

BUSINESS PLAN & INVESTOR PITCH

BoraJogar

For a stronger sports community

A platform combining real-time field intelligence, matchmaking and automatic highlights for sports communities.

THE PROBLEM

How many games are lost because players arrive to find the field full, closed, or unusable?

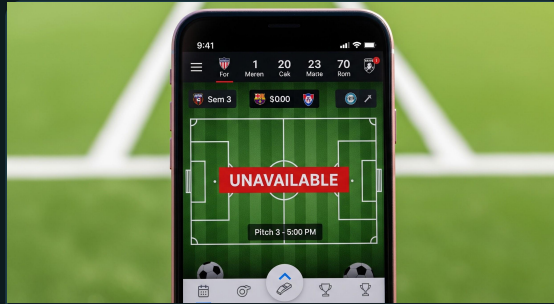
BoraJogar helps players find available fields and teammates in real time, keeping local sport active and easy to organize.

*"53% of players have lost a game to a full or broken field."
from interviews*



The Wasted Journey

Zero visibility of field conditions.
Who likes losing their afternoon?



Data Blindness

Real-time occupancy is a mystery.
Can we afford this inefficiency?



The Missing Link

Struggling to find subs at the 11th hour?
Why play a man down?

A Large, Underserved Market

TAM**Global Sports Tech**

Global sports facility management & player engagement platforms

~€35B**SAM****Southern Europe**

Portugal, Spain, Italy – outdoor & indoor sports facilities with digital needs

~€1.2B**SOM****Portugal Launch**

Municipal & private courts in Lisbon, Porto, Braga – Year 1-3 target

~€12M**Target Segments****► The Casual**

Checks availability before leaving home

► The Organizer

Needs to fill the last spot for a game

► Field Owners

Private clubs and municipalities seeking efficiency

BoraJogar — Three Pillars



Web App

- Real-time field availability
- Booking management for owners
- Matchmaking for players
- Automatic session clips



Edge AI

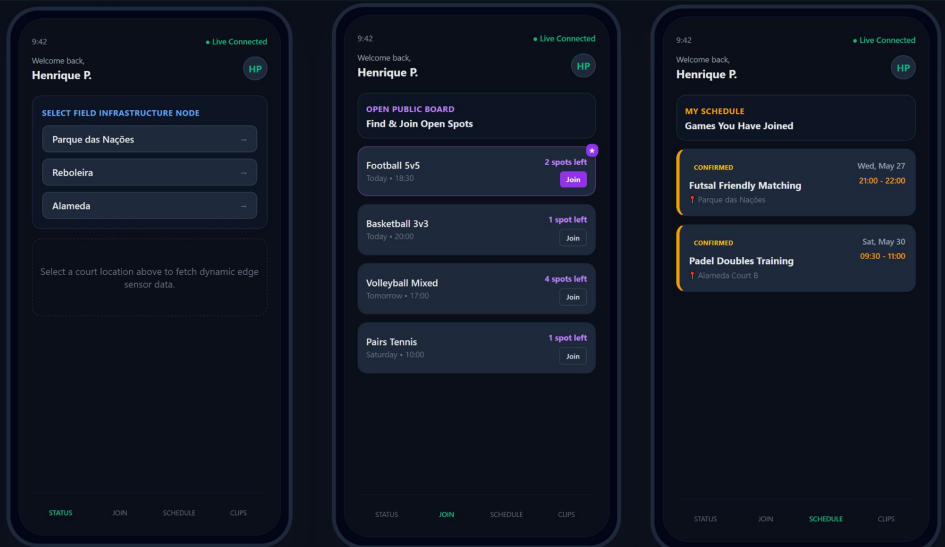
- On-device person detection (YOLO)
- Privacy: no raw video in the cloud
- Synced occupancy data
- Automatic highlight generation



Sensor-Based Intelligence

- Humidity and air quality monitoring
- Real-time surface condition alerts
- Automatic environmental reports
- Low-power units (~ €150–200)

Intuitive Platform



Booking Management

Real-time schedule control for courts and facilities.



Smart Visualization

Occupancy, conditions, and availability history at a glance.



Active Matchmaking

Find players and report issues — community-driven.

Access all features through our optimized Webapp.

Four Revenue Streams



B2B SaaS

€30/field/mo

Analysis and maintenance tools for owners. Recurring base revenue.



Pro Subscription

€3.99/user/mo

Premium features: usage heatmaps, priority matchmaking, and extended highlights.



Highlights Store

€1/HD video

Automatic highlight clips — 65% positive reaction in surveys.



Local Ads

€50/partner/mo

Targeted ads for sports shops, physiotherapy clinics, and local businesses.

Strategic diversification to ensure sustainability and scalability of the business model.

Free vs Premium

FREE & CORE FEATURES

- ✓ Bookings & Matchmaking
- ✓ Real-time field conditions
- ✓ Low-res clip previews (watermarked)

✗ No occupancy history

✗ No HD Download / No Analytics

With Ads

PRO €3.99/mo

- ✓ Heatmaps & Full Occupancy History
- ✓ HD Clip Downloads
- ✓ 30 Days to download clips
- ✓ Minute-by-minute field notifications

Ad-Free

Competitive Landscape

	Real-time Field Status	Player Matchmaking	Auto Highlights	IoT / Edge AI	B2B SaaS Model
BoraJogar	✓	✓	✓	✓	✓
Playtomic	✗	✓	✗	✗	✓
Decathlon App	✗	✗	✗	✗	✗
CamOnSport	✗	✗	✓	⚠	✓
Manual / None	✗	✗	✗	✗	✗

Our advantage: BoraJogar is the only platform combining real-time field intelligence, matchmaking, and highlights – built privacy-first with Edge AI.

