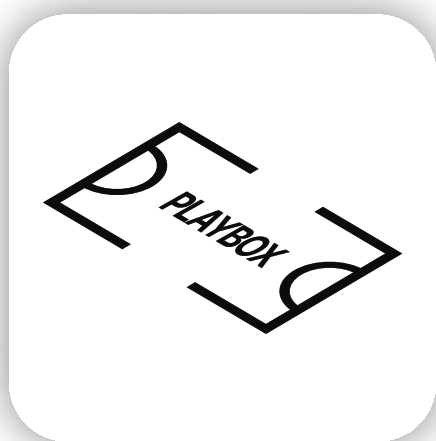
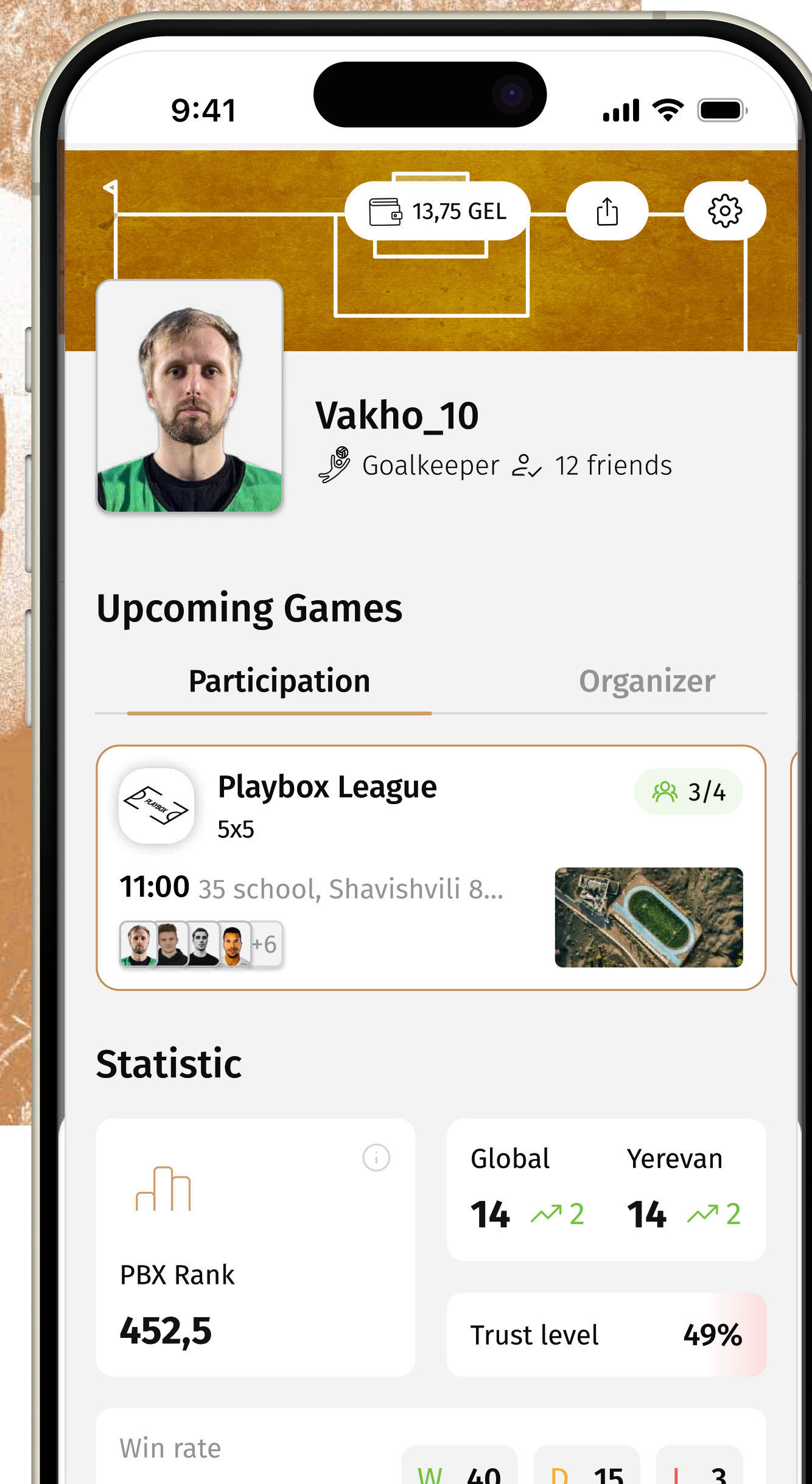




PLAYBOX

Transforming Grassroots Football
Through Digitalization, Transparency,
and Gamification



PROBLEM



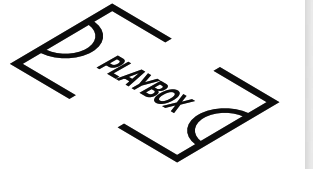
Outdated
experience in
a digital-first
world



