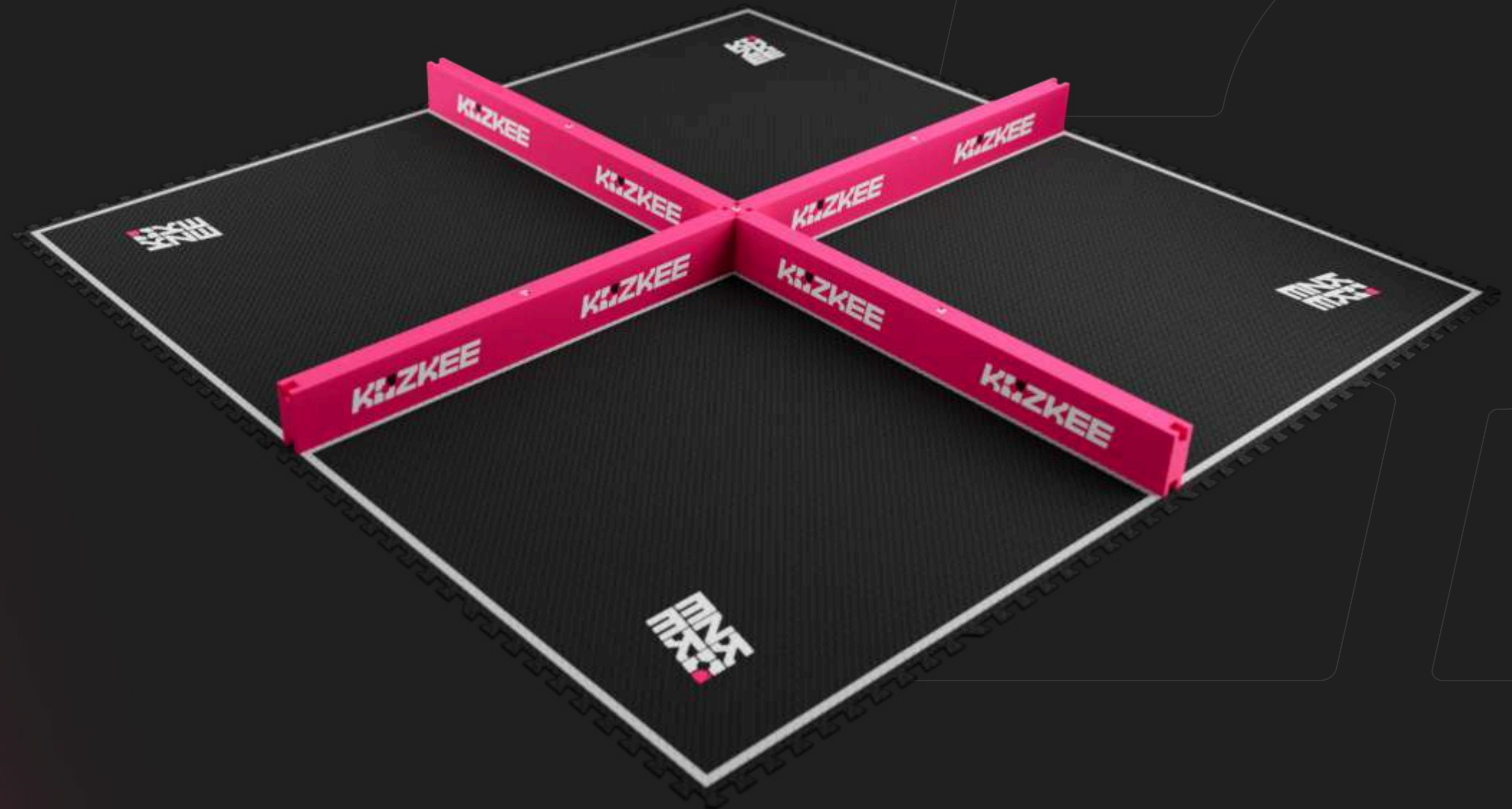


# Modular Competitive Sport for the New Generation

Scalable. Portable. Unforgettable.



