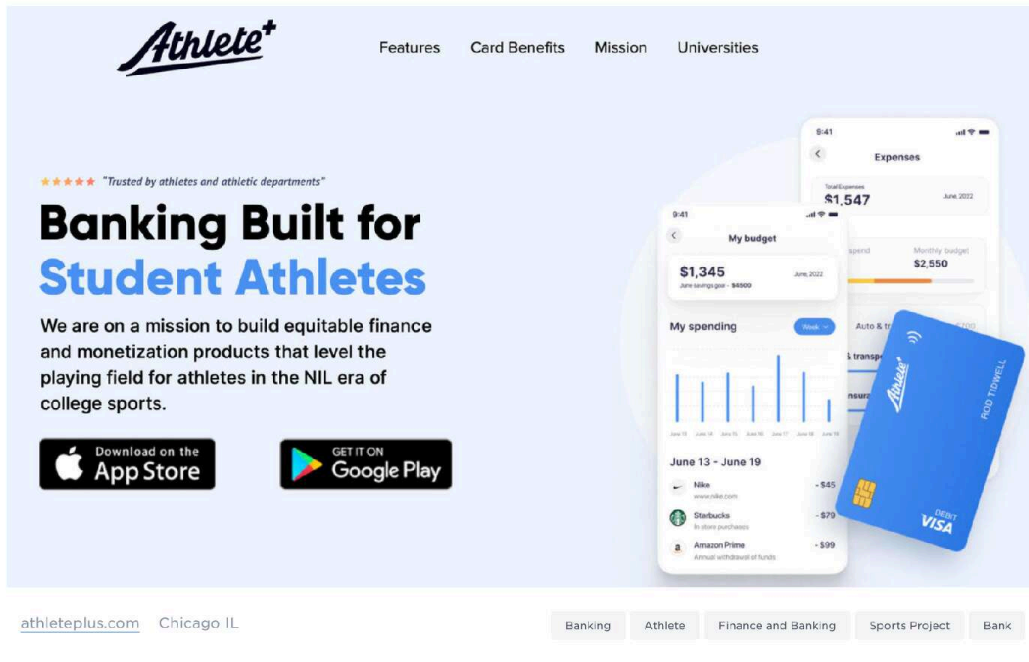



Banking and 'financial fitness' tools for athletes



The banner features the Athlete+ logo at the top left, with navigation links for Features, Card Benefits, Mission, and Universities. Below the logo is a five-star rating and the text "Trusted by athletes and athletic departments". The main headline reads "Banking Built for Student Athletes". A sub-headline states: "We are on a mission to build equitable finance and monetization products that level the playing field for athletes in the NIL era of college sports." Below this are buttons for "Download on the App Store" and "GET IT ON Google Play". The central image shows a smartphone displaying a budgeting app interface with sections for "My budget" (\$1,345), "My spending" (with a bar chart), and "Expenses" (\$1,547). A blue Athlete+ Visa debit card is overlaid on the bottom right of the phone screen. At the bottom of the banner, the website URL "athleteplus.com" and location "Chicago, IL" are listed, along with a category menu: Banking, Athlete, Finance and Banking, Sports Project, Bank.

LEAD INVESTOR

 **Matt DeWitte**

Athlete+ is the first banking product tailored to servicing the emerging collegiate athletic compensation market (NIL). The leadership team is comprised of members with intimate knowledge of the industry; division one athletes and even an olympian with strong resumes in finance and startups. The product is focused on helping athletes achieve financial success and literacy. Historically collegiate institutions have been benefactors of athletes success; this product will help athletes achieve the highest yield potential through in house compliance and advanced data analytics. I am confident in the product, the leadership and look forward to the future successes of Athlete+ and their members.

