

*PRO TOUCH*  
**AFRICA**



*Podium Pursuit*

The Collective



# Investor Memorandum

March 2024

THE PODIUM PURSUIT COLLECTIVE

# Unlocking the potential of African Athletes

Podium Pursuit is the **World's first Fan-Owned Impact Investment and Fan Engagement Platform** for Athletes from Africa, built on the **Blockchain** and leveraging **tokenization**.



THE PROBLEM TO BE SOLVED

The toughest challenge our athletes face  
is that of funding and opportunity...



This is particularly true in Africa!  
Despite immense talent on the continent, the medal count for  
African athletes at the last five Olympic Games has declined.



THE PODIUM PURSUIT COLLECTIVE

# The timing is opportune!

With the Paris 2024 Olympic Games on the horizon, the timing could not be better to leverage and activate a collective movement that will make a significant impact on the next generation of athletes, in the lead-up to LA2028 and beyond.





## THE PODIUM PURSUIT COLLECTIVE

### Our Vision

# Unlocking Value

Our vision is to **unlock the potential of African athletes** and **build an independent and transparent Impact Fund**, that supports high performance and **unlocks value** for athletes, fans, brands and **investors** by **unlocking new revenues** and creating a **sustainable funding** model to support and **enable the next generation of athletes from Africa.**



# THE PODIUM PURSUIT COLLECTIVE



## OUR MISSION

To assemble an ecosystem that brings together top performing athletes from Africa, their global fan base and a network of purpose-driven brands, organisations and interested parties passionate about seeing more African athletes on the podiums of the World's biggest events.



54 AFRICAN NATIONS



4 500+ ATHLETES ACROSS 36 SPORTS



30 MILLION FANS GLOBALLY

## OUR PURPOSE

Inspired to ignite a purpose-led fan community, drive interactivity and unleash alternative revenues far beyond sponsorship, to support the next generation of athletes from Africa.





THE PODIUM PURSUIT COLLECTIVE

## Why Does This Matter?

Beyond athletic prowess, athletes have the power to be catalysts for positive change, influencing attitudes, being role models for the youth, breaking down barriers, and creating a more inclusive and compassionate society:

# Why Does This Matter?



- Inspiring and influencing the youth to embrace values such as teamwork, resilience, and empathy...
- Amplifying Social Causes and raising awareness about pressing issues. Athletes bring attention to societal challenges, encouraging their fan base to get involved...
- Athletes have the power to ignite conversations and provoke action...
- Athletes contribute to the creation of a more connected and harmonious World...
- By aligning with social causes, athletes contribute to initiatives that lead to the implementation of impactful projects.



# THE PODIUM PURSUIT COLLECTIVE



OPPORTUNITY

## Acquire Rights

Enabling fan investors to **acquire rights** in a new athlete-focussed Collective enabled by our **Web3 Fan Engagement Platform**, Broadcast Rights and a **Fan-Owned Athlete Impact Fund**.

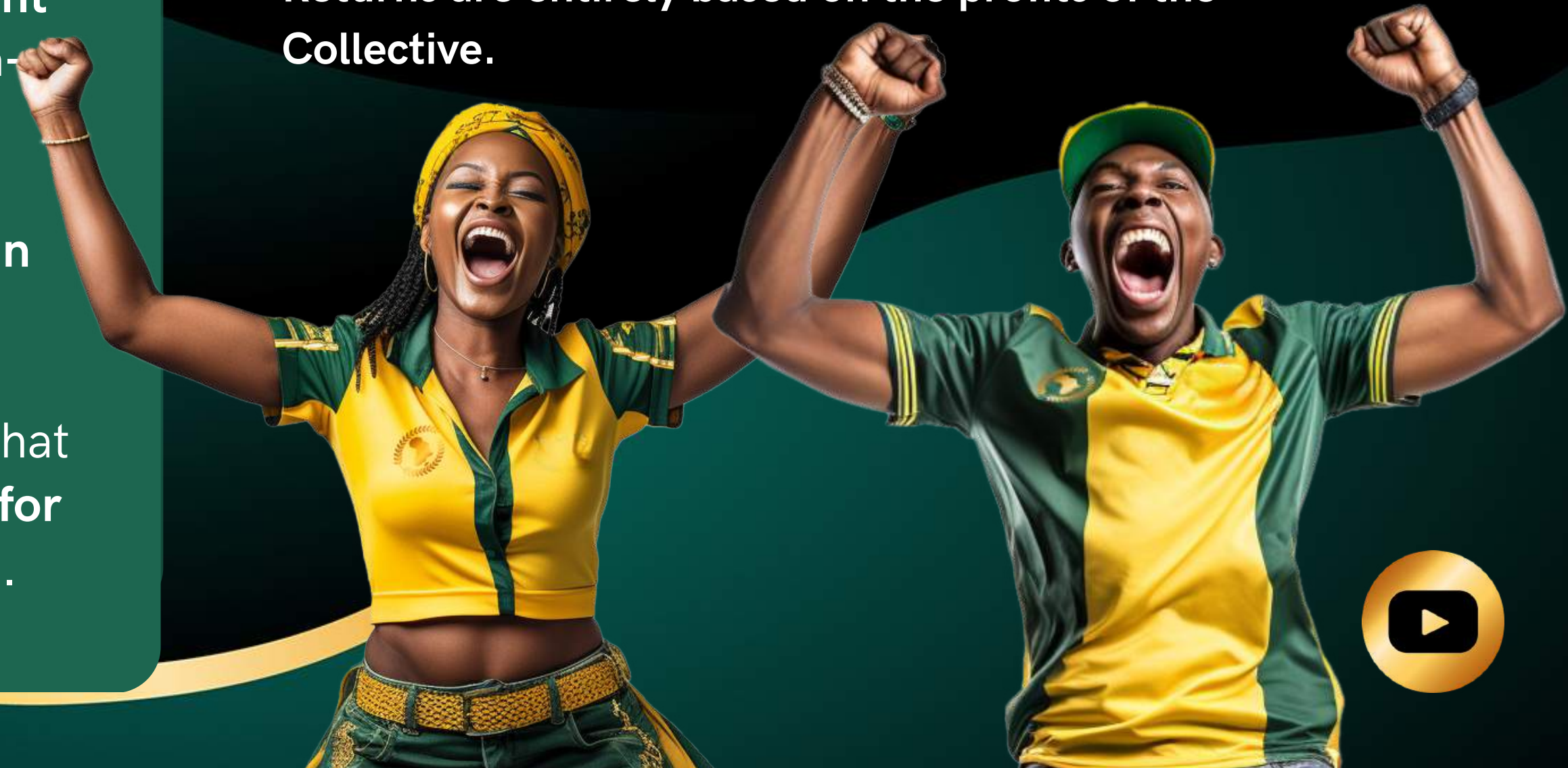
By combining the **power of blockchain technology and tokenization**, we are unlocking a new era of **secure, transparent, accessible investment** that provides **flexibility** and the **potential for capital appreciation** for investor fans.

