

The background is a dark, high-angle view of a stadium filled with spectators. The stadium's structure, including the roof and seating tiers, is visible in a dark, almost black tone. There are three teal-colored circles: a small one in the top right, a medium one in the bottom left, and a large one that is part of the 'e' in the main logo.

esportudo

**The sports destination
for Latino fans**



It's hard being a latino fan right now



Fragmented coverage

Lack of
new media



Poor tech

Small range
of topics



No personalization

No brand loyalty



860+ MILLION

Latinos globally

560+ MILLION

65% are sports fans

345+ MILLION

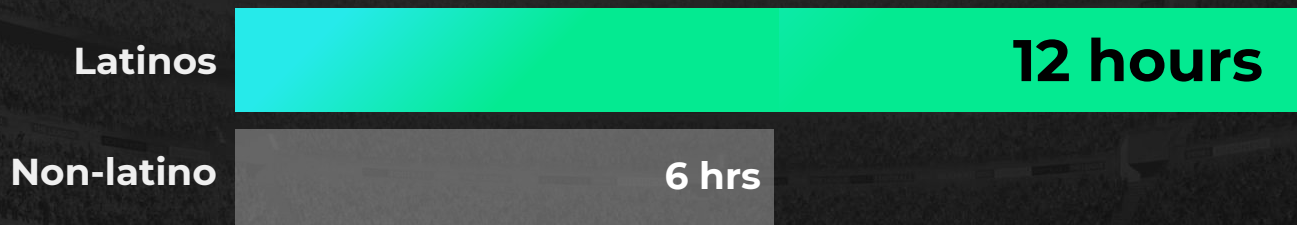
40% follow sports everyday



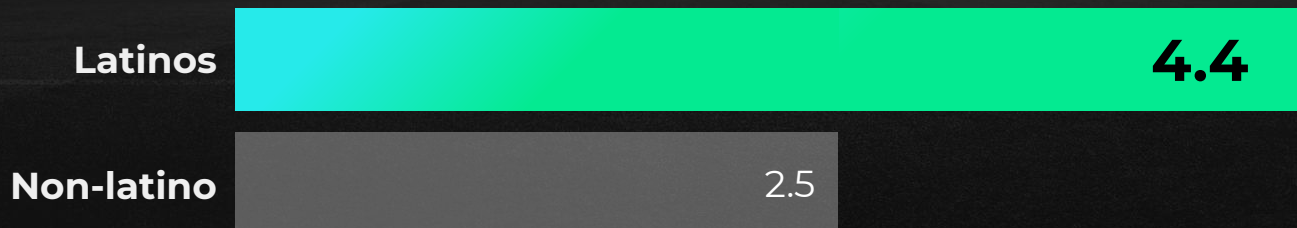
We're super passionate about sports



Sports content consumed per week



of Sports followed by Fans



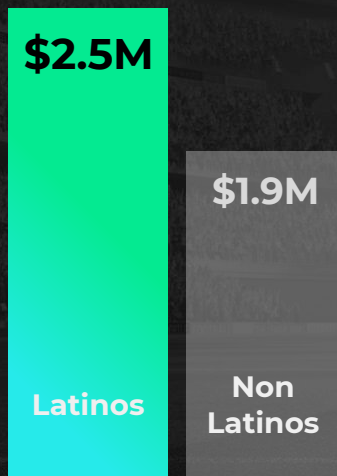
Watching superstars in all leagues



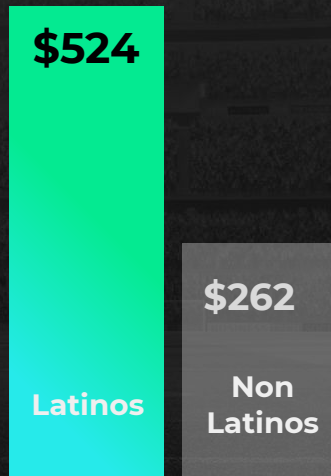
Soccer	85%
Basketball	71%
Football	71%
eSports	30%

