

# SPORTS COMPUTING AS

Do you want to join our team and own a piece of Norwegian sports technology, together with football stars Ole Gunnar Solskjær, Ronny Johnsen, Kristian Thorstvedt, Ola Brynhildsen and World Chess Champion Magnus Carlsen? Sports Computing has developed ground-breaking, AI-based sports technology for the mobile phone. As our first service, we have launched KickerAce for football players, to analyze their shots and technique. KickerAce is an easy-to-use user-friendly, scalable and market-dependent technology, which creates opportunities for scaling into sports such as home training, golf and running.

*Become a part of the Sports Computing team*

<https://vimeo.com/768432394>



## A unique opportunity in the world's largest sport

- Invest in an innovative company with unlimited global potential.
- First in the market to deliver an advanced platform where the player needs only their own mobile phone.
- Analysis of speed, impact point and ball trajectory with great precision via mobile camera.
- Thoroughly tested AI technology at large scale at events such as Norway Cup and Gothia Cup.
- The platform is developed together with and for football players.
- Innovative physical activation and training of players worldwide.
- Compete against yourself or others - locally, nationally or globally with your own mobile phone via cloud technology.
- Commercially experienced and sports-engaged management, Advisory Board and Board.
- Scalable business models for footballers and companies who want profiling and activation.
- Sports Computing's unique technology has great potential in new sports.

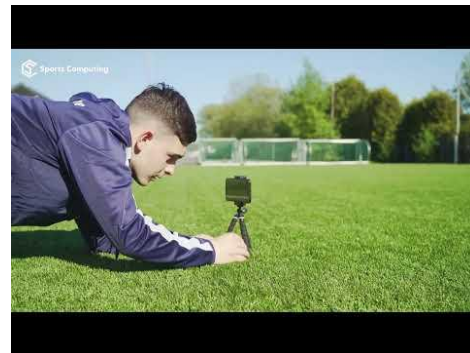
Join the team and activate players all over the world

Now you can take part in an international journey in the world's biggest sport - football - with over 250 million active players. Sports Computing has launched KickerAce, a platform where footballers can be active and increase the quality of personal training, and are able to compete locally, nationally and globally. The platform also provides commercial partners access to a new marketing channel where they can profile their brand and products/services.

KickerAce increases activity and the quality of self-training, while also creating revenue for local clubs. Through the KickerAce platform, clubs can easily organize tournaments and competitions, and generate income in a completely new way. In the summer of 2022, Gothia Cup and Norway Cup took part in a larger user test, where both the engagement of the players and the platform were observed. The joy and motivation lit up the eyes of both girls and boys of all ages. KickerAce is now being launched into the wider world. We want more owners and supporters on the team.

See how KickerAce works

<https://vimeo.com/693437166>



By investing in Sports Computing, you become part of a team at KickerAce, together with former Manchester United players Ole Gunnar Solskjær and Ronny Johnsen, active stars such as Kristian Thorstvedt and Ola Brynhildsen, football agent Jim Solbakken and world chess champion Magnus Carlsen.

*Kristian Thorstvedt, KickerAce  
Ambassador ,  
U.S. Sassuolo Calcio og Norwegian  
men's national team*  
<https://vimeo.com/769815337>



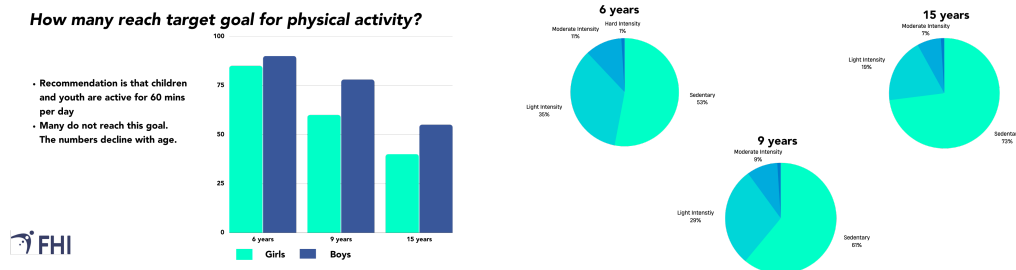
## How does KickerAce help the youth?

### Inactivity among youth

Physical activity is necessary for natural development and to maintain good health and quality of life, while it also provides joy and a sense of mastery. Daily physical activity is challenged by digitization - children and young people often spend many inactive hours in front of a screen. You cannot force this target group to engage in physical activity. Increased activity must take place on their own terms.

### Inactivity - Obesity

Several surveys show that the level of activity among young people is too low. FHI (*Folkehelseinstituttet, The Norwegian Institute of Public Health*) has researched this for more than 10 years (see report [here](#)). Inactivity in youth increases from 9 years of age onwards. The WHO (*World Health Organization*) has set a target to reduce the number of inactive children by 10% until 2025.

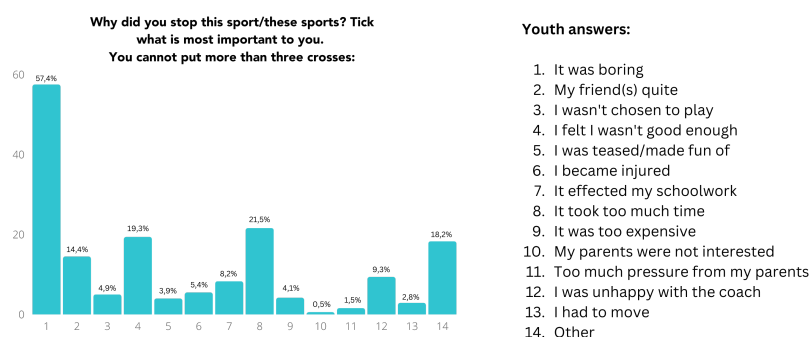


### Independent activity and training require motivation

You will not succeed and grow in any sport unless you are dedicated to training on your own. Many people depend on organized training to keep themselves motivated to train on their own. The consequence is a large proportion of the target group is not able to realize their own full potential.

