

PROTOUCH
AFRICA



Podium
Pursuit

The Collective



Overview

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 Solve...



The toughest challenge our athletes face is that of funding and opportunity. This is particularly true in Africa, where even athletes representing their national teams are having to self-fund!



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
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:

Catalysts for Positive Change



- 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



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



THE PODIUM PURSUIT COLLECTIVE

A Digital Club House for Fans of African Athletes and Teams - LIVE in BETA.

WEB3

BLOCKCHAIN

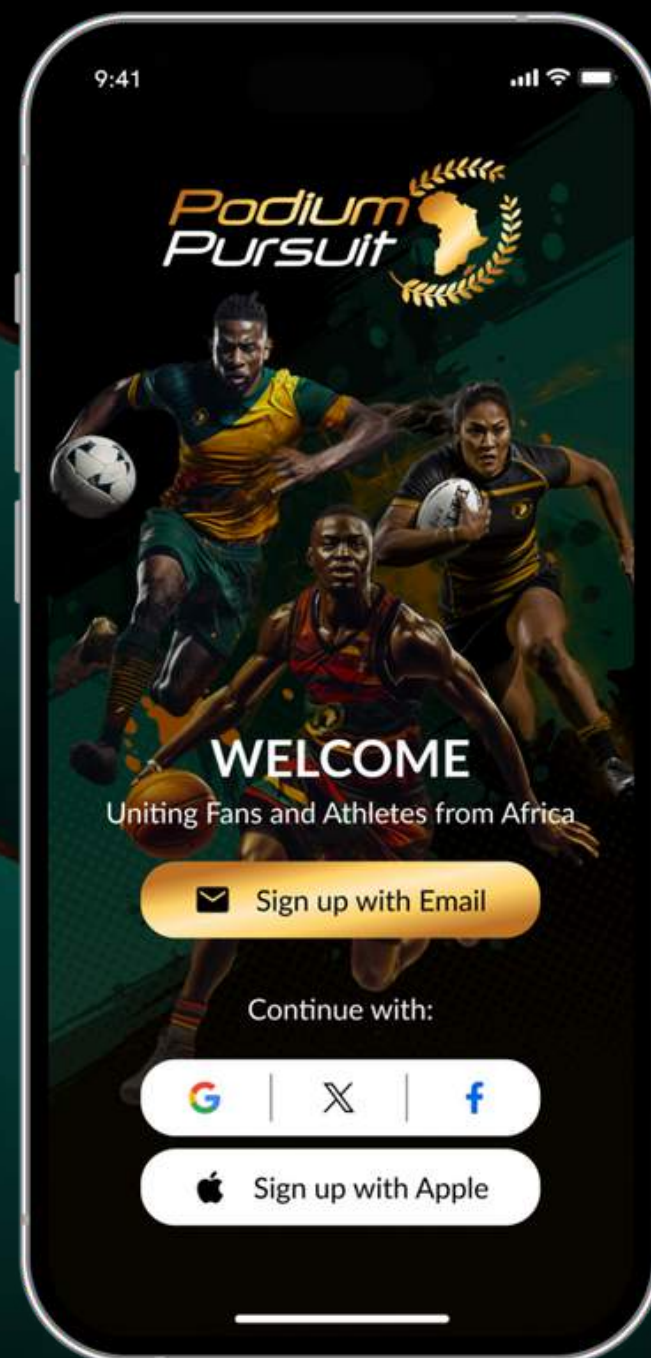
TOKENIZATION



Download on the
App Store



GET IT ON
Google Play



The emphasis is on building digital communities has never been more pronounced. Gamification revolutionized fan engagement but the cultivation and fostering of digital communities on branded platforms is a major pillar in the potential of digital transformation.

Our Web3 Podium Pursuit Fan App is the official fan engagement platform for The Podium Pursuit Collective. Available for both iOS and Android devices, the digital clubhouse exists to activate a vibrant and engaged community of fans who can connect directly with all their favourite African athletes and teams.



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 TOKENIZED DEBENTURES:

