



Sports of all, for all 運動無疆界

NGO Non-governmental organization
Information memorandum

2023

Executive Summary



Beyond being a pure discovery and matching marketplace, Sport-a-tous is a **digitally-enabled platform powered by Sport-Theme-Tech** that engages the community of sport enthusiasts via being:

a **monetary incentivized funnel** leveraging the fusion between corporates and sport participants

a **comprehensive touchpoint** dedicated to facilitate the journey of sport enthusiasts

an **ESG-embedded structure** that strives to create values for society at large



NGO is free of charge to issue **Sport-a-tous** e-coupons to their members for their sponsored Tai Chi Class



Josephine's husband David helps Josephine to confirm booking when she is busy



Sport-a-tous Mob App



Tai Chi Master, Josephine

A report from **Sport-a-tous** to reconcile between NGO and Josephine



Interested members contact Josephine directly via **Sport-a-tous** to book the class

NGOs can take advantage of this sport platform to modernize and streamline Sport Sponsorship activities

Free 

Organize sport activity option (1a) – Sport Pro led

1. Yourself: NGO as a pure sponsor

- Issue “S+” sport e-vouchers to your target audiences
 - if the audience is not an existing member of the App, an email by sport-a-tous on behalf of the NGO will be sent to invite him/her to collect the voucher;
- The e-Vouchers issuance can setup :
 - Registration by your target audiences themselves (scan a QR code) or by your upload of a CSV / excel file containing a list of email addresses or mobile numbers
 - Validity: for a specific dated event or up to a specific date
- NGO can online real-time monitor the usage of the vouchers anytime anywhere;
- This is a cash free e-voucher issuance, no payment is being handled by the platform

2. Your partnered: Sport Professionals / coaches

- Manage registration on top of conducting the sport class (can grant right to NGO)
- Create a sponsored class linked to the NGO (dedicated to the sponsor NGO) or;
- Create a regular class that also accept NGO's voucher (mixed with the coach/provider's regular clients)

3. Your target: Audiences

- Reserve using your e-voucher via the App
- Your audiences will not see in the App who are joining

Practicable



Organize sport activity option (1b) – NGO led

1. Yourself: NGO as the sole operator of the sport event

- Create a corporate sport event
 - Upon creation, you can setup a broadcast of invitation to all your past participants via the App
- NGO will manage the registration of participants entirely directly
 - Can setup auto-confirmation under FIFO either – thus no further HR resources is needed
 - i. when the NGO voucher is found or
 - ii. unconditional
- No payment is involved within the platform, thus it is free services for NGO's charity event

