



Community and sports, just a click away.



GRAYLINE

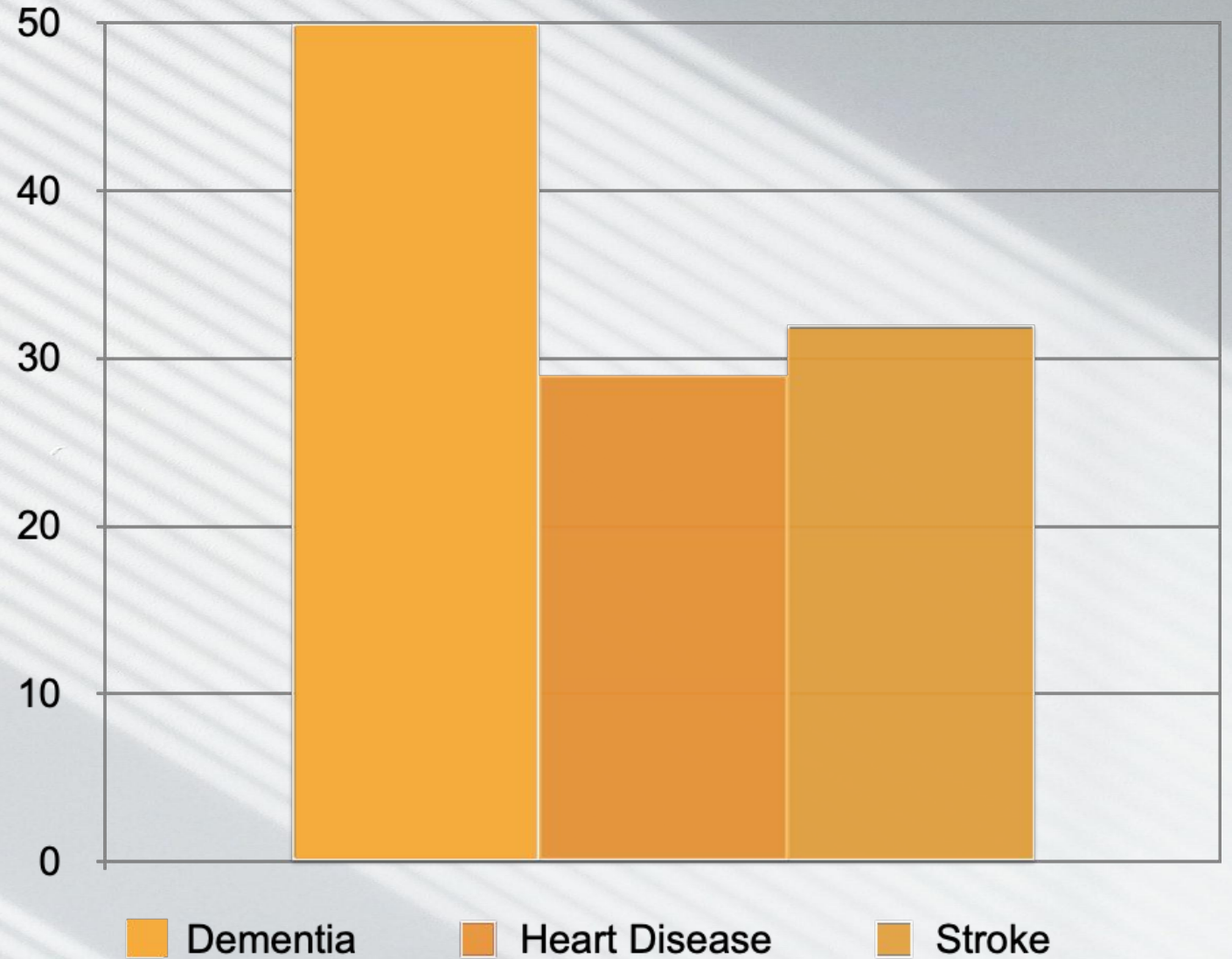
Community and sports, just a click away.



53 MILLION PEOPLE IN THE US ARE 65 OR OLDER 13 MILLION OF THOSE PEOPLE ARE SOCIALLY ISOLATED



HEALTH RISKS ASSOCIATED WITH SOCIAL ISOLATION



MEET ADA

ADA WALKER



ABOUT

Age: 65 years old

Location: Anaheim, California

Occupation: Retired Accountant

Family: Widowed, No Children, No immediate family near by

Feeling: Lonely



MOTIVATIONS

Ease of Use



Variety of Activities



Tailored Experience



GOALS

- Wants to join a social group that allows her to meet new people
- Wants to meet people who enjoy physical activity



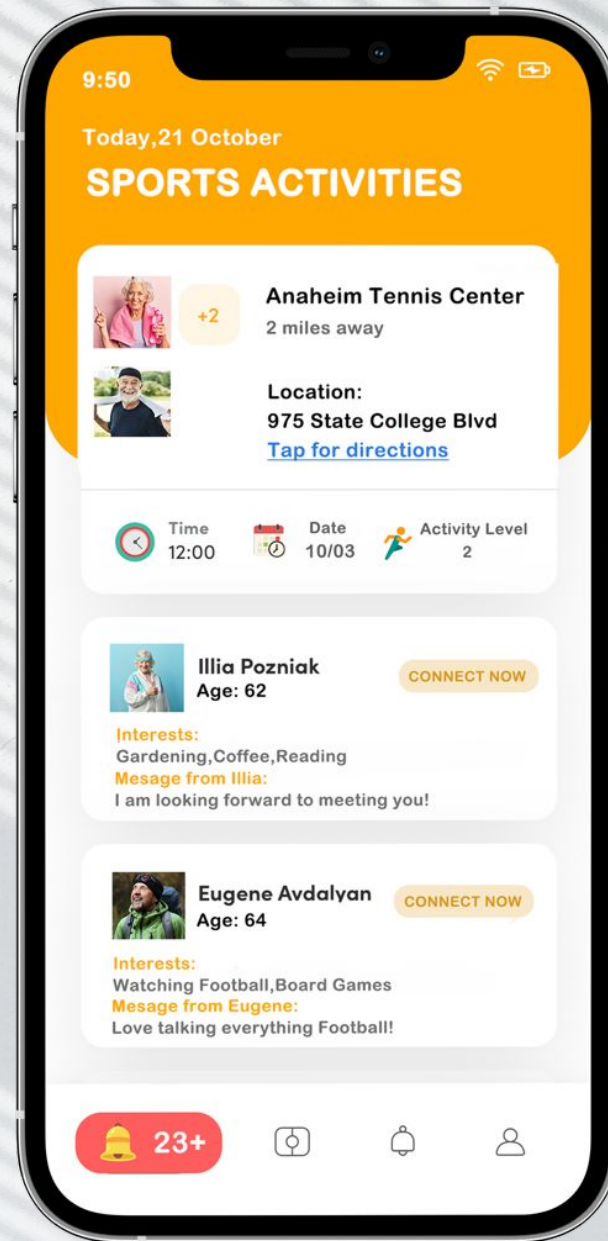
FRUSTRATIONS

- Proficient at using social media platforms, but finds it informal and lacking personal connection
- Likes to participate in group physical activities but finds options are very limited

