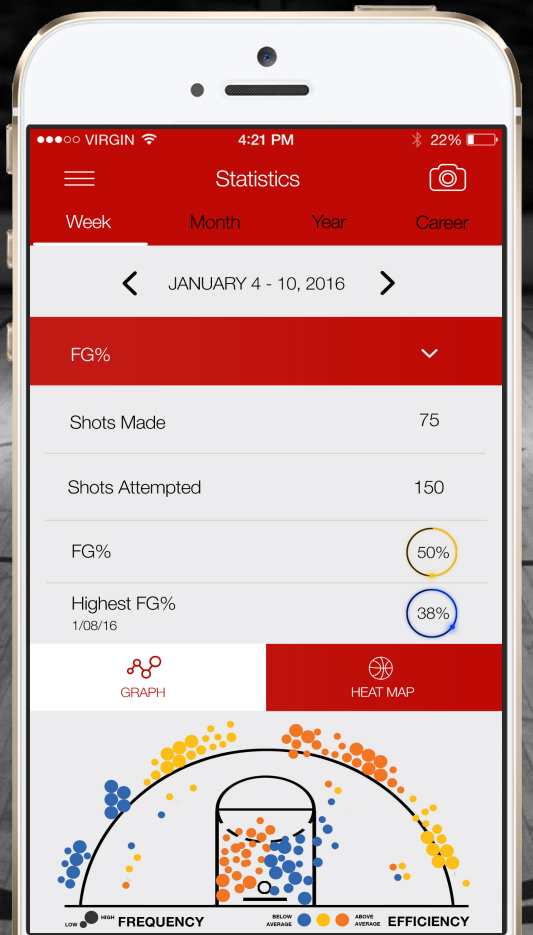
CoachCam


VIRGIN
4:21 PM
22%
Statistics
Week
Month
Year
Career
JANUARY 4 - 10, 2016
FG%
Shots Made
75
Shots Attempted
150
FG%
50%
Highest FG%
1/08/16
38%
GRAPH
HEAT MAP
FREQUENCY
EFFICIENCY

Basketball
is a complex sport
to track.

PROBLEMS

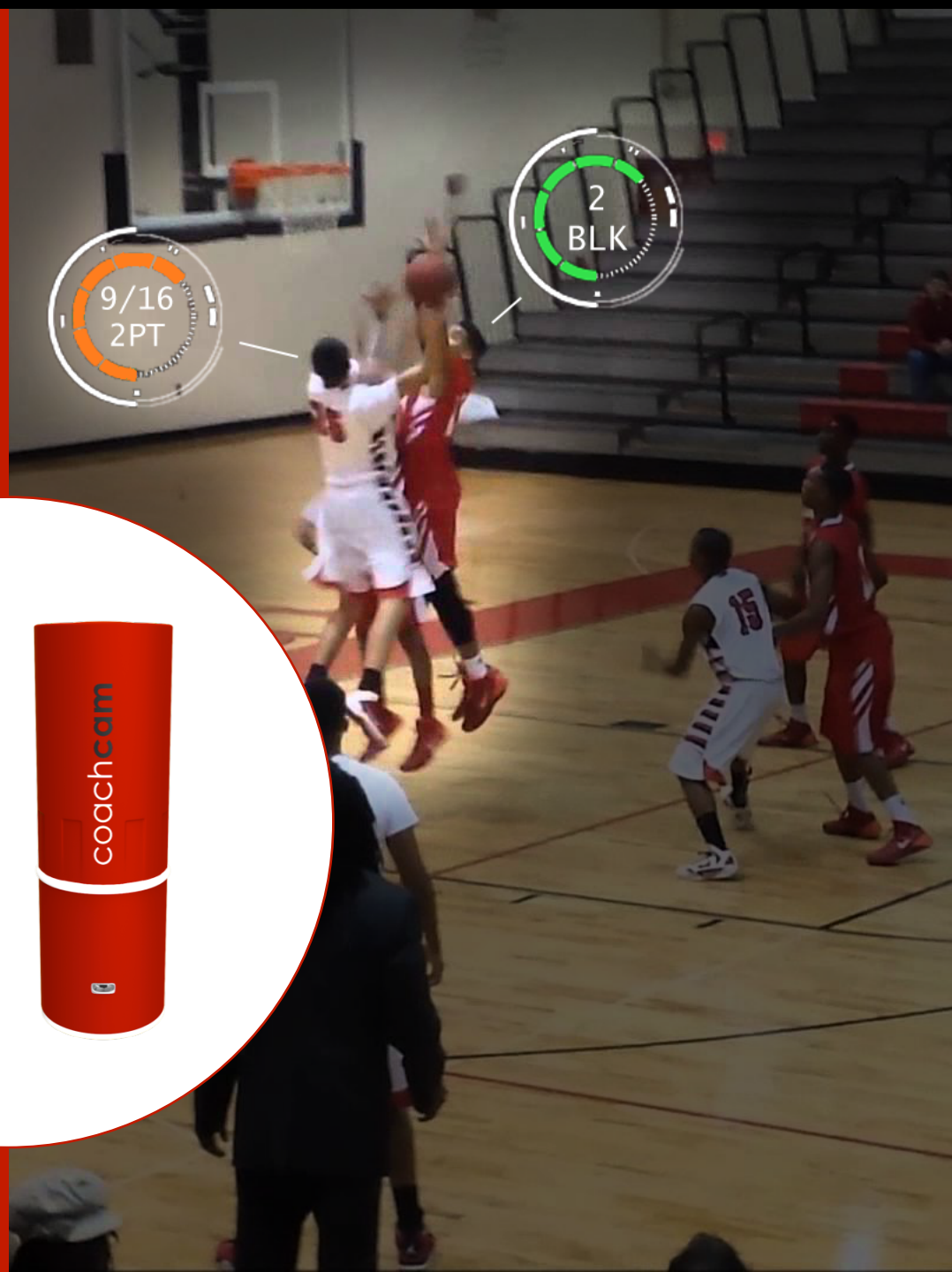
NBA-like multiplayer data is not available for the mass market.

