

PLAYLEAP

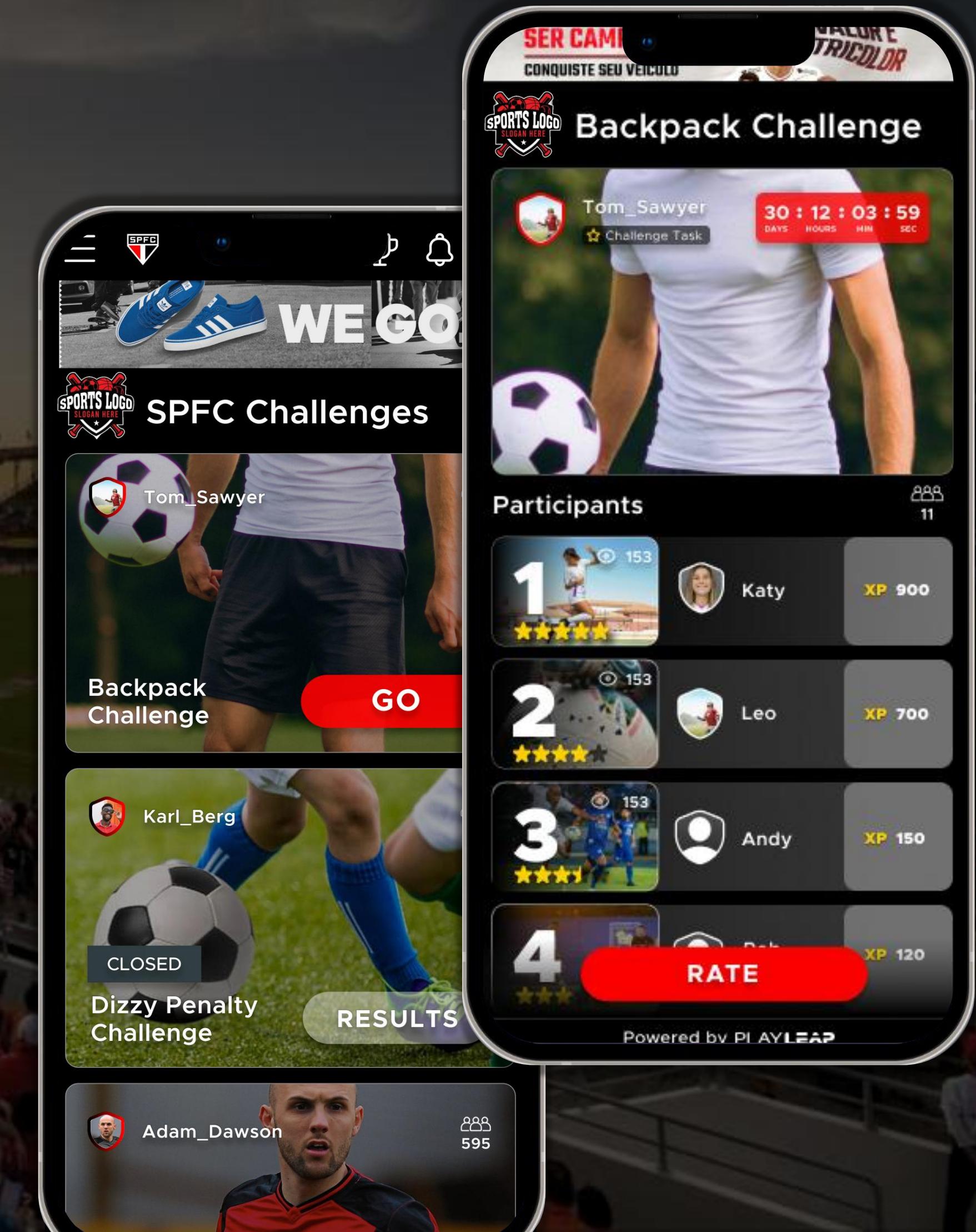
# SPORTS FAN ENGAGEMENT SOLUTION



# INTRODUCING PLAY LEAP

Transforming passive spectators  
into active participants

A gamified fan engagement platform that transforms sports content into interactive challenges, rating games, polls and quizzes, keeping fans active all year round.



