



Company Name

Plei

Logo



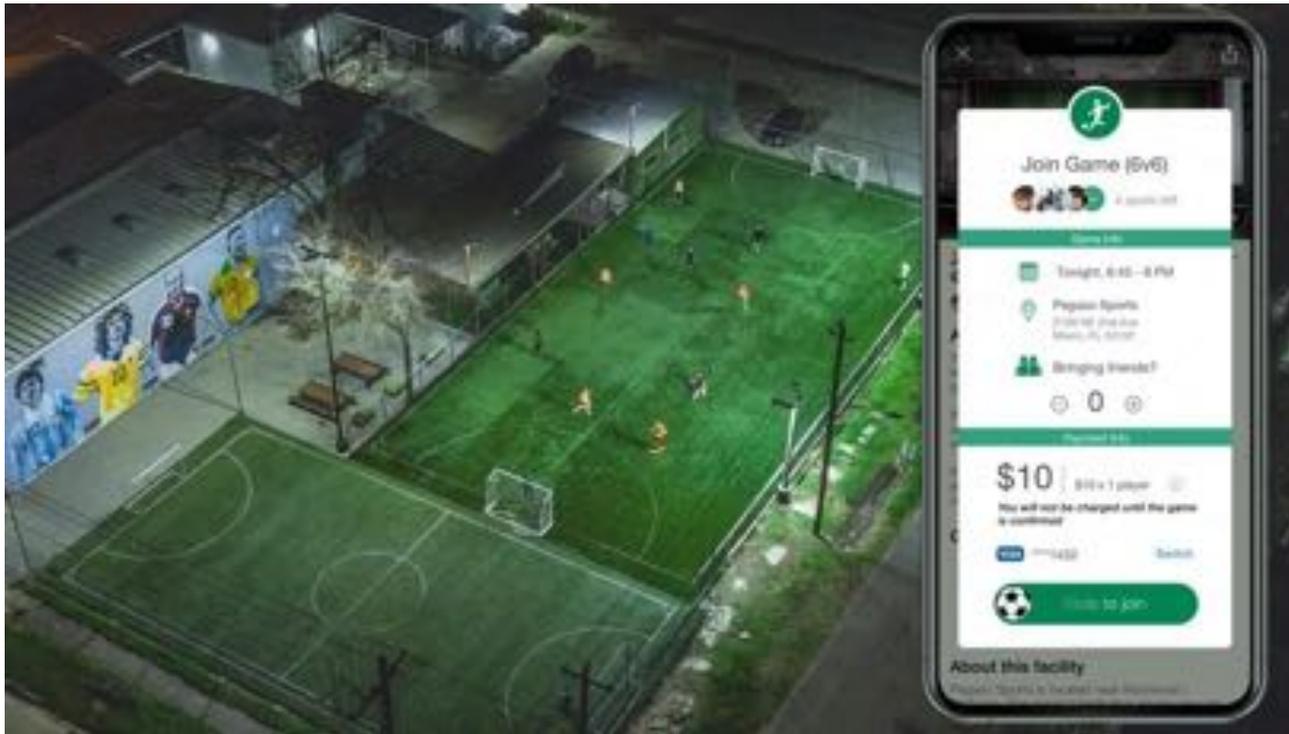
Headline

Play Soccer on Demand

**Cover
photo**



Hero Image



Tags

Tech, Sports, B2C, B2B

Pitch text

Summary

- 1,757 Games hosted in 2019
- \$300K+ revenue in 2019 (\$400K lifetime revenue), \$1M projected in 2020
- 3 revenue streams: Plei App, Plei System SAAS Model / CC Service Fees
- Partnerships with 27 sports facilities across South Florida and Houston
- Over \$200,000 Generated for Partner Facilities in 2019
- \$3.30 CAC with LTV of \$70 where LTV continues to grow every month
- 2020 Domestic Expansion, 2021 International Expansion