High cost and long turnaround time to manually annotate data and get statistics.

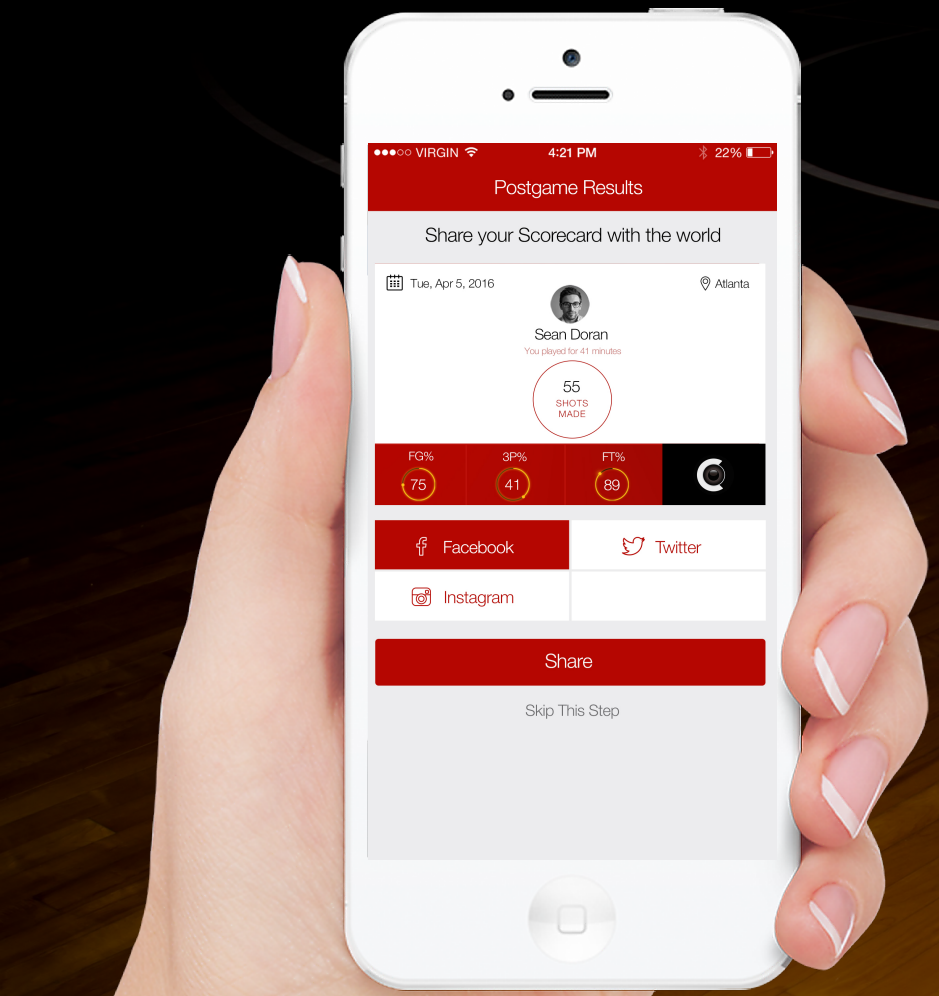
Current solutions are limited & expensive - **$200 Smart Basketball!**