### PARTICIPATE IN OUR SUCCESS:

Participate in the success and growth of the Collective, through tokenization of real world assets (RWA).

### WE ARE ISSUING LIMITED PROFIT-SHARE TOKENS:

Returns are entirely based on the profits of the Collective.



# THE PODIUM PURSUIT COLLECTIVE

# Business Model



## BUSINESS MODEL

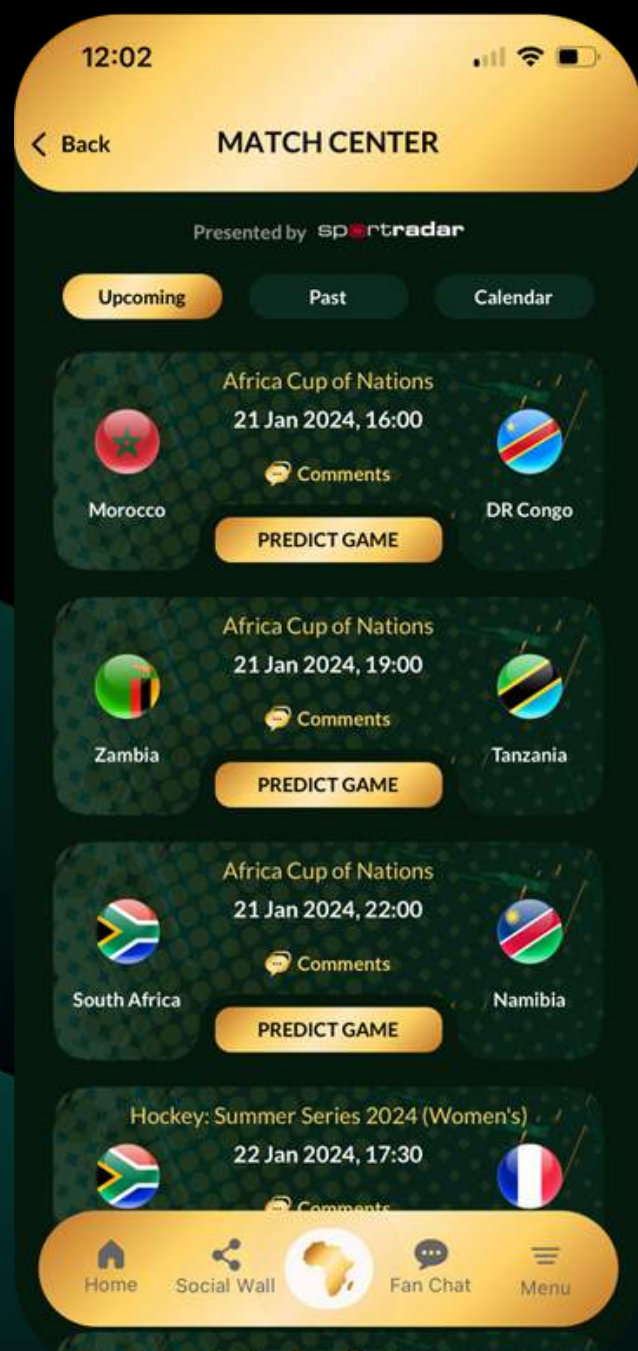
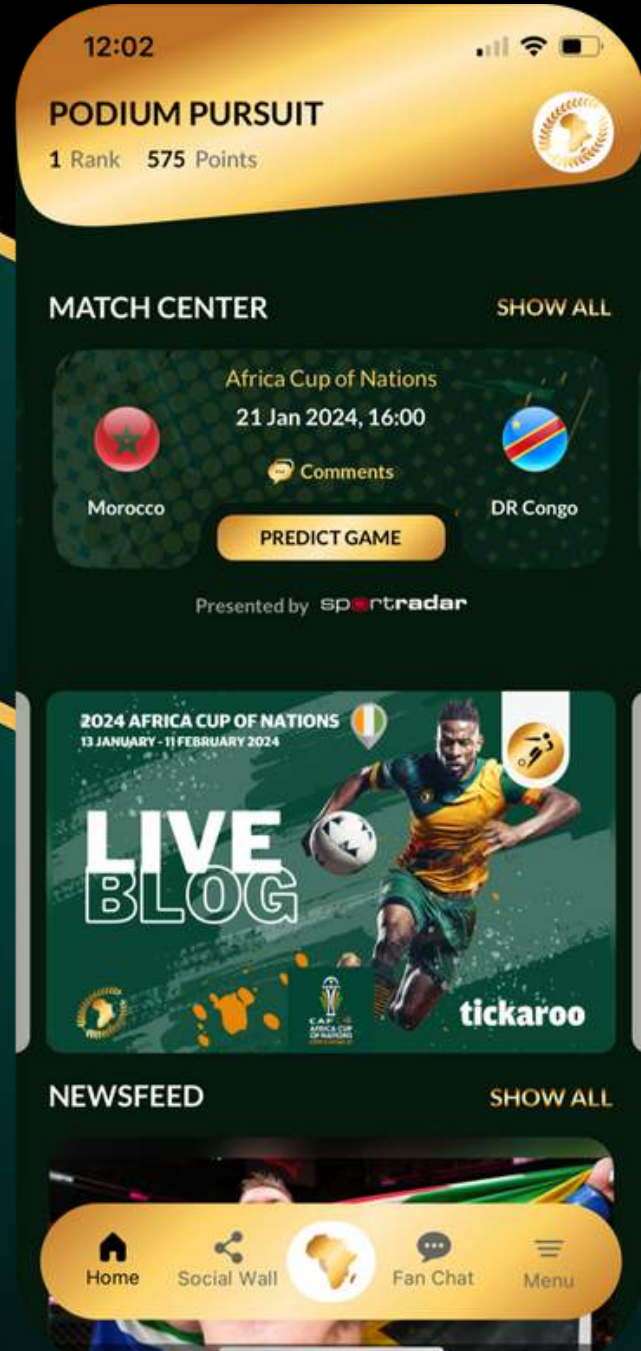