Problem

Soccer players find it difficult to play the sport they love

Soccer is the most popular sport in the world



Played by over 300 Million globally

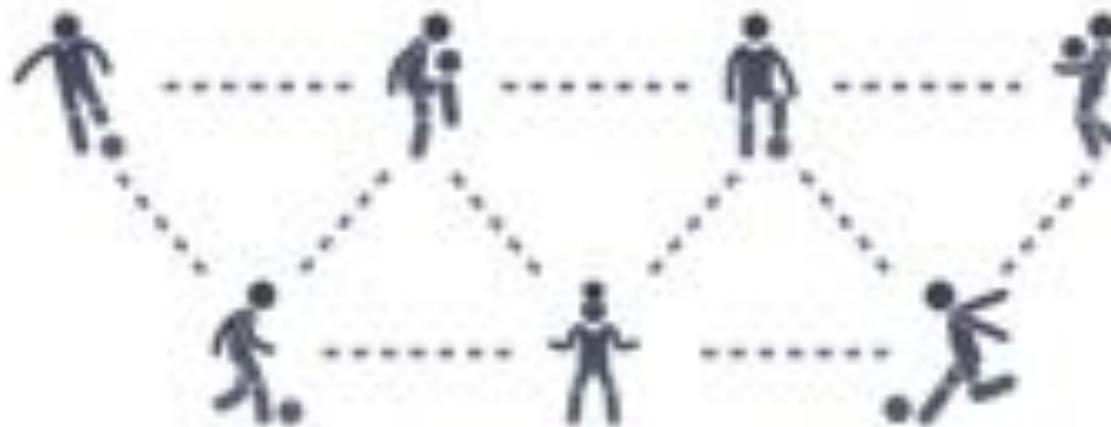


Viewed by 3 Billion globally



Most consistently played sport in the world

However, there is no platform where amateur soccer players can connect with one another



Before playing, a player must first:



Find the necessary amount of players to complete a game

Find a field to play at, and make sure that the field will be available just for them



Manage field payments and make sure all players have paid

This process takes a lot of time out of a player's day, and many can't get past the first step, so they give up trying to play sport they love



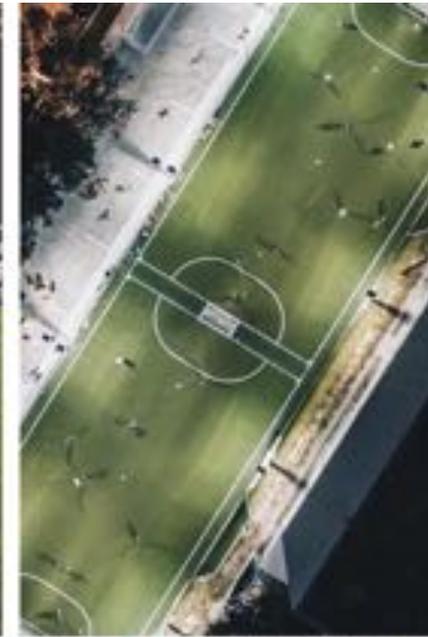


In an age of instant gratification, soccer players should be able to connect and play on-demand with no barriers

Solution

Marketplace connecting soccer facilities & players

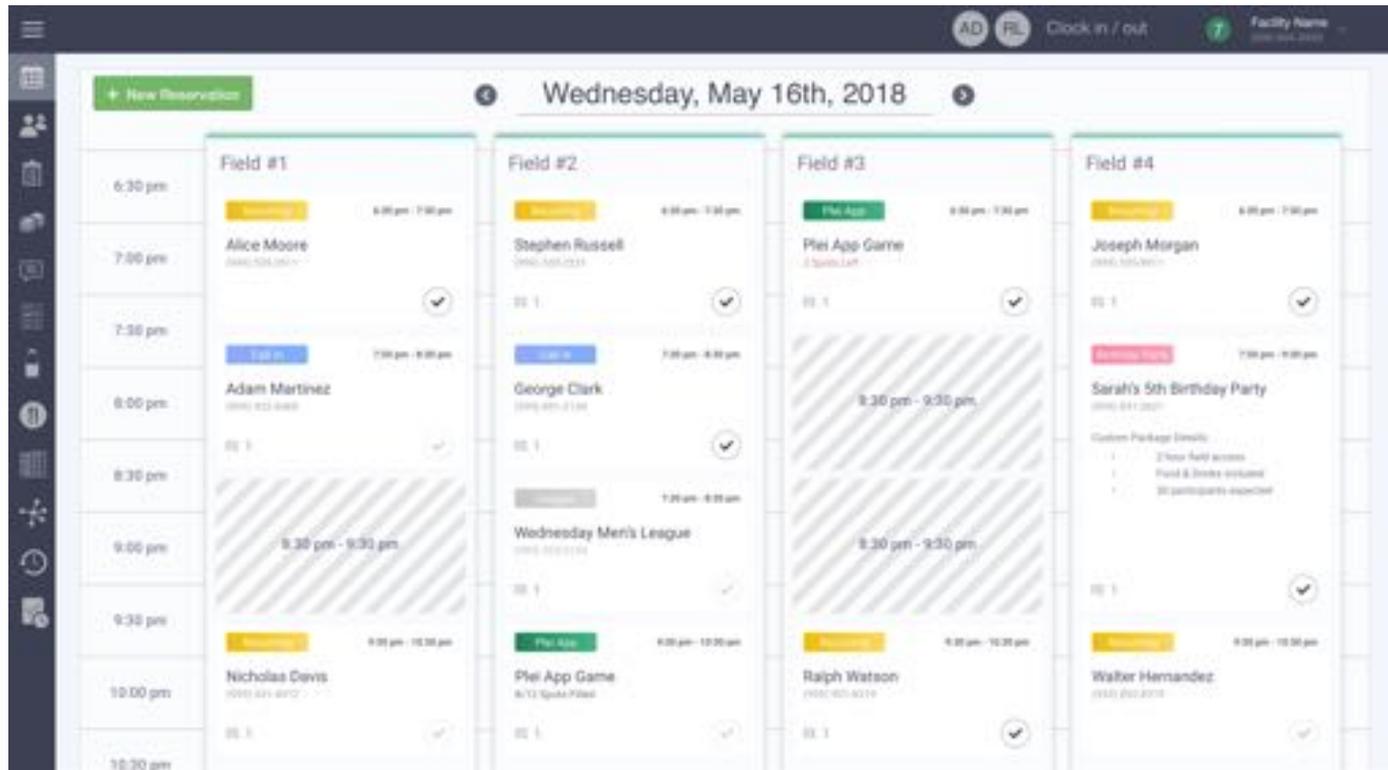
Before connecting players under one platform, we noticed that we first needed a way to connect with the soccer fields where we would eventually host our players