Invested \$50,000 this round

Highlights

- 1 Athletes at 40+ universities have signed up for the pre-launch
- 2 Athletes have \$23B in earning power in the US alone.
- 2 The founders have relevant financial and tech experience at Amazon, Deloitte, and Uber. Athletes have \$23B in earning power in the US alone.
- 3 The founders have relevant financial and tech experience at Amazon, Deloitte, and Uber.
- 4 Have already secured an FDIC-insured sponsor bank.
- 5 The founders are active angel investors (Reddit, SpaceX, Mercury, Albert, AltoIRA, etc.)

Our Team



Michael Fingado CEO, 2x Founder, Angel, Ex-Amazon, Former Athlete

Mike is a product development leader with experience at Amazon, Tred (acquired for \$165mm), and Neon, a venture-backed digital product studio.

Athletes' earning and spending power continue to grow exponentially (\$23B in 2022), but a lack of trust in banks and a significant financial literacy gap remain.



Brian Dzingai CFO, Finance & IP Expert, Ex-Deloitte, 2x Olympian

Brian has over 10 years of experience working in financial services for Deloitte, AllianceBernstein, and Aon IP Solutions. He's led initiatives helping organizations in financial services, autonomous vehicles, and IT maximize their IP value.



Pouria Pezeshkian CTO

Investor and co-founder in several startups. Author to several patent applications. B.S. electrical & computer engineering from Cornell University, M.S. Information Networking Computer Science, Carnegie Mellon University.

Pitch

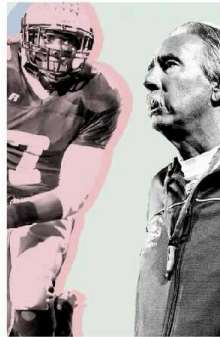


Athlete+
Banking built for athletes™



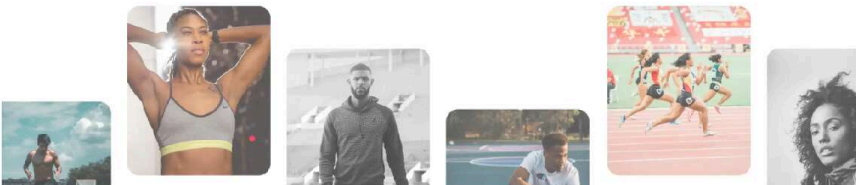
"If you're from a marginalized group that has been shut out of the educational system or the finance system, how do you ever learn how to create wealth, generate wealth, and to preserve wealth and to grow?"

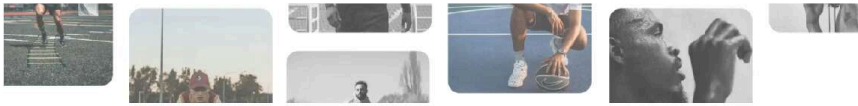
- John Beam, Athletic Director at Oakland's Laney College



Mission

We are on a mission to build equitable finance and monetization products that level the playing field for ALL athletes, helping them succeed during and after sports.





Problem

Athletes' earning and spending power continue to grow exponentially (\$23B in 2022), but a lack of trust in banks and a significant financial literacy gap remain.

Lack of trust in banks

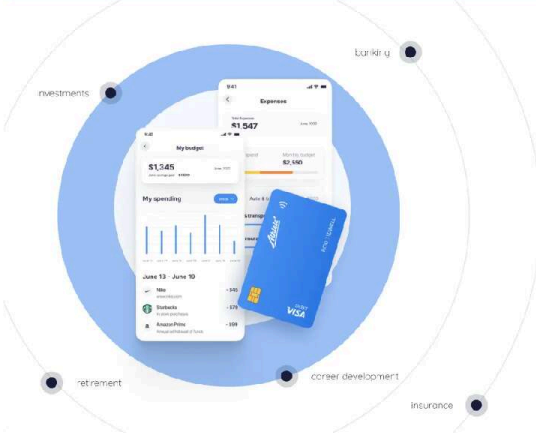
Due to socioeconomic factors, most athletes do not trust or fit into the traditional financial system.

Limited financial education

60% of student-athletes enter college without any prior financial literacy education.

Student Loan Debt

59% of college athletes will graduate with student loan debt, despite many being on scholarship.