INTRODUCING COACHCAM

A smart camera that tracks **multiplayer** basketball statistics through **computer vision.**



HOW IT WORKS



Connect

Connect your phone to the pre-installed CoachCam via WiFi.

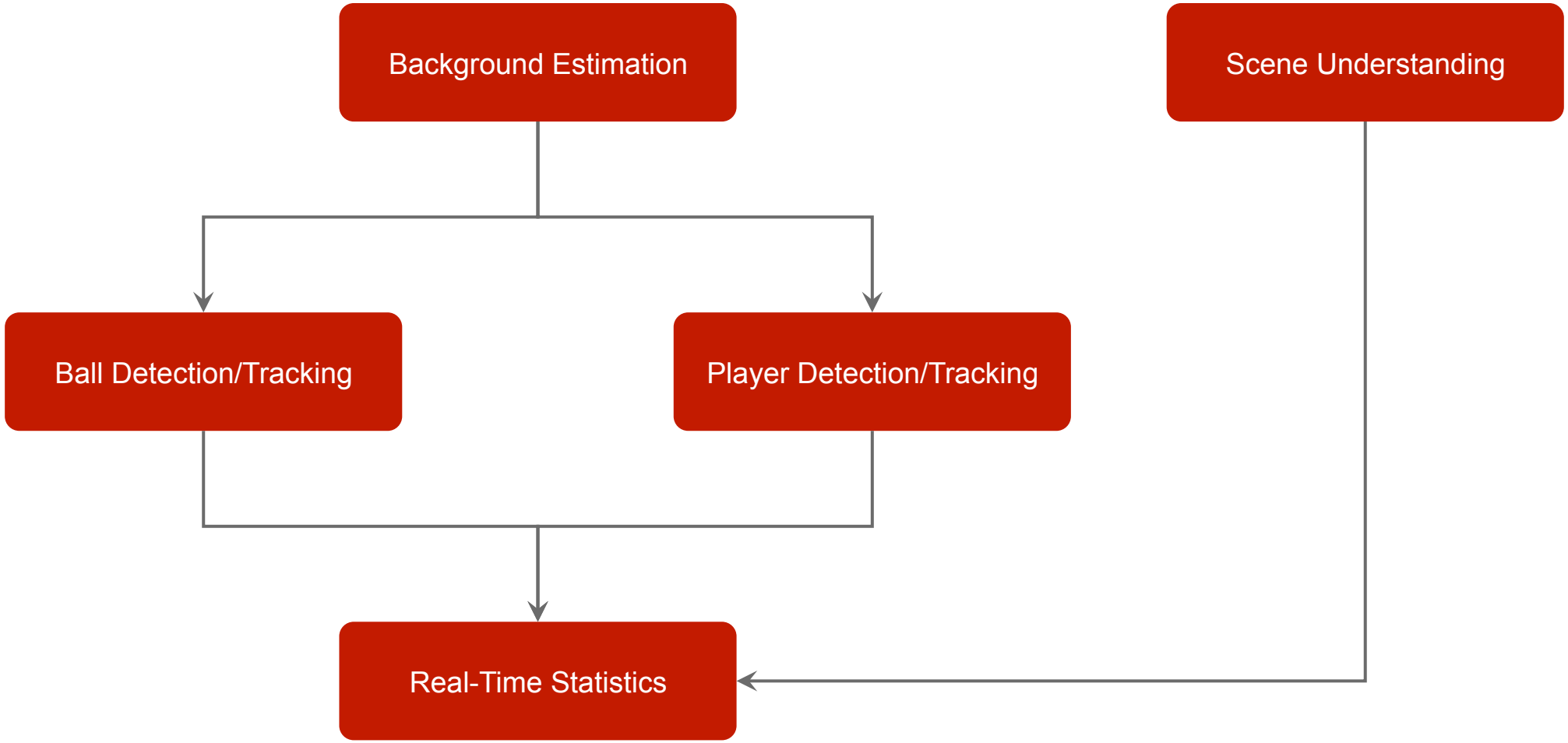
Calibrate

Calibrate yourself by doing a 360° turn in the dedicated calibration zone to initiate the CoachCam player tracker.

Ball

Play ball and let CoachCam handle the rest. View your scorecard and heat map when you are done playing.

TECHNOLOGY


Background Estimation
Scene Understanding
Ball Detection/Tracking
Player Detection/Tracking
Real-Time Statistics

MARKET

450M Basketball players worldwide!

$1B+
USA Opportunity (TAM)

MARKET

Target Market

B2B
Schools & Gyms

B2C
Amateur, Semi-Pro, Pro, Coaches, Trainers

Customer Acquisition Channels

- Strategic Partnerships
- Direct Website
- Social Media/ Content Marketing
- Online Partnerships
- Endorsements
- Trade Shows
- Tournaments *anything max exposure/min cost

BUSINESS MODEL

+

Hardware
(initial direct sale)

Software
(recurring revenue)

TODAY'S SOLUTION

COMPETITIVE LANDSCAPE

	CoachCam	94Fifty	Wilson	ShotTracker
Single Player	✓	✓	✓	✓
Multiplayer	✓	✗	✗	✓
Easy To Use	✓	✓	✓	✗
>95% Accuracy	✓	✗	✗	✗
No User Hardware	✓	✗	✗	✗
Long Lasting	✓	✗	✗	✗
Video Playback/ Analysis	✓	✗	✗	✗

PRODUCT ROADMAP

2017

Product 1
