The Underdog Story

"They said we were crazy to start a team. But passion doesn't listen to critics."

- Struan Gerard Dsouza

🚩 The Beginning

When Struan Gerard Dsouza started his football team in Hong Kong, **everyone told him he was crazy**. With limited resources and ordinary players, the odds were stacked against them ever achieving competitive success.

🏆 Against All Odds

Fast forward three years, Struan's team now **competes in Hong Kong's biggest leagues**—proving the critics wrong through dedication and teamwork. But something kept holding them back from reaching the next level.

📈 The Data Divide

Professional teams consistently outperformed them with better strategy and preparation. The difference? **Data-driven insights that amateur teams simply couldn't afford**. This systematic disadvantage meant Struan's team never stood a chance against better-informed opponents.

The Inspiration
This frustration became the catalyst for creating Cresento—a solution that would democratize access to professional-grade analytics and level the playing field for players at all levels.

The Moment of Realization

👤 The Midfielder's Dilemma

As a midfielder, Struan is the crucial link between defense and attack. Struan has three options when he passes the ball, left, middle or right, the decisions made by him shapes the team's offensive strategy.

🔍 The Hidden Pattern

After reviewing game footage, Struan discovered an unconscious tendency: **nearly every forward pass went to the right**. This unrecognized pattern was invisible to him during games but glaringly obvious to the opponents.

> *"We were making decisions based on our **gut** and **instinct**. The pros were making **precise** and **calculated** decisions backed by **data**"* ~ Struan, CEO of Cresento

⚠ Opponent Advantage
Increased interceptions and counterattacks exploiting predictable passing lanes

💡 Measure Don't Guess
Make decisions backed by data, so that you never second guess yourself

Problem Identification

Nearly 98% of Football Players Worldwide Lack Access to Data-Driven Tools

😟 genspark.ai

Millions of athletes

worldwide lack access to the performance insights that could transform their development.

98%

of football players lack access to key football data (Genspark, 2025)

Athletes Train Without Objective Feedback
Players at all levels make decisions based on subjective feelings rather than objective data, significantly limiting their improvement potential and career advancement.

Coaches Lack Actionable Insights
Even experienced coaches rely heavily on visual observation and intuition, missing critical performance patterns that data could reveal for more targeted training interventions.

Inequality in Sports Development
Performance analytics remain accessible only to elite and professional athletes, creating a widening gap between those with resources and those without, particularly affecting youth development.

This technology gap affects millions of athletes globally and represents a significant barrier to democratizing sports excellence and creating equal opportunities for talent development.

Problem Identification

CRESENTO

"Millions of athletes worldwide lack access to the performance insights that could transform their development."

- A critical gap in sports development

K **Krisna Korani**
HK Premier League Athlete

"I want to improve, but I can't do that if I don't know what I suck at. It feels like sometimes I'm training blind."

S **Stephen Wong**
HK Premier League Coach

"We're falling behind because fundamentally, we can't look at the big picture ... Sometimes I struggle to be able to give the attention that players deserve on my team because there are so many."

Athletes Train Without Objective Feedback
Players at all levels make decisions based on subjective feelings rather than objective data, significantly limiting their improvement potential.

Coaches Lack Actionable Insights
Even experienced coaches rely heavily on visual observation and intuition, missing critical performance patterns that data could reveal. It is impossible for one coach to analyze fifteen players simulateously.

Inequality in Sports Development
Performance analytics remain accessible only to elite athletes, creating a widening gap between those with resources and those without.

This technology gap affects millions of athletes globally and represents a significant barrier to democratizing sports excellence.