We are building the USAA for Athletes

Athlete+ is following the playbook of vertically integrated banking made popular and successful by USAA for the military (\$4B in profit annually, from 13mm members) and applying it to the 8mm current athletes and 77mm former athletes in the US.



We automate the 'financial fitness' of athletes.

Athlete+ provides a trusted banking platform with a core focus on creating better financial outcomes through automating finances and earning opportunities for athletes of today and the leaders they will become tomorrow.

01 Athlete-Centric Banking

We are building the world's first athlete-centric financial services company and community.

02 Financial Literacy

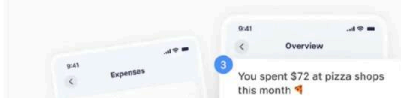
Mobile-first banking solution with build-in financial literacy education and athlete perks.

03 Automation

Built to maximize earnings for athletes, automate taxes, and uphold compliance for athletic departments.

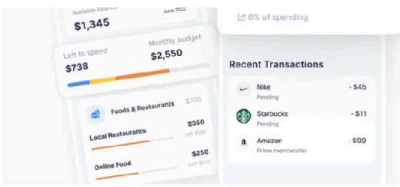


Better financial outcomes by automating your finances



Smart monitoring

Track your spending, monitor balances, and automatically ensure no payments are missed.



Spending insights

We categorize your purchases and track spending habits compared to income to help you avoid spending more than you earn.

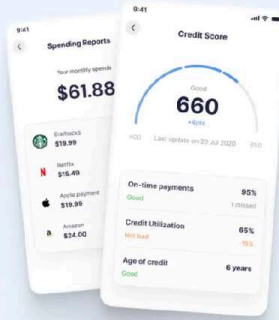
Boosted savings

Stay motivated by tracking how much you've earned and saved. Compare your progress week over week and see where you rank amongst your peers.



A new way to build your credit

Start building credit with everyday purchases, monthly rent payments, and recurring subscriptions like Netflix.



Athlete disbursement management for athletic departments

Instantly transfer funds such as athletic stipends to athletes and staff.

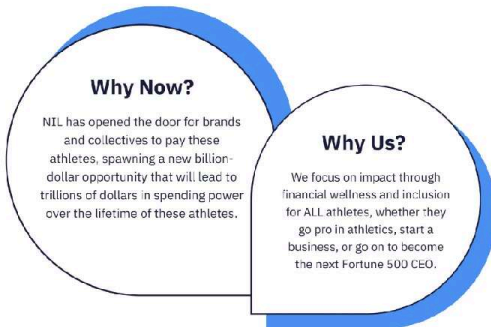
Disbursement ID	Amount	Recipient Name	Recipient Type	Category	Status	Transaction ID
Disp 05 2021	\$100.00	Frank Jones	Athlete	Football	Final	USD 04.9
Disp 06 2021	\$200.00	Robert Fox	Athlete	Baseball	Final	USD 08.4
Disp 07 2021	\$150.00	Emily Wilson	Staff Member	Softball	Final	USD 09.26
Disp 08 2021	\$120.00	Jack Cooper	Athlete	Softball	Final	USD 08.47
Disp 09 2021	\$180.00	Ryan Matthews	Athlete	Baseball	Final	USD 08.45
Disp 10 2021	\$140.00	Josh Underwood	Staff Member	Baseball	Final	USD 08.26
Disp 11 2021	\$160.00	Mary Smith	Athlete	Softball	Final	USD 08.24
Disp 12 2021	\$190.00	Christopher Brown	Staff Member	Baseball	Final	USD 09.44
Disp 01 2021	\$110.00	Tina Warner	Athlete	Baseball	Final	USD 09.14



Timing

In 2021, new federal and state legislation granted the legal right for athletes in high school and college to begin to monetize their name, image, and likeness (NIL) like professional athletes do.

If leveraged correctly, NIL is a unique value proposition that creates a flywheel effect as a user acquisition channel (low CAC) for our athlete-centric financial service offerings.



