



**An online platform to facilitate, aggregate, and monetize the \$25B administration & consumer commerce in the local recreational sports market.**

Seed stage investment opportunity

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# Aggregating hyper-local commerce by serving grassroots organizations

## Recreational sports organizations

- 205,000+ organizations run predominantly by volunteers w/ limited time.
- Generate \$8 billion in registration fees.
- Highly fragmented & archaic, using ineffective management tools.
- Multiple registration events annually.



## Participants

- 45 million participants in youth sports alone, participating in multiple activities
- Struggle to manage their participation due to ineffective tools used by rec. organizations.
- Pay average fee of \$100+ per activity.

## Sports vendors

- \$15+ billion estimated goods/services sold to organizations & participants.
- Highly fragmented (less than 35% Dick's, Sporting Authority, Foot Locker).
- Most vendors not selling products online, but must do so to effectively compete w/ consolidators.

Source – IBISWorld Reports – 2009

# Key solutions for each constituent.

**Benexus introduces efficiencies across the entire market by aggregating constituents into one platform.**



**Downtown Athletic**

## Organizations:

- Promotion to members.
- Effective registration/billing.
- Communication & coordination w/ participants.
- Stored data creates efficiencies and opportunities.

## Participants:

- Entire process in one place.
- One-click, online registration.
- News feed for all athletes managed.
- Stored data eliminates repeat data entry.

## Vendors:

- Cost effective eCommerce solution.
- Lower costs due to automated sales.
- Direct integration to customers.
- Legacy data permits data mining.

# Fee-based model provides scalable revenue.

**By processing large numbers of transactions, Benexus can earn substantial revenue while driving down direct costs to recreational organizations.**

- Main source of revenue – processing fees, paid by participants, based on transactions from registration & eCommerce sales. (5-7% added to cost of transaction)
- \$XX/mo. or \$XXX/yr. for advanced features for recreational organizations. (paid by organization)
- \$X/mo. or \$XX/yr. for advanced participant features. (paid by participants)
- \$X,XXX/yr. for WebStore templates for vendors.

# Other revenue opportunities exist.

## Benexus has identified numerous revenue opportunities to fuel future growth.

- An advertising platform through which hyper local businesses can advertise to rec. organization participants in their communities.
- A “second-hand” retail platform which participants can use to trade used goods.
- A marketplace/search engine through which recreational organizations can shop for, compare, & acquire insurance.

# Competitors currently serve the market with ineffective technology.

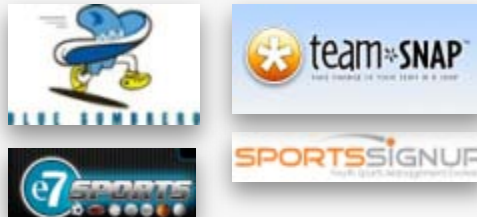
A wide range of businesses serve this space – from template driven websites companies to boutique web development firms building custom sites.

## Market leader



- “10 yr old, ineffective software.” (youth coach)
- No longer supporting simple camp product.
- Customers are actively seeking alternatives to Active.
- Focusing on large, enterprise-grade, expensive software.

## Template-driven solutions



### ManageYourLeague.com

- “One-off” sites – isolated from other organizations.
- Some offer registration, some don't.
- No vendor integration.
- Small market share per co.
- Many are extremely costly.

## Social networks



- No registration tools.
- Focused on athlete or team media/content.
- No integration to vendors.
- Forces admins to use multiple apps for necessary tasks.