### Giving up sports too soon

In all sports, there is a large dropout rate across different age groups. There are several reasons and factors for this. According to a survey carried out by NRK (*Norwegian Broadcast Corporation*), one in five people surveyed feel that they do not perform well enough in sports. Those surveyed also say that it takes a lot of time and is boring (NRK). A problem that emerged is that it is challenging for the coach to focus on each player individually, which in turn leads to passivity by that player. See the graph below and read more about the survey [here](#).



### **Individual clubs struggle financially**

It is primarily thanks to membership fees, fundraising and volunteer work that independent clubs are able to survive. During the pandemic, there was a large drop in membership which further worsened the situation, and now a financially demanding everyday life has been topped off with the electricity crisis eating greedily out of the clubs' budgets. Clubs desperately need new sources of income that encourage private persons to contribute without it appearing as charity.

### **KickerAce increases motivation for a physical activity together with partners**

KickerAce combines physical activity with digital play. With the help of modern AI technology and gamification, performances on the football pitch are analyzed and returned with immediate results. Through the application, children and youth are engaged in physical activity and self-training on their own terms.

KickerAce produces a whole new skill-based way to compete - anytime, anywhere, and with anyone. The user earns badges, challenges and can share their achievements with their friends via social media. Users can invite each other and become part of a new community.

### **KickerAce is under constant development.**

The next version will include an analysis of exercises, body movements, technique and several new game modes. As the ultimate training tool, you will be able to analyze your technique and receive feedback based on professional expertise from top coaches and players from around the world. We make personal training inspiring and engaging, by having virtual training buddies that you can compete against and measure yourself against all within a global arena.

### **KickerAce is a new platform for marketing.**

KickerAce is not just a social platform for training and skilled competitions. We reach an engaged target group on a platform that is designed for marketing activities, as well as a complete communication tool. With the help of our innovative platform, content is generated, and the partner logo and brand is exposed in both the image and exported video format that is prepared for direct sharing on social media. The partner model makes it possible for clubs to create activity both with their own players and their sponsors. They can use a streamlined platform to earn money doing what they do best, playing football. Their partners, in turn, are seen to the user modern, savvy, and socially engaged.



Kjell Heen, Founder Sports  
Computing AS  
<https://vimeo.com/769816601>



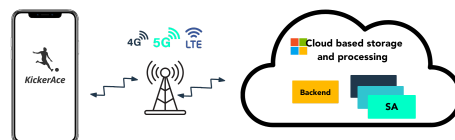
## First in the World - with new technology

Our technology enables accurate analysis of the execution of a kick, as well as the speed, point of impact, spin and trajectory of a football, using only the smartphone's camera. By using cloud technology, KickerAce is hardware and OS independent. Computer Vision (CV), Artificial Neural Networks (ANN) and Augmented Reality (AR) all go under the collective term Artificial Intelligence (AI) and are used by us for video and image analysis. These technologies have become very sophisticated, but they also have strong limitations and struggle in conditions where there is poor image resolution, obstruction (such as lack of visual visibility of an object), background disturbances, lighting conditions, long distance to an object, sharpness or other external conditions characteristic of outdoor use.

The most complex challenge when analyzing objects in motion, such as for example, a ball, is to be able to transform the object's position from 2D to 3D. Converting the ball path in the video from 2D to 3D using image analysis means that you need to consider the size and shape of the object (in pixels) to calculate the distance to the object. This normally sets very high image quality requirements.

Distance is also an important factor. If the distance is too long, too far, the number of pixels in size will also be so small that it cannot be used for precision calculation. In order to avoid the above problems, it has been necessary to develop a physics model which compensates for limitations in AI technology. The physics model considers, among other things, gravity, air resistance, the Magnus-effect and the spin that affect the ball's trajectory.

The above is only one of several examples of limitations in AI technology and therefore must be supported by physics and mathematics models in order for the technology to be used in practice. We have succeeded in our goal of creating an adaptable technology with as few limitations as possible. Our solutions must be achievable for the wider community regardless of health, diet and technological preferences!



## Analysis of Free kick

In 2023 we will introduce free kicks. Free kicks have almost become a subculture and art form within football, followed by millions, despite the fact that there is only a visual assessment of the shots. With the free kick module, in addition to speed and precision, you will also calculate the bend ("*Bend it like*

*Beckham*"). KickerAce will add a whole new dimension to all free kick enthusiasts. Analysis of free kicks takes place from longer distances and different angles, which places very high demands on the technology. This is where our unique technological advantages come into their own.



## Analysis of Tricks and drills

Similar to our shot analysis, this feature will provide a given number of related drills the user can perform. The number of touches is counted and recorded, which part of the body the touch is made is noted, and any other movements that are performed. As with other KickerAce exercises, the trick exercises are both designed for personal training and for competitions, which can take place online with and against players from all over the world.

See Sports Computing's technology analyze tricks and dribbles

<https://vimeo.com/774713707>



## Biomechanics

Biomechanics is the study of how forces and mechanics affect the body. It is a field where knowledge from mechanics, anatomy and physiology are used to describe the body's movements, calculate forces that arise and act during a movement. As in almost all other sports, correct biomechanics is important in football, both in relation to performance, and in relation to injury prevention. We introduce biomechanical analysis of shot execution and provide automated feedback on where in the shot phase errors are made, or where there is potential for improvement. Our unique feature is that we also make a connection between execution and result (speed and precision). This is the ultimate feature for the ambitious player.

See Biomechanics analysis in action  
<https://vimeo.com/769817386>



## The use of Sports Computing's technology in other sports

Personal training and rehabilitation is a large global market. Exercise and physical activity are important for both physical and mental health. Having the opportunity to train on your own saves time, money and it is easy to get started without getting out of your own comfort zone.

Below you will see a film showing the possibilities of scaling our technology to other sports and markets.

Sports Computing technology can be used in many sports  
<https://vimeo.com/774302607>



Influencers all over the world offer instructional videos that motivate and encourage self-training. It is one thing to watch an instructional video, but another to perform the exercise correctly on your own. It's very difficult to assess one's own performance. There are only marginal differences between correctly and incorrectly performing an exercise. Performing an exercise incorrectly can have serious consequences to one's body and muscles. At best, the training is ineffective. In the worst case, it can lead to serious injuries.