High friction
to play or
organize



No scalable
monetization
layer for anyone



WHO WE ARE

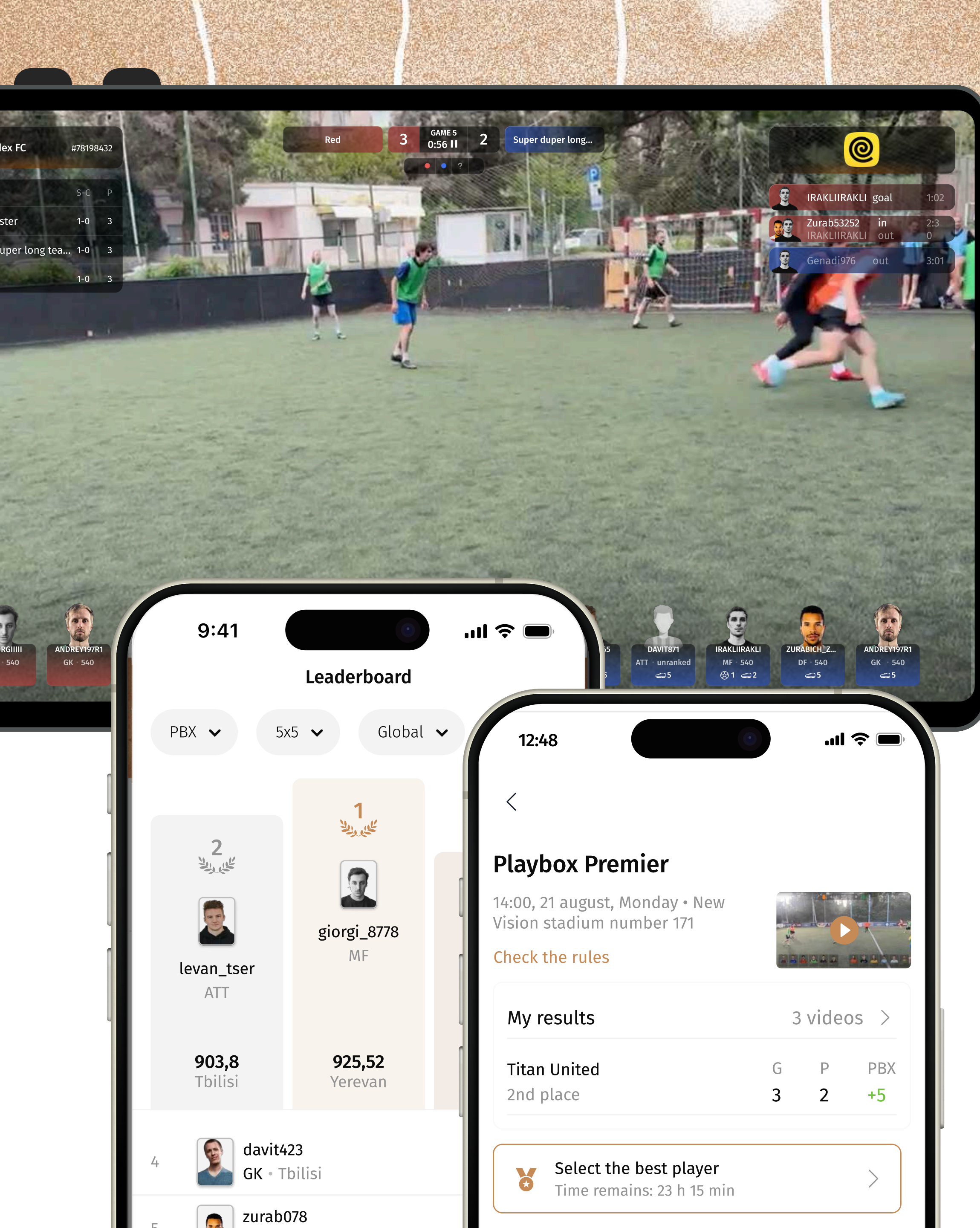
Playbox is a global phygital football platform

