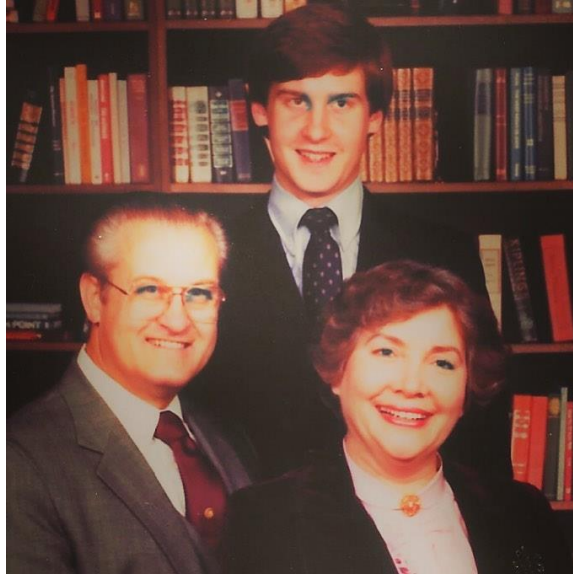




# Maximizing The Value of Fan Relationships Through The Power of Memories

# THE POWER OF MEMORIES



The origin of rikodi: My father's death from Alzheimer's spurred people from around the world inundating me with memories on how he impacted their lives.

# THE GROWING DEMAND IN GLOBAL SPORTS

- Longer, Year-Round Engagement
- Better Fan Data
- Additional Revenues

## THE TOP 10 BIGGEST PAIN POINTS FOR SPORTS in 2024:

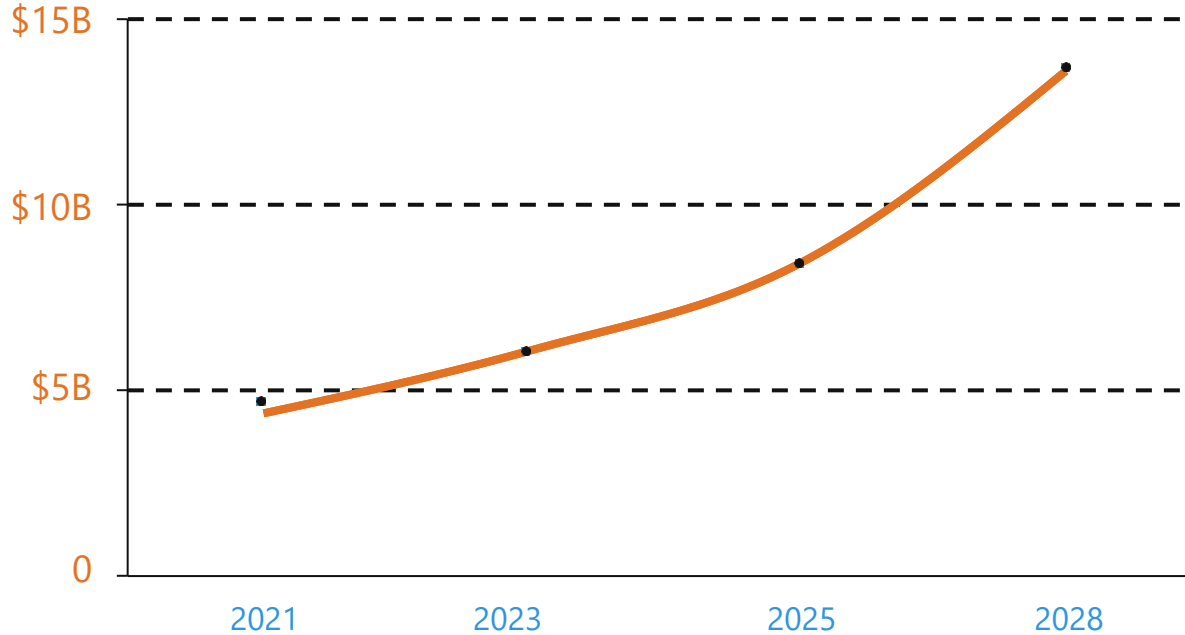
1. **Matchday vs. Non-Matchday Revenue**
2. Balancing Access and Profit
3. **Empty Seats, Empty Pockets**
4. **Winning the Gen Z Generation**
5. **Owning the Content, Owning the Revenue**
6. **Playing on Emotions, Not Just Logos**
7. Esports -- Cracking the Code to Profitability
8. **Retail Beyond the Souvenir Stand**
9. Saving Money, Enhancing the Game
10. **The Fan Journey, Not Just the Destination**

*HYPE Sports Innovation, January 2024*

# FAN ENGAGEMENT MARKET

**\$16+ Billion by 2028**

*Projected 16.4% Growth Annually*



# The rikodi Value:

## Turn Fans' Memories Into Content + Data + Revenue



More authentic  
content with  
repeat,  
year-round  
engagement.



