

# REELY

END-TO-END CONTENT SOLUTION DELIVERING THE  
BEST HIGHLIGHTS FROM SPORTS LEAGUES TO THEIR  
FANS AROUND THE WORLD



**SEED INVESTOR MATERIALS**

**CONFIDENTIAL | DO NOT DISTRIBUTE**

# SPORTS HAVEN'T KEPT PACE WITH TECHNOLOGY

CONTENT OWNERS ARE SLOW AND INEFFICIENT

FANS CAN'T GET THEIR CONTENT QUICKLY OR CONVENIENTLY

REELY USES DEEP LEARNING ALGORITHMS TO  
REVOLUTIONIZE THE WAY LEAGUES CREATE  
AND DELIVER THE HIGHLIGHTS FANS WANT



# THE SPORTS MARKET IS WORTH OVER \$620B<sup>[1]</sup>, BUT...

## TRADITIONAL VIEWERSHIP IS DECLINING<sup>[2]</sup>

CONTENT PROVIDERS ARE  
LOOKING FOR WAY TO CUT  
COSTS

## THE MARKET IS MIGRATING TO MOBILE<sup>[3]</sup>

PERCENTAGE OF TOTAL FANS  
REMAINS STEADY

[1] <https://www.atkearney.com/documents/10192/6f46b880-f8d1-4909-9960-cc605bb1ff34>

[2] <http://www.forbes.com/sites/darrenheitner/2015/10/19/sports-industry-to-reach-73-5-billion-by-2019/#307506621585>

[3] <http://www.wsj.com/articles/espn-tightens-its-belt-as-pressure-on-it-mounts-1436485852>



**WE'VE  
CREATED A  
SOLUTION  
FOR  
CONTENT  
PROVIDERS  
AND FANS  
ALIKE**



**FOR  
LEAGUES**

**WE'VE CREATED AN  
AUTOMATED  
HIGHLIGHT  
GENERATION SYSTEM  
TO CUT COSTS AND  
ENABLE GREATER  
PERSONALIZATION**



**FOR  
FANS**

**WE'VE CREATED AN  
EASIER WAY TO  
WATCH HIGHLIGHTS  
FROM ALL THE  
SPORTS YOU LOVE  
ON MOBILE**



# REELY'S PROPRIETARY HIGHLIGHT GENERATION SYSTEM

UTILIZES COMPUTER VISION &  
DEEP LEARNING A.I.

WORKS WITH 8 DIFFERENT  
SPORTS AT OVER 94%  
ACCURACY (AND GROWING)

HELPS LEAGUES MONETIZE  
THEIR CONTENT MORE  
EFFICIENTLY

THIS. IS.  
**BIG.**

DEMO

REELY'S TECH REPRESENTS  
OVER \$2M IN SAVINGS  
PER LEAGUE PER YEAR\*

*\*Based on average league size, industry standard technician rate and additional costs for editing suites, distribution platforms, and office space.*

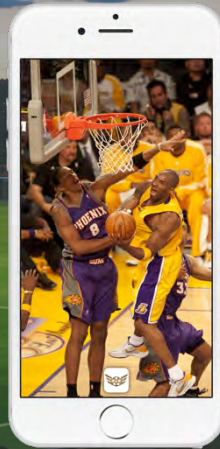


# WE'VE CREATED THE ULTIMATE DISTRIBUTION PLATFORM FOR FANS

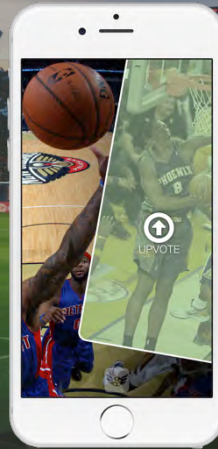
REELY IS MORE THAN A CONTENT AGGREGATOR. IT'S A CONSTANTLY UPDATING CROWDSOURCED HIGHLIGHT REEL.