Our mission

Make amateur football accessible, rewarding, and engaging

How we make it

We make people play football in real world through a smart digital platform



HOW

For teams & players



A personalized experience with matchmaking, stats, achievements, and reputation

For organizers & venues



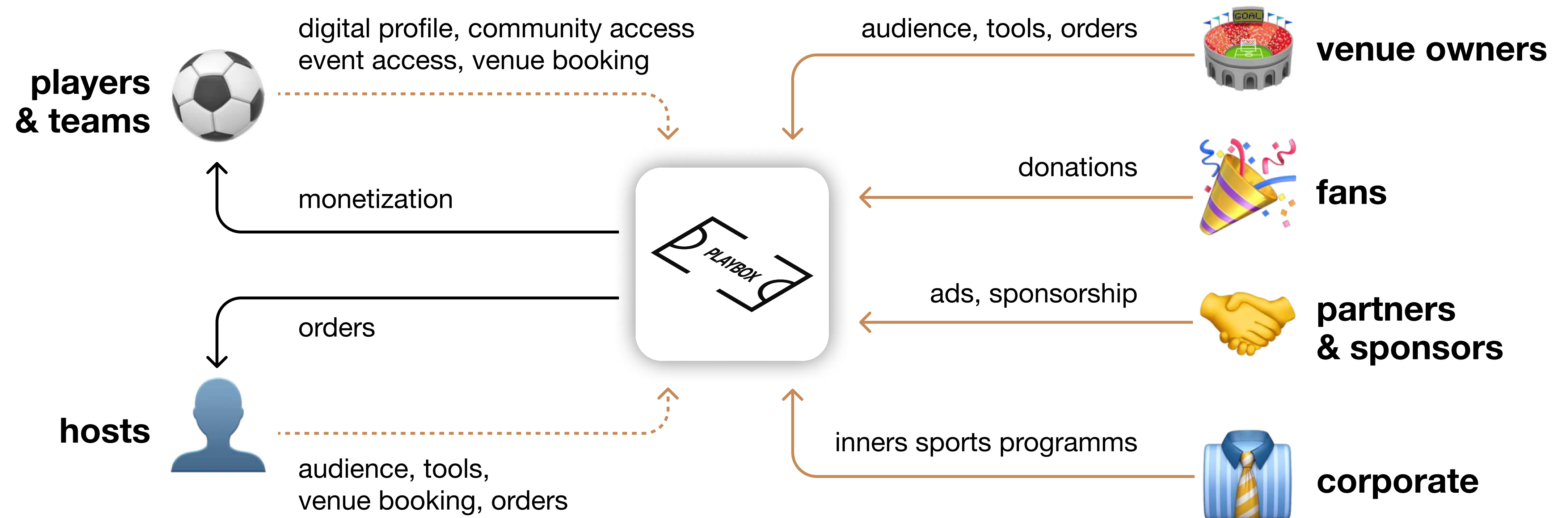
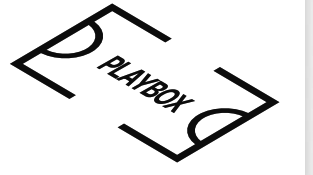
Tools to create, manage, and monetize

For partners

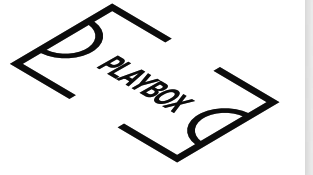


A new way to engage with football lovers through visible, scalable, and actionable content

