INVEST IN **LEVEL UP** 🏀 **BASKETBALL**

AI-Coach for Basketball: Powered by Community, Gamification and GPT-4

LEAD INVESTOR   ⌄

Flyer One VC

We invested in LevelUp because we trust that combination of expertise in the field, mobile development skills and good market vision are solid grounds for success. Eugene and Anton have profound experience in creating web-ecosystems for basketball fans. Eugene has a track of success with two other startups. More importantly, what has kept us with the project from the start and makes us lead the round now is our belief that LevelUp has firmly captured its room in the basketball community niche.

Invested $50,000 this round & $200,000 previously

levelupbasket.com   New York   🐦 📘 📷

Highlights

1 🚀 Eugene (CEO) is the 3rd time founder, ex MAPS.ME: 150M users, ex LITRES.com: $100M ARR

2 🏀 Anton (CPO) is the founder of the biggest basketball league in the EU: 44k players.

3 📈 Traction: we have 90k players, 3k coaches, 500+ paying customers, 10x growth in 6 months

4 💰 Market: 2.2B basketball fans, 0.5B players, $30B market (TAM)

5 🕸 Network effect: 70% of our users - are organic as basketball is a highly social team sport.

6 📣 Global: 50% of users are from the US, and 50% - South America & EU.

7 💰 Fundings: to date we've raised $300k from a large VC (flyerone.vc) and angel investors.

Our Team

Eugene Lisovskiy CEO & Co-founder

3 x founder 🤸 growth hacker 🤓 radio-physics engineer 🛰 ex-CEO of MAPS.ME 🌍 150M users, $0 > $3M ARR, ex-CMO of LITRES.com 📚 0.3M > 25M users, $50k MRR > $100M ARR.

Founders have been playing basketball since childhood. In 2019, they sought to create a

global basketball community, but one did not exist despite basketball being the second most popular team sport in the world with 450 million players. Thus, they decided to use their experience to address this issue.

Anton Zimin CPO & Co-foudner

Founder of the biggest basketball league in the EMEA region (44k players, 2.2k teams).

AI-Powered Community-driven App for Basketball Training and More 🏀
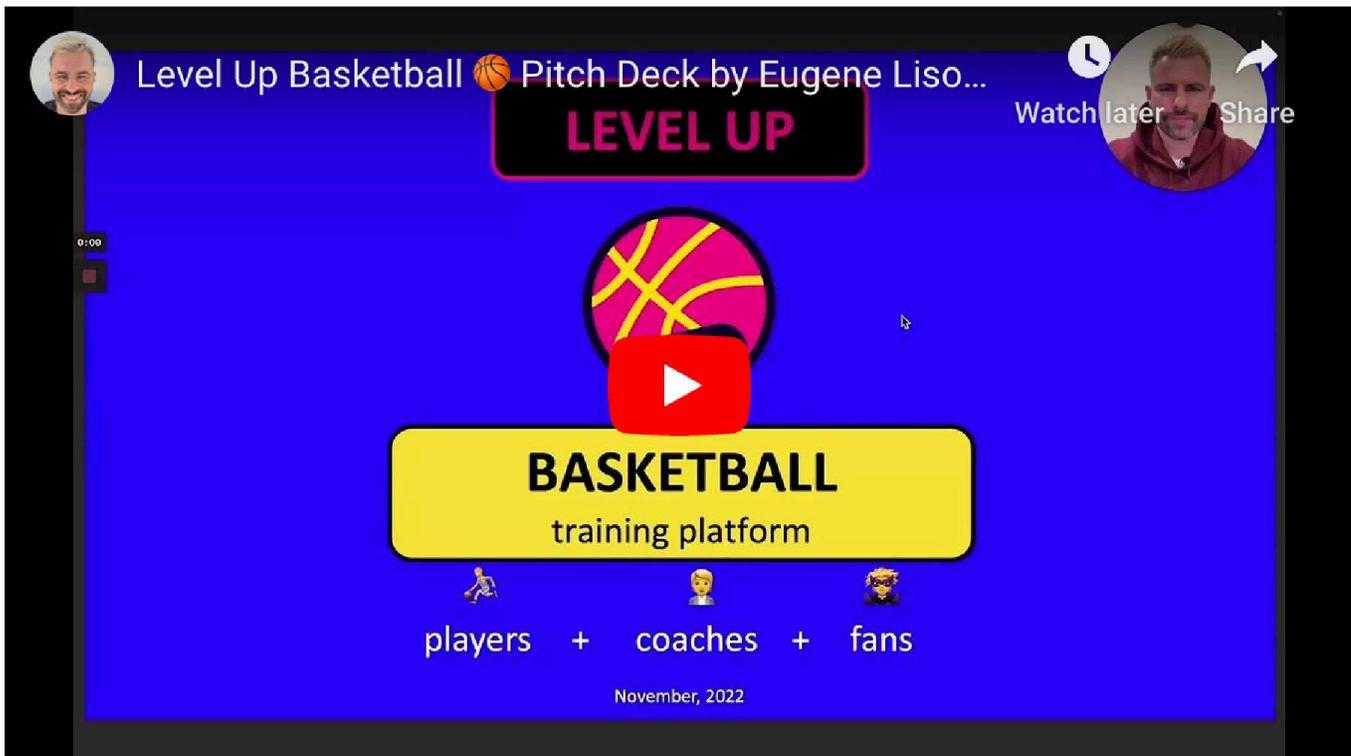
Our Story 🤾