We're valuable for sponsors, teams and leagues

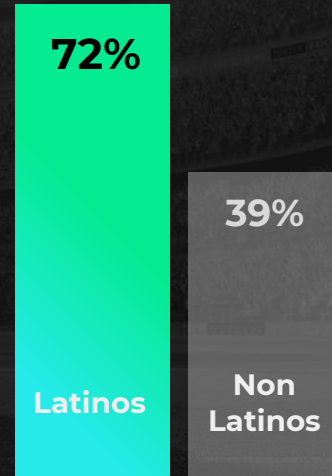
\$534K+ higher average lifetime spend per household



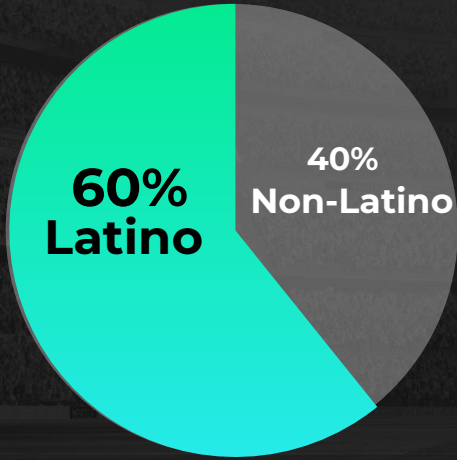
2X more likely to attend sporting events weekly



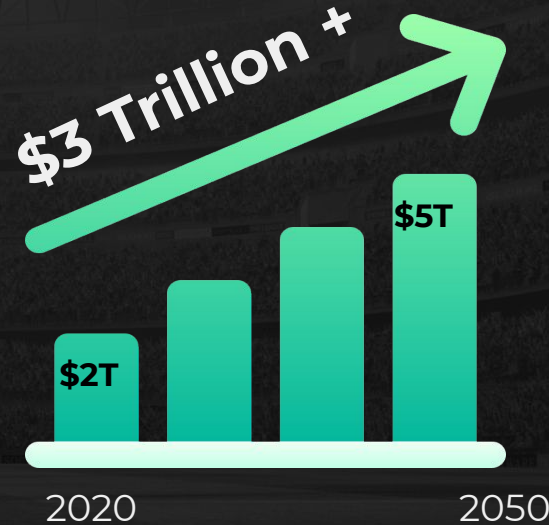
33% more likely to buy sports advertised products