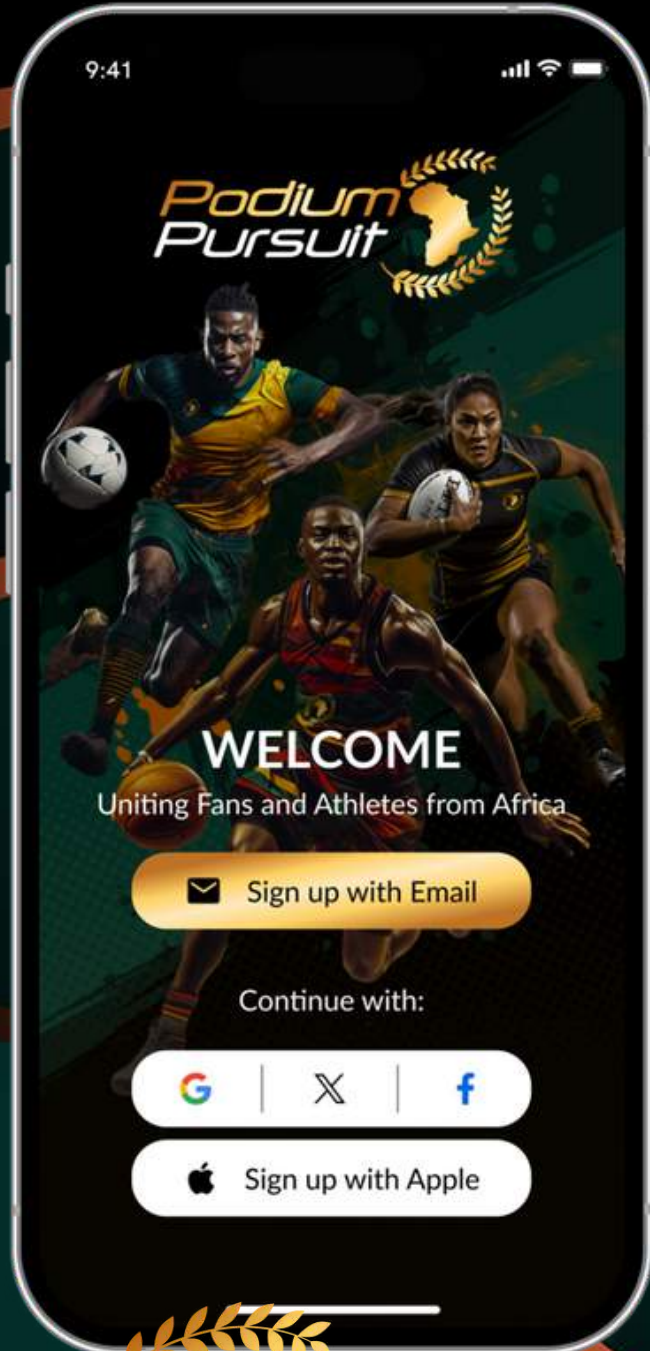
**REVENUE GENERATION** for the Collective is in the form of advertising, sponsorships, merchandise sales, digital collectibles, partner rebates and token sales, enabled through our:

- Digital Rights License
- Web3 Fan Engagement Platform
- Content and Broadcast Rights Properties
- Fund Your Passion Crowdfunding Platform
- Fan-owned Athlete Impact Fund