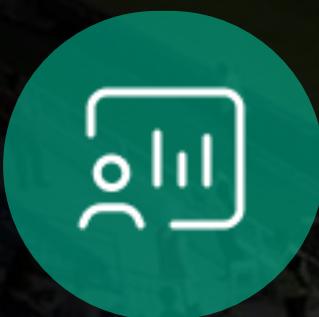
PLAY LEAP

# PRODUCT ADVANTAGES



## WHITE LABEL

Fully customizable for any sport and brand identity



## DATABASE & ANALYTICS

Gain user data from fan registrations



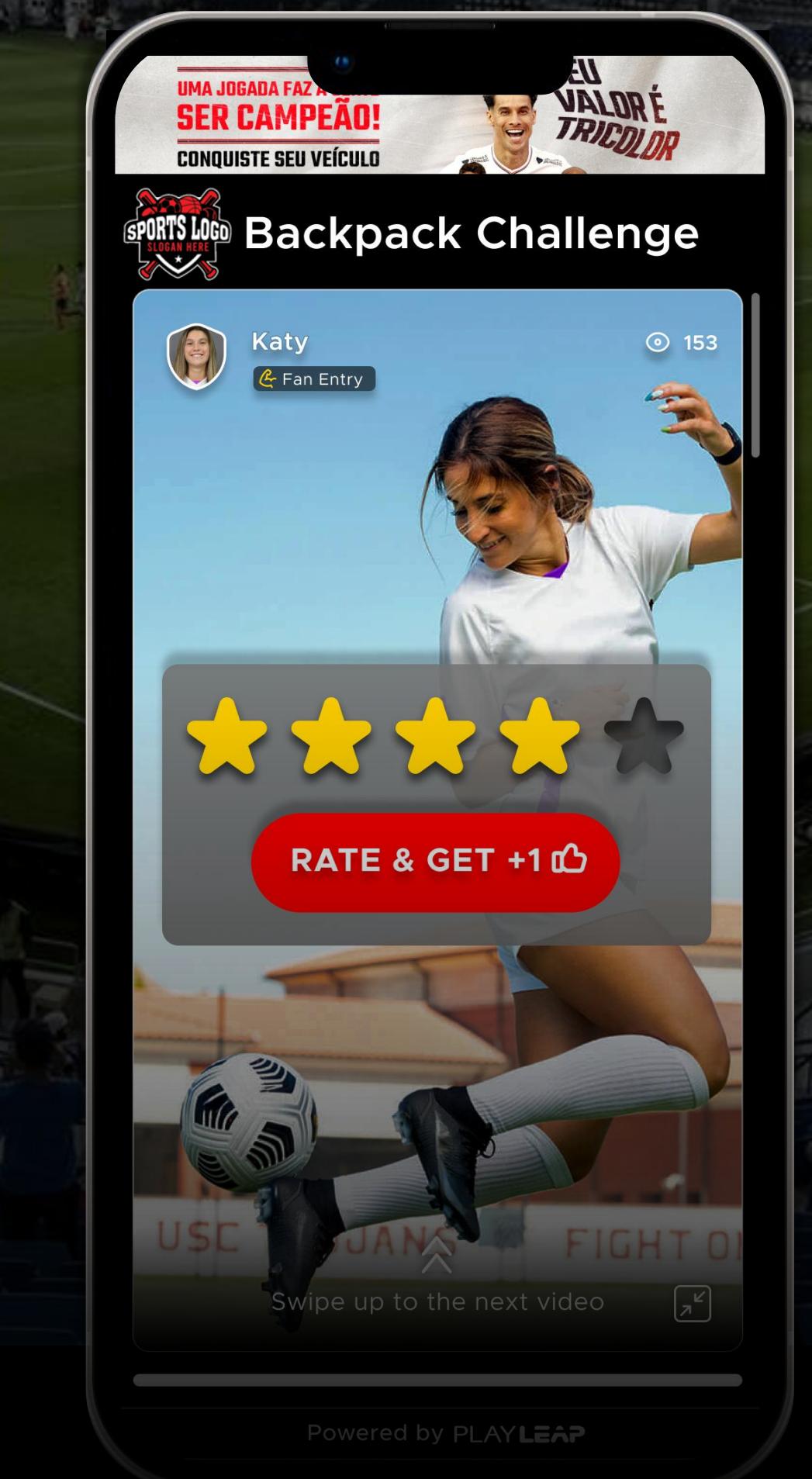
## MULTI-PLATFORM INTEGRATION

Works effortlessly with apps and websites, fully functional across web and mobile