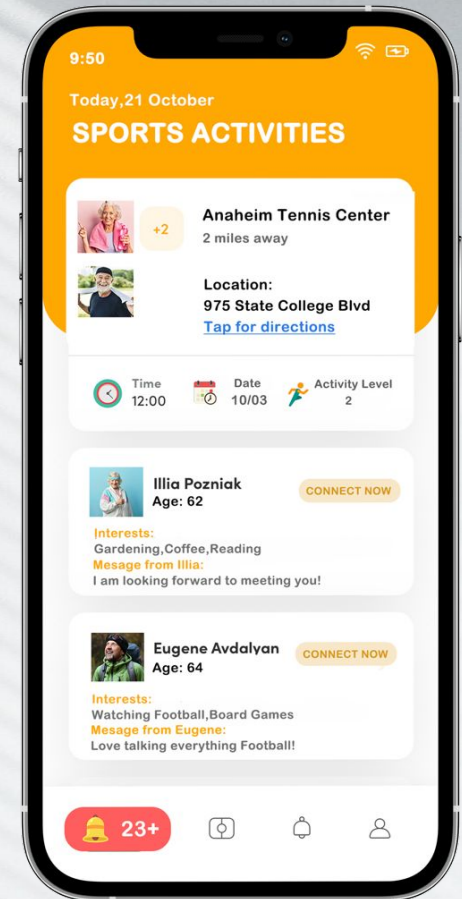
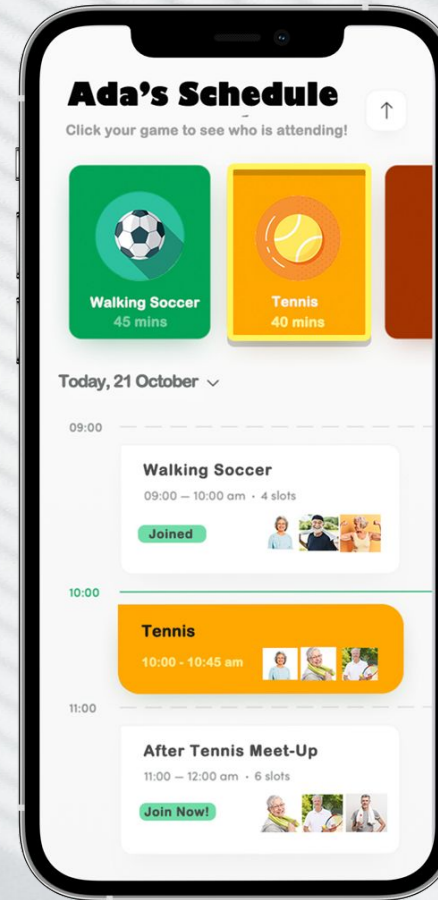
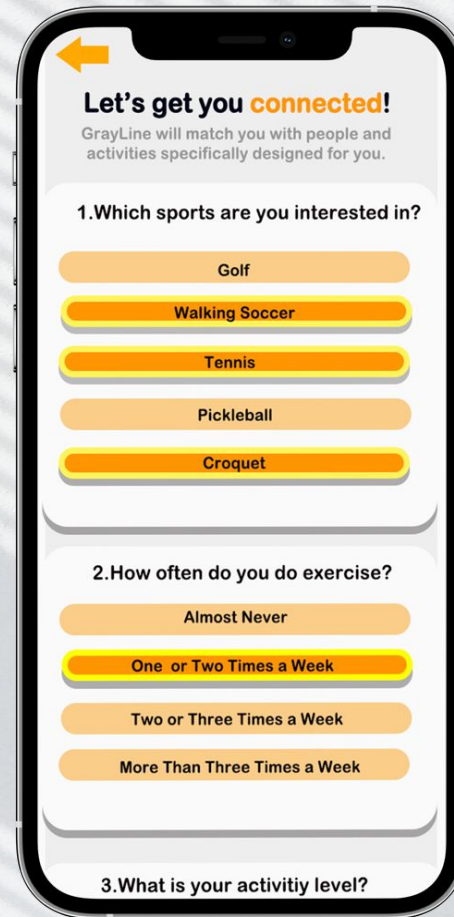
**HOW MIGHT WE INCREASE THE SOCIAL
ENGAGEMENT OF ADULTS 65+
THROUGH SPORT AND TECHNOLOGY?**

SOLUTION OVERVIEW

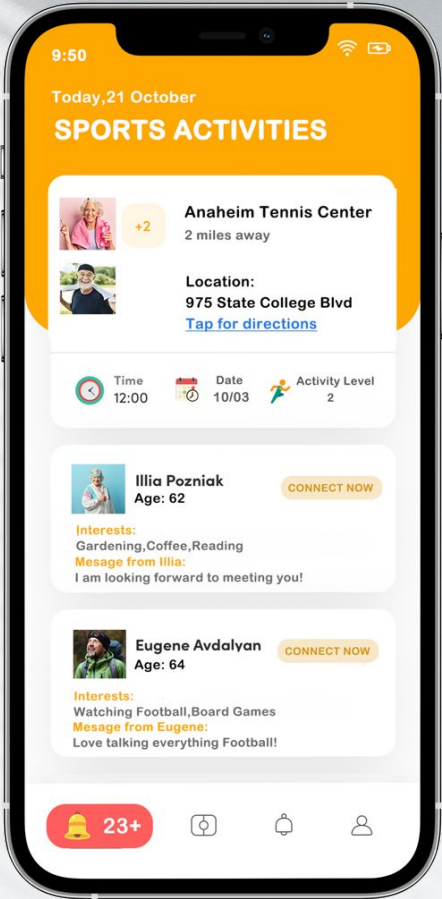
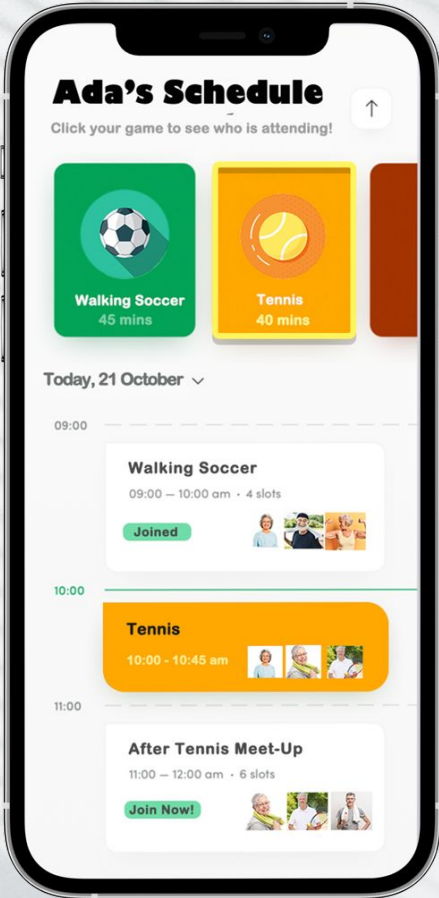
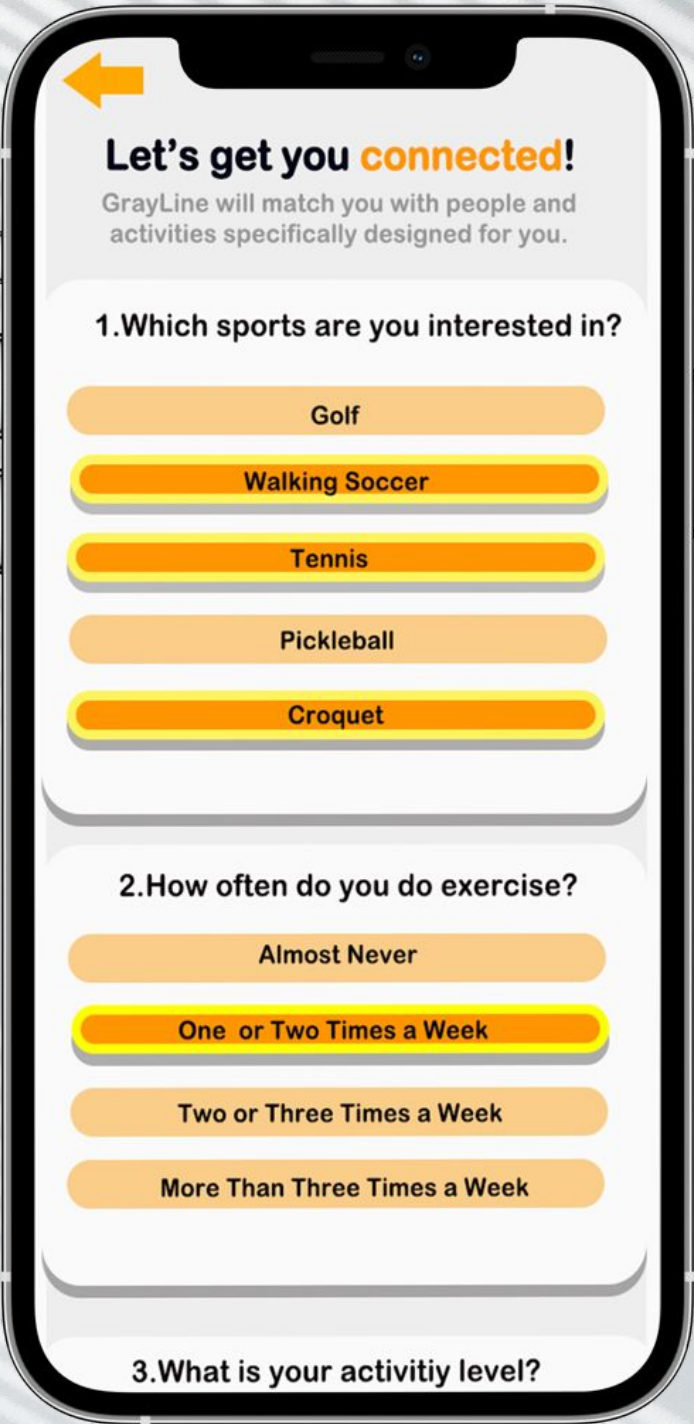
Imagine match.com
with sports, instead of
dates.



