



INVESTOR PITCH

# PLAYGRND

Football became a global product. It is time to give it back to the people.

PLAYGRND starts where football is still played for the love of it: on local pitches, among people whose results, rivalries and stories are rarely preserved.

**START LOCAL. BUILD FOR A WIDER MARKET.**

# Croatia is small enough to prove the model and football-rich enough to matter.

02 / BEACHHEAD  
MARKET

The official system already shows a large base. Private leagues, summer tournaments and recreational football add a layer with no single registry, so public facts and planning estimates stay separate.

|                                                                                                                                                                                             |                                                                                                                                                                                   |                                                                                                                                                                                       |                                                                                                      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| <div>113-129k</div> <div>registered / active players</div> <div>public HNS figures, 2026</div>                                                                                              | <div>1,450+</div> <div>active clubs</div> <div>football, women and futsal</div>                                                                                                   | <div>5-7k</div> <div>estimated teams</div> <div>planning range, not a registry</div>                                                                                                  | <div>500-1,000</div> <div>leagues and tournaments yearly</div> <div>PLAYGRND planning estimate</div> |
| <div>CROATIA / 100 COMPETITIONS</div> <div>Local proof</div> <div>1,500-2,500 teams, 25-50 thousand profiles and proof that players follow, return and activate the next competition.</div> | <div>REGION / 1,000 COMPETITIONS</div> <div>Repeatable model</div> <div>15-25 thousand teams and 300-500 thousand players through local partners, languages and organizers.</div> | <div>EUROPE+ / 10,000 COMPETITIONS</div> <div>Network product</div> <div>150-250 thousand teams and 3-5 million players connected by the same identity, record and marketplace.</div> |                                                                                                      |

Sources: HNS and Semafor (2026), EMF Croatia. Team, event and phase ranges are PLAYGRND planning assumptions to validate through pilots.

# Professional football has everything. Local football still has WhatsApp and paper.

Professional football has identity, statistics, video, media, sponsors and a market. The local game, where most people actually play and belong, still depends on messages, spreadsheets and content that disappears within 24 hours.

|    |                                    |                                                                                                             |
|----|------------------------------------|-------------------------------------------------------------------------------------------------------------|
| 01 | A player without a career record   | An amateur player has no lasting career record across teams, leagues and years.                             |
| 02 | Too much manual work               | The most valuable data depends on people already carrying too much operational work.                        |
| 03 | The audience restarts every season | Without lasting profiles and history, every new season must win back the same players, teams and followers. |

# The product exists. The active community still has to be proven.

04 / PROOF AND RISK

We imported real seasons, connected matches to players and teams, and published the product. We do not present historical imports as retention: this round must prove that players return and that one competition brings the next.

6,228

played matches  
online

product proof

5,757

players in the public  
record

real records

52

league and  
tournament editions

40 league + 12 tournament

4

organizer pilots

Sun City, Brda, Liga Bez Briga + Hvar agreed



The first €300k proves user behavior

We measure profile claims, follows, post-match return, sharing and



Faster input must reduce expansion cost

We measure input time, correction rate and competition onboarding

# Public profiles for players. A working tool for organizers.

Players already get a lasting public history. The goal is to connect them with people, teams and competitions worth following while giving organizers a simple route in without upfront cost.



## ONE RECORD CONNECTS

People, team and competition.

### 01 Players

profiles, statistics and honours

### 02 Team

results and history across seasons

### 03 Competition

table, scorers and records



## A lasting player profile

One profile connects a career, statistics, honours, teams and content across years



## Context generic apps do not have

A planned match-report layer builds correctable, evidence-backed signals about team and player styles. An authorized manager can ask who fits the team and



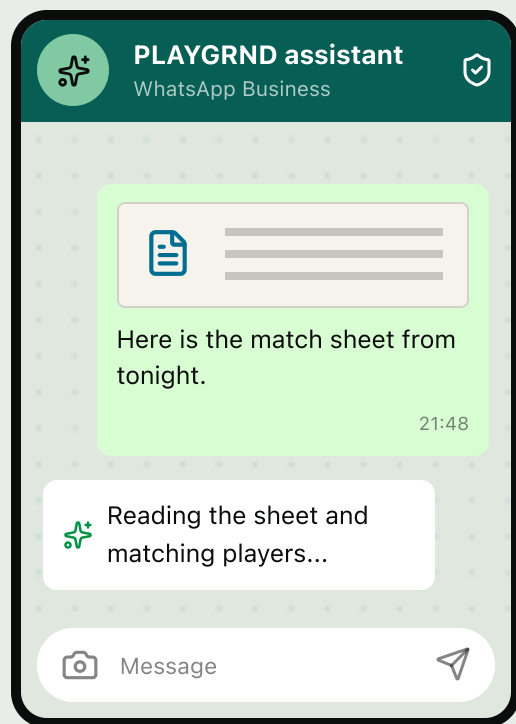
## A robust core, a replaceable AI layer

AI proposes. People verify the facts.