For example, there was a 48% increase in emergency room visits in the United States from 2019 to 2020, due to malpractice in home exercise. Traditional applications only provide how the exercise should be performed, but our unique AI-based solutions provide answers on how the exercise is performed. This not only prevents harmful and incorrect training, but helps the user to perform the exercise more efficiently.

Small margins can make a large difference. We combine the best of both worlds: AI-based technology combined with evidence-based research as the basis of our unique solution. The market for personal training is large and global. We have good prerequisites to succeed in such a market.

- We have a completely new concept that signals in the event of incorrect training, based on the fact that exercises carried out are guided in relation to efficiency.
- There is great motivation among fitness enthusiasts at all levels to adopt new technology to optimize training.
- The market is large and has a willingness to pay.
- We have researched and collaborated with commercial partners who operate at the top of their field.

*"Further spread of digital home follow-up (DHO) for the chronically ill. The purpose of starting the spread of digital home follow-up is to contribute to municipalities, in collaboration with doctors, professionals, and hospitals, adopting digital tools to ensure better follow-up with patients who have chronic conditions." - the Norwegian Health Directory*

As an example, osteoarthritis is the most widespread chronic disease that affects the most people and has the highest cost for both individuals and society. Sports Computing's solution is an innovative and highly cost-effective tool for digital home follow-up (DOH) of this patient group. In other words, a highly relevant connection with prioritized measures in the referenced action plan for the implementation of welfare technology.

## Hear what our partners have to say about KickerAce



Espen Eriksen - Sponsorship Lead, KIWI Mini Pris

"Sports Computing has developed a community where we, as partners, can meet players and clubs on their home turf - right on their mobile phones."



Mikael Joelsson - B2B Manager, Domino's Norway

"KickerAce is a platform that fits well for the activation of Domino's sponsorships."



Pål Trælvik - General Secretary, Norway Cup  
<https://vimeo.com/769812818>



Jonas Olsson - Sponsorship Manager, Coca Cola Norway  
<https://vimeo.com/769812762>



Joakim Geigert - Partner Manager, Gothia Cup  
<https://vimeo.com/769812689>



Oddvard Talset - Marketing Chief, Molde FK  
<https://vimeo.com/714059078>

## Team/ Organization

Sports Computing AS has built a strong team with a high level of expertise in sports, marketing, finance, technology and international commercialization.



**Anders Fagerli**  
*CEO*

- Commercially responsible for the development of the company
- Partner and Club responsible
- Main contact for Board of Directors, Advisory Board and investors



**Andreas Heen**  
*Product Manager*

- Technical product management
- User analysis
  - User journey
  - User data
- Technical analysis
- Testing and quality control



**Kjell Heen**  
*CTO*

- Founder
- Technical manager, responsible for daily and ongoing development
- Provides strategic and technical guidance in development
- Responsible for maintaining the IP strategy



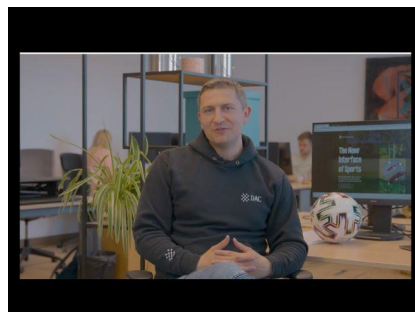
**Ingrid Staalstrøm**  
*Community Manager*

- Marketing campaigns
- SOME campaigns
- Marketing activities
- Brand building
- Partner Trademark

## Development Partner - DAC Digital

Sports Computing has a partnership with Polish developers DAC Digital, which today function as an integrated development department. With a significant Data Science background, stemming from the University of Gdansk, the team at DAC Digital has also proved to be the perfect partner for the development and maintenance of our AI engine for image analysis. As with their app and backend developers, the Data Scientists with a PhD. from the University of Gdansk are also permanent members of the team.

DAC Digital  
<https://vimeo.com/769817978>



## Board of Directors

Sports Computing AS has an active Board made up of members with expertise in several fields, ranging from both start-up companies to larger international companies.



**Hans Othar Blix**  
*President of the Board*

- Investor, Board member and advisor to startup technology companies
- Joined as investor in 2019, President in 2020
- President & CEO Skadi Capital LLC and Skadi AS
- President and Board Member for 8+ companies
- Board Member for 50+ tech companies since 1993



**Lars Rinnan**  
*Board Member*

- CEO, Angel investor, Board Member, public speaker and futurist
- 25 years of leadership, 7 years in the business and artificial intelligence industry
- CEO i Amesto NextBridge, delivering data science and sustainability research for KickerAce



**Rune Brynhildsen**  
*Board Member*

- CEO for Joe AS
- Former journalist, sports commentator and TV presenter
- PR-advisor for small & large companies
- Former commercial manager for world class top Norwegian athletes
- Rune has a network over many fields, which is crucial to our growth



**Susan Hagerty Bonsak**  
*Board Member*

- CEO Dele Health Tech
- Board Member since 2022
- Background in technology, business and consumer goods
- Worked with growth, embedded technology, software and marketing with major consumer brands such as Nespresso, Telenor and CompuGroup
- Strong background in sports and has actively trained professional football players



**Erlend Sogn**  
*Board Member*

- 15+ years experience in the Software industry
- Tidligere CEO i Visma Software AS, sterk leder- og forretningskompetanse
- Bakgrunn innen programvaredistribusjon, prismodeller og teknologi



## Advisory Board

Our active Advisory Board supports us continuously with its broad professional expertise and network. Their background is within several fields, including marketing, sports, technology and product and brand commercialization.