# THE PODIUM PURSUIT COLLECTIVE

# Our Platform



WEB3

BLOCKCHAIN

NEWSFEED

FIXTURES

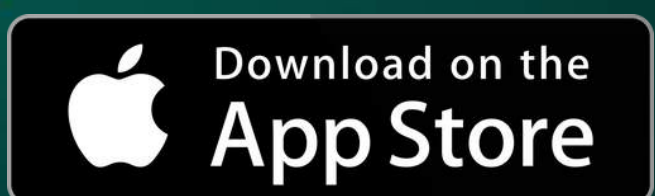
RESULTS

PREDICTIONS

SHOP

FAN CHAT

STREAMING



# Podium Pursuit

Fan-owned Athlete Impact Fund



## THE PODIUM PURSUIT COLLECTIVE

### Initial Capital Raise

**Initial Capital Raise: \$1 500 000** required to kickstart the Athlete Impact Fund, further personalization development of the platform and working capital requirements.

The raise will be in the form of a combination of Donations and redeemable Tokenized Debentures (1 500 Tokens at \$1 000 each).

In terms of the South African Markets Act, a bond or debenture of a private company is excluded from the definition of securities. This exclusion provides a unique opportunity to consider these debt instruments 'tokenization' without the regulatory encumbrances usually associated with securities.



**Podium Pursuit**

Fan-owned Athlete Impact Fund



## THE PODIUM PURSUIT COLLECTIVE

A limited number of Tokenized Debentures will be made available, obtained through the fund representing unsecured debt instruments where returns are solely contingent on the profits generated by the Podium Pursuit Collective.

While there is no fixed term for the redemption of the debenture, Podium Pursuit reserves the right to do so from time to time.

It is projected that by Year 4, the project becomes cash positive with income exceeding expenses (including athlete funding) and by Year 5, the initial debenture holder receiving a return of 18%.



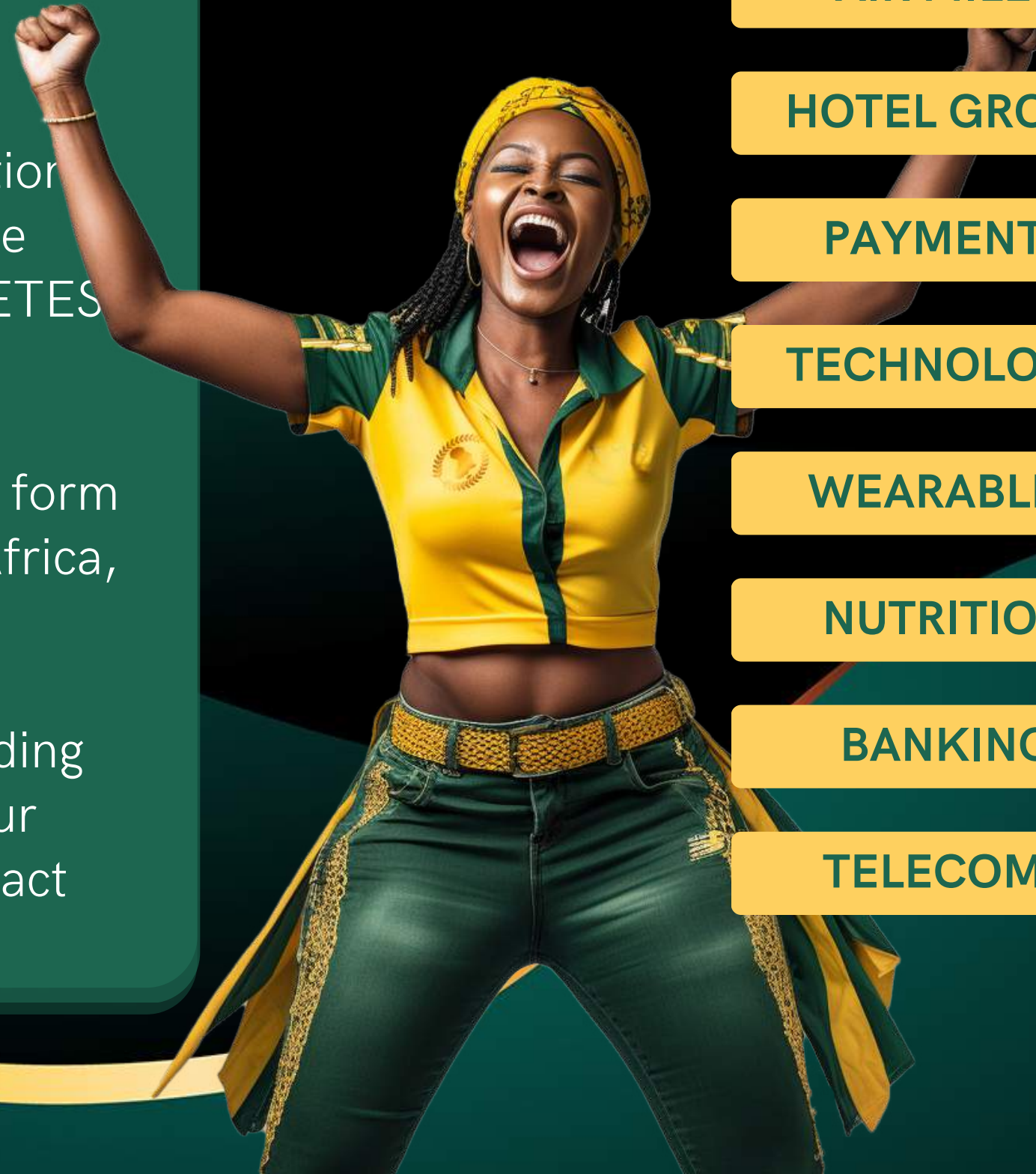
## OPPORTUNITY

## Partner with us.

We are onboarding some of AFRICA'S BIGGEST BRANDS and global organisations and philanthropic donors - all passionate about UNLOCKING VALUE FOR ATHLETES AND FANS.

