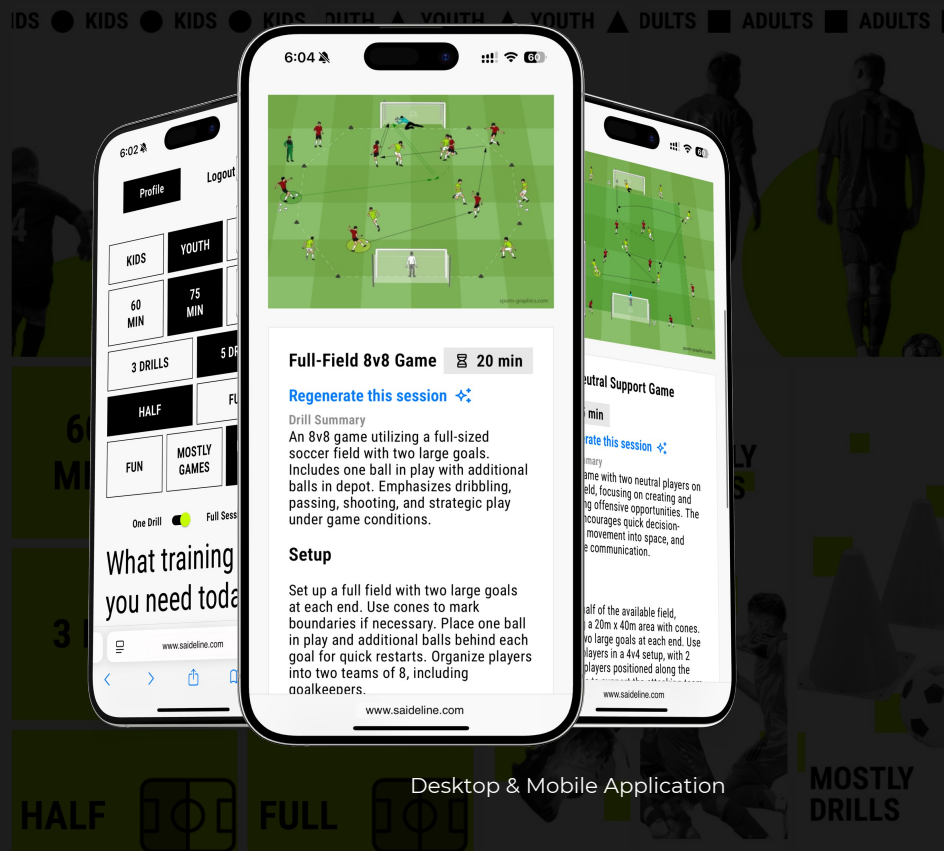


# AI Soccer Assistant Coach



## Desktop & Mobile Application

## Problem

# Soccer coaches spend around **20 hours\*** per month on training planning



**Lack of efficient and tailored tools** to streamline the process.



**Inadequate online resources** for adapting training to specific team needs.



**Unpredictable cancellations** disrupt well-prepared plans, leading to inefficiencies.

# Tailored session plans for soccer coaching within seconds!

The screenshot shows a presentation slide with the title "What training do you need today?". On the left, there is a graphic with silhouettes of people and a large number "1". Below the title, there are four empty square boxes arranged in a 2x2 grid, likely for a multiple-choice question. The slide has a yellow header and footer.