## SCALABLE

From a single club activation to a full national sports rollout



Powered by PLAYLEAP

## SPONSORSHIP-READY

Built-in branding and prize integrations for commercial partners



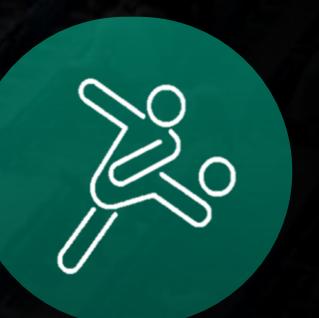
## REAL TIME MARKETING

Build campaigns around hot topics, trending events & viral moments



## RETENTION ENGINE

Engagement in the off-season through challenges and loyalty rewards



## REVENUE BOOST

Boosts merch sales with discount coupons and in-game ads

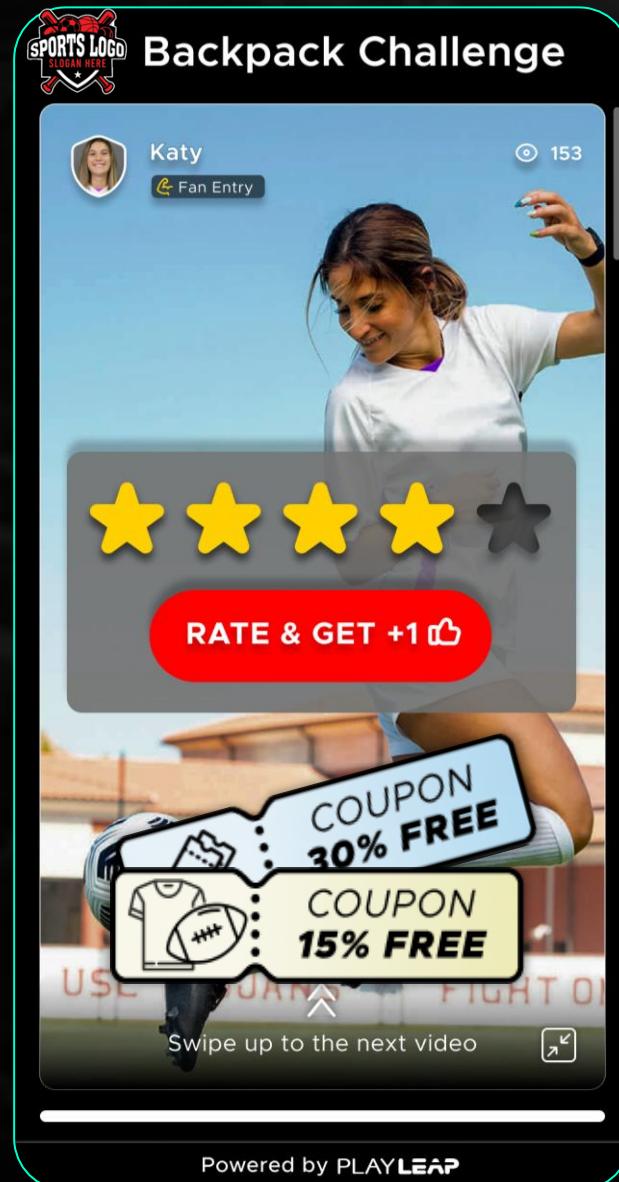


PLAYLEAP

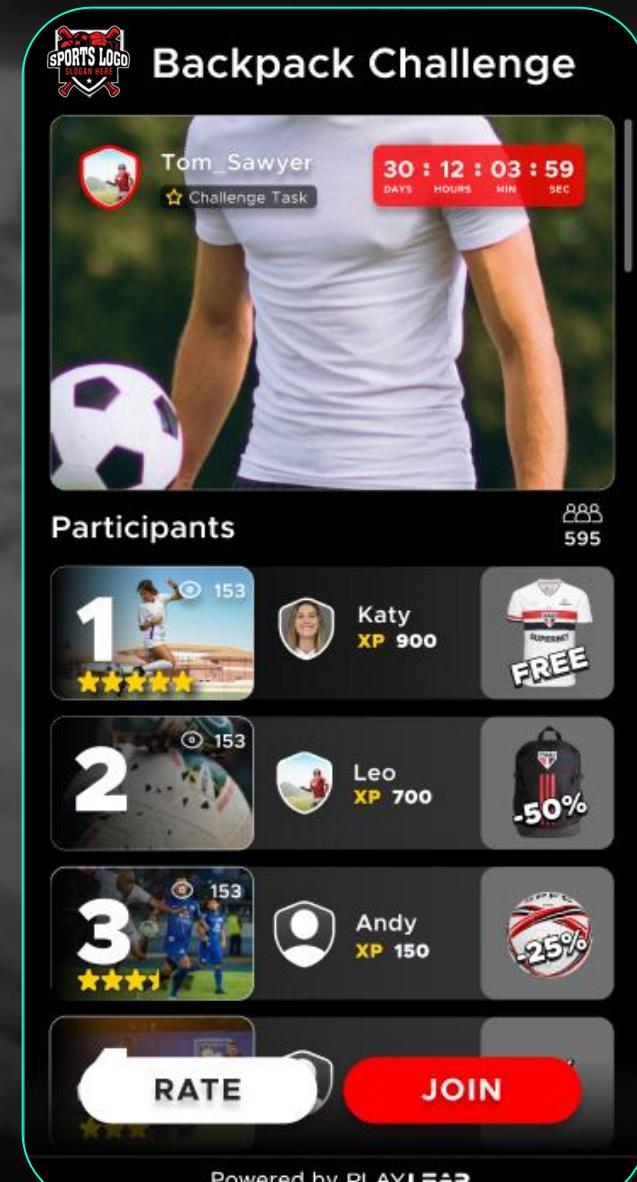
# PICK YOUR GAME MODE



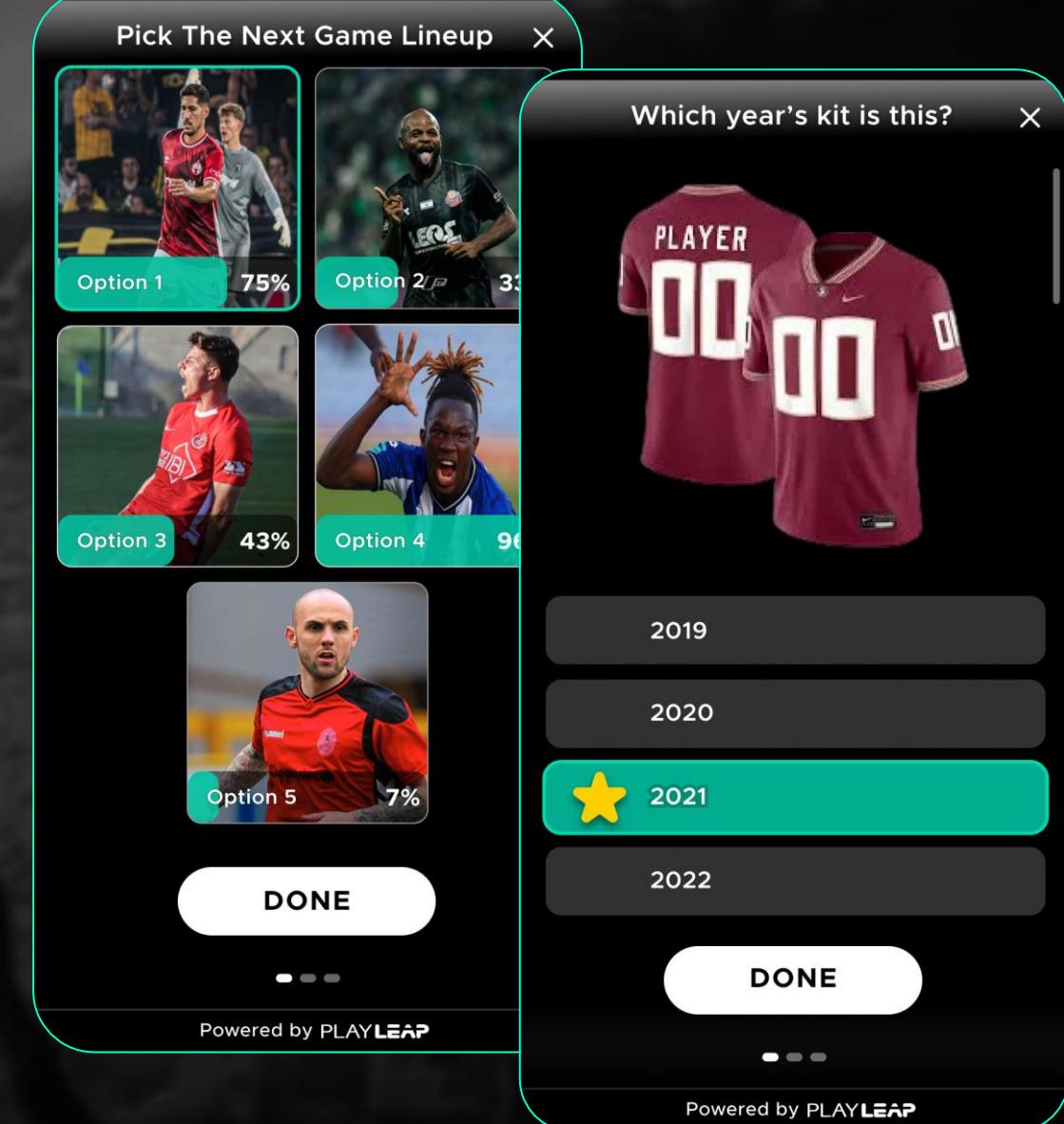
## STAR RATE



## CHALLENGE



## POLL & QUIZ



- **WATCH** players' highlights
- **RATE** clips to earn points & game coins
- **WIN** - exchange coins for rewards, from merch discounts to fan experiences

- **WATCH** your team's challenge task
- **COMPETE** - upload your video, mimicking the moves
- **GET RATED** by other fans, climb the leaderboard
- **WIN** challenges to claim club rewards

- **ANSWER** questions on game outcomes, scores, or key moments
- **GAIN** points and coins for every answer
- **REDEEM** club rewards with your game coins

# SUCCESS FROM THE FIRST CLICK

-  **More Active Registered Fans** (Real, verified database)
-  **Higher Commercial Revenue** – From advertising, sponsors
-  **Increased Online Shop Sales**
-  **Real-Time Analytics** – Insights to optimize fan marketing
-  **Year-Round Fan Loyalty** – Engagement beyond match days