## eCommerce websites

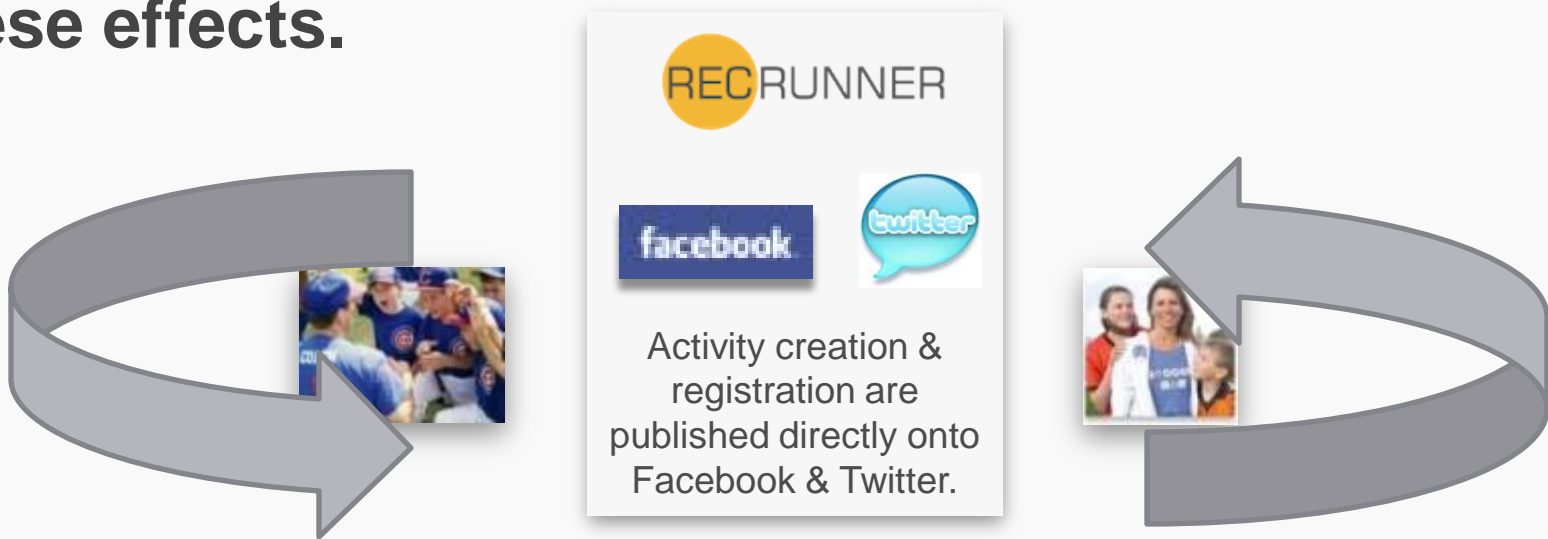


## Web development shops

- Large consumer audience, but not specific for sports.
- No integration directly to customers. Costs not reduced, only added.
- Custom eCommerce sites cost too much for most small businesses.
- Auction model is ineffective as there is still no customer integration.

# Tight integration to open graph networks fuels organic distribution.

**Recreational activities are inherently social. Therefore, the tool that manages them should replicate these effects.**



**Participants can seamlessly invite their friends to participate in activities with them, who in turn can become RecRunner users.**

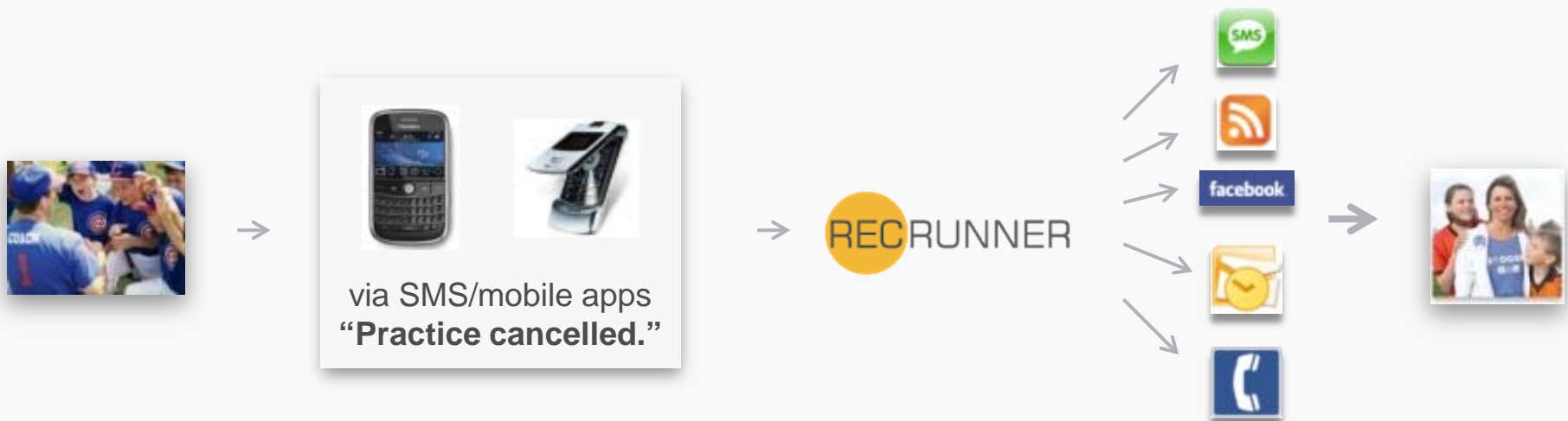
**AND**

**Activity admins can promote their activities to their networks to drive participant signups, who become new RecRunner users.**

# Mobile & networking foundation creates a key differentiator.

Emergence of widely used networking technology creates timely opportunity as participants & coaches are constantly “plugged in.”

Sample problem: “Practice cancelled” notice on website not checked by participants.

