

2024 Jan



SPORT-A-TOUS 運動紅薯

Sports of all, for all 運動無疆界

Unleash Sport Industry Potential and Explore a Thriving Sports Marketplace



SPORT-A-TOUS a Startup Driving Sports Inclusivity and Engagement

Our vision

Sport-a-tous is a portmanteau rendition which translates to “Sport to all”, constituted by the two phrases- “Sport” and “à tous (meaning: to all)”.

Empowering the World with Inclusive Sports for All, Spearheading the Fusion of Sports and Technology.

Our mission

Sport-a-tous leverages technology to disrupt the sports ecosystem, addressing market challenges like "adverse selection," "short-tail sport offerings," and "externalities." Our platform expands access, offers diverse sports options, and minimizes negative factors. Join us in revolutionizing sports through technology and innovation.

Our positioning

Sport-a-tous is a free mobile app that brings together sports enthusiasts, fostering a supportive community. Our platform allows athletes to connect, train, and compete with like-minded individuals. Join us to experience the limitless potential of sports and empower the sporting community.



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1. AI-powered Matchmaking for the Sports Community 「Sport Friend」
Know Yourself, Know Others
Dive Deeper and Enjoy the Thrill of Sports
 2. Empowering Customers: Retailers and Businesses Covering their Sports Expenses
Abundance Flows
Feel the Good Vibes
 3. AI-Driven Progress Tracking: Guiding Students to Master Their Moves
Teaching Excellence, Personalized Service
Going Above and Beyond
 4. Bridging the Gap: Analyzing Motion Differences Between Fans and Idols
Endless Joy
Every Sports Enthusiast's Dream Come True



The background of the slide features a close-up, slightly blurred image of a professional microphone and several audio cables, suggesting a focus on technology and communication.

「Community Sponsorship+」 Unlocking Vast Business Opportunities, Connecting Sports and Commerce

Blending Technology, Consumption, and Sports: Interact in Perfect Harmony



Empowering Sports Professionals: Elevating the Game for Coaches and Instructors All-in-One Sports Platform: Efficient, Beneficial, and Free



Elevate Your Professional Services with
「 Ease of Funding 」 Benefits

Streamline and Simplify Fragmented Promotion and Operations for Coaches

**GAIN EXPOSURE,
BOOST ENROLLMENTS:**
EXPAND YOUR
COACHING BUSINESS
WITHOUT AD COSTS



Seize the Opportunity as a Sports Expert: Be Ahead of the Game

1. Streamline Your Coaching Business with an All-in-One Online Booking and Management System: Seamlessly Handle Customer Reservations and Instantly Connect with Clients for Booking and Class Requests like  
2. Effortlessly Manage Administrative Tasks with a Personal Assistant: Lighten the Administrative Workload for Coaches.
3. Seamless Operation for Clients without Phones: Enable Parent Sub-Accounts for Children's Participation.
4. Transparent and Free: Sport-a-tous Supports Coaches without Charging Any Fees. Settlements with Clients Happen Outside the Platform, Apart from "Community Sponsorship+" Contributions.



Highlights

- **Revolutionary Technology:** Utilizing AI for Feedback, Enhancing Student Engagement and Building Trust in the Coach's Expertise.

Community Power: Key

- **New Opportunity:** Coaches Seamlessly Benefit from Integration with Sponsors in the "Community Sponsorship+" 「S+」.

Conservative Estimate: The 「S+」 is projected to bring in HKD500M+ pa to the sports industry.

Irresistible Combination: AI Gadgets Meet the Power of the Sports Community

Unite Sports Enthusiasts and Amplify the Joy of Sports:

- **AI-Enabled Matchmaking:** Finding Sports Buddies for 「Sport Friend」 with Similar Skill Levels
- **Vivid Reports through Visualizations:** Bringing Dynamic Insights after Sports Classes
- **Comparing Movement Postures with Sports Idols:** Inspiring Better Technique
- **Self-Consistency:** Evaluating Movement Postures for Improved Performance
- **Friendly Competition with Friends:** Ignite the Sporting Spirit



Coaches in High Demand: Igniting Expert Guidance


Tech-Enabled 「Sport Friend」 : Strengthening Community Sports Culture

	Toby	MindBodyOnline	MOJODOMO	Instagram / Facebook	SPORT-A-TOUS
Sector	Any personal services	Wellness and fitness	Consumer market	Social media	All sports + social media + consumer market
Type	Marketplace	Marketplace + SAAS	Voucher marketing	Advertisement	Multi-purposes
Booking Approach	WhatsApp	Sophisticated	NA	Phone call	InApp and Parents & PA friendly
Free of charge to sport professionals	X	X	X	√	√
Sponsorship e-voucher system	X	X	X	X	√
Social Responsibility Friendly	X	X	X	X	√
Sport Performance Analytics	X	X	X	X	√
Sport Tourism Partnership	X	X	X	X	√
A.I. Powered	X	X	X	√	√
Social media network	X	X	X	√	√





10:24 Signal Wi-Fi Battery

SPORT-A-TOUS Welcome you Intro



+852 Phone 0/15

Key 0/20 

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
0		

Efficient Resource Management: Maximizing Value, Minimizing Costs

- Digital Mobility Management: Streamlining Operations for Efficiency
- AI-Enhanced Teaching: Empowering Education with Artificial Intelligence
- Customer Matching Platform: Connecting Customers with the Right Fit
- Sponsor Support for Customers: Empowering Sponsorship Opportunities
- AI-Powered Sports Social Media: Enhancing the Sports Community Experience



「Community Sponsorship+」 「S+」 Launch Plan:
Kickstarting with Sports Experience Vouchers