



**STATMETRIX**

Confidential Pitch Deck



**We** democratise **sports performance** data  
using **machine learning**, **computer vision**,  
**and analytics**

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# Team

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**Olukunle Kayode**  
*Co-founder  
CEO*



**Edane Barton**  
*Co-founder  
Product Lead*



**Dr Chuang Yuang-Chiu**  
*Computer Vision  
Researcher*



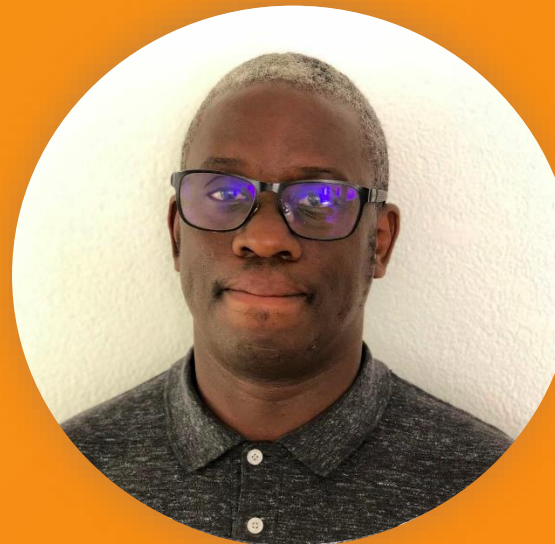
**Bruno Voigt-Hoos**  
*Computer Vision  
Engineer*



**Marc Amberg**  
*Computer Vision  
Engineer*



**Craig McCallum**  
*Full Stack  
Developer*



**Jason Calder-McLaren**  
*Business Development  
Lead*



**Clement Woo**  
*Full Stack  
Developer*

Results-driven team with  
prior experience building  
valuable data technology

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Previously at:



**Bloomberg**



**ORPHEUS**

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# Problem

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01. Adoption of technology for grassroots sports still low due to expensive tech

02. No platform currently links grassroots players with elite scouts using data

03. Sports technology remains fragmented. No single platform for all data needs

# Solution



Hardware agnostic models  
to automate data  
extraction from action and  
broadcast cameras



Connection with elite  
teams to progress best  
prospects



Innovative platform that  
provides a 360° solution for  
sports data

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# Market Size

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Service obtainable market size  
for grassroots sports in the UK  
and globally

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## UK Grassroots football - £24M

