

EVENTAPP FOLLOWERS

65,129

**MYLAPS**  
SPORTS TIMING

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**WEBINAR**

sporthive virtual

ESTIMATED FINISH TIME

3:55:57



# YOUR HOSTS



**Yasser Ahmed**  
Regional Manager Middle-East &  
Africa



**Kimberly Puiman**  
Operations EventApp



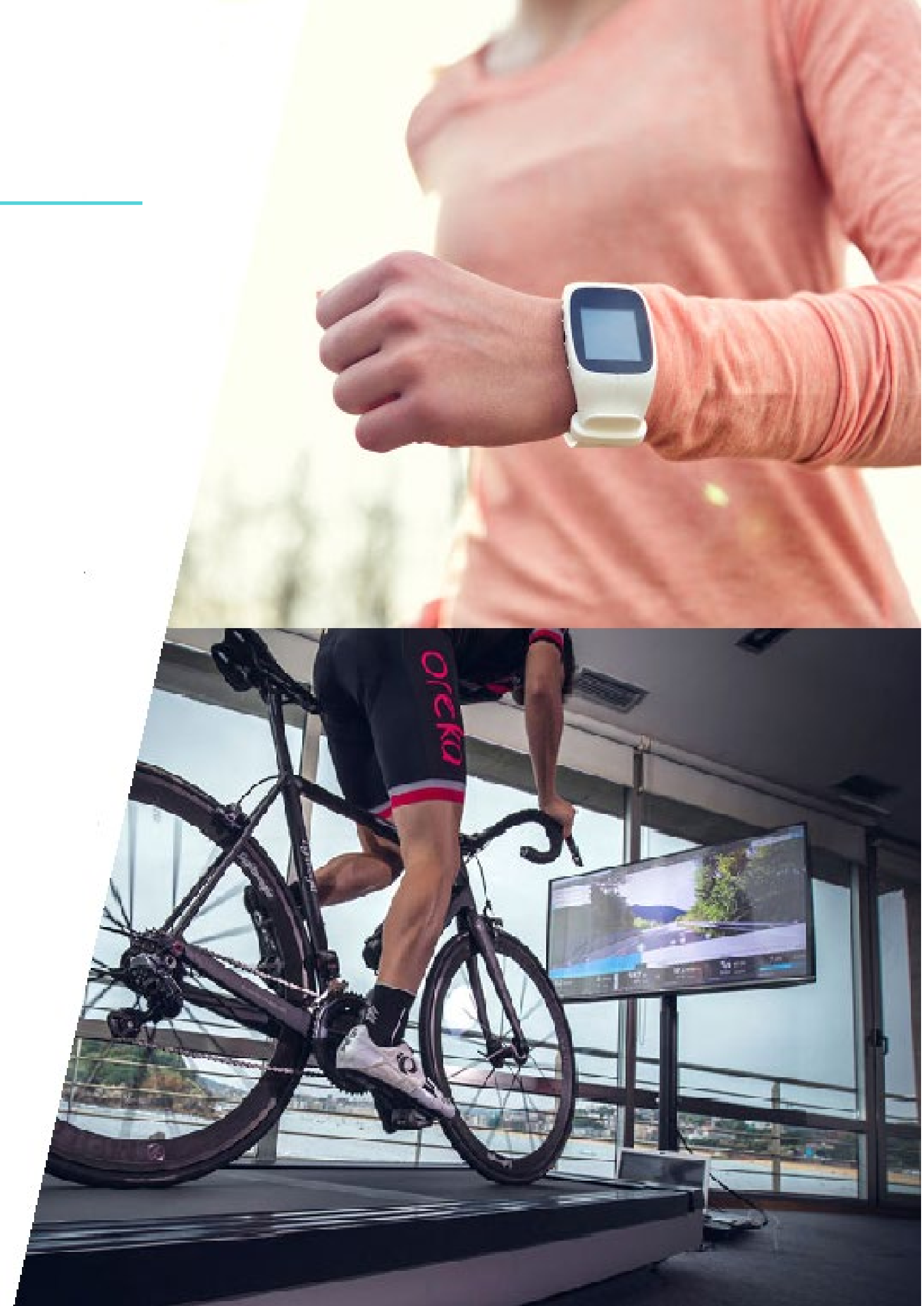
**IF YOU DON'T ALREADY HAVE IT  
PLEASE DOWNLOAD SPORTHIVE LIVE ON**



# CONTENT

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- What is Virtual Racing?
- Sporthive Virtual App
- Features
- Applications
- How to use Sporthive Virtual
- User Case: Dubai Virtual Run
- Potential Customers
- Pricing