# Photograph the match sheet. Get a complete match draft.

A match-sheet photo becomes a reviewable match draft. The point is not AI for its own sake, but reducing manual transcription: AI proposes, the organizer verifies, PLAYGRND preserves the trusted record.

06 / AI INPUT



**MATCH DRAFT**

AI confidence 96%

REVIEW

Pace Raro

4 : 2

AGILO

✓ 6 goals detected

✓ 2 cards

✓ 18 players matched

☐ Autopilot for trusted sources

✓ Approve and publish

Concept demo with illustrative data.

# One competition brings an entire local community.

07 / HOW IT GROWS

A free organizer layer removes friction. The working hypothesis is that players come for their own history, while return and sharing bring in the next community.

01

## Founding Organizer program

The first 50 active organizers, or all who join before 25,000 activated profiles, keep the core plan free forever.



02

## Connect the players

Profile claims, follows and corrections turn results into a real local network.



03

## Create a return habit

The goal is for results to create feeds, records, rivalries and local stories people follow between matches and seasons.



04

## Monetize distribution

Only after attention exists do local sponsors, booking, media, data and physical infrastructure switch on.



# Community is the product. Distribution becomes the business model.

08 / MONETIZATION

We do not charge the founding cohort for core league and tournament access. Capital funds the time needed to build an active network; revenue switches on where attention and trust create new value.



01

## Limited founding cohort

The program closes at 50 active organizers or 25,000 activated profiles. Accepted organizers keep the core plan free forever.



02

## Local sponsors and ads first

Direct, localized packages around leagues, matches, players, content and later streams, with PLAYGRND and the organizer sharing the value created.



03

## Revenue grows with the community

Entry fees, venue booking, split payments and a marketplace make sense once enough active players and organizers already use the network.



04

## Network and infrastructure

Streaming, APIs, scouting, ads and PLAYGRND venues with cameras, scoreboards and branded inventory arrive in later phases.

# Adjacent products solve parts of the problem. None closes the whole loop.

PLAYGRND should not imitate a federation system or another global live-score app. Its place is between official data, daily organizer work and the life of a local football community.

## 09 / POSITIONING

|                                                                                                                                                                                                                             |                                                                                                                                                                                                                                           |                                                                                                                                                                                             |                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>01</b><br><b>COMET</b><br><b>OFFICIAL ASSOCIATION INFRASTRUCTURE</b><br>Deep registration, competition, referee, discipline and payment workflows. Built for institutions and rules, not an open player-first ecosystem. | <b>02</b><br><b>Sofascore / Torneo</b><br><b>GLOBAL LIVE SCORE + LOCAL INPUT</b><br>Massive distribution and manual live input for local competitions. Organizer payments, booking and a lasting amateur career are not the product core. | <b>03</b><br><b>Flashscore</b><br><b>FAST GLOBAL RESULTS</b><br>Excellent scores, alerts and sports content across 35+ sports. It does not run leagues or the local economy around players. | <b>04</b><br><b>HRnogomet</b><br><b>DEEP CROATIAN ARCHIVE</b><br>A valuable, detailed statistical record of Croatian and ex-Yugoslav football. The archive is the product, not active competition operations, payments or community workflow. | <b>05</b><br><b>PLAYGRND</b><br><b>GRASSROOTS FOOTBALL + IDENTITY + PLANNED MARKETPLACE</b><br>Today's product connects competitions and lasting profiles. Payments, booking and partners follow only after an active community is proven. |
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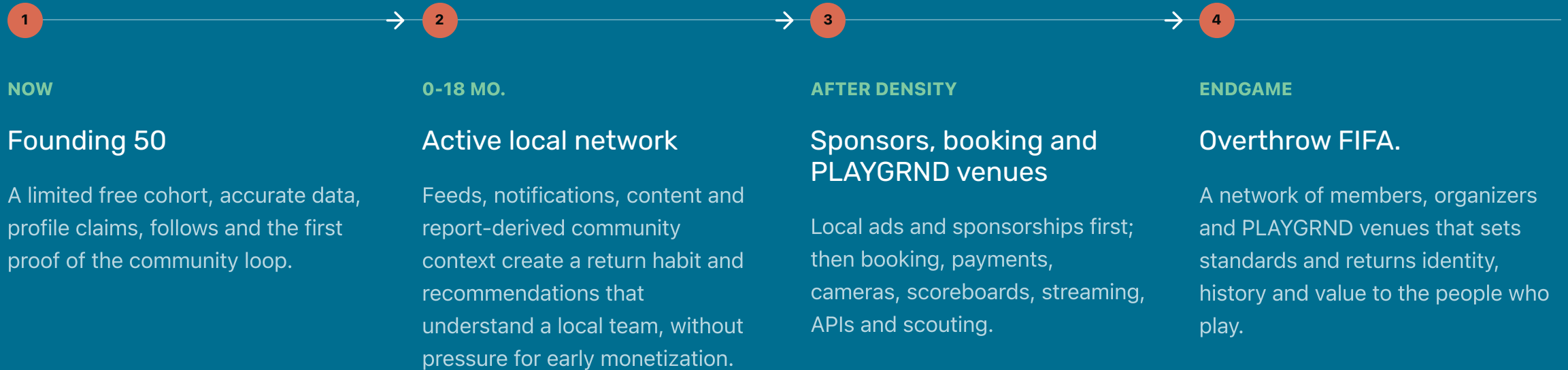