In 1994, my best friend Anton and I embarked on a passionate journey of

basketball - entirely self-taught through watching NBA games with no internet at our disposal. Michael Jordan became our idol and we played every day like there was no tomorrow. Basketball quickly grew to become one of the cornerstones in both of our lives!

In 2000 Eugene started as a web developer (PHP+MySQL), and Anton continued playing basketball in college and built his first website for the basketball community. Later, Anton founded the biggest amateur basketball league in the EU with over 44k players (2200 teams).

In 2019 Anton came to Eugene with an idea to create an app for basketball. Eugene was sure that someone had already created something like Strava for runners. But we couldn't find anything like that for basketball.

We were surprised as:

- 🏃 runners have the Strava app (73M installs, **$152M raised**)

- 🥾 hikers have the AllTrails app (20M installs, **$228M raised**)

- 🎣 even fishermen have the FishBrain app (12M installs, **$59M raised**)

Eugene said:

> *"Well, it looks like Strava for basketball has not existed yet."*

And we decided to create it 😁🏀

Team 🌱

In 2004 Eugene started his career in international companies as CMO/CEO, building apps for millions of users worldwide. His most notable achievements are:

- **LITRES.com** – the biggest e-books store in CIS: Eugene managed the growth from $300k ARR in 2011 to $15M ARR in 2015. Today it generates $100M ARR.

- **MAPS.ME** - the world's biggest mobile map for travelers with over 150M users: Eugene managed the growth from 30M to 150M users and from $0 to $3M ARR.

🏀 Team 🌱

Eugene Lisovskiy (Co-founder/CEO)

in

3 x founder, 2 exits:
- 🥇 maps.me, **150M** users, $3M ARR
- 🥇 litres.com, **25M** users, $100M ARR

Anton Zimin (Co-Founder/CPO)

in

4x founder:
- 🥇 #1 **league in EU**: 44k players
- 🥇 **community** of 1M basketball fans

advisors

Ferran Martinez
ex-PRO player
🏀 strategy

Artur Davydenko
BDM @ META
👥 gamification

We Play Basketball Since 1994

Anton's basketball experience and Eugene's global apps experience are the best combinations for a global basketball app.

Eugene has **personal recommendations from the top managers of WeWork, Microsoft, and Booking.com**.

in   🔍 Search   🏠 Home   👥 My Network   💼 Jobs   💬 Messagin

Eugene Lisovskiy (He/Him)
3 x founder 💪 2 exits 🦹 growth hacker 🤓 engineer 👨‍💼 Co-Founder/CEO 🏀 LevelUpBasket.com (raising), ex-CEO 🌍 MAPS.M...