Evidence from Customer Discovery

53.4%

Frustrated by full or unplayable fields

87.9%

Would use real-time field availability check

65.8%

"Amazing" reaction to highlights feature

43%

Interest in purchasing highlight downloads

User Takeaways

- **Validated problem:** users struggle with full/unplayable courts
- **Strong adoption:** high interest in real-time availability checks
- **Matchmaking:** announcement board for open spots is highly attractive
- **Highlights:** video capture is a viable premium feature
- **Risk:** privacy concerns require clear trust & value communication

Owner Takeaways

- **Efficiency:** owners need fast ways to announce and fill open slots
- **Tools:** venues actively seek promo and tournament management tools
- **Incentives:** alignment between bookings and guaranteed games
- **Automation:** centralizing booking channels is a long-term goal
- **Risk:** legal/camera barriers in public spaces and variable urgency

Go-to-Market Strategy

Digital

- iOS / Android / Web app stores
- SEO + targeted social media (Instagram, TikTok)
- QR codes on fields for immediate onboarding

Direct B2B

- Direct sales to municipalities and local councils
- Partnerships with private clubs (revenue share)
- Pilot launch with 20 fields in Lisbon / Porto

Community

- Base: sports clubs and amateur leagues
- Word-of-mouth through highlight sharing
- Referral incentives for early adopters

PR & Partnerships

- Federations and municipal sports departments
- University sports associations
- Local sponsorships and sports events

Investment Plan – 20-Field Pilot

Webapp + Backend	€18,000
AI / Computer Vision MVP	€12,000
Hardware (20 fields)	€4,000
Installation & Config	€6,000
Cloud Setup + Database	€2,500
Legal / GDPR / Contracts	€5,000
Branding + Design	€3,000
Marketing Launch	€6,000
Operational Reserve	€10,000
TOTAL INITIAL INVESTMENT	€66,500

145.7k €

Recommended Funding Target

79.2k €

6-Month Operating Capital Needed

13.2k €

Monthly Fixed Costs

Salaries: €8k/mo Cloud: €1.2k/mo Marketing: €1.5k/mo Legal: €600/mo Maint.: €1k/mo TOTAL: 13.2k €

Unit Economics & Break-Even

CAC / Field

€327

Based on €3k/mo sales spend
and 10 new fields/month

LTV / Field

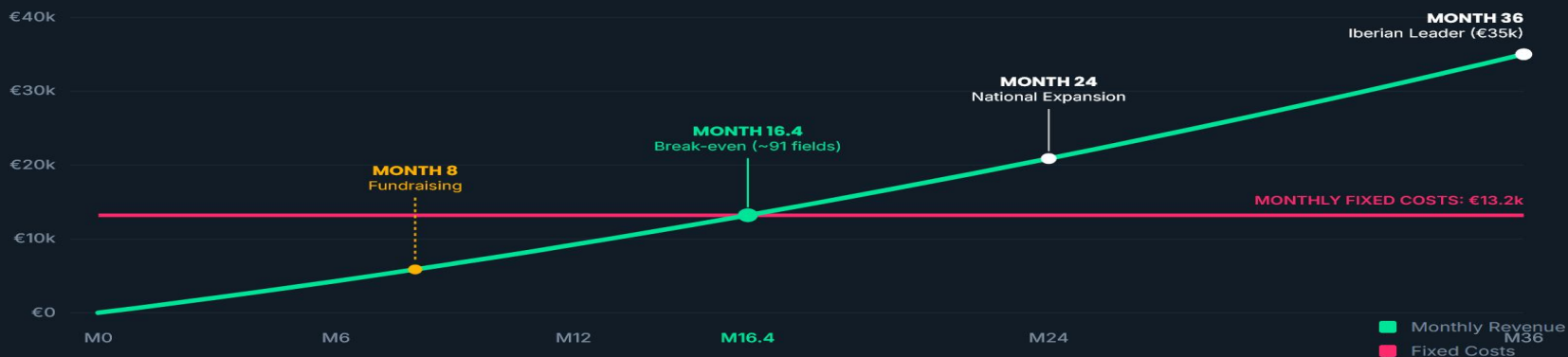
€504

€30/mo × 70% margin
× 24-month lifetime

LTV / CAC

1.54×

Target: 3× via analytics,
local ads & highlights



Year 1 Financials & Funding Strategy

Income Statement – Year 1

Revenue	€95,000
COGS	€22,000
Gross Profit	€73,000
Operating Expenses	€158,000
Net Income	-€85,000

Year 1 is investment-heavy. Profitability depends on field density and revenue per field.

Funding Strategy

Founder Equity	Early build & commitment	Limited amount
Loan	Hardware and setup costs	Monthly repayment
Crowdfunding	Community validation signal	Uncertain conversion
Angel Capital	Runway + network access	Dilution (acceptable)
Convertible Debt	Delay valuation decision	Future dilution

Dilution acceptable only if investment increases company value more than ownership lost.

Secure the Pilot. Fund the Gap.

INVESTMENT NEEDED

€145,700

Recommended total funding
(€66.5k initial + €79.2k operating capital)



Pilot Partners

20 fields in Lisbon/Porto to validate the product



Legal Support

GDPR advisors ensuring privacy-by-design

~91

FIELDS

to break-even

Mo 16.4

BREAK-EVEN

month

Mo 8.4

RUNWAY

act before then

1.68x

LTV/CAC

today → target 3x

Thank You

BoraJogar: For a stronger
sports community

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BoraJogar: Website and app-preview