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# The Problem: Performance-Dependent Attendance



# The Solution – DBD Analytics

- Goal: Consistently draw fans, regardless of team's performance
- Provide a world-class atmosphere and stadium experience
- DBD Analytics analyzes, researches, and provides solutions to teams

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# **Sports Industry Overview**

# Industry Trends

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- Volatility
- Trends are constantly changing



- Attendance is down across all leagues
- College football saw largest attendance drop since 1983<sup>1</sup>



- Fans are finding new ways to experience games
- I.e., through streaming, social media

1: via CBS Sports

# Industry Challenges

- Too many teams and schools lack stadium experience that brings fans in every game
- Poor performance = fewer fans = less revenue
- Teams don't know what every fan wants
- Hard to satisfy everyone

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# **Get to Know DBD Analytics**

# Statement of Purpose

DBD Analytics seeks to create a world-class stadium experience, bringing fans to every game. We will utilize analytics to analyze, research, and provide effective solutions for our clients. We pride ourselves on helping teams while providing the best service and the most advanced analytics technology in the industry.

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# Product Description

- Utilize analytics to research fan bases in various categories:
  - Demographics
  - Psychographics
  - Geographics
- Implement research into stadium solutions, i.e.:
  - LED promotions, graphics
  - Music
  - Food
  - Stadium experiences

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# **Initial Steps + Cash Flow Analysis**

# Capital Plan

Family, professional networks



Institutional funding



Angel investor

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Founders – Daniel, Brandon, and David, will sell them on human capital

# Monetization Strategies

- **Short-Term:** Partnership with Northwestern University Athletics
- **Medium-Term:** Discounted Pricing Model
- **Long-Term:** Full-price model

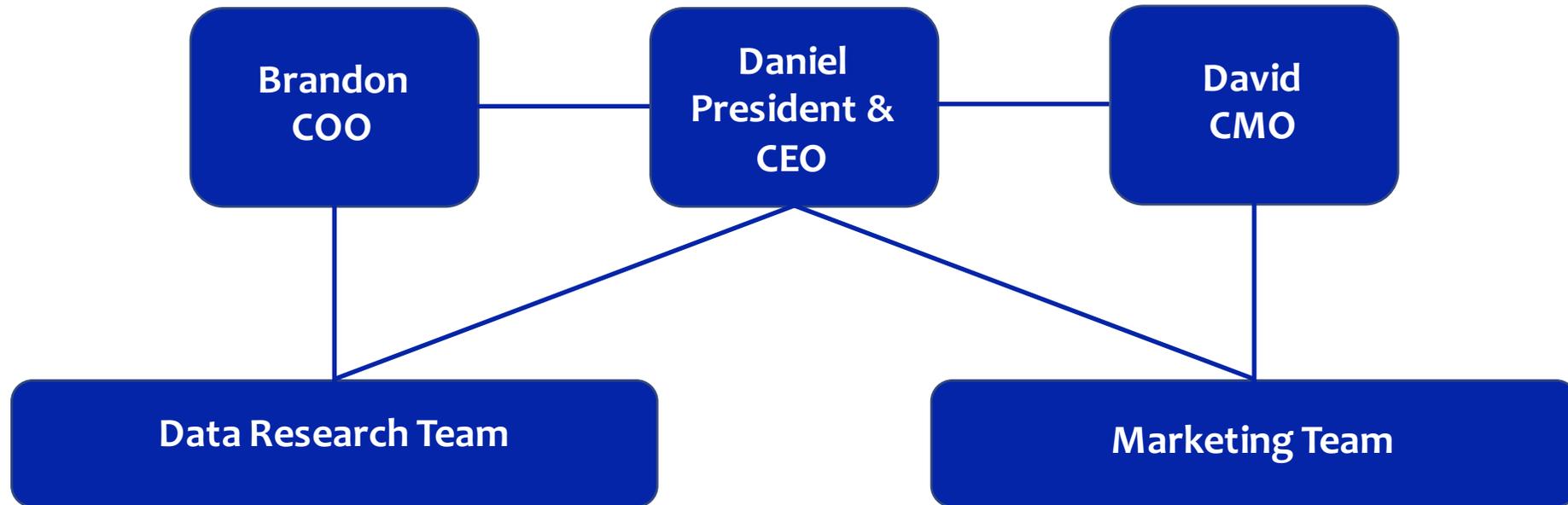


# Brand Identity & Strategy

- **Brand Premise:** priding ourselves on helping teams and schools to give their fans the best experience, every game
- **Core Identity:** providing the best service and the most advanced analytics technology in the industry.
- **Extended Identity:** human capital of DBD Analytics - dedicated, smart professionals with a passion for helping others and sports