Athletes at all levels need our help



Prep Athlete
High school or college athlete who wants to learn about finances but may not currently bank with a legacy financial institution. Athlete+ becomes their first debit card and path to financial literacy.

8mm

High School Athletes in the US



Bluechip to All-American
 Current student-athletes or pro athletes earning income through a salary, endorsements, or stipends need guidance to achieve significant financial milestones and make the most of their earnings.

600K Collegiate and professional athletes



Athlete Turned Executive
 A former athlete with financial stability that may need help with student loan debt or additional financial tools and offerings like insurance, home loans, etc.

77mm Former athletes (all levels)

Fun Fact: According to an IHF poll, almost three in four adults (73%) aged 30+ played sports when they were younger.

Customer Acquisition

Athlete+ is the evolution of Athletepreneur®, which focuses on helping athletes succeed off the field in business, entrepreneurship, and more. Since we own this brand, we can directly leverage it to drive traffic to our fintech offerings and our other B2BC partnerships with collectives, colleges, community organizations, and brands.

Primary →

Secondary →

B2B2C












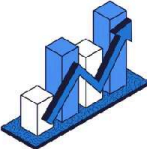


*we have already established partnerships with many but not all of these brands.

Traction

Thousands of athletes at 40+ colleges spanning from D1-D3, Power5 Conferences, & HBCUs have already joined the waitlist and taken our financial literacy quiz and NIL Score® assessment.





Size of the market

Athlete+ operates in the \$600B neo-banking market. We explicitly serve the \$36.4B market segment targeting athletes (current & former) and the leagues, organizations, and brands that pay them.

600B

Total Available Market (TAM)

36.4B

Serviceable Available Market (SAM)

26.2B

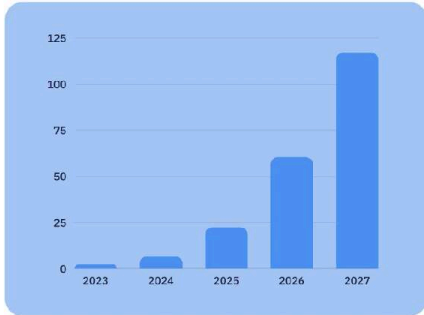
Serviceable Obtainable Market (SOM)

TAM: <https://www.gminsights.com/industry-analysis/neo-banking-market>
 SAM - based on \$4,224.3BPL
 SOM - based on customer acquisition metrics and retention metrics similar to USAA membership.

How we make money



- 01 Transaction Revenue:**
We receive debit interchange fees when users pay with their Athlete+ debit card or fund their account via Debit rails. We also share in fees charged for out-of-network ATM withdrawals and processing fees for our Instant Payouts feature.
- 02 Service/Subscription Revenue:**
We receive between \$5-\$10 monthly per user in the form of premium subscriptions that include: bonus cash back rewards, NIL Score® monitoring & insights, and endorsement automation.
- 03 Banking as a Service (BaaS) Revenue:**
We manage compliance + payment remittance for athletic departments, collectives, and sports leagues (cost varies by seat size).



Milestones

The focus of this raise is to reach 10K funded accounts at a \$7MM ARR, (product market fit) and then raise growth funding within 12 months of doing so to expand our offerings and team.

*projected revenue from subscriptions + interchange fees
*pre-launch projections mirror other Neo-banks and are tied to actual interchange + subscription fee data



Meet the Team

Brian Dzingai
Founder
CFO

Michael Fingado
Founder
CEO

Pouria Pezeshkian
Product/Dev
CTO



INDUSTRY ADVISORS

Athlete+ continues to grow a team of top notch advisers with experience at industry leaders servicing the DeFi, Fintech, Web3, Sports, Media, etc.



Elliot Mack



Sameer Govil



Jason Mikula



Kala Funderburk



Athlete+ is about more than sports and finance. *It's a movement.*

We are building a community and financial foundation for all athletes to succeed during and after sport.



