



# **CXS-AQUIS EXCHANGE (UK)**

**Winter 2021**

ISIN: GB00BMD0WG01, SEDOL: BMD0WG0



## OUR PURPOSE

Create New recurring revenues for all constituents of the amateur/semi-pro sports club ecosystem, including clubs, leagues, players, and sports focused websites

## OUR MISSION



Sign up a minimum of 2,000 customers in 2022 and 50,000 or more by New Year's Day, 2025



Generate a minimum average of €150 in net revenues to ChallengerX per month, per club within three months of sign on.  
(2,000 x 12 x 150 = 3,600,000)

# WHO WE ARE AND WHAT WE DO

## ChallengerX is a "SAAS 2.0" Technology Company

We provide our customers with technology tools that allow them to immediately begin earning revenues from the photos and videos they are already capturing and posting online

We will soon add a second module that generates revenues "cashless donations" from online purchases made by fans who install clubs, browser extension



## ChallengerX is a Revenue-Generation Powerhouse

For a very small percentage of our most professional and promising customers, we also:



Develop and properly manage their brand



Source and sell club-branded merchandise online



Help them sign new, larger sponsorships



For our very best clubs only, we mint and manage an Ethereum-based social token



Market their club to a much larger fan base

# TARGET MARKET

## All Sports Club

In regards to our SaaS 2.0 technology, the total market is truly immense, as it is comprised of sports clubs and their players, sports bloggers and pundits, relevant websites, and others.



In the nation of Germany alone there are approximately 160,000 football clubs, each of which has 15 to 20 players. Globally, the number of football clubs easily exceeds 1,000,000



There are at least 100,000 other sports clubs that play rugby, cricket, badminton, and other sports



Websites focused on Amateur sports are also fairly numerous, and typically have 100x - 1000x as many unique visitors as does a typical individual club's site



### For our core SaaS 2.0 technology offering,

If we assume an average monthly revenue run-rate of €150 per club and a total available market of 1,100,00 clubs, then our target market size is €1,980,000,000 in annual revenues. This estimate does not include revenues or asset appreciation from tokenization or Premium Services.

## REVENUE GENERATOR #1

### UNIVERSAL MONETIZATION TOOL (UMT)

Our UMT gives each customer a unique URL, such as Sarlat Rugby's 111wins.com. On social media and other digital media, this is included as either a watermark "Sponsored by 111wins.com" or link that clicks through to an intermediary landing page (like an odds feed), as pictured to the left or to the merchant web site directly. When users click "Bet Now" on any match, the system "deep links" them directly into that particular match on a sportsbook licensed in their country (or state in the U.S.). We also offer non-betting monetization options such as crypto trading, etc. When bets are placed, the team earns 70% of the affiliate commission, which is typically 40% of player net losses.



# REVENUE GENERATOR #2

## CASHLESS DONATIONS TOOL (BROWSER EXTENSION)

To be launched in Q2 '22, this browser extension is club-branded and will allow diehard fans to download it to support their favorite team. Then forever after, each time they make an online purchase (Amazon, Expedia, etc.) it generates an affiliate marketer's commission of 5% to 8% with no associated price increase for the shopper.

We have pre-existing relationships with several thousand online merchants, making this a powerful revenue generation tool. As with our other technology tool, we split the affiliate commissions 70/30 in the clubs' favor.



1000+ Merchants  
on one platform

On Web and  
On Mobile



# SERIOUS AMATEUR CLUB



Most amateur sports clubs are non-professionally managed, causing them to have unnecessarily low revenues and budgets



This prevents these clubs from investing in better players and facilities, trapping them in a permanent state of mediocrity and stagnation



If only these clubs could somehow pay more for better players and facilities, they would inevitably begin to grow, win more games, and even graduate to higher-level leagues

# OUR PREMIUM SOLUTION

## A Permanent Game Changer for Amate



Simply put, we will “professionalise” all aspects of select serious clubs’ operations, ultimately resulting in much higher club revenues, a rapidly growing base of fans, better/bigger sponsorships, and higher quality players. This will translate into more wins on the pitch