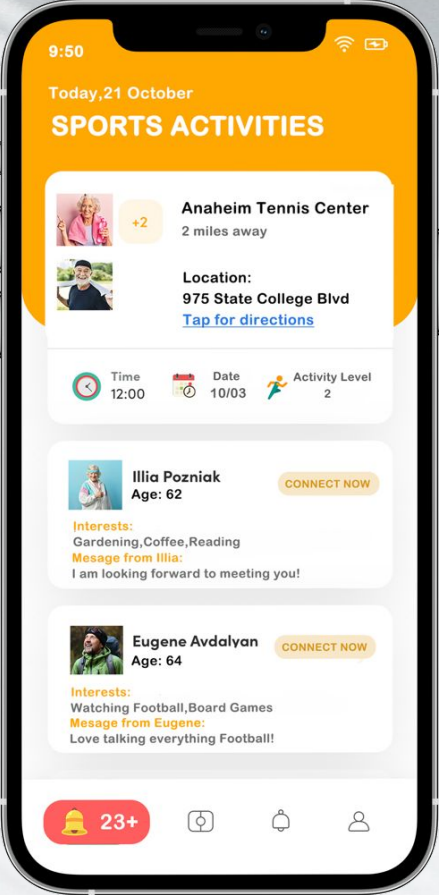
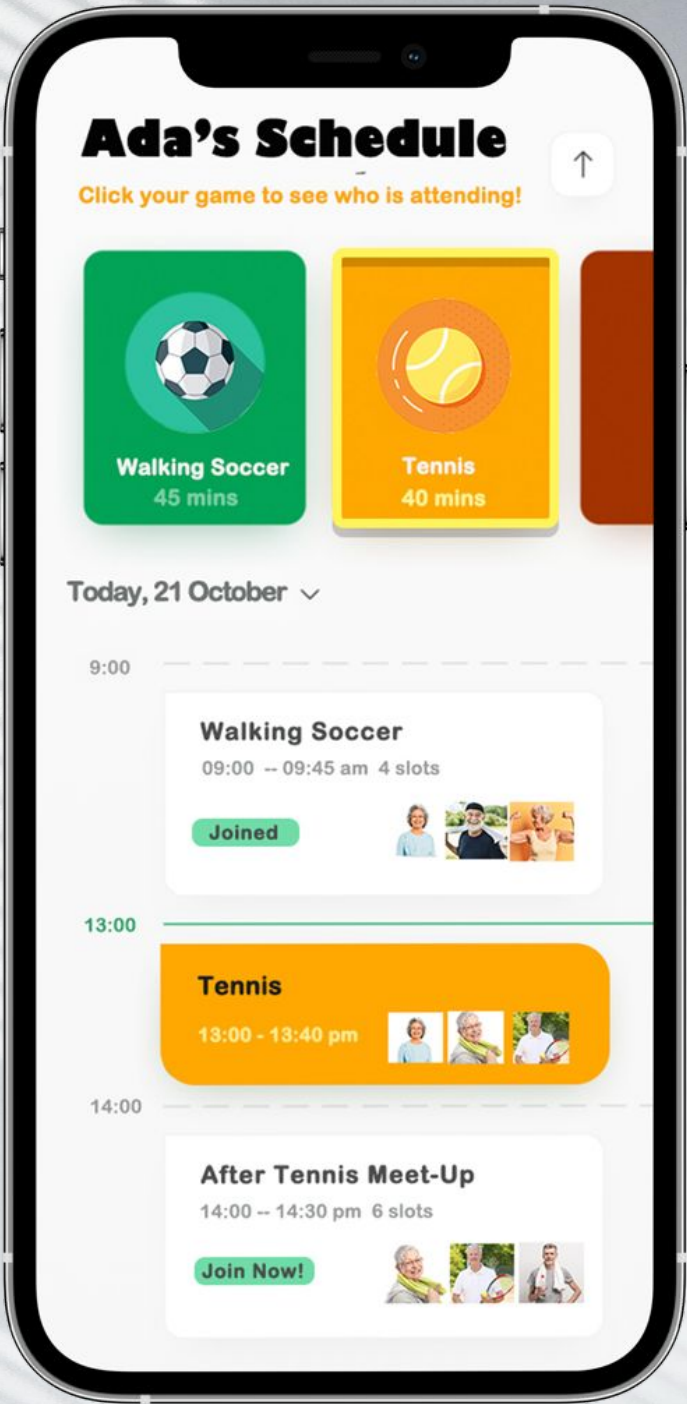
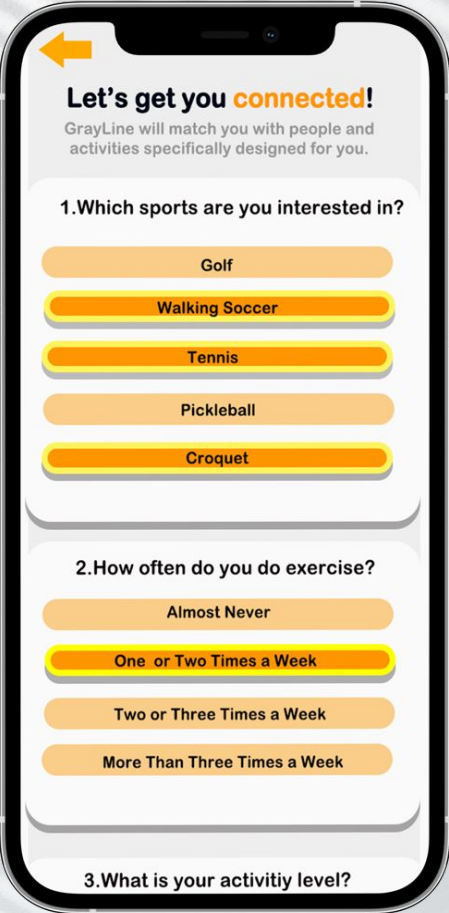
ADA'S JOURNEY



