

Company **profile.**

Product: Slinger Match; a white label web app (widget) for ride sharing

Visit our website: slinger.to

Employees: 3 FTE

Active since: 2021

Status: Start-up (active in real environment Dutch and Belgium market)

Branche: Smart mobility | Greentech | Sports culture

Invested: € 350.000

Turn over: € 10.000 (started sales in Q2 2023)

Shareholders: Tgif BV (51%) / Octo BV (49%)

Company

Slinger BV
Kvk: 75366088
BTW: NL860254744B01
IBAN: NL96TRIO0788886991

Contact

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Legal

[Algemene voorwaarden](#)
[Privacy Policy](#)

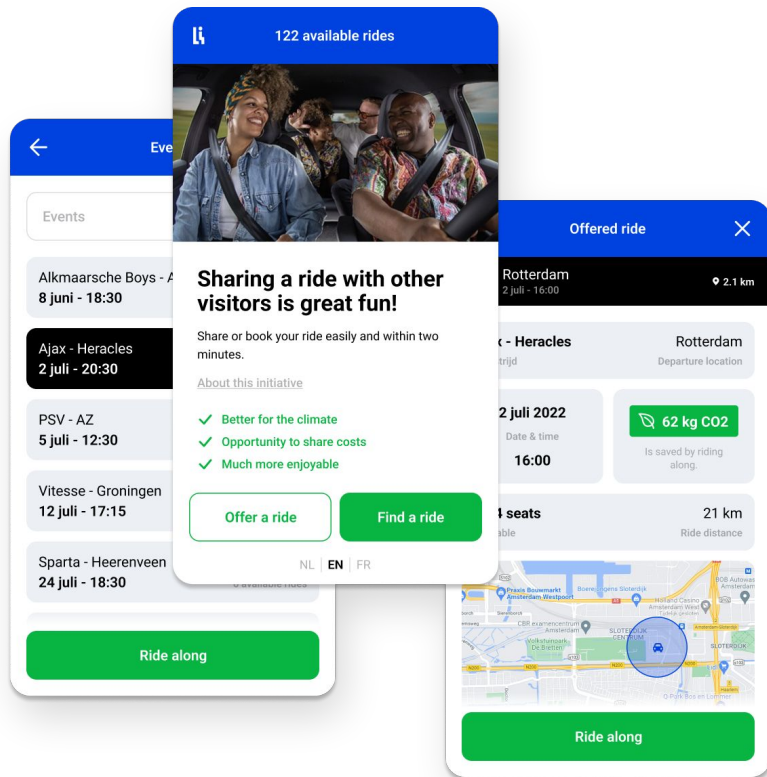
Timeline / highlights

- 2021 Q3** Launch **minimal viable product** Slinger Match

- 2022 Q1** **Winner Reimagine Football Challenge** i.p.w UEFA, City Football Group, KNVB, AJAX, Johan Cruijff Arena
 - Q2** **3 x pilot** in collaboration with **KNVB** at International games played in NL
 - Q3** **3 month pilot** with professional football clubs: **FC Groningen, FC Twente, Union St Gilles** (Bel)
 - Q4** **Rebuild** of product and back-end with gained insights and build **to scale**

- 2023 Q1** **Soft launch** with **official partner Johan Cruijff Arena, KNVB, FC Twente, Union St Gilles**
 - Q2** **Commercial launch.** New clients; **FC Utrecht, EC Track cycling, NC Judo, NK NL, MOJO, Lowlands, Ziggo Dome, Bospop, Popronde, VVAL.**
 - Q3** Set up **collaboration** with **Eredivisie** and **Keukenkampioen** for season 23/24


60% to 85% of **Co2 emissions
at football matches is **caused by**
transport. But research shows that
cars of supporters are only **half full**.
We offer football clubs an **easy way**
to connect these supporters. And
give them the best **ride sharing**
experience you can imagine.**



Install our widget
on **your website**
today.


In the colours of
your club.

Click to try our demo



NieuwsTeamsProgramma & TicketsToernooien

122 Beschikbare ritten



Samen rijden met andere bezoekers is leuker!