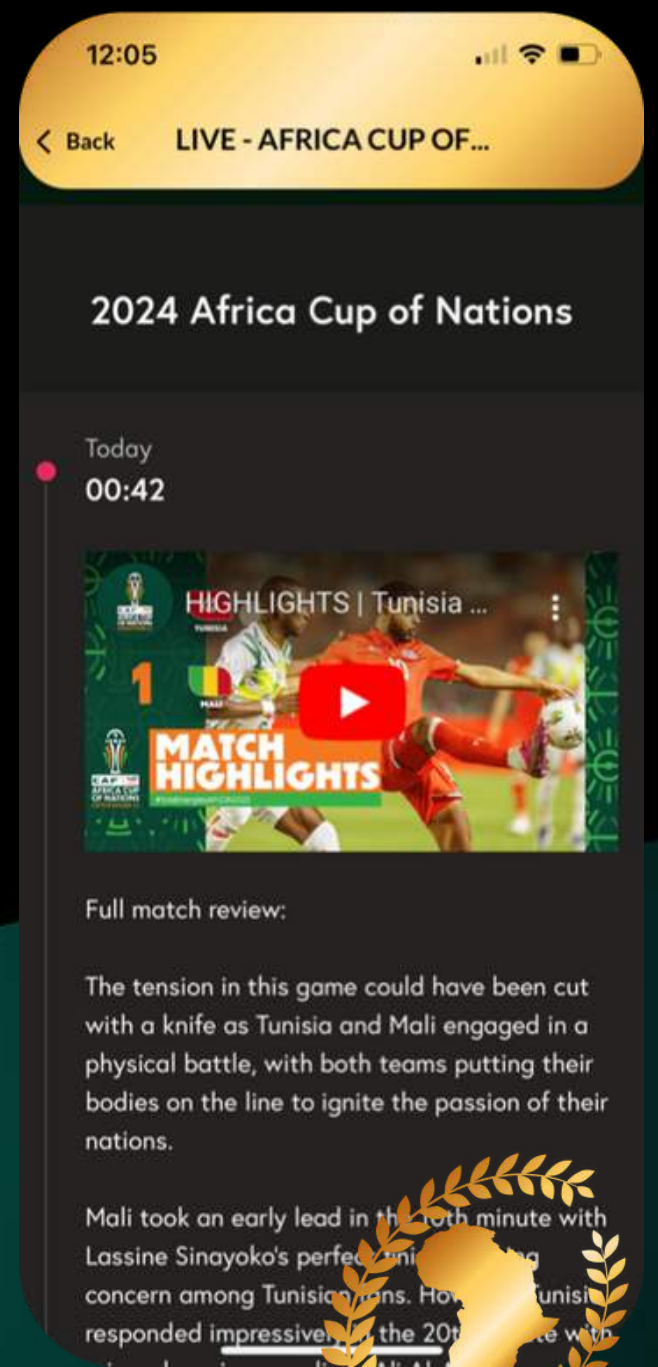
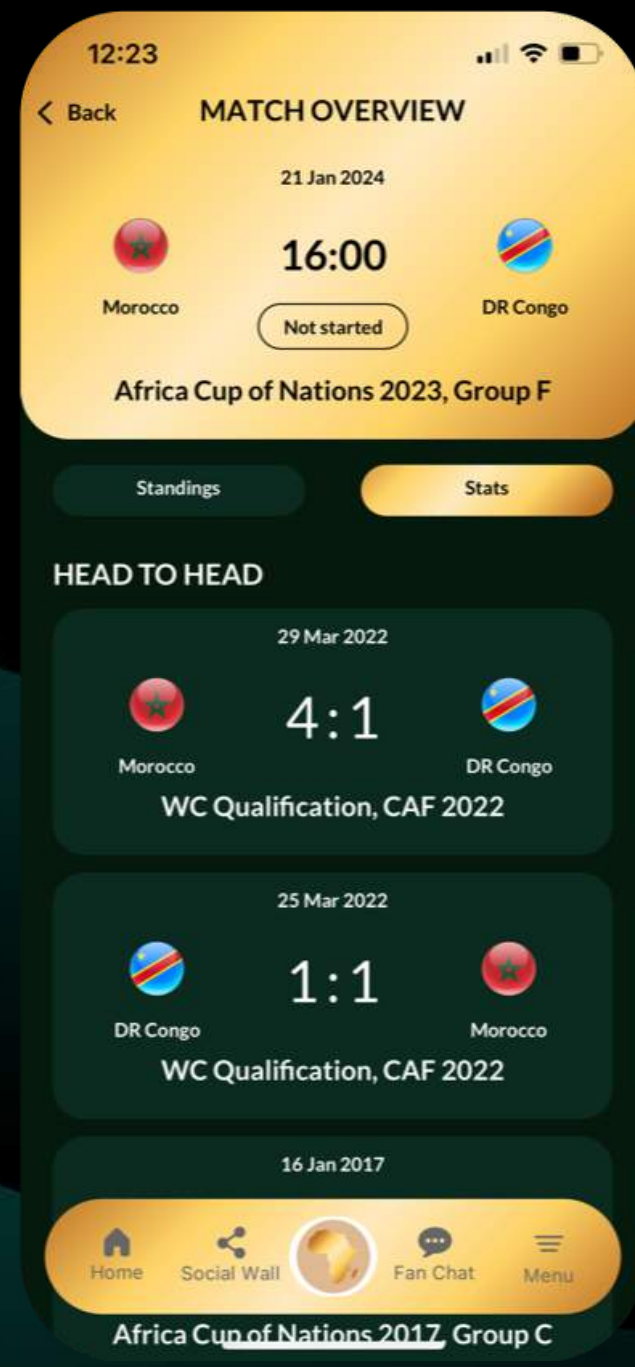
Returns are entirely based on the profits of the Collective.