Recommendations   (Show all pending)   +   ✏️

Received   Given

Eugen Miropolski in · 1st
Managing Partner at Nordstar
August 28, 2022, Eugen managed Eugene directly

Eugene is an exceptional marketer, growth hacker, and team leader. As a CMO, he was responsible for customer acquisition and gained 1.000.000 registered users in just 3 months. It was a pleasure for me to

Watch Eugene's interview with Booking.com:
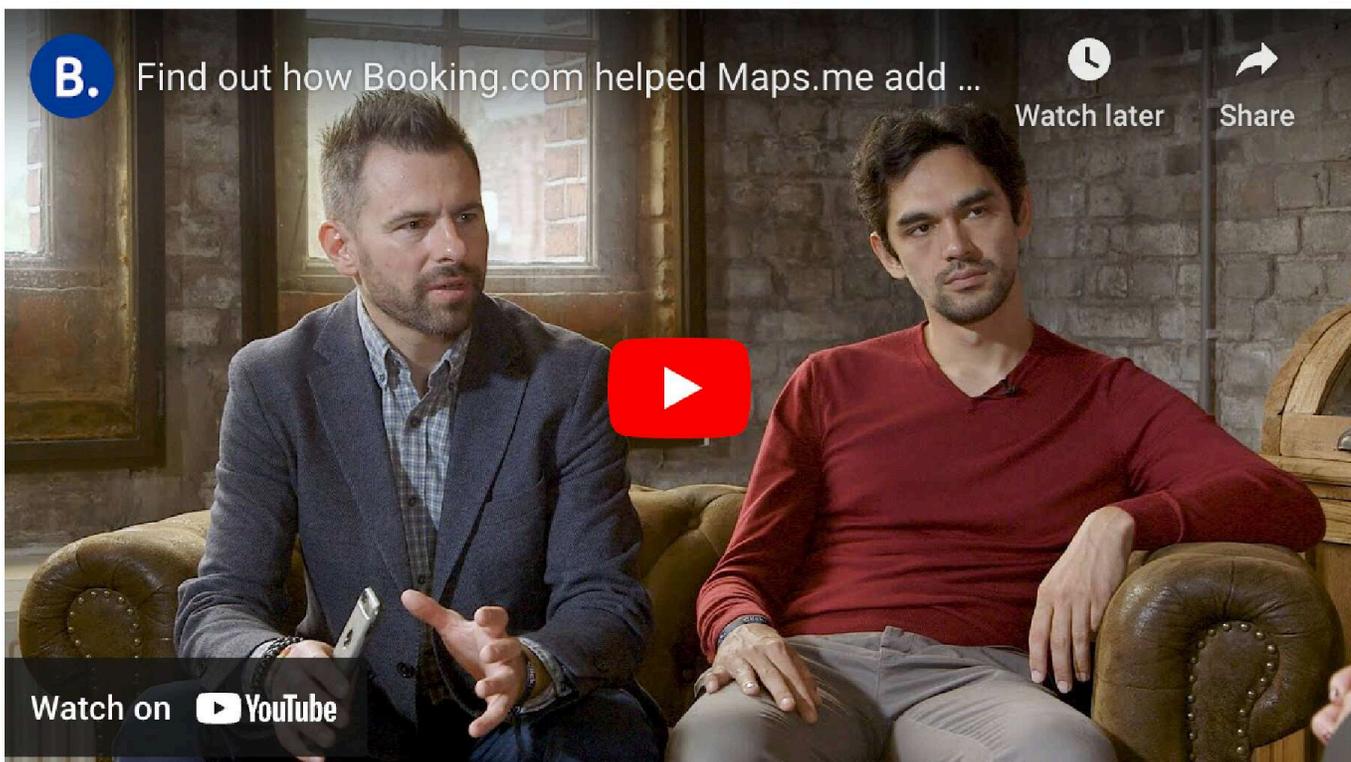
Market 🌍

Basketball is one of the planet's top team sports; it boasts an extensive international network with 450 million players, 2.2 billion fans, and two million coaches! The training industry has also experienced significant growth - whether

you opt for a group session or individual tuition, the average cost hovers around $20-$80 per hour respectively.

Why basketball is so popular?

Basketball has become extremely popular over the years due to its accessibility and simplicity. It is a relatively easy game to pick up, and there are numerous ways in which it can be played. Additionally, basketball requires minimal equipment, so it can be played virtually anywhere. As a result, it's easy for people to get involved with the sport at any level.

🏀 Market 🌎

Basketball – #2 team sport in the world		
	🌎	🇺🇸
👀 Fans	2.2B	50M
🏀 Players	500M	26M
🧑 Coaches	2M	130k

TAM: $30B
all 500M players globally * $59/year

SAM: $6B
70% of players who can't afford training with a human coach

SOM: $20M
players who can pay $59 for AI-coach

Source: Crunchbase & Various Open Sources

$30B market, 500M players around the globe

Basketball players are investing an average of $1400 annually to ensure their skills stay at top-notch levels, with about 30% having a regular coach for guidance. That amounts to over 135 million active athletes striving for excellence in the sport every year!