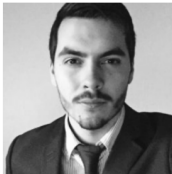
**Geir Arne Hjelle**  
*Advisory Board member*

- Data Scientist
- PhD in Mathematics
- Technical background in mathematics, programming and analysis
- Teaches youth his passion for coding, mapping and mathematics



**Ronny Johnsen**  
*Advisory Board member*

- Former EPL player for Manchester United FC, Aston Villa FC, Newcastle United FC
- Former Norwegian football player with Lyn Fotball, Lillestrøm SK, Vålerenga Fotball
- Winner of UEFA Champions League, 4x Premier League winner, FA Cup Winner, 2x FA Charity Shield winner, Tippeligaen winner, NM winner
- Kniksen's honorary award in 2008



**Sondre Støyva**  
*Advisory Board member*

- Co-founder and CFO of Material Mapper
- Strong background in artificial intelligence, having worked with the Norwegian Ministry of Defense to create the world's first bulletproof tent
- Owner and founder of the investment company Støy Investments, a holding company with a focus on early-stage technology companies, venture capital, trade and business development



**Morten Borgersen**  
*Advisory Board member*

- CEO for Norwegian sports chain Anton Sport since 2001. Currently managing over 21 stores across the country
- Strong background in product growth and development
- Helped build and launch Oslo-based Douchebags ski & snowboard bags, becoming one of the world's top travel and adventure bags.



**Preben Sander**  
*Advisory Board member*

- Partner and owner, Superblaise
- Senior process manager for the development of service design, strategy and communication concepts
- Business development, strategic planning and creative consultant



**Fredrik Urbanski**  
*Advisory Board member*

- Owner, Urban Invest AS and TTC Invest AS
- Investor in large publicly listed companies and small start-ups



**Frank Johansen**  
*Advisory Board member*

- Director of Scandinavia, PROSPORT Management
- Professional sports and football management experience
- Winner of "Young Leader of the Year Award" from the Norwegian Football Federation



**Marcus Hjelleset**  
*Advisory Board member*

- Head of Real Estate, Unloc
- Owner, Hjelleset Group
- Founder of Fitsmind, former Head of Export for Google
- Investor in health technology and sustainability investments
- Supervisor in product, brand and performance marketing

## Business Model

KickerAce is based on the philosophy of creating user activation and increasing the quality of personal training. We want to reach the masses and help as many people as possible achieve their goals. KickerAce Basic is a free application that anyone with a smartphone can download and participate in. For users who want extended functions, there will be a premium model for subscription. The KickerAce platform has several B2B models. In addition to current revenue streams, data will be an additional factor that will come into play once KickerAce reaches a certain user base.

1

### ***Premium User and In-App Upgrade***

KickerAce's Basic users will have the opportunity to upgrade to a Premium subscription to gain access to all KickerAce's functions. This will include an unlimited number of shots and the opportunity to organize and participate in all competitions.

Should a Basic user only wish to participate in a tournament or gain access to a given function, the player can choose to make a single purchase.

2

### ***Premium Partner, Club Tournament Partner and Live Events***

A Premium Partner will have full ownership of the KickerAce platform for an agreed period of time. The Premium Partner will receive logo exposure, and own color palette through the app and in all video material.

A club can generate revenue by organizing events and tournaments with a partner. The KickerAce Dashboard gives clubs access to invite players, market partners and carry out a physical or online tournament.

KickerAce engages players of all ages and can be used as an activation for a company or club at an event. When using the KickerAce Live Events module, users can activate up to 150 users per hour using only a phone, a ball and a goal!

# Premium User, Club Tournaments, Premium Partners and Live Events

## Basic and Premium Users

**All you need is your phone, a ball and a goal.**

### THE KICKERACE PLATFORM

KickerAce is a football-based platform that motivates and activates players all over the world. To activate as many players as possible, KickerAce Basic is a free application that requires only a smartphone. All of our Basic users receive access to:

- Penalty mode at 8m and 11m
- Unlimited kicks in Single Player Mode
- Ability to join online tournaments with a limit of 5 kicks
- Earn and spend KickerCoins and Badges

### KICKERACE PREMIUM USER

To evolve your game and get access to all of the features in KickerAce, users can upgrade to a Premium subscription. In addition to the Basic features, a Premium user will also get access to features such as:

- Invitation and access to join Premium tournaments with larger partner prizes
- Multisplayer access
- Invitation to join online tournaments with unlimited kicks
- User/Viewer chat function
- Membership to the KickerAce Community
- Earn and spend KickerCoins
- Access to drills and tricks
- Training with and without a ball
- Access to all new Biomechanics features
- Freekick from various places on the field
- Create own online tournaments
- Several game modes

### KICKERACE

- FREE football-based app
- Test your skills, aim and precision
- Global online platform
- Compete in local and global tournaments
- Win prizes from partners and sponsors

### PREMIUM USER

- Download KickerAce through the App Store and Google Play Store
- Create a free profile
- Option to upgrade to Premium Membership
- Monthly fee USD \$3.99

### VIMEO SHOWCASE

Click above to learn more about KickerAce and our partnerships.

## Premium Partner Program

**All you need is your phone, a ball and a goal.**

### KICKERACE PREMIUM PARTNER PROGRAM

As a KickerAce Premium Partner, your brand will have their logo exposed to all KickerAce users\*. Premium Partner will have a custom-made KickerAce interface using their own color palette for the duration of the campaign period.

### WHAT'S INCLUDED IN A PREMIUM PARTNERSHIP?

- Partner's logo throughout the KickerAce app, the analyzed video and on KickerAce.com
- 1 online tournament during the campaign
- 5 second promo video at the startup of KickerAce
- Marketing Package

\*KickerAce Premium users can opt-out of advertising

### CAMPAIGN KICKOFF

- Partner brand's color palette
- 5 sec. Partner video uploaded to KickerAce
- Partner logo uploaded to KickerAce App
- 1 Launch meeting
- 3 Marketing meetings
- 1 Final Recap meeting

### MARKETING PACKAGE

- Logo
- Photos
- Video
- Text
- Statistics

### STATISTICS

- Users
- Exposure
- Activity

### PRICE

Startup cost: 50.000,-  
Campaign cost: 25 are for each kick.

## Club Tournament Partner Program

**All you need is your phone, a ball and a goal.**

### KICKERACE CLUB TOURNAMENT PARTNER PROGRAM

As a KickerAce Club Tournament Partner, you can use the KickerAce concept to generate income and activation for both your partners and your players through the use of our all-encompassing user friendly dashboard.

