



MINDFLY

Create and monetize – in first-person

**MINDFLY OFFERS PRO SPORTS FANS
A WHOLE NEW WAY TO EXPERIENCE A SPORTING EVENT**



AI body cam captures star's eye view



AI edited, packaged, published



Fans watch the event from the player's POV



PRO SPORTS LOVE US!

ANY SPORTS RIGHTS HOLDER : LEAGUES, TEAMS, BROADCASTERS, PLAYERS, SPONSORS

*Unique POV, highly engaging, High-quality
and cost effective, minimal effort*



**TURKISH AIRLINES
EuroLeague** ✓



SPÜRBAR ANDERS.





FANS LOVE US

"I FELT LIKE I WAS ON THE FIELD"

***The content we create for customers gets
2-10x more engagement than anything else
they post.***



PLAYERS LOVE US TOO

"I FEEL THE SAME THAT WEARING A GPS VEST"

***They can connect with their fans, without
affecting their performance and get a share of
the revenues forever.***

WE WORK WITH CLIENTS IN TWO WAYS



50% Revenue Share

Sports teams bring the talent, and distribution and Mindfly brings technology and content (social clips, NFTs)



SaaS

Annual commitment of minimum volume of clips

We are developing four core technologies



MINDFLY



Pro sports wearable
camera



AI player's POV
automated clip
creation



Broadcast quality
player's POV Live



NFT creator

5 patents submitted, 5 more patents in the pipeline

OUR ROAD AHEAD IS FOCUSED ON MONETIZATION

2022



2023



Scale existing commercialization

Add-on live feeds
for broadcasters

Continue building
automation stack

NFT

Launch US market





Expand into US market

Centralized platform
for all NFT content

Automated Live feeds

Sports NFT is exploding

FANS ARE PART OF AN ESTABLISHED COMMUNITY!

| | | | | |
|------------|---|--|---|--|
| Sales 2021 | \$600m | \$150m | \$2.7m (2022) | \$14B |
| |  |  |  |  OpenSea |
| Valuation | \$7.6B | \$4.3B | \$1.5B | \$13.3B |

OUR CONTENT IS IDEAL FOR NFT

CONSTANT FLOW

Of high-end, ready-made and unique NFT creation machine.

MOTIVATED PLAYER

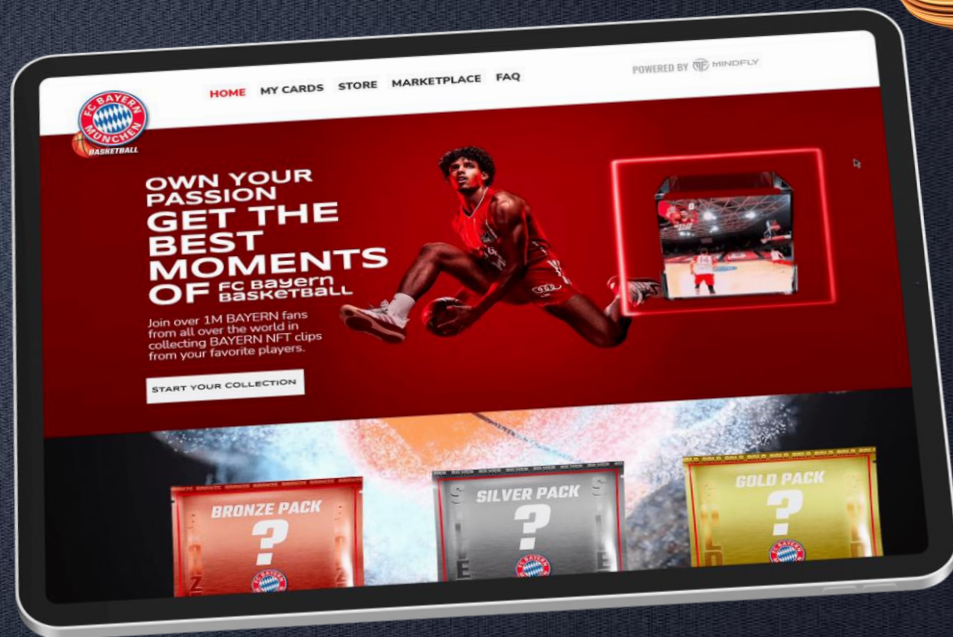
Player gets perpetual NFT commission

PHYSICAL PERKS

To fans who receive exclusive physical perks such as Meet their favorite star, VIP seats...