The global basketball training market is a booming sector, valued at over an impressive $200 billion. As the size of this industry continues to grow significantly each year, it's clear that worldwide interest in honing skills for one of America's most beloved sports isn't slowing down any time soon.

With traditional basketball training limited to local markets, online coaching offers a massive opportunity for coaches around the world. Through innovative tools and techniques, they can now provide professional instruction regardless of location or distance.

Problem 🥹

We faced many problems while talking to hundreds of players and coaches.

70% of US basketball fans can't afford $1,500/year for training 🤷‍♂️

We discovered that apps/websites focused on generating leads for coaches are not delivering enough leads for them. The reason is simple: there is nothing to do in the app for players, so they do not stick to the app and leave.

We deliver value for both players and coaches. Players can access a catalog of 400+ high-quality educational videos, a supportive community, and awesome train2earn gamification.

Coaches can use the platform to create a personalized schedule for players. They

don't need to show the player how to perform the drill: we have all drills on board. So the coach can work with several players simultaneously, coaching them remotely while sitting at home or walking.

Solution 🥳

We call it "Strava" for basketball. Powered by AI-coach based on GPT (OpenAI).

🏀 **Solution** 🥳

AI-powered 🤖 mobile <mark>App for Basketball Training</mark> for $59/year 🤳
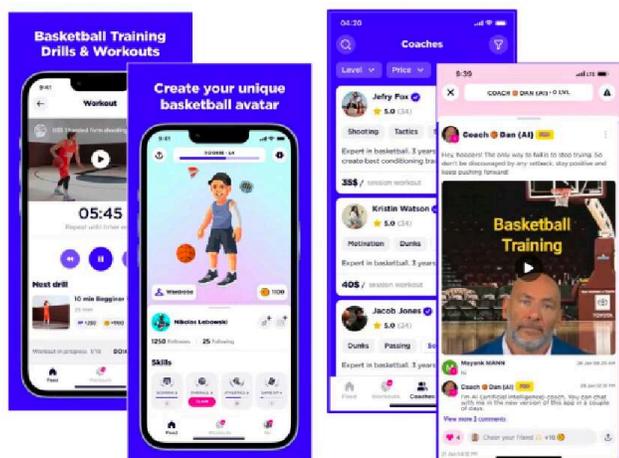
- 🤩 400+ **high quality** educational videos
- 📣 Community, **gamification**, analytics
- 👨 **Marketplace** of human coaches
- 🤖 GPT-powered personal **AI-coach**

AI-powered 🤖 mobile App for Basketball Training for $59/year 🤳

Why Now? ⏱️

We started app development in July 2020, expecting that COVID times will pass away and we'll start to grow in recovering market. And we were right!
Team sports are recovering fast (according to <u>**web stats on Similar Web for the most popular media website in the US for team sports**</u>).

🏀 **Why Now?** 👍

Basketball is Growing Globally - 6% CAGR

Wide Media Coverage

| 2022 | 2022 | 2021 |

Basketball Market Revenue Market Trend (%) by Region (2016–2028)
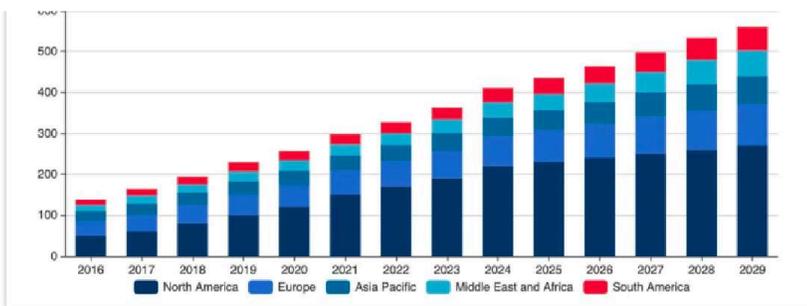
Source: Basketball Market Report 2023 (Global Edition)

Basketball is Growing Globally - 6% CAGR and has Wide Media Coverage

Basketball has been on the rise in recent years, even through and beyond COVID-19. The sport has seen a surge of media interest over the past five years which is set to carry it into an exciting post-crisis recovery period for fans worldwide.