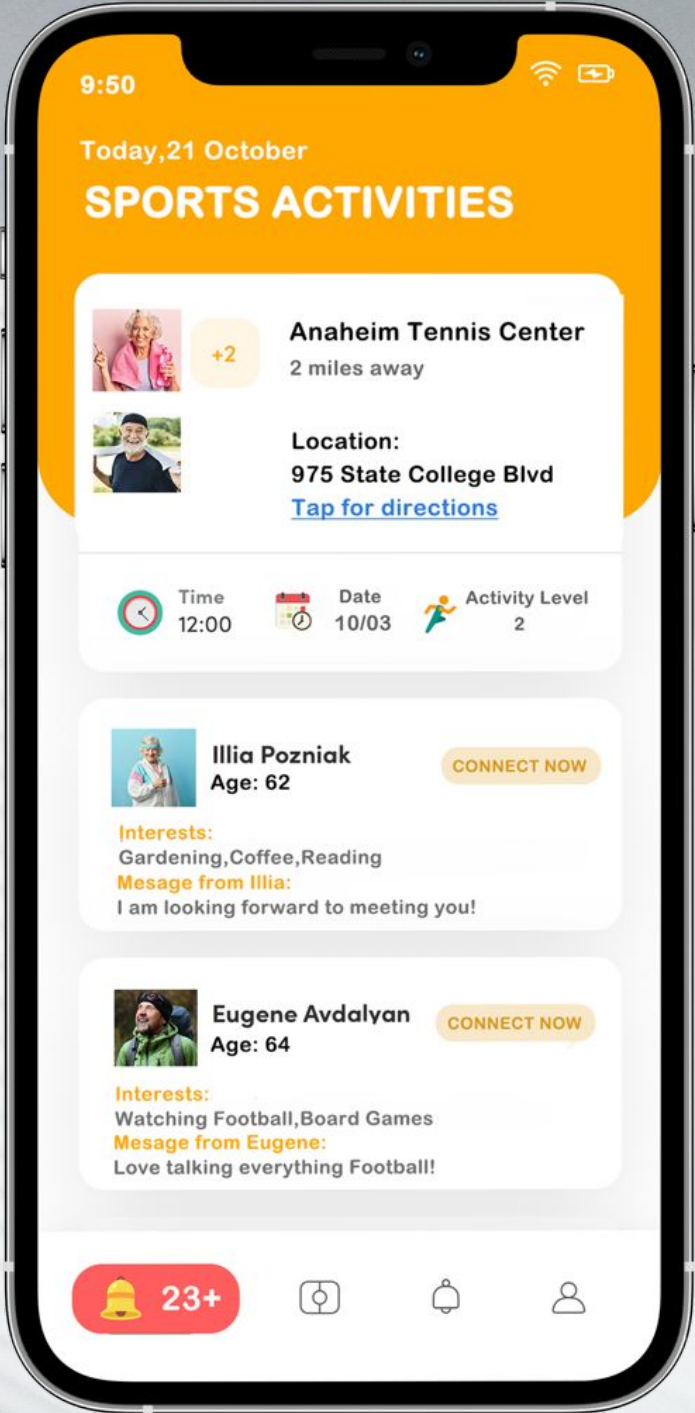
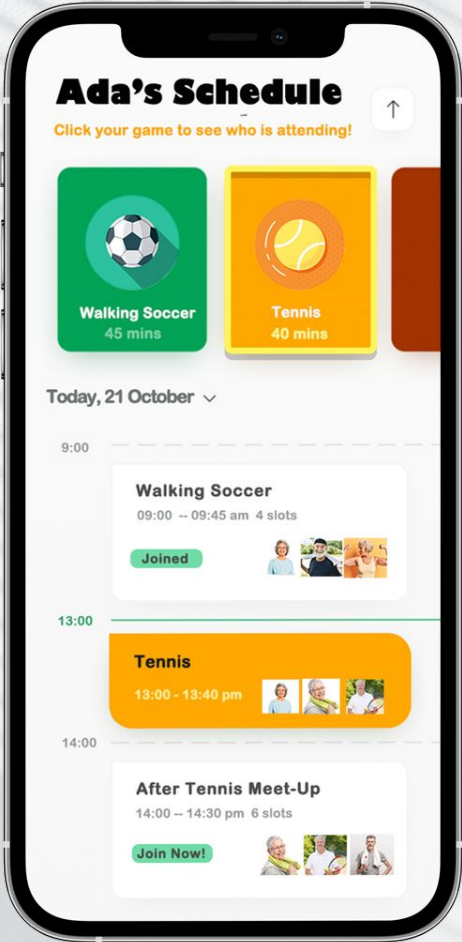
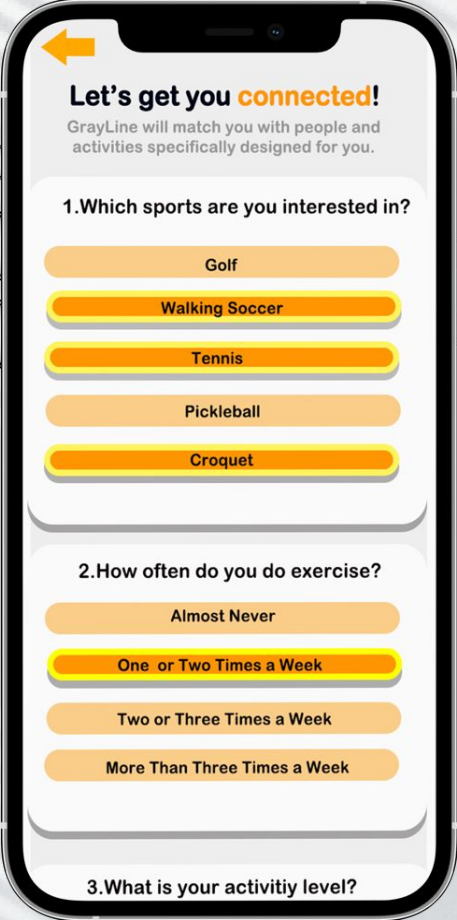
ADA'S JOURNEY