2. Your partnered: Sport Professionals / coaches

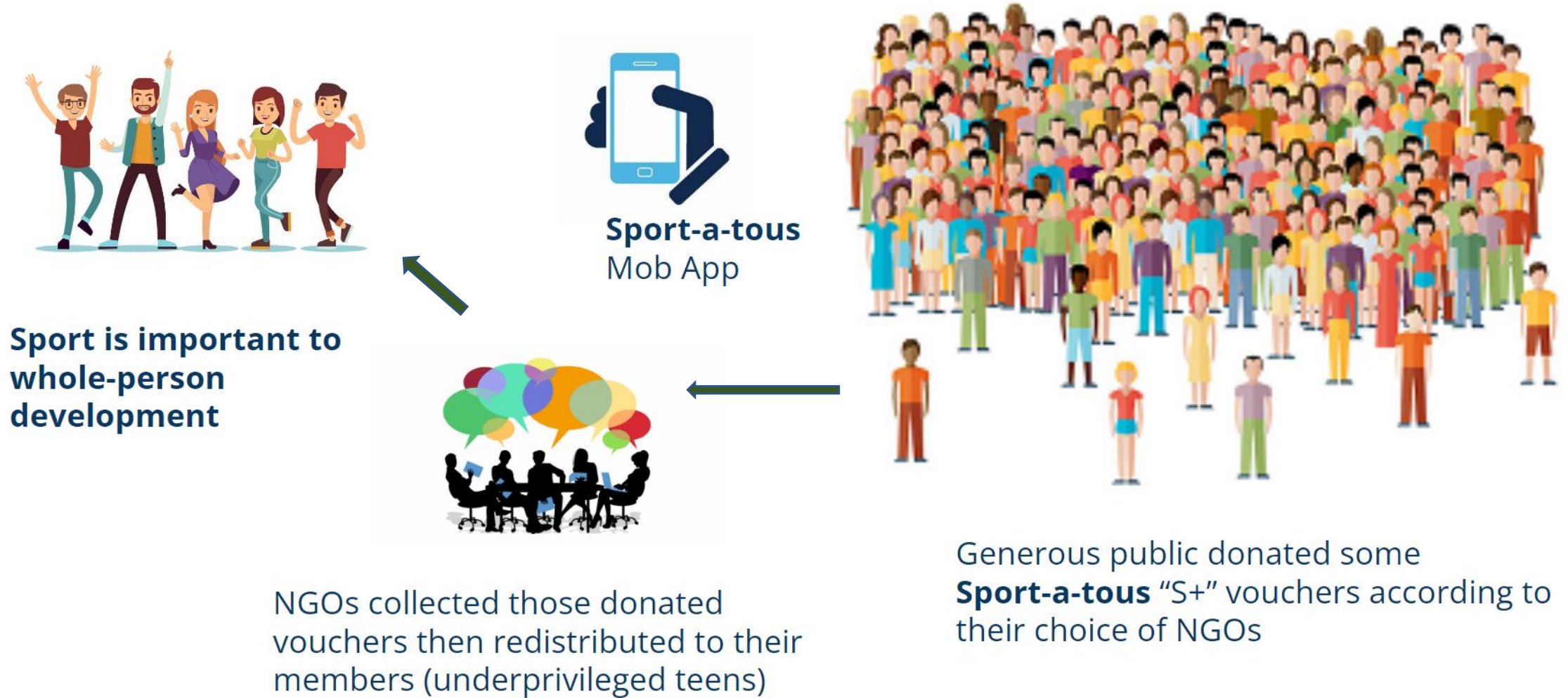
- Simply just conduct the sport session during the sport event

3. Your target: Audiences

- Discover and confirm with the NGO via the App
- Your audiences can see how many are joining but whether the name and profile pic of the participants can be shown depends on privacy setup of the event

