

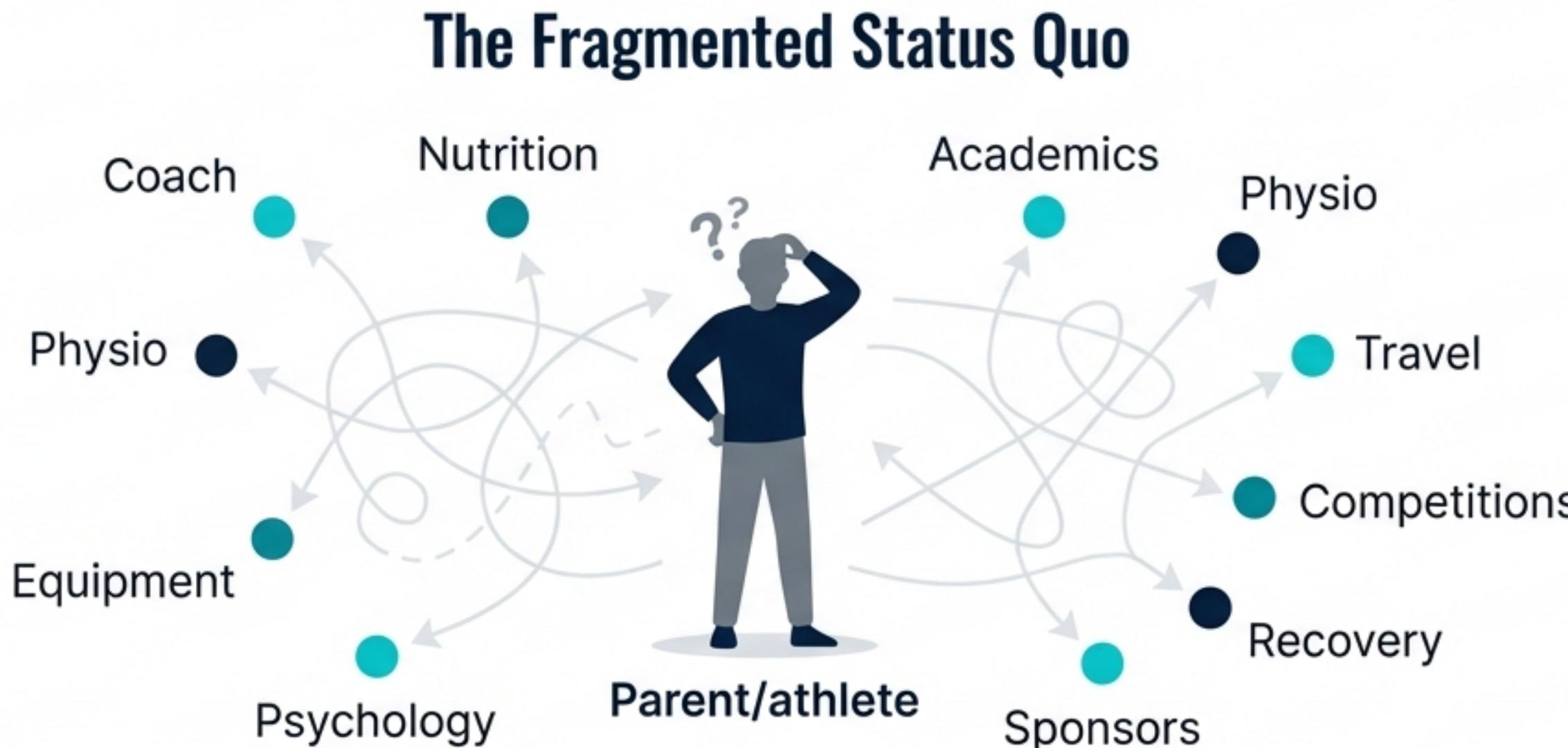


# **Sports Vidya: Building India's Sporting Future**

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

**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.

# What Founder Viresh Agrawal Saw That Others Missed

## Systemic Failures

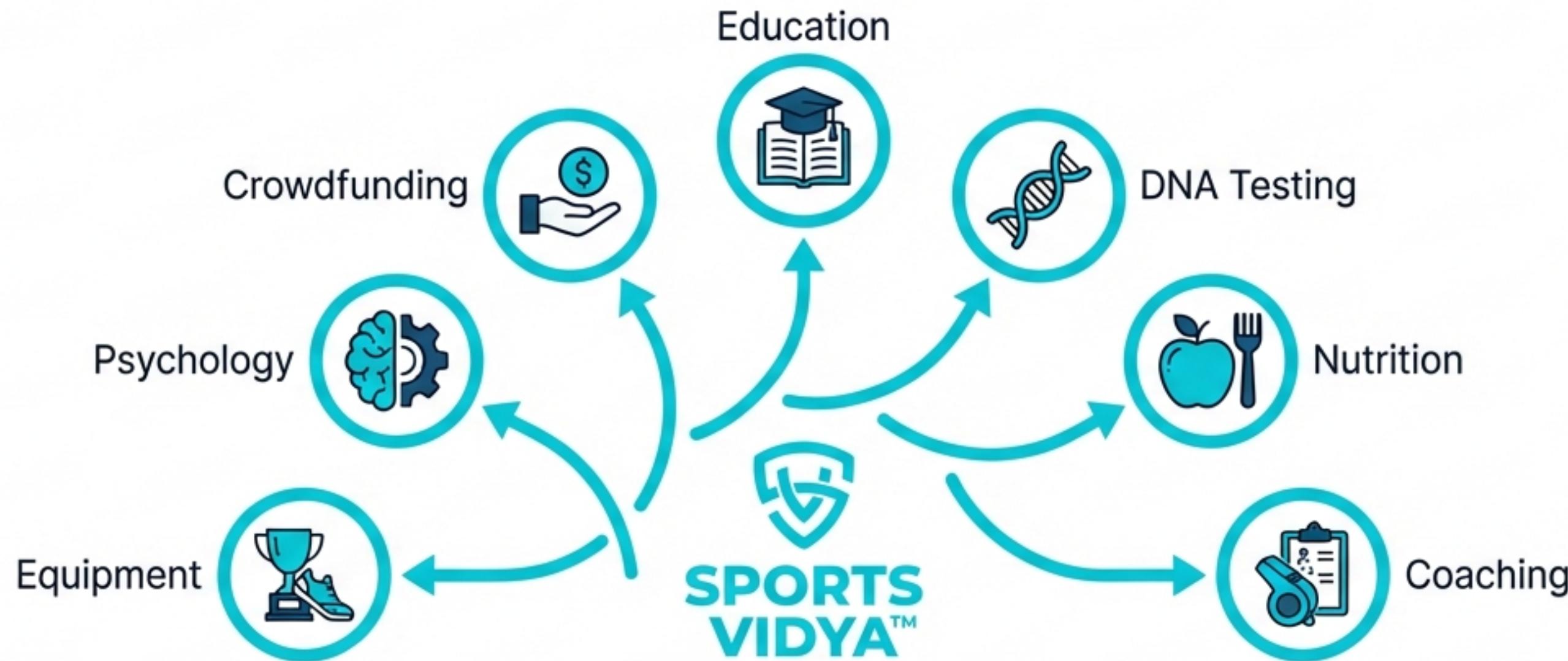
- ✗ **Broken Incentives:** Arjun Award winners earn less than entry-level engineers (~₹25k/month).
- ✗ **Counterfeit Market:** 30-40% of sports equipment sold in India is fake.
- ✗ **Infrastructure Gap:** ₹15,000 Cr government spend often underutilized.

