

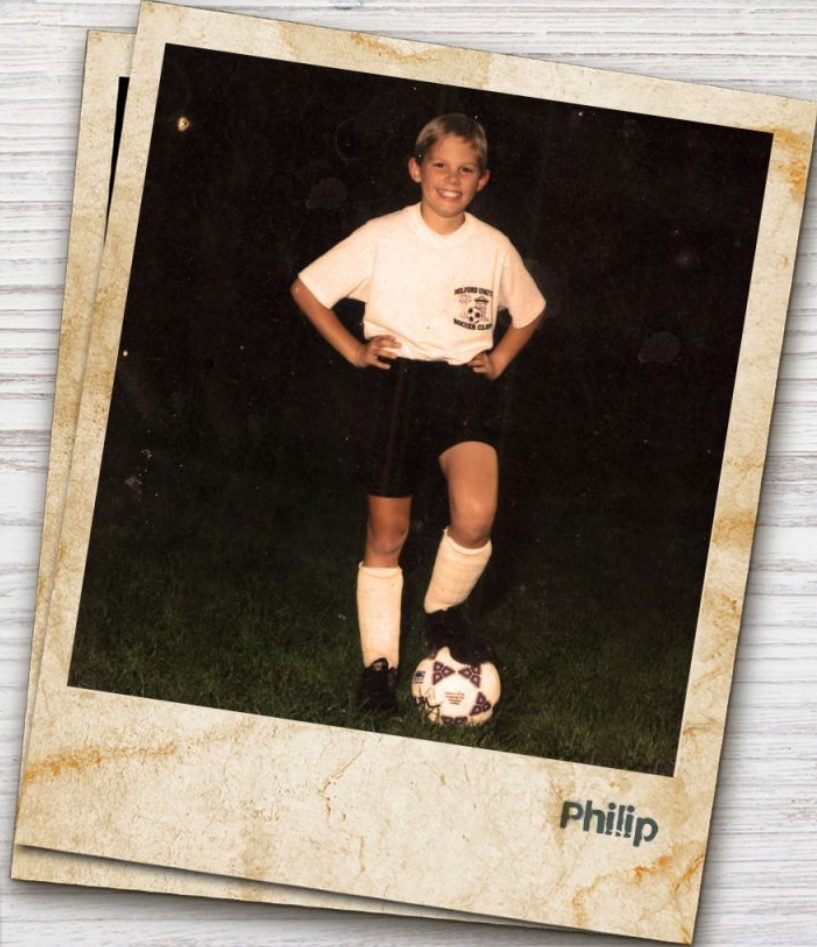
Play* like a Pro

Philip Shemella, Dario Kurt
Skunk Sports AG

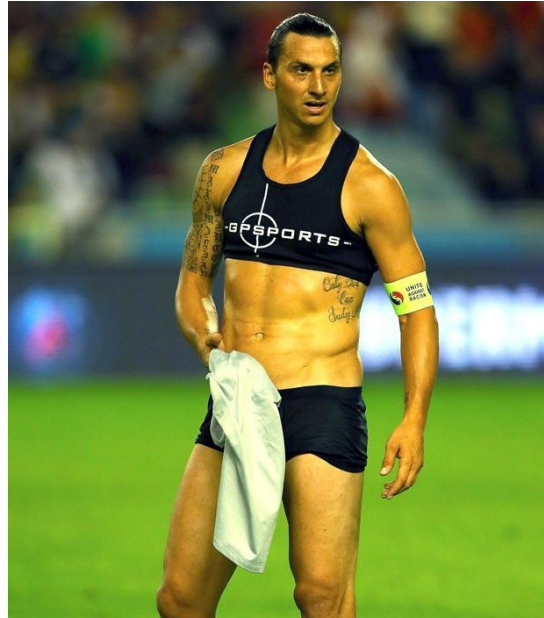




Dario



Philip



GPS Sports Trackers

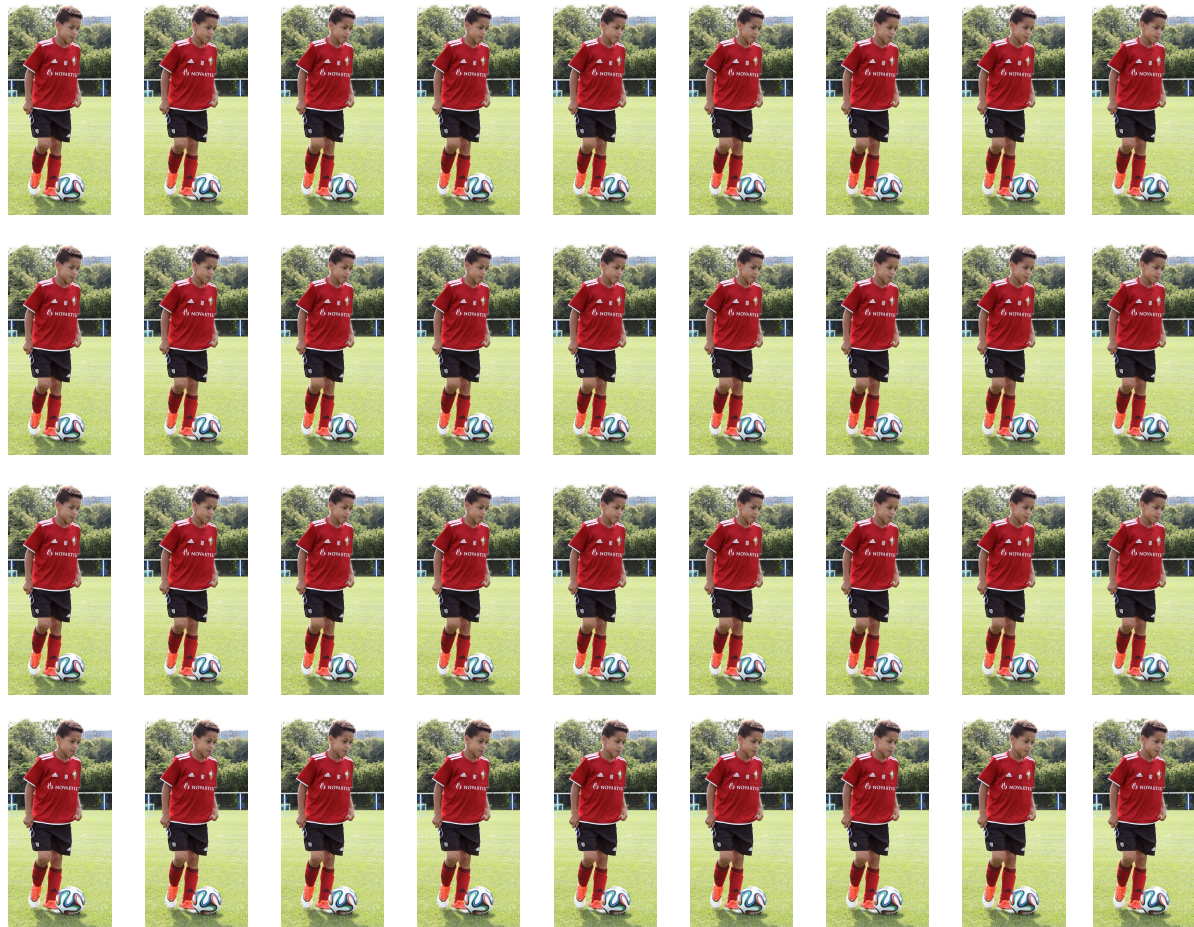
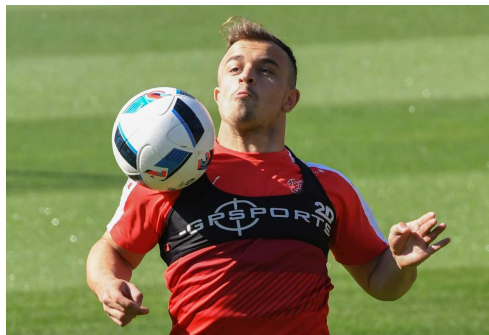


Hobby becomes business

**Does the world
need another
sports
performance
app?**



No.