And our influence is only growing, even in the US



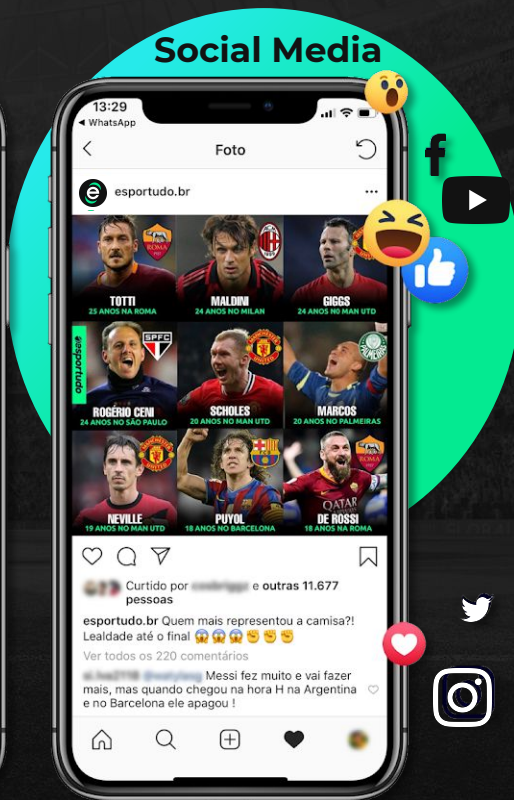
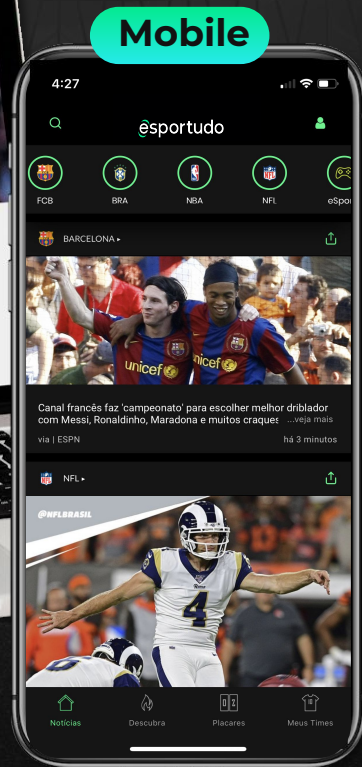
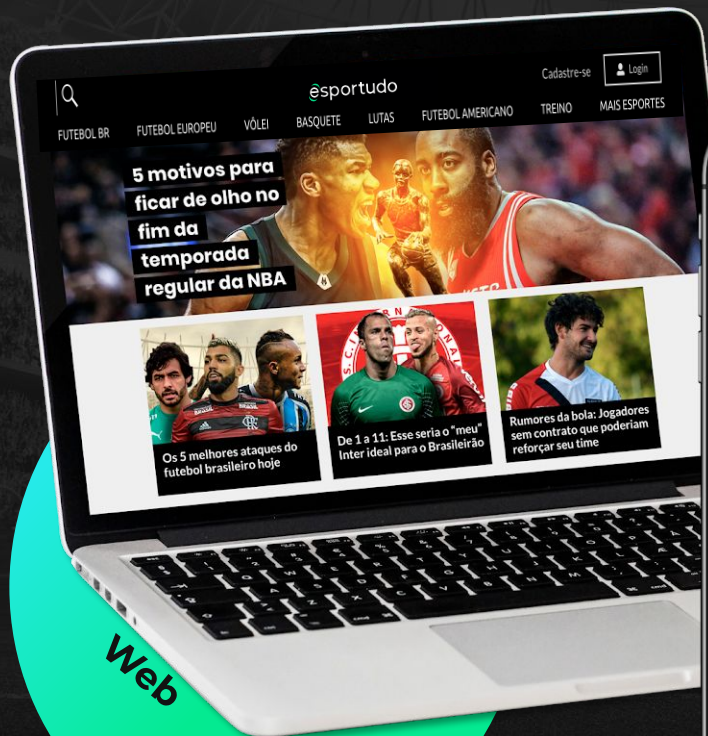
US population growth
till 2050



