



[mattias@rawstadia.com](mailto:mattias@rawstadia.com)  
Kempische Steenweg 293  
Hasselt, Belgium

# WHO WE ARE

- FOUNDED IN 2019
- 3 OFFICES > BELGIUM, UK AND USA
- 400K RECURRING TURNOVER AND GROWING
- 1.5M CAPITAL RAISED
- TEAM OF 9



# MARKET IDENTIFICATION & VALUE PROPOSITION

## WHO DO WE WORK WITH?

- PROFESSIONAL FOOTBALL CLUBS > 90% CUSTOMERS
- LEAGUES AND FEDERATIONS
- PROFESSIONAL SPORTS TEAMS
  - BASEBALL, CRICKET, RUGBY, AMERICAN FOOTBALL

## OUR VALUE

- MOST ADVANCED PITCH PLATFORM
- MANAGING WITH DATA – RESOURCE EFFICIENT & SUSTAINABLE MANAGEMENT



# PROBLEM IDENTIFICATION

"I ALWAYS DO THIS"

"LET'S TRY THIS"

"THIS SHOULD WORK"

## EXPERIENCE BASED PITCH MANAGEMENT

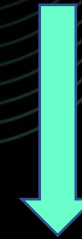


### UNEFFICIENT RESOURCE USAGE

ELECTRICITY  
WATER  
FUEL  
MANPOWER



UNSUSTAINABLE



WASTE OF MONEY

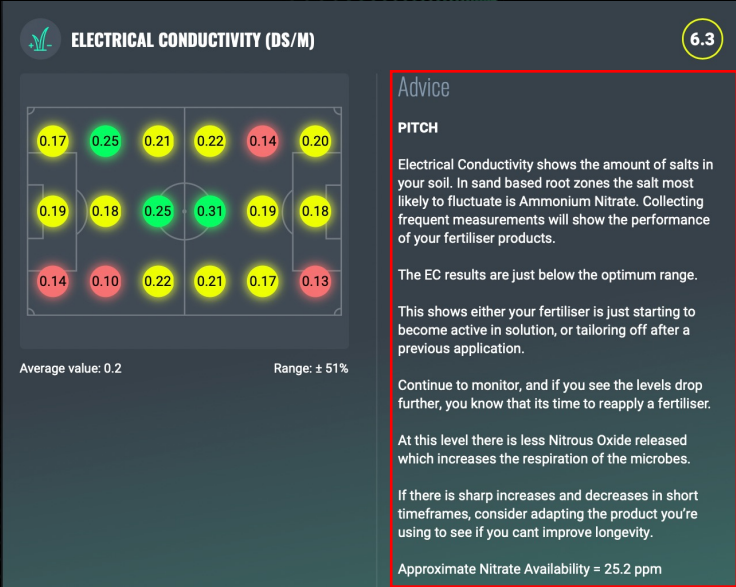


# DATA TO STOP WASTAGE



MEASURE  
TO MONITOR

## PLATFORM VISUALISATION



IMPROVE PITCH  
MAINTENANCE

AUTOMATED, DATA  
BASED ADVICE

# WE HAVE BEEN HERE BEFORE

## CASE STUDY AT ENGLISH PREMIER LEAGUE CLUB

- DATA BASED MANAGEMENT VS EXPERIENCE BASED MANAGEMENT
- CONSUMPTION COMPARISON OVER TWO SEASONS
- VARIABLES MEASURED
  - ENERGY
  - IRRIGATION
  - FUEL
  - CONSTRUCTION

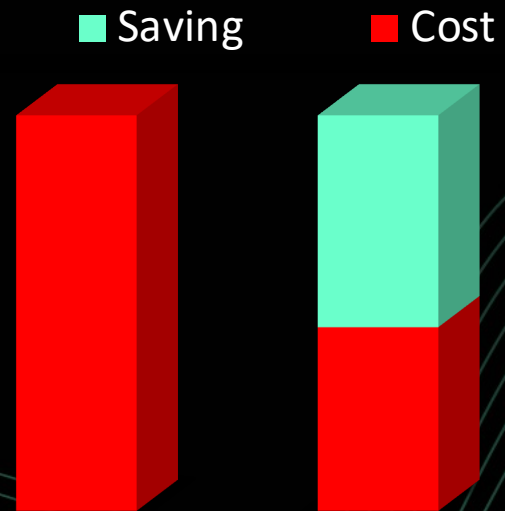
## MAIN QUESTION

CAN WE SAVE COSTS/RESOURCES BY MAINTAINING PITCHES BASED ON DATA?

