



**SPORT-A-TOUS** 運動紅薯

*Sports of all, for all* 運動無疆界

**SportSphere ActiveConnect Platform**  
**主動型多功能運動平台**





# Founder CEO: Mr. David Li

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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。



# SPORT-A-TOUS **A local start-up devoted to sports**

## **Vision**

As communicated via its naming, the vision of Sport-a-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.

## **Mission**

To realize this founder-led vision, Sport-a-tous seeks to leverage technologies to disrupt the ecosystem of sport through improving its inherent market-specific challenges.



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



# Unlocking Your Full Selling Potential

「運商科技組建運商組合」

## Revolutionizing the Sports Industry

A Free and Open Professional Platform for Coaches, Pioneering an Evolutionary Blue Ocean Strategy to Unleash Growth and Promoting a Healthier Society.



# **VouchPlus**, Redefining Shopping Experience

ScientiMix (Product Excellence + Athletic Charisma + Coaching Mastery)

- The Psychology of Smart Shopping
- Ignite Sales with Minimal Costs that Unleashes Unprecedented Purchasing Power
- Elevating Corporate Image Effortlessly
- Delighting customers with valuable post-sales reports

**Driving Profitability: Stay Ahead of the Trends**

# 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*





# Unveiling the Profound Impact on Society : Green Economy / Sports

- § 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

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



[www.sportatous.com](http://www.sportatous.com)



Sportatous App

**A Free and Open Professional Platform for Coaches  
powered by Artificial Intelligence that tokenizes sport  
sponsorship to achieve our vision “Sports of all, for all”  
由人工智能驅動的免費自由開放專業平台，透過運動贊助代幣化實現我們的願景「運動無疆界」**

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