BUSINESS MODEL



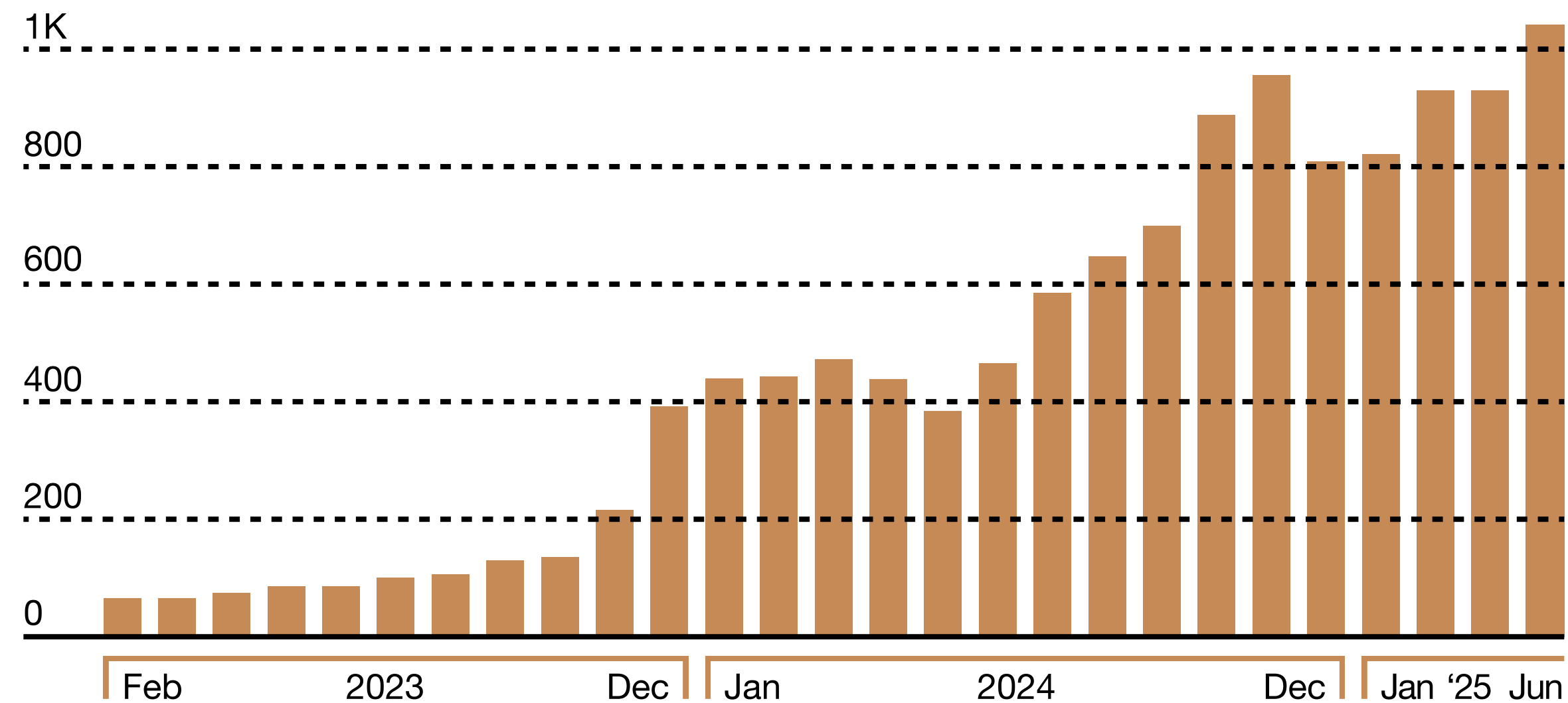
TRACTION 03/2023 - 04/2025



User activity

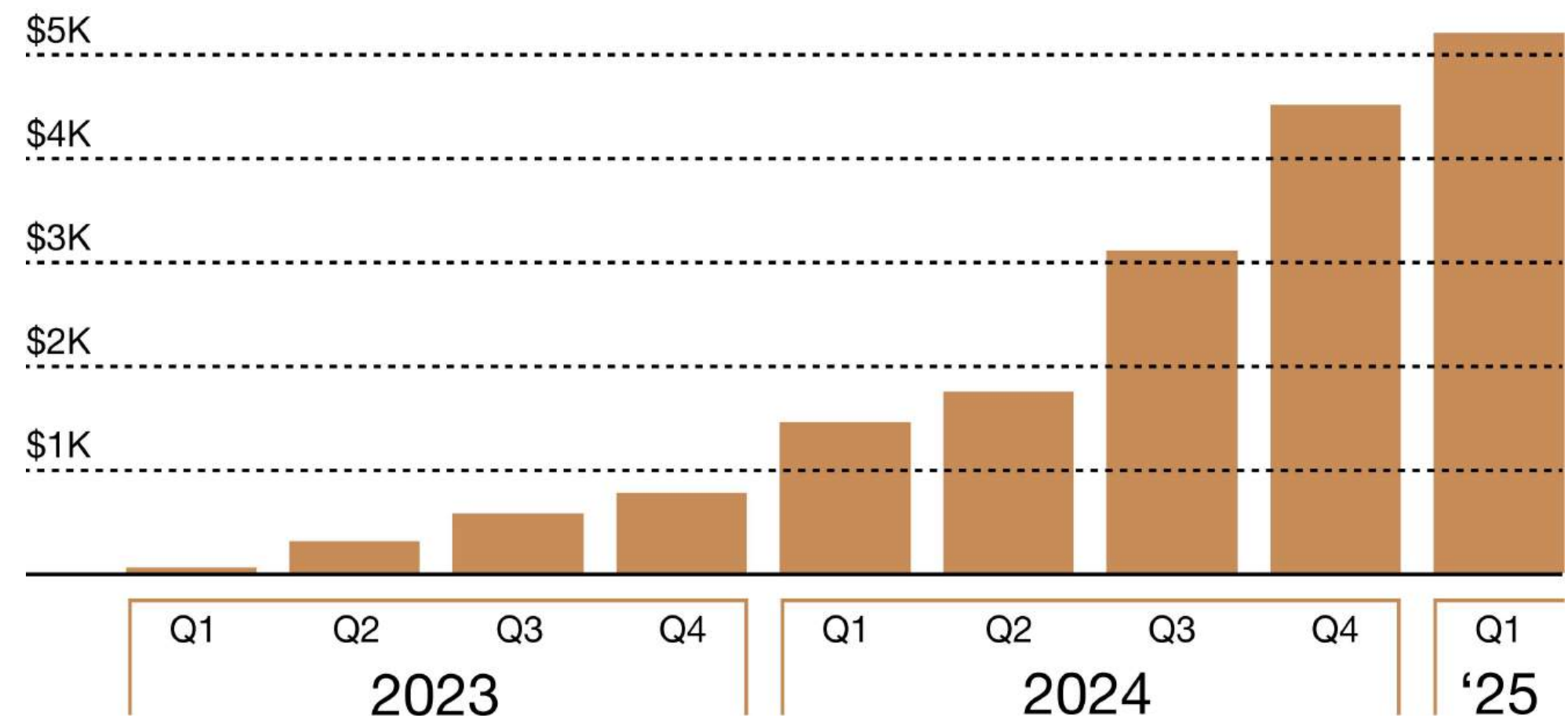
~1050 unique players monthly
\$52 GTV per user
43,56% 2nd month retention