### TOURNAMENT SETUP THROUGH KICKERACE DASHBOARD

- Log-in/create user profile
- Create tournament /set scope
- Upload marketing materials to KickerAce dashboard
- Complete payment
- Players receive invite to the tournament
- Club oversees the tournament
- Tournament is completed
- Pre-generated reports are published

### MARKETING PACKAGE

- Sponsor's logo in the tournament and analyzed video
- Sponsor's logo in Game invitation
- Sponsor's logo in Game List
- Sponsor's logo in Leaderboard
- Sponsor's logo in News Feed (local updates based on club's location)
- Statistics / KPIs

### PRICE

Pricing based on Club size:

- 0 - 500 members: 5.000,-
- 500-1000 members: 8.000,-
- 1.000+ members: 10.000,-

### MONETIZATION

- Club 0 - 499 members: Club pays 6.000,- to use KickerAce
- Club 500 - 999 members: Club receives 20.000,- to sponsor
- Club 1000+ members: Club receives 10.000,- and activates the partners and players

## LIVE Events

**All you need is your phone, a ball and a goal.**

### THE KICKERACE ARENA

KickerAce is a football-based platform that motivates and activates players all over the world. The KickerAce FanZone Arena can be set up at football matches and other sporting and public events to provide audience participation in a fun and active way.

### KICKERACE ARENA: HOW IT WORKS

FanZone events draw large crowds. If you want to maximize your audience participation and entertainment, KickerAce Arena can provide what you need. All you need to provide for KickerAce is your phone, a ball and a goal. Included in the package cost of 35.000 NOK, your event will receive everything needed to set up KickerAce Arena. (see What's Included in column to the right)

Simple Setup:

- Players are registered in KickerAce database before first kick
- KickerAce will host tournaments during the event
- Prizes will be given by event sponsors:
  - Signed football jerseys
  - Tickets to future matches
  - Prizes supplied by sponsors
- FanZone events are 3-5 hours
- Average audience attendance is 500+

If you want to grow your brand and engage with fans in the football community, the KickerAce Arena can help you grow.

### WHAT'S INCLUDED

The KickerAce Arena can be set up at any public event and includes:

- Custom beach flags
- Custom banners for event branding
- KickerAce/Sports Computing tent
- Large screen TV to show shot analysis
- Branded content including, but not limited to, banners, flyers, posters, etc.

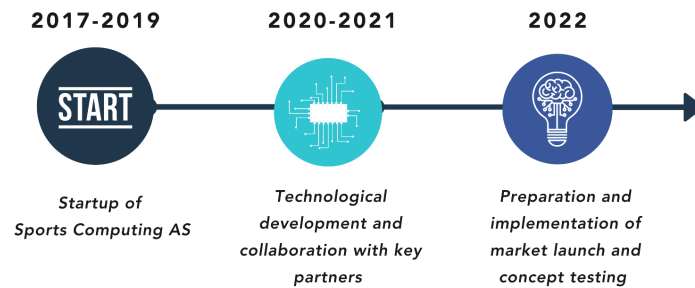
COST: 35.000,- NOK

### VIMEO SHOWCASE

Click above to learn more about KickerAce and our past FanZone events.

Follow this link for more information on our business models: <https://kicker-ace.com/folkeinvest/>

## Milestones



### *2017 - 2019 Establishment and Startup*

Applying the philosophy of increasing the quality of personal training and promoting activity, Kjell Heen started Sports Computing in 2017. In the years following, much time and resource was focused on research, market analysis and testing of existing solutions and technology. This phase revealed weaknesses in, among other things, AI (artificial intelligence), and the work on supporting mathematics and physics models was started.

### *2020 - 2021 Technological development and collaboration with key partners*

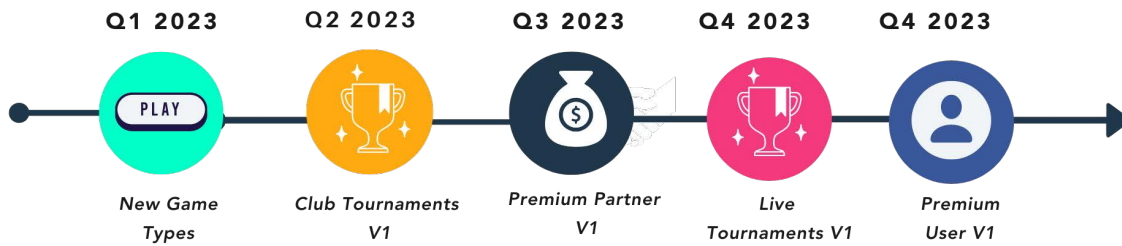
Together with the focus groups and partners, both the solution and the analysis engine have been strengthened to withstand several external influences, such as poor light and video quality.

### *2022 - Preparation and implementation of market launch and test of concept*

In the summer of 2022, KickerAce was launched in a Beta test at both Norway Cup and Gothia Cup, where several thousand players tested the platform. The results were excellent, with a margin of error on the analysis below 1%. The company is now preparing for a European launch and further development of functions, gaming elements and services in KickerAce.

See KickerAce live at Norway Cup 2022  
<https://vimeo.com/769812818>





## Q1 2023

### New Game Types

A completely new and unique AI-based concept for the analysis of trick-based exercises. Through this concept, the gamification element will be strengthened and contribute significantly to increased user growth and usage.

## Q 2 2023

### Club Tournament V1

The first revenue-generating functionality is expected to be launched in Q2 2023. With the Club Tournament module, clubs themselves will be able to set up online games for their members. The competitions will be branded with the club's sponsor logos, opening this to create completely new income streams for the clubs.