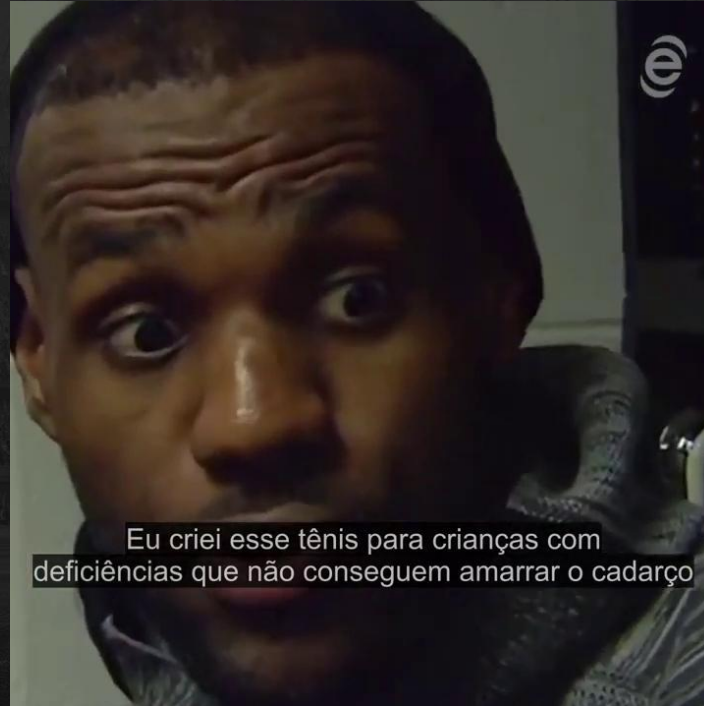
US Latino spending
growth till 2050



So we built products for the next generation



We authentically reach young fans where they live



ESPORTUDO

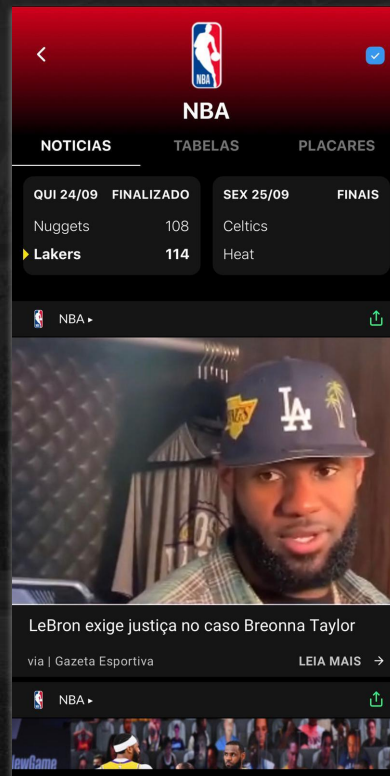
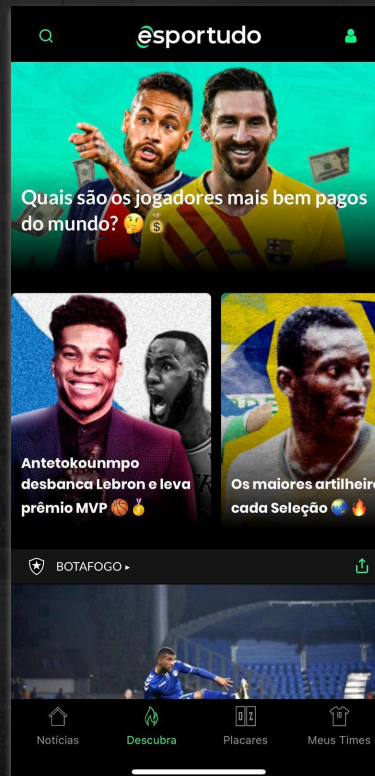
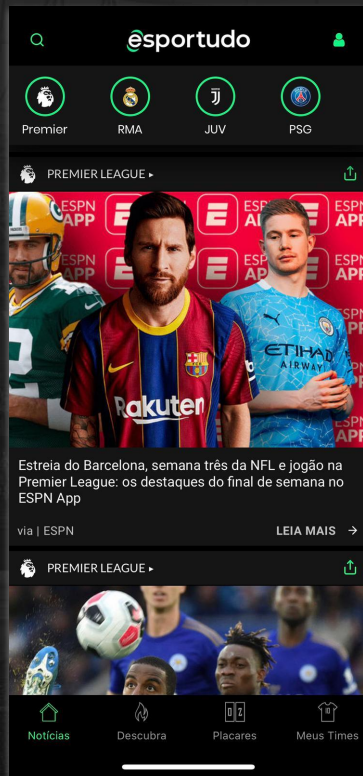
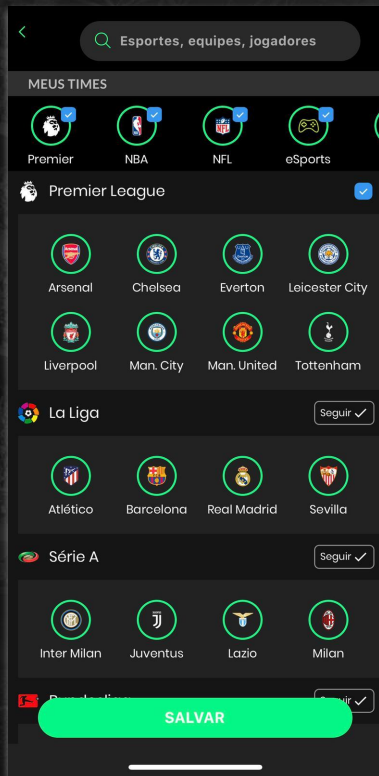
TODOS OS ESPORTES EM UM SÓ LUGAR

