and development, and technology, he leveraged his expertise to venture into entrepreneurship. His tech startup aims to promote and advance the sports industry through innovative solutions. David is sharing his vision on how he believes digital inclusion and Artificial Intelligence can fuel up the community sports sector of the Hong Kong sport industry.

李先生熱愛運動，他在2011年至2021年期間擔任CACEIS銀行集團香港的首席執行官。憑藉著超過35年的業務管理、研發和技術經驗，他充分運用自身專業知識，創立了一家科技初創企業，旨在透過創新解決方案促進和推動體育產業的發展。李先生將會分享他對於數位共融和人工智能如何推動香港體育產業的社區體育領域的願景。



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Vision

As communicated via its naming, the vision of “ Sport à tous ” is rooted in driving “Sport of all, for all” along with the ambition in becoming a world-leading firm in the blending realm of Sport and Technology.

願景

以「運動無疆界」為理念，融合科技與運動為依托，將公司打造成運動科技產業領域內的行業領鋒。



Leverage our “Sport Themed-Tech 運商科技” to “sportify” our community for better living

The image features the silhouettes of two runners in motion against a bright, hazy sunset or sunrise background. The runners are positioned in the upper half of the frame, with their forms dark against the glowing light. The overall mood is energetic and forward-looking.

Sustainable Green Economic Power and Trailblazing New Frontiers
可持續綠色經濟動力、全方位運動產業化

Sports Industry Revolution: Corporate Benefits Unleashed
顛覆性改革運動產業：為企業帶來好處

The Power of Sporting Treats in Modern HR

80% of Hong Kong Professionals More Health Conscious Since Pandemic

- Propel staff retention, loyalty, and overall productivity
- Elevate Corporate Social Responsibility
- Exemplify a genuine concern for employee well-being
- Revitalizes a vibrant and healthy work environment
- Sporting treats are a contemporary HR Strategic Rewards

Medium to small sized corporations

Traditional pain points to offer Sporting Treats

- Differing interests
- Scheduling conflicts
- Logistics and coordination
- Employee participation and motivation
- Evaluation and feedback

「運商科技組建運商組合」

Large sized corporations

The positioning of a Sport Club solution

- When effective rate against their entire workforce < 15%
 - Sport club is more a HR sport hobbies solution
- The optimal solution for the entire workforce is to increase staff coverage > 50% that serve as a true powerful HR wellbeing solution
- If we attempt to increase staff coverage, we will encounter similar pain points as those faced by medium to small sized corporations

「運商科技組建運商組合」

VouchCSR, Redefining Corporate Sports Support

Powerful Stacks of Dividends, Amplifying Benefits!

- Your Organization – doing things in style
- Your Employee – happy and fit for Success
- Your Sport Industry – leaping forward
- Your Community – fueling energies



Our Environmental, Social and Governance (ESG)'s Benefits

Environmental

- Digitally enabled interaction
-> Reduce carbon footprint
- Efficient utilization of venues
-> Enhance sharing economy
- Efficient use of e-vouchers ->
Encourage circular economy

Governance

- Instilled better structure
to formalize sport
sponsorship
- Improved transparency
and hence, the trust
earned in the sport
sponsorship processing

Social

- Improved health both
physically and mentally
- Enhanced social
inclusion, youth
development, sport
inclusion and social
engagement

Beneficiaries:

- Sports participants
- Sport Professionals
(e.g., Coaches)
- The entire Sport
services supply chain
(e.g., individual
coaches, service
operator)
- Minority and
Underprivileged
Groups

★ *Sports-related
employment accounts
for ~2.0% GDP/ labor
force ~75K*





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- § Underprivileged youth should not be confined to exploring only mainstream sports (Youth Development: Enhance Empowerment)
- § Beneficial for individuals of all ages, from youth to the elderly (Alleviate social isolation)
- § Facilitate the infusion of stable and sustainable private funding (Foster development of the sports industry)
- § Achieve mutually beneficial outcomes across sectors (Stimulate economic circulation)
- § Harness technology to achieve high-quality digital transformation (Digital inclusiveness)
- § Enhance the development of healthy communities (Reduce public health expenditures)

 **Thank you** *Sports of all, for all* **運動無疆界**



Sport Themed-Tech 運商科技 SportSpark the Economy 陽光經濟動力



www.sportatous.com



Sportatous App

**Driving Hong Kong's Progress:
Seamlessly Advancing Government Objectives,
Today and Tomorrow**
引領香港未來：與政府目標完美契合，短、中、長期無縫對接



Proud to partner with
Microsoft for Startups

Concerted effort to unleash the full potential of the sport industry through a series of business and technological innovations