Here is a list of some popular movies and series about basketball released in the last 5 years:

Movies:

1. Uncle Drew (2018)
2. Space Jam: A New Legacy (2021)
3. Bleed for This (2016)
4. One Night in Miami (2020)
5. Hustle (2020)
6. Basketball or Nothing (2019)

Series:

1. The Court is Ours (2021)
2. The Last Dance (2020)
3. College Hoops Confidential (2018-2019)
4. Ballers (2015-2019)
5. Swoosh! Inside the NBA on TNT (2016 - present)

Business Model 🏅

We launched in November 2021, learned a lot, talked to over 700 coaches and players, and found the right way to build the product.
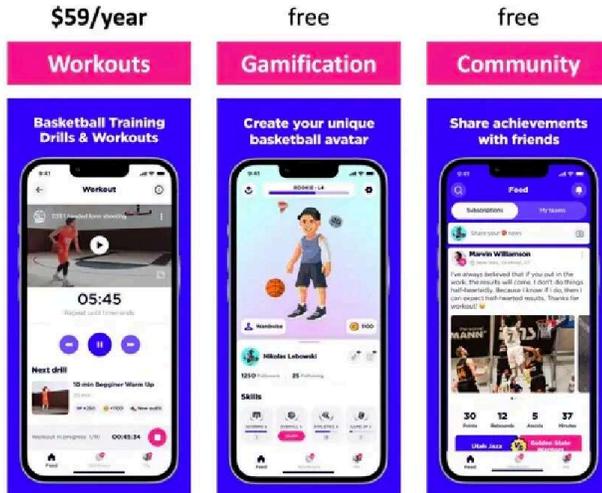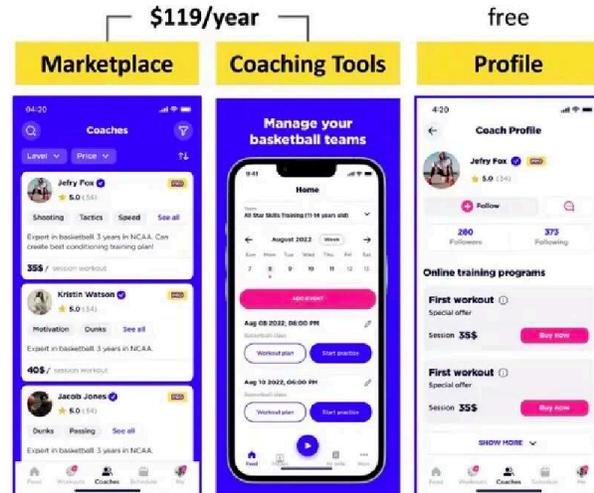
Freemium for players and coaches

How do we make money?

Our core business model - is freemium. We have 2 types of subscriptions:

- 🤸 player subscription (b2c): $9.99/month or $59.9/year (unlocks full access to 300+ premium educational videos and other premium features)

- 💁 coach subscription (b2b): $19.99/month or $119.9/year (unlocks full access to team & club management features and listing in a catalog of coaches)

- 💸 small payment processing fee (for online coaching sessions with a coach)

The freemium model gives us flexibility and balance in terms of user base growth, retention, and monetization.

It means that ~90% of users can use the app for free, and 10% of the most active users will pay. The freemium model helps us to keep a balance between audience

users will pay. The freemium model helps us to keep a balance between audience growth and monetization.

Traction ⚡

We have almost 75k app installs and over 3k coaches in the database. The user base grew up 10x times in 6 months. The number of premium subscriptions grew up 11x times.
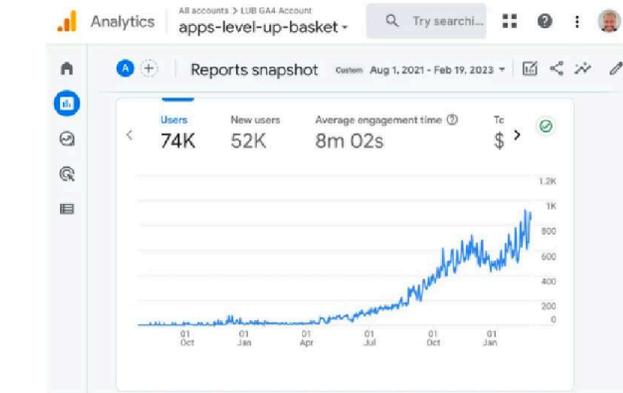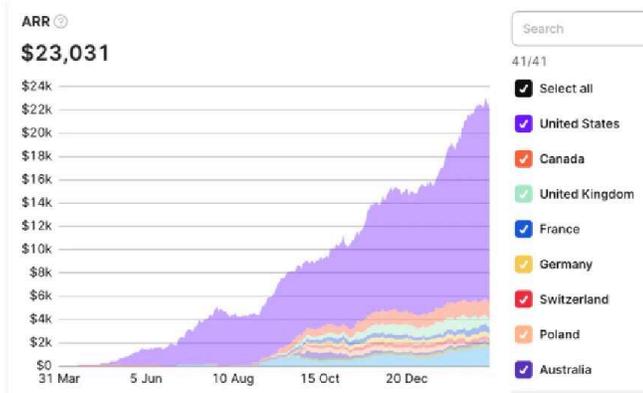