Brand Partners can provide value in the form of preferential deals for athletes from Africa, as well as the Podium Pursuit fan base.

Brand Partners can participate by providing rebates and sales commissions through our channels/ platform into the Athlete Impact Fund.



AIRLINES

AIR MILES

HOTEL GROUP

PAYMENTS

TECHNOLOGY

WEARABLES

NUTRITION

BANKING

TELECOMS

HEALTHCARE

INSURANCE

MEDIA

FMCG

RETAIL

ENERGY

TIMING

AUTOMOTIVE

OTHER



THE PODIUM PURSUIT COLLECTIVE

Partner with us...

Partner Rights  
p.a - 3 Year Term - US\$

Overall Presenting Partner

\$106 000

Match Centre Partner

\$ 53 000

Social Media Wall

\$ 10 550

Streaming

\$ 26 400

Media Partner

Part Cash/ Part  
Advertising / Promo

ProTouch Africa TV  
Presenting Partner

\$52 700

Category Partner

\$27 000

Rebate Partner

% of sales



## MILESTONES



### Milestones - to Jan 2024

#### **COLLATION OF ATHLETE DATABASE:**

4 500 athletes, 54 African Nations, 36 Sporting codes.

#### **BETA VERSION OF FAN APP LIVE - MINIMUM VIABLE PRODUCT (MVP):**

User group of 1 000 testing on live beta version in the Google and IOS app stores.

#### **EARLY ACCESS ATHLETE ONBOARDING:**

Invitation-only top performing athletes claiming digital profiles and benefiting from airline partner deals to Europe.

#### **CROWDFUNDING PLATFORM LIVE:**

R620,500 (\$33,000) for Women's Hockey5s World Cup Team, in 4 weeks.

## CURRENT ACTIVITIES



#### **COMPLETING THE BUILD OF THE**

**DIGITAL ATHLETE PROFILES** including integrations to 3rd party Governing Body rankings.

#### **ONBOARDING KEY PARTNERSHIPS AND SPONSORS**

Athlete-focussed brand and media partnerships are the key focus.

#### **ONGOING COLLATION OF THE**

**ATHLETE DATABASE** continued sourcing of top performing Athletes including World Championships, World Cups, Continental Games, National and International Sporting Events.





## Milestones to 31 March 2024

### EXTENDED CROWDFUNDING CAMPAIGNS ON OUR PLATFORM

to extended Hockey Teams and individual athletes that have qualified for Paris2024 (Judo and Para Athletics) for preparation events in Europe.

### ONBOARDING KEY PARTNERHIPS

including higher profile PR and Media coverage, media interviews on the Collective to drive awareness.

**LEVERAGE AFRICAN GAMES (8-23 MARCH2024)** to drive awareness and user activity around fixtures, results and athlete medals.