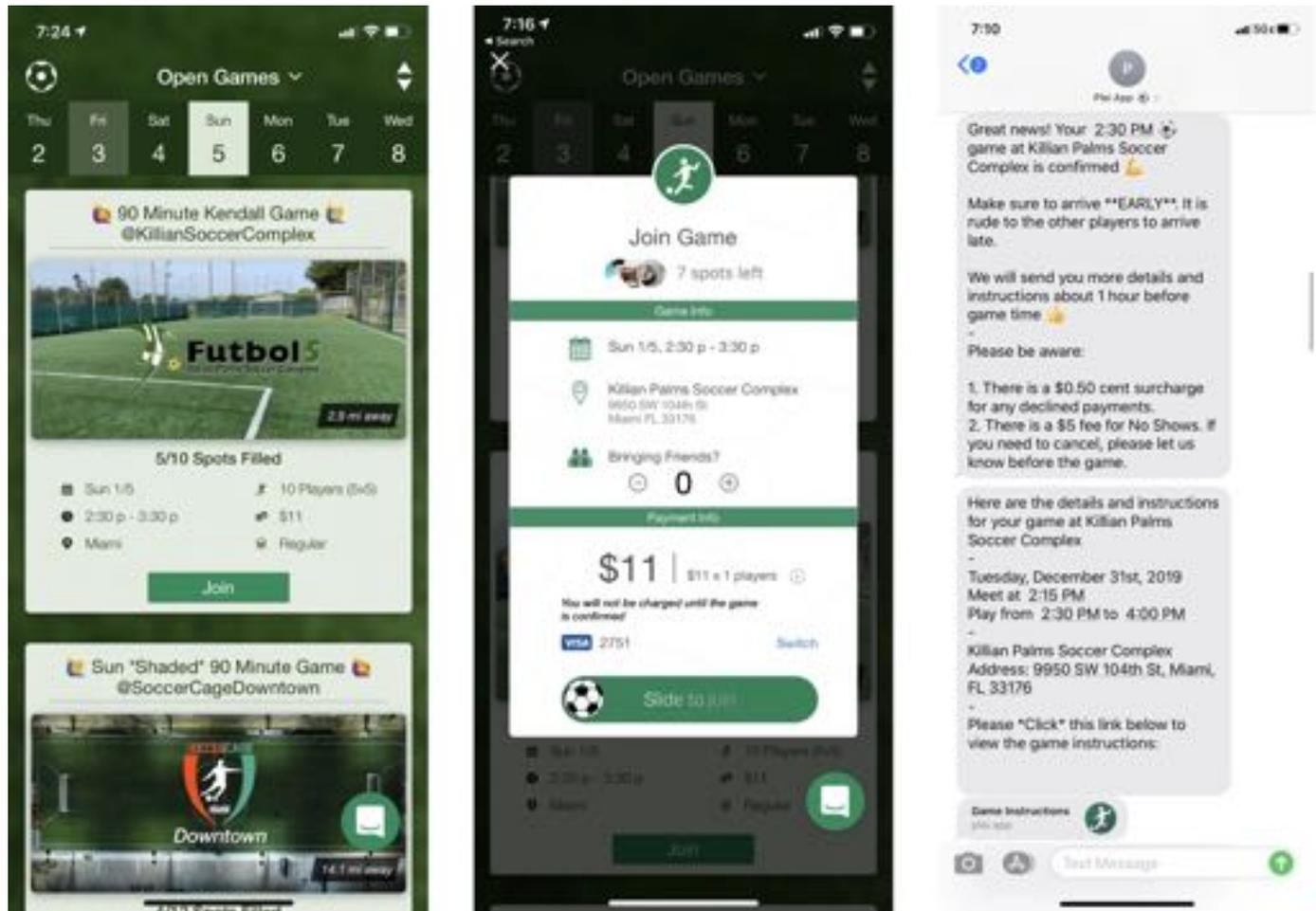


We take a Business-to-Business (B2B) approach, where we partner directly with soccer facilities and provide them with an all-in-one management system: the Plei System (only management system made specifically for soccer facilities).

