

# AGAP

AS GOOD AS PROS SPORTS COMMUNITY

# GERMANY'S STATE OF HEALTH

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## ALARMING DEVELOPMENTS IN GERMANY:

### LACK OF PHYSICAL EXERCISE



Back pain, obesity,  
cancer, diabetes,  
psychosomatic pain



**SPORTS**

### LACK OF REGENERATION



Touchiness, stress,  
physical & psychological  
weakness, lack of energy



**SPORTS**

### LACK OF SOCIAL INTERACTION



Loneliness, discomfort,  
sadness, sorrow, misery,  
depression



**SPORTS**

A full-page background image showing two women in athletic wear running and high-fiving on a rooftop. The woman on the left is in mid-air, and the woman on the right is also running. They are both smiling and looking towards each other. The background features a city skyline under a cloudy sky, with a metal railing and a net in the foreground.

# THE VISION

**WE EMPOWER EVERYONE TO  
EXPERIENCE AND SHARE,  
AN ACTIVE, HAPPY LIFESTYLE.**





THE IDEA – AS GOOD AS PROS

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# UBER for Sports

**PEER-2-PEER SPORTS COMMUNITY**

**LOWEST PRICE.  
BROADEST CHOICE.  
GREATEST FLEXIBILITY.**

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# THE TARGET GROUP – MILLENNIALS

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## THE ART STUDENT



**LISA, 19 YRS.**

**PRICE SENSITIVE  
HEALTH CONSCIOUS**

## THE YOUNG PROFESSIONAL



**JANE, 28 YRS.**

**TRAVELS A LOT  
ACTIVE IN SPORTS**

## THE KEEN TO EXPERIMENT



**DAVE, 33 YRS.**

**WANTS TO TRY OUT NEW  
STUFF & HAVE FUN**

# THE TARGET GROUP'S PROBLEMS



**#NOFUN**



**#NOMONEY**



**#NOVARIETY**



A photograph of two male athletes sitting on a metal bench outdoors. The athlete in the foreground is shirtless, wearing a red tank top and grey shorts, holding a basketball and drinking from a white water bottle. The athlete in the background is wearing a purple t-shirt and white shorts, also drinking from a water bottle. The background shows a blurred outdoor setting with a fence and some buildings.

**THE SOLUTION**

**COMMUNITY PLATFORM WHERE YOU CAN**



A background image showing two male athletes sitting on a metal bench outdoors. The athlete in the foreground is wearing a red tank top and is drinking from a white water bottle. The athlete in the background is wearing a purple shirt and is also drinking from a water bottle. They appear to be taking a break during a workout or competition. The background is slightly blurred, showing a fence and some buildings.

# THE BENEFITS

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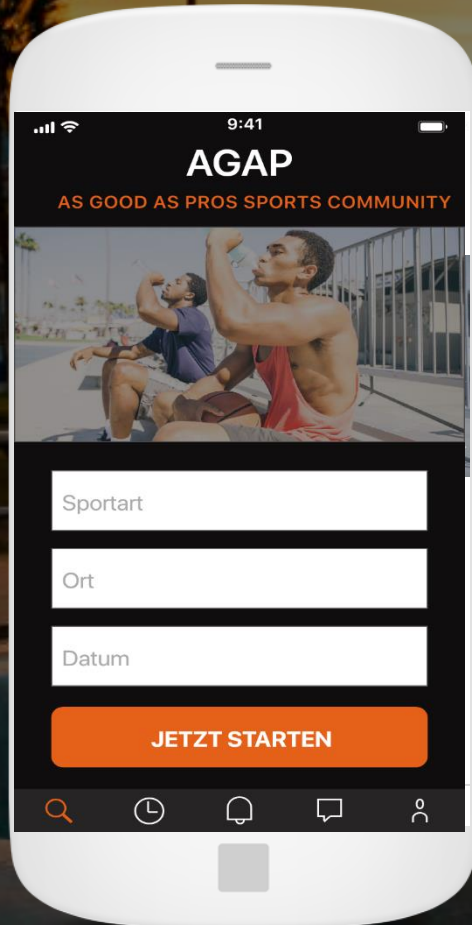
## COMMUNITY PLATFORM WHERE YOU CAN

- LEARN, IMPROVE SPORTS SKILLS & SAVE MONEY
  - SHARE OWN SPORTS EXPERIENCE & MAKE MONEY
  - SHARE PASSION FOR SPORTS & HELP EACH OTHER OUT
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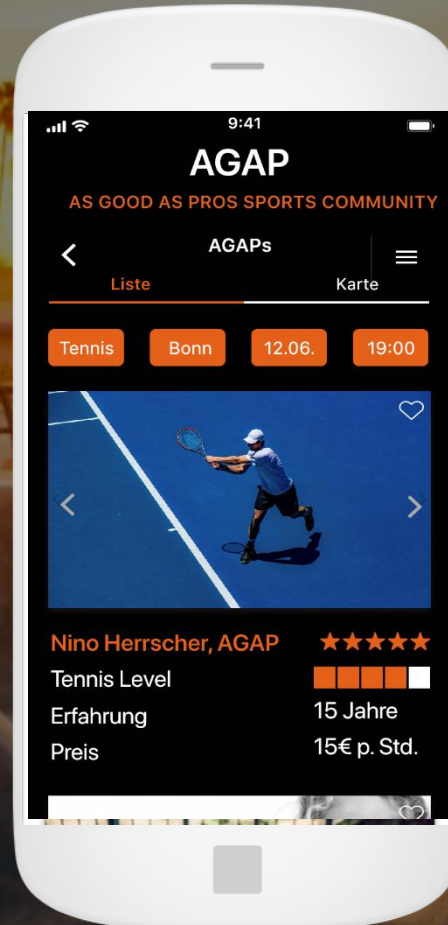


