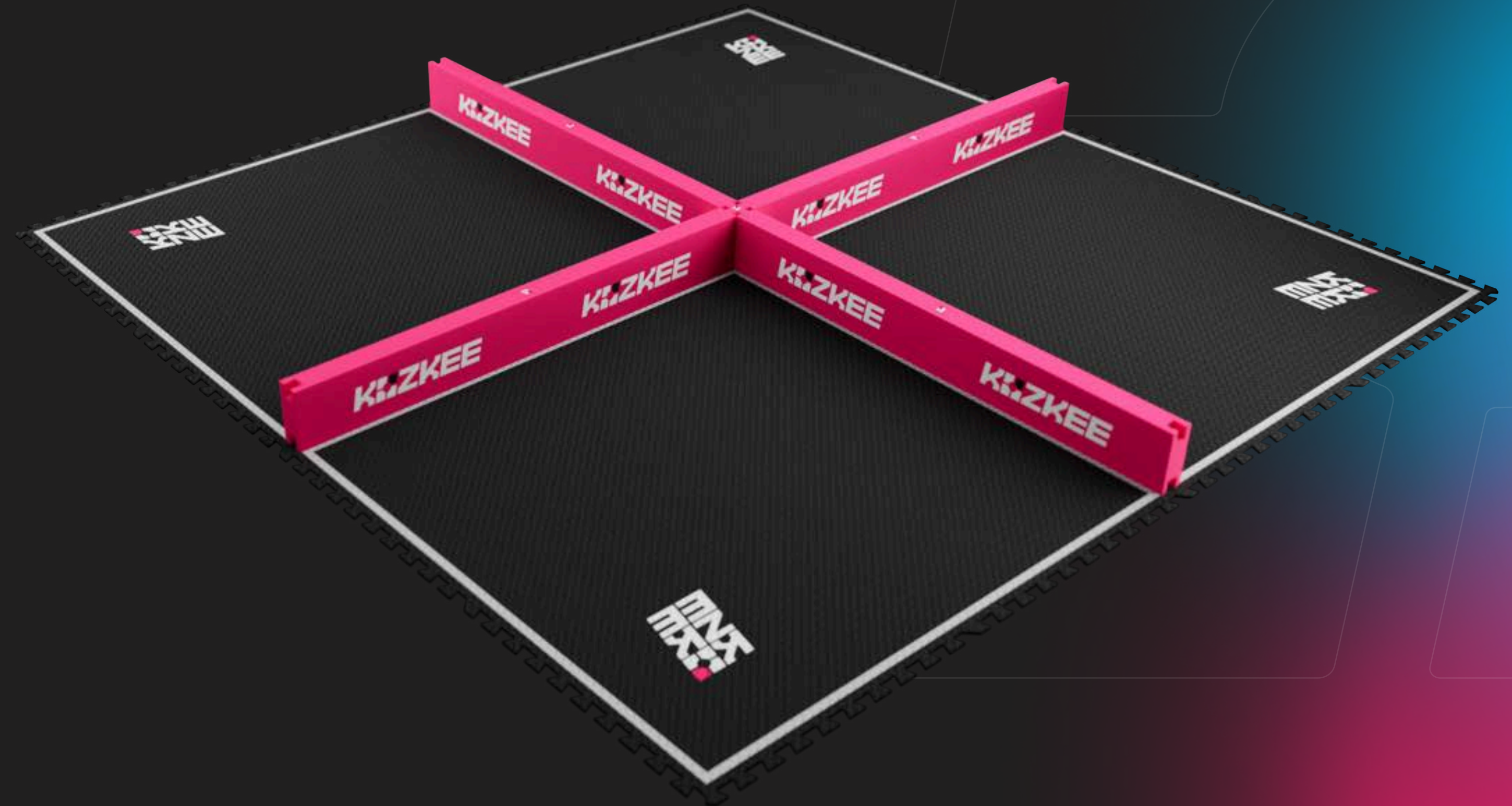


Modular Competitive Sport for the New Generation

Scalable. Portable. Unforgettable.