Monthly unique players



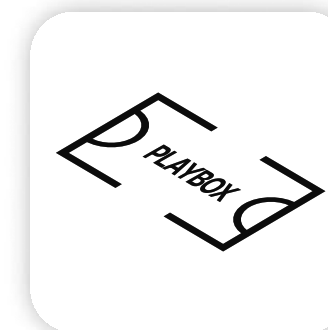
GTV (Gross Transaction Value)

Total: \$245K
All time revenue: 25K
CAGR MoM:16%



CAC (Customer Acquisition Cost): \$0
(organic growth)

MARKET OPPORTUNITY



Global Phygital Sports Market Size

2025  **\$2,3B**

2034*  **\$13.5B**

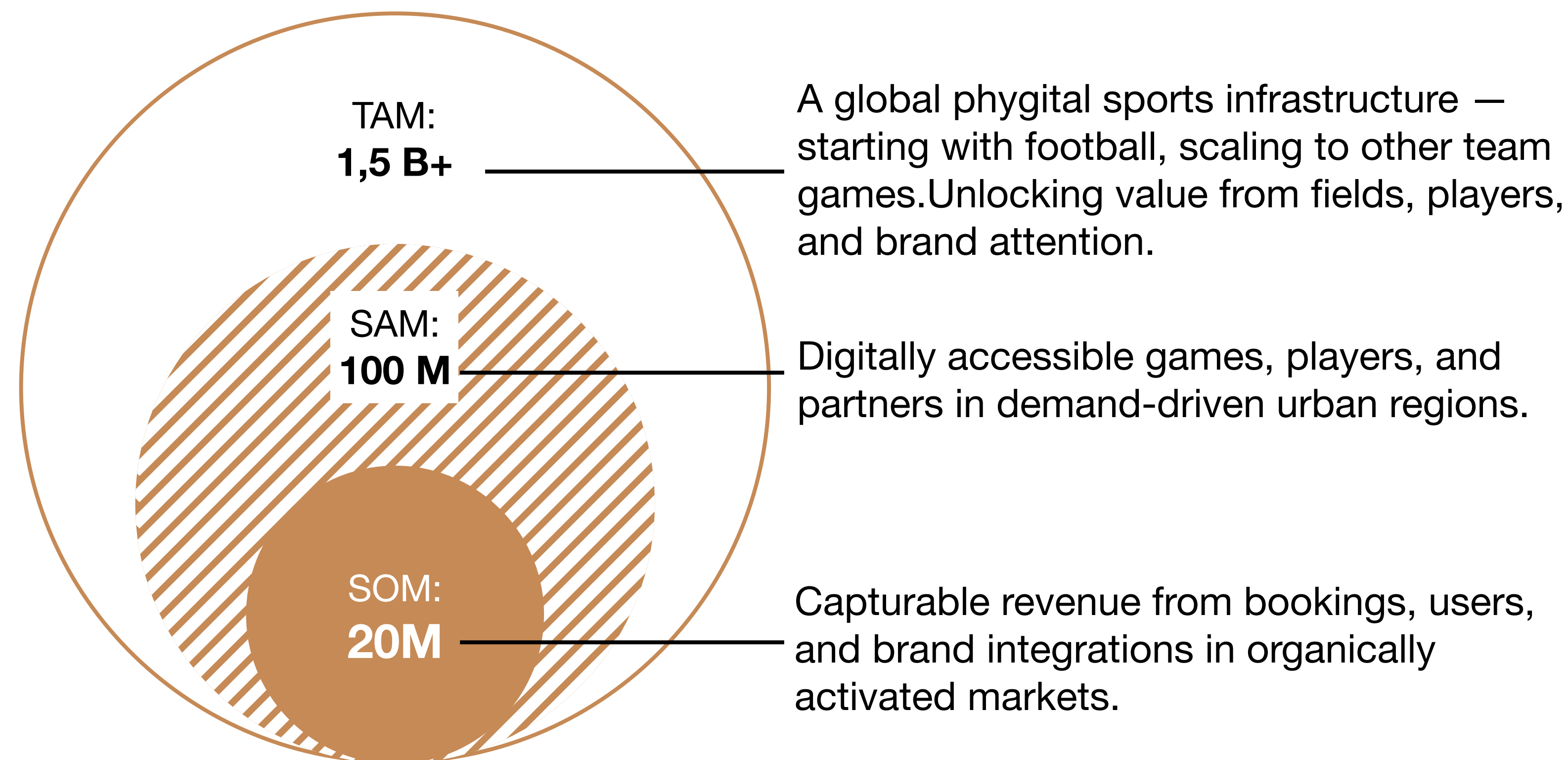
* — forecast by market.us

	2024 value	2030/34 value	CAGR
Global Football Market	\$54.34B	\$70.29B	3.9%
Global Phygital Sports Market	\$1.546B	\$13.505B	24.2%