# THE PRODUCT

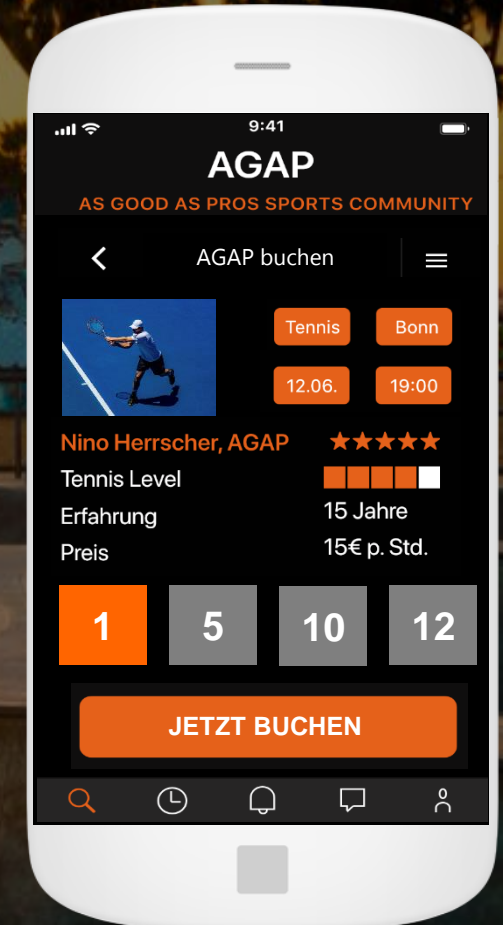
## SEARCH



## SELECT



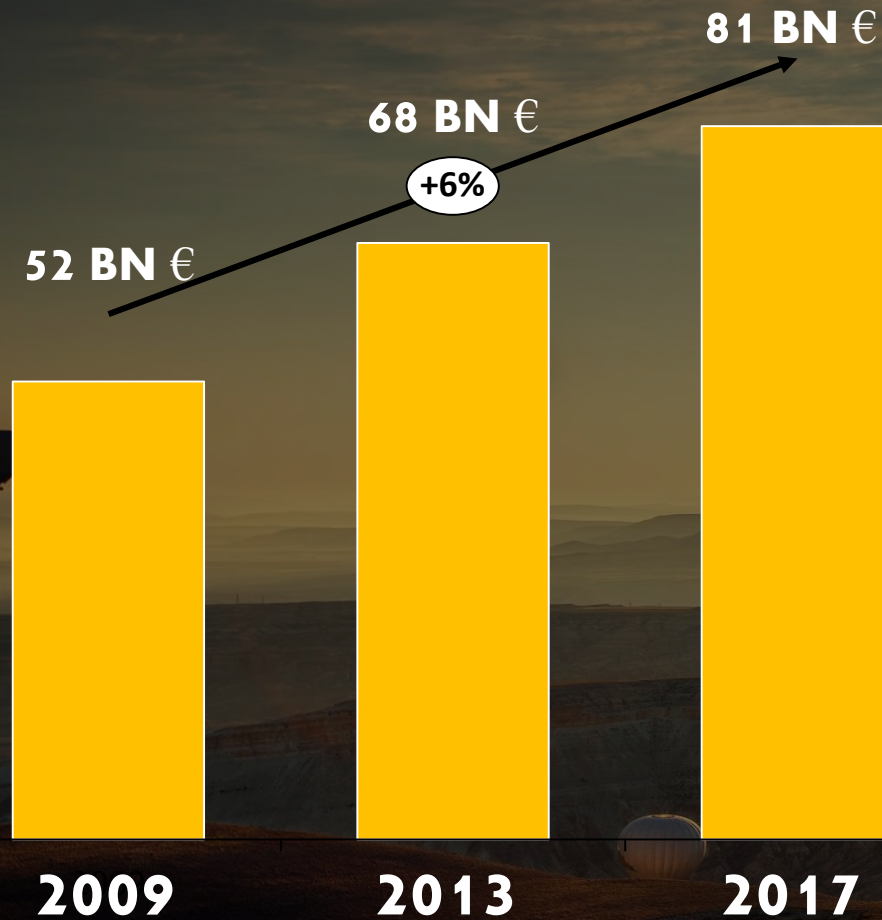
## BOOK





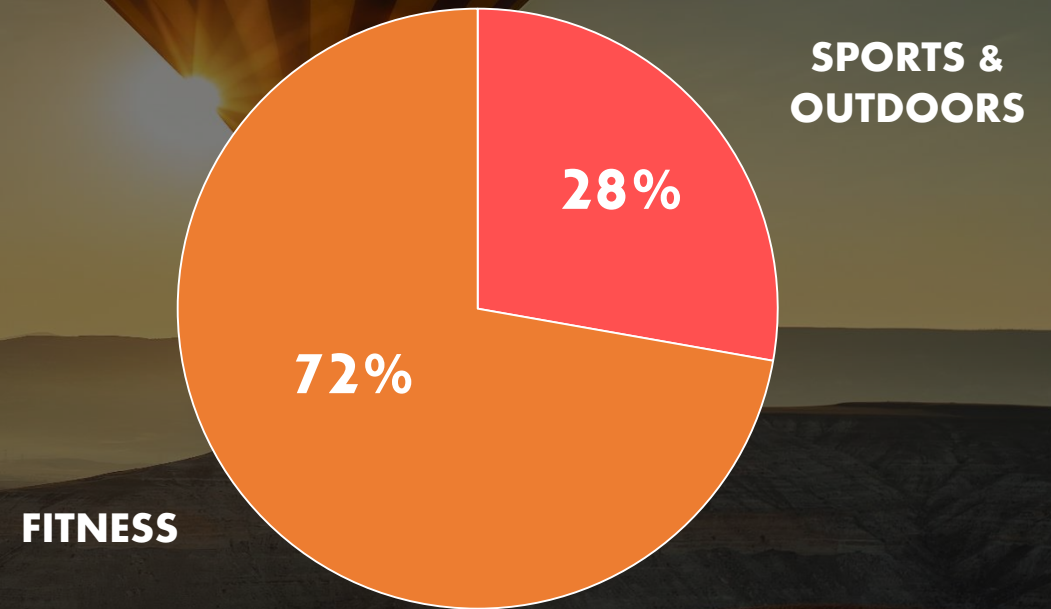
# THE MARKET POTENTIAL

## WORLDWIDE SPORTS REVENUES



## GERMAN SPORTS & FITNESS REVENUES

7,2 BN € IN 2018





# THE MARKET VOLUME

**1,41 BN**

sports sessions  
per year in  
Germany

**14,1 MN**

AGAP sports sessions  
per year, i.e., 1%  
booked via AGAP

**90k**

active AGAP  
members w/ av.  
3 sessions/w



# THE POTENTIAL & BUSINESS MODEL

## We charge 1€ per session

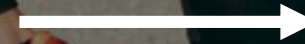
**14,1 MN**

sessions  
booked via  
AGAP



**1€**

for each  
session  
booked



**14 MN €**

annual AGAP  
revenues



# THE ADOPTION & PARTNERS

## On- & Offline Marketing

Google, FB Ads, Promo

> 300k users

## Engage a friend boost

Sponsored recommendation

> 1.5 mn users

## Partners & Sports Events

Sales Cooperations

> 2.5 mn users

LANDESSPORTBUND  
NORDRHEIN-WESTFALEN



Deutsche  
Sporthochschule Köln  
German Sport University Cologne



Deutsche Hochschule  
für Prävention und Gesundheitsmanagement  
University of Applied Sciences



Allianz 



# THE COMPETITION

AFFORDABLE

**AGAP**

AS GOOD AS PROS SPORTS COMMUNITY



No booking possible, fixed time slots

**PLAYV**

Same level P2P, no skill improvement

**facebook**

Only online coordination via texting

OFFLINE