KIZKEE

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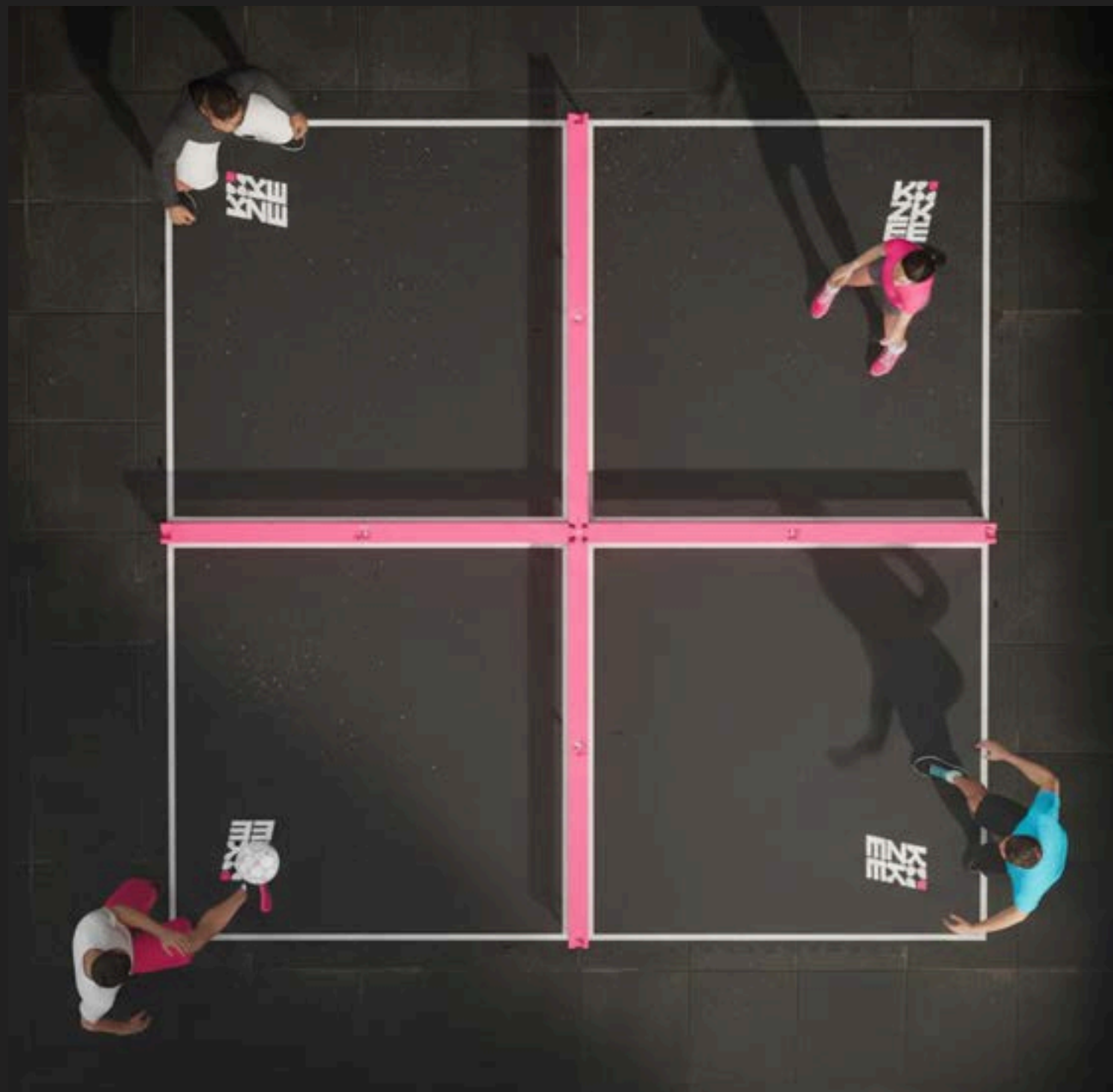
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The problem



01

Legacy Sports Are Stagnant

Traditional sports are decades or centuries old. Reinventing or modernizing them is nearly impossible without resistance and infrastructure barriers.

03

Fixed Fields Kill Flexibility

Most sports need permanent courts, high costs, or special environments. That makes them hard to adopt in schools, parks, or urban spaces.

02

New Games Fade Fast

Many new sports start strong but fail to scale. Without competitive depth and replayability, they struggle to keep players engaged.

04

No Sport Fits the TikTok Generation

Today's players want speed, chaos, and constant engagement. There's no modern sport made for social play, fast rounds, and modular rules.

The Solution

01.

Modular field system

Expandable from 2 players to large tournaments

02.

Fast setup anywhere

Indoor/outdoor, portable, no construction or permits

03.

High replay value

Strategic rules create endless variations & engagement

04.

Scalable formats

Solo play, group play, or full tournament structures

05.

Eliminator format

"Last-man-standing" gameplay
= constant tension & fun

06.

Lifestyle integration

Cross-selling with apparel & accessories → community & brand building

How It Works

01.

Drop the field and Pick your corner

No fancy gear just the court the ball and the will to compete



02.