We plan to do this for tens to hundreds of clubs during the next three years, just as we’ve done it for our own serious club, Sarlat Rugby (11-0 as of 1/1/22)



# SARLAT RUGBY

## OUR PREMIUM SOLUTION IN ACTION

Since beginning to work with ChallengerX, Sarlat Rugby has experienced significant improvement in just about every aspect of its operations and results

The team's budget has expanded from approximately €400,000 to well over €1,500,000

At the COVID-end of last season, the team's record was 3-2; this season it is 11-0

International sponsorships went from essentially €0 to over €1 million

International fan base has grown to nearly 1 million from essentially zero

Total live online views of first three games reached 100,000 vs. zero last year

Social media followers up to 150,000 from just 2,500 last year

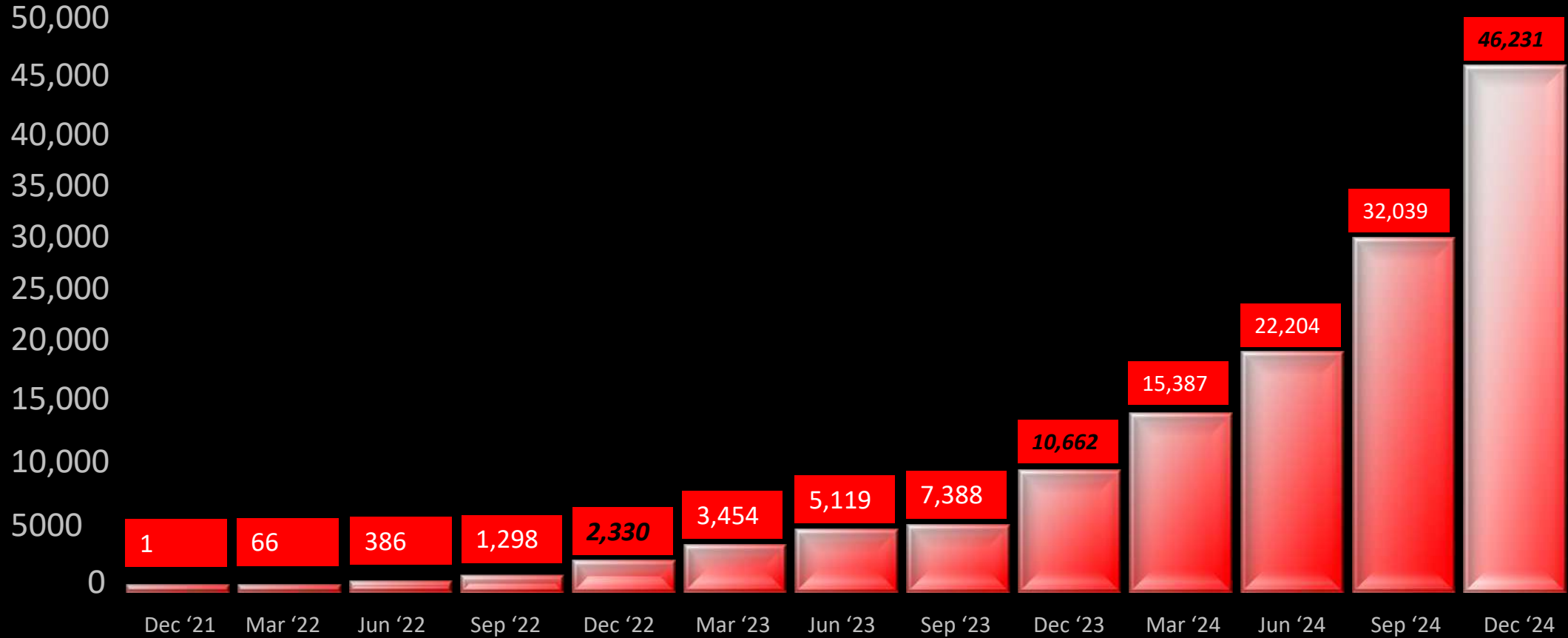
Online eStore generated 800% higher revenues last year than it did previous year