find traction reports here

Go-To-Market Strategy 🌬️

Our go-to-market strategy is simple: we're building a beautiful and engaging app that boosts our organic and viral growth.
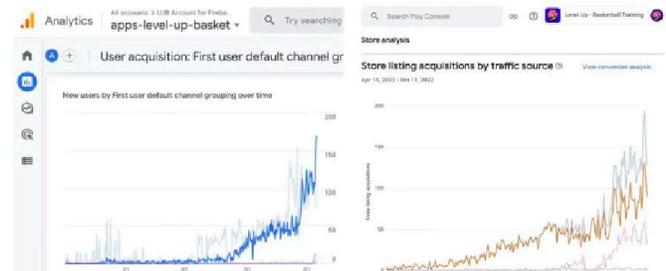
🗣️ **Influencers**
content collaborations with popular coaches

🤝 **Partnerships**
NBA/WNBA/FIBA, amaterur leagues, associations

Performance overview   Customize metrics

Mobile App Installs ⓘ   Per Mobile App Install ⓘ   Amount spent ⓘ
1,569 $0.98 $1,541.39
↑ 8.4% vs previous 24 days   ↑ 9.5% vs previous 24 days   ↑ 18.6% vs previous 24 days

Per Mobile App Install
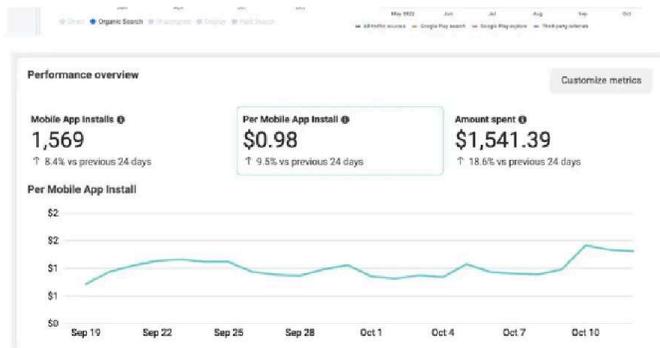
Our app has seen remarkable success with organic installs (70% of all new installs are organic), thanks to the wonderful word-of-mouth our users generate - showing that a great product really is worth sharing.

Competition 🤼

Many single-purpose basketball-related apps failed due to COVID-19 and problems with user retention. It's hard to keep users engaged in the app with a single feature.

Competition 🏀🏀

Essentials	Level Up	Home Court	Coach Up	Ballogy	Sports Visio	Uplift Labs	Playbook	Stadium Live	Instagram & YT + TT
	raised $0.4M	raised $20M	raised $11M	raised $6M	raised $3M	raised $9M	raised $12M	raised $13M	N/A
Educational Content	✅	✅	❌	❌	❌	❌	✅	❌	✅
Coaches	✅	❌	✅	❌	❌	✅	❌	❌	✅
Gamification	✅	✅	❌	❌	❌	❌	❌	✅	❌
Pick-up games	Q1'23	❌	❌	❌	❌	❌	❌	❌	❌
Community	✅	❌	❌	✅	❌	❌	❌	✅	✅
AI features	✅	✅	❌	❌	✅	✅	❌	❌	❌
Sports	🏀	🏀	🏀 + 35	🏀 + 5	🏀	all	all	🏀 + 3	all
Web 3	Q3'23	❌	❌	❌	❌	❌	❌	❌	❌
Status	Growth ✅	Last update: 8mo ago ❌	Web ✅ Mobile ❌	Groth ❌	Beta	Last update: 9mo ago ❌	Growth ✅	Growth ✅	Growth ✅

HomeCourt is a good app, but the founders made a decision to focus on the Chinese AR home entertainment market, which is definitely bigger than the basketball training market.