Match Centre



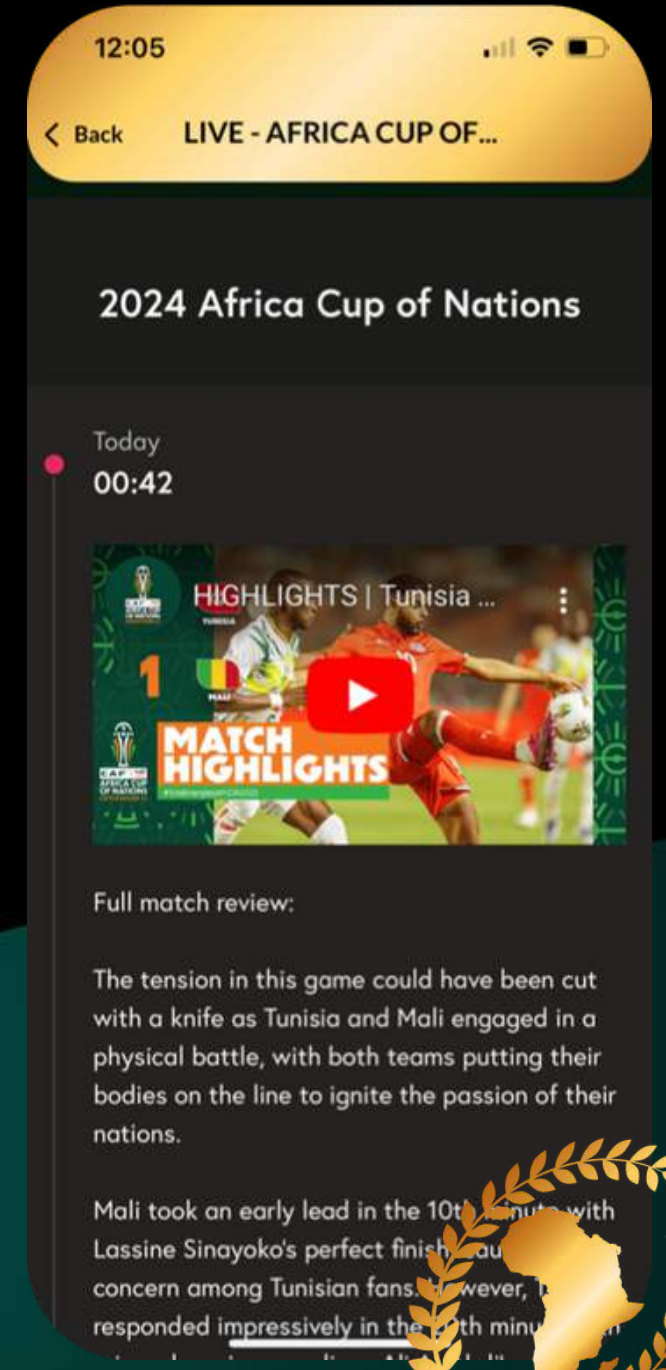
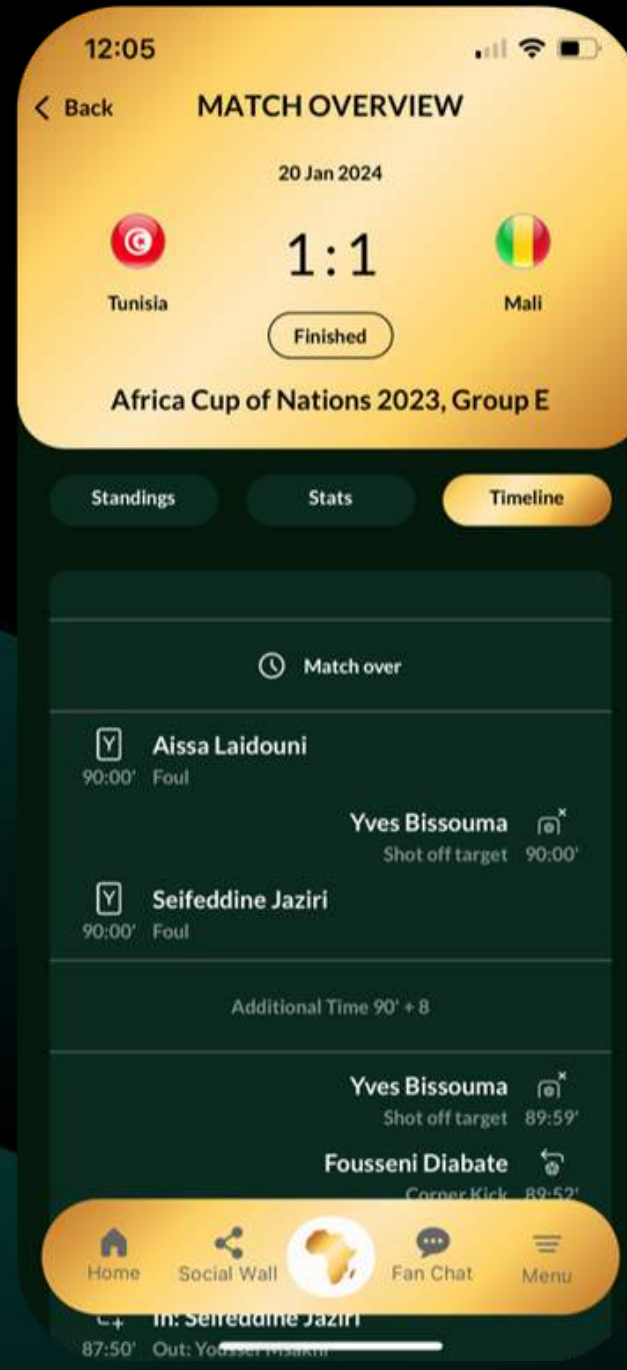
Match Centre with upcoming fixtures and events accross 36 sports codes including prediction games with rewards, statistics and a LIVE Blog.