Deel of boek je rit heel eenvoudig én binnen twee minuten.

[Lees meer over dit initiatief](#)


- ✓ Beter voor het klimaat
- ✓ Kosten delen
- ✓ Veel gezelliger

Rit aanbiedenMeerijden


NL | EN | FR




Nederland O16



Estadio Vila Real



Duitsland O16



Estadio Vila Real



Easy process **Designed to scale.**

1. We create a customized widget in our Slinger Match portal*
2. Colour and header photo are made to match the club's website
3. We deliver the custom widget with one line of code to the football club
4. Code is implemented on selected web page(s) by the club's webmaster
5. Widget is live (we manage the games; date, time, location)
6. Club promotes ride sharing option amongst supporters via email, app or social.

*Our portal is build to scale at large. We aim to be fast and hassle free; 5 minutes to create a widget, 5 minutes to implement this widget and 2 minutes to offer or share a ride via the widget.

Current clients.



JOHAN CRUYFF
ARENA



DOWN
THE
RABBIT
HOLE



MOJO

LOWLANDS

BOSPOP

LaGo
OSPI

POPRONDE

Slinger Match a winner of the Reimagine Football Challenge 2022

In partnership with



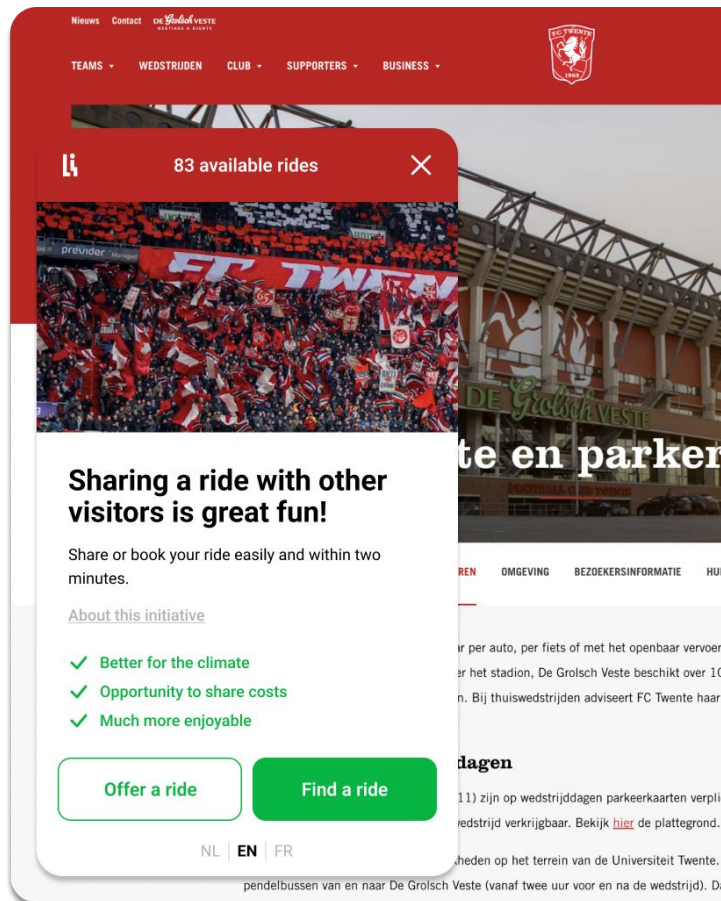
JOHAN CRUYFF
ARENA





"Slinger Match turned out to be a suitable solution and easy to implement. A great extra service for our supporters while working on our sustainability."

Leon Molenkamp - FC Twente
Manager Marketing and Communications





Three key insights. Big **success**.

In contrast to 'ordinary carpoolers', supporters of the same club form a closed and highly homogeneous group. They share the same passion and are on their way to something they love. Which makes the ride **fun, safe and trustworthy**.

Professional football organizations (and other major events) must reduce their Co2 emissions. Transport is their biggest polluter, we offer them a **fast and affordable solution**.

Our technique is very **easy to implement and scalable**. Football clubs can literally be operational within 5 minutes and gain insight into the travel movements of their supporters. We can serve **dozens of widgets per day**.