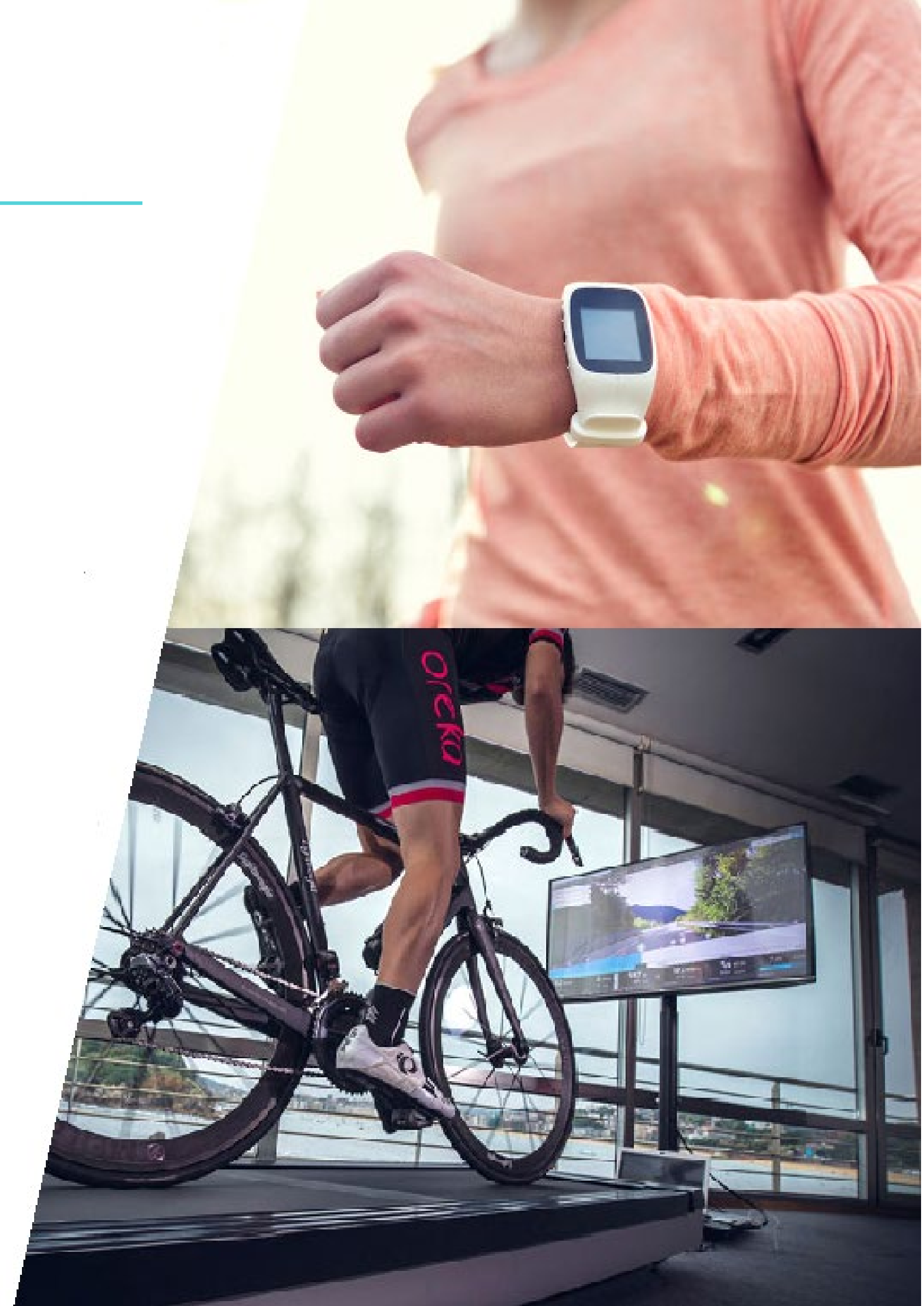


# VIRTUAL RACING

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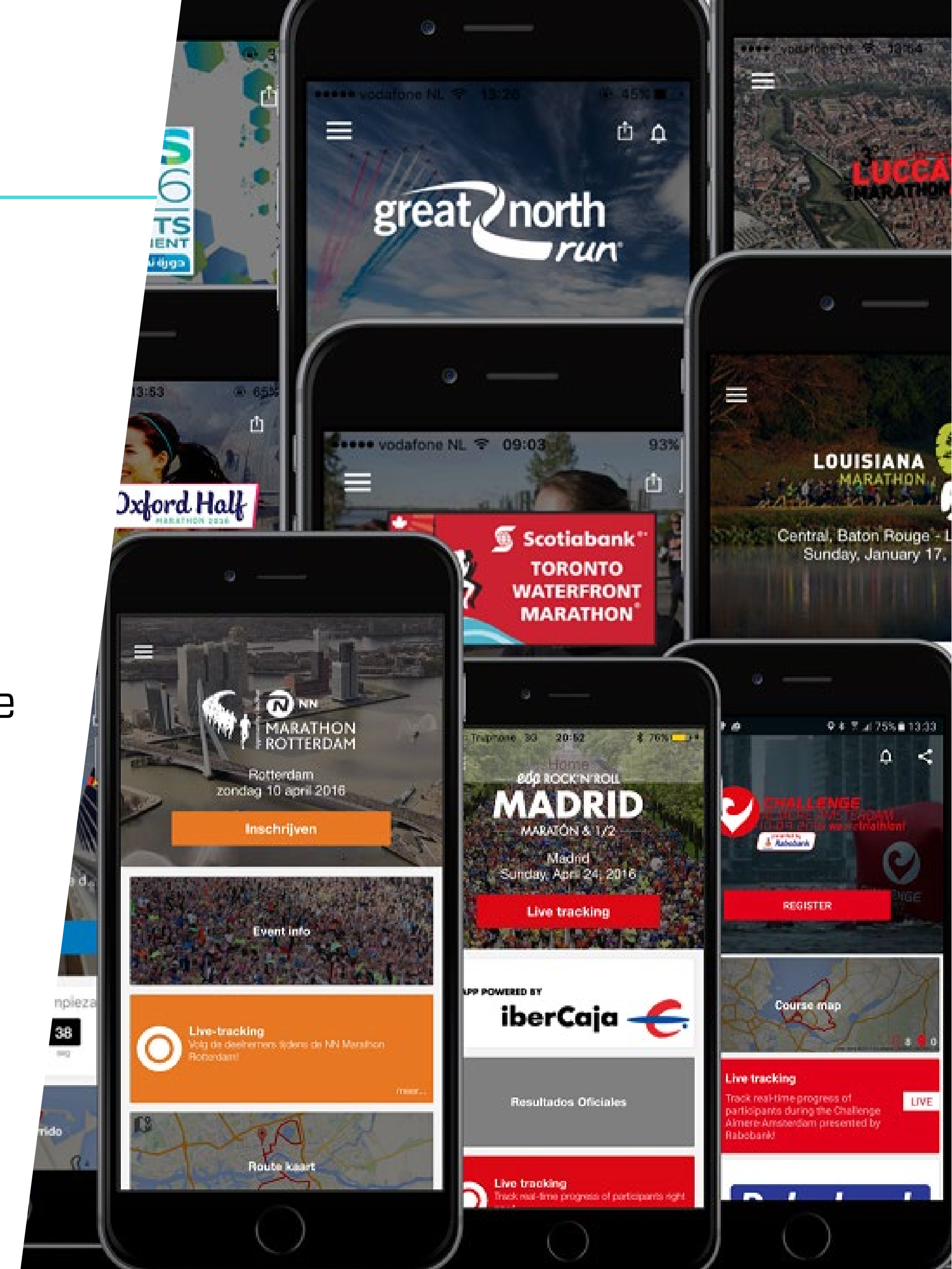
*A virtual race is a race that can be performed from any location you choose. You can run/ride outdoors, on a track, on a treadmill at home or in the gym. Participants can do their own race at their own pace and time it themselves with the help of smart watches, apps or equipment (treadmill/bike trainer)*