ADA'S JOURNEY



ADA'S JOURNEY



**ENJOY
YOUR
TENNIS
MATCH!**

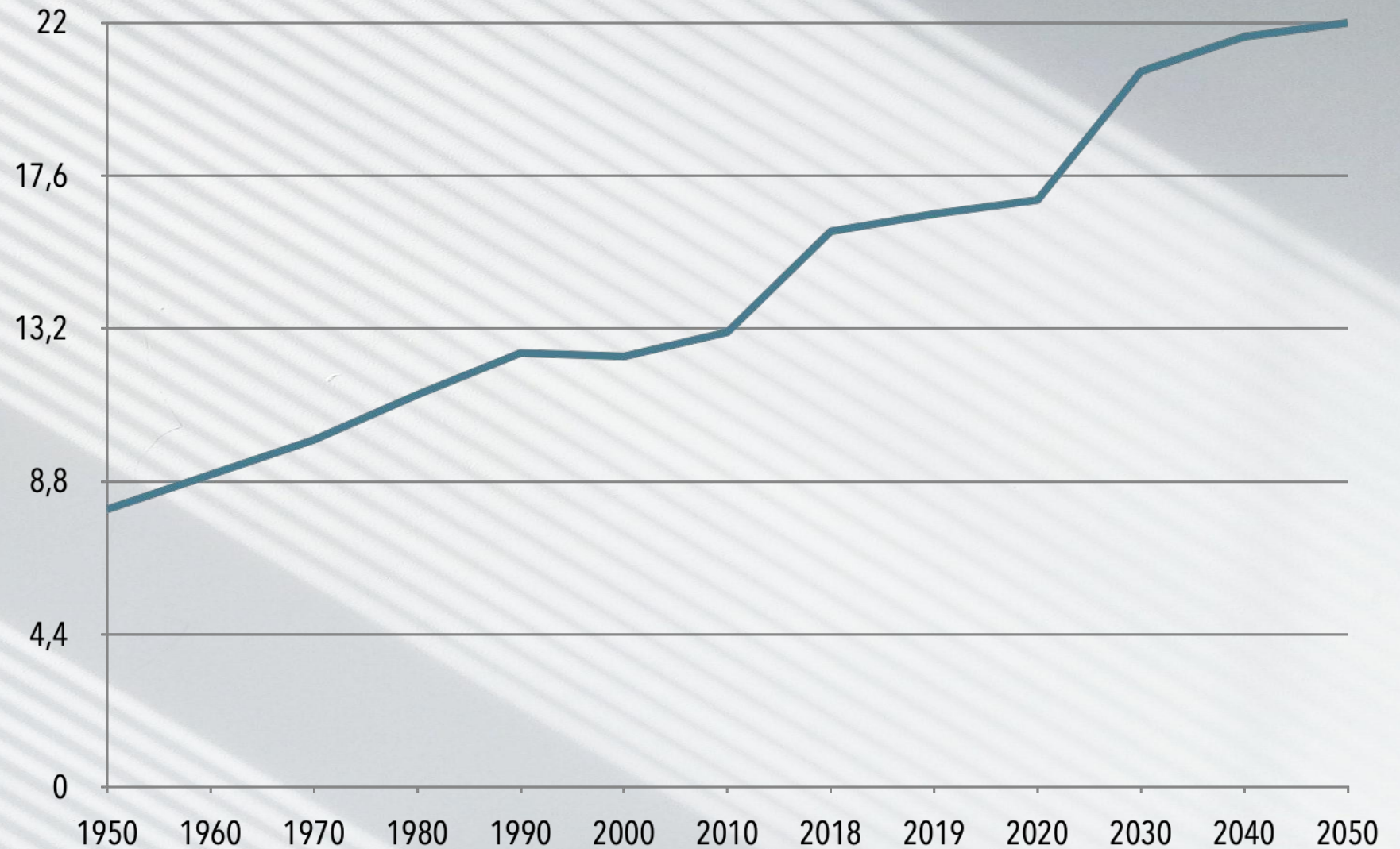


WHY NOW ?

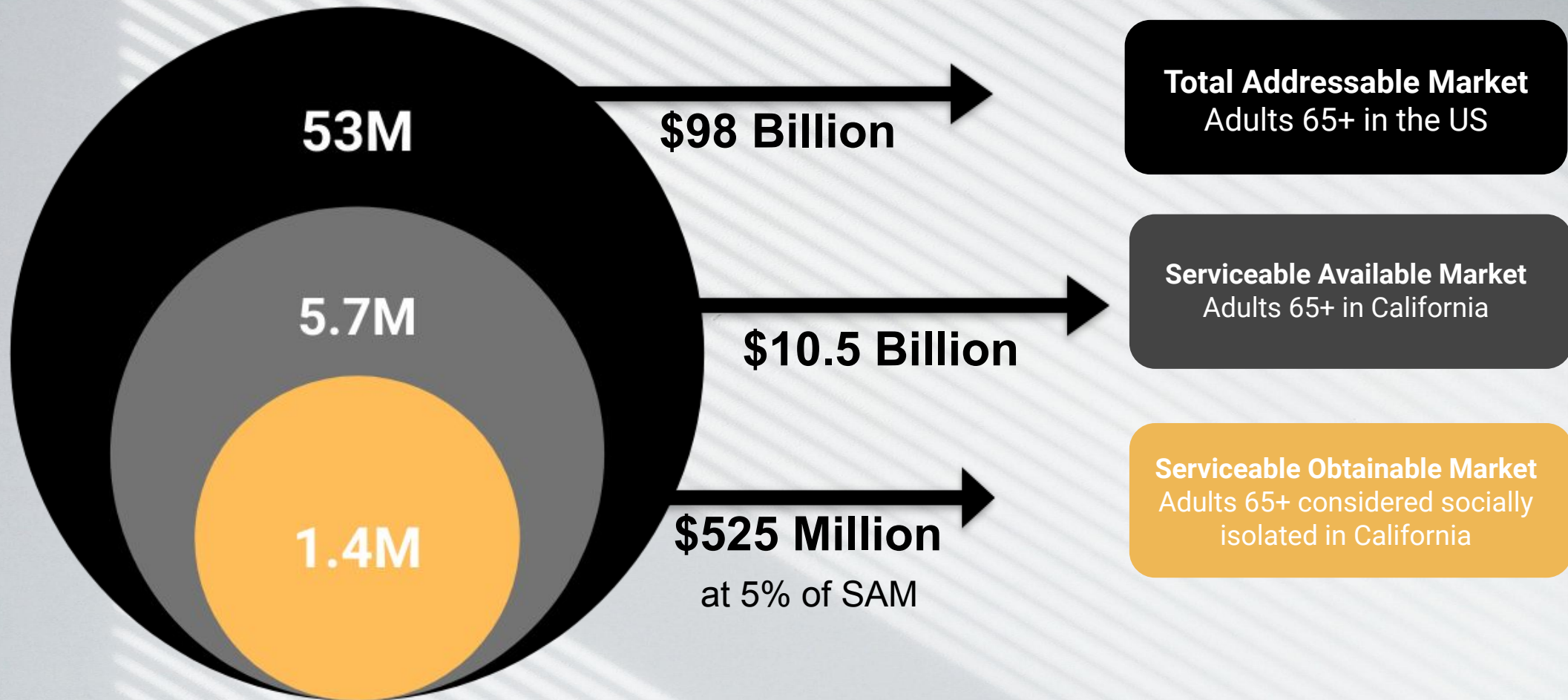


TIMING

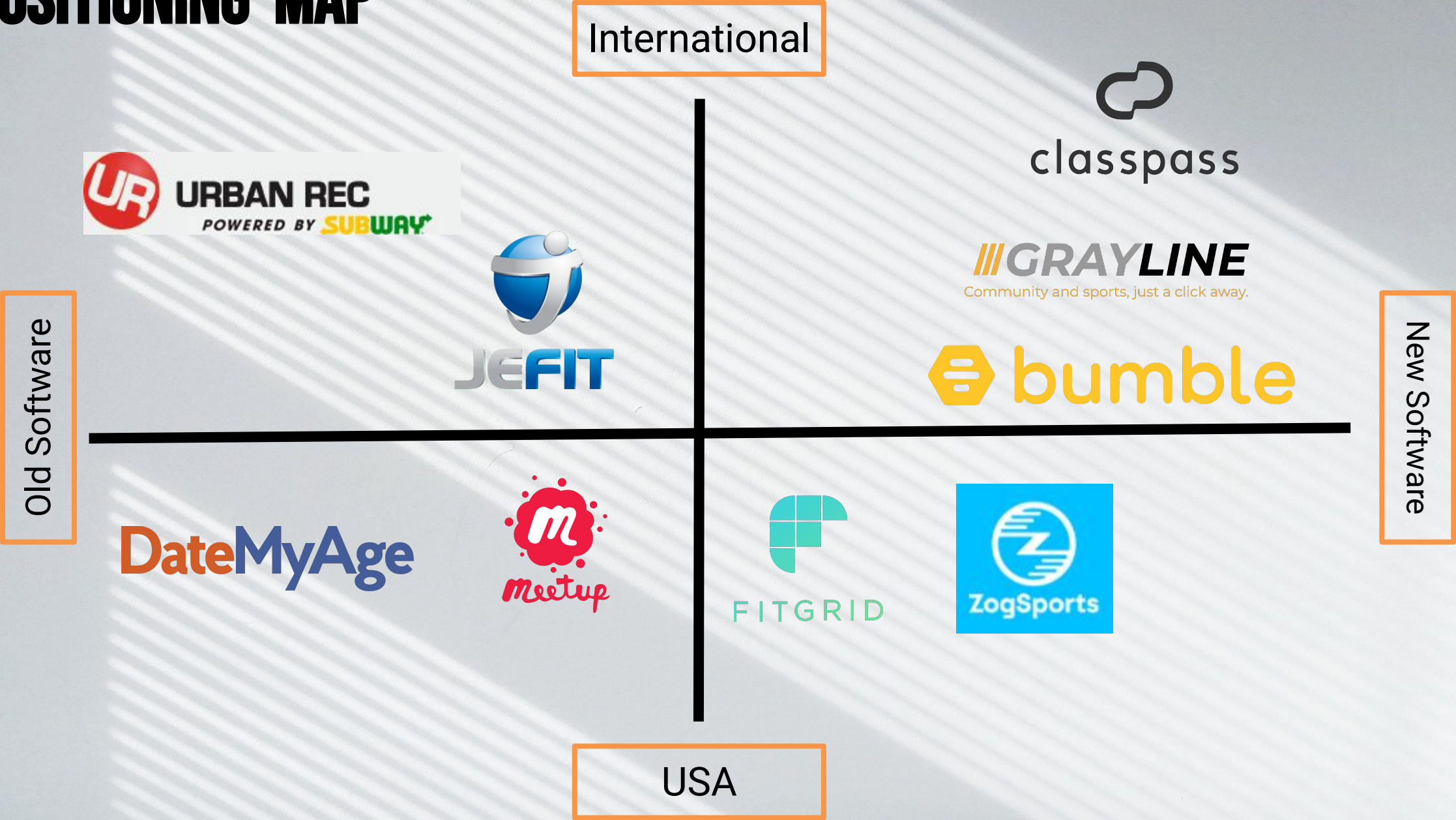
Population of 65+ in
USA is expected to
double by 2060