Match Centre



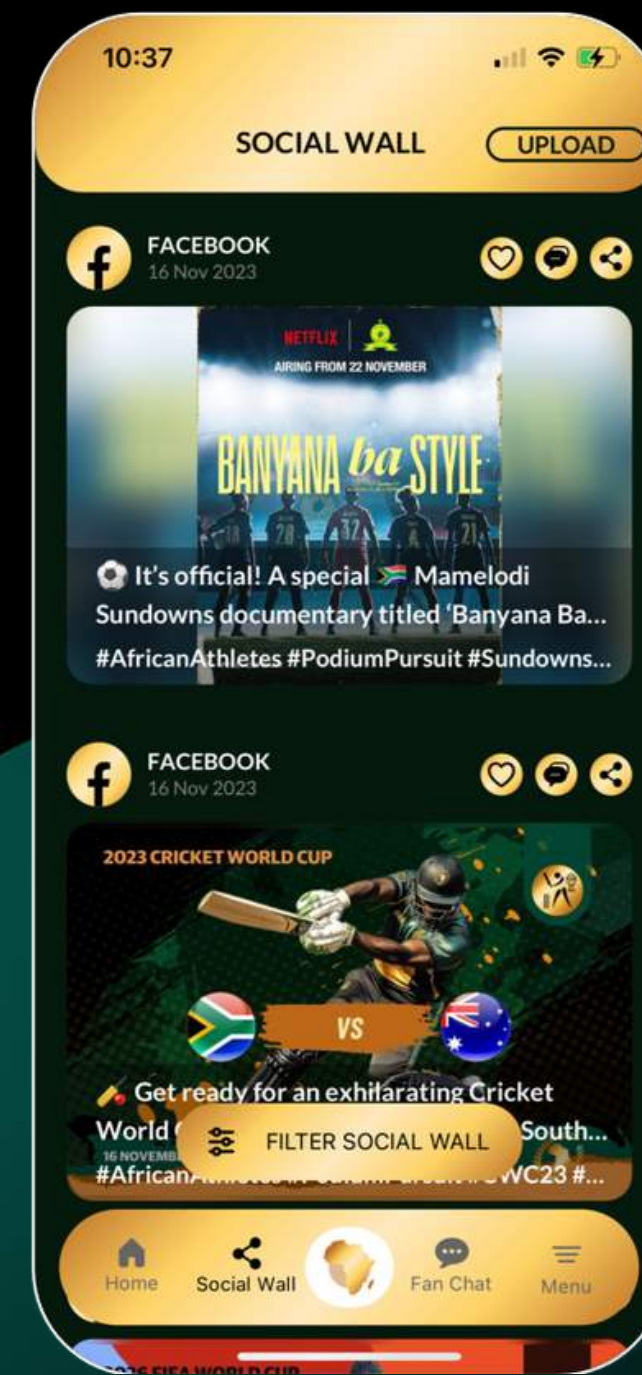
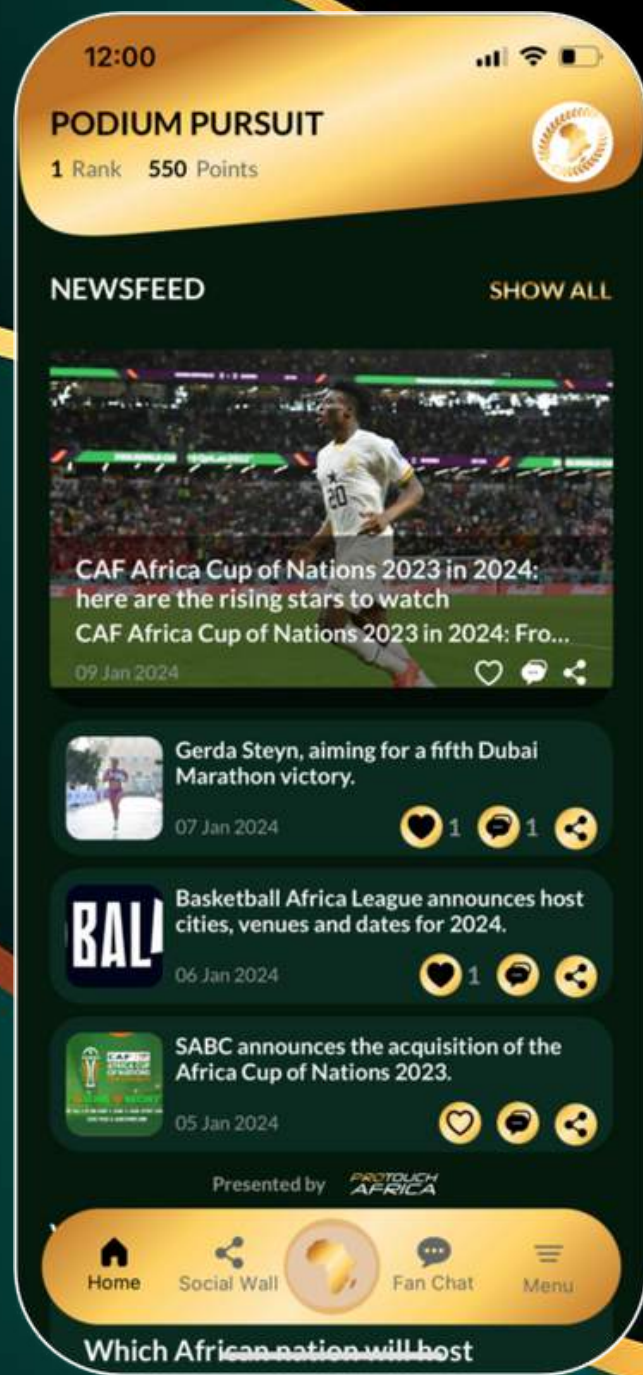
Match Centre with PAST games including Scores, Statistics and Standings, Blog including Video Highlights.



Newsfeed & Social Media Wall



Newsfeed and Social Media Wall aggregating content centrally from multiple social media channels including ability to add news in content management system. Fans can earn rewards for like, sharing and commenting on content. Monetization of content beyond social media algorithms.



