



## Helping More People, Become More **Active**, More Often

With a vision to be the world's go-to digital place for sports and activity participation, Playwaze stands as the UK's leading platform used by industry partners and grassroots clubs, coaches, and providers to organise sport and engage those that play. Launched in 2014, Playwaze brings a disruptive solution to the digitally under-served sport, activity, and leisure sector – putting the participant at the heart of a community-based app. Playwaze is used by over 100 UK sports organisations, driving market awareness and subsequent SaaS growth in the grassroots sector. Playwaze is the exclusive digital partner for British Universities & Colleges Sport and the Youth Sports Trust, giving the company access to 170+ universities with 2.5 million students, and 26,000 schools with 10m young people.



## Our Platform

**Playwaze Marketplace:** our search and book technology connecting providers and participants.

**Playwaze Active:** our comprehensive digital toolkit for providers to organise any type of sport or activity.

**Playwaze Analytics:** our insight product, delivering sophisticated insight back to govt and sector organisations.

**Playwaze AI:** our (future) artificial intelligence engine, that learns behaviours and proactively suggests personalised opportunities and offers while generating trend data.

**Playwaze Services:** delivering tailored solutions.

**Market Capture** Playwaze seeds market capture through partner organisations, using their influence to drive participant traction to Playwaze Marketplace and provider traction to Playwaze Active. The platform currently hosts over 70 UK based sector partners, 7000 communities and 450k active users, creating significant barriers to entry for its competitors.

**Team** Playwaze employs 18 people with offices in Woking and London. Rupert Jenner, CEO (technology solutions expert with 20 years in the City and big pharma) and Charlie Clarke, CCO (sector expert) form the executive team, supported by NEDs: Jerry Horwood (serial tech entrepreneur and investor) and Charles Clayton (FTSE 100 board finance exec).

**Financials** Playwaze currently generates revenue (£250k in 2020, £450k in 2021) through subscriptions, payment fees, and services. Playwaze for Schools launched in Nov 2021 in association with the Youth Sports Trust, targeting 26,000 UK schools. New revenue channels to be activated in 2022: booking fees, paid search, and brand partnerships. Raising **£2.4m (EIS)** to scale technology, increase operational capacity, and drive growth in the UK + overseas.