WHERE IS OUR MARKET? CALIFORNIA



POSITIONING MAP

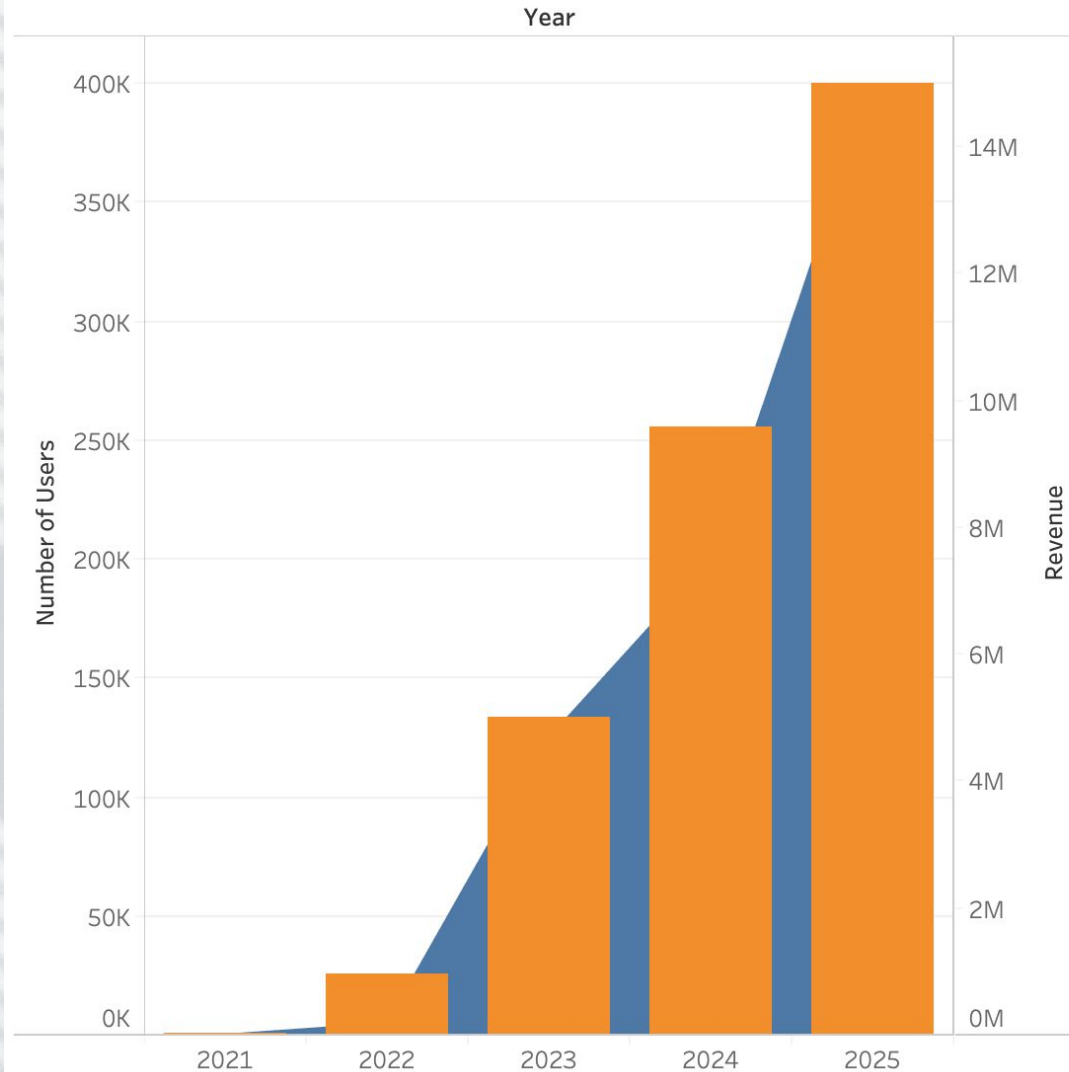


REVENUE MODEL

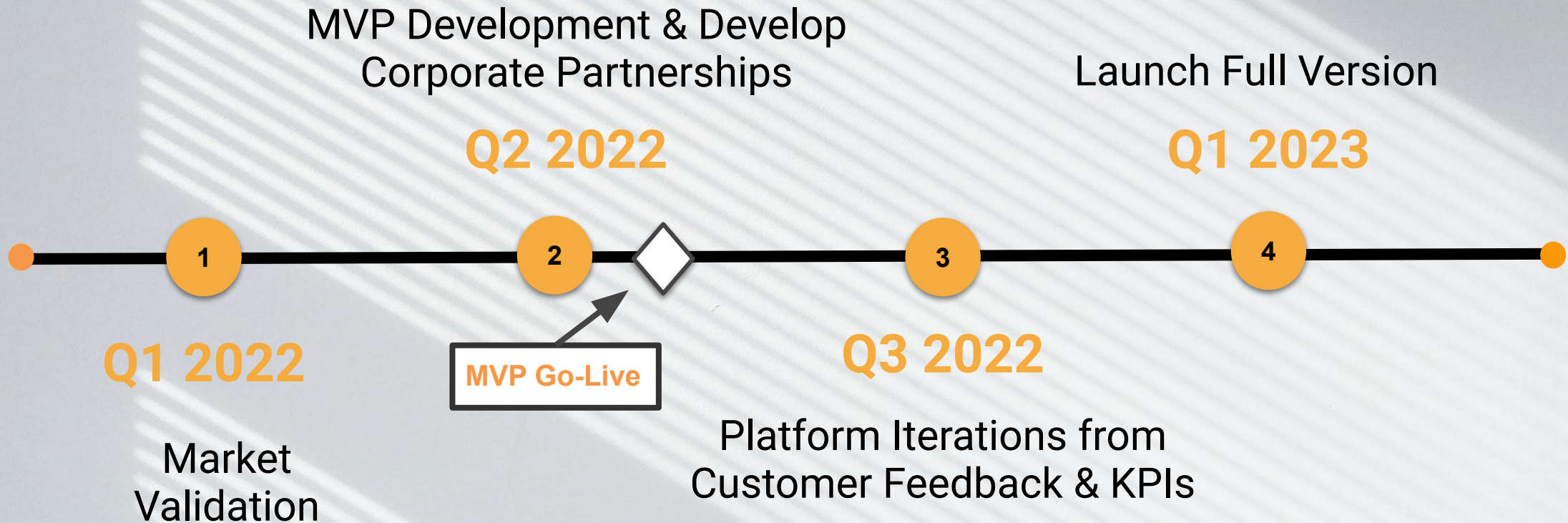
Revenue Streams:

- 1 Subscription plans
- 2 Revenue-Sharing with Sport Providers
- 3 Third-party Advertising