DISPONÍVEL NO Google Play

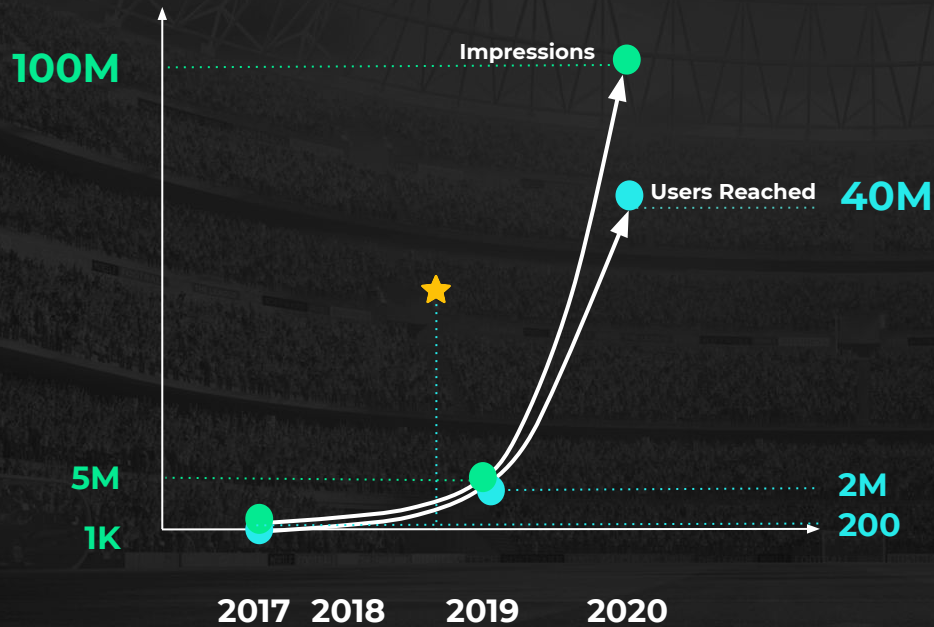
Disponível na App Store



With their first personalized sports platform



Resulting in explosive growth



40M+
MONTHLY REACH

100M+
MONTHLY IMPRESSIONS

1.5M+
TOTAL FOLLOWERS

● Impressions per mo.

★ Cash Injection

● Users Reached per mo.