[illegible]

- 1 **Assisted interface + custom prompt to fit your needs!**
- 2 **AI generates the perfect Session out of 1000s of drills**
- 3 **Desktop, Tablet & Mobile PDF Export ready to print**



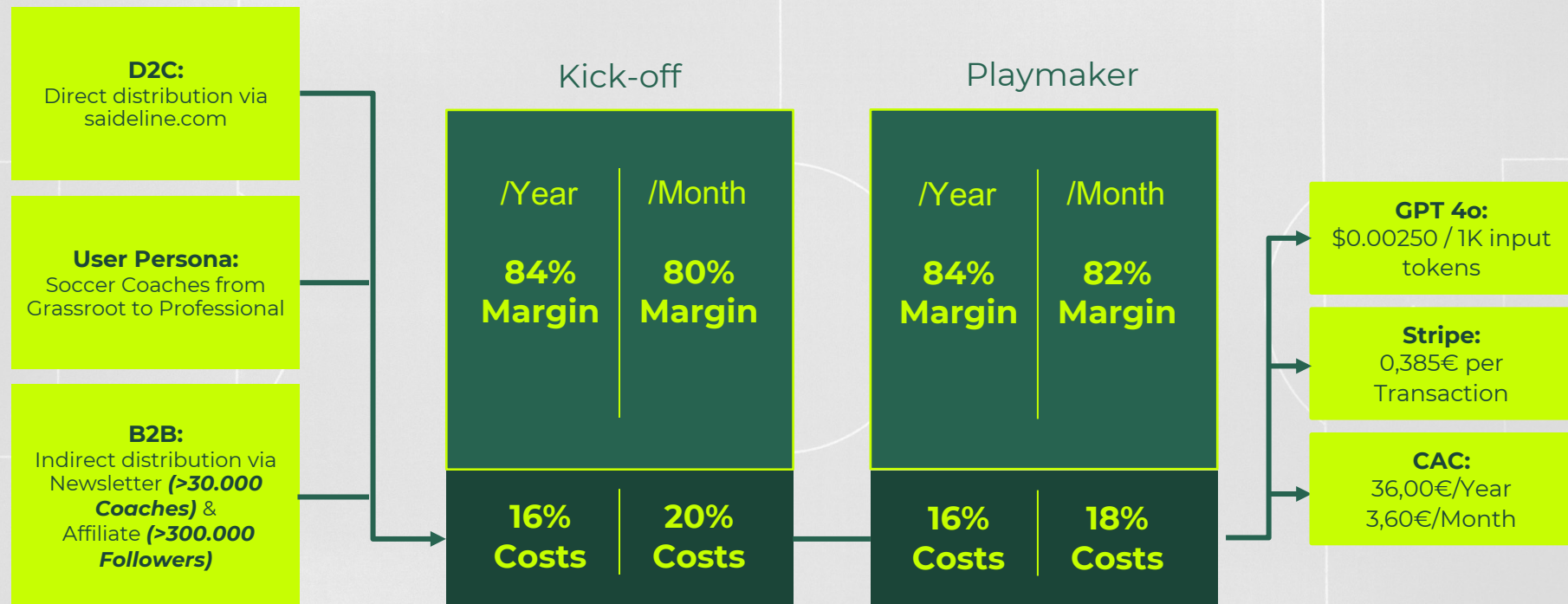
## Vision

# Becoming the **all-in-one** solution for soccer coaches worldwide!