## Q3 2023

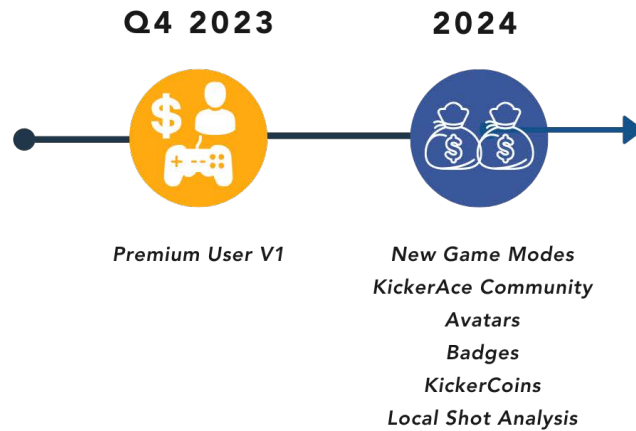
### Premium Partner V1

While our Club Tournament option helps to promote local clubs' sponsors in a limited scope and period, the Premium Partner concept is aimed at the larger sponsors who want to reach a larger user base. In the first version of this solution, sponsors will have their logo rendered on exported kick videos, on all kicks that are carried out outside of sponsored competitions, in addition to exposure in the app itself

## Q4 2023

### Live Tournaments V1

The app has proven to be an attractive event tool, with high potential for activation. However, it was not built with a focus on this type of use, and further development is necessary to make an event concept scalable and marketable to external partners. The focus in the first delivery will be on the creation of a web-based portal for managing the games, where the partner can enter the names of players during the game, start a new shot sequence and have a Leaderboard where participants can follow the results. There will also be the possibility of profiling the desired logo in the Leaderboard and in exported shot videos.



## Q4 2023

### Premium User V1

This will allow kicks from various positions on the field, various game modes and a further developed biomechanics analysis.

## 2024

### New Game Modes

New game modes and exercises will be important to maintain the user's engagement. Throughout 2024, we will continue to develop and evolve these features.

### KickerAce Community

The social aspect is a significant motivator in sports and games. Through further development of our Feed functionality, development of a new chat function and a greater focus on interaction with friends, we want to create a football community - not just for friends in the neighborhood, but across countries and continents.

### Avatars

An important element within Gamification and in the gaming world is to allow the user to create their digital identity. With an avatar, the user gets the opportunity to choose how he/she wants to be seen and portrayed, while accessories for the avatar can be used as prizes in competitions to motivate further use.

### Badges

As an important element within Gamification and motivation, the user will have the opportunity to earn badges.

### **Implementation of Gaming Currency - KickerCoin**

Virtual Currency/Gaming Currency is a well-known concept within games and for Gamification. Aiming to increase activity, users will be able to earn KickerCoin by winning contests or participating in and solving weekly challenges. KickerCoin can then be redeemed as a means of payment for access to own competitions, limited functionality or accessories for Avatar.

### **Local Shot Analysis**

Today, the shot analysis takes place by recording on the phone before it is sent to the cloud for processing. The recording is then analyzed and the result is sent back to the phone together with a rendered ball path. The advantages of such a process are many, for example it provides greater flexibility in the development of the analysis engine and enables use with phones that do not have the technical specifications needed to perform the analysis locally. However, there are also a number of advantages that argue in favor of also offering the possibility of local processing on phones that are powerful enough for it. For Sports Computing, it will mean a reduction in costs for server operation, while for the user it will mean a reduction in data costs combined with a reduced dependence on the quality of the local mobile network.



## Strategy and Objectives

### New Markets

KickerAce is a platform designed to go viral by engaging, activating and creating user-generated content for use in social media. In addition to the application's functions and features, KickerAce will engage in user-based development and marketing activities.

KickerAce operates on a cloud-based platform, in order to keep the requirements and cost of the user's "hardware" as low as possible. The company's go-to-market strategy is therefore a combination of a country's mobile infrastructure and the company's optimization of the solution.

### Scandinavia



As a world leader in mobile infrastructure and a total user base of 950,000 broadband players, the home market is still important to us, as we believe in having a strong position in our own market. The Scandinavian seasons are also good stress tests for the technology, as we see daily changes in weather, light and other conditions. At the same time, we see that Scandinavia's football season is weather dependent. That is why we are shifting our focus to other countries where you have a longer football season in the winter.

### The Netherlands



With the country's geographical size and 1,100,000 active players, the Netherlands is a perfect country for the launch of KickerAce's European venture. The Netherlands is also a country with strong brand names in football, several heavy technology companies and a strong commercial spirit.

### Belgium



With a successful launch in the Netherlands, Belgium is the natural next step. With 560,000 active broadband players, they are a good extension of a venture into "Benelux."

## Germany



As Europe's largest country, and with 6,300,000 players, Germany is therefore the largest market for KickerAce in Europe. Experience from the launches in Scandinavia, the Netherlands and Belgium will be important and useful towards our success here.

## France, Italy, Spain, Great Britain



A further scaling out into Europe will naturally include football nations such as France (1,700,000 players), Italy (1,500,000 players) and Great Britain (1,400,000 players). These are historically great nations in football, but they also have a weaker mobile infrastructure. This will require an optimization of our technology before a full scaling can be done.

## USA



As a parallel venture to the European market, Sports Computing would also like to launch KickerAce into an ever-growing football market in the USA, with its 4,100,000 players. We have already started the dialogue with several potential partners and the market has shown positive feedback to an activation-based application like KickerAce within other sports.

## How will KickerAce generate new users?



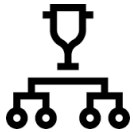
### Club teams

By offering clubs a tool (see *Club Tournament model*) where they can easily activate players and engage sponsors in a completely unique way, clubs become an important partners for user growth in KickerAce.



### Ambassadors

Sports Computing's ambassadors have a two-fold responsibility: They must help promote, motivate and engage players in activity and participation, and they must provide valuable football-related feedback that contributes to product development. In addition, they will help build the Ambassador Team even further.



### Tournaments

Experience from the Norwegian market has shown us that online and local tournaments create user growth. Sports Computing works actively to motivate partners and clubs to organize and market tournaments.



### Social Media

Invite, Join, Play and Share.

KickerAce is built for today's digital generation. The content is produced while you are active on the pitch, with integration for all major social media platforms.

Through the power of social media, KickerAce is set up to go viral. Each kick in KickerAce generates a 5-second video that will be saved in the user's profile. By implementing all social media platforms, each user can become a micro-influencer as they share their best videos and challenge other players worldwide.

Sports Computing is building a digital community where KickerAce users can engage, communicate and compete globally.

### Local Presence

Together with our local resources, KickerAce will activate local players, clubs and sponsors.