Sports Clubs

**CrossFit**

**FREE  
LETICS**

ONLINE

Triscape ●●●

Urban Sports Club

EXPENSIVE



# THE COMPETITIVE ADVANTAGE

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- 
- **PRICE LEADERSHIP.**
  - **GLOBAL SCALABILITY.**
  - **STRONG & GROWING COMMUNITY.**
  - **INNOVATIVE MOBILE APPLICATION.**
  - **POSITIVE IMPACT ON SOCIETY.**
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# THE STATUS & NEXT STEPS

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**BOOKING  
MVP READY**

[www.asgoodaspros.com](http://www.asgoodaspros.com)



**150  
COMMUNITY  
SIGN UPS**



**CUSTOMER  
INSIGHTS**



**FUND-  
RAISING**



**LOCAL  
PARTNERING**



**#PRODUCT**

**#COMMUNITY**

**#AWARENESS**



A background image of two male athletes sitting on a track, drinking from water bottles. The athlete in the foreground is shirtless and wearing a red tank top, while the one behind him is wearing a purple shirt. They are both looking upwards and drinking. The background shows a track, a fence, and some palm trees under a clear sky.

THE END

**AS GOOD AS PROS  
EVERYBODY'S GOT TALENT,  
SHARE YOURS & LEARN FROM OTHERS**

*As Good As Pros Sports Community*

[www.asgoodaspros.com](http://www.asgoodaspros.com)

**GET IN TOUCH**

# AGAP

## SPORTS COMMUNITY



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**Make sports your ritual. Discover new spheres.**