Part of the Plei System is the 'Reservations' page, where facilities can manage their day-to-day field rentals:



Our technology reads their field inventory and intelligently creates Plei App games on unused inventory. In doing so, we provide a win-win scenario: businesses win by capitalizing on unused fields, and players win by having a platform that empowers them to play with just 2 clicks.



On the Business-to-Consumer (B2C) side, once the game is created on the Plei System, it populates on the Plei App for our network of players to join.

Our technology takes care of making sure games fill up with the necessary amount of players to complete a game, as well as guides each player throughout the process so that they know exactly what to do once they get on the field.

Product

Plei App + Plei System

Plei App Features

as of January 2020

View Game Feed

Browse open games and see how many spots are filled in each game



Sort Games

Sort games by distance, time, and filter for skill levels



Join Game in 2 Clicks

1-2 passing makes a good footballer. 1-2 clicks is all it takes to get in the game



View Game Details

Instructions so players know exactly what to do when arriving to the field



Pay for Game

Payments securely processed in-app before the game



View Teams

See the teams inside the game details before the game



Update Status

Allows players to add / remove guests as well as leave a game (cancellation policy)



Customer Service

Chat with Plei App representatives directly in-app for support



Upcoming Features

How was the game?

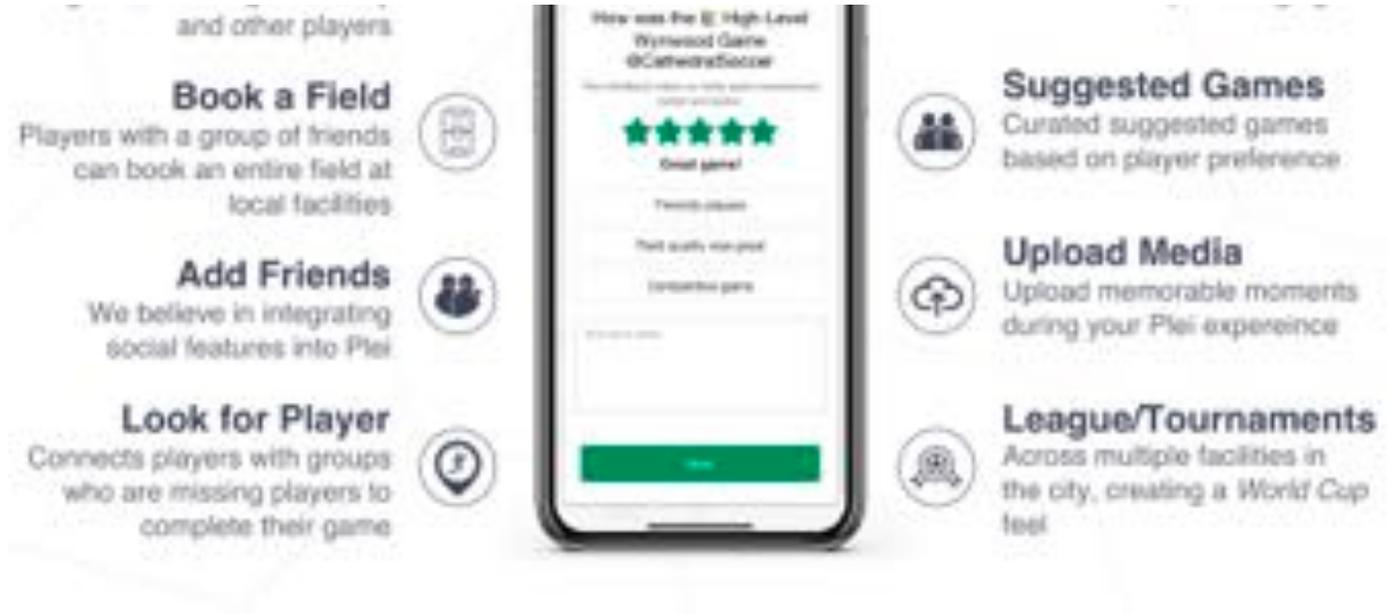
Review all aspects of the game, including the facility



Messaging

Enjoyable experience through Direct & Group messaging





The infographic features a central smartphone displaying a game review for 'Wynwood Game @CathedralSoccer'. The review includes a 5-star rating, the text 'Great game!', and a 'Book a game' button. Surrounding the phone are six feature cards, each with an icon and a brief description.