119,000 grassroots football teams in the UK

## Global grassroots football - £298M

25 million grassroots players at 1.5 million grassroots teams in the world

## Global grassroots football and basketball - £563M

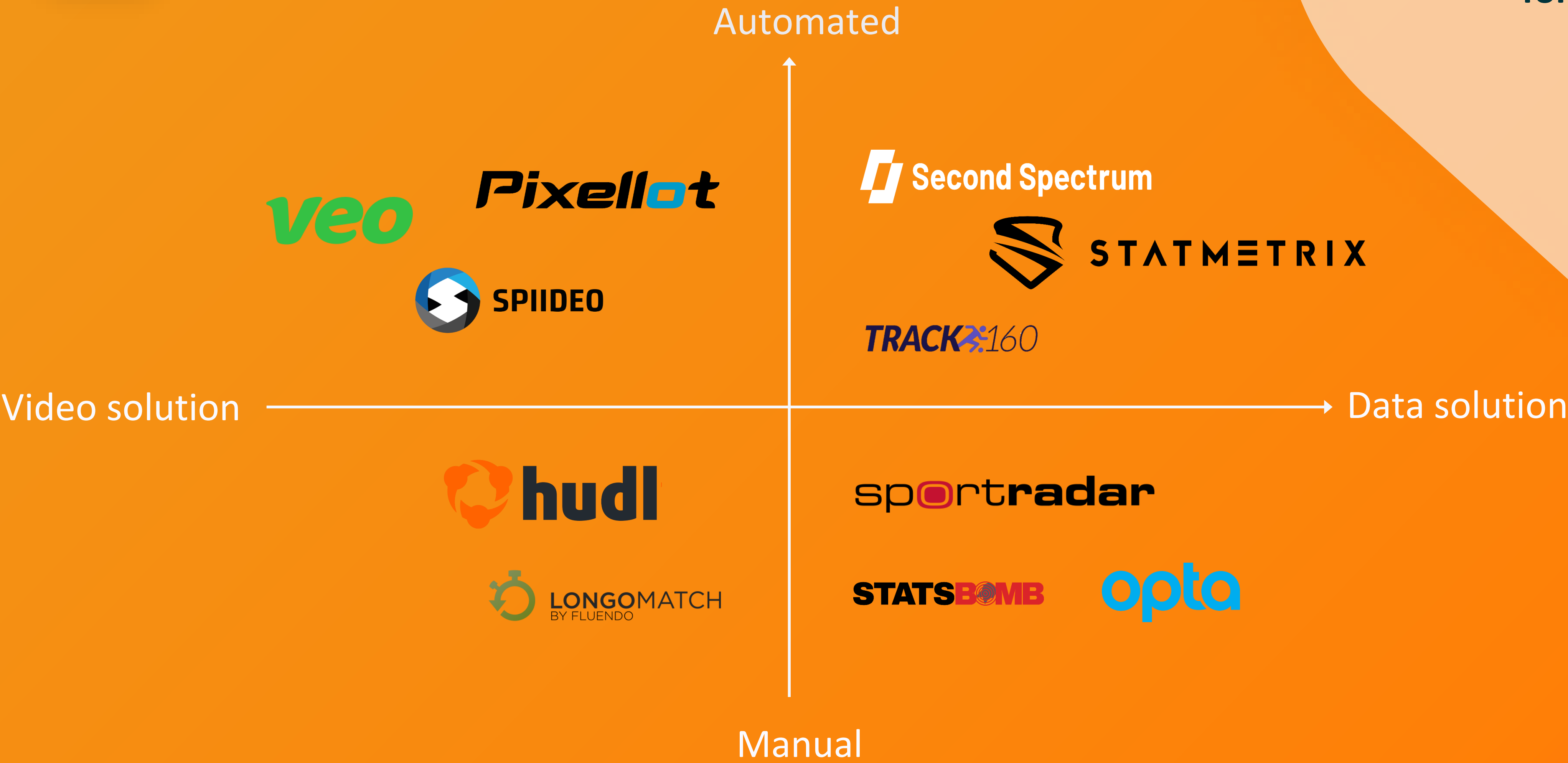
20 million grassroots basketball players in the US alone. More in China, LatAm and Africa

## Global sports technology industry \$30bn

Fast rate of sports technology adoption fueled by 20.3% CAGR growth

# Competition

We are building a Bloomberg  
terminal-like data platform  
for all sports data



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# Business Model



£199/yr

**Basic plan**

Grassroots teams



£2,000/yr

**Starting plan**

Scouts



£24M

**Revenue**

(2021-2025)

**119k**

Grassroots teams in  
the UK

We initially provide an  
analytics platform to  
grassroots teams and  
a scouting solution to  
elite clubs

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# Traction



## Video capture solution

Recorded over 200 grassroots matches for 25 teams in the UK



## Automatic camera controller

Labelled over 10k frames of ball data and 80k frames of player data



## Analytics platform

Sales pipeline of 75 teams across 15 prospected clubs

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# Roadmap

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Player tracking data  
Q2 2021



Scouting data platform  
Q3 2022



Data from broadcast cameras  
Q3 2022



Data for sports betting  
Q2 2023



Data for gaming and esports



Our core technology gives us the capacity to scale into other verticals within sports data

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# Investment

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We're raising

**£1M**

EIS eligible

01. Reach over **50k players** on the platform within 18 months
02. Hire for engineering, web development, marketing and sales teams
03. Achieve ARR run-rate of over **700k** in 18 months
04. Develop products for broadcasters and sports betting companies