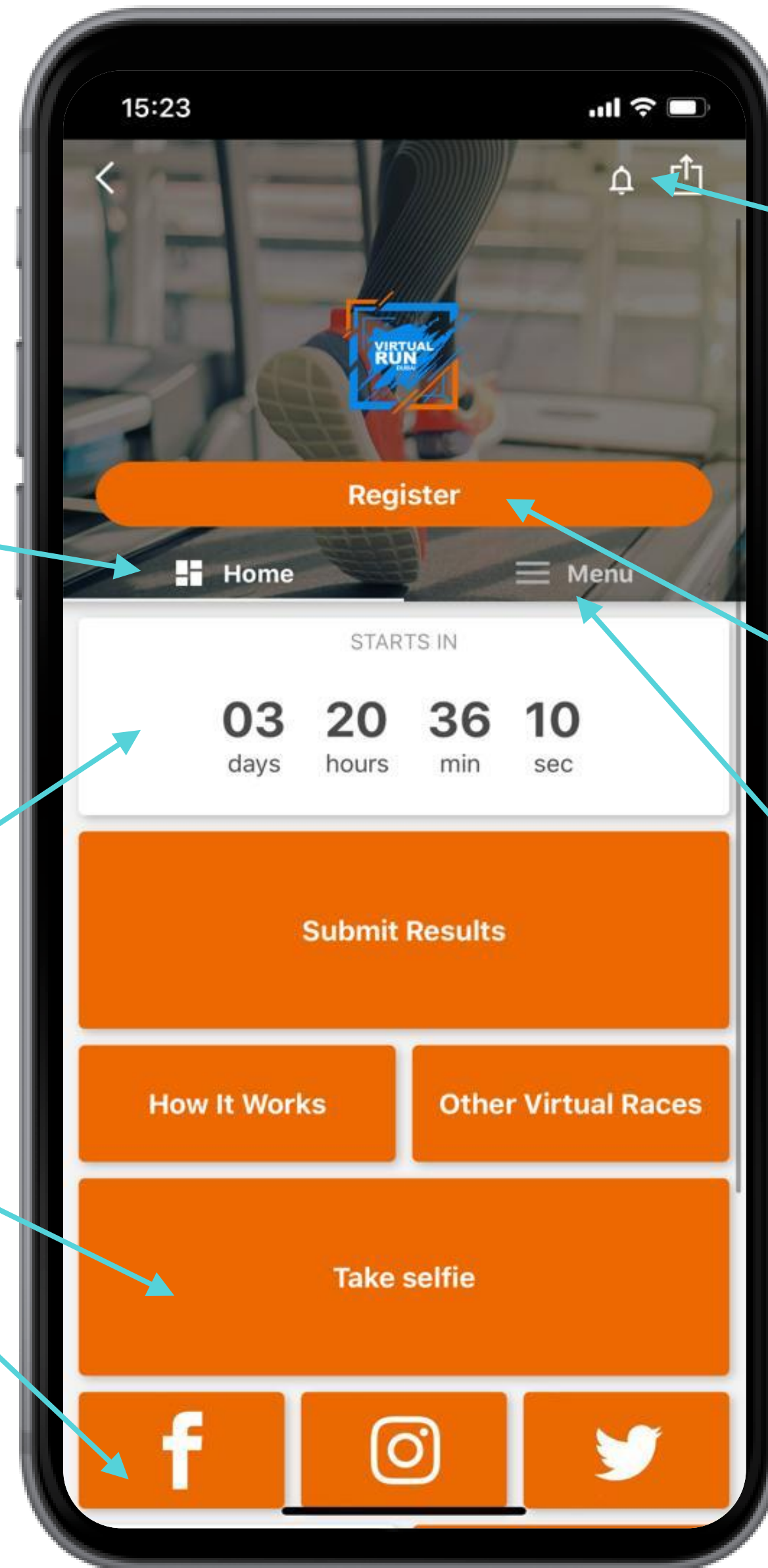
Due to the COVID-19 Outbreak all public sports events are cancelled impacting timers around the world heavily. Virtual racing has become a popular alternative and MYLAPS Sports Timing would like to support its partner with a platform to offer a virtual alternative to their (and competitor) events.



# SPORTHIVE VIRTUAL APP

- MYLAPS Sporthive App for virtual races
- Single Communication and data platform for an event
- For unlimited number of participants
- Enhances virtual event experience
- Over 600 MYLAPS EventApps launched worldwide: reliable platform
- Extensive sponsor value
- Full control over your App through our Event CMS
- Dedicated development and support team
- Ongoing innovation with the latest features
- No Live Tracking or Live Leaderboard





Push notifications

Easy navigation

- Add your own tiles:
- Selfies
  - Weather forecast
  - Countdown clock
  - Social media channels
  - Sponsors

Call to action button:  
- Registration  
- Results  
- Customizable

Customizable menu



# FEATURES

## SOCIAL

- Push Notifications:
  - Event/Sponsor messages
  - Communication tool with participants
- Connection with Facebook/Instagram/Twitter/Youtube channels
- Selfies with customizable overlays  
(Event Slogan/Hashtag or Sponsor)

## EVENT & SPONSOR

- Customizable:
  - Colors
  - Call-To-Action Button
  - Menu
  - Tile configuration
- Role selection possibility
- Sponsor logos
- Athlete profiles
- Event information
- Own content

## AND MORE