Start the chaos

Launch the ball into someone else's zone. The moment you serve you are part of the action. Make it count.



03.

React Return Outsmart

Track the bounce. Use your two touches. Stay in the game or get one point closer to elimination.



Market Opportunity

Young athletes want faster, freer, and more social ways to move. Kozkee meets them where traditional sports can't.

Market Size (reference)

- Padel: >25M players globally, fastest-growing sport in Europe
- Pickleball: fastest-growing sport in US (double-digit YoY growth)
- Global sports & leisure equipment market >\$200B
→ KOZKEE positioned to capture a share of this booming trend

Rise of Lifestyle Sports

Young people are shifting toward fun-first, skill-based games like padel, spikeball, and pickleball. Kozkee taps into the same demand — with a higher energy ceiling.

A New Category

Kozkee lives between a sport and a game. It's built for fast adoption, repeat play, and easy monetization through gear, tournaments, and licensing.

Modular by Design

Cities are short on space. Kozkee fits anywhere: gyms, blacktops, rooftops, or events. No construction, no permits, no limits.

Apparel & Accessories

Modern players want more than just the game - they want to wear it. Kozkee apparel turns players into ambassadors and fuels community through style, visibility, and culture.

Competitive Landscape

KOZKEE creates a new sports category

Positioning

Unique niche - No direct competitor combining modular fields + last-man-standing chaos + scalable format

Indirect comparisons: Spikeball, Padel, Teqball, 1v1 football, Combat Arena-type sports



Differentiation Highlights

- Scalable: from 2 to unlimited players
- Strategic depth: everyone vs. everyone, tactical targeting
- Versatile: family leisure, schools, clubs, tournaments
- 1v1 football
- Lifestyle brand extension (Apparel + Accessories)

Target Market

Geographic Focus

- Phase 1 (Year 1–2): DACH region (Germany, Austria, Switzerland)
- Phase 2 (Year 2–3): Expansion into EU & USA
- Phase 3 (Year 3+): Entry into Asia with local distributors

Primary Segments

- Families with children → outdoor/indoor leisure, social play
- Teenagers & friend groups → weekend activities, trend & lifestyle sports
- Schools & clubs → innovative PE tool, coordination & tactical training
- Leisure parks & youth centers → scalable group activity for events
- Sports & streetwear consumers → apparel & lifestyle extension



Business Model



Revenue Streams

- KOZKEE Modular Game System (Premium Set)
- Apparel & Accessories: (Sportswear, streetwear, merch)
- Events & Tournaments (Sponsoring, licensing, merch)

Margins

- Game System: ~60%
- Apparel & Merch: 65–70%

Growth Levers

- Cross-selling: Premium Set → Apparel & Accessories → Events
- Community building: Tournaments, challenges, influencers
- Scalable via Amazon, webshop & reseller network

Distribution Channels

- Online: Amazon FBA (scalable in DACH, EU, USA, later Asia), KOZKEE webshop

Go-to-Market Strategy

Positioning:

First-mover in modular strategy sports with dual revenue (Game + Apparel) and strong community focus.



Phase 1 – Launch (Y1 / DACH)

- Amazon FBA & KOZKEE Webshop
- Early resellers (sports & toy retailers)
- Partnerships with schools & clubs
- Social media & influencer campaigns
- First tournaments & community events

Phase 2 – Growth (Y2 / EU + USA)

- Expand reseller network
- Larger tournaments (KOZKEE Cups, leagues)
- Apparel line push → lifestyle positioning

Phase 3 – Scale (Y3+ / Global, esp. Asia)

- Local distributors & events
- Global Amazon rollout

Financials

Financials & Funding Goal

- Funding Need: €7.0M Seed Capital
- Equity Offered: 25–30%
- Break-even: Within Year 1
- 5-Year Growth Path: Strong scaling in DACH, EU, USA → Asia

Use of Funds (€7.0M)

- €3.8M – First Production (game systems + apparel)
- €0.5M – Marketing & Sales (launch + brand building)
- €2.7M – Personnel & Operations (36 months secured)
- €0.5M – Liquidity Buffer

Revenue & Profit Forecast

- Year 1: Revenue €9.0M | Profit €4.2M
- Year 2: Revenue €18.1M | Profit €9.3M
- Year 3: Revenue €27.1M | Profit €14.4M
- Average Margin: ~60% (above industry average)

Investor Value

- ROI: ~4x within 3 years (~100–120% p.a.)
- Scalable cross-selling model: Game System + Apparel (Lifestyle Brand)
- Attractive exit options: Strategic Sale (Adidas, Nike, Decathlon), PE/VC Exit, IPO



Thank you

Let's get in touch

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