# Why Us



Results-driven team



Building data moat



First mover opportunity

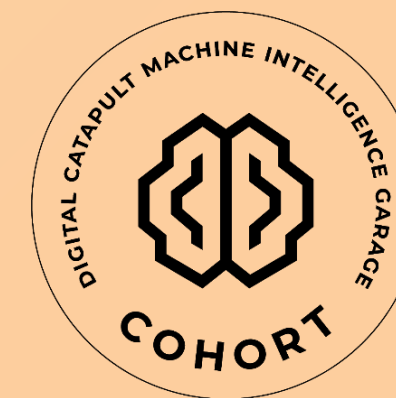
## Awards and Competitions

**easyJet**

September 2020 - £2k grant

Funded by  
**Innovate UK**

June 2020 - **£215k in grant funding**



2019 - \$100k in Amazon AWS cloud credits

**MSDUK**

2019 - Residential at Tuck Business School

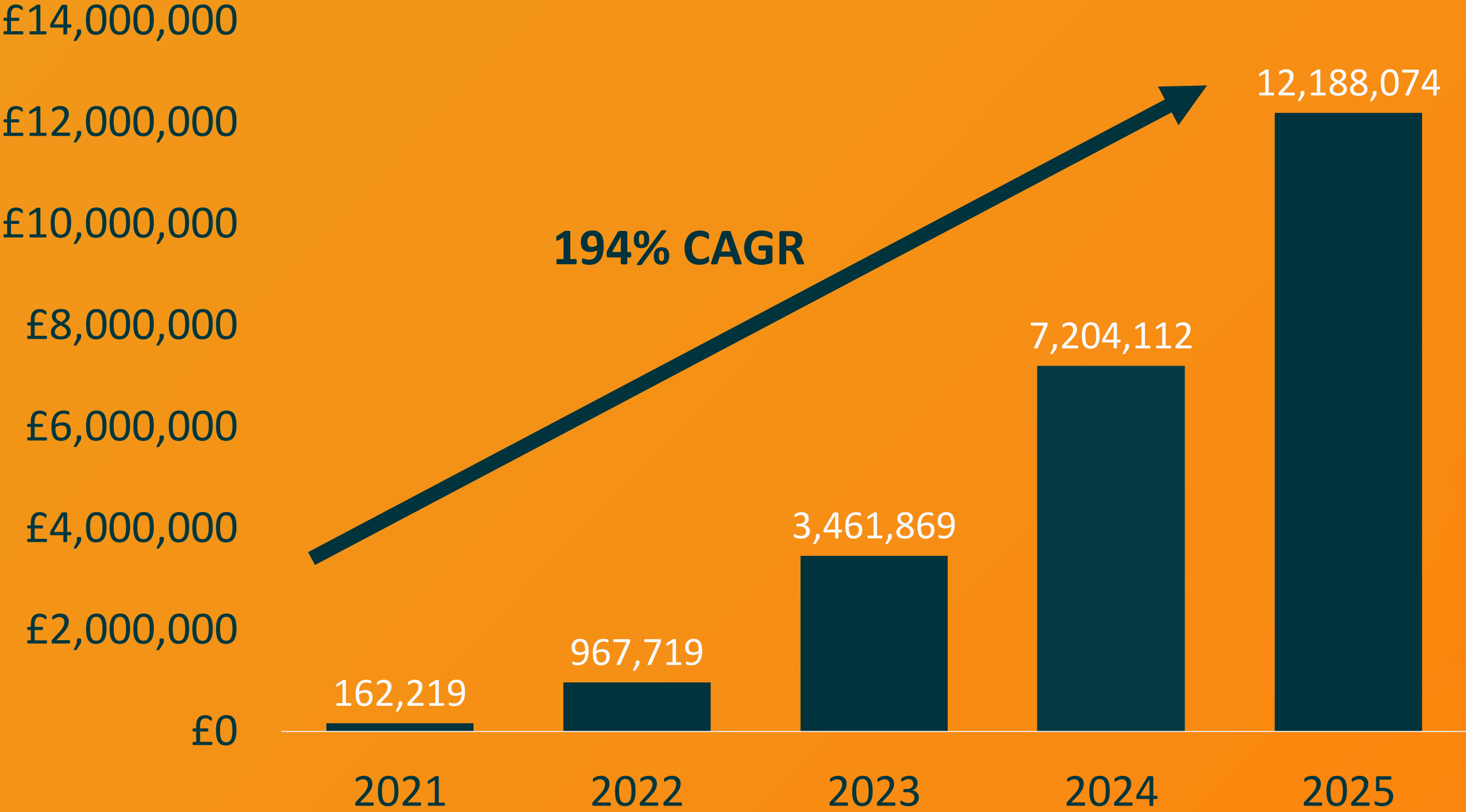
Funded by  
**Innovate UK**

2018 - **£283k in grant funding**

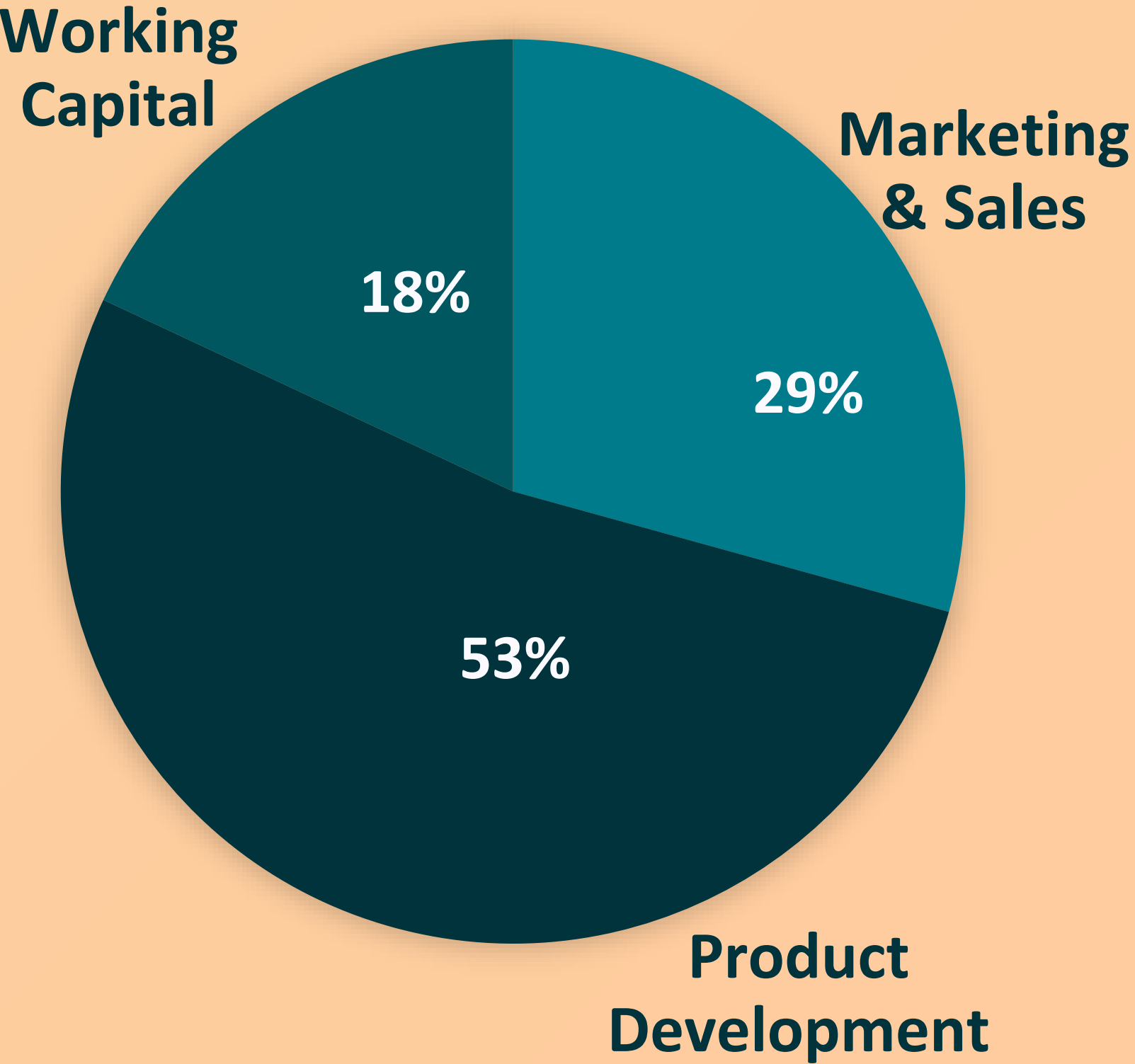
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# Appendix