Results & Hall of Fame



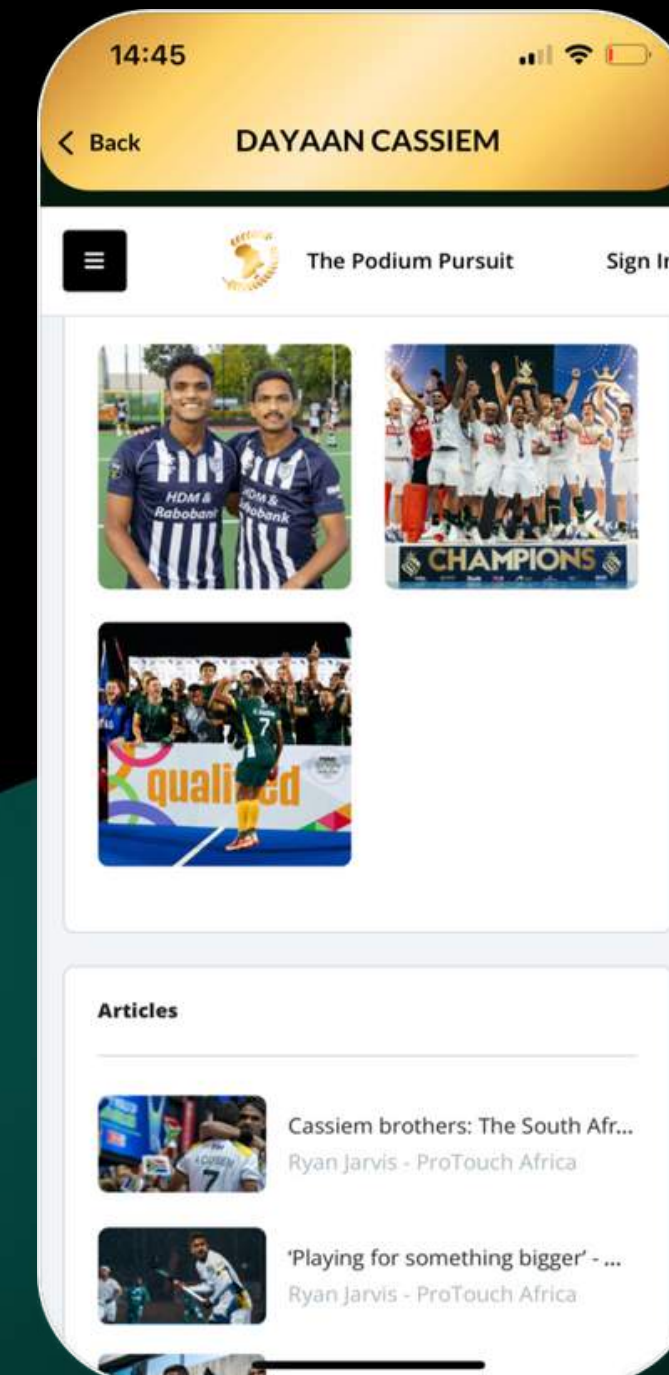
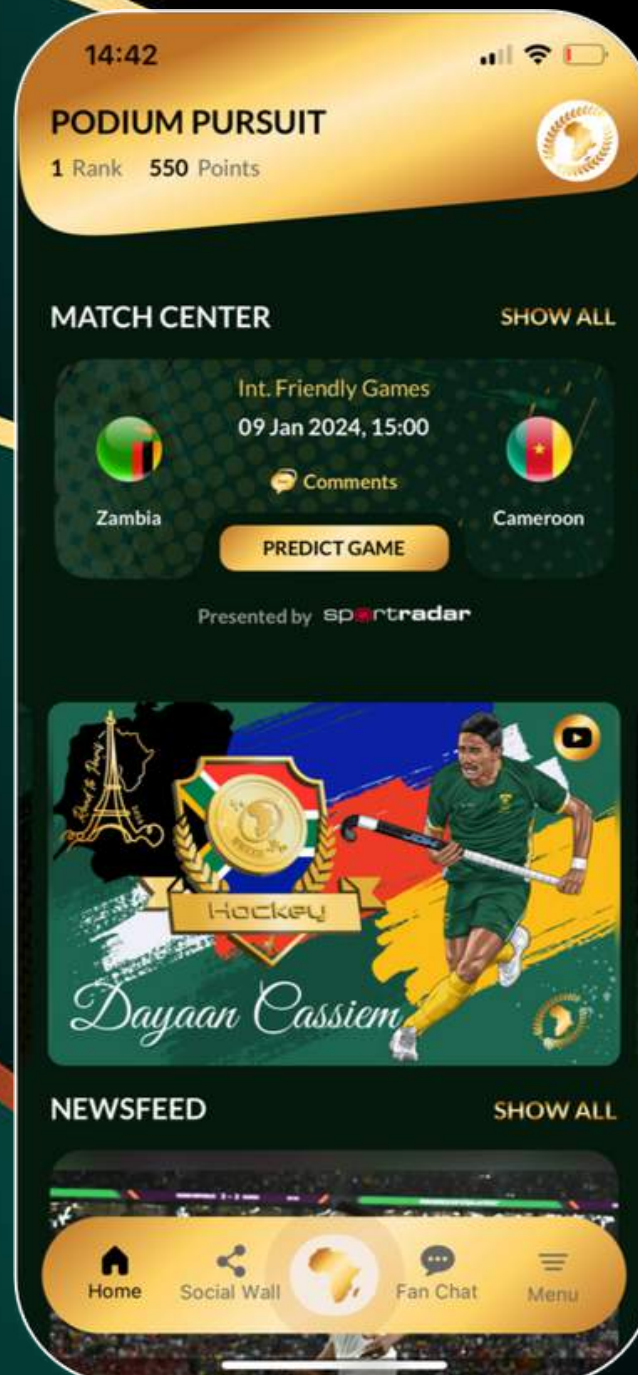
Individual results and featured athletes in our Hall of Fame and Moments of Glory Blog.