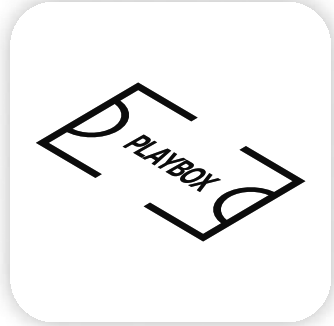
Massive market gap:

only ~1% of amateur footballers use apps to play — vs 6.5% in padel (Playtomic) and 21.7% in running (Strava)

TAM/SAM/SOM



COMPETITION



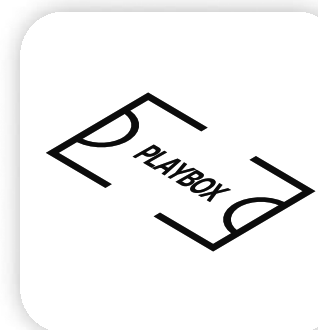
Unlike competitors who rely on centralized, non-scalable game hosting with no personalized digital player profile, Playbox enables decentralized growth and identity-based engagement

		Money raised	Founded	Player profiles	Team profiles	Stats & Leaders	Venue booking	Host tools
	Playbox	\$0	2023	✓	✓	✓*	✓	Player & Event & Game – Mobile CRM
	CeleBreak	\$1.6M	2015	✓	✓	✗	✓	✗
	Footy Addicts	\$0.5M	2013	✓	✗	✗	✗	Player & Event
	Grintafy	\$3.3M	2019	✓	✓	?**	✗	Player & Event
	Plei	\$1.2M	2017	✓	✗	✗	✓	Player & Event
	Stranger Soccer	?	2017	✓	✗	✗	✗	✗
	FC Urban	?	2018	✓	✓	?**	✗	✗
	Street FC	\$2.2M	2018	✓	✗	✗	✗	✗

* — With several types of verification

** — Not trusted results

ROADMAP



2025

GTV month:
\$17,5 K
MAU: 1000

- ✓ Host mobile & desktop CRM
- ✓ Matchmaking algorithms
- ✓ Team drafts & pick-up modes
- ✓ Game logging
- ✓ Result verification
- ✓ Payments & wallets
- ✓ Telegram integration

by 2026

GTV month:
\$40-50K
MAU: 2,5-3K
20 venues, 30 partners

- ✂ Tournaments
- 💰 Payouts for hosting
- 🏟 Venue rents
- 🤖 AI tests: mobile-based team stats & heatmaps detection
- 🤝 Full-time team
- 🌐 MENA region expansion

2026-2027

GTV month:
\$120K+
MAU: 5K
100 venues
100 partners

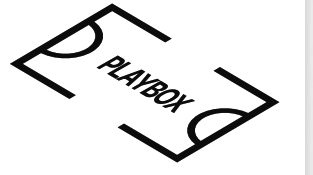
- ✂ Rank segments
- 🤖 AI implementation
- 🏟 Venue ecosystem
- 🌐 New regions