Coach Up also experiencing difficulties with user retention in the app. The reason is simple: there's nothing to do for them in the app, except looking for a coach. Single-purpose apps are all struggling for user retention.

Product Roadmap - 2023 🚀

Our long-term vision: **Global Super App for Basketball** with all-in-one features for basketball fans, players, and coaches.
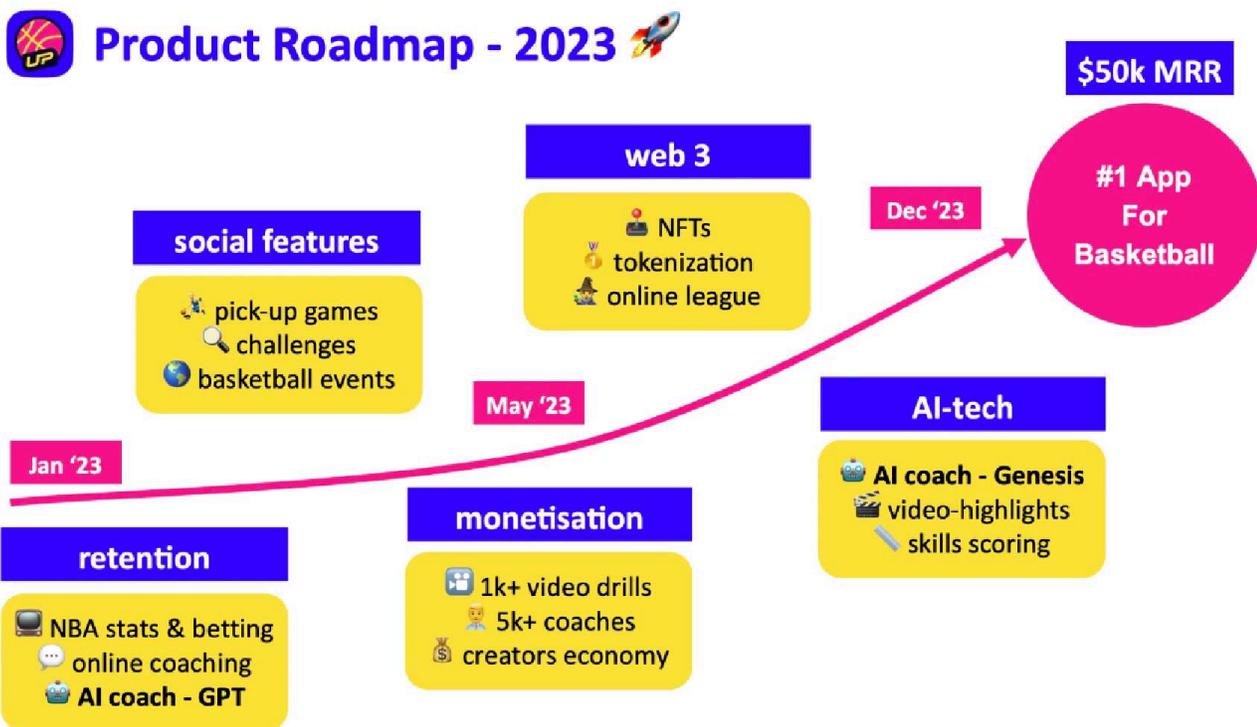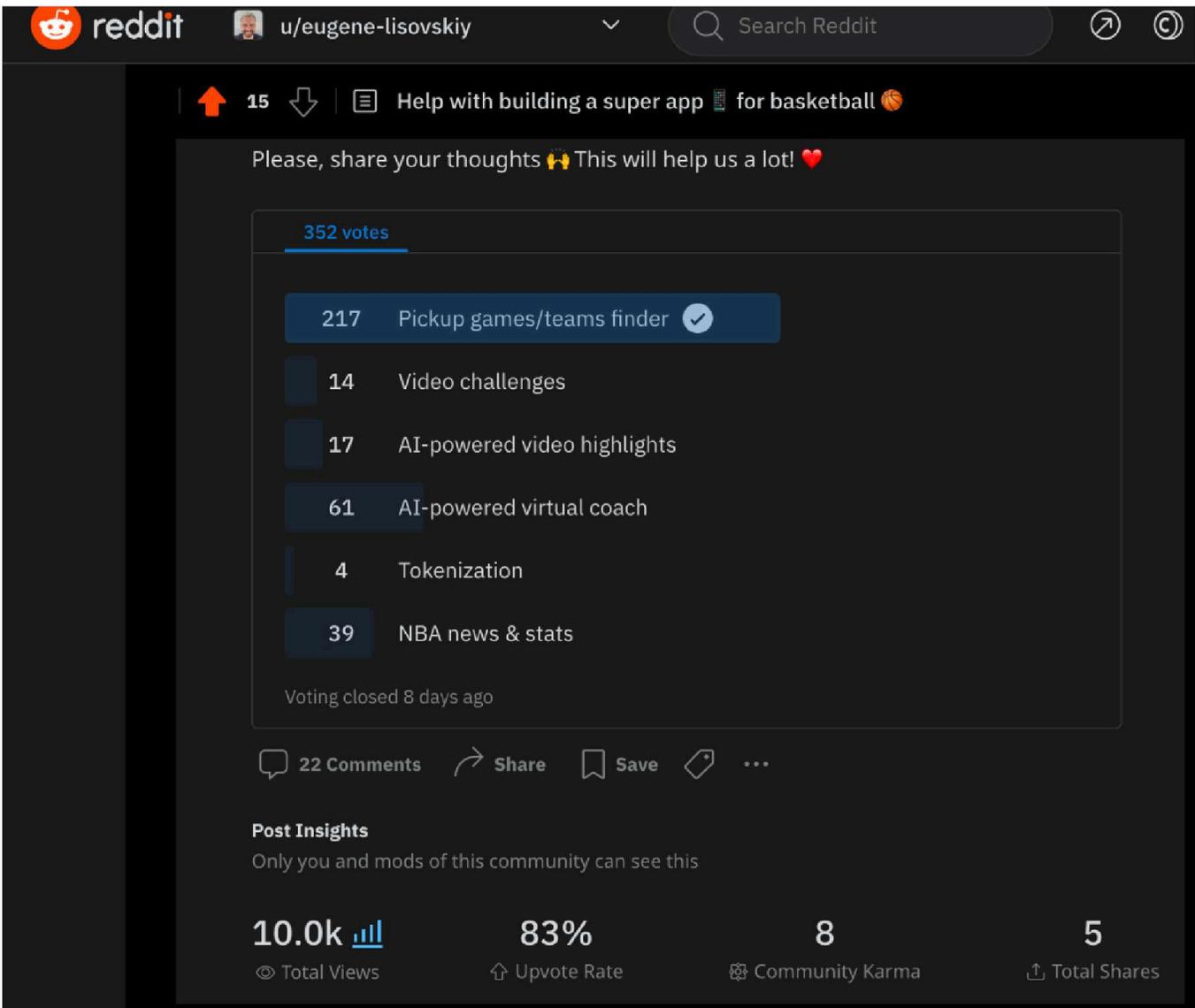