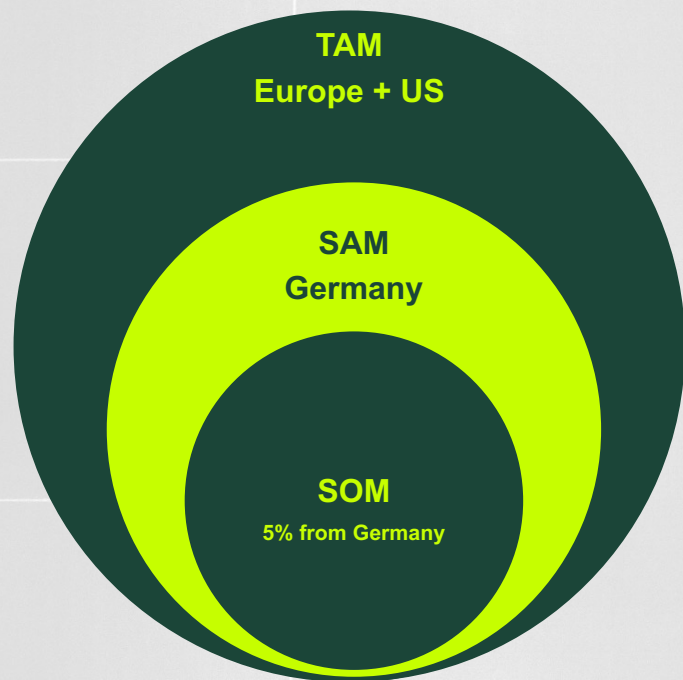


## Business Model

# 84% Margin: A game changer for growth



# 1 Million Soccer Coaches ready to be won\*



**€108m**  
1 MILLION SOCCER COACHES  
IN EUROPE AND US

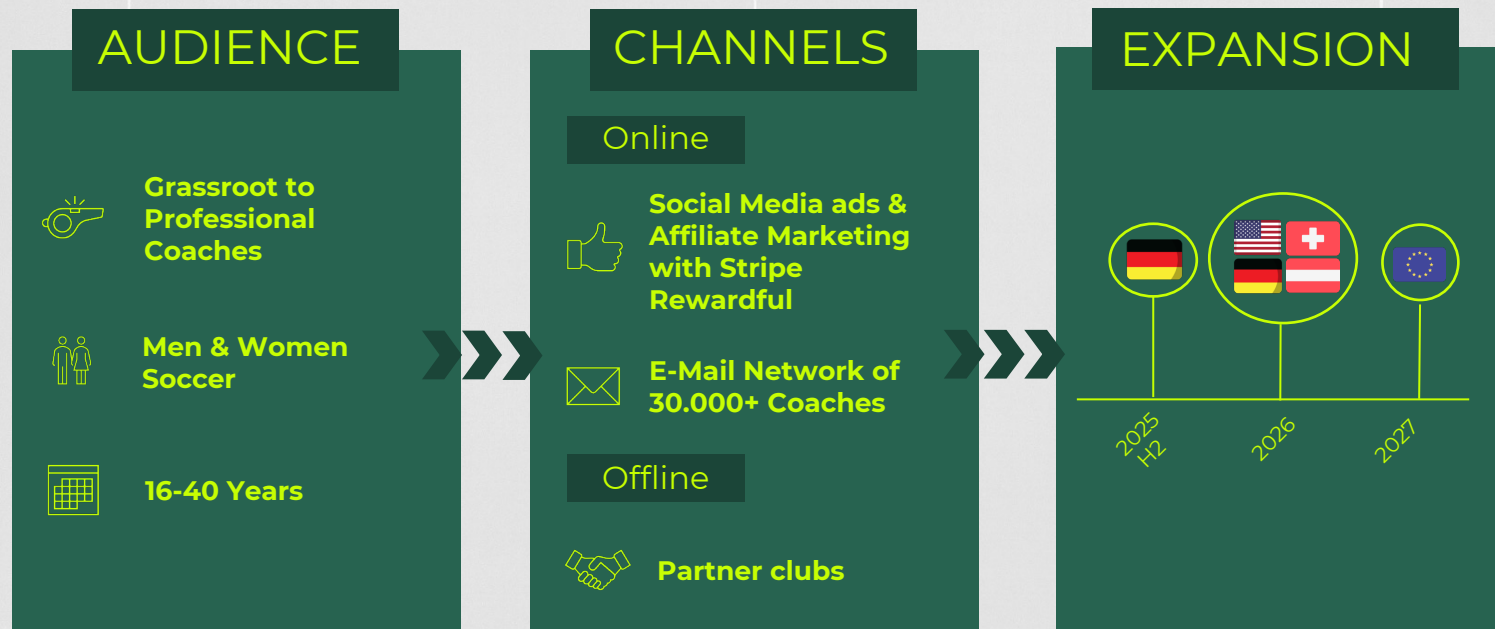
**€15m**  
140.000 SOCCER COACHES  
IN GERMANY

