

NETWORK EFFECTS ON STEROIDS

SCALE

- free SAAS PMS to counties- they bring the PLAYers
- groups- easily invite friends to PLAY through IM
- Referral program
- REGISTER NOW!
- 2 clicks to register and join a game
- freemium

NETWORK EFFECTS MAP

BRAND

- Let's PLAY
- Come PLAY with us
- we PLAY better
- PLAY turns the world into our playground
- we PLAY together
- PLAY Everywhere! By anyone! With everybody!

EMBED

free saas to manage properties

monitoring equipment

Calories Burned 200	Calories Burned 360	Calories Burned 240
Average 160	Average 300	Average 200

DIRECT

many to many that build groups inside

REGULAR

- Real classes, PLAYers meet new people + same interests = new friendships
- instructors and location owners, earn money from the platform
 - in app messaging
 - PLAYers PLAY through the platform
- most of the PLAYers in the pilot sign up with 1 friend or more
- PLAY connects between instructors to location owners and to PLAYers (in the future we will consider adding equipment side, as it was needed in the pilot)

MASCULAR

- not like in Uber, in PLAY the PLAYers emotionally connect to the instructors and the other PLAYers
- not just active- suppliers will get notified on demand. Including prediction on when and where to open a class (like the estimate time in Waze)
- not just active- PLAY will predict when and which sport will fit the PLAYers
 - the economic model

Physical

Personal Utility

Personal

Market Networks

The Economic Model

real data, the pay in the market is 80-120. The average here is 124, and was 156 in the higher membership

	Instructor	Classes a Month	Average	Present	Hr Payment
PLAY BASIC	1	5	5.20	13.40%	₪ 134
	2	4	9.00	18.56%	₪ 232
	3	13	3.38	22.68%	₪ 87
	4	3	6.67	10.31%	₪ 172
	5	9	5.56	25.77%	₪ 143
	6	5	0.80	2.06%	₪ 21
	7	5	2.80	7.22%	₪ 72

2-SIDED

Instructors

PLAYERS

Location owners

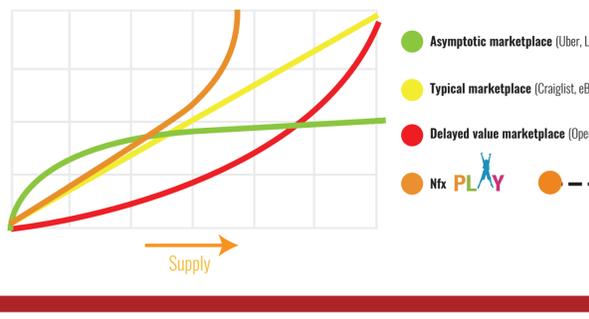
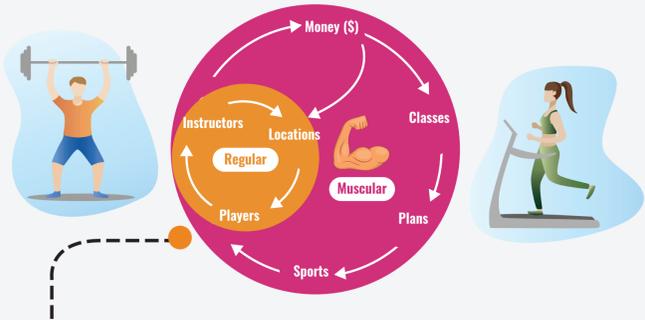
3 Sided

marketplace unlimited classes for a fixed price, reducing the multi-tenanting effect

Platform (2-Sided) Instructors can add existing classes or add new ones. PLAY will monitor each PLAYer and will add huge value

Multi-Dimensional natural growth

The schema of additional growth- the inside is regular, bigger circle is the muscular



METRICS

DATA

- Statistics and predictions
- PLAYers metrics avatar

PLAYers will have an estimate for their result at the end of the month and instructors on how much money they will make

COMPARISON TABLE

The users are the product!

	OUTDOORS	GYM & STUDIOS	MEDIATION	PLAY
Free	✓	✗	✓	✓
Plans	✗	✓/✗	✓	✓
Unlimited	✓	✓	✗	✓
Public Places	✓	✗	✗	✓
Private Places	✗	✗	✗	✓
Variety	Limited	Limited	Wide	Unlimited
Events by Players	✓	✗	✗	✓
Anyone can train	✓	✗	✗	✓
With whom	Friends	Members	Members	Friends & Members

HUSLLE | FITRESERVE | SYMBIOSIS | HUBBLES | PLATFORM

SOCIAL

Language we do not exercise, we PLAY

Belief PLAY is innovative and has come to solve the hard problem for all its users- accessible sport and fun!

Bandwagon once in a friend's house party, I met someone that told me she is a PLAY member, she told me that her friends told her that she has to join as it's the best thing ever!



Tel Aviv Municipal Sports Administration

Subject: PLAY venture in Tel Aviv-Jaffa

The PLAY venture is familiar to us and operates in several locations around the city. This venture activity enables the provision of diverse sports services, using municipal bodies that "provide" sports facilities varied for the benefit of these sports activities. Needless to say, PLAY's venture activity promotes the vision and goals of the municipality in the field of sports through accessibility. Sports services for most of the city's residents. Wish the team and entrepreneurs lots of success.

Yuval Klein
CEO

An entrepreneur for more than 10 years, business owner of several companies, and former professional tennis player. At the age of 21, Yuval owned and managed his first startup with a team of twenty employees. As part of his contribution to "Insights in Education", he developed a program for high school students interested in becoming entrepreneurs. His dream is to make people PLAY their lives every day instead of just live it.