Revenue vs Number of users



CALIFORNIA GO-TO MARKET STRATEGY



GETTING STARTED



Start-up Costs:

Software development -
\$48,000

Operating Cost:

Year 1 (platform
development, AWS) -
\$77,000

GETTING STARTED



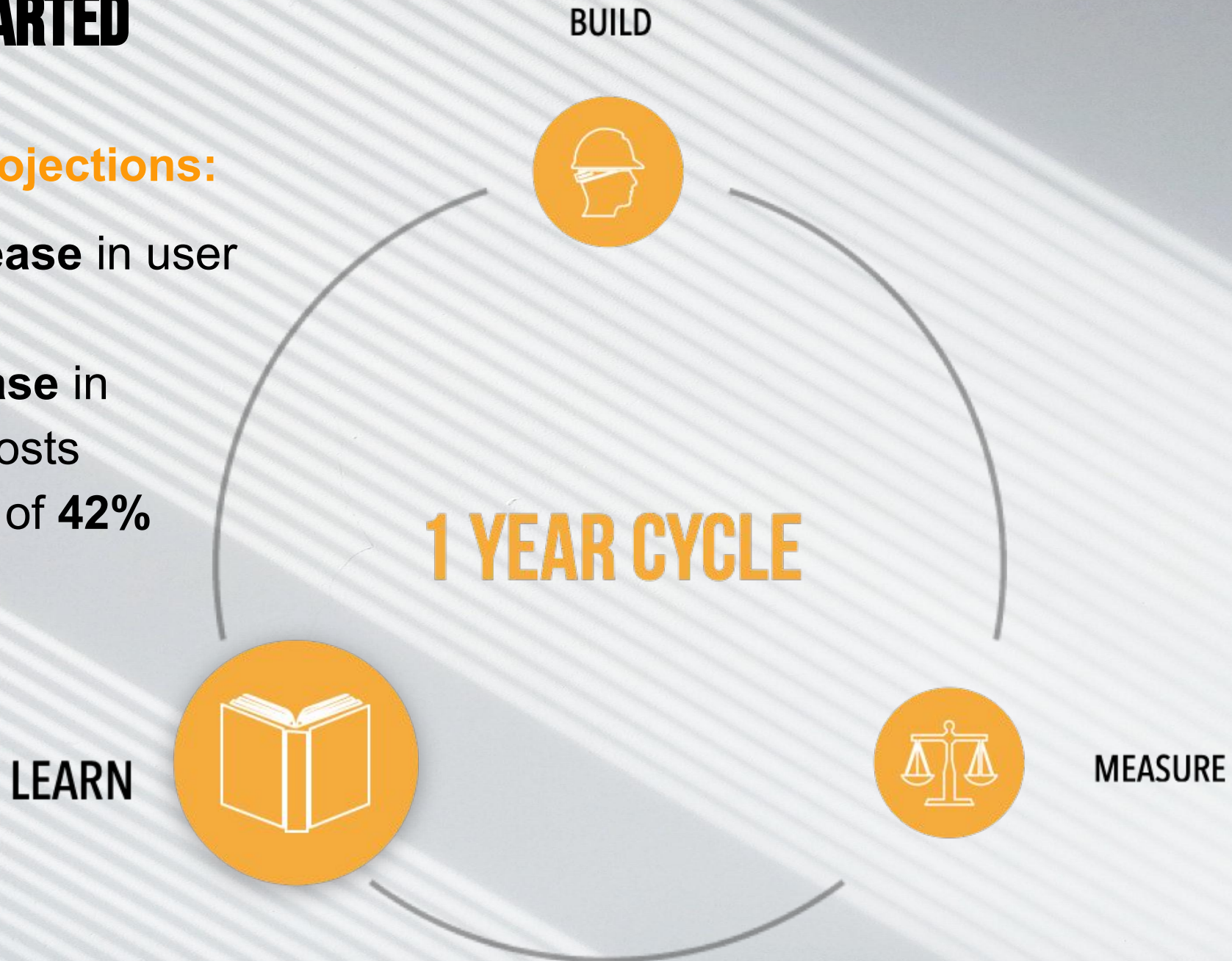
Goals:

- 200 Users
- 15 Connections per User
- 70% Customer Satisfaction Rating

GETTING STARTED

Findings & Projections:

- **110% increase** in user registration
- **10% increase** in operating costs
- Year 2 ROI of **42%**





Community and sports, just a click away.

OUR ASK

\$125,000

For start-up and first
year operating costs



QUESTIONS!

Next Steps

STEP 1

Running concurrently

MVP development	Market Validation
(1 month)	(3 months)

Work to establish client base This will be done by:

- Direct mail, SEO marketing, PPC marketing
 - Develop referral partnerships with doctors office's, mental health agencies and retirement communities.
 - Advertising through social media, news, and blogs.
- Develop basic platform features. Team to manually preform manual matching based on entry survey. Manual signing up people with sport providers with no commission fees being collected.

STEP 2

Running concurrently

Continued development and iterations of MVP

Continued Market Validation

Begin to develop exclusive partnerships with sport providers (6 months)

Measure what communication/marketing channels are performing the best and focus effort there.

Begin development of Intelligent Retrieval System or the algorithm used to build packages based of predetermined rules and choices coming from entry survey. Work to reduce manual intervention.

Begin to establish exclusive partnerships that include commission agreements, preferred time and exclusive time slots with sport providers. Manual sign up with sport providers is still required.

STEP 3

Running concurrently

Continued development and iterations of MVP

Continued building of user base

Continued development of exclusive partnerships with sport providers by introducing API's

(3 months)

Continue to measure what communication/marketing channels are performing the best and focus effort there.

Continual iterations of Intelligent Retrieval System algorithm

Continue to write contracts with sport providers for time slots, commission fess and exclusivity. Begin API development with GrayLine and its partners

ASSUMPTIONS

Macro-level

The key assumptions with respect to the impact of societal factors on our business model are:

- Social isolation trends among senior citizens will remain stable and will increase over the decade.
- Companies that provide recreational sports offerings will want to partner with us and will accept our commission-based fee for bringing customers to them.
- The COVID-19 pandemic will end and public health restrictions will be removed.

B2C Customers

The key assumptions with respect to our B2C customers and our business model are:

- Customers will be able to and will want to use our automated, online platform as a mechanism for accessing recreational sports activities.
- Customers will want to overcome their social isolation and lack of physical activity through sport.
- Customers will be motivated by our rewards system, other platform features, and sports offering to opt in to use our platform over approaching individual providers themselves.

