

Problem

A Massive Audience Gap for Women's Sports in MENA



Underrepresentation in Media

Women's sports get <5% of total sports media coverage in the region, despite growing fan demand.



Broken Viewer Experience

Without a central hub, discovering or staying engaged with women's sports is fragmented and difficult.



Fans Can't Find Content

Supporters often struggle to follow teams or athletes due to scattered, outdated, or paywalled distribution.



High Demand, Low Supply

Engagement, participation, and fandom are rising fast, but platforms haven't kept up.



Solution

Built to Power Fandom and Brand Connection in One Place



Accessible & Free

We license premium women's sports content and stream it via YouTube - no paywalls.



Content for Every Fan

From live games to behind-thescenes and Shorts - we build connection, not just views.



Scalable Distribution

Using YouTube's infrastructure allows rapid regional and global expansion.



Social-driven Growth

Designed to meet fans where they are: YouTube, TikTok, Instagram.



Product Overview

A Scalable, Social-first Streaming Platform Built on Youtube





Value Proposition

Creating Value for Fans, Athletes, and Brands Alike

Turning Viewers into Fans

We make it easy to follow women's sports with consistent engagement, and emotional connection.



A Platform for Community

Fans interact around shared moments, athletes, and content - not just passively watch.



High-Impact Brand Alignment

Advertisers reach younger, valuesdriven audiences through purposeled sponsorship and visibility.





A Fast-growing, Youth-led Media Opportunity in the Middle East

~\$200M-\$1.5B

Total revenue potential for women's sports across MENA Projected to exceed \$3B by 2030 (15–25% CAGR).

~\$40M-\$450M

Accessible share through GCC markets and existing platforms (e.g., YouTube, AWSN, Shahid).

~\$10M-\$50M SOM Achievable within 3–5 years via digital-first rollout, localized content, and youth-targeted campaigns.

Key Market Insights:

Youth-driven Demand

44% of MENA's population is under 25 - with interest in women's sports.

Exploding Return on Investment

Women's sports sponsorships yield 16% higher purchase intent vs. men's.

Ad Spend is Catching Up

TV ad spend on women's sports more than doubled in 2024.

Regional Growth Surge

MENA's sports media market is projected to grow 33% by 2028.



Competitive Landscape

Standing out as the First Open-access Hub for Women's Sports in MENA

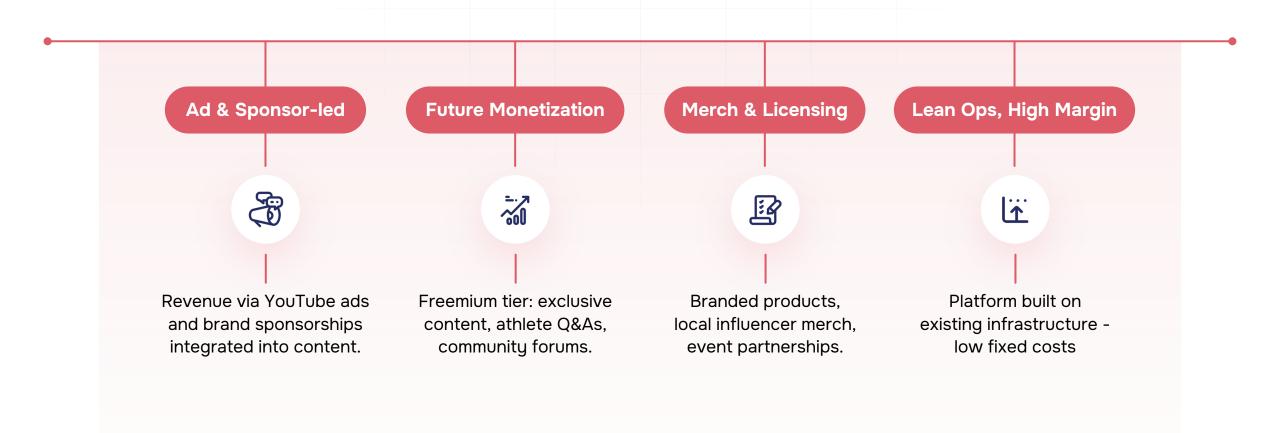
Platform	Access	Paywall	Content Type	Differentiator
ShePlayz	Youtube, MENA-wide	No	Live, VOD, Shorts	Aggregated + Scalable
ALL MOMENTS RETHORIK	GCC	Yes	Niche League Streams	Local but Limited Scale
Individual Creators	Global	No	Interviews, Clips	Fragmented + Non-exclusive

Our Edge – First-mover in the region with licensed rights + YouTube partnership



Business Model

Ad-first, Sponsor-backed, with Future Freemium Potential





Our Content Partners

Secured Content Deals or in Discussions with The Biggest Rights Holders' Internationally





































GTM Strategy

Reaching Fans where They Already Are - through Creators, Platforms, and Culture

Social-First Launch

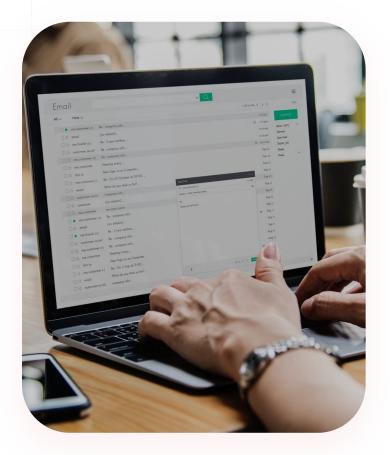
Kick off with high-impact content across YouTube, TikTok, IG, and Shorts to drive discovery and excitement.

Creator-led Growth

Partner with regional sports creators and fan pages to fuel organic reach and relevance from day one.

Brand-integrated Moments

Collaborate with sponsors for co-branded content, giveaways or digital watch parties that boost engagement.





