

PRO TOUCH
AFRICA



Podium Pursuit

The Collective



Investor Memorandum

28 January 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 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



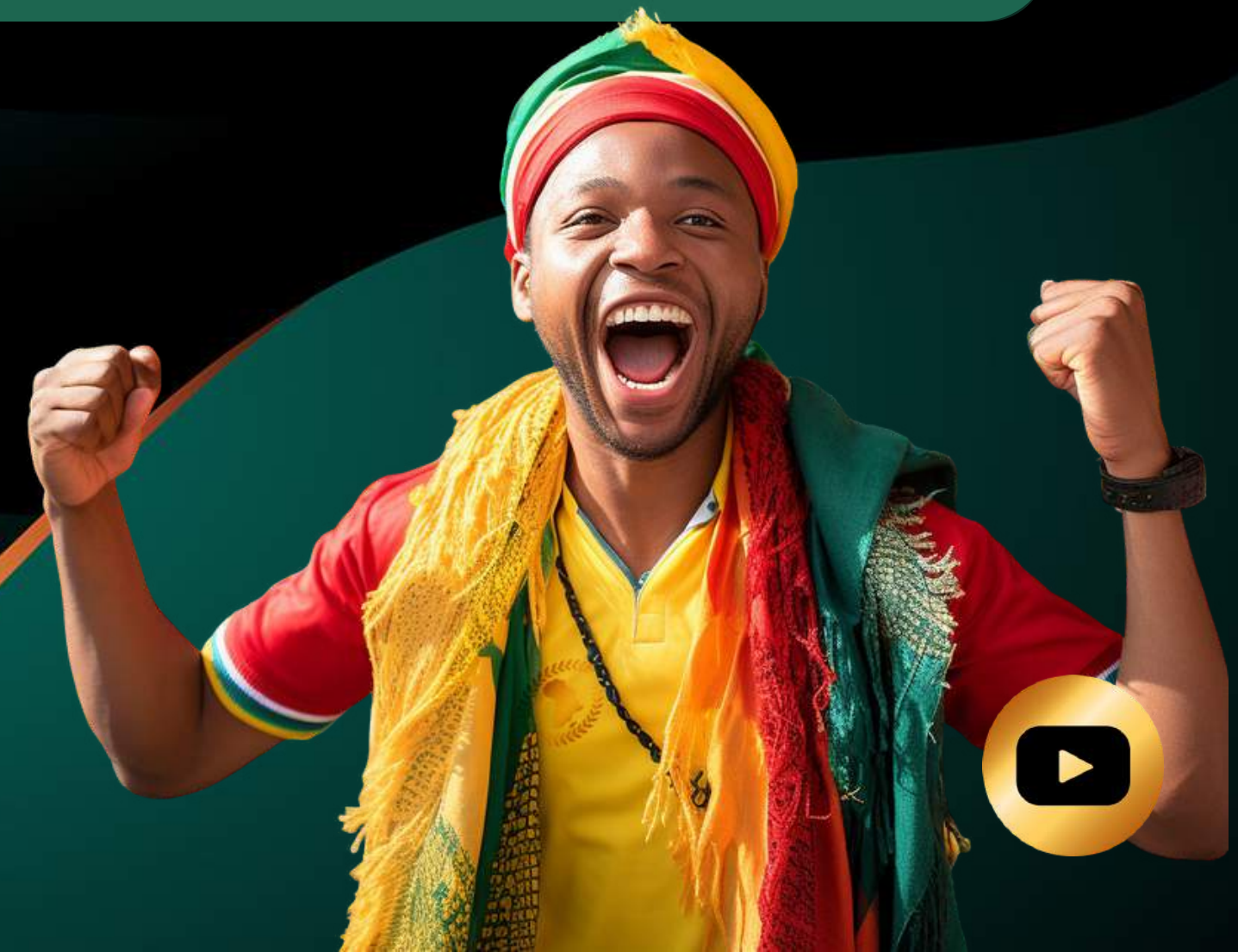
4 500+ ATHLETES
ACROSS
36 SPORTS



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



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**.