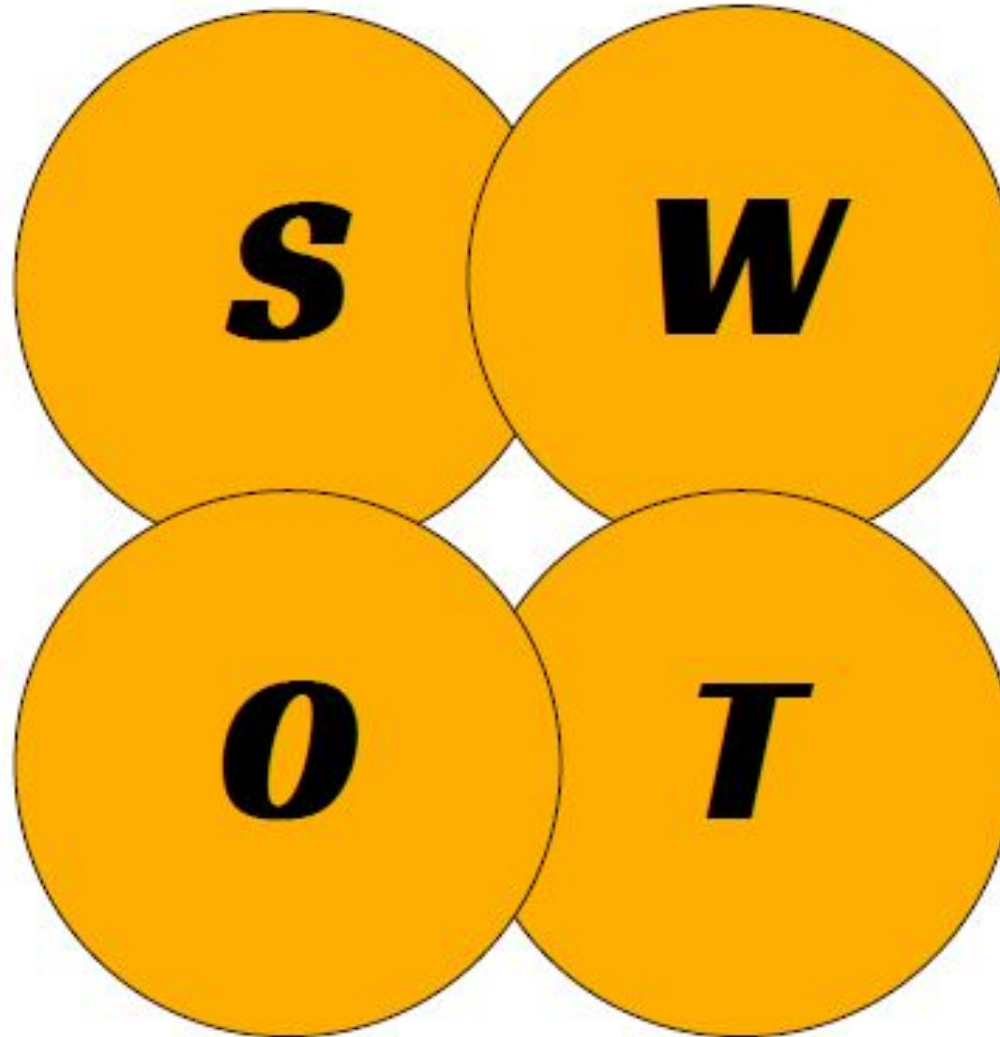
SWOT ANALYSIS

Strengths

1. Social Network and Local Community Development
2. Convenience
3. Easy-to-use
4. Operational Efficiency
5. Scalability

Opportunities

1. Increasing Market Size
2. Increasing Health Awareness
3. Advancement in Technology



Weaknesses

1. Brand Awareness
2. Technological Sophistication of Target Market
3. Capital Resources

Threats

1. Competition
2. Low Entry Barrier
3. Fraud & Cybersecurity

MARKET VALIDATION

FACEBOOK ADVERTISEMENTS

Utilized as advertising channels as they are easily accessible to our target market.

EMAIL, SEO & PPC

Utilized to reach its target audience and promote the platform's features, such as easy access to sports activity packages, chat function, opportunity to make connections, and a points-based rewards system.

REFERRALS

Print advertisements will be advertised at doctors' offices and health centres to encourage adults 65+ to engage in physical activity and connect with others in their community.

REFERAL PROGRAM

Users who successfully refer our platform to a potential customer will receive a \$10 credit toward future bookings.

VALIDATION DATA POINTS

ASSUMPTIONS

200 sign ups in a year with
110% yearly increase

70 subscribers in 1st year then
15% yearly increase

65+ 1.4 million population
and just need 200 signups and
70 users in a year for
projections to follow

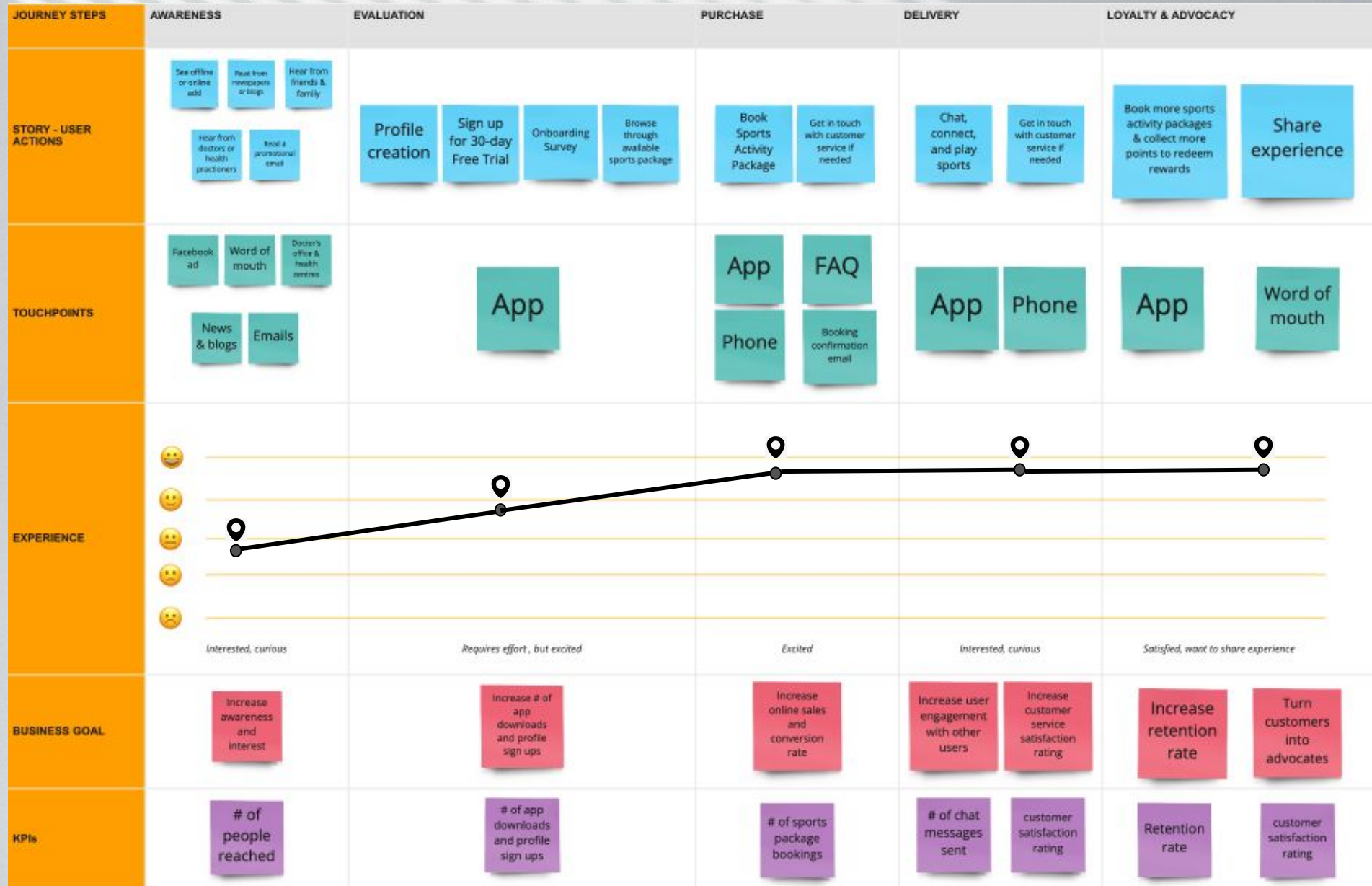
ASSUME

1.4 million 65+ customer
segments in California want
to connect with one another
and have mentally and
physical wellbeing.

GreyLine Ad budgets are out of pocket expenses and will run campaigns with email marketing. SEO and PPC ads to reach MVP customer segment. This will run for the first 3 months while the MVP is being built to have potential users ready to invite on the application.

It costs an average of \$300 to reach 1000 customers (\$0.10 to \$10 per person) on multiple platforms, Facebook would be the most used as it has the most elderly users and costs \$10/1000 persons . As we are aiming for at-least 200 customers the price works great for our validation.

CUSTOMER JOURNEY



BUSINESS MODEL CANVAS