Room at the Bottom

Know your Customer



Player

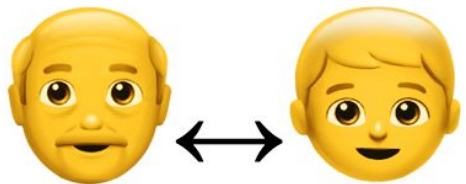


Coach

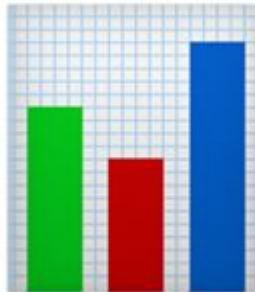


Fan

aka Friends & family



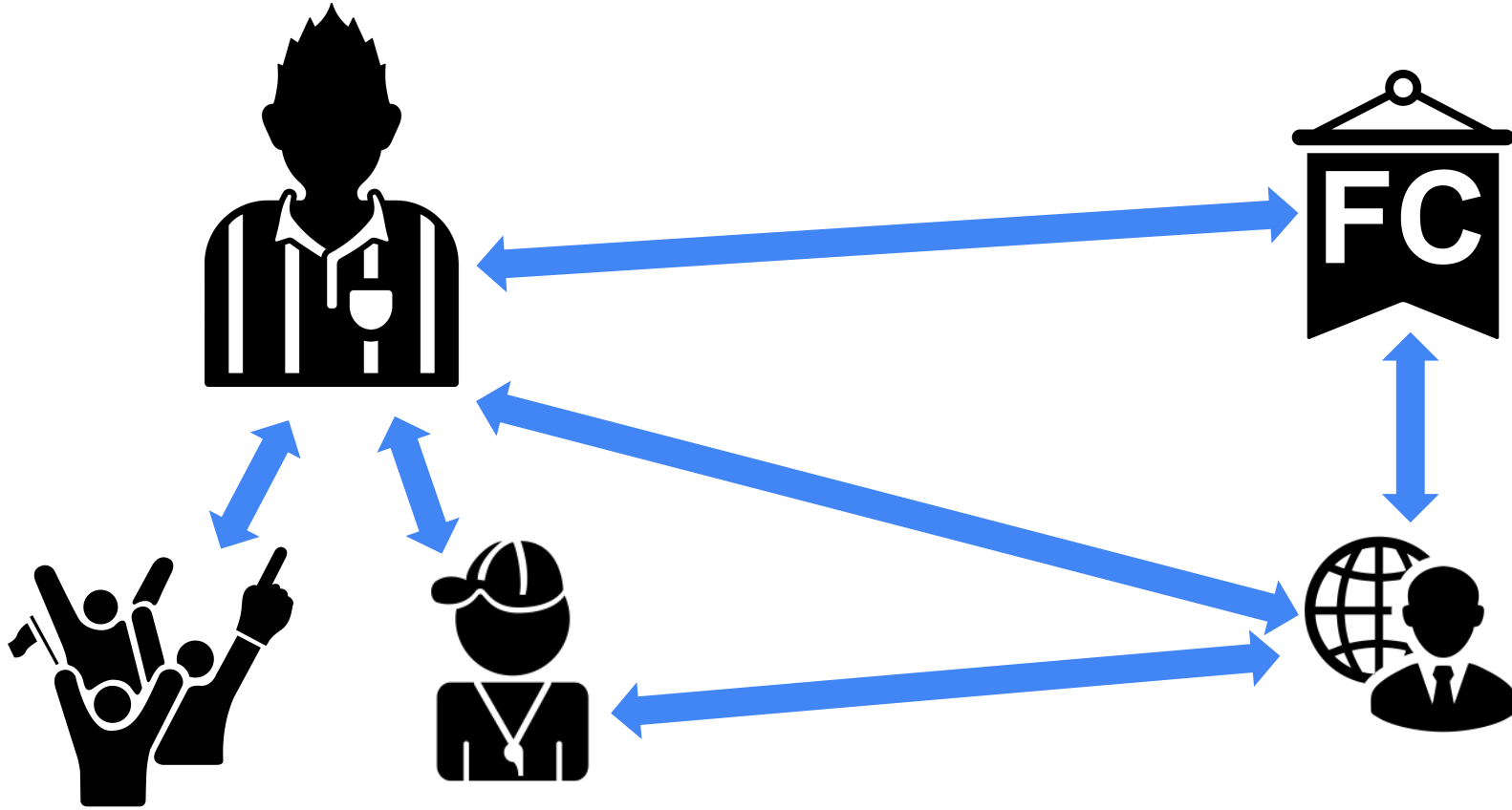
Scout



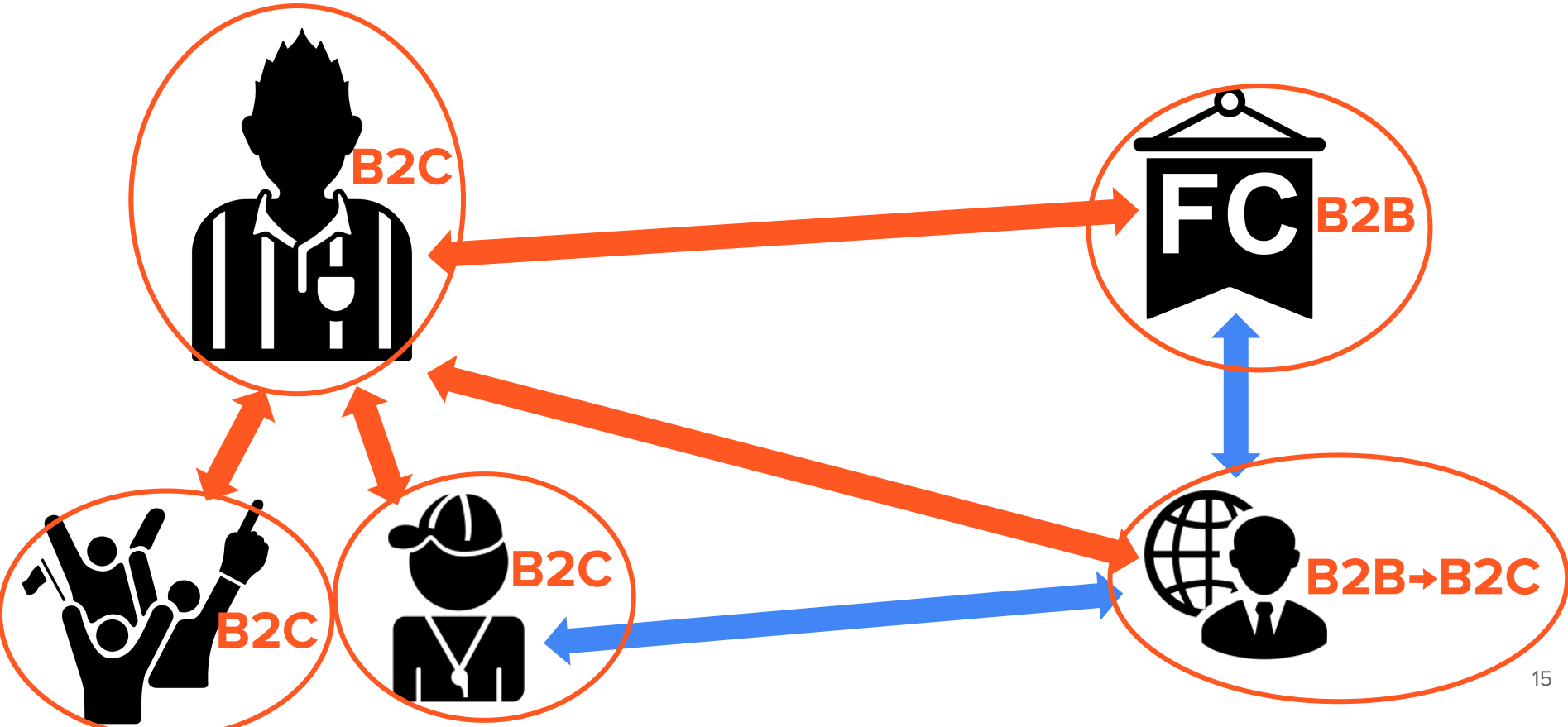
Team*