Main functionalities / differentiation.

	<small>match</small> slinger	 BlaBlaCar	TOO GETHR	SP LT	 RideBee
Specifically for big events	✓	✗	✗	✗	✗
Placed on organizers website	✓	✗	✗	✗	✗
Customized in club look & feel	✓	✗	✗	✗	✗
Operational in 5 minutes	✓	✓	✗	✗	✗
Real-time statistics	✓	✓	✓	✗	✓
Social media content delivery	✓	✗	✓	✗	✗
B2B product	✓	✗	✓	✓	✓

Potential market.

Football and related sectors.

CATEGORIE	NED	ESP	BEL	UK	GER	FRA	USA
Spectator sports	54	98	51	165	105	92	914
Amateur sports	7.394	24.603	3.937	48.729	45.127	33.601	24.764
Universities sports	14	89	5	45	20	22	13.173
Music festivals	1.240	965	868	1061	491	7.152	2.014
Event locations	919	795	1.149	1.390	2.949	5.256	28.557
Sponsors sport / festival	250	100	50	600	1.100	395	24.067
Outside category	42	235	19	127	134	177	5.767
TOTAL							292.871

Value proposition / SaaS model. Right package for everyone.

There is a one time only **kickstart fee of €99,95** after that we charge a fixed fee per month. This way we can ensure that both small and large organizations can become more sustainable.

Basic

All the tools to start saving Co2 emission.

€89,95 / per month

- ✓ Widget in the style of your club
- ✓ Mails in the style of your club
- ✓ Account management for creating events
- ✓ Standard E Mail content
- ✓ 12 events (1 per month)

Standard

More insight into what moves your visitors.

€119,95 / per month

- ✓ Widget in the style of your club
- ✓ Mails in the style of your club
- ✓ Account management for creating events
- ✓ Standard E Mail content
- ✓ 1x custom social template
- ✓ Dashboard real time statistics
- ✓ 24 events (2 per month)


Pro

For organizations that want to scale unlimited.


€199,95 / per month

- ✓ Widget in the style of your club
- ✓ Mails in the style of your club
- ✓ Account management for creating events
- ✓ Standard E Mail content
- ✓ 2x custom social template
- ✓ Dashboard real time overview
- ✓ Unlimited events


Internationalisation and development plan.


2023


- ✓ Launch in the Netherlands/Belgium
- ✓ Market Potential 15.992 widgets
- ✓ Target 364 widgets
- ✓ Avr subscription time span 6 months
- ✓ 3 FTE
- ✓ Develop statistics page
- ✓ Customers create events
- ✓ Customers pay via CC on website


2024


- ✓ Launch in United Kingdom or Spain
- ✓ Market Potential 95.083 widgets
- ✓ Target 260 widgets
- ✓ Avr subscription time span 7 months
- ✓ 4 FTE
- ✓ Widget variants: amateur teams, companies
- ✓ Payment between users through our platform


2025

- ✓ Launch in Germany
- ✓ Market Potential 145.009 widgets
- ✓ Target 780 widgets
- ✓ Avr subscription time span 10 months
- ✓ 6 FTE
- ✓ Native app


2026

- ✓ Launch in France
- ✓ Market Potential 191.704 widgets
- ✓ Target 1040
- ✓ Avr subscription time span 12 months
- ✓ 7 FTE


2027

- ✓ Launch in USA
- ✓ Market Potential 290.960 widget
- ✓ Target 1300 widgets
- ✓ Avr subscription time span 12 months
- ✓ 8 FTE

Our team.

Ready to **take on this challenge.**



[LinkedIn](#)

Mark de Vries
co-founder
tech director



[LinkedIn](#)

Jort Boot
co-founder
design director



[LinkedIn](#)

Marvin Poppinga
founder
product &
business director



[LinkedIn](#)

Isabeau van der Kraan
customer success
manager



[LinkedIn](#)

Xander Dankbaar
Intern

**Gracias 🙋 Hagamos del
mundo un lugar mejor
juntos ⚽**