SOCIAL BUYING

Fans can see the clip in Instagram and then buy it as NFT









HOLISTIC SPORT NFT CONTENT SOLUTION

PLAYER'S POINT OF VIEW VIDEO



COMPETITIVE LANDSCAPE

| |  MINDFLY |  FIRST VISION |  ACTION STREAMER |  HEAD VANTAGE |  intel |  GoPro Be a HERO. |
|------------------------------------|--|---|--|---|--|---|
| Safe & Invisible BodyCam | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ |
| Steadicam-like Video stabilisation | ✓ | ✗ | ✗ | ✗ | ✗ | ✓ |
| AI Auto Direction | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ |
| AI automated short-form creation | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ |
| 4K Quality | ✓ | ✗ | ✗ | ✗ | ✗ | ✓ |
| Zero Crew | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ |
| Automated Media Distribution | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ |
| Good for pro players | ✓ | ✓ | ✓ | ✗ | ✓ | ✗ |
| End-to-End | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ |

2023 KPIs

70



Customers

\$9M



ARR

\$7M



Gross Profit

Mindfly's executive team has collectively help build and exited 8 companies



Eran Tal
Co-founder & CEO



Yehuda Elmaliach
Co-founder & CTO



Nir Bregman
Head of Operations



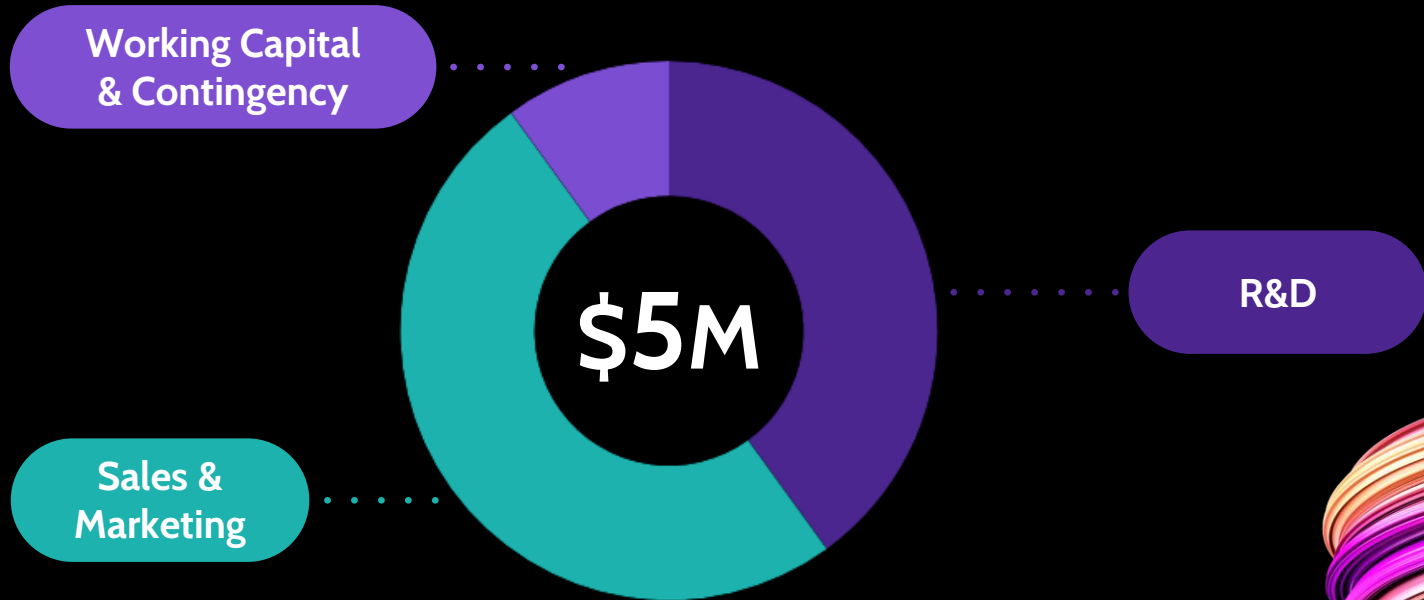
Bhaskar Mani
CSO



Jose Ildefonso
Head of Content



Mindfly prefers investors with existing relationships in global sports



Mindfly is debt-free and has raised \$1.4M to date



SUMMARY

***Enable fans to watch a sporting event
from the POV of the player***

***5X more engaging content,
AI generated***

***Huge growth-potential with
NFT***



BE THE PLAYER

Contact

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MINDFLY TRAILER