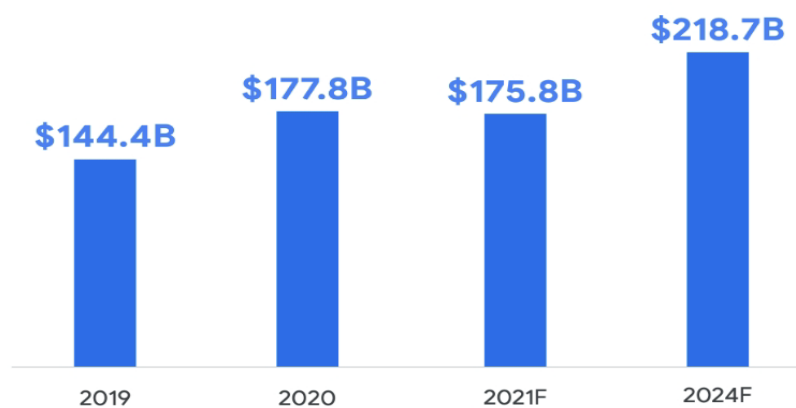
## Market and Trends

KickerAce's market position and marketing model is based on gamification and physical activity, while at the same time building a global community for our users. KickerAce wants to keep youth and adults active. We know that physical activity leads to overall better health, and capturing children and young people as an audience means that we can help them for their future health. Many youth today are passive due to excessive use of mobile phones and electronic devices. The UN's sustainability and development goal #3 "Good Health" stands for building and maintaining a healthy society. KickerAce supports the UN's Sustainable Development Goals by encouraging movement and outdoor play. Through physical play and competition, KickerAce also strengthens determination, coordination, attention to detail and endurance. KickerAce motivates users to persevere in training, while getting enjoyment out of the game and achieving their goals.

Football is the world's largest sport, with over 250 million active players in over 200 countries, with nearly 4 billion people following the sport. In 2020, global revenue in soccer was USD \$28 billion. By the end of 2021, the sum of revenue from mobile games was USD \$175 billion.

<https://techjury.net/blog/mobile-gaming-statistics/#gref>

Fig.3 | Global games market forecast | Newzoo global games market report - global



<https://hotplay.games/mobile-gaming-market-and-usage-statistics-for-2021/games/mobile-gaming-market-and-usage-statistics-for-2021/>

Football is known for being an inclusive sport that attracts all genders and ages. Unlike other sports-based mobile apps, KickerAce is a product that can be used by an entire team in training, or individually as a tool for self-training. KickerAce is available to everyone, no matter where, when and how they want to train.

KickerAce users can compete worldwide against each other on our global platform. Mobile games can often be seen as isolating and anti-social, but through the use of online tournaments and competitions, KickerAce brings football enthusiasts from all over the world together.

## Competitors

Competing solutions can mostly be divided into two categories; pure app solutions and those that require expensive special equipment. Platforms that require special equipment often require that the user must make a significant investment into the equipment itself. It also requires production and logistical operation from the supplier's side, which makes the platform far less scalable. Sports Computing therefore has the choice to focus on a solution based on using only a mobile phone, no additional expensive equipment is required.

There are apps that have, to varying degrees, focused on football drills. KickerAce stands out from these via our unique technology related to tracking the ball path as well as the analysis of the impact point and speed of the ball. This technological foundation also offers flexibility with regard to the development of new exercises, such as kicks at the goal from other positions and exciting game concepts based on different hitting points.

Most competing products and platforms are based on a "Freemium" payment model, where free access to certain parts of the platform is provided, and additional functionality is included only in a paid subscription. KickerAce will also have this payment model, but stands out with its unique partner models, where football clubs are offered a new way to activate their own sponsors.



### HomeCourt

- Basketball training app.
- Motion tracking with iPhone. Only available for iOS.
- Statistics and training with drills and scoring.
- Free basic version; USD 6.99/month for premium



### Jogo

- Various exercises with and without a ball
- Free basic version; USD 10.00/month for premium



### Playform

- Various exercises with and without a ball
- Only available on Android
- Over 1 million downloads in Google Play
- Free basic version; USD 11.99/month for premium



### Balln

- Various exercises with and without a ball. Many are AI-based, but some can also be used with a physical ball
- Only available for iOS
- Free basic version; premium varies USD 5.49 - USD 14.99/month depending on features

## Exit Strategy

Sports Computing has over several years developed a scalable technology that can be implemented both in other sports and other technology/hardware. This means that the company can have several potential exits.

By creating a new platform for marketing and activity, a larger, global player may want ownership in Sports Computing to be able to promote their brand and reach out to their customer group.

With its financial expertise within the organization, Sports Computing is set up for commercial growth, and a larger owner or stock market listing may be relevant at a later stage. Stock market listing will give Sports Computing the economy for further strong global growth, and the capacity to invest in new markets.

## Risk

As with most investments in shares, investments in Sports Computing also involve a risk. Before making an investment decision, investors should carefully consider the risk factors and all information about the Company. Risks and uncertainties described here are the principal known risks and uncertainties that the company is aware of at this time and which the company believes are relevant for an investment in the share.

## Key Persons

Our technology makes demands for professional competence beyond the normal. The company is significantly weakened if any of the key people choose to leave.

## Technological Risks

Technological risk is primarily related to growth and scaling problems. To avoid high demands on the smartphone, the heaviest and most complex analysis operations have been added to the cloud. Rapid/explosive user growth could lead to a strain on centralized machine resources that provide an undesirable user experience. This is proactively monitored so that this can be strengthened according to growth, but it must still be characterized as a risk.

KickerAce is based on outdoor use and depends on mobile network access, for the uploading of video files to be analyzed in the cloud. It is for this purpose the mobile network is used. Quality of mobile networks varies. Older mobile networks can provide a poor user experience in the form of longer response times in certain countries or geographical areas. This does not apply to Europe and other areas identified as primary markets.

Although the software initially does not require any additional equipment, there is a requirement that the phone is stable and stationary when the shot analysis is carried out. As there will always be movement when holding the phone, a holder, such as a mobile tripod, to hold the phone steady will be necessary. Instructions have been published on our website and social media for how the user can easily make this himself from objects that are likely to be lying around the house (milk carton, cardboard box, etc.). Due to this, there is a threshold that must be crossed before the user can go out and shoot the ball.