College and professional athletes account for **over half of Fortune 500 CEOs** and **over half of women in the C-suite.**



Neo-Bank IPO/Markup Example

Dave is a banking app on a mission to create financial opportunity that advances America's collective potential.



- Seed Round: \$3 million (2017)
- Series A: \$13.3 million (late 2017).
- Series B: \$50 million of equity financing (2019).
 - The company achieved a post-equity valuation of \$1.2 billion.

IPO: \$3 billion market cap on first day of trading

Challenger banks attracted the most funding across fintech in Q1 2022, followed by crypto exchanges, DeFi, & BaaS.

<https://dealroom.co/uploaded/2022/04/Fintech-Q1-2022-report-1.pdf?x75805>



Our Powerful Flywheel

More users & more data
lead to better product offerings
Use transaction data at scale to
qualify future offerings



Help users understand their finances
Provide instant access to high impact,
low CAC products

Help users generate more income
Creates more spending power and builds trust

Leverage word-of-mouth,
community network effects
Helps fund additional marketing efforts



Competitive Landscape

Athlete+ Offers a Highly Differentiated, Impactful Platform



	Athlete+	Other Neo Banks	Incumbent Banks
Ease of Access	✓ Frictionless signup & access to features without an account	✓ Signup is frictionless, but may require an account before accessing features	✗ Antiquated on-boarding process and difficult to navigate financial offerings
Endorsements	✓ Automated NIL endorsements and early payouts	✗ Early payouts may vary and no support for NIL related endorsements	✗ Most offerings require an opt in to access special cash back deals
Data & Tech	✓ Deep understanding of user behavior to enhance offerings	✓ Leverage banking partner and 3rd party applications (Plaid) to enhance offerings	✗ Unsophisticated approach based on legacy tech stack
Web3 & DeFi	✓ NFTs, & future ready for DeFi product offerings	✗ No applicable offerings	✓ JP Morgan has opened the first bank in the metaverse
Defensible market niches	✓ Diverse athlete community that is highly engaged, & doesn't trust incumbent banks	✗ Broadly focused on Millennials but not specific or defensible	✗ Lacking brand affinity, and/or specific community focused offerings



Financial Fitness Calculator

Use the sliders to indicate rough income and bills per month



Security blanket

Cover my rent, utilities, subscriptions for 2 months

Reveal Financial Fitness

Athlete+ automated finances could help you increase your net worth by **\$4,489 - \$8,640** in just a year



We've calculated a pain-free spending limit** to keep you on track for the next 1.5 months!

Pain-free Cash Limit
Daily limit: \$25
Weekend limit: \$51

The NCAA 'Robs Predominantly Black Athletes' of Opportunity to Build Generational Wealth

"College-athletes—especially black athletes, who are disproportionately represented in revenue-generating sports—are a massive source of revenue for colleges and media companies, yet they aren't allowed to share in the enormous value they create, and these injustices perpetuate long after students' playing days are over in the form of student debt..."



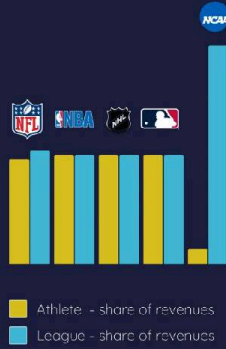
- Sen. Cory Booker (D-NJ)



Only 7% of NCAA Revenue Today Goes to Athletes

If college football players received 47% of revenue disclosed by the NCAA, a four-year player in a Power 5 conference would make more than \$1 million during his time in college. In men's basketball, players in the ACC, Big 12, Big Ten, and SEC could stand to make more than \$2 million if they shared 50% of revenue.

If athletes were able to invest even a \$100,000 portion of that money, they could accrue over \$1 million in retirement savings.



<https://www.ncaa.org/about/resources/reports/2016-college-football-revenue-study>
<https://www.fox.com/fox-formerly-fox-2020/2019/fox-athletes-could-make-2-million-a-year-if-asked-to-by-study-suggests>
<https://www.fox.com/fox/2020/07/20/ncaa-athletes-compensation-could-revenue-study>