2027-2028

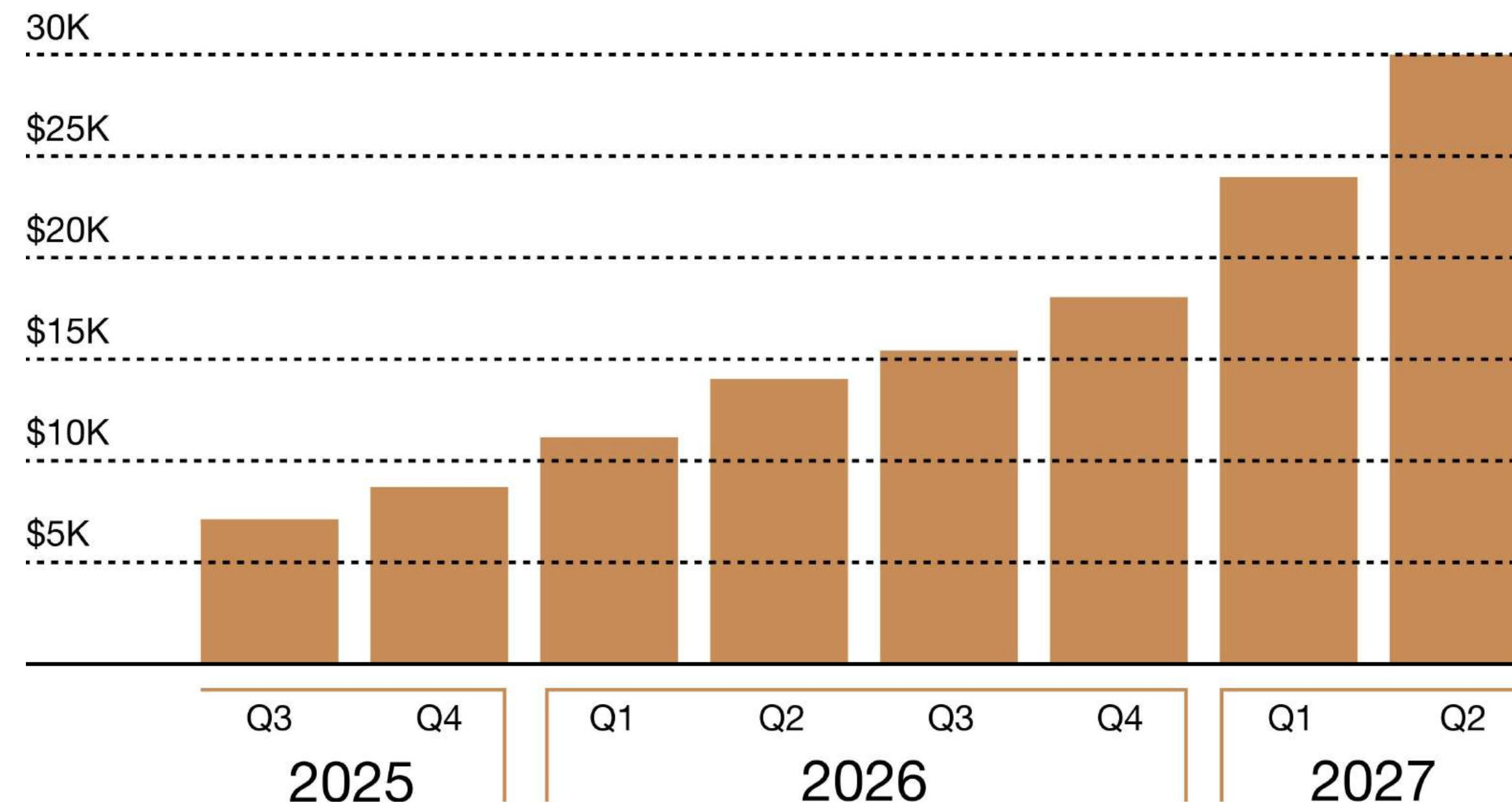
GTV month:
\$200+K
MAU: 10K
100 venues
100 partners

- ✂ International cups
- 💰 Decentralised ecosystem
- 👷 Phygital assets

GROWTH & ACQUISITION



Growth Forecast



Go-To-Market Strategy



Acquisition & Distribution

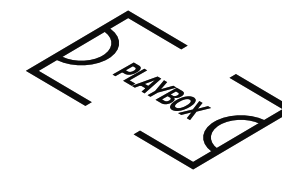
- Community-led growth via local organizers and chats
- Referral and leaderboard-driven virality
- Marketing & SEO
- Strategic partners & Small businesses tournaments chain
- Venue partnerships



Target Segments

- Amateur players
- Fitness lovers
- Local organizers & community leaders
- Field owners
- Brands aiming to reach targeted audience

EXIT STRATEGY

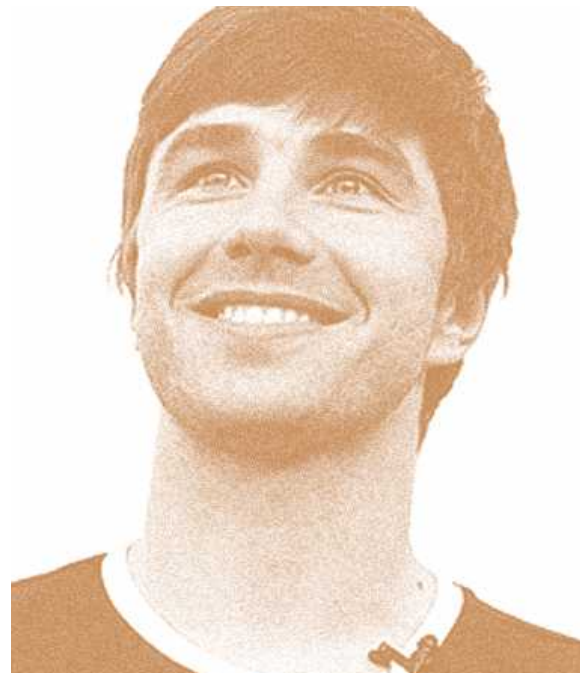
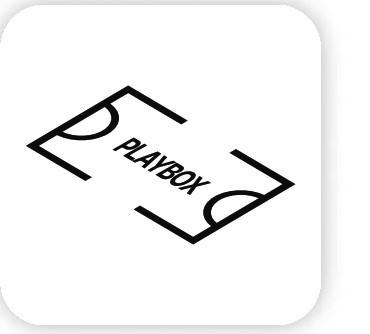