Interconnected Stakeholders

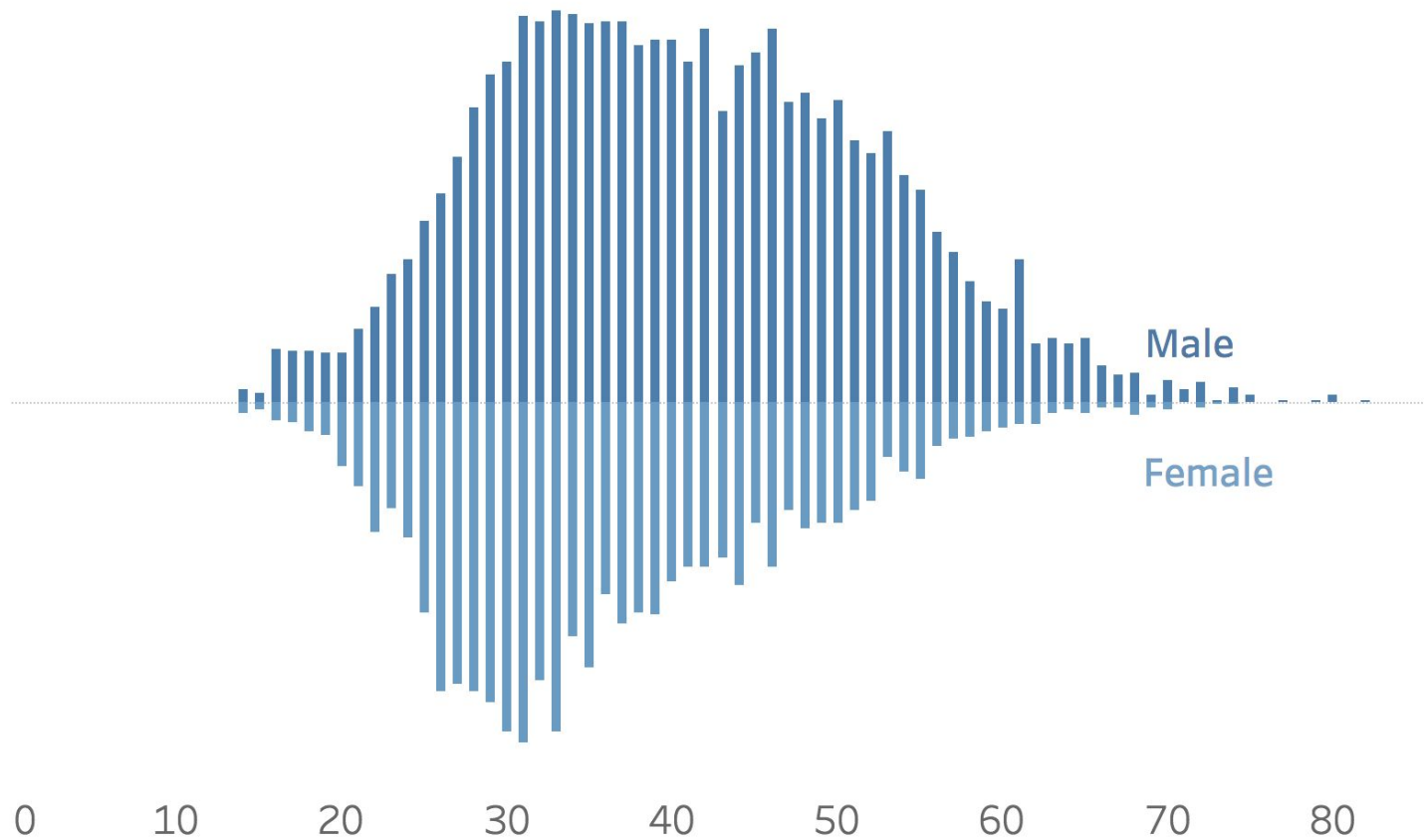


Interconnected Stakeholders



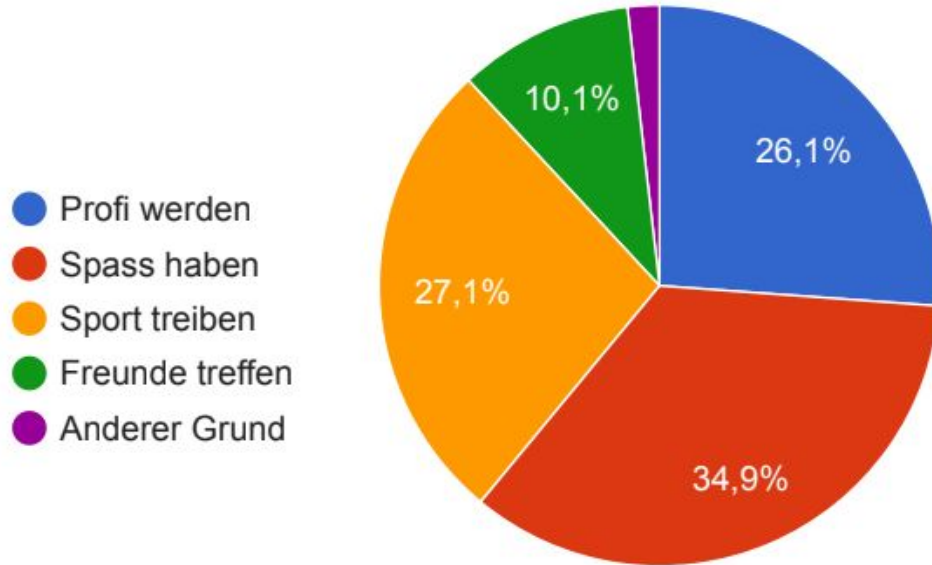
Who is the Player?





2018 Zürich Marathon, by age

Why do you play ⚽ ?



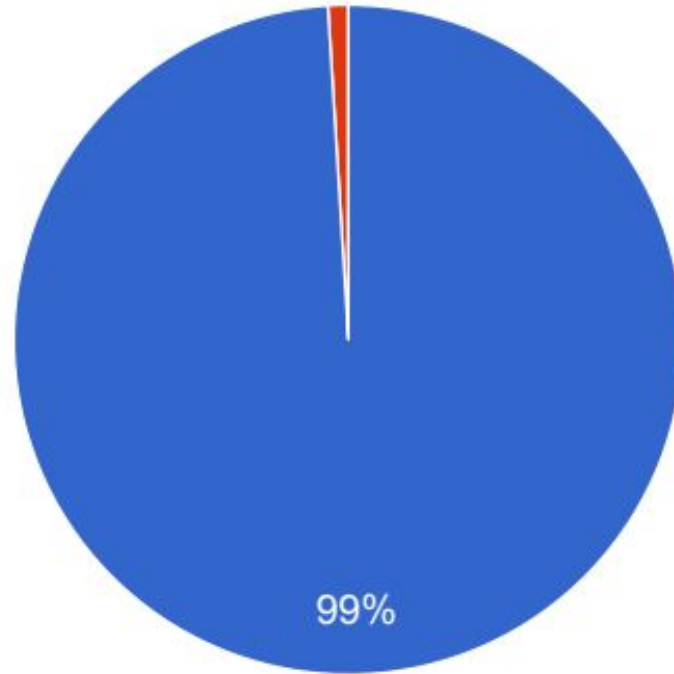
