

# EGO.AI

"Unlocking hidden athletic talent in Africa."





# Problem

In Africa, millions of young athletes with potential go unnoticed and unsupported, leading to a significant waste of talent and resources in sports. - An estimated \$1 billion is lost each year due to untapped athletic talent in underserved communities. - Lack of access leads to nearly 80% of potential athletes never being scouted beyond local levels. - Systemic barriers result in wasted investments and opportunities for sponsors, clubs, and talent scouts seeking diverse talent.







## Solution

EGO.AI offers a comprehensive platform that leverages wearable technology and video analytics to identify and promote athletic talent across Africa. By integrating performance data and video analysis, the platform facilitates direct connections between athletes and scouts worldwide, ensuring a fair and transparent recruitment process. This approach not only empowers athletes but also enhances community engagement in sports.

- It bridges the gap between underrepresented athletes and global scouting opportunities.
- The platform eliminates biases in talent evaluation, promoting equity in sports.

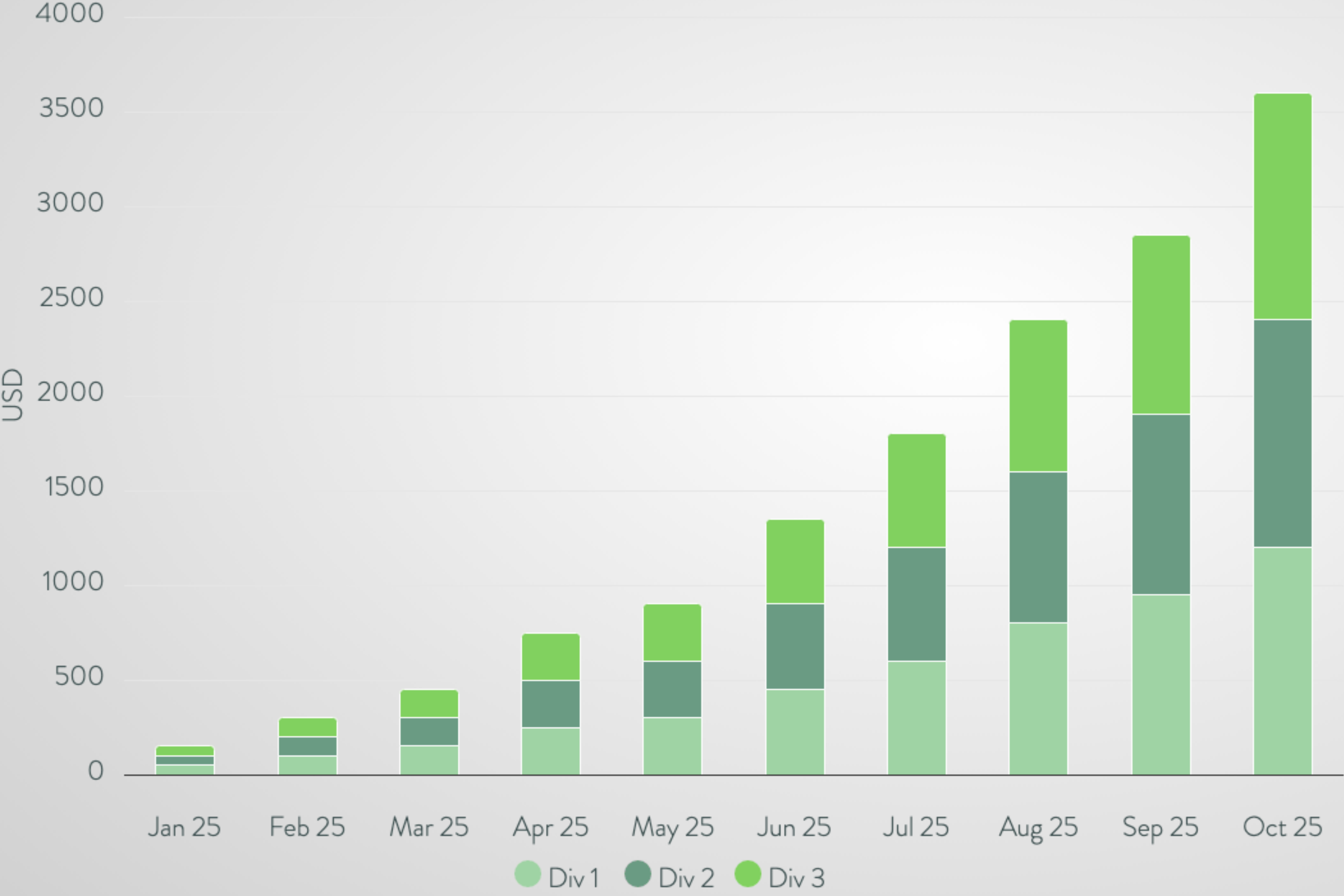


# Features

- Discover hidden athletic talent effortlessly.
- Connect athletes directly with global scouts.
- Analyze performance through advanced video insights.
- Overcome barriers to access in sports.
- Empower local communities via talent showcasing.
- Ensure transparency in the talent discovery process.