- Book a Field**: Players with a group of friends can book an entire field at local facilities. (Icon: Soccer field)
- Add Friends**: We believe in integrating social features into Plei. (Icon: Two people)
- Look for Player**: Connects players with groups who are missing players to complete their game. (Icon: Location pin with 'F')
- Suggested Games**: Curated suggested games based on player preference. (Icon: Two people)
- Upload Media**: Upload memorable moments during your Plei experience. (Icon: Camera)
- League/Tournaments**: Across multiple facilities in the city, creating a World Cup feel. (Icon: Soccer ball)

Plei System Features

as of January 2020

Manage Field Rentals

Client Database

Unlimited users

Employee time tracking

Manage Cancellations /
No Shows

Categorize Field Rentals to
track KPI's



Track Field Payments

Invoice Generation

POS System

Inventory Tracking

Run a variety of different
reports

Only system built specifically for
Soccer Facilities

Receipt Printer / Cash Drawer
Integration

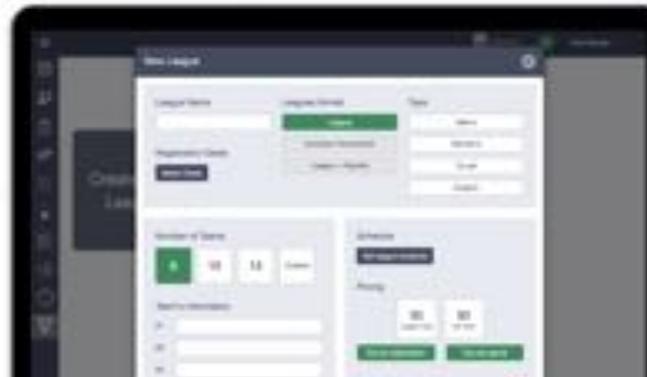


Upcoming Features

Memberships / Reward
Programs

Email / SMS
Messaging

Look For Players
(Allows Facilities to tap into



League / Tournament
Management Platform

Youth Academy
management

Post Games
(Allows Facilities to post

*Plei App Network to find
players for a friend rental)*



*pick-up games on the
Plei App)*

Auto website generation /
management

Machine Learning
integration

Introduction of Machine Learning

2020

Since we have access to both supply and demand, the goal is to connect both sides in the most optimal level

1

Trend Recognition

Our system will automatically recognize when a soccer field is available and how much demand there would be for a game at that time & location (*Auto create / Manage game*)

Intelligent Matchmaking

We want to make sure our games are as enjoyable of an experience as possible. Connecting players with similar skill levels (from beginners to masters) is key to a great game

2

3

Targeted Notifications

To help fill up games as efficiently as possible, our system will send game alerts to the players who are most probable to play in that specific game

Customer Service

Our goal is for 100% of players and facilities to be satisfied. Although this may not be realistic, it sets a standard to make sure we deliver value to both sides of the marketplace. We will introduce automation to keep these levels high at scale

4

5

Key to scale

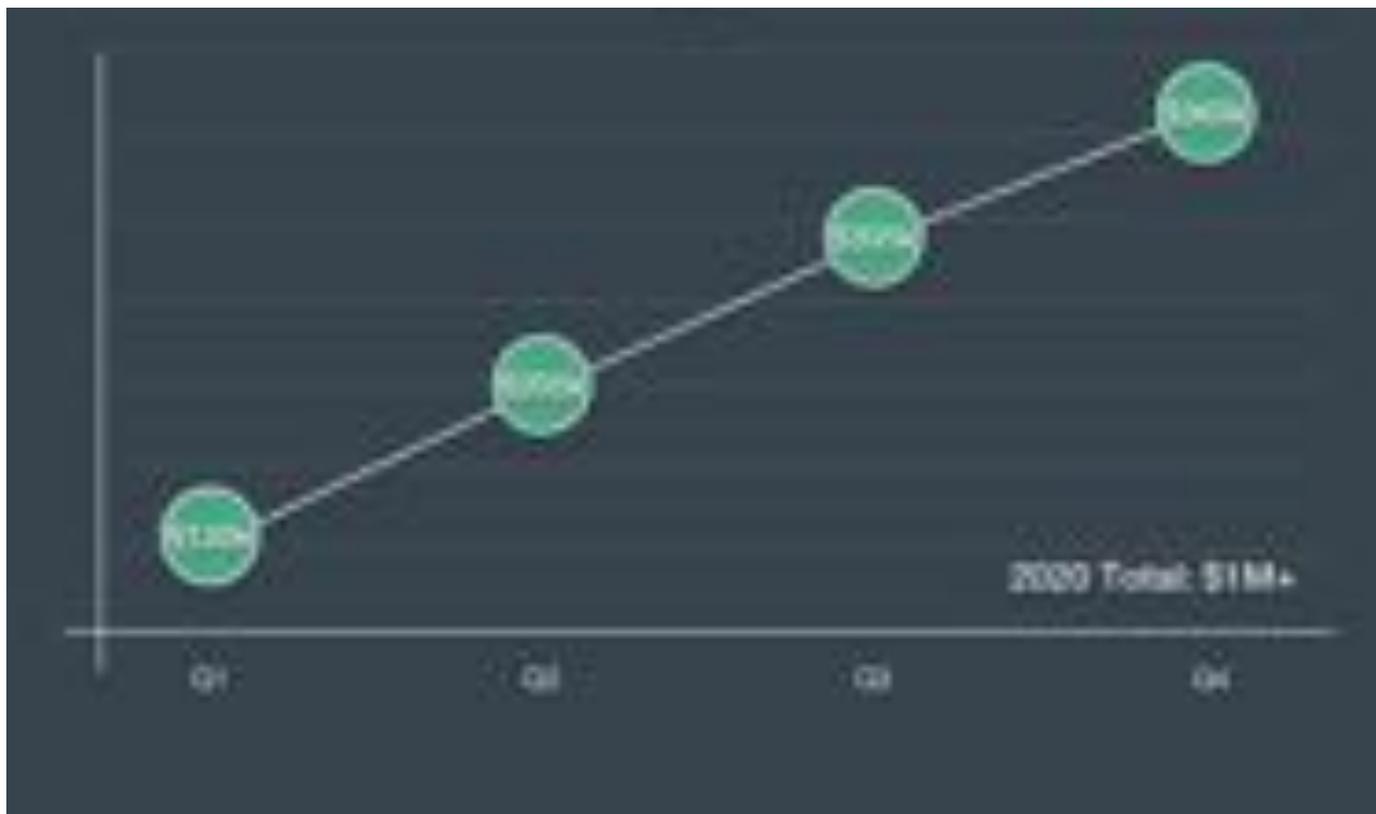
We believe that the introduction of ML is key in scaling our services globally while keeping an enjoyable experience for both facilities and players