**ALWAYS** **ON**

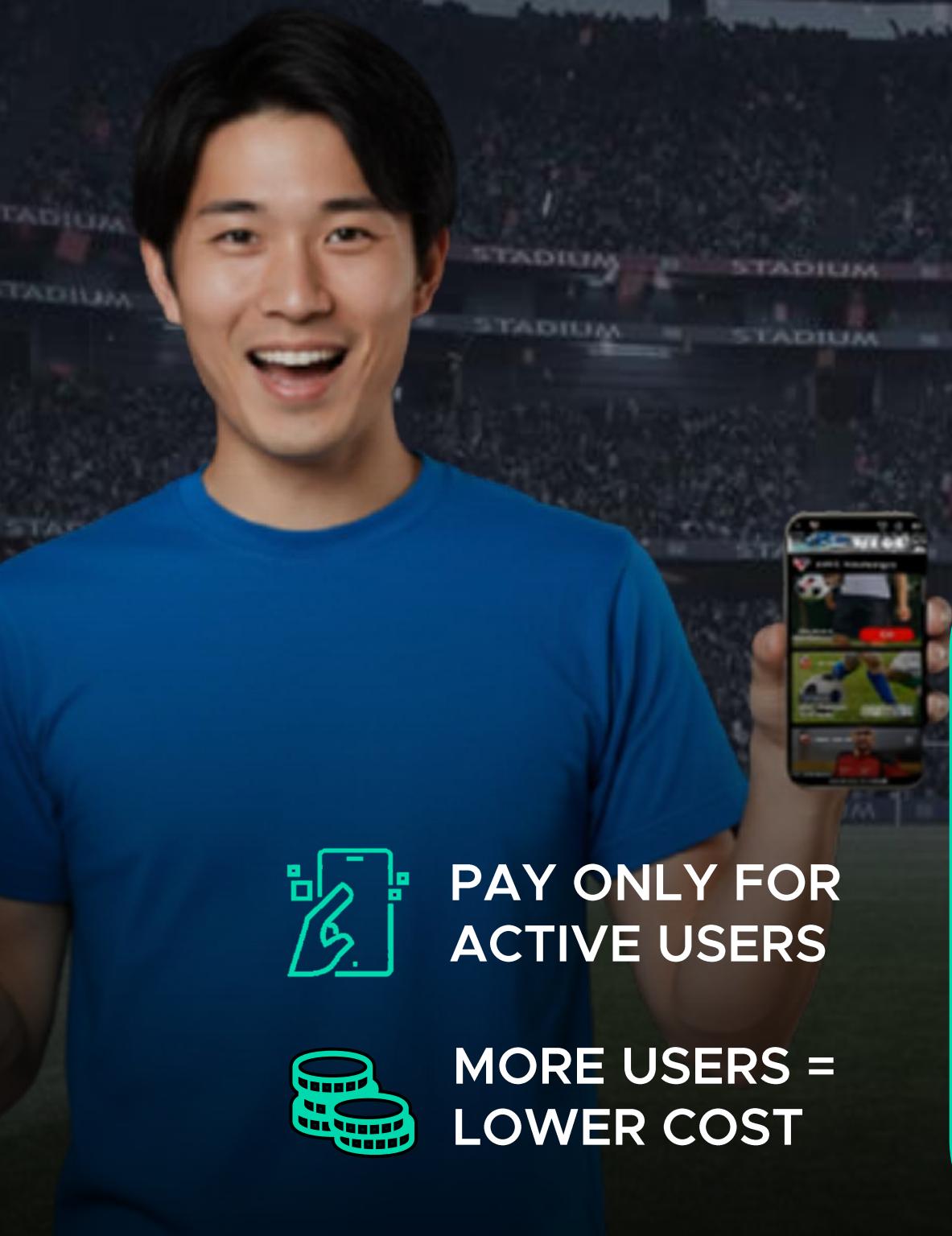
Challenges can be created from any club content – match highlights, training, behind-the-scenes, or live moments