Athlete Digital ID & Resumes



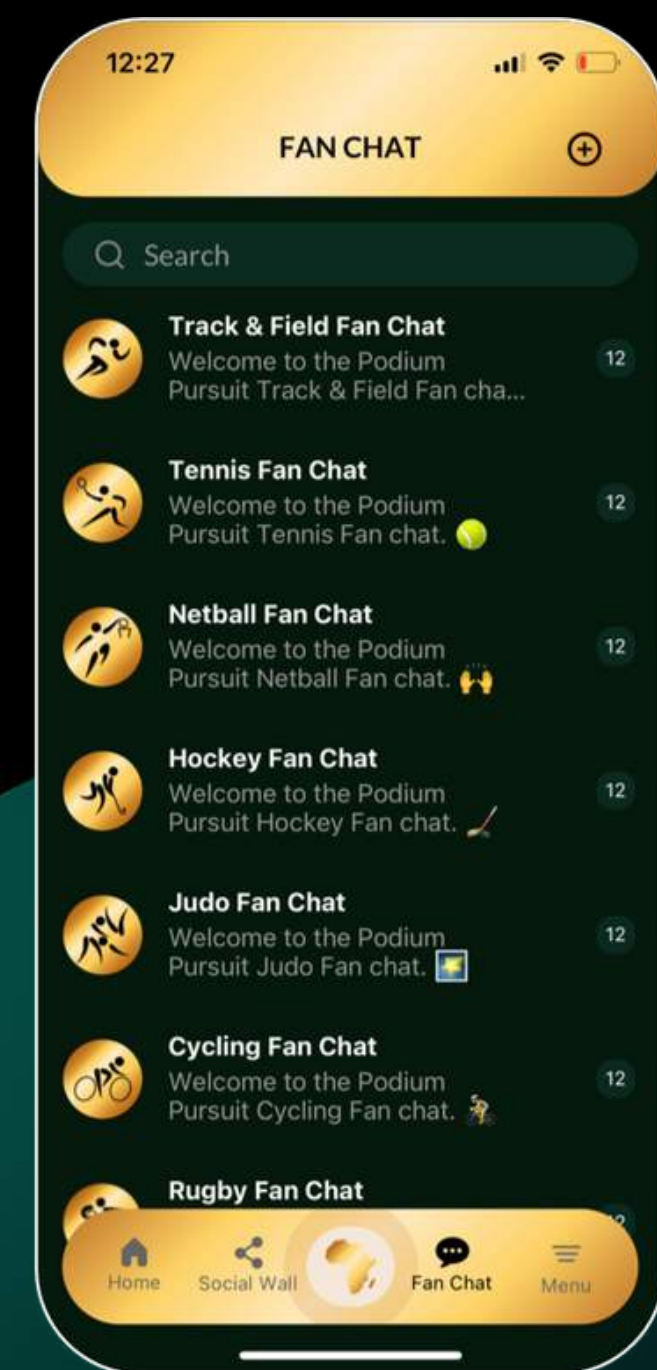
Athlete Profiles including notable achievements, digital resumes and crowdfunding campaigns.



Missions & Gamification

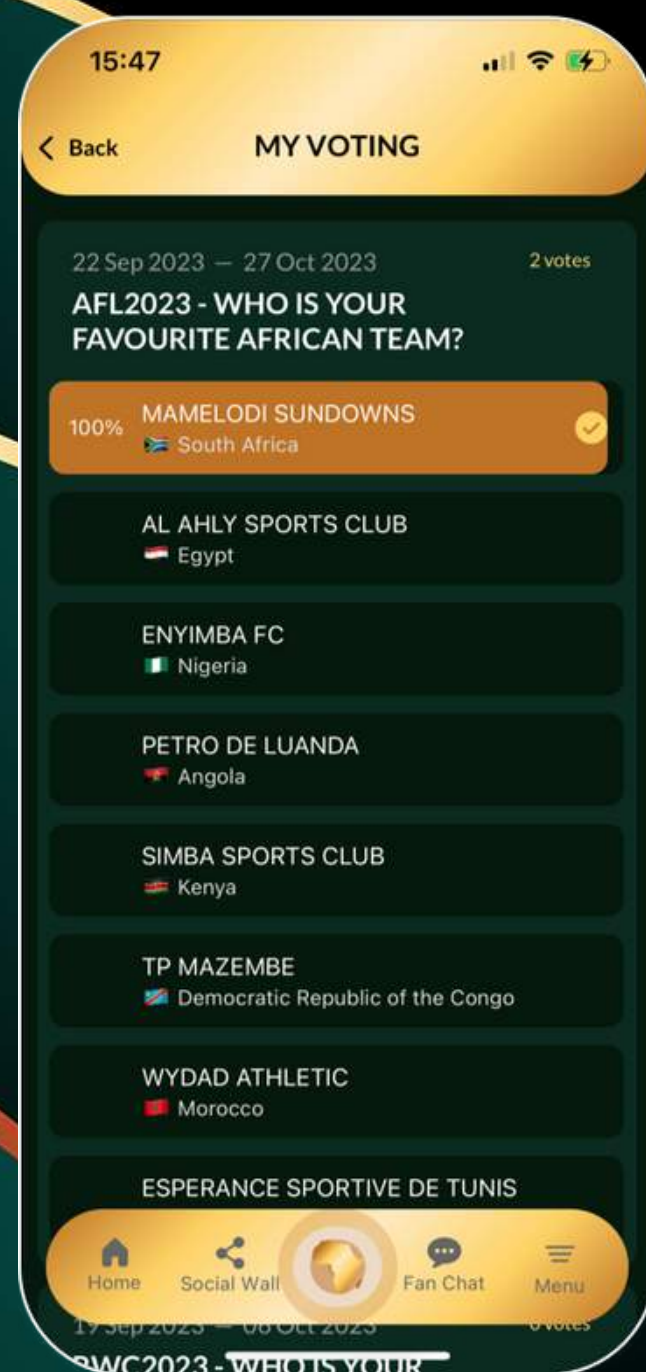


Rewarding interactivity, fan engagement and fan chat with points and rewards and fan ranking.