50+
Coaches & Players Interviewed

61%
Felt Disadvantaged due to lack of data driven insights
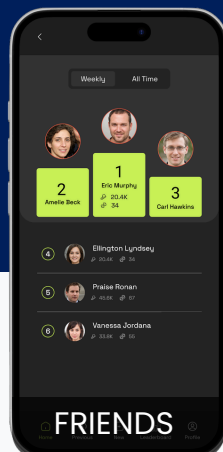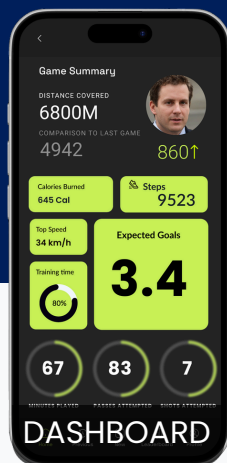
Innovation Solution: Cresento Products

CRESENTO

Cresento Smart Shin Guard
The Champion Mk 1

- Smart Sensors
- Real-time Data
- Tournament Legal

DASHBOARD METRICS FRIENDS

💡 Democratizing Professional Analytics

Cresento bridges the gap between elite and amateur athletes through affordable, real-time, sport-specific analytics previously unavailable outside professional settings.

Real-time feedback	AI-powered insights	Accessible pricing

🏃 Cresento Lite
LAUNCHING SOON

Core fitness analytics for all athletes

- **Track:** Distance, speed zones, acceleration
- **Monitor:** Workload estimation, energy expenditure
- **Analyze:** Movement patterns, weekly trends
- **Share:** Team analytics, progress reports

Pre-orders in 2 weeks, full launch in 1 month

🏆 Cresento Pro
FUTURE

Technical metrics & health integration

- **All Lite features** plus technical metrics
- **Technical:** Passing velocity, shot power & accuracy
- **Health:** Heart rate (PPG), SpO2, fatigue management
- **AI:** Advanced personalized training suggestions

Development roadmap: 6-9 months post-launch

Business Model & Monetization Strategy

CRESENTO

Business Model Framework

Cresento operates on a hybrid hardware + subscription model, democratizing access to sports analytics through multiple revenue streams and tiered pricing to maximize market penetration.

- ✓ **Hardware-first entry** with accessible price points to drive initial adoption

- ✓ **Subscription upsell** for advanced analytics and insights, driving recurring revenue

- ✓ **Team/club bulk packages** with volume discounts and additional admin features

- ✓ **Future data monetization** through anonymized insights for research and sports development

Health Technology Potential

Player Load Management

Enhanced Training Potential

Pricing Strategy & Subscription Tiers

Free Tier
$0/month

Basic analytics with hardware purchase

- ✓ Basic performance metrics
- ✓ Weekly summary reports
- ✓ Limited data history (30 days)

MOST VALUE

Premium
$9.99/month

Complete analytics & personalized insights

- ✓ Advanced performance tracking
- ✓ Personalized training suggestions
- ✓ Unlimited data history

Team Plan
$49.99/month

For coaches & team management

- ✓ Up to 25 players
- ✓ Team dashboard & comparisons
- ✓ Bulk hardware discounts

Monetization Evolution Timeline

1 — Hardware Focus
$75-100 Lite wearable, free basic app analytics

2 — Subscription Growth
Premium analytics & team plans launch

3 — Pro Hardware
$150-200 advanced wearable with expanded metrics

4 — Data Ecosystem
Research partnerships & health data integration

Potential Market & Commercialization

Our market expansion strategy and innovative subscription + hardware business model

CRESENTO

Initial Market
Hong Kong Launch

Growth Market
6-12 months

Scale Market
12-24 months

Revenue Maturity
24+ months

Hong Kong Market Entry

- **Target:** Amateur athletes & sports academies
- **GTM:** HKUST campus partnerships, local clubs
- **Focus:** Hardware sales, free basic analytics
- **Partners:** University sports programs, local retailers
- **Revenue:** Primary hardware sales

Regional Expansion

- **Target:** Asian football market ~2M potential
- **Regions:** Singapore, Japan, South Korea, China
- **Model:** Hardware + premium subscription tiers
- **Partners:** Regional sports retailers, academies
- **Revenue:** 60% hardware, 40% subscriptions

Global & Multi-Sport

- **Target:** Global sports market 10M+ potential
- **Expansion:** Football, basketball, tennis, running
- **Model:** Sport-specific hardware variants + tiered analytics
- **Partners:** Global sports brands, associations
- **Revenue:** 50% hardware, 50% subscriptions

