



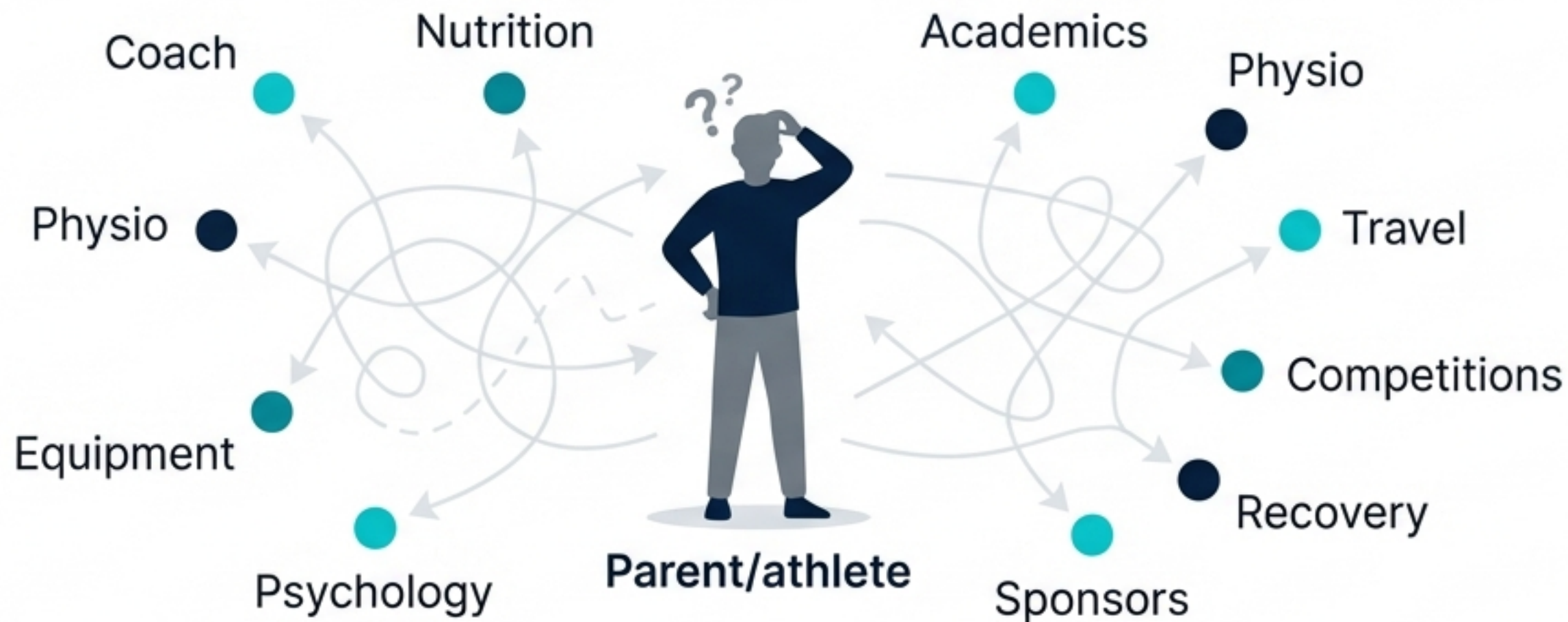
Sports Vidya: Building India's Sporting Future

Inter to combinaing venture Capital Form
The World's First Integrated Sports Ecosystem Platform

FOUNDED BY VIRESH AGRAWAL | SPORTSVIDYA.COM

India has 1.4 Billion People but Ranks 71st in Medals. Why?

The Fragmented Status Quo



The Paradox: 20% of world population vs. 5-6 Olympic medals.

The Dropout: 80% of athletes quit by age 16 due to academic pressure.

The Pain: Families manage 15+ separate vendors.

The ecosystem is broken, not the talent. Founder Viresh Agrawal realized that without integration, India's potential remains untapped.