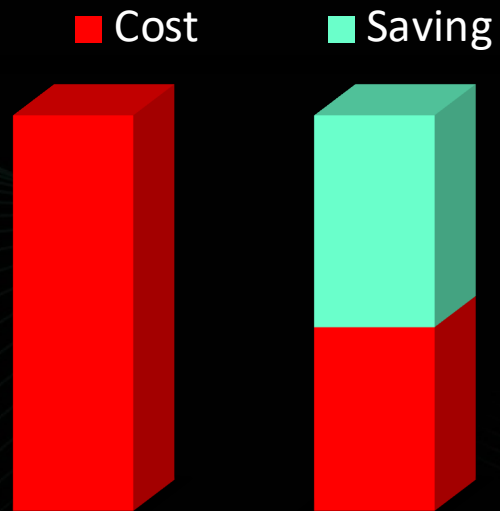


# RESULTS

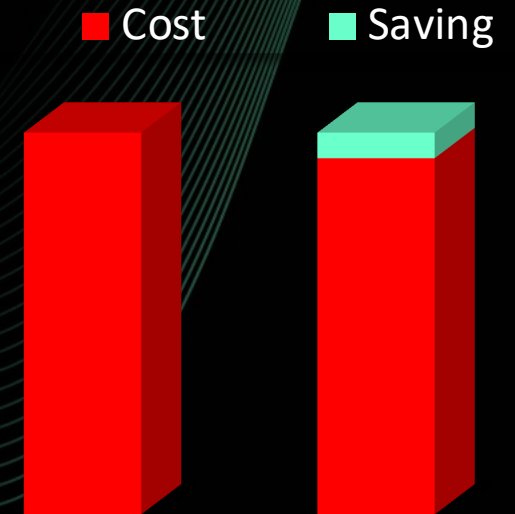
ENERGY > 54% SAVED



IRRIGATION > 55% SAVED

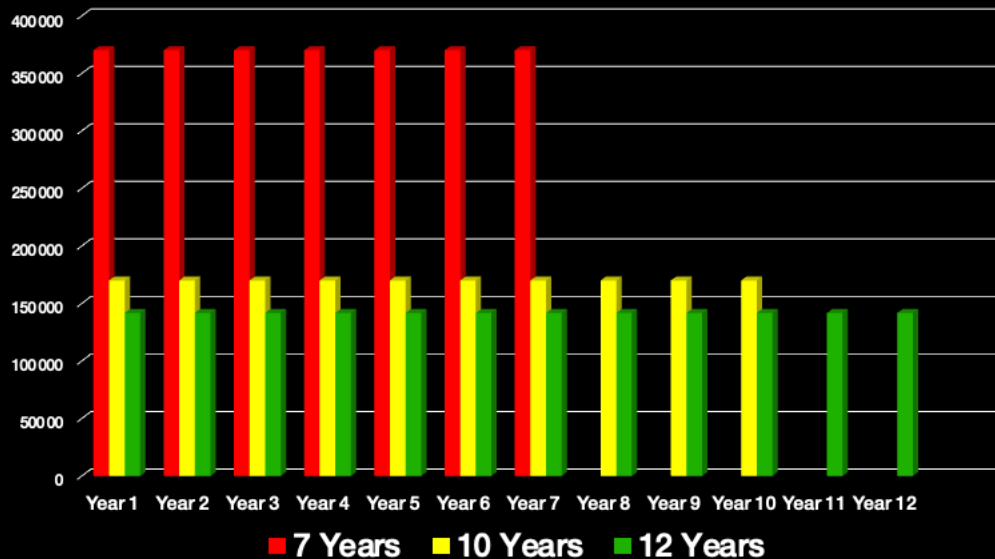


FUEL > 7% SAVED



# RESULTS

## CONSTRUCTION



- LARGEST MAJOR INVESTMENT
- DATA SHOWS THE PERFORMANCE OF THE SURFACE
- INDEPENDENT INFORMED DECISION ON WHEN TO RECONSTRUCT
- PROPER MAINTENANCE ENSURES A LONGER LIFESPAN
- PRO-LONGING THE LIFE SPAN SPREADS THE COST BY 10% PER SEASON



# INTERNATIONALIZATION & SCALABILITY

- ACTIVE IN 25+ COUNTRIES
- CUSTOMERS IN USA, UK AND EUROPE
- 100+ ACCOUNTS IN PLATFORM
- MULTILINGUAL TEAM (ENGLISH, FRENCH, GERMAN, DUTCH, SPANISH)
- SOLUTION CAN BE TRANSLATED AND OFFERED IN SPANISH

# TECHNICAL DETAILS

- **STEP 1 – CLUB AUDIT**
  - RAW STADIA PERFORMS AN IN DEPTH AUDIT OF THE PITCH RELATED INFRASTRUCTURE
  - BASED ON THE REPORT IMPROVEMENTS ARE SUGGESTED
- **STEP 2 – DATA GATHERING & CONTINUOUS MONITORING**
  - THE RAW STADIA PLATFORM COMBINED WITH IOT SENSORS OR HAND HELD MEASURING TOOLS WILL ENABLE THE CLUB TO MANAGE AND ACT BASED ON DATA
  - RESULTING IN A SUSTAINABLE AND EFFICIENT USE OF PITCH MAINTENANCE RESOURCES
- **STEP 3 - ADAPT & IMPROVE**
  - RESULTS AND IMPROVEMENTS WILL BE VISUALISED WITHIN THE PLATFORM, BENCHMARKING TOOLS ARE AVAILABLE (ON HISTORIC DATA)

# BUSINESS MODEL

- RAW STADIA OFFERS THE PLATFORM IN A YEARLY LICENSE FEE
  - THE HARDWARE IF APPLICABLE CAN BE ADDED TO THE OFFERING
  - A TRAINING AND GUIDANCE TRACK WILL BE OFFERED TO THE CLUBS
  - ADDITIONAL CONSULTANCY AVAILABLE ON REQUEST
- 
- PRICE RANGES DEPENDING ON FEATURES BETWEEN 7.500€ - 25.000€ PER CLUB PER YEAR