Full Ecosystem & Data

- **Target:** Global sports ecosystem $21B market
- **Innovation:** Health integration & data partnerships
- **Model:** Subscription-first with hardware upgrades
- **Partners:** Research institutions, health providers
- **Revenue:** 40% hardware, 60% subscriptions & data

Competitive Advantage

CRESENTO

Side-by-side comparison with key competitors in the sports analytics market

Features & Comparison	Cresento	PlayerMaker	Gengee Insait Joy Smart Shin Guards	StatsSports Smart Vest
Price Point	$75-100 ✓Best Value	$149/Year	$129	$305
Real-Time Feedback	✓ Immediate (Teams)	✗ Post-Session only	✗ Post-session only	➖ Delayed
Sport-Specific Metrics	✓ Football-focused ✓ Multi-sport adaptable	✓ Football-focused ✗ Single sport only	➖ Generic fitness ✗ Not sport-specific	✓ Multiple sports ➖ Limited depth
Target Market	✓ Professionals ✓ Amateurs ✓ Youth/Academic	✓ Professionals ✗ Amateurs ✗ Youth/Academic	✓ Professionals ✓ Amateurs ✗ Youth/Academic	➖ Limited Pro ✓ Amateurs ➖ Limited Youth
Intelligent Insights	✓ Customized training plans ✓ AI video technique feedback ⭐Unique	➖ Basic suggestions ✗ No video feedback	✗ No training plans ✗ No video feedback	➖ Generic templates ✗ No video feedback
Health Integration	✓ In Pro variant ⭐Unique	✗ None	✓ Limited (HR only)	✗ None
AI-Driven Insights	✓ **Comprehensive**	✗ None	✗ None	✗ None
Form Factor	Shin guard integration **Tournament-compliant design**	Cleat/boot attachment Noticeable during play, inaccurate/delicate	Smart shin guards Equipment constraint	Chest/back vest Bulky, restrictive

Key Differentiators:

Cresento uniquely combines affordability, tournament-compliant design, and sport-specific analytics in an accessible package for all skill levels. Our intelligent AI coaching with customized training and video feedback creates a sustainable competitive advantage that competitors cannot easily replicate without fundamentally restructuring their business models.

All units in USD*

Team Summary

CRESENTO

Founding Team

Struan Gerard Dsouza
CEO & Founder
Football player with technical expertise in both Hardware and Software Engineering. HKUST 4th year ECE student with strong football connections within Hong Kong.

Kushaj Dwivedi
CTO & Founder
Prior consultancy projects & AI engineering for UBS wealth management. HKUST 3rd year dual degree student with BENG in CPEG and BBA in GBM. Machine learning and data science expert.

Trusted Partners

HKUST USEL Lab provides PCB development facilities
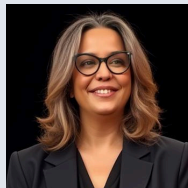
Arrow Labs assists with hardware design and manufacturing

HKSTP provides funding and manufacturing contacts

Jumpstart media provides booths and marketing resources

Advisory Board

Professor Coral Puig Garrigó
Marketing and Consumer Behaviour Expert
Coral is a marketing strategist and consumer behavior expert with deep experience in neuromarketing and innovation. She teaches at HKUST and CityU, and advises Cresento on storytelling, user engagement, and go-to-market strategy through a human-centered approach.

Consumer Behavior   Market Strategist   Innovation

James Kwan
CEO of Jumpstart Media
A serial founder, investor, and startup ecosystem builder, James brings decades of experience in innovation acceleration, deal flow strategy, and cross-border startup growth. James serves as an advisor to Cresento, helping drive ecosystem engagement and go-to-market strategy.

Technical Strategy   Finance Expert

Yannick Mahé
AiHK Board Member
Senior tech leader with deep expertise in software engineering, innovation, and startup mentorship across Asia and Europe. At Cresento, Yannick advises on product-market fit, investor readiness, and long-term growth strategy.

Business Strategy   Investor Relations

Professor Jun Zhang
HKUST IEEE Fellow
Leads cutting-edge work at the intersection of generative AI, reinforcement learning, and communication technologies. Advisor to Cresento on scalable AI implementation and efficient system design across both mobile and embedded platforms.