85% under 34



90% mobile



Our fan base is loyal, engaged and growing

1

Time spent on site:
4:15 minutes per page

Original content test campaigns

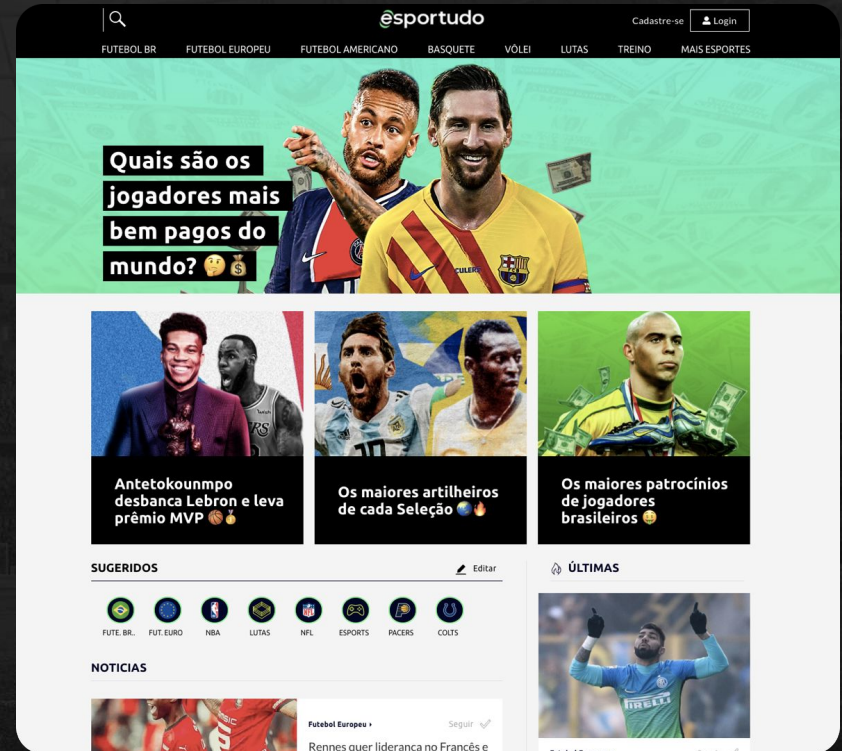
2

Industry avg: 90 seconds

3

4

5



Our fan base is loyal, engaged and growing

1

Bounce rate:

6%

Original content test campaigns

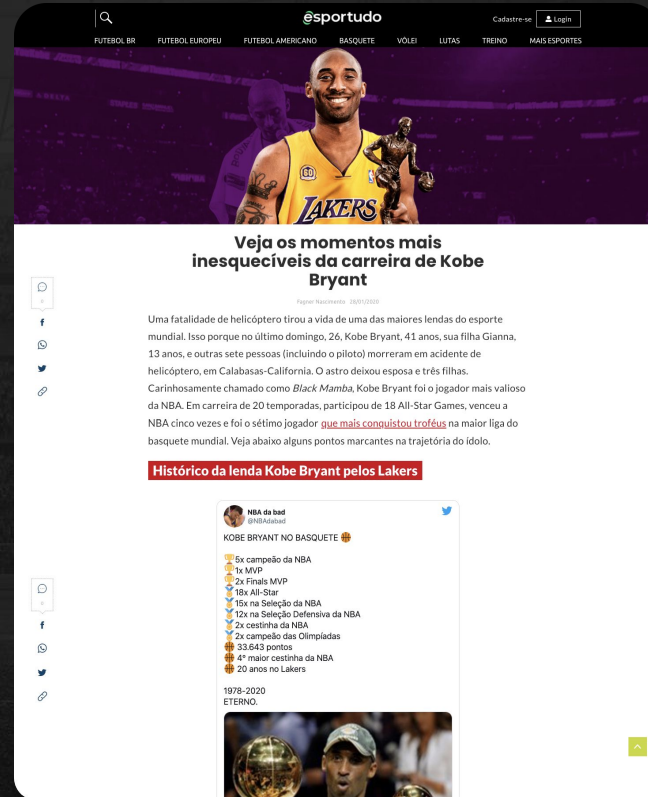
2

Industry avg: 55%-70%

3

4

5



The screenshot shows the website 'esportudo' with a navigation bar at the top containing links for 'FUTEBOL BR', 'FUTEBOL EUROPEU', 'FUTEBOL AMERICANO', 'BASQUETE', 'VOLEI', 'LUTAS', 'TREINO', and 'MAIS ESPORTES'. The main content area features a large image of Kobe Bryant in a yellow Lakers jersey holding a trophy. Below the image is the article title 'Veja os momentos mais inesquecíveis da carreira de Kobe Bryant' and a sub-headline 'Histórico da lenda Kobe Bryant pelos Lakers'. The article text describes a helicopter accident and lists Bryant's achievements. A social media share box is visible on the left side of the article.