## Milestones April - July 2024

**COMPLETE THE INITIAL CAPITAL RAISE** of \$1,5 million to kickstart the Impact Fund.

**DRIVE INTERACTIVITY WITH THE FAN BASE** by launching key partnerships and rewards for the fan base to unlock value.

### ATHLETE IMPACT FUND AND NGO

Establishing the Podium Pursuit Athlete Impact Fund and NGO

**LAUNCH OF INVESTOR PROFIT SHARE TOKEN** Launch of the Podium Pursuit Investor Profit Share Token.

**LAUNCH MERCHANDISE RANGE**

## Full Launch - 31 August 2024

**LAUNCH THE PODIUM PURSUIT FAN APP** to broader community as well as through Athlete Ambassadors

**STRENGTHENING & DEEPENING CONNECTIONS** with athletes from Africa.

**SCALING INTERACTIVITY WITH FAN BASE** through gamification and rewards.

**DRIVE PREMIUM SUBSCRIPTIONS** and Fan Pass Token launch to registered users of the Fan App and athlete Fan Base.

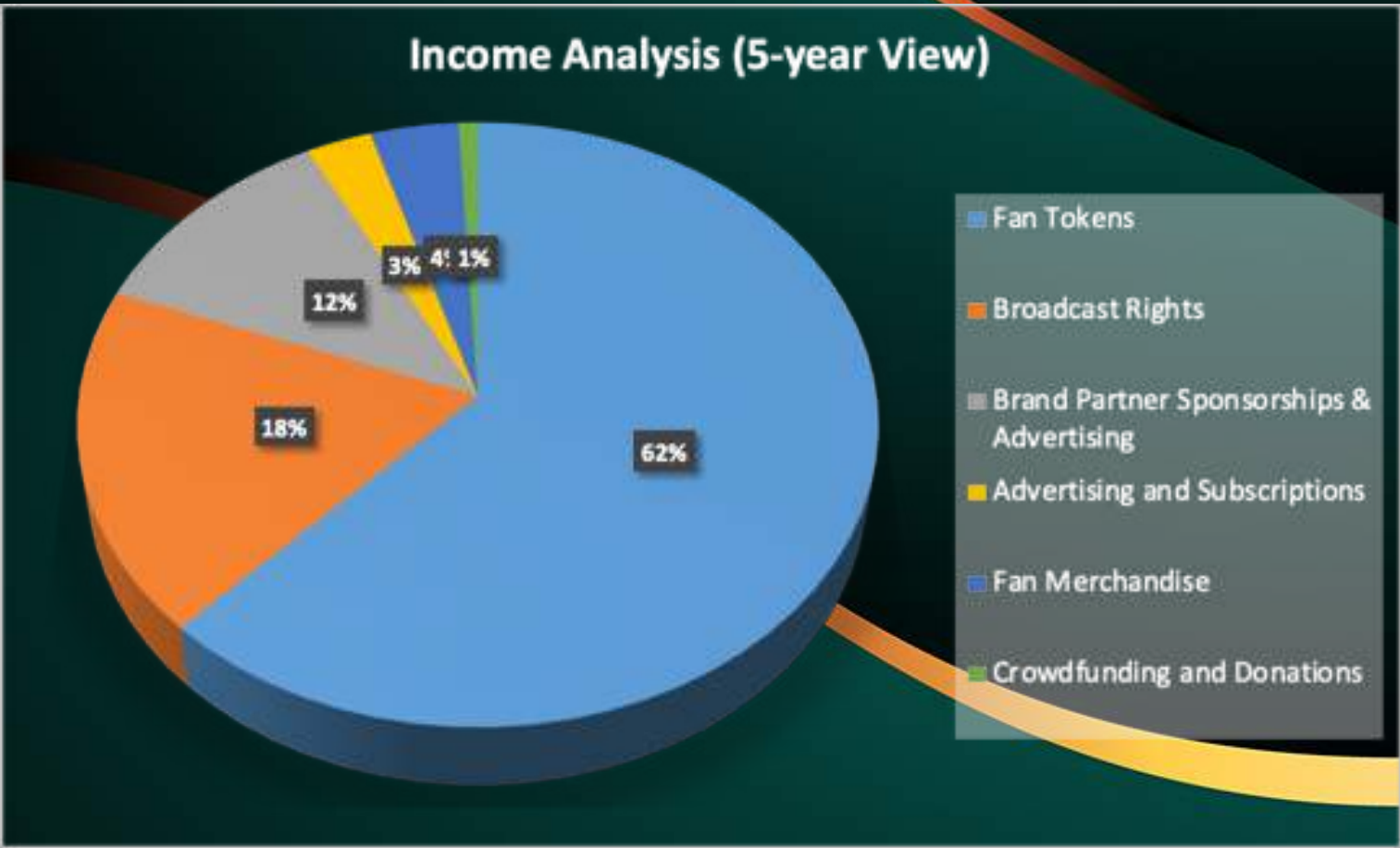
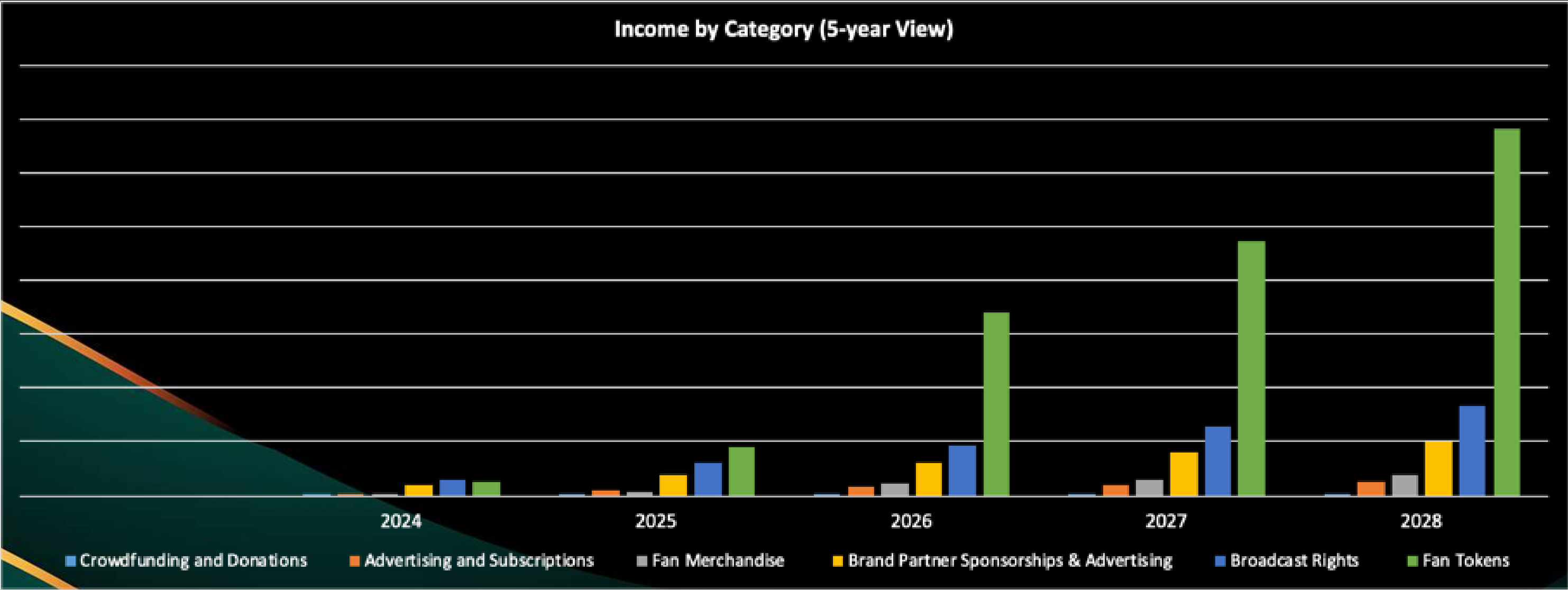