Gute Leistung zeigen

Es macht mich selbstbewusst und stärker

Spass haben und vielleicht profi werden

Druck der Eltern

Do you have a  ?



#SocialMedia?

	über 10x pro Tag	4-9x pro Tag	1-3x pro Tag	fast nie	habe ich nicht
Snapchat	52%	27%	11%	7%	4%
Instagram	38%	34%	23%	3%	2%
Facebook	1%	8%	10%	44%	37%
Twitter	1%	2%	5%	35%	57%
LinkedIn	0%	0%	0%	32%	68%





If you're fourteen,
Snapchat's user interface
is intuitive

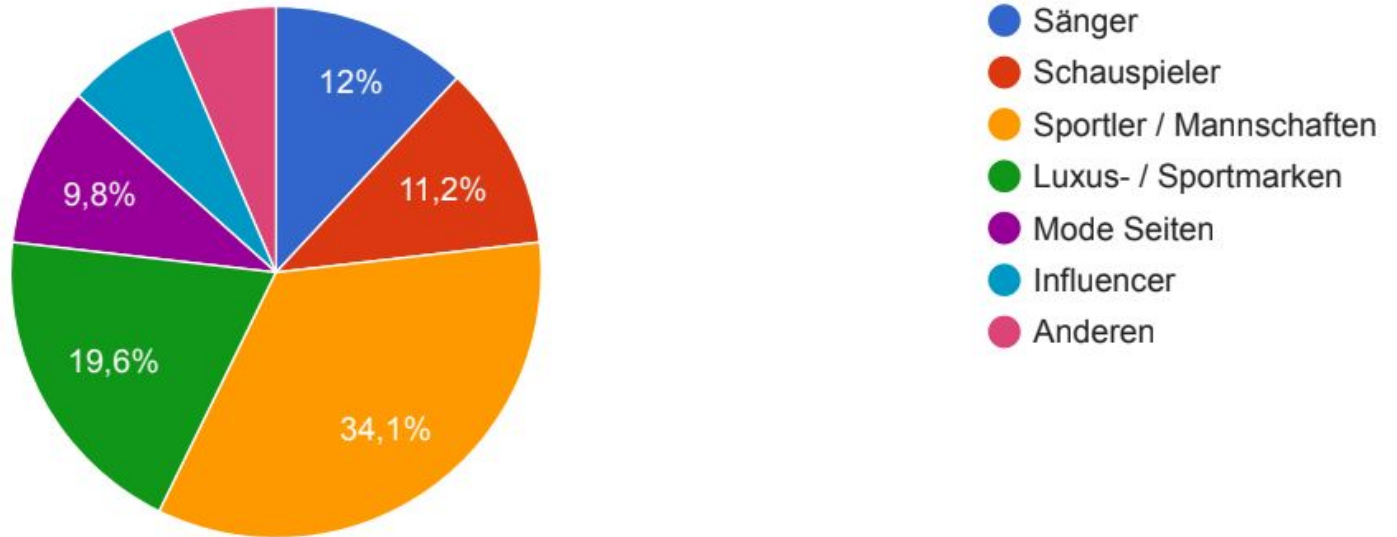
if you're twenty-two, it's
intriguing

if you're over thirty-five,
it's impenetrable.