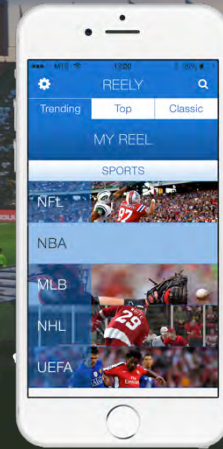
OUR MOBILE APP  
AUTOMATICALLY FEEDS FROM  
REELY'S COMPUTER VISION  
BACKEND INFRASTRUCTURE,  
CREATING AN END-TO-END  
CONTENT SOLUTION



BITE SIZED  
ENGAGEMENT



SWIPE-TO-  
VOTE



PERSONALIZED







# THE MODEL

## REELY HAS DUAL REVENUE STREAMS

SOFTWARE LICENSING TO SPORTS LEAGUES  
(PRICING MODEL VARIES BY LEAGUE SIZE FROM  
\$100K TO \$2M+ PER SEASON)

AD REVENUE SHARING VIA B2C MOBILE APP TO  
WORK WITH SMALLER CUSTOMERS

THESE DUAL REVENUE SOURCES  
REPRESENT BOTH CONSISTENT,  
RECURRING REVENUE AND A  
**HOME RUN OPPORTUNITY**

**WE ARE STARTING WITH SMALL,  
UNDERSERVED INTERNATIONAL SPORTS  
LEAGUES**

REELY WILL PROVIDE PROFESSIONAL HIGHLIGHT  
CAPABILITIES AT A FRACTION OF THE COST

**WE'LL OVERSERVE THEIR FANS WITH  
CONTENT EXACTLY HOW THEY WANT IT**

MOBILE, BITE-SIZED ENGAGEMENT  
HIGH QUALITY  
PERSONALIZED, SEARCHABLE AND SHAREABLE  
FRESH CONTENT JUST MINUTES AFTER IT HAPPENS

**WE'LL GROW WITH THESE PARTNERS AND  
EXPAND TO LEAGUES WORLDWIDE**

# THE PLAN





**REELY HAS  
APPLICATIONS IN  
SPORTS TO INCLUDE**

**ADVANCED STATISTICS**

**SCOUTING**

**PREP SPORTS**

**OUR TECH HAS  
APPLICATIONS OUTSIDE  
OF SPORTS TO  
INCLUDE**

**AREA SURVEILLANCE**

**ENTERTAINMENT**

**NEWS**

**THE FUTURE**



# THE TIME IS NOW

**WE ARE SEEKING SMART FUNDING AND STRATEGIC PARTNERS WITH CONNECTIONS IN THE SPORTS INDUSTRY**

## OPPORTUNITIES FOR GROWTH

HIRE TWO ADDITIONAL MACHINE LEARNING ENGINEERS  
FULL-TIME BACKEND UX/UI DEVELOPMENT  
BUSINESS DEVELOPMENT PARTNERSHIPS  
SPORTS CONTENT RIGHTS CONFERENCE PARTICIPATION



# JOIN OUR TEAM

## FOUNDERS



**CULLEN**GALLAGHER

- Former AF Officer & C-17 Pilot
- SVP, DJ2 Entertainment
- UCLA EMBA 2016



**SERGEY**L'VOV

- Senior Manager, Product Development, Ixia
- 2+ Decades in Software Development
- UCLA EMBA 2016



**IAN**STEPHENS

- President, Feeling Smitten
- Founder and CEO, Magnolia Moonshine Cocktails



**FRANK**BRYAN

- CRO, TriEagle Energy
- Launch & Exit, MP2 Energy
- UCLA EMBA 2016

## ADVISORS



**CARL**KIRCHHOFF

- Co-Founder, EverSport Media
- 20+ Years Sports Content Rights Management



**RAFAL**KAPELA

- Computer Vision + Machine Learning Expert
- Ph.D. in Computer Science

# WE'RE READY

WE'VE CREATED A HIGHLY SUCCESSFUL MVP

WE'VE CREATED CUTTING EDGE COMPUTER VISION + MACHINE LEARNING TECHNOLOGY

OUR COMPLETE HIGHLIGHT SOLUTION OFFERS LEAGUES AN END-TO-END CONTENT PLATFORM AND DELIVERS FANS THE BEST MOBILE SPORTS EXPERIENCE YET

WE'VE PROVEN WE CAN DELIVER

## NOW WE NEED YOU TO HELP US GROW

CONTACT US AT [INFO@REELYAPP.COM](mailto:info@reelyapp.com)

-OR-

206.225.7884

