

From a public record to a football organization and ecosystem.

PLAYGRND already connects real matches, players, teams, tables and scorers. We are testing organizer tools through Sun City, Brda and Liga Bez Briga, with the Hvar Cageball league agreed next. The long-term goal is for that network to become a football organization and an ecosystem of content, services and infrastructure.



Organizer

Teams, schedules, match sheets, results, tables, scorers and publishing.



Player and team

One profile across competitions, statistics, trophies, teammates and shareable content.



Follower

Public results, profiles and records today; personal following and notifications come next.

The organizer gets simpler operations and more reach. The player gets a career that does not disappear when the season ends.

We know the problem from the inside. We build PLAYGRND alongside leagues, clubs and the people who run them.

02 / WHY WE CAN REACH THE USERS

PLAYGRND did not come from a search for a market gap. Our founder has developed the idea since 2015, plays in local leagues, knows team managers and organizers, and has worked inside a club and tournament organization.



First-hand football experience

Our founder is a former player and NK Prugovo board member, involved in its youth setup, women's football and local community. That gives us direct insight into match sheets, delays, errors and content bottlenecks.



Proven technical execution

Our founder brings experience from Ericsson, Rimac and Profico, followed by startup work at ReneVerse and TILT, with years spent building and operating production systems, not only prototypes and presentations.



We reach players through an organizer who already gathers an entire competition. The first 50 organizers keep the core plan free forever.

We start by bringing organizers together. Revenue grows around the community and activity on the platform.

03 / WHO PAYS AND WHY

The core product brings competitions, players and audiences together. PLAYGRND earns when it adds new value to that network, not by charging for every result or player profile.

01

Sponsors and advertisers

They can pay for localized packages around leagues, players, matches, content, streams and measurable reach.

02

Venues and service providers

They can pay commission when the platform delivers a booking or customer for pitches, equipment, physiotherapy and other services.

03

Organizers and teams

They can pay for advanced operations, managed payments, media production and additional services. The founding core plan remains free.

€100-300k

100 competitions

annual platform revenue

€1-3m

1,000 competitions

regional network

€10-30m

10,000 competitions

wider European market

The product is live. Capital lets us prove that people return and the model earns.

04 / PROOF AND ROUND

TODAY

6,228 played matches online

52 40 league + 12 tournament editions

4 organizer pilots

ROUND

€300k first round target

€1m total round target

18 mo. plan to next round

We have connected real matches, players and teams. We have not yet proven user retention or repeatable revenue, and we say that openly.

- ✓ 10-25 active competitions and several thousand players claiming their profiles
- ✓ proof that players return and referrals bring in new organizers
- ✓ first sponsor activations and a validated revenue assumption per competition

Product figures show the current state; revenue and round targets are working assumptions, not a promised return.