**€3M**  
ESTIMATED REVENUES OF  
SAIDELINE IN 4 YEARS

## Outlook

**20,8% CAGR**  
in the sports technology  
market promises enormous  
growth opportunities

# Leveraging online & offline channels to engage coaches





# The leading platform for soccer-specific session plans worldwide



**Demonstrated  
Interest  
(Survey)**



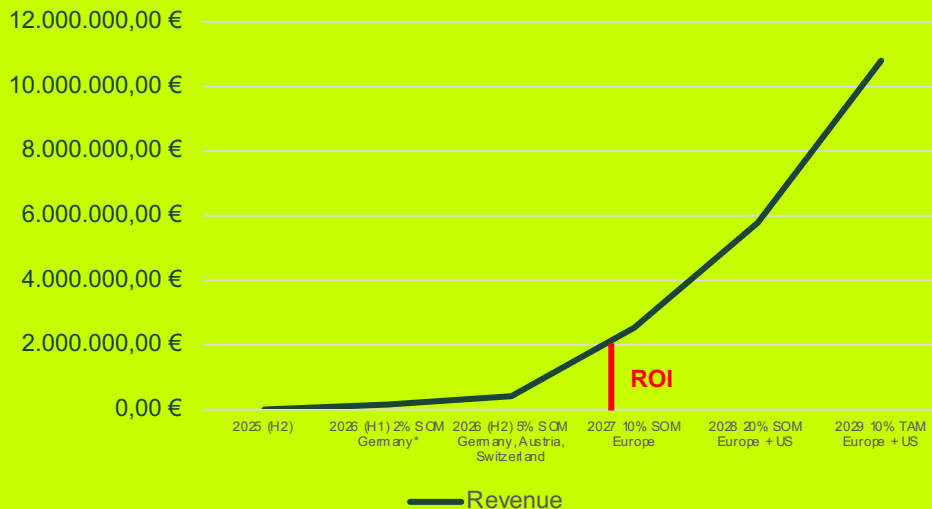
**Partner clubs**



Khalil Masso  
Sports Technology & Coach

**„It's a valuable tool for coaches who need ready-made session plans, helping them focus more on the game and their players.”**

## Estimated Growing Revenue





## Partners

# Reaching over **300.000 Coaches** via our Premium Partners



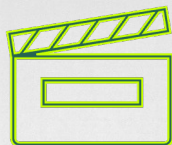
## Affiliate Marketing Partnership with "Football Meta"



**306.000**  
Channel  
Followers



**28.385.386**  
Channel  
Views



**180** Videos  
online



**Visit the**  
Channel

Partners

# World Leading **Software Partner**



## Easy Sports Graphics

*Worlds leading software for football graphics!*



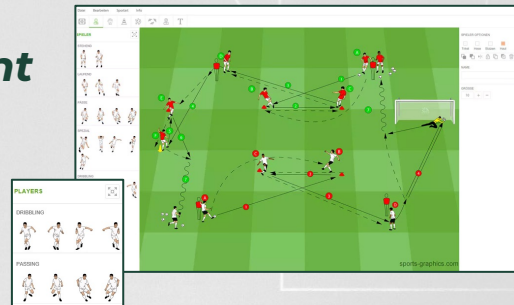
**30.000**  
**Customer**  
**(Newsletter)**



**Affiliate &**  
**Software**  
**Commitment**




**Strong web**  
**presence** (english +  
german)



## Competition

# The only solution with Prompting and High-Quality Graphics

		Phillipka	FOOMLA	Coach Frank	WeTrain
Database	1000+	5000+	100+	-	2.500+
Multiple Drills	✓	✗	✗	✗	✗
Prompting	✓	✗	✗	✓	✗
Team Profile	✓	✗	✗	✗	✓
High Quality Graphics	✓	✓	✗	✗	✓
Launch	2025	Launched	Launched	Launched	Launched