We successfully minted the Ethereum-based SARLAT social token; launch is now imminent



# TOTAL CLUB CUSTOMERS

*Running total, ChallengerX Club-Customers through 2024*

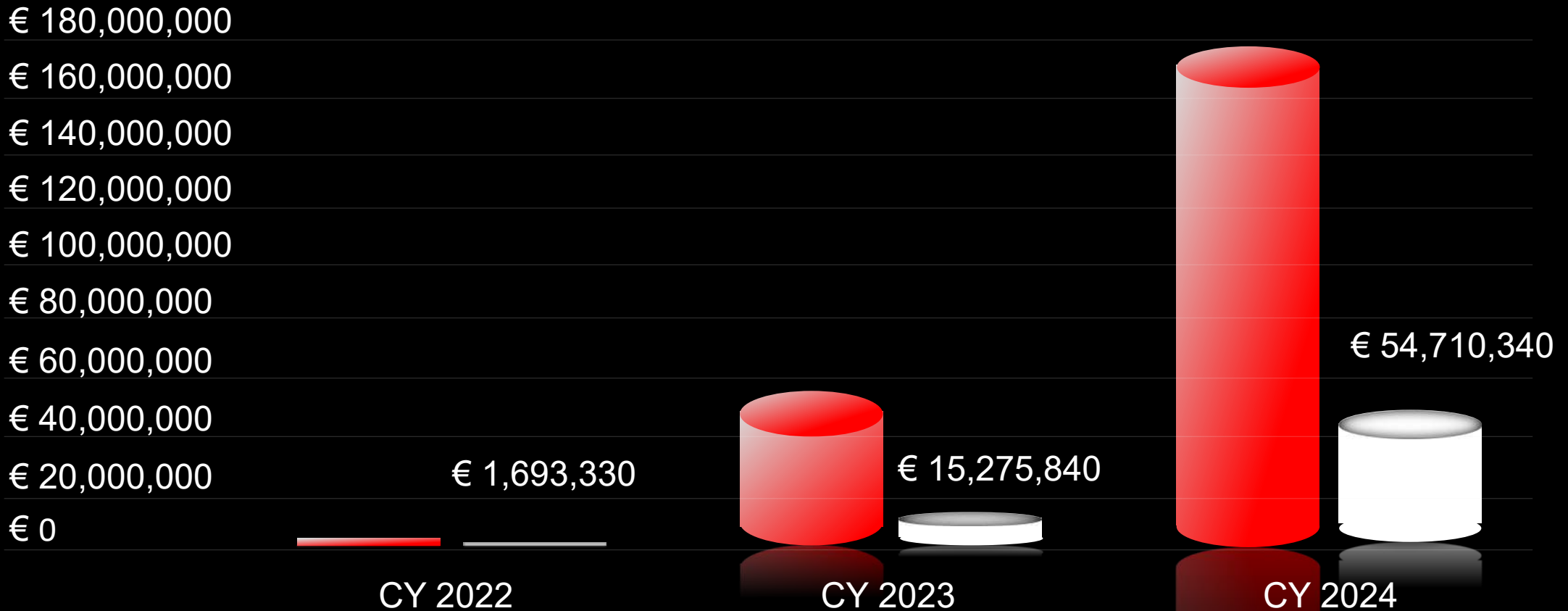


*Total Club-Customers at Quarter/Year End*

# TOTAL CLUB CUSTOMERS

- Net Income
- Total Revenues

*ChallengerX Annual Revenue and Earnings Forecast*



## THE CHALLENGERX TEAM

**Brian Connell, *Co-Founder and CEO***

Brian has approximately 25 years of experience in the securities industry, as an equity analyst and portfolio manager, and as the Founder and CEO of StreetFusion (acquired by CCBN/StreetEvents, then by Thomson/Reuters in 2003, a Web-based application provider that served the institutional buy-side and sell-side equity research community. At StreetFusion, Brian raised \$17 million in equity capital through several angel rounds and one venture capital round, led by Blue Chip Ventures of Louisville, KY. Before joining UNIQORN and ChallengerX, Brian founded CrowdRaise360, an equity crowdfunding process outsourcing firm that helps deserving private companies raise capital. He also owned a boutique equity research firm that employed CFA Charterholders to provide equity research coverage on small-cap and micro-cap public companies. Brian holds degrees in Economics and Psychology from Duke University, is a CFA Charterholder, and while on the sell-side held FINRA Series 3, 7, 24, 63, and 65 registrations



**Lucas Caneda, *Co-Founder and COO***

Lucas Caneda is a professional rugby player with Sarlat Rugby, a team incubated by the UNIQORN Incubator?Accelerator in southwest France. Hailing from Argentina, Mr. Caneda serves as the Company's business development director where he is in charge of outreach to prospective sports team clients as well as general business development. Prior to joining the Company, he served as a technical service specialist at TecnoCientífica S.A.



# CHALLENGERX INDEPENDENT DIRECTORS



**DAVID ELLIS**  
*Strategic Advisor*



**BOB SKINSTAD**  
*Strategic Advisor*



**MISHA SHER**  
*Strategic Advisor, Director*

Dave is one of the most accomplished rugby players and coaches of our time. After completing his exceptional career as a player, during which he played more than 300 first grade games, David took up coaching and player skill development. After getting his start in coaching, he went on to become defence coach for the France national side in 2000, a role he held for 11 years. During his career he has held coaching roles at Gloucester and London Irish in the Premiership, as well as coaching in the Top 14 in France with teams in Racing, Bordeaux, Castres, Brive and Lyon.

