



“FROM GRASSROOTS TO GREATNESS”

The AI machine learning solution bringing real-time visual analytics to all levels of sport using a basic single-camera video capture.

The Problem → why it matters

Sub-elite teams lack real-time, decision-grade analytics. GPS tracking is relatively limited and only feasible for elite level, with supporting tech costs at \$50k–150k/year, yet most community clubs operate on <\$50k budgets. Coaches are blind in-game and clubs under-monetise fan attention. This slows talent development and strains club sustainability.

- Manual tagging hours make live insights rare outside of the top leagues.
- Budget mismatch blocks access, analytics arrive days later when it's too late.
- Low first-party data capture at grassroots; opaque sponsor ROI post-COVID.
- Global parallel: same gap across US high schools and colleges (scale path).

The Solution → product snap + what's unique

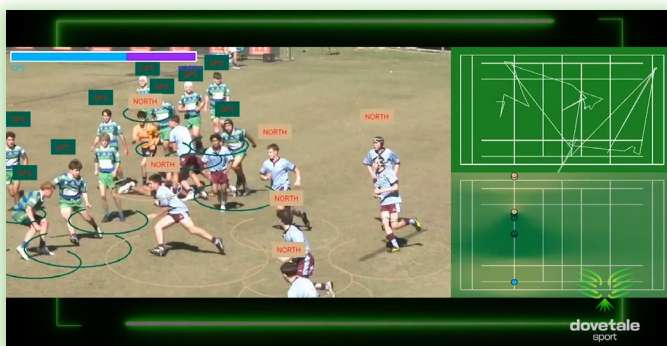
Dovetale Sport will democratise performance data and insights across all levels of sport. Using AI machine learning, Dovetale's proprietary software converts a single-camera video capture into live contextual analysis and coaching insights at scale. It will also power a player/parent-accessible performance analytics community app called 'Wings', which shares revenue back with clubs.

- Live coach assist: Heatmaps, Strike Zones and Fatigue Factor during play.
- Auto-tag + 60-sec reels: Player reviews/coach feedback loop optimised within 'Wings' app.
- Single-camera CV: AI maps one camera to full-field tracking – no GPS devices or stadium rig.
- Quantum-assisted optimisation: Annealing models suggest high-EV plays for invasion sports.
- Virtuous loop: Player data fuels 'Wings' gamification and sponsor activations > club rev share.

Why we win: software-first (order-of-magnitude cheaper than rigged systems), dual-sided platform (analytics + engagement), AU/NZ privacy posture, and a quantum optimisation moat (IP in progress).

Traction → signals of PMF

- Pilots: rugby union (QLD community clubs) in progress and a basketball trial scoped; initial LOIs/MOUs in progress.
- Coach advisory group across ANZ confirming problem-solution fit; product journeys and security baseline complete.
- MVP feature set locked (heatmaps, strike zones/territory flow and fatigue). Tech demos validated on match footage.
- Early partner interest from clubs and media; named logos to be disclosed at pilot signing.



Business model → how we make money

- SaaS subscriptions per team/season (starter → elite). Target software GM ≥75%.
- 'Wings': rev share from micro-transactions and sponsor activations (club-friendly split).
- Pro services: onboarding, video ops, premium analysis packs (supports early cash flow).
- Path to breakeven: ~100 teams at blended ARPU; LTV/CAC target ≥4× with multiple league renewals.

Market → bottom-up SAM/SOM model (ANZ first, US next) ...

Bottom-up = teams × attach rate × ARPU.
Real-time team-sport analytics is multi-billion global category (high-GM software).

- ANZ SAM: ~2,500 target teams (rugby union + basketball sub-elite). Attach 8–12% by Year 2.
- ARPU: A\$4k–A\$12k/team/yr tiers; SAM ≈ A\$15m–A\$25m/yr in entry slice.
- 24-month SOM: 120–180 AU/NZ teams × ~A\$6.5k ARR → A\$0.8m–A\$1.2m software ARR (+ 'Wings' take-rate).
- US expansion: large adjacent base (high school/college sport) provides 10× volume after ANZ proof.

Why now → timing, regulation, tech shift

- Edge AI + single-camera CV now deliver sub-second insights on commodity hardware.
 - Cost curve favours software over hardware rigs; community sport becomes addressable.
 - ANZ moment: runway to Brisbane 2032; club digitisation and performance funding tailwinds.
- Attention economics: short-form reels + first-party data lift sponsor yield and CAC efficiency.

Team → credibility (ANZ core, US-ready)

- Sam Forbes (MD & Chair): 20+ yrs digital/AI/Quantum leadership (govt/enterprise/startups).
 - Lance Peatey (Partnerships): 25+ yrs sports media & entertainment; brand, GTM + partnerships.
 - Paul Bracewell (Prod & Tech): Product/data/ML; machine vision & decision-science; quantum lead.
 - Matt McDonough (Rev & Finance): pricing, FP&A, compliance; builds predictable revenue operations.
- Advisory: coaches, analysts, data scientists; IP counsel engaged; pilot partners queued (ANZ focus).

Valuation rationale → A\$1m on A\$10m pre (seed)

- Forward ARR basis: 24-month SOM plans A\$0.8m–A\$1.2m ARR. At 6–10× forward ARR (seed norms), range is A\$4.8m–A\$12m; mid-range justified by dual-platform upside (Wings).
- Economics: software GM ≥75%; starter-tier payback <6 months by Month-12; LTV/CAC target ≥4×.
- Moat: single-camera tracking IP + quantum-assist road-map + AU/NZ privacy posture.
- Capital efficiency: software-first; declining cloud costs annually; content-led K-factor lowers CAC.
- Comparables: software-led alternatives to rig systems; risk-adjusted path avoids capex drag.

Strategic interest & exit potential

Risks & mitigations

- CV accuracy at grassroots: mitigated via model ensemble + human-in-the-loop QA during pilots.
- Adoption/GTM: league-first pilots and rev-share incentives reduce friction for clubs.
- Privacy/compliance: DPIA complete; AU Privacy Act alignment; secure-by-default mobile pipeline.
- Strategics: performance analytics, broadcast/data platforms, stadiums and sportswear ecosystems.
- Potential acquirers after ARR scale: Catapult, Hudl, Sportradar, Stats Perform, Nike digital.

The ask → amount & use of funds

Raising **AUD \$1.0m** seed on **AUD \$10.0m pre-money** (SAFE with AUD \$10.0m cap, 20% discount, MFN; pro-rata) and clear 12-month use of funds:

- ~46% Team (AI/ML, mobile, DevOps, PM) | ~14% App build/QA | ~11% Cloud (AWS ingest/compute/observability)
- ~10% GTM (pilots, creative, ASO/CRM) | ~7% Legal/finance (IP, grants, audits) | ~6% Ops | ~4% Contingency
- Milestones: MVP (Month-9); 3 pilots live (Months 10–12); quantum-assist beta (Month-12); ARR run-rate ≥A\$0.5m in view.



Email or call us now to book a slot:

Investors: limited 20-minute small-group pitches (AEST & NZDT)

Aus - sam.forbes@dovetalesport.com | +61 (0)438 157 629

Aus - lance.peatey@dovetalesport.com | +61 (0)413 450 525

NZ – paul.bracewell@dovetalesport.com | +64 (0)21 164 0366