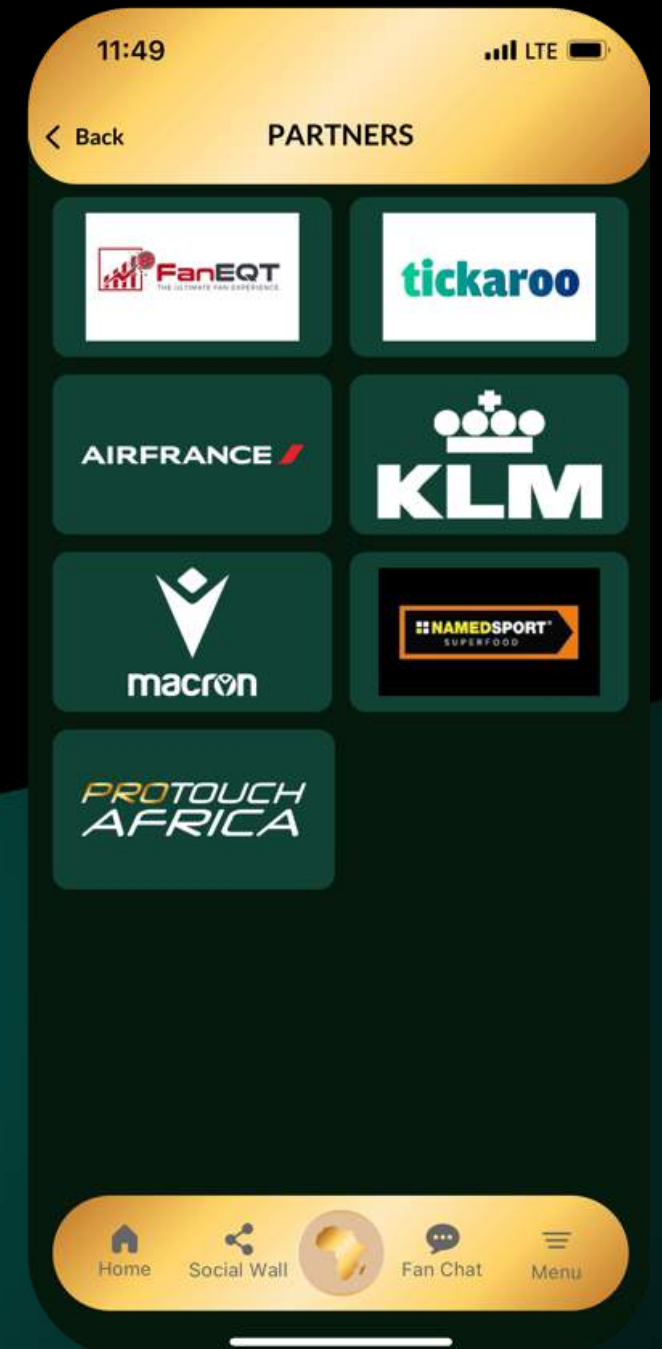
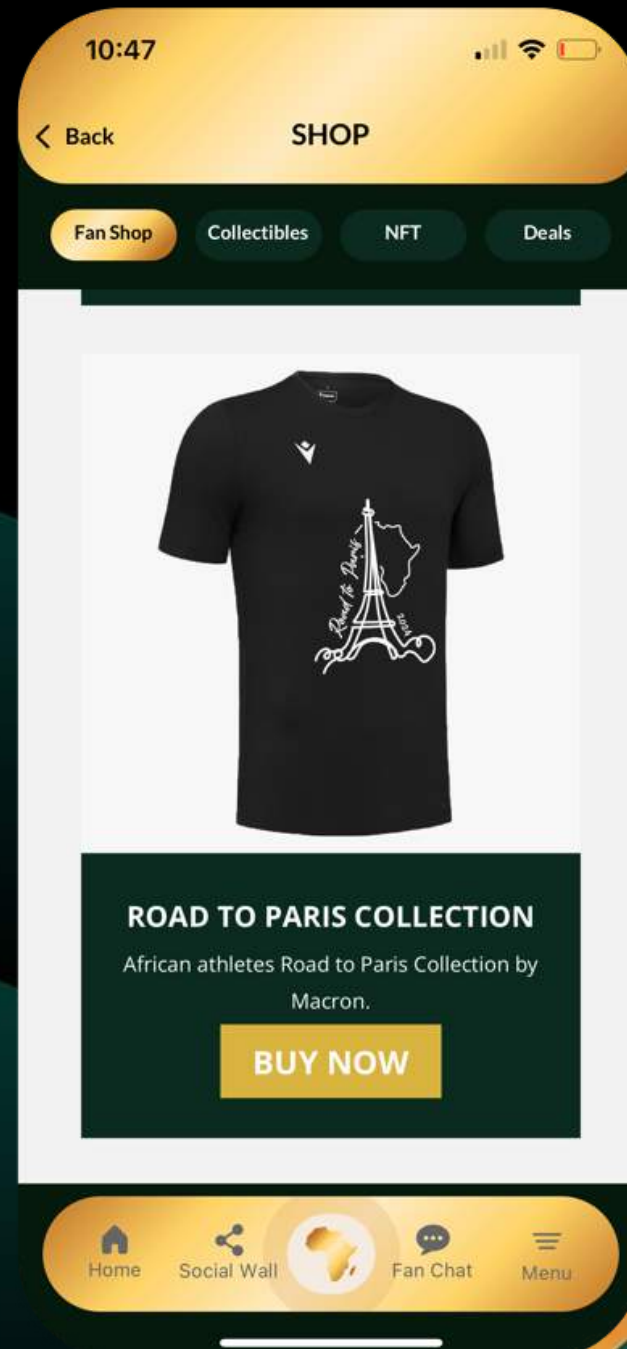
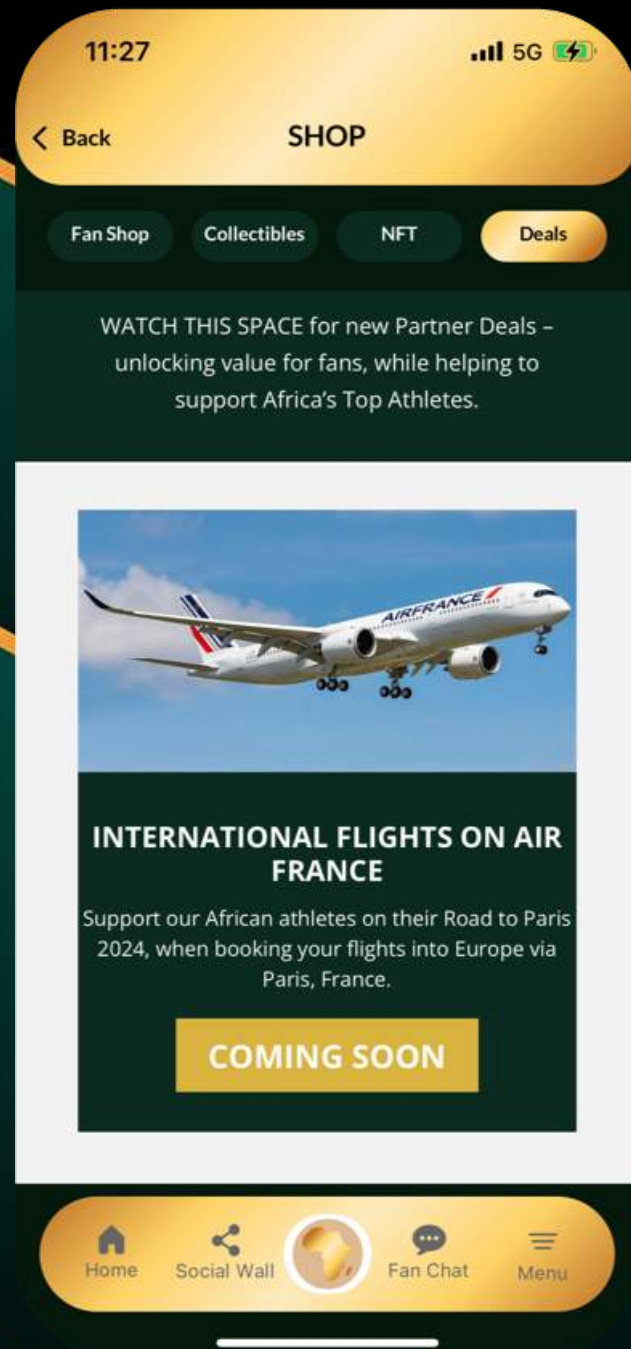
Voting & Polls