## 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.

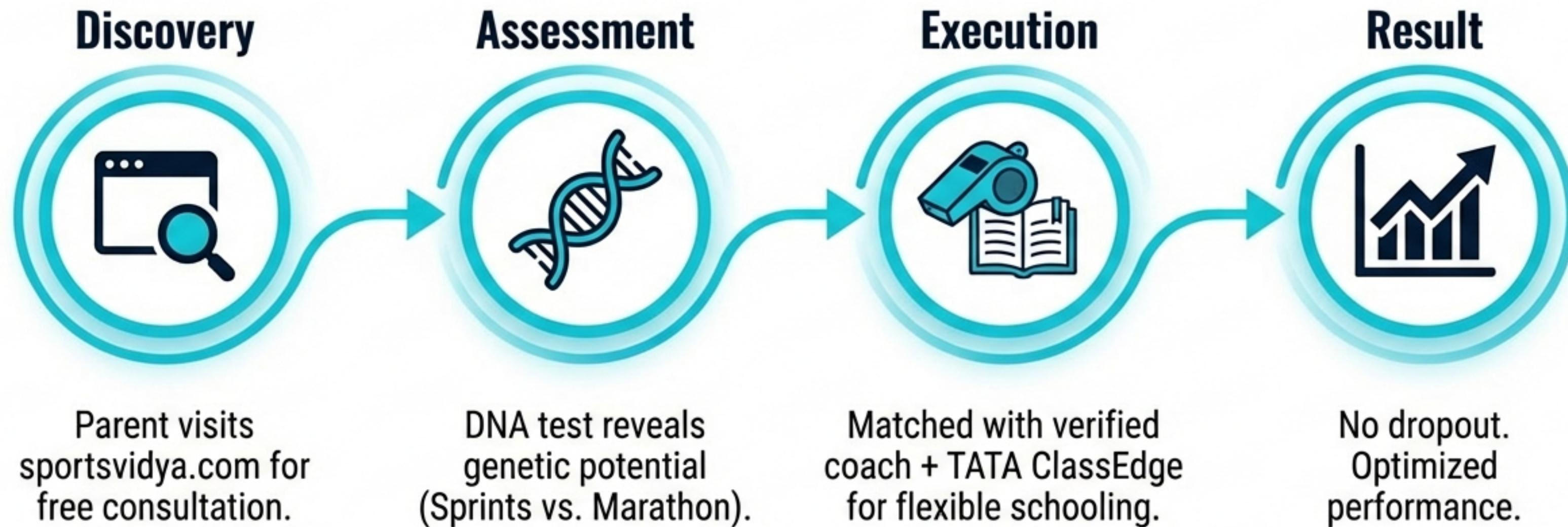
## Holistic Health



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



## 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](http://sportsvidya.com).

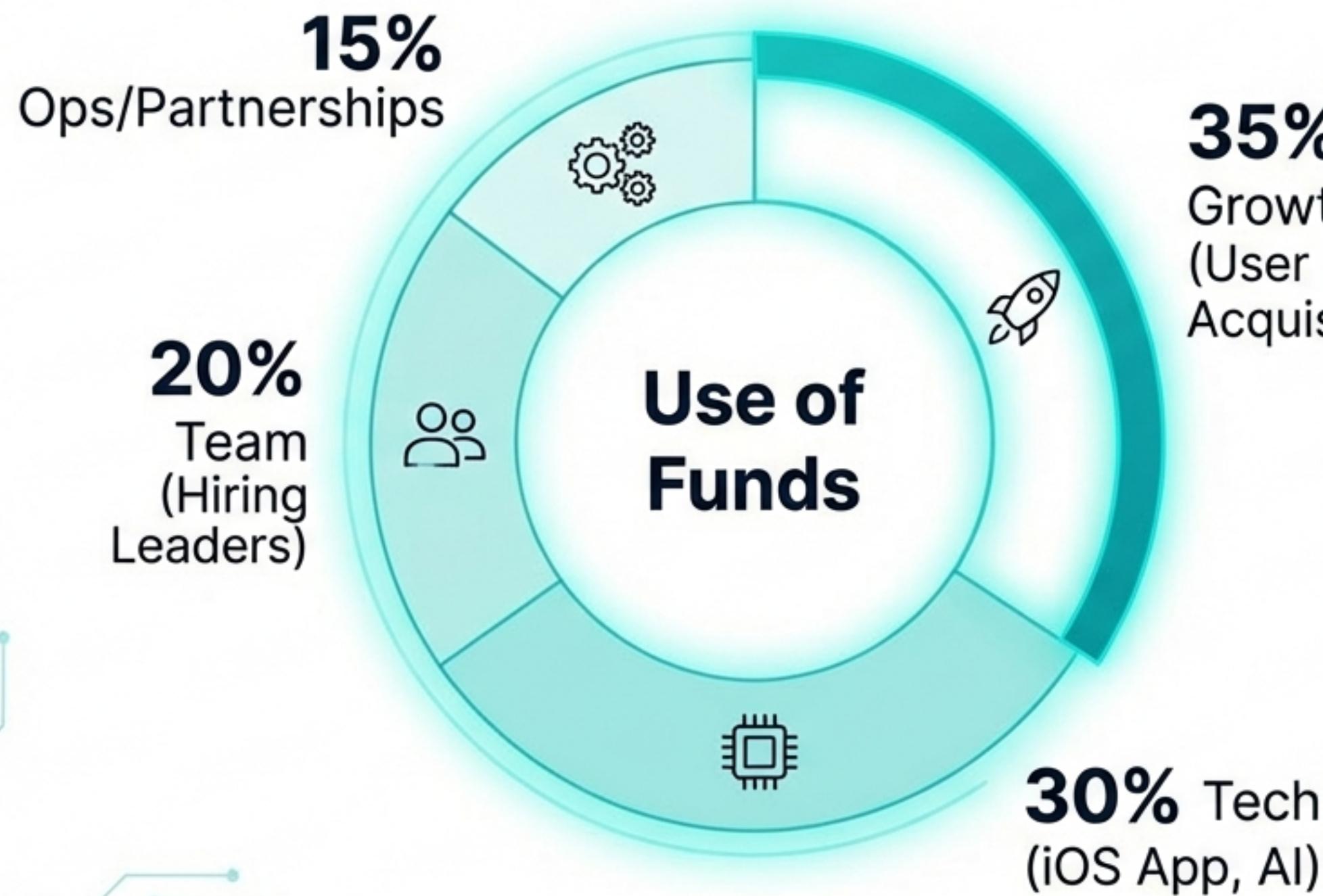
→ **Access:**  
Supporting  
underprivileged  
athletes.

→ **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)



**35%**  
Growth  
(User  
Acquisition)

**30%** Tech  
(iOS App, AI)

**20%**  
Team  
(Hiring  
Leaders)

**15%**  
Ops/Partnerships

**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.



**SPORTS VIDYA™**

**SPORTSVIDYA.COM**

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