Practicable

General Public Sport e-Voucher Donation



Achievable

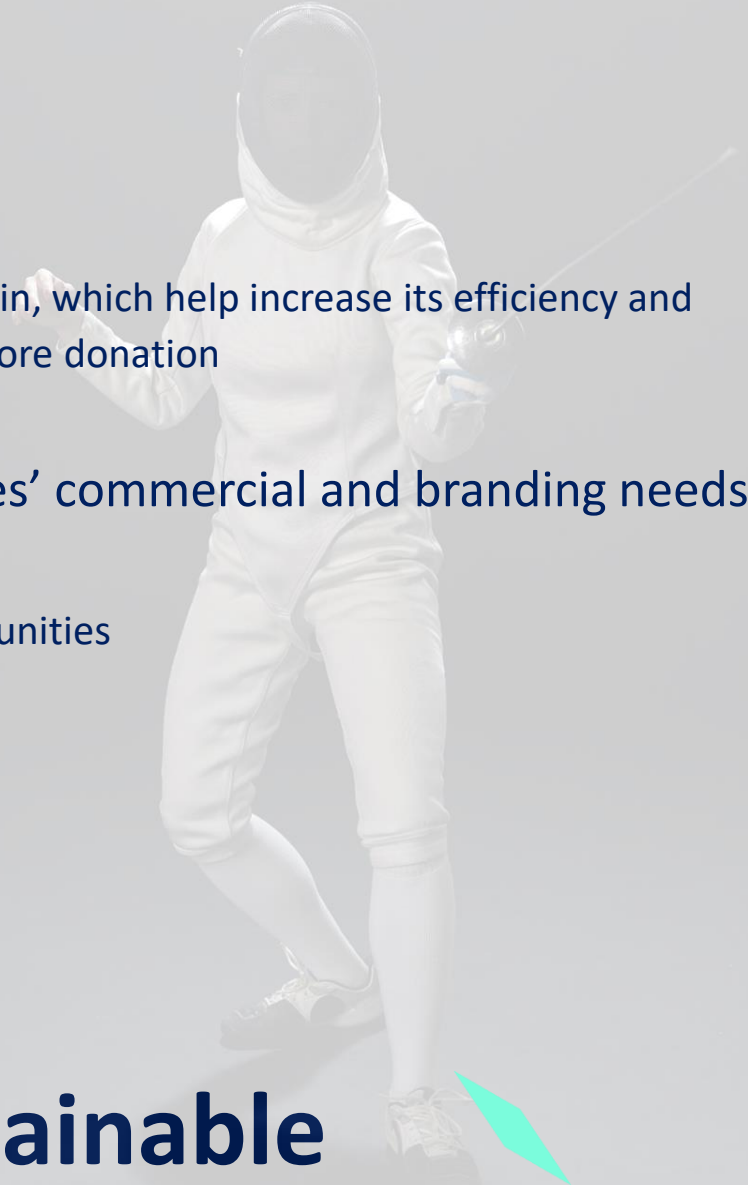


Concerted effort is our goal for Better Living

1. Establish a dedicated Sport platform
 - Moneys go in, stay in the Sport communities
2. Encourage NGOs to join
 - Create an NGO pool that helps institutionalize the complete sport donation process chain, which help increase its efficiency and transparency. this will thus bring confidence towards the mechanism and will attract more donation
 - Offer varieties of NGO choices to public for their Sport e-Voucher donation
3. By offering an attractive and comprehensive solution to support Corporates' commercial and branding needs, in turn monetary benefit goes to the followings:
 - 1st layer to End-consumers and/or NGOs, plus SPORT-A-TOUS' donation to Sport Communities
 - 2nd layer from End-consumers donate to NGO and/or recruit Sport Professionals
 - 3rd layer from NGOs to underprivileged communities in turn recruit Sport Professionals

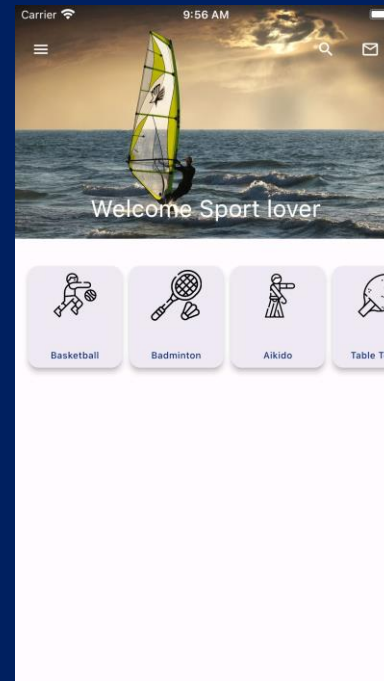
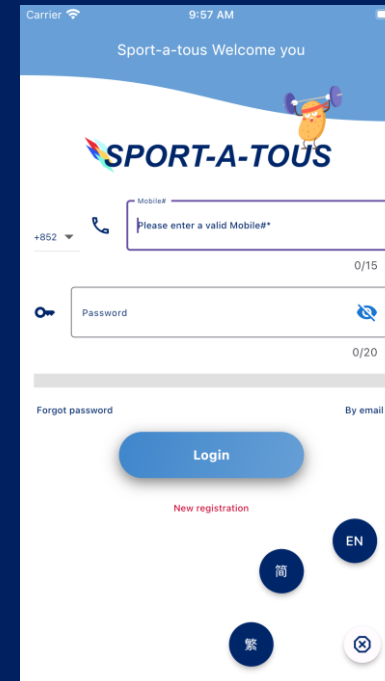
Kills many birds with one stone!

Sustainable





Modish



Thank You

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