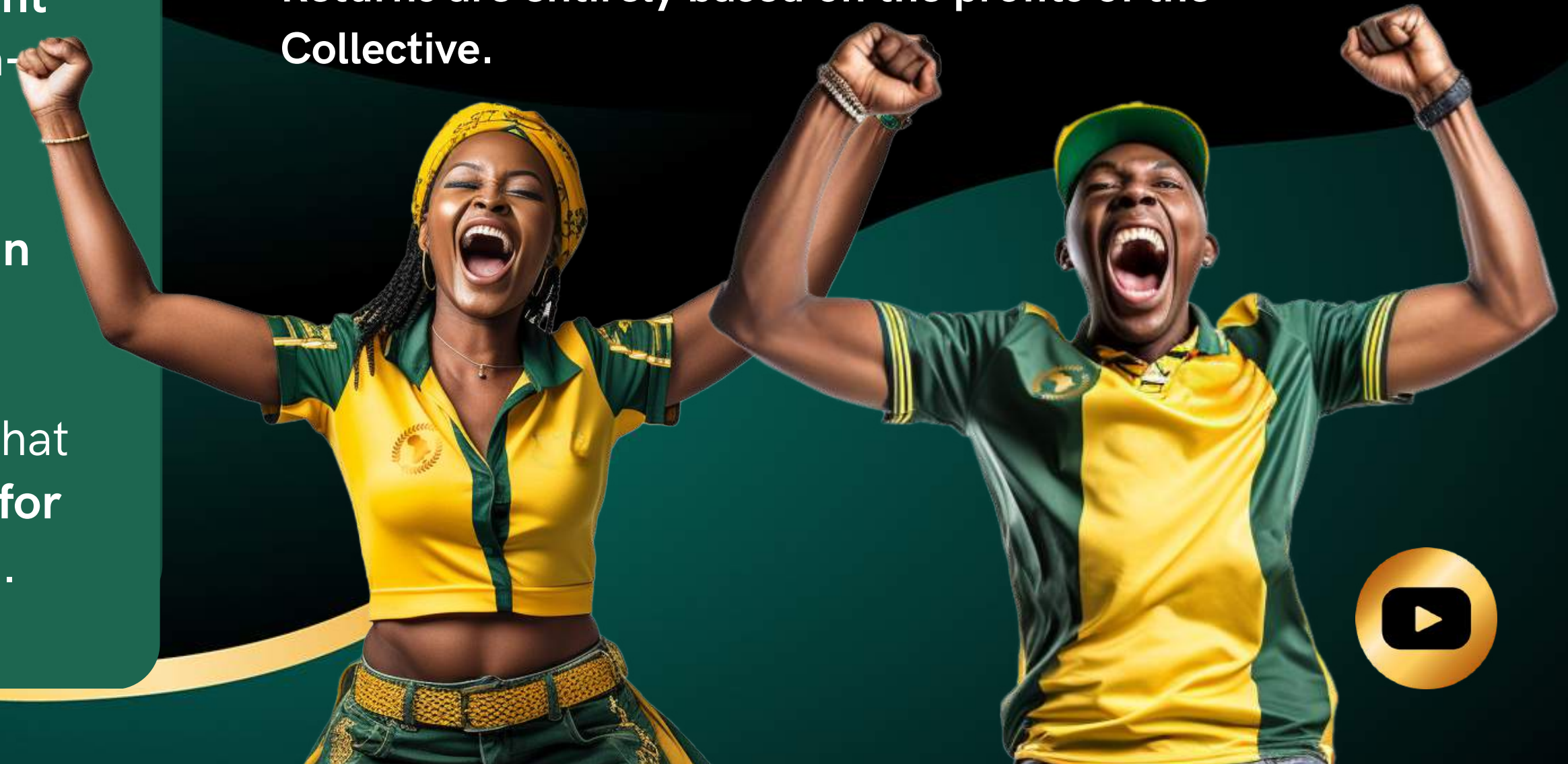
By combining the **power of blockchain technology and tokenization**, we are unlocking a new era of **secure, transparent, accessible investment** that provides **flexibility** and the **potential for capital appreciation** for investor fans.