Further interactivity with Fans through fan voting and polls with rewards for participation.



Marketplace

Digital Collectibles, Offers and Deals, Merchandise and Authentic Replica Jerseys.



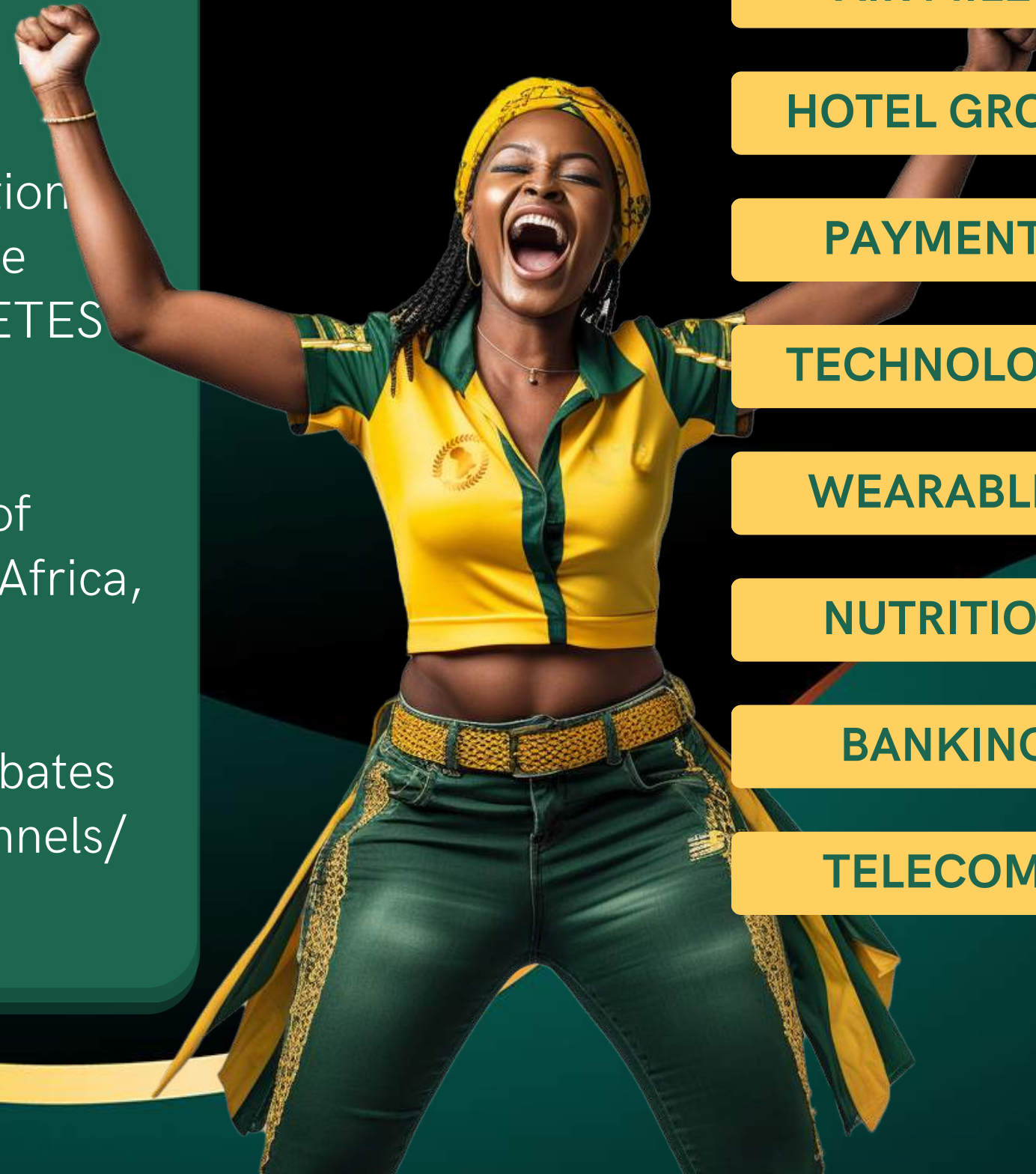
OPPORTUNITY

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.

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

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



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 30 April 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 May - 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.



Unlocking the potential of athletes from Africa.



Podium Pursuit

The Collective



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