Traction

Network of fields & players







Customers

Our community

A few of our partner facilities:





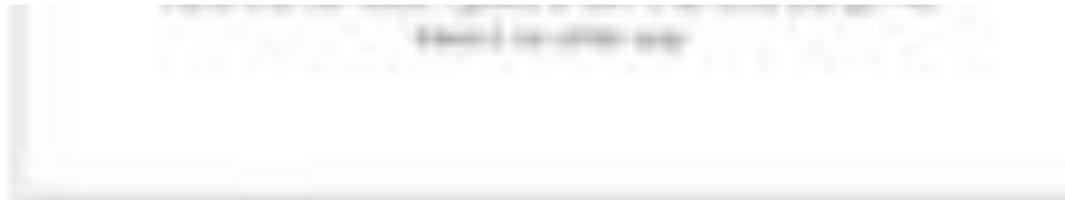
What facilities are saying



Jorge Espinosa

Director of Project Services

It's not just the way we think, it's the way we act. We're not just a company, we're a community. We're a team. We're a family. We're a group of people who are passionate about what we do. We're a group of people who are committed to excellence. We're a group of people who are dedicated to making a difference. We're a group of people who are proud to be part of something big. We're a group of people who are excited to be part of something new. We're a group of people who are ready to take on the world. We're a group of people who are ready to make a difference. We're a group of people who are ready to be part of something big. We're a group of people who are excited to be part of something new. We're a group of people who are ready to take on the world. We're a group of people who are ready to make a difference.



Daniilo Fiori

Manager of General Practice

Special focus in Selection and Recruitment for various jobs and providing support in a great culture, and finally, with a strong technical background, that ensures it always professional, fast and efficient. Strongly recommended you, his joined with the 27 March 2018, and since that service was up to date in our efficiency when it comes to our operations, as well as in the past.

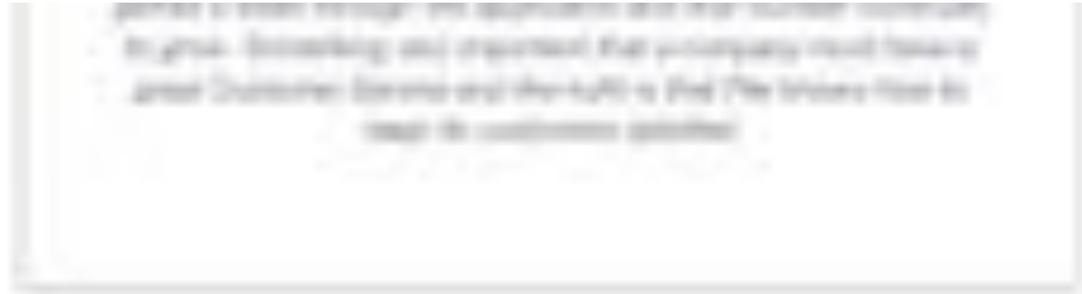
2018-2019



Henry Garzon

Manager of General Practice

One of the things that we receive from about this is that our staff have increased in a lot of our productivity. We currently have 7...







What players are saying

4.9 ★★★★★



Alexander Zaf

CEO @ Replic

The app allows their users to play games at any time, anywhere, and to build up a collection of items and skills as they play. The app is available on both iOS and Android, and users can play on their own or with friends. The app is free to download and play, but users can purchase in-app items to enhance their experience.