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

Commercial Model

COMMERCIALS

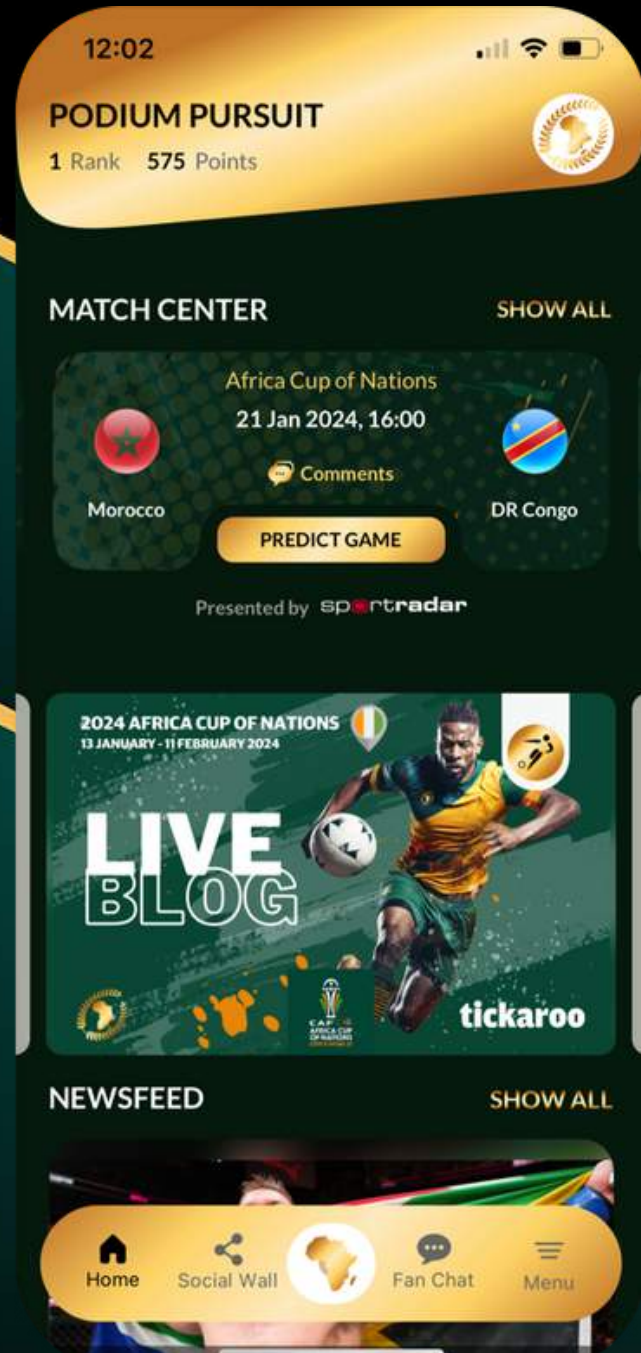
REVENUE GENERATION in the form of advertising, sponsorships, merchandise sales, digital collectibles, partner rebates and token sales, enabled through:

- Digital Rights License
- Web3 Fan Engagement Platform
- Content and Broadcast Rights Property
- Fan-owned Athlete Impact Fund proving funding to athletes and teams



THE PODIUM PURSUIT COLLECTIVE

Our Platform



WEB3

BLOCKCHAIN

NEWSFEED

FIXTURES

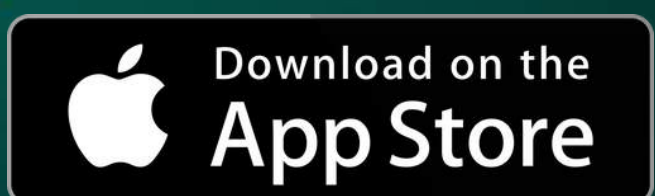
RESULTS

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 entirely based on the Podium Pursuit profits. The investor 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%.



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.



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



Sector: SportsTech, FinTech

Incorporated: South Africa

Year Founded: 2016



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