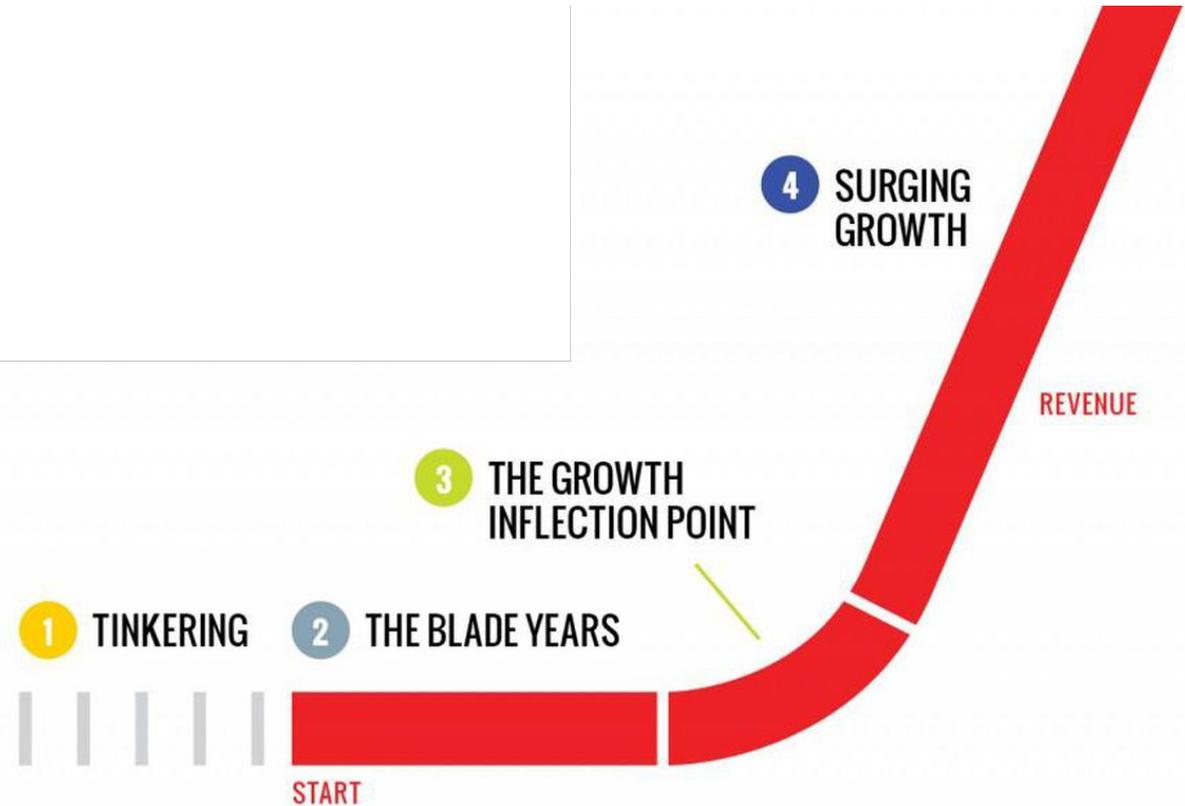
# Leadership Structure

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# Timeline – Hockey Stick Growth

- 1) Capital Accumulation
- 2) Partnership with Northwestern
- 3) Discounted Pricing Model
- 4) Full Pricing Model



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Source: Forbes

# Exit Plan: Acquisition

- Potential partners:
  - MLB
  - NHL
  - NBA
  - NFL
  - MLS
  - NCAA



- Buyer must utilize technologies and services of company while maintaining brand identity and strategic vision

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**THANK YOU!**

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