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Paul E. S.
10 years from

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Business Model

How we make money

Our B2B strategy has allowed us to build our company on top of a sustainable business model.

3 Revenue Streams

Across Plei System + Plei App

1

Subscription Fee

Our partner facilities pay us, on average, \$199 per month for the Plei System + Plei App services

2

CC Service Fee

We charge 6% per CC transaction that goes through the Plei System. Processing \$200k+ in CC's as of Jan 2020

3

Plei App

By negotiating discounted field rental rates with facilities, we net an average of 35% of the total game revenue

Ancillary Revenue

1

2

Website Sales

As an add-on service, we offer facilitates a complete re-do of their website, including a *Book a Field* feature that allows for their clients to book a field directly on their website (syncing directly to the Plei System)

Merch Store

We have had many players asking where they can purchase Plei App shirts, shorts, hats, sweaters, etc. We'll be offering this service through the Plei Merch Store
Launching Q1 of 2020

Market

Most popular sport in the world

- Played by over 300 Million globally
- Viewed by 3 Billion globally
- Most consistently played sport in the world



Worldwide (excluding US) Analysis

20,000+ Soccer Facilities
276 million+ Soccer Players
\$27.8B Opportunity



Worldwide Interest in Soccer

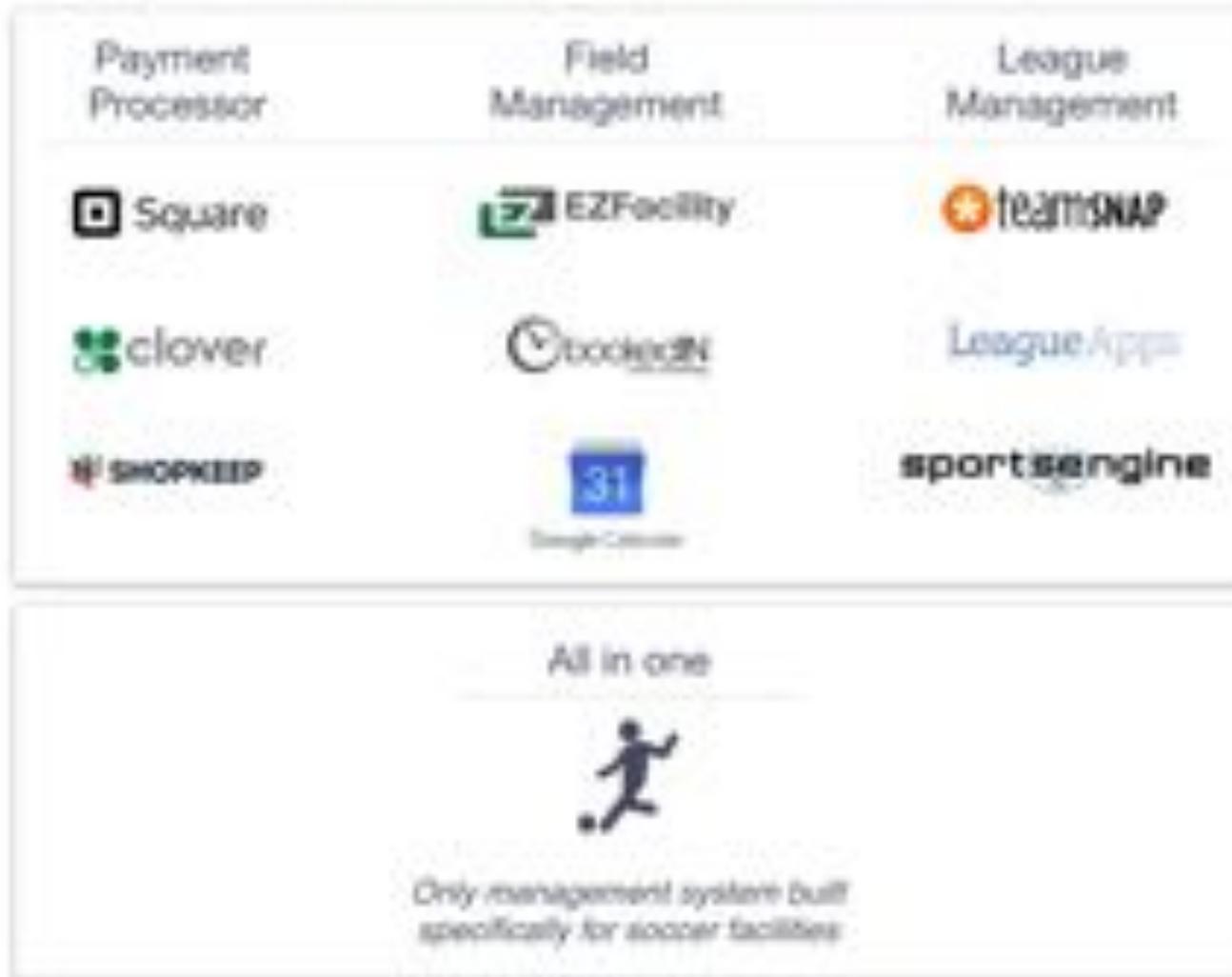


6/10 top instagram earners are soccer players

Competition

Plei System

Competitive Landscape (B2B)