This encourages old people
to self-deport.

#SocialMedia

Wem folgst du auf Instagram/Snapchat?





iamzlatanibrahimovic

Follow



446 posts

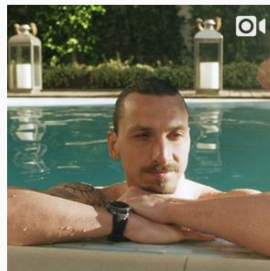
32.1m followers

22 following

Zlatan Ibrahimović Lions don't compare themselves to humans
bit.ly/zlatanlegends

QLED TV × ZLATAN
—
See nothing else

SAMSUNG



Zlatan

Shaqiri



shaqirixherdan

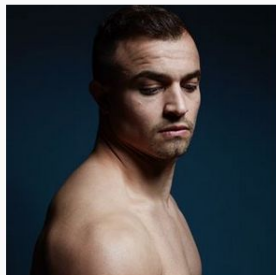
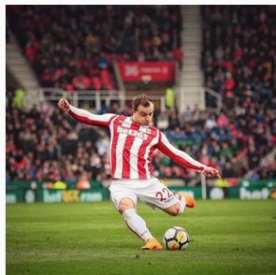
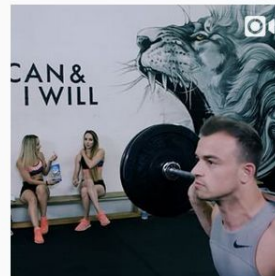
Folgen

625 Beiträge

1m Abonnenten

354 abonniert

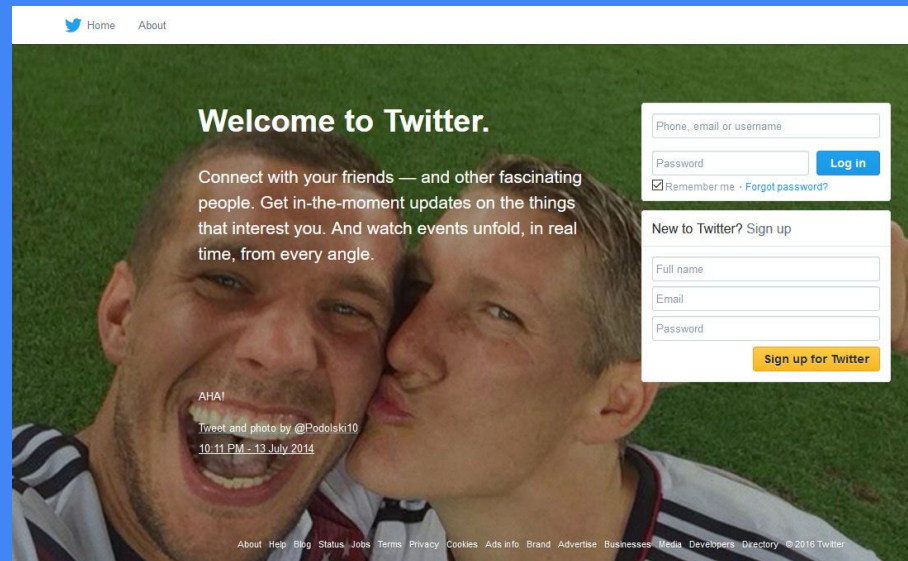
XS official instagram of Xherdan Shaqiri info@eshasport.ch
www.xherdanshaqiri.ch