# Income Statement - US\$



| PODIUM PURSUIT COLLECTIVE - INCOME STATEMENT                 | US\$             |                 |                  |                  |                  |
|--|------------------|-----------------|------------------|------------------|------------------|
|  | 2024             | 2025            | 2026             | 2027             | 2028             |
| Net Income from sale of Athlete Impact Fund (Fan) Tokens     | 30 111           | 99 000          | 378 000          | 526 500          | 756 000          |
| Broadcast Rights Income                                      | 83 333           | 166 667         | 249 792          | 332 479          | 414 478          |
| Brand Partner Sponsorships                                   | 111 111          | 222 222         | 333 333          | 444 444          | 555 556          |
| Advertising and Subscription Revenue                         | 27 778           | 55 556          | 83 333           | 111 111          | 138 889          |
| Fan Merchandise Sales  | 18 125           | 36 250          | 126 875          | 163 125          | 217 500          |
| Crowdfunding and Donations                                   | 22 222           | 23 333          | 24 500           | 25 725           | 27 011           |
|  | -                | -               | -                | -                | -                |
| <b>Gross Revenue</b>   | <b>292 681</b>   | <b>603 028</b>  | <b>1 195 833</b> | <b>1 603 385</b> | <b>2 109 433</b> |
| <b>Expenses</b>  |                  |                 |                  |                  |                  |
| OPEX   | 343 333          | 590 361         | 794 946          | 943 676          | 1 164 335        |
| Athlete Impact Fund - Marketing and Promotion                | 111 111          | 111 111         | 111 111          | 111 111          | 111 111          |
|  |                  |                 |                  |                  |                  |
| <b>Total Expenses</b>  | <b>454 444</b>   | <b>701 472</b>  | <b>906 057</b>   | <b>1 054 788</b> | <b>1 275 446</b> |
|  |                  |                 |                  |                  |                  |
| <b>Operating Income / (loss)</b>                             | <b>- 161 764</b> | <b>- 98 444</b> | <b>289 776</b>   | <b>548 597</b>   | <b>833 987</b>   |
|  |                  |                 |                  |                  |                  |
| <b>Retained in Athlete Fund</b>                              | <b>- 32 353</b>  | <b>- 19 689</b> | <b>57 955</b>    | <b>109 719</b>   | <b>166 797</b>   |
|  |                  |                 |                  |                  |                  |
| - Tokenized Debenture holders                                | - 51 764         | - 31 502        | 92 728           | 175 551          | 266 876          |
| - Founding Athletes / influencers                            | - 12 941         | - 7 876         | 23 182           | 43 888           | 66 719           |
| - ProTouch Africa  | - 64 706         | - 39 378        | 115 911          | 219 439          | 333 595          |
| <b>Profit Distribution (80%)</b>                             | <b>- 129 411</b> | <b>- 78 756</b> | <b>231 821</b>   | <b>438 878</b>   | <b>667 190</b>   |
|  |                  |                 |                  |                  |                  |
| <b>Return to Podium Pursuit Tokenized Debtenture holders</b> |                  |                 |                  |                  |                  |
| Atributable profit   | -                | -               | 92 728           | 175 551          | 266 876          |
| Initial Investment   | 1 500 000        |                 |                  |                  |                  |
| <b>Return - Tokenized Debenture holder</b>                   | <b>0,0%</b>      | <b>0,0%</b>     | <b>6,2%</b>      | <b>11,7%</b>     | <b>17,8%</b>     |