Plei App

What makes us different

1

Business-to-Business (B2B)

Our close relationships with soccer facilities allows us to ensure that the experience of players is as positive and reliable as possible

Technology Company

We do not see ourselves as a Pick-up App. Rather, we are a technology company, where we are building out automation that will allow us to host 1,000+ games per day

2

3

Timing

Despite the size and constant growth of the market, the levels of technological advancement are significantly low. Today's state of technology has made it possible to build a platform that affects millions

Customer Service

We want 100% of our players to be satisfied. Although this may not be realistic, a standard is set across our company where our main driver is the satisfaction of our clients

4

5

Long-term oriented

Our strategy, from the beginning, has always been looking at the big picture and future of Plet. We understand the potential our platform can achieve at a global level, but



know that the only way to get there is by executing our short term goals and objectives

Vision

Global presence

With interest and traction already gathered, we will continue to grow exponentially as we partner with more companies and facilities and build soccer communities across the world.

2019



In 2019, we expanded our services to South Florida and Houston, where we proved a scalable model.

2020





In 2020, we will expand our services throughout major markets in the United States

2021 Beyond





Other sports

One question we get asked a lot is: why not other sports?

We believe that each sport has its own set of problems that need solving and focusing on many sports at once can get distracting.

We are choosing to take a Peter Thiel approach, where we are focusing on one niche, growing that, and then in the future have the option to expand into other sports.

Scaling our services will give us leverage in the future if we decide to enter another sport. At that point, we will analyze the market and see if the opportunity is best to expand to other sports or to keep growing in the Soccer industry.

Product vision

Soccer is the game that brings people together while being physically healthy & active. The communal and social nature of the sport is something that we will translate through our platform.

Apart from the *Upcoming Features* in the *Product* section of this campaign, there are other features we will integrate into our platform that will change the way players interact with the sport.

Ultimately, everything we do is for our community and their experience playing the beautiful game. We want to impact as many people as possible through our platform, one game at a time.

Founders



Sebastian Duque, CEO

An avid soccer player with a passion for innovative technology, Sebastian Duque grew up in Miami, FL. He graduated college at Loyola University Maryland in 2015, where he started an apparel company, Custom Sportswear (CSW). CSW provided custom apparel to different organizations at local Universities, cutting costs to save clients money, providing faster delivery times, and higher levels of customer service.

In January 2016, he promised himself he would start a company that would solve all the underlying pain points he faced as a soccer player. Fast forward to 2020, he has built Plei to where it is today with no institutional funding. Now, his mission is to spread the joy and excitement that soccer has brought him to the rest of the world.

Alejandro Duque, COO

Alejandro has been a serial entrepreneur from a young age. He was the type of child that would sell candy bars and waters to his friends at school. After graduating from high school and attending three semesters at university he quickly realized that his passion for building businesses was his driving force in life.

He left University and started a green energy company, BioElectric. Focused on the industrial market, BioElectric produced hardware that increased the efficiency of electrical consumption and optimized power factor, achieving an average reduction of 25% in electricity consumption reduction.

Family Business

Sebastian and Alejandro have many years of experience working together. Beginning in 2013, they worked as insurance agents building a successful health insurance agency. This business has allowed for Plei to remain bootstrapped and to keep reinvesting.

The two brothers come from an entrepreneurial family. Their parents emigrated from Colombia to Miami, FL in the late 80's. In 1998 they started a local insurance agency which has grown to one of the most successful agencies in South Florida.

Their parents have been role models all their life, teaching them values of honesty, dedication, perseverance, consistency, and discipline. Witnessing first hand the sacrifices they've made in their life and their attention to customer service is something the two brothers have made integral into the foundation of Plei.

Team

Sebastian Duque

CEO



Alejandro Duque

COO



Roberto Anton

Project Manager



Gavin Ray

Lead Developer



Luis Carbonell

Software Developer



Fede Lozano

Intern

Perks

\$500	Shoutout on our website! Brief quarterly update report
\$2,500	Shoutout on our website! Brief quarterly update report Plei T-Shirt & Water Bottle
\$10,000	Shoutout on our website! Plei T-Shirt & Water Bottle 1:1 call with our founders to discuss roadmap, metrics, etc. In-depth quarterly update report
\$50,000	Shoutout on our website! Plei T-Shirt & Water Bottle In-depth quarterly update report Dinner with our team in Miami, FL (transportation not included)
\$100,000	Shoutout on our website! Plei T-Shirt & Water Bottle In-depth quarterly update report Dinner with our team in Miami, FL (transportation included) Access to direct line of communication with our founders

FAQ