# Over 20 Years of Experience in Youth Soccer



**Jonas Stephan**

*Product Development & Finances*



Head Coach RB Leipzig Women's Bundesliga

7+ years

in professional German youth football



Master in Sports Science



Promotion in 2nd Bundesliga with Eintracht Braunschweig



UEFA Pro License



Regular clientele from Lectures and Media



**Steven Turek**

*Product Development & Marketing*



U18 Head Coach Atlanta United

7+ years

in professional German youth football



Master in Sports Science



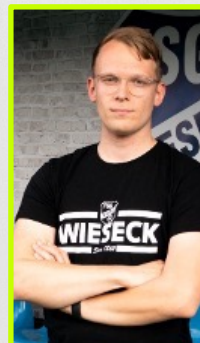
Author of numerous Football Media (eBooks, Videos etc.)



UEFA A License



Regular clientele from Lectures and Media



**Jens Luke**

*Product Development & Business*



Football Expert in Sports Tech



U19 Head Coach TSG Wieseck



Bachelor in Sports Science



Author of Football Media (eBooks, Articles etc.)



UEFA B+ License



Established Network of Clubs and Association













# 2025 Goals Met - New Horizons Ahead

2025			
Investment + MVP Development	MVP Development	MVP Launch	Focus on Marketing & CLV
<ul style="list-style-type: none"><li>✓ Tokenize</li><li>✓ Database</li><li>✓ weekly Tests</li><li>✓ continues Dev.</li></ul>	<ul style="list-style-type: none"><li>✓ Tests with Partners</li><li>✓ Feedback Dev.</li><li>✓ Social Media &amp; Affiliate Marketing</li></ul>	<ul style="list-style-type: none"><li>✓ E-Mail Marketing</li><li>✓ Social Media</li><li>✓ Affiliate Partners</li><li>✓ Feedback Dev.</li></ul>	<ul style="list-style-type: none"><li>✓ E-Mail Marketing</li><li>✓ Social Media</li><li>✓ Affiliate Marketing</li><li>✓ Feedback Dev.</li></ul>
 Beta Version	 Partners	 Launch 100 – 200 Users	 500 Users*
Q1 2025 <input checked="" type="checkbox"/>	Q2 2025 <input checked="" type="checkbox"/>	Q3 2025	Q4 2025

# In 2026 we aim to make 570K € Revenue

2026			
Investment + Sales and Marketing	S & M Advanced Version	S & M Advanced Version	Focus on CLV
<ul style="list-style-type: none"><li>✓ Tokenize</li><li>✓ Feedback Dev.</li><li>✓ Social Media &amp; Affiliate Marketing</li><li>✓ First Employee</li></ul>	<ul style="list-style-type: none"><li>✓ Playmaker Dev.</li><li>✓ Feedback Dev.</li><li>✓ Social Media &amp; Affiliate Marketing</li></ul>	<ul style="list-style-type: none"><li>✓ Playmaker Dev.</li><li>✓ Feedback Dev.</li><li>✓ Social Media &amp; Affiliate Marketing</li></ul>	<ul style="list-style-type: none"><li>✓ E-Mail Marketing</li><li>✓ Social Media</li><li>✓ Affiliate Marketing</li><li>✓ Advanced Version</li></ul>
 Version 1.5  1500 User	 Advanced Version  3000 User	 Advanced Version  6000 User	 Saideline 2.0  9000 User
Q1 2026	Q2 2026	Q3 2026	Q4 2026

## Funding

# We aim to raise **200K €** in 2026

### Use of Fund

MVP Stage Selling and Customization  
Playmaker Development



### Why now?

Sports tech is growing significantly in the next 5 Years



20,8% CAGR



Coaches can be more efficiently due to Saideline.



AI provides new opportunities in the worlds most famous sport



It will never be this affordable again.





# Let's connect



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**+49 160 97846559**