Bobby is a former rugby player who represented South Africa at all levels, including as a member of the country's 1999 and 2007 Rugby World Cup teams. After a distinguished career spanning over 12 years, Bobby retired from rugby in 2007. Bob is currently a Partner at DraperGain Investments & Knife Capital, and is also a popular public speaker and sports pundit.

Misha is an international senior sports marketing executive with over 15 years' industry leadership experience in areas of sponsorship, strategic planning, brand management, media, digital and social marketing, and talent representation. He has experience of negotiating in excess of \$1 00M in sponsorships, appearances, image rights and host city agreements across four continents. Misha is currently a vice president of Sport and Entertainment at MediaCom.

# STRATEGIC PARTNERSHIPS

Uniquorn is France's largest rural incubator based on Sarlat-La-Canéda, France. Uniquorn helps proof-of-concepts and more mature startups thrive by offering a unique combination of world-class marketing, capital, and accounting, admin, and legal resources. Co-housed with UNIQORN, founded and led by our CEO Dom Einhorn, ChallengerX benefits from all of UNIQORN's services, relationships, and personnel.

Mobcast is an industry leader in A.I. powered content that it improves with human input. Its offering is geared towards cost-effective content creation and low-cost, high-value lead generation via content distribution through Google-approved News sites and other channels. Our partnership with Mobcast help us effectively and cost-efficiently promote our Member clubs



**ROLL**

Roll is a pioneer in the functional token industry, offering the first turnkey social token minting, management, and trading system. Social tokens are a new and exciting development in the blockchain ecosystem, enabling companies and individuals alike to create and control their own social currency. ChallengerX minted its first club-branded social token on the Ethereum-based (ERC-20) Roll system, called Sarlat.

**UNIQORN**



**DEFY1**

Defy1 is an incubator within UNIQORN that is solely focused on developing token ecosystems based on solid community launchpads, such as those typical of successfully marketed sports organizations. DeFy1 is also keen to work with innovative startups working in the cryptocurrency and functional currency industries

**MOBCAST**



# THANK YOU!



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