Technical Strategy   AI Expert   IEEE Fellow

Support Team (20+ Staff)
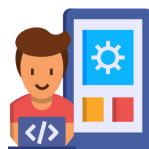
6+
Student Software Engineers
(ML, App development, AI)

5+
Student Campaign Consultants
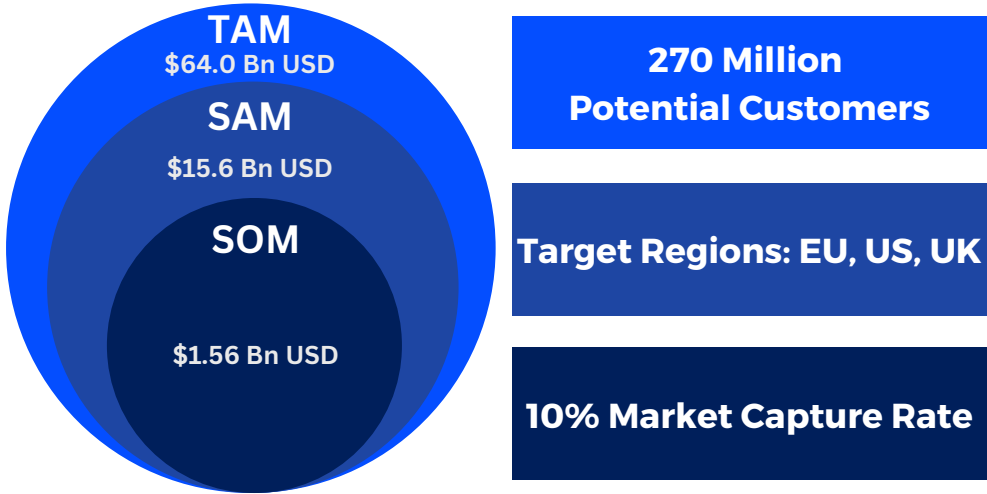(Meta, Shopify, Google Analytics)

3+
Student Hardware Engineers
(3D Design, Materials)

Social & Sustainability Impact

CRESENTO

🌐 Democratizing Access

📈 Pro-Level Analytics For All
Bringing professional-quality performance analytics to amateur athletes and youth clubs, bridging the gap between elite and grassroots sports development.

$ Breaking Financial Barriers
Reducing cost barriers by up to 80% compared to existing solutions, ensuring talent identification and development aren't limited by financial resources.

Comparison	Elite Systems	Cresento Lite
Typical Cost	$400-1000+	$75-100
Accessibility	Pro clubs	All players
Technical requirements	High	Minimal

🏅 A Large Untapped Market of Players

TAM
$64.0 Bn USD

SAM
$15.6 Bn USD

SOM
$1.56 Bn USD

270 Million Potential Customers

Target Regions: EU, US, UK

10% Market Capture Rate

👥 Traction

2.8B+	265M+	<5%
People follow football worldwide	Active football players globally	Have access to performance analytics

LAGUNA CITY 2016 · HONG KONG FOOTBALL CLUB 1886 · TAI PO FOOTBALL CLUB 大埔足球會 SINCE 2002 · HK U23 · 香港科技大學 THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

AFG ASIA FOOTBALL GROUP

ROYALE INTERNATIONAL LEGAL LEAGUE HONG KONG SINCE 1992

Organizations including Laguna City FC, HKFA U23, Hong Kong Legal League and the Asia Football Group have shown strong interest in Cresento through beta testing, validating the demand for affordable, accessible sports analytics technology.

🌿 Sustainable Technology Approach

♻ Sustainable Materials
Designed with recyclable components and minimal packaging to reduce environmental footprint.

🔋 Energy Efficient Design
Low-energy Bluetooth protocols and optimized on-device processing to maximize battery life and reduce charging frequency.

💻 Digital Equality
Designed to work on low and mid-tier smartphones, ensuring technology access isn't limited by device specifications.

🛡 Ethical Data Practices
Privacy-centric design with user data ownership and transparent opt-in policies for analytics sharing.