When launching new exercises, there is a focus on exercises that do not require the phone to be stationary and which also do not require that it be aimed at a target. In theory, the user does not need to leave home to make the initial step from download to first use. This will facilitate the activation of new users.

## Legislation

The combination of our target audience (children and youth) and technology (video analysis) means that we have to show extreme vigilance. The GDPR and requirements for a privacy impact assessment (DPIA) stand strong and must be in compliance without exception. Market restriction, different national approaches, cumbersome and different requirements for handling user data lead to negative side effects with significant consequences if they are not in compliance.

## Financing

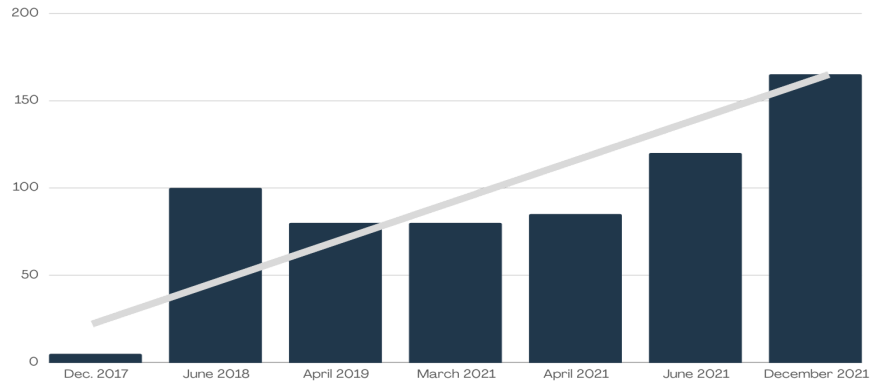
Sports Computing has based its growth and development of the platform and program on the principle of gradually delivering and retrieving capital as needed. This is to maximize the shareholders' values and minimize their risk. As of now, the company is financed "as is". In order to exploit the company's potential, we are now raising new capital.

During the first 3 years, Sports Computing was financed by established technology investors, professional athletes, Innovation Norway and Skattefunn. In autumn 2021, the company raised capital to complete the first version and prepare for a beta launch of KickerAce. The company has continuously balanced the costs of development and operation with the liquidity that is available at all times. In order to finance a launch into a larger market, Sports Computing is now raising capital to carry this out. The business concepts where partners pay in order to expose themselves to the target group have already gained acceptance in the market.

FINANCING	DATE	TYPE OF FINANCING	AMOUNT
Funding	December 2017	Share capital	70,000 NOK
Funding	June 2018	Share capital	500,000 NOK
Funding	April 2019	Share capital	3,900,000 NOK
Funding	March 2021	Share capital	1,500,000 NOK
Funding	April 2021	Share capital	610,000 NOK
Funding	June 2021	Share capital	1,050,000 NOK
Funding	December 2021	Share capital	7,500,000 NOK
Total			15,130,000 NOK



## FUNDING RATES 2017-2021



The share price has had a steady and positive growth, and the number of shareholders has increased with each share financing.

CONVERSION OF DEVELOPMENT COSTS	DATE	RATE	AMOUNT OF SHARES
Amesto NextBridge	July 2018	22.50 NOK	22,500
Amesto NextBridge	September 2020	85.00 NOK	900,000

FINANCING	DATE	TYPE OF FINANCING	AMOUNT
Innovasjon Norge	August 2019	Startup loan	1,500,000 NOK
Innovasjon Norge	September 2022	Innovation loan	900,000 NOK
Innovasjon Norge	September 2022	Grant	1,400,000 NOK
Skattefunn	2018	Grant	900,000 NOK
Skattefunn	2019	Grant	944,000 NOK
Total			5,644,000 NOK

## Company Economy

In order to maximize the shareholders' value and minimize their risk, the company has chosen to deliver and withdraw capital in stages. As of now, the company is financed "as is". In order to realize the company's potential, we now want to go out to obtain new capital.

## Forecasts and Budgets

From 2023, we have planned for moderate turnover growth. We will therefore arrive in 2023 in an investment phase where we want to get the product out to users together with partners. At the start of 2024, we will see a good turnover growth where we can capitalize on the investments that have been made. The company has an ambition to deliver a positive operating result in 2025. The years 2023 and 2024 will primarily focus on increasing sales and marketing activities, partner collaborations and launching the product in new markets. Additionally, ongoing improvements to the KickerAce application based on feedback from the beta launch in 2022, including the launch of Version 2 for easy setup and activation of various club tournaments. Sports Computing has a cautious ambition to reach a turnover of close to half a billion by the end of 2029, and a company valuation of more than a billion.

## Prerequisites

Based on financial models, it is assumed that local, club-based tournaments will be a strong revenue driver in the first period. The model is based on providing the clubs a tool where they can generate income in a new way with minimal effort and low costs. The solution will have a start-up cost per tournament, based on the size of the club, from NOK 5,000 to NOK 10,000.

With increased growth of users, KickerAce's Premium Partner and Premium User models will grow. A Premium Partner will step in and visually own the platform for an agreed period and pay-per-kick generated within the app. Together with user growth and further development of new functions and games, we estimate that 3% of KickerAce's free/basic users will switch to becoming a Premium user with a monthly cost of NOK 40,-  
KickerAce's revenue models will be under constant development.

## Planned/estimated development on the income and cost sides

The company plans to have relatively low turnover in 2023, with an increase from 2024. In the first phase, turnover will primarily come from Premium Partners and Club Tournaments. In subsequent years, the number of Premium users in KickerAce will gradually contribute to the income side, as well as the resale of user data and content. On the cost side, the company plans to strengthen sales and marketing capacity, primarily focused on the Nordics and Europe in the period 2023-2025. In the next phase (2026 -2029), we envision the establishment of local sales and partner hubs in selected global markets.

## Investments

Primarily, investments are planned for the further development of the KickerAce application, new functions and portals for partners and clubs that can easily establish events on their own. Furthermore, investments will be made in new locations and increased sales and marketing capacity in new markets.