# Financial Summary



## Use of funds



# USP

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**Hardware  
Agnostic**



**Network  
Effects**



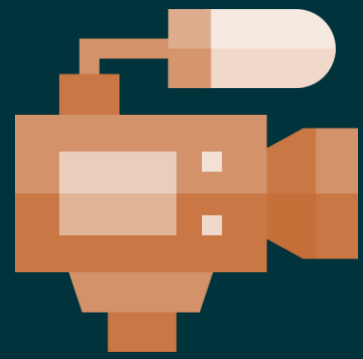
**Data Moat**



**First Mover**

# Market Validation

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100k

grassroots matches  
recorded

**veo**



4,285

clubs

**veo**



1,800

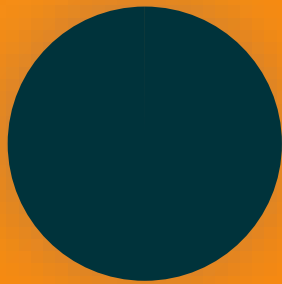
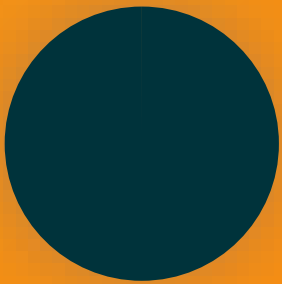
schools

 **hudl**

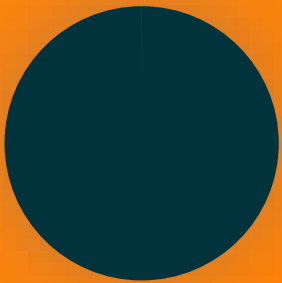
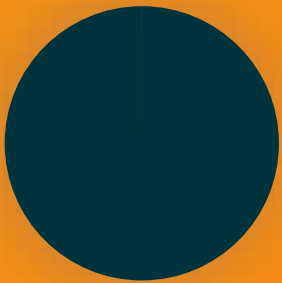
# Competition

STATMETRIX   *veo*   hudl   TRACK160   opta

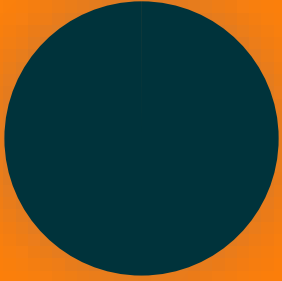
Grassroots focused



Sports data automation



Data from broadcast  
cameras



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# Testimonials

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**Paul Barnes**

Manager  
Staines Town FC

Statmetrix is exactly the type of solution that is needed within the coaching community. It empowers everyone and gives ownership to the team.



**Adam Weston**

U-15 coach  
Enfield Town Ladies FC

Working with the Statmetrix team to bring video analysis to our team has been great. Immensely valuable toolkit for player development.



**Brian MacAulay**

U-11 coach  
Welling United FC

We've used the camera system to record some of our games. It's been enjoyable to replay and analyse key match moments.

# Advisers



**Cyrus Jones**

Fundraising

Ex business  
development @  
Onfido  
**Mphil Oxford**



**David Munting**

Financial Management

Chartered accountant.  
Financial Director @  
Maitland Group  
**Fellow of CIMA**



**Kannan Ganga**

Human Resources

Former HR Director  
@ London Evening  
Standard  
**MBA Oxford**



**David Villa-Clarke**

Strategy

Former Head of  
Business Development  
@ Towry  
**MBA Cass Business  
School**

# STATMETRIX

## Contact us

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