Retention:

- NBA news & stats: we're posting daily NBA stats in our news feed

- Games betting: app users can bet on NBA games using Level Up coins

Social Features:

- Pick-up games: it's one of the most desired and difficult features. We asked the **basketball community on Reddit**, so you can check the results.

We have a data-driven cohort-based business model till 2027. Revenue assumptions don't include other revenue sources; we'll add them later. Right now, our projections include the following:
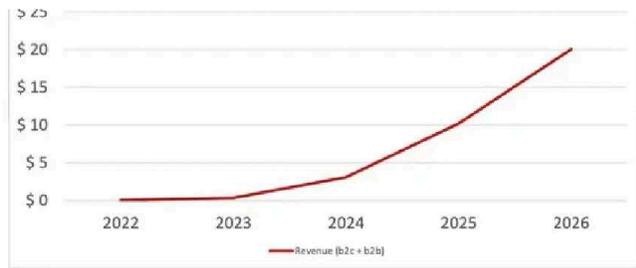
🏀 **Assumptions** 📈

💲 **Additional Revenue Sources:**
👟 basketball kicks & jerseys market
🏀 basketballs market
🤝 brands partnerships

👍 **Data-Driven Business Modeling**

Revenue (b2c + b2b), $M

This slide contains forward projections that cannot be guaranteed.

Invest in a brighter future for basketball. Join us and become part of our incredible journey! Together, we will go far - let's come together to make this dream a reality!

🏆 🏀 ✋