



The Global Athlete Discovery Ecosystem



Where Every Athlete Matters



# The Challenge!

Brands struggle to **engage authentically** with athletes and fans in real time.

Millions of athletes remain **unseen**.

Paralympic athletes receive **<5% visibility**.

Scouts **lack** global digital tools.

**Training** is fragmented or inaccessible.



*“The world needs a truly inclusive sports platform.”*

# Impact



- “Paralympic athletes remain massively underrepresented.”



- “90% of young athletes globally never get discovered.”



**UnicAthlete** exists to change this!

# The Solution!

A complete ecosystem for every athlete's journey.



**AI-powered  
Coaching**



**Global  
Athlete  
Discovery**



**Real-time  
Engagement  
Layer**



**Activity Map  
& Nearby  
Athletes**



**Gamified  
Challenges**



**Social  
Sharing &  
Communication**



**Full  
Paralympic  
Integration**

**“The LinkedIn + Strava  
+ FIFA Career Mode —  
for EVERY athlete!”**

One  
Liner



Now with:  
**AI coaching, inclusivity,  
real-time cultural  
engagement, and  
global talent discovery.**

# Core Features



- ✓ Personalized **AI coaching**.
- ✓ Scouting dashboard & **filters**.
- ✓ **Global map** for athlete discovery.
- ✓ Challenges & **reward** mechanics.
- ✓ Content **sharing**: videos, posts, DMs.
- ✓ Adaptive & **Paralympic** visibility.
- ✓ Brand **activation** tools.

# Engagement Layer

UnicAthlete enables brands, scouts, and organizations to engage:

During achievements.

During tournaments.

During training streaks.

During cultural sports moments.

During challenges.

*“Authentic engagement built around real athlete activity.”*



# Why We Win?

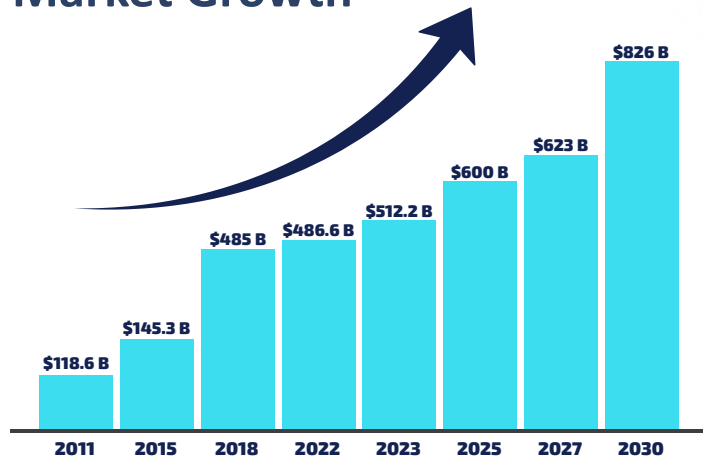
- **AI-first platform**
- **Full Paralympic inclusion**
- **Global network effects**
- **Social + scouting + coaching in one place**
- **True sports culture engagement**
- **Multi-market monetization**

# Competitive Landscape

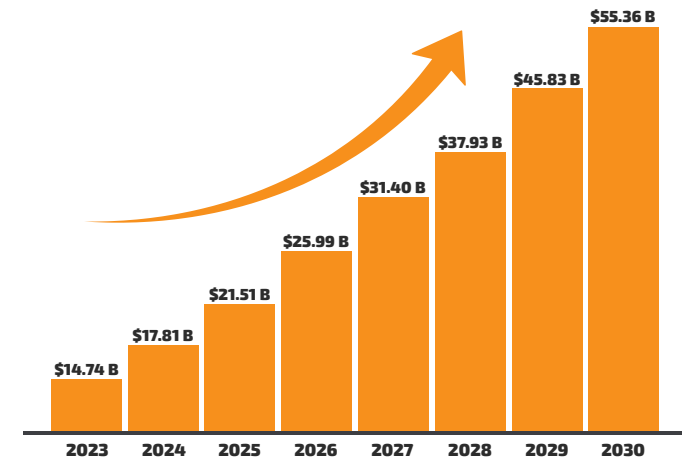
Feature / Focus	UnicAthlete	Instagram / TikTok	Strava	Hudl	TeamSnap / Playmetrics
Athlete Discovery	✓ Core	Content only	Fitness tracking	★ Video analysis	Team management only
AI Coaching	✓ Built in	-	-	-	-
Paralympic Inclusion	✓ By design	-	-	-	-
Global Talent Map	✓ Yes	Hashtags only	★ Segments	-	-
Brand & Challenge Engine	✓ Native	★ Paid ads	★ Limited	-	-
Focus on Youth & Emerging	✓ Strong	General users	Adults	★ Teams	★ Teams