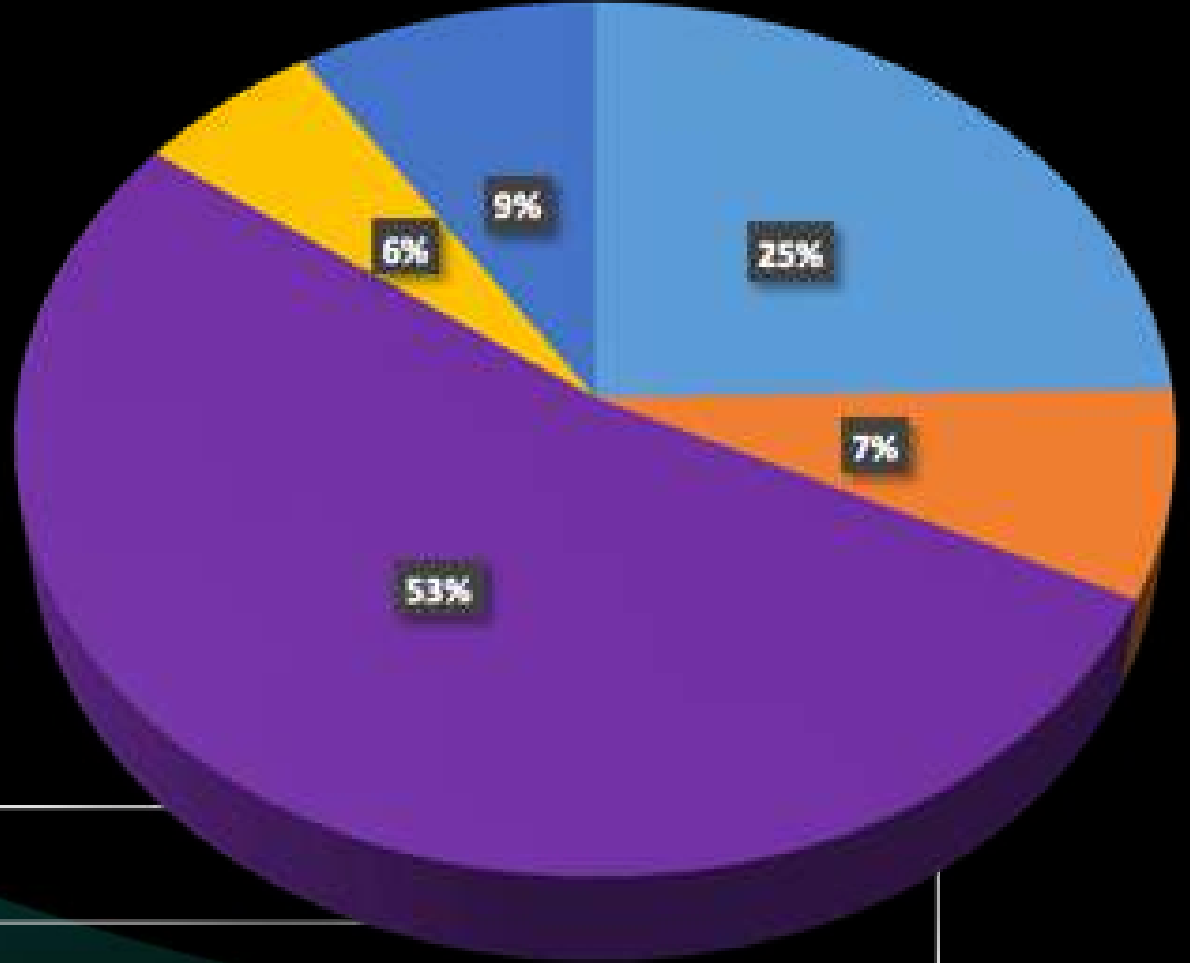




# Income by Category

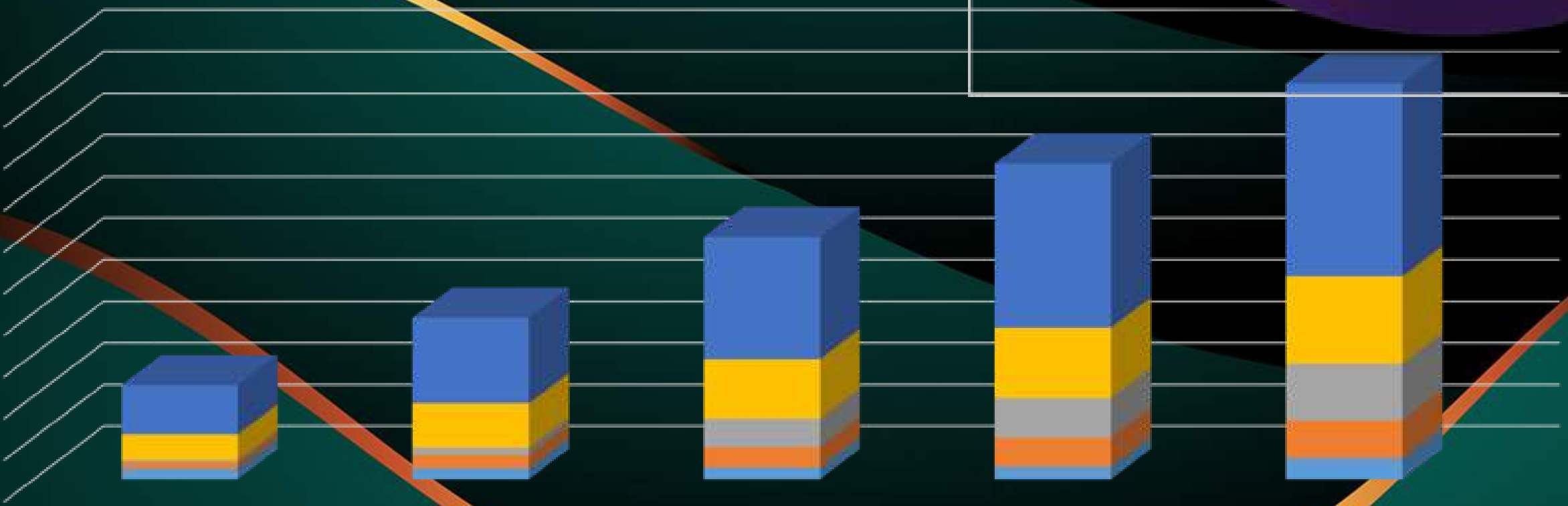
# Expense by Category

Expense Analysis (5-year View)



- Opex and Platform Development
- Profit Share to Debenture Token holders
- Athlete Funding - Qualifying Athletes
- Athlete Impact Fund - Marketing and Promotion
- Broadcast Series Production Costs

Expense Category - by year



- Athlete Impact Fund - Marketing and Promotion
- Broadcast Series Production Costs
- Dividend yield to founding profit share token holders
- Athlete Funding - Qualifying Athletes
- Opex and Platform Development



Unlocking the potential of athletes from Africa by  
unlocking value for brands, fans and investors.



*Podium  
Pursuit*  
The Collective



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