



We create **sports solutions**
that let **players play**
and **organizers organize**



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Why We're Here

Sports organizations utilize time intensive, siloed, difficult to use, and outdated systems and processes to manage their organizations

Similar sports and activities benefit from being connected to other sports and activities like theirs

**TopScore provides sport-centric registration platforms
for event organizers and participants**



Validation

400+

active sites and
organizations using
TopScore

350K+

users across several
activity communities

\$30M+

in payments collected
across all clients and
networks

Opportunity

\$39 billion

spent in the United States
on sports fees annually

50 million

youth and adult
participants in sports
in the United States

\$76.1 billion

of revenue in the global
sports market annually

Problem

1. **Clubs and Local Organizations** have poor IT knowledge & budget and prefer to spend time organizing and promoting their sport & organization
2. **Participants / Players** have to handle overly complicated paperwork or different platforms in order to practice their activity and play their sport
3. **National Governing Bodies** struggle to reach local players; fail to provide services for their member organizations and spend too much time/\$ on IT
4. **Apparel Companies/Sponsors** have no direct connection to clubs and local organizations and thus difficulties reaching their target market

Solution

1. **Clubs and Local Organizations** use TopScore to manage their web presence and benefit from connection with NGB and Apparel Companies
2. **Participants / Players** interact with TopScore for many different organizations, and only maintain one account on one system
3. **National Governing Bodies** use TopScore to manage memberships, events, and merchandise. TopScore platform connects them with local clubs
4. **Apparel Companies/Sponsors** sell gear directly to local league participants in their registration flows via TopScore

Product

SaaS for sports organizations
to handle everything from
member to event management



Our sports network platform allows
Organizations

- to build highly customizable websites adapted to the world of sports
- to set up registration systems with custom data and online fee collection
- to manage member accounts, events & leagues with scheduling & attendance tracking
- to handle marketing & communication with participants and sell products through a store

Participants

- to register & pay to enroll into a club or event and provide the required data
- to find and get all the necessary information you need
- to follow and/or provide live results for events
- to buy gear directly from your club

Team

Our team of 8 full time people are all players & organizers with first-hand insights into customer problems. Alongside the leadership team we have 3 developers and 2 salespeople.



Christian Jennewein

CEO

4 years at French unicorn BlaBlaCar in engineering leadership roles

Developer at Criteo & Mappy; created FFindr in 2007 that got acquired by TopScore in 2014