Veja os momentos mais inesquecíveis da carreira de Kobe Bryant

Histórico da lenda Kobe Bryant pelos Lakers

KOBE BRYANT NO BASQUETE

- 6x campeão da NBA
- 1x MVP
- 2x Finals MVP
- 18x All-Star
- 10x na Seleção da NBA
- 12x na Seleção Defensiva da NBA
- 2x cestinha da NBA
- 2x campeão das Olimpíadas
- 32.643 pontos
- 4º maior cestinha da NBA
- 20 anos no Lakers

1978-2020
ETERNO.



Our fan base is loyal, engaged and growing

1

Social engagement:

10-15%

Action per user reached on each social post

2

Industry avg:

1.7% of posts receive engagement

3

4

5



Our fan base is loyal, engaged and growing

1

**Followers gained
per day:**

4K+

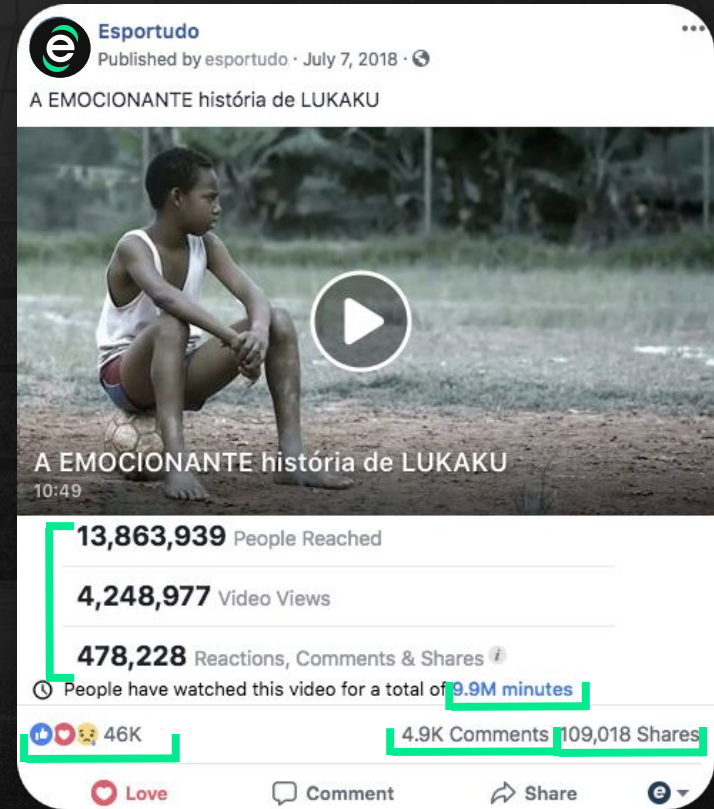
on social platforms

2

3

4

5



Our fan base is loyal, engaged and growing

1

Cost per click:
\$0.005-\$0.01

2

Industry avg:
\$0.30-\$1

3

4

5



And behind it all, we're a data machine



Geo-location



User Data
& Interests



Platform Metrics



Consumption
Habits



No one is better at connecting brands to latinos

Brands spend over

\$355B

on digital advertising a year.

It's easy to reach non-latinos, but
hard to reach our audience.



With a sports market that's open for disruption

LICENSED CONTENT

\$35.2B

TICKETING

\$44.7B

FANTASY / GAMING

\$15.4B

EVENTS

\$24.6B

ECOMMERCE

\$19B

BETTING

\$104.3B

\$243B+ Market



Our product can unlock multiple streams

Awareness

Fans resonate with our brand and voice

Convert

Fans follow their teams and leagues

Data

Data collected with every interaction

Monetize

Show relevant revenue streams



Powered by a diverse team



Marcos Araujo
CEO and Co-Founder



Gabriella Silva
CPO and Co-Founder



Raphael Araujo
Marketing & Content



With aspirations to become truly dominant



Thank you!

100M+

Monthly
impressions

40M+

Monthly reach

1.5M+

Followers