Traction

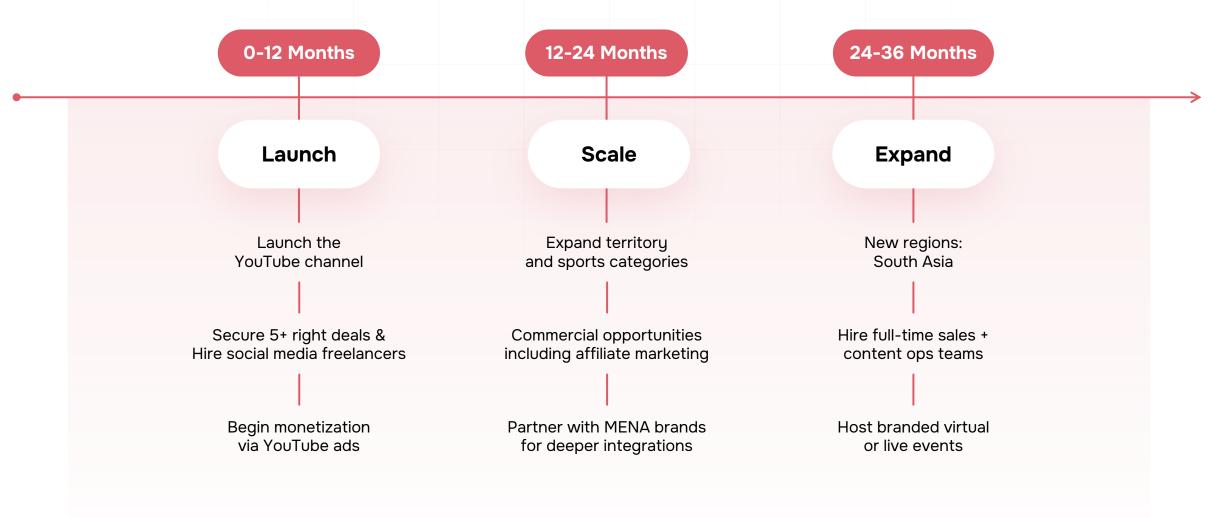
Strong Early Signals from Platforms and Partners





Roadmap

Strategic Milestones from Launch to Regional Expansion





Team

Board & Advisors Steering the Vision for ShePlayz



Bubs Felix Founder

18+ years in sports media (FIFA, ITV, OSN)

Based in MENA since 2006

Leading advocate for women's sports visibility



Rowena Samarasinhe Board & Advisory

Partner at Level; founder of GENSport

Led global sponsorship & broadcast deals

TEDx speaker, ex-athlete, board member



Abdul Wahab Al-Halabi Board & Advisory

Ex-CEO Dubai Properties; Chair at DXB Entertainments

Board roles incl. ADIB, Union Properties, Houlihan Lokey

25+ yrs in real estate, capital markets, leadership



Simona Agolini Board & Advisory

CEO & Co-founder of QiDZ

Ex-Shell exec in M&A and growth strategy

Mentor, investor, and women-in-tech leader



Ayten Al Qersh
Board & Advisory

Head of Commercial at noon, leading growth & retention

Ex-Bain consultant with MENA strategy expertise

6+ years in tech, e-com & commercial ops



We plan to hire freelancers for social, content, and PR, followed by dedicated roles in content delivery and sponsorship sales.

Financials

Built for Scalable Revenue, High Margins, and Lean Execution

Strong Revenue Growth

From \$76K in 2025 to \$3.7M by 2029 - 150%+ CAGR across ads, affiliates, and sponsorships.

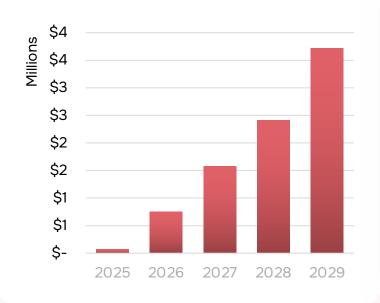
Exceptional Profitability

EBITDA reaches \$3M in 2029 with 80%+ margin; net income turns positive by Year 2.

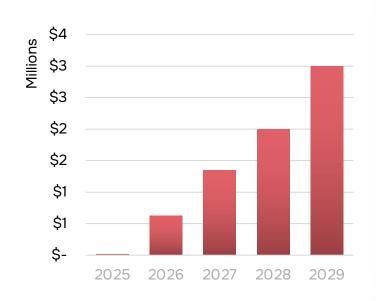
Capital-Efficient Model

Break-even in 20 months with scalable monetization and limited fixed costs.

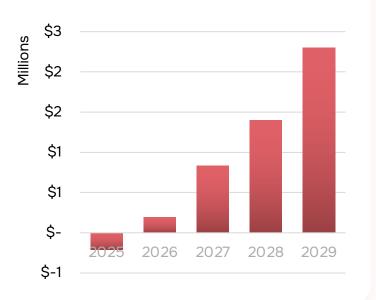
Total Revenue Growth



EBITDA Performance



Net Income Trajectory





Investment

We're Raising a \$500K Pre-Seed Round at a \$2.5M Valuation

This round will fund our launch and content pipeline.

We plan one additional round of \$1.5M next year - no further funding expected beyond this.

Our milestones will be fully achieved within these two phases.





A Rare First-mover Play in a High-growth, High-impact Market

Momentum Meets Market Gap

Women's sports viewership and brand investment are surging - but MENA lacks a central platform.



Backed by Policy & Demand

Saudi Vision 2030 and UAE reforms are accelerating women's sports visibility across the region.



Ready to Launch, Ready to Lead

ShePlayz is positioned to own the space - with a May 2025 rollout and no direct open-access competitors.