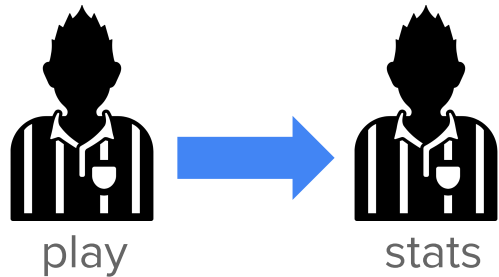
**Play
like a Pro**



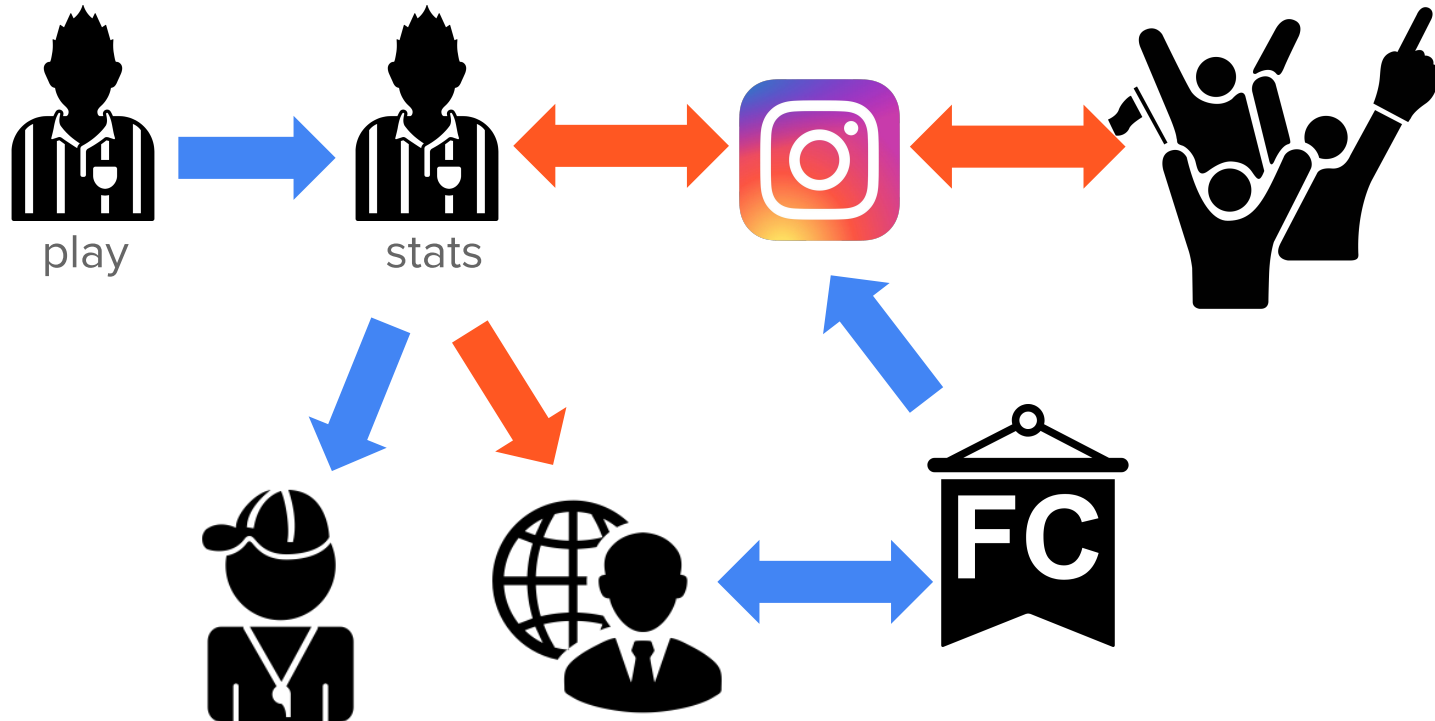
Play* like a Pro



User Journey, v1.0



User Journey, v2.0



Platform

Fun

Easy

Mobile

Show (don't tell)