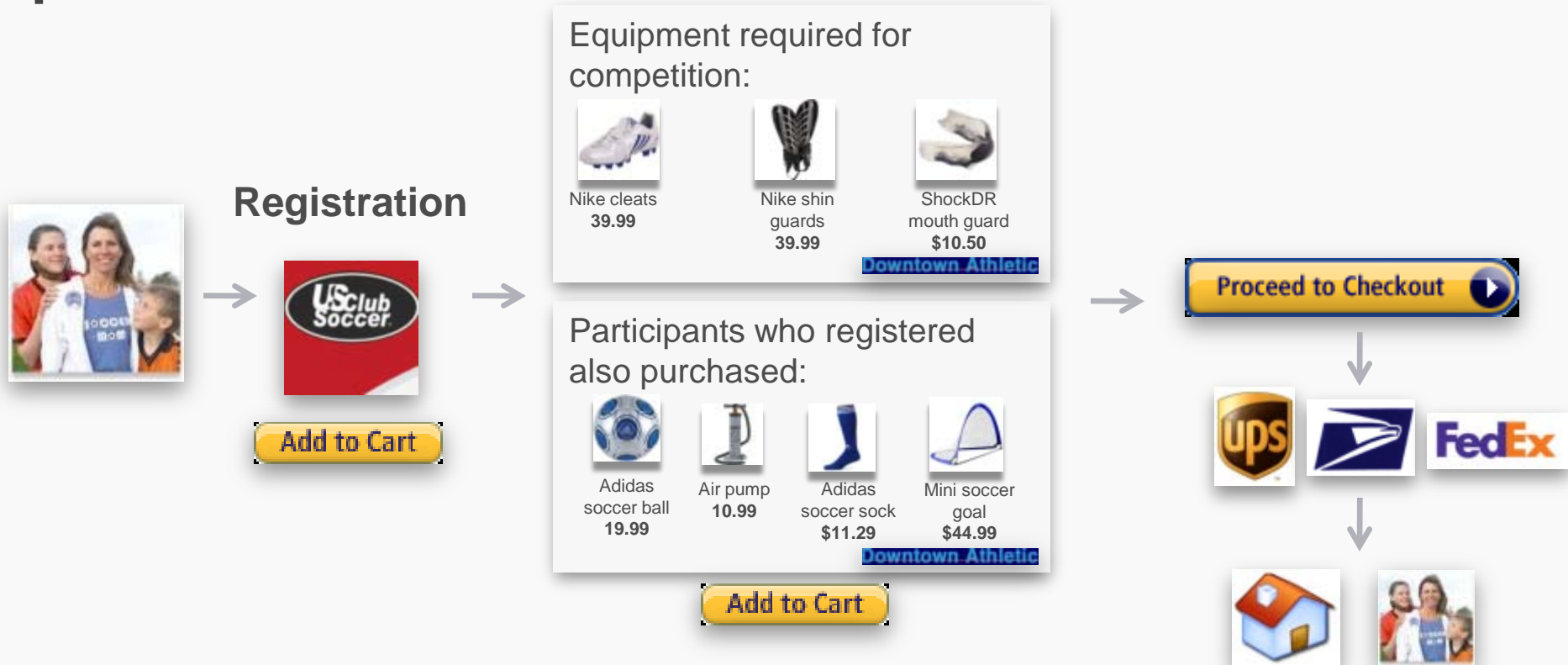


**Never show up to an empty field again!**



# Integration to organizations drives down costs for vendors.

eCommerce based efficiencies automate the sales process for vendors and consumers.



Rec. organizations can specify required gear for purchase by participants at registration.

# Sales & distribution strategy is designed for scalability.

**By incentivizing affiliate sales and penetrating buying groups, Benexus will scale rapidly.**

## Direct sales to opinion leader organizations:

- Target larger, multi-event, multi-sport organizations in key markets to sell directly.
- Leverage part-time sales resources—specifically ex-coaches—to cover key geographic regions rapidly.
- Commission paid once sold customers have completed registration.

## Affiliate program for rec. organizations:

- Leveraging customers as a sales force.
- Financially incentivize current customers to sell other rec. organizations in their areas.
- Allows Benexus to scale direct sales efforts.
- Leverages the relationships customer organizations already have.

## Accessing rec. organization customers through vendors :

- Leverage vendor relationships w/ rec. organizations to scale.
- National buying groups provide access to many vendors across the country.
- Cost savings via the platform is incentive to sell rec. management to organizations.

# Vendors are key to driving scalability.

By accessing vendors through their wholesale buying groups, Benexus can scale rapidly & cost effectively to recreational sports organizations.



# Team has significant technology experience.

## David L. Fairbrothers

- Founder & CEO
- Co-founder, CareLog, a cloud-based application which brings those providing care to aging seniors onto one platform.
- VP & board member, TJ Youth Football League (Central Virginia).

## Phil McDonnell

- Tuck '12, Univ. of Washington '05, Computer Science (Dean's list six times).
- Senior Software Engineer @ Google, 2005-2010.
- Co-founder, GoLocal, providing targeted promotions based on credit card purchasing data.

## T. Gregory Ames III

- Co-Founder, Managing Partner & Director
- Co-founder, Arrowpoint Communications, sold to Cisco (\$5.7B)
- Significant software/hardware experience with three other tech firms.
- Dartmouth '90 undergrad, Computer Science, MBA '07 Tuck School of Business

## Pradeep Frederick

- Back-end software engineer
- Deep experience in software engineering dating back to 1998.
- Has developed dozens of applications on numerous software platforms.

# Benexus seeks investment to finish development & fund beta rollout.

**Launch RecRunner application and boost early sales prior to Series-A equity financing.**

- Key milestones for launch period:
  - Test, refine, and earn revenue from the RecRunner App.
  - Begin distributing RecRunner App to opinion leading activity organizations in targeted markets.
  - Build sales team and execute sales strategy/plan.
- Begin evaluating Series-A possibilities immediately after launch.