The advantage is not a closed system. COMET can be an official source, while Sofascore and Flashscore can be distribution channels. **PLAYGRND turns data into relationships, operations and local economic activity.**

# From one pitch to football that belongs to people again.

First we earn the most valuable thing: people's time and return. Revenue, infrastructure and organization come only after an active community exists behind them.

## 10 / ROADMAP



# A small team today. A real six-person team tomorrow.

11 / TEAM

Founder-built development tools accelerate research, engineering, documentation and operations, but they do not replace people. The round builds a team for product judgement, field work, community, content and partnerships.



Hrvoje Pavlinović / Founder

A lifelong football enthusiast. A serious knee injury at 14 and a lack of professional support took him away from competitive football, but never from the game. He is a former player and board member of NK Prugovo, contributing to its youth setup, women's football and local community. He built the club's digital platform and has carried the PLAYGRND idea since 2015. He specializes in agentic systems and trustworthy context infrastructure, experience he uses to keep PLAYGRND's core fast, reliable and independent of any single AI model. He publishes the research through HILLS Lab.

|                                               |                                                |
|-----------------------------------------------|------------------------------------------------|
| 01 Ericsson, Rimac and Profico                | 02 ReneVerse: 1.7B+ monthly ad impressions     |
| 03 TILT: live commerce and ruthless execution | 04 Agentic engineering and accountable context |
| 05 Husband and father of two daughters        |                                                |
| NK Prugovo / digital platform                 | Trustworthy Agent Memory and Context           |



### Product and engineering

The founder plus two people across backend, data, AI, full-stack product and reliable delivery.



### Leagues and field operations

One person for organizer onboarding, support, renewals and understanding the work beside the pitch.



### Community, partnerships and content

Two people across player activation and retention, local partners, sponsors, content and distribution.



### People before titles

The team is built from trusted local people for specific work. Advisors and public names join only when there is a real role.

# The first €300k proves the model. The full round scales what works.

12 / INVESTMENT  
PROPOSAL

The target remains €1m through a strategic group, but capital is tied to evidence. The first close funds proof of user behavior and repeatable distribution; the rest of the round scales the model once those signals are real.

| €1m<br>TARGET ROUND                                                                                                                 | €300k<br>FIRST CLOSE                                                                                                                                     | 15-18%<br>WORKING EQUITY RANGE                                                                                                                        | 18 mo.<br>PLANNED RUNWAY                                                                                                          |
|-------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| <b>55%</b> Product and community team<br><br>Six people across engineering, data/AI, UX, activation, content and reliable delivery. | <b>20%</b> Founding 50 and field work<br><br>Standardized organizer onboarding, local activations and proof of the community loop across several cities. | <b>10%</b> Sponsors and partnerships<br><br>Initial local packages, reach measurement and relationships with venues, brands and the football network. | <b>15%</b> Reserve<br><br>Infrastructure, privacy, legal groundwork and room for seasonal cycles and learning from real behavior. |



## The first close has explicit gates for extending the round.

The first €300k targets 10-25 active competitions, the first thousands of claimed profiles, measured player return, organizer referrals and initial sponsor activations. The extended round targets 100 competitions, 50k profiles and a repeatable follow, return and acquisition loop. Investors receive a live dashboard tracking metrics, runway and capital allocation from day one.

# We are not looking for one investor. We are building the right group.

The target is €1m, with a €300k first close and individual tickets from €50k to €250k. The first close proves user behavior and distribution; the rest of the round scales the validated model. The group adds access to football, sponsors, media and regional reach.

**This is a working discussion proposal, not a legal offer. Final terms require legal, tax and financial review.**