Potential exit paths

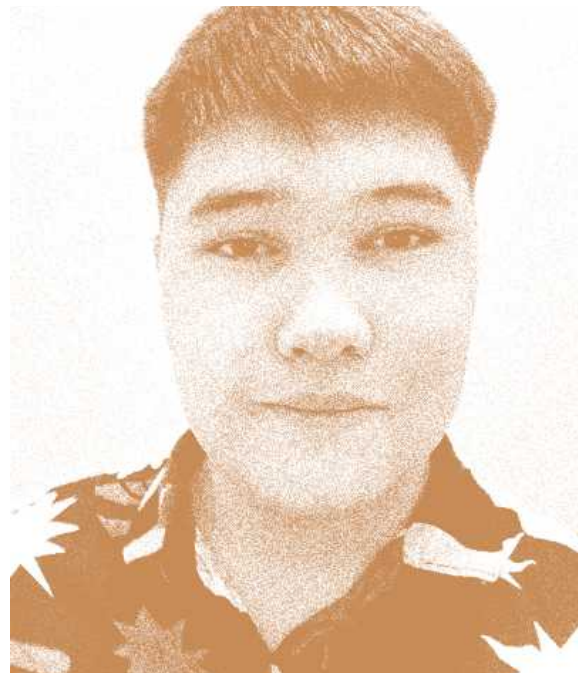
-  **Strategic acquisition**
by a media company,
sports tech, or federation
-  **M&A integration**
if our product complements
an existing ecosystem
-  **Asset sale** of users, licenses,
and core technology

Exit Deal Benchmarks

Year	Acquirer	Target	Deal Value	Valuation / Multiple
2013	TeamSnap	Weplay	< \$5M	Asset deal, EV not applicable
2018	Pitchero	Teamer	Not disclosed	Likely < 1× revenue
2020	Eleven Sports	MyCujoo	Not disclosed	~5–10× ARR (estimated)
2023	DAZN	Eleven Sports	Not disclosed (~\$300M rev)	~5–7× ARR (market average)



Georgy Nurov, 33
CEO, Founder
Ex-pro player. 6+ years
as entrepreneur in
football & sport tech.



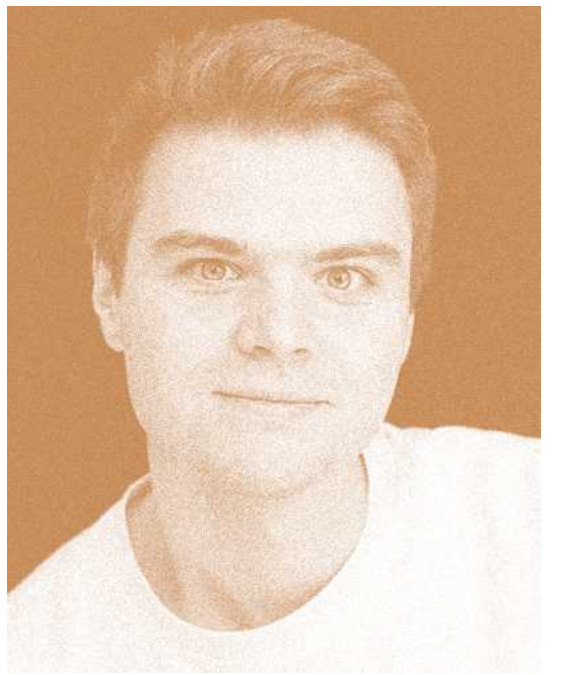
Ruslan Ruslanov, 23
Lead Backend
4+ yrs. Django,
FastAPI, async
systems, bots.



Matvey Matveev, 22
Lead Frontend
4+ yrs. Complex UIs,
real-time web apps.

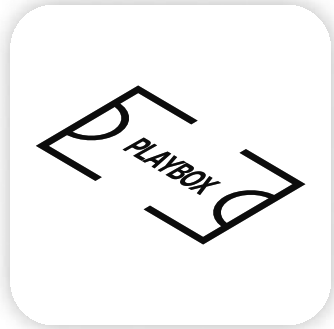


Daniil Kazantsev, 25
Head of AI
PhD in AI. 5+ yrs
applied ML. Leads all
AI/data.



Maxim Grachev, 30
Product Advisor
8+ years in tech and
strategy.

INVESTMENT PROPOSAL



Funding sought

\$200K

80% R&D, 20% marketing

Discount for next round

20% (SAFE with discount)

Next round planned

~12 months from now

Target valuation for next round

\$4M—6M (projected)



JOIN THE REVOLUTION

Contact us

Email:

contact@play-box.xyz

LinkedIn:

[Georgy Nurov](#)

Telegram:

[@georgy_n](#)