PLAY LEAP

# SUPPORTING ALL TEAMS' EFFORTS ALL HANDS ON DECK



# DIFFERENTIAL PRICING OFFERING



PLAYLEAP

**< 1K**  
users



PAY ONLY FOR  
ACTIVE USERS

**\$0.50**

monthly  
per user

**> 1K-2K**  
users

**\$0.40**

monthly  
per user

**> 2K-5K**  
users

**\$0.30**

monthly  
per user

**> 5K-20K**  
users

**\$0.15**

monthly  
per user

**> 20K+**  
users

**\$0.05**

monthly  
per user



MORE USERS =  
LOWER COST

# PLAY LEAP CUSTOMERS

SIGNED



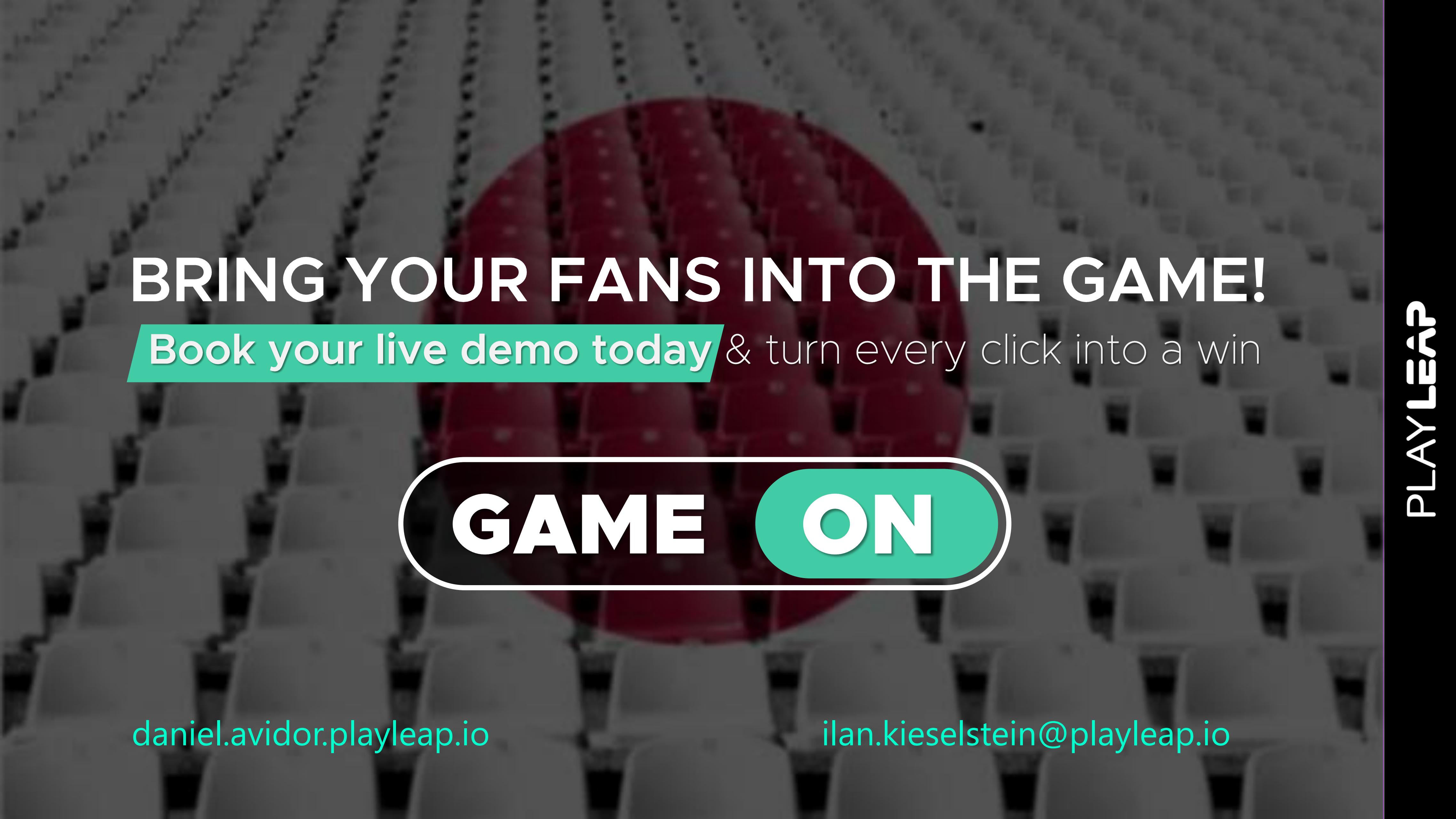
IN PROGRESS



AMERICAN DREAM.



PLAY LEAP



# BRING YOUR FANS INTO THE GAME!

Book your live demo today & turn every click into a win

GAME ON

[daniel.avidor@playleap.io](mailto:daniel.avidor@playleap.io)

[ilan.kieselstein@playleap.io](mailto:ilan.kieselstein@playleap.io)

PLAYLEAP