Played several ultimate World & European championships with German National Team



David Vatz

CFO

5+ years at BNY Mellon in VP Product Management roles

Managed \$55m Foreign Exchange Payments product

Captain of Pittsburgh Thunderbirds pro team, Treasurer of Pittsburgh ultimate



Vivek Devaraj

COO

Managing product and customer success

7+ years at PNC Financial Services Group in VP Strategy and Analytics roles

Past president of Pittsburgh Ultimate, captain of Pittsburgh-based touring team



Revenue Model

3%

service fee on all
transactions

10%

commission on all
apparel partner sales

~3%

credit card
processing fee

Financials

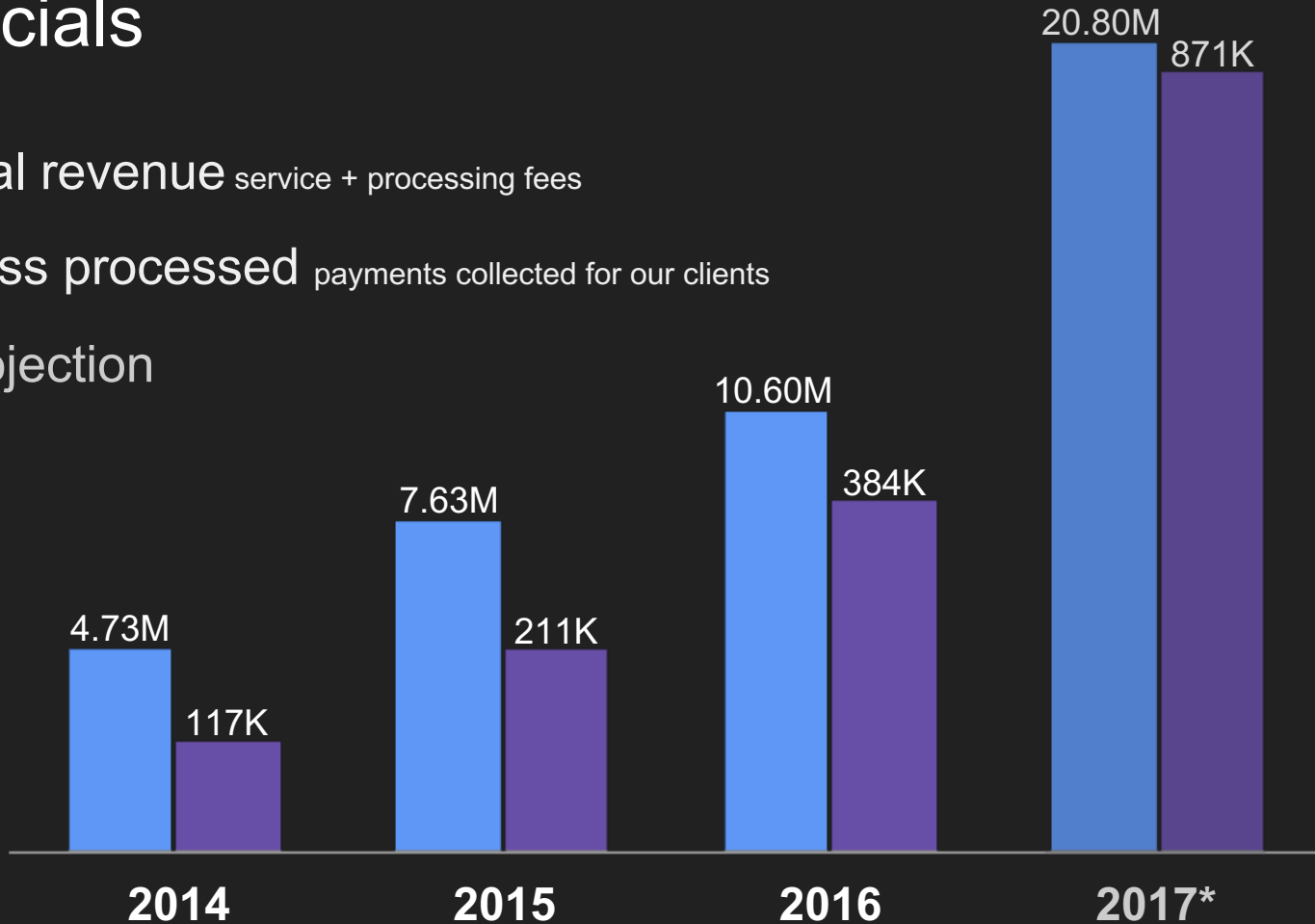


Total revenue service + processing fees



Gross processed payments collected for our clients

*projection



Financials (continued)

Bootstrapped

Minimal debt

Current spend rate ~ \$32k/month

Distributed team with minimal office expenses

Staff paid with cash + equity to keep cash burn down

Growth Strategy

Work with sports National Governing Bodies - build on current base of 18 NGB customers

New markets - Water Polo, Rugby, Basketball, Facilities

Sign new strategic merchandising partners

10% commission vs. 3%

Companies looking for ways to reach their customers

Continue to build existing networks

Ultimate - 50% YOY growth

Spikeball - 77% YOY growth

Funding Required

Seeking \$500K to drive growth

Invest in sales

Hire salespeople (each brings ~\$75k of new business/year)

Improve sales tools, increase travel, presence at trade shows, etc

Invest in product

Hire developers

Improve product experience