**KIZKEE**

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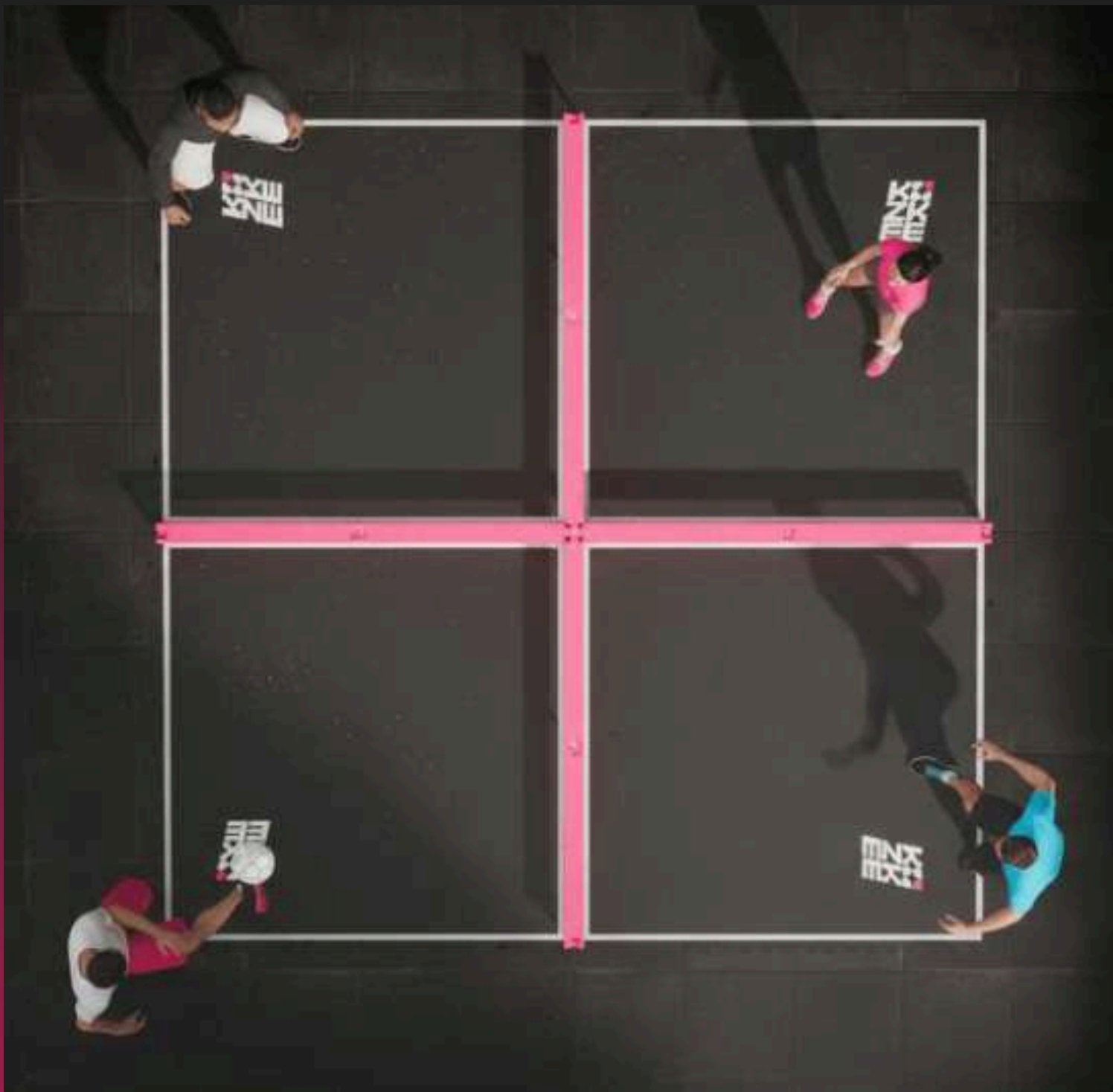
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# The problem



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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