# Market Opportunity

## Sports Market Growth



## Sports Tech Market



Global sports market: **\$600B+**

Sports tech: **\$41B by 2027**

Adaptive sports: **20%+ YoY growth**

Athlete discovery & digital coaching still underserved

*“UnicAthlete sits at the intersection of all three.”*

# Why Now?

**The timing is perfect.**

AI transforming  
training

Surge in sports  
culture

Rising demand for  
athlete visibility

Paralympic  
momentum globally

Brands need authentic  
moments

Scouting remains  
outdated



**Athletes**  
(all levels)



**Paralympic Athletes**



**Coaches & Trainers**



**Clubs,  
Academies,  
Universities**



**Brands &  
Sponsors**



**Scouts &  
Recruitment  
Teams**

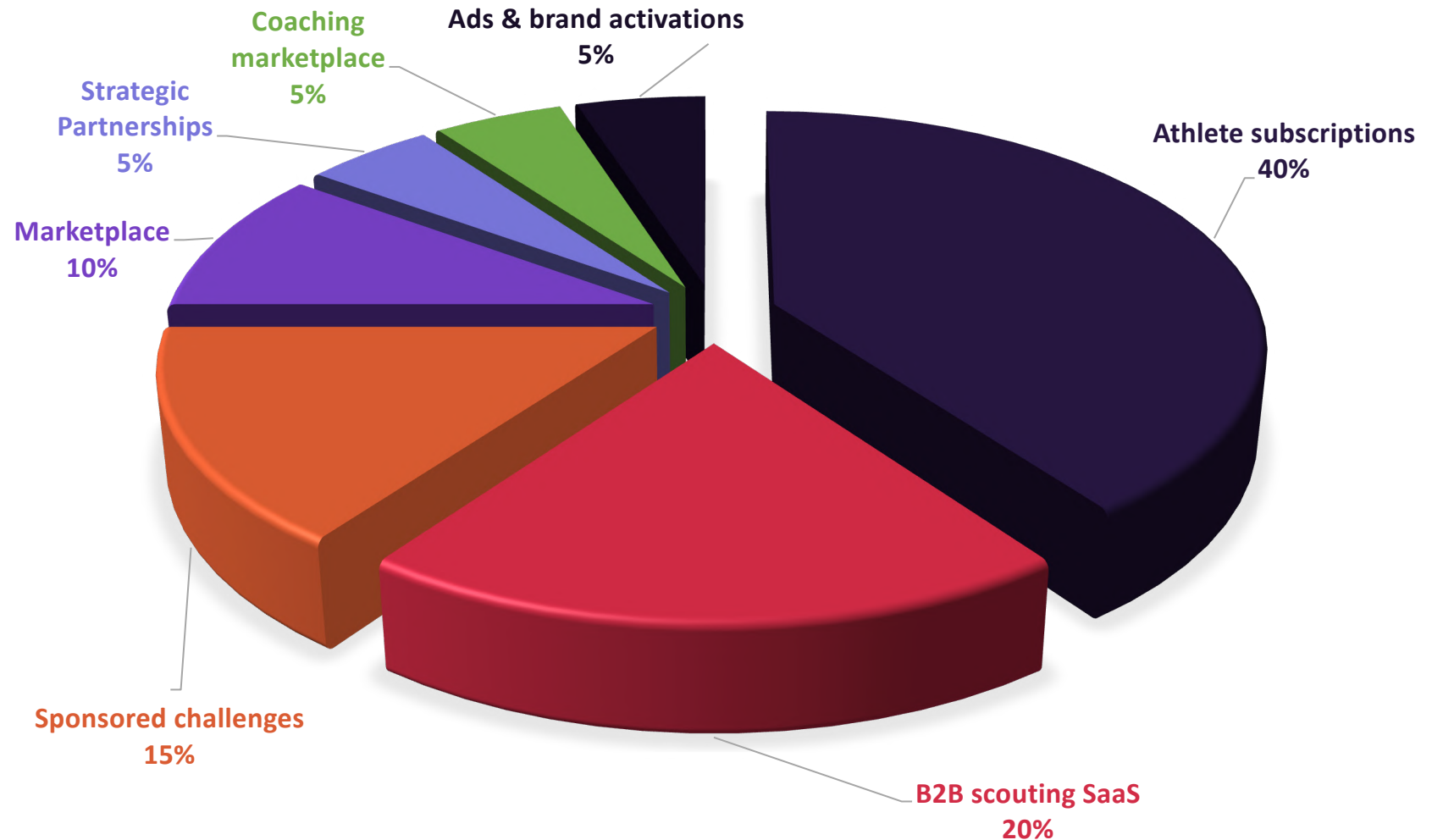


**Fans &  
Communities**

Target Audience

# Monetization Engine

Revenue Streams:



# Customer Acquisition



## Phase 1

2026 Q1

**Athletes**  
(ambassadors, schools,  
challenges)



## Phase 2

2026–27

**Clubs, academies,  
universities**



## Phase 3

2027+

**Brands**  
(sponsorships, activations)



## Phase 4

2028+

**Fans**  
(community, esports,  
live engagement)



# Roadmap



# Investment Ask

**Seed Round: Raising up to \$3.6M USD**

**Equity: 20%**

**Runway: 24–30 months**



## Use of Funds:

- ✓ 50% - Product & AI development
- ✓ 25% - Growth & partnerships
- ✓ 20% - Operations
- ✓ 5% - Legal & compliance



## Milestones Unlocked:

- ✓ Beta Launch
- ✓ Global Launch
- ✓ Monetization
- ✓ 2028 ecosystem expansion



# TRACTION

Product development:  
**60% complete**

Beta scheduled:  
**Q1 2026**

Early outreach with  
**schools, clubs &  
Paralympic groups**

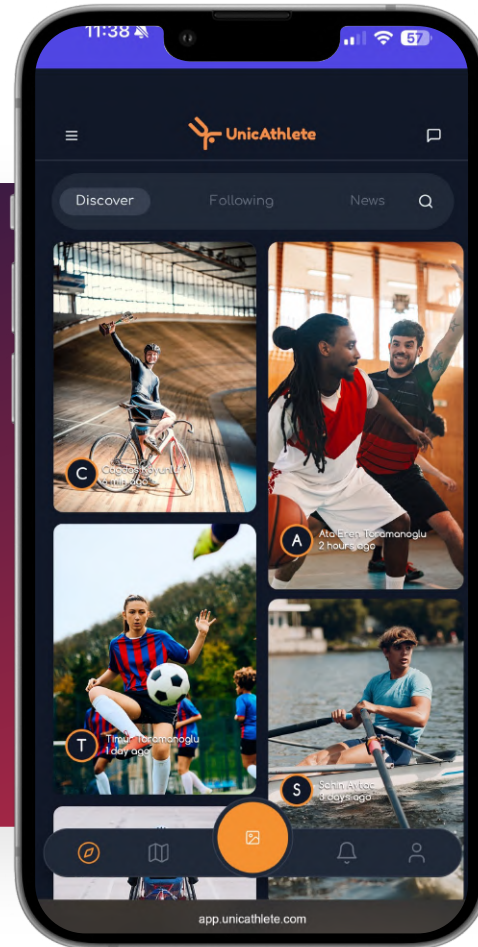
Growing social presence

Shortlisted for 1:1 investor  
meetings at Belt & Road  
Summit

Athlete discovery

AI coaching

Paralympic inclusion



Real-time brand engagement

Gamified progression

Global cultural integration

# Competitive Landscape

# Team

**Yusuf Timur  
Toramanoglu**

*Founder / CEO*

**Sahin Aytac**

*CTO / Software  
Architect*

**Gaurav S.  
Poona**

*Software Eng. & Full  
Stack Developer*

**Saurav S.  
Poona**

*Software Eng. &  
Mobile App Developer*

**Ata Eren  
Toramanoglu**

*Co-Founder / CIO*

**Cagdas Koyunlu**

*Brand Manager and  
UI & UX Designer*

**Ulash Baran  
Toramanoglu**

*Co-Founder / QAA*

*“Multi-founder family team with deep cultural  
and athletic roots.”*





UnicAthlete becomes the digital home of global sports culture:

- ✓ Every athlete's identity
- ✓ Every fan's passion
- ✓ Every brand's cultural moment
- ✓ Every coach's discovery tool

*A platform where every story in sports can be told.*

# Vision Beyond 2028



**“Every Athlete. One Platform.”**

Thank  
You!

*Let's build the future of sports culture together.*