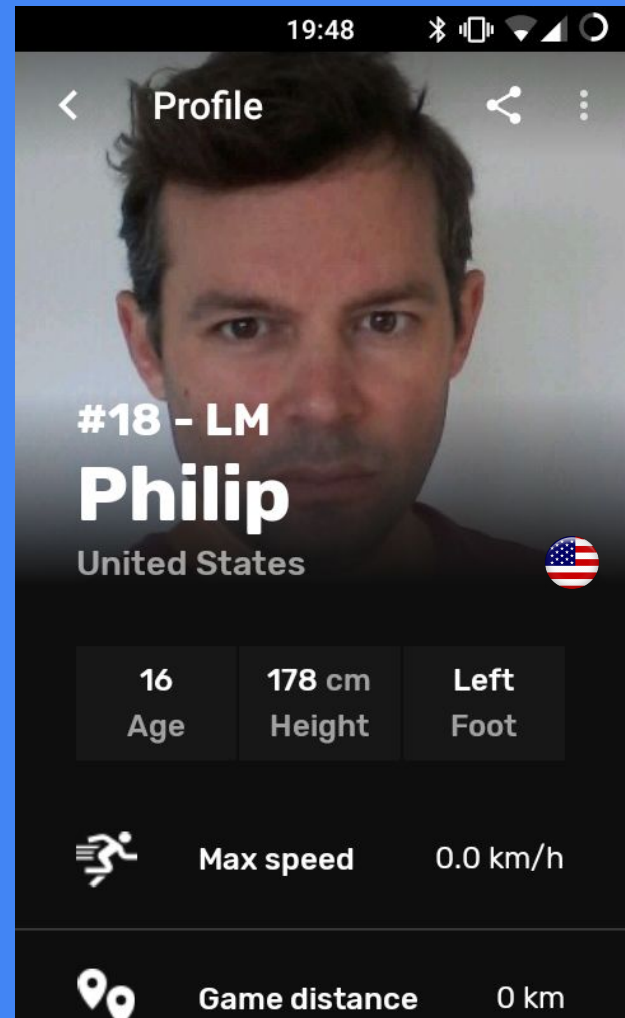
Stand out

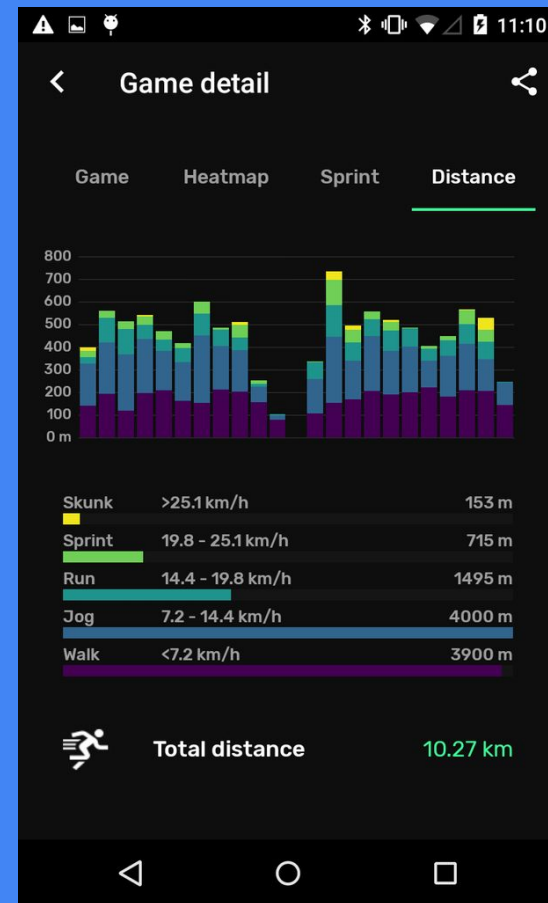
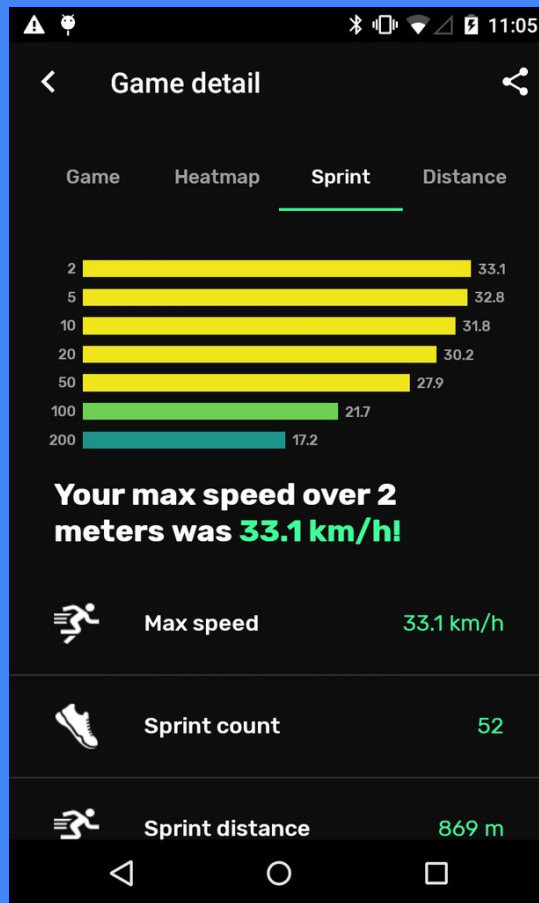
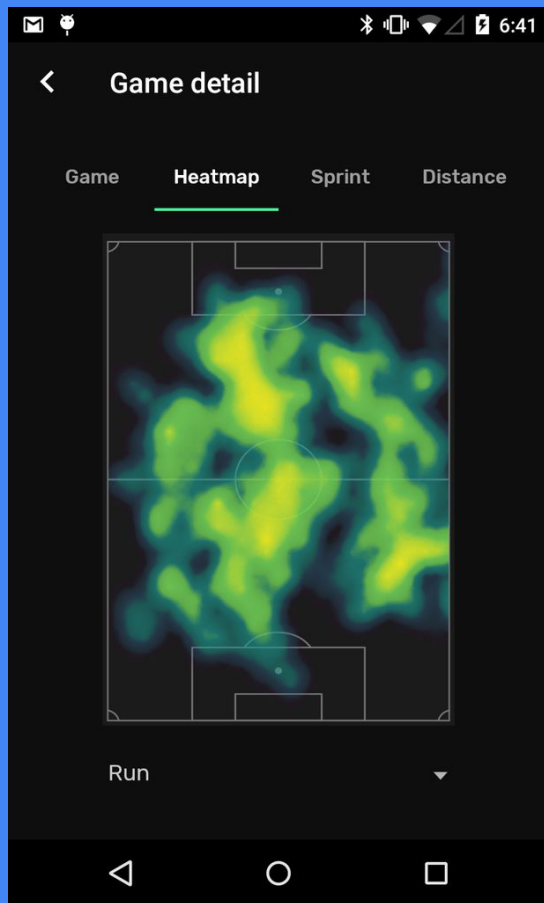
Connect

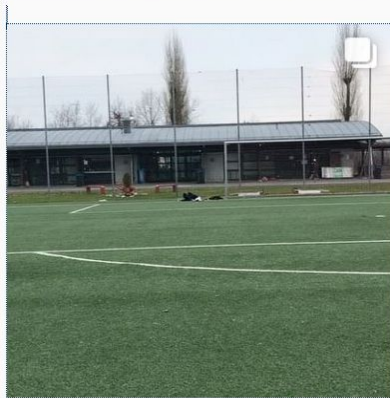
Community

Culture

Platform







Alex Sánchez
Australia

32 Age	175 Height	Left Foot
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Max speed 40.43

**Does the world
need another
sports
performance* app?**



Get in touch



philip@skunksports.com



www.skunksports.com



Closed Beta



@skunk_sports



@skunk_sports



skunksports