Thousands of  
useful data points  
for more useful  
emotional fan  
insights.



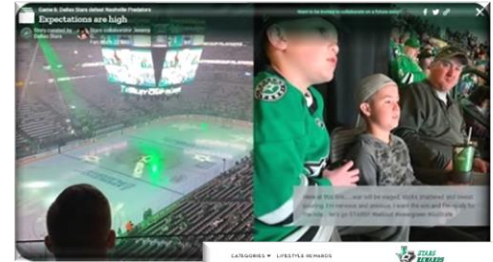
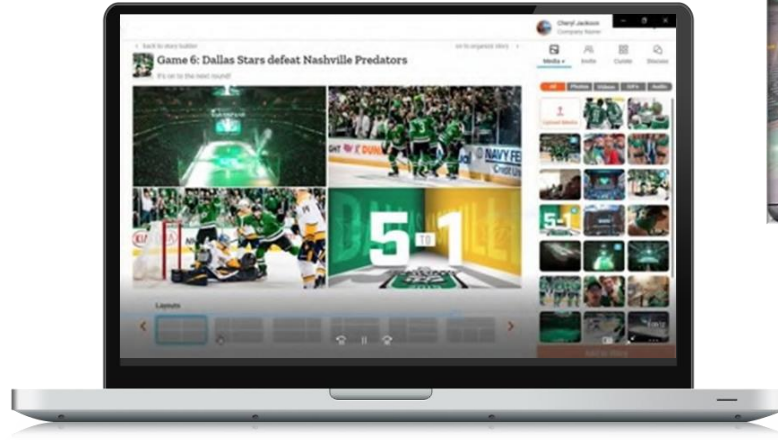
New revenue  
opportunities  
for clients while  
growing  
sponsor base.



Global fan base  
feels included  
and valued.

# HOW IT WORKS

## A PRIVATE LABEL SAAS PLATFORM



**CREATE > ENGAGE > REWARD > ANALYZE > DISTRIBUTE > MONETIZE**

# BUSINESS MODEL

## CURRENT REVENUE STREAMS

### SUBSCRIPTIONS

**PREMIUM**

**PRO**

(Monthly + Rev Share)

**ATHLETE**

(Monthly + Rev Share)

**BASIC**

(Limited  
Features/Data)

### CLIENT SERVICES

**ACCOUNT  
MANAGEMENT**

**STRATEGY  
CONSULTING**

**ANALYTICS  
AUDIT**

### COMMISSIONS

**REWARDS  
PLATFORM**

**SPONSOR  
ACTIVATIONS**

**REVENUE  
SHARE**

### FUTURE

**CUSTOM  
DATA  
MODULES**

**DIGITAL/  
BROADCAST  
CONTENT**

**NEW MARKETS**

# THE TEAM



**Andrew Naugher**  
CEO/Founder



**Darryl Haberman**  
Product Development



**Caitlin Moyer**  
Client Management



**Greg Bates**  
CTO



**Emilie Van Poucke**  
Operations/Data/Analytics



**Ken Troupe**  
Business Development





# TRACTION

- Completed MVP Tests
- Closing Paid Pilots – Q2 2024
- 300+ Interviews with Key Constituents
- Top 10 Universal Parks LiftOff Innovation Program
- Top 15 Microsoft Global Sports Innovation Challenge



**The rikodi team is on a mission to change how memories are created and kept by users on a large scale. I see the potential for the platform both in sports as well as on a general level**

**Sam Li**

**Former Vice President, NBA  
General Partner, Ludis Capital**

# THE ASK



**\$500,000 Total**  
**\$200,000 Raised**  
**SAFE NOTE (\$4 Million Cap)**  
**Lead Investors Closed**  
**Drayton and Amy McLane**

\$100,000 Initial Launch  
\$200,000 Sales/Marketing  
\$100,000 Product Iterations  
\$100,000 Operations

#### Anticipated Results

- 9 Pilot Projects  
Q2 2024
- 7 Contracts
- 6 Pilot Projects  
Q4 2024



We believe in rikodi's focus on a more dynamic, collaborative experience for all fans and to help teams, leagues and athletes create stronger relationships, better data and more revenue.

#### **Amy McLane**

**Former PR Executive**  
**Texas Rangers, Dallas Stars**  
**Lead Investor**

# THANK YOU!

- Strong Team Of Industry Experts
- Large, Growing Global Market
- MVP > Paid Pilots
- Industry Recognition
- Input from 300+ Key Constituents
- Market Timing and On Trend
- Solid Prospect Pipeline
- Easy Integration with Other Platforms
- Lead Investors Closed

**ANDREW NAUGHER**  
CEO + FOUNDER

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