Single Player
Mobile App (SPM
B2C)

Product 2
CoachCam
Enabled Facilities
(B2B)

2016

Target Acquisition/Partners

- Sporting Good/Fitness companies
- Camera/Drone companies
- Video Analysis companies

Second Spectrum · hudl · KROSSOVER

Statistic Tracking Capability

Now: Basketball
Future: Soccer &Tennis

NIKE · Under Armour · fitbit · adidas · Wilson · GoPro Be a HERO.

FUNDING REQUEST

FINANCIAL PROJECTIONS

	Year 1	Year 2	Year 3
Smart Courts	10	600	2400
Sales	$77,226	$4,969,426	$22,969,119
Transaction Fees	$7,688	$200,435	$926,744
COGS	$11,620	$636,580	$3,358,830
Operating Expenses	$1,434,825	$2,362,075	$2,946,950
Additional Expenses	$22,000	$642,716	$5,520,308
Net Profit	**-$1,398,907**	**$1,127,620**	**$10,216,287**
Profit Margin (%)	-1811.4%	22.7%	44.5%

TEAM

Tobin Thomas
Co-Founder & CEO

Business/Finance 2013 — Georgia Tech

Co-Founder

Consultant — LOGFIRE

Business Analyst — UBS

Rahul Sheth
Co-Founder & CTO

Business/Computer Science 2015 — Georgia Tech

Co-Founder

Technical Consultant — IBM

IT Analyst — SIEMENS

QiFeng Gan
Co-Founder & Advisor

PhD Computer Engineering 2013 — Polytechnique Montréal

Researcher — DIAGNOS Your Knowledge Partner

Computer Vision Developer
Published Several Research Papers

Play Smarter, With CoachCam.

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CoachCam