# Traction



**20%**  
MoM Growth

**1000+**  
MAUs



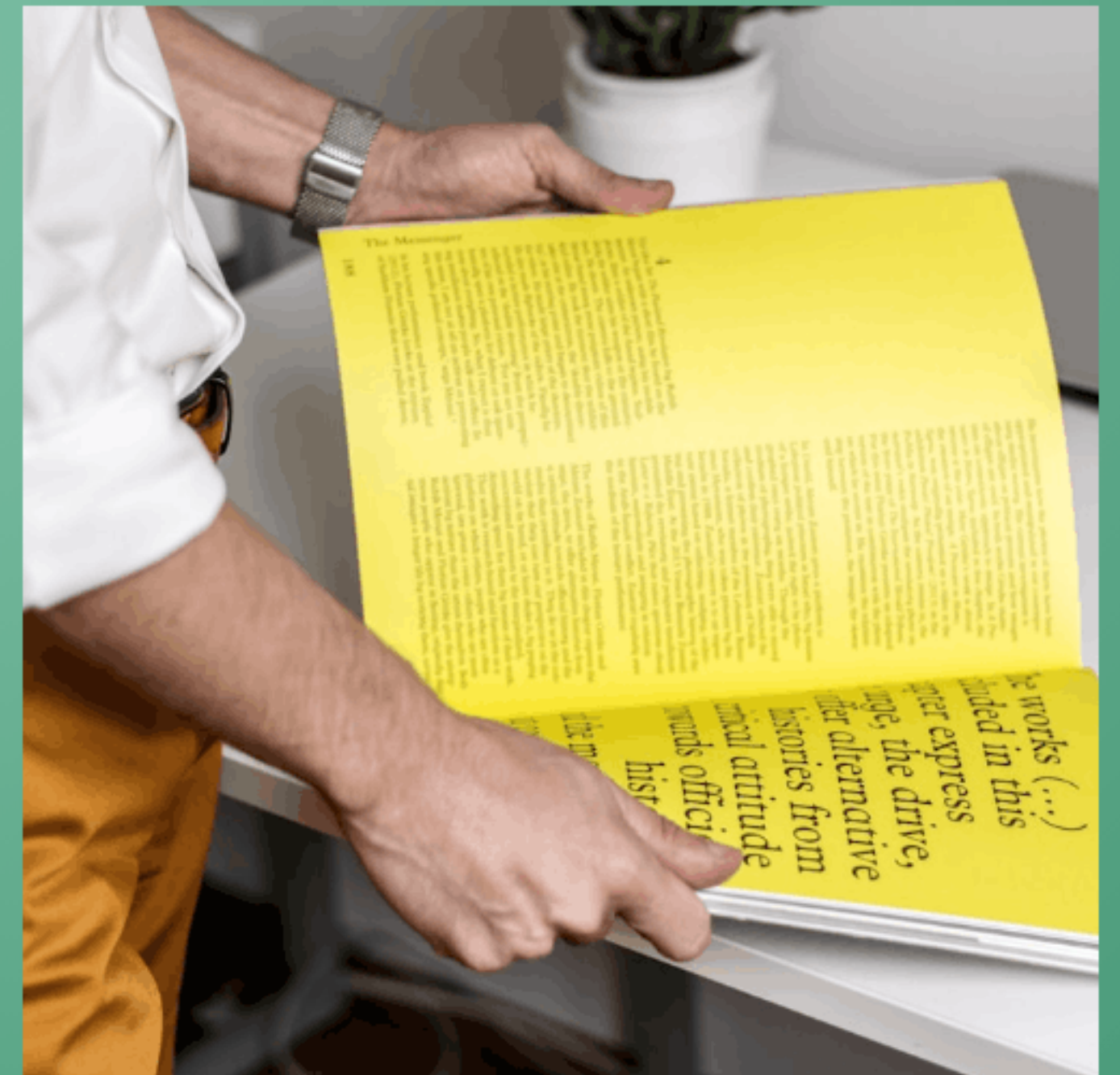
# Go-to Market Plan

## Customer Acquisition Channels

Social media campaigns could engage athletes and communities through inspiring stories and testimonials, aiming for increased followers and user-generated content as key performance indicators.

Partnerships with local sports academies might enhance visibility and credibility, focusing on the number of collaborations and athlete sign-ups as metrics for success.

Influencer marketing efforts could leverage respected figures in African sports to reach a wider audience, with engagement rates and conversion tracking serving as vital KPIs.





# Secret Sauce

## Advanced AI and analytics capability

- Leverages cutting-edge algorithms for talent evaluation.
- Provides actionable insights from wearable data.
- Continuously improves with machine learning, staying ahead.

## Direct connection to global scouts

- Facilitates immediate access to professional opportunities.
- Eliminates traditional gatekeeping in talent scouting.
- Empowers athletes by promoting merit over backgrounds.