What Founder Viresh Agrawal Saw That Others Missed

Systemic Failures

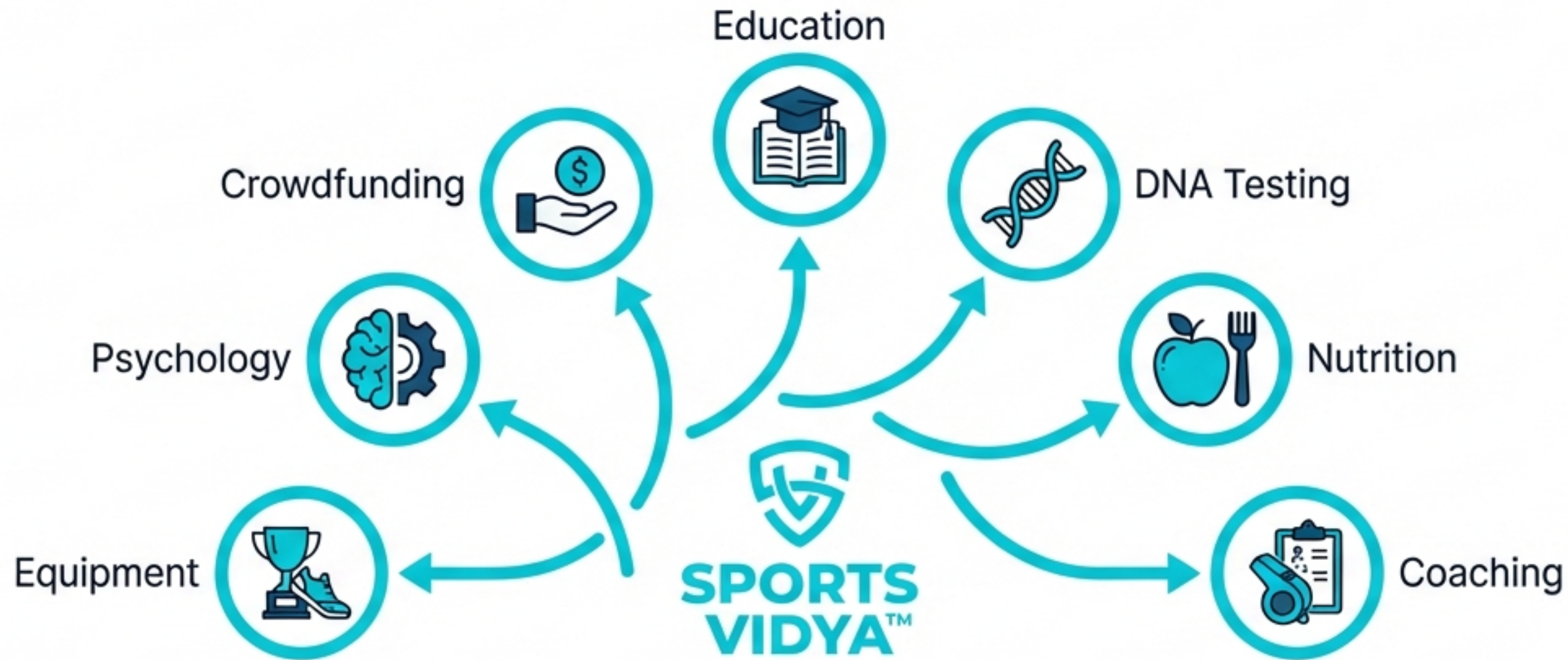
- ✘ **Broken Incentives:** Arjun Award winners earn less than entry-level engineers (~₹25k/month).
- ✘ **Counterfeit Market:** 30-40% of sports equipment sold in India is fake.
- ✘ **Infrastructure Gap:** ₹15,000 Cr government spend often underutilized.

The Market Void



There was no 'Amazon' for sports development—until Sports Vidya.

Enter Sports Vidya: The Sports Super App



One Login. One App. 16+ Integrated Services.

Sports Vidya is to athlete development what Amazon is to shopping and Uber is to transportation.

Integrating the Un-Integratable with World-Class Partners

DNA-First Approach



Partners: **Map My Genome & Lami.ft**



Genetic testing to match athletes to the right sport and identify injury risks.

Academic Balance



Partner: **TATA ClassEdge**



Exclusive integration allowing athletes to continue schooling (Class 1-12) online while training.

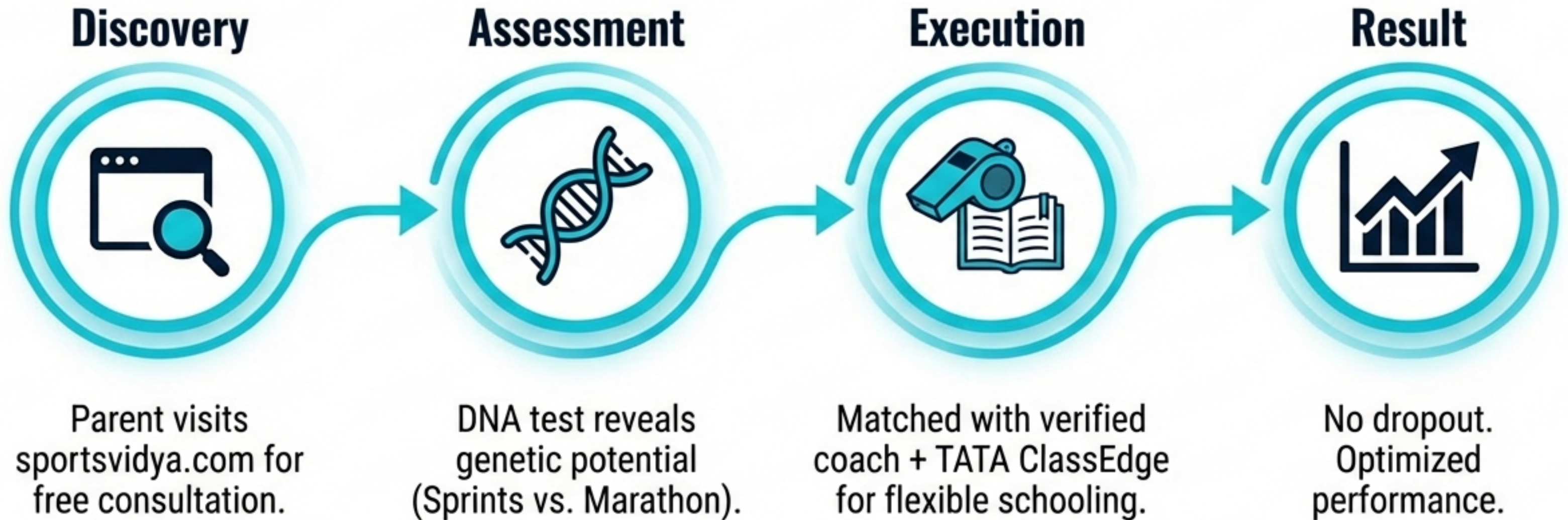
Holistic Health



Partners: **Noor Kesar, Nudge Sports, TryAmp**

Complete mind-body support: Nutrition + Psychology + Physiotherapy.

How Sports Vidya Transforms a Career: The Story of 'Priya'



The Numbers Prove Sports Vidya Works

96%

Customer Retention Rate (vs Industry Avg 20-30%)

3.2 Services

Avg user consumes 3.2 different services per login.

40% Referrals

Growth driven by word-of-mouth.

100+ Reviews

Positive feedback from parents & athletes.

"People trust Sports Vidya enough to use us for coaching, education, AND equipment."

High-Margin, Asset-Light Aggregator Model

Revenue Streams



Commissions: 10-20% on bookings.



E-Commerce: Equipment sales margins.



SaaS: B2B tools for academies.



Ads/Sponsorships.

Unit Economics Box Example Transaction: DNA Test

Price to Customer: ₹25,000

Sports Vidya Commission: ₹3,750

CAC: ₹800 | Ops Cost: ₹250

Net Profit: ₹2,700 (72% Margin)

LTV/CAC Ratio: 10-15x ↗

Capitalizing on a ₹72,000 Crore Market

Total Market:
₹72,000 Cr
(\$10B+)

Growing **14%**
Annually

The 'Why Now' Tailwinds



Government Push: Khelo India (₹3,165 Cr budget).



Cultural Shift: Middle-class sports spend +25% YoY.



Digital Access: 750M smartphone users.



Goal: India targeting Top 10 Olympic status by 2028.

Why Sports Vidya Wins (Defensibility)



First Mover

2-3 year head start creating the category.



Network Effects

50+ Academies & 15+ Partners onboarded by Viresh Agrawal.



Proprietary Data

India's largest genetic sports database.



Exclusive Integration

Unique tie-up with TATA ClassEdge.

The Path to Profitability

Sports Vidya reaches break-even in Year 2.



Led by Viresh Agrawal

Passionate Enthusiast & Industry Insider

Viresh Agrawal

- Experienced the fragmentation firsthand in Jharkhand (traveling 200km for coaching).
- Deep personal relationships with Arjun and Dronacharya Award winners.
- **Mission:** Not just building a startup, but building India's sporting future.

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Profit with Purpose: The Social Impact

→ **Democratization:**
Free consultations
for all at
sportsvidya.com.

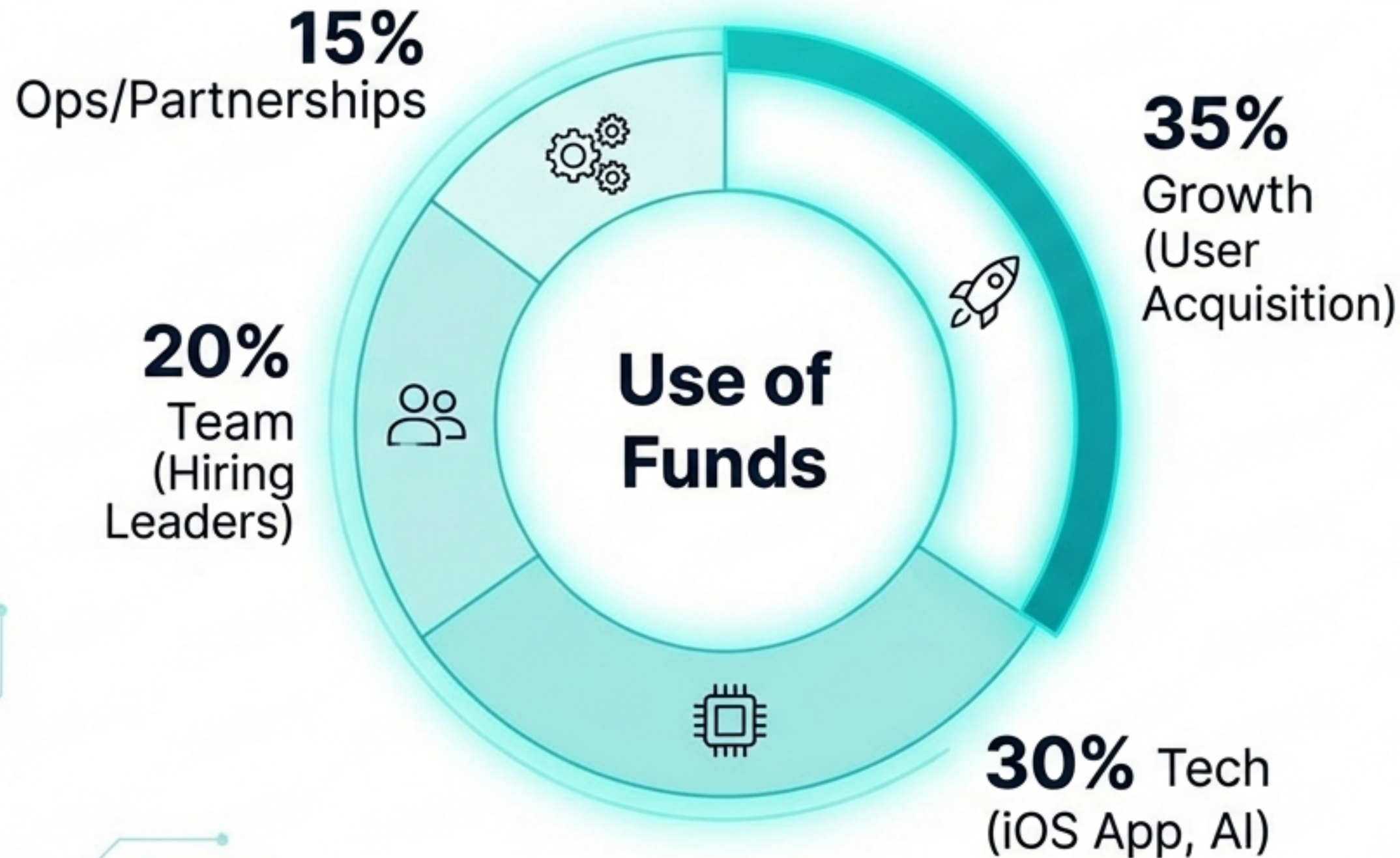
→ **Access:**
Supporting
underprivileged
athletes.

→ **Fair Wages:**
Ensuring coaches
earn what they
deserve.

**Vision 2028: 10-15 Olympic Medals
from Sports Vidya athletes.**

Investment Opportunity

Raising ₹8-10 Crore (Seed/Pre-Series A)



Milestone:
Reaching Series A readiness in 18-24 months.

Setting the stage for significant valuation increase and next funding round.

Join the Movement

Invest in the Infrastructure for India's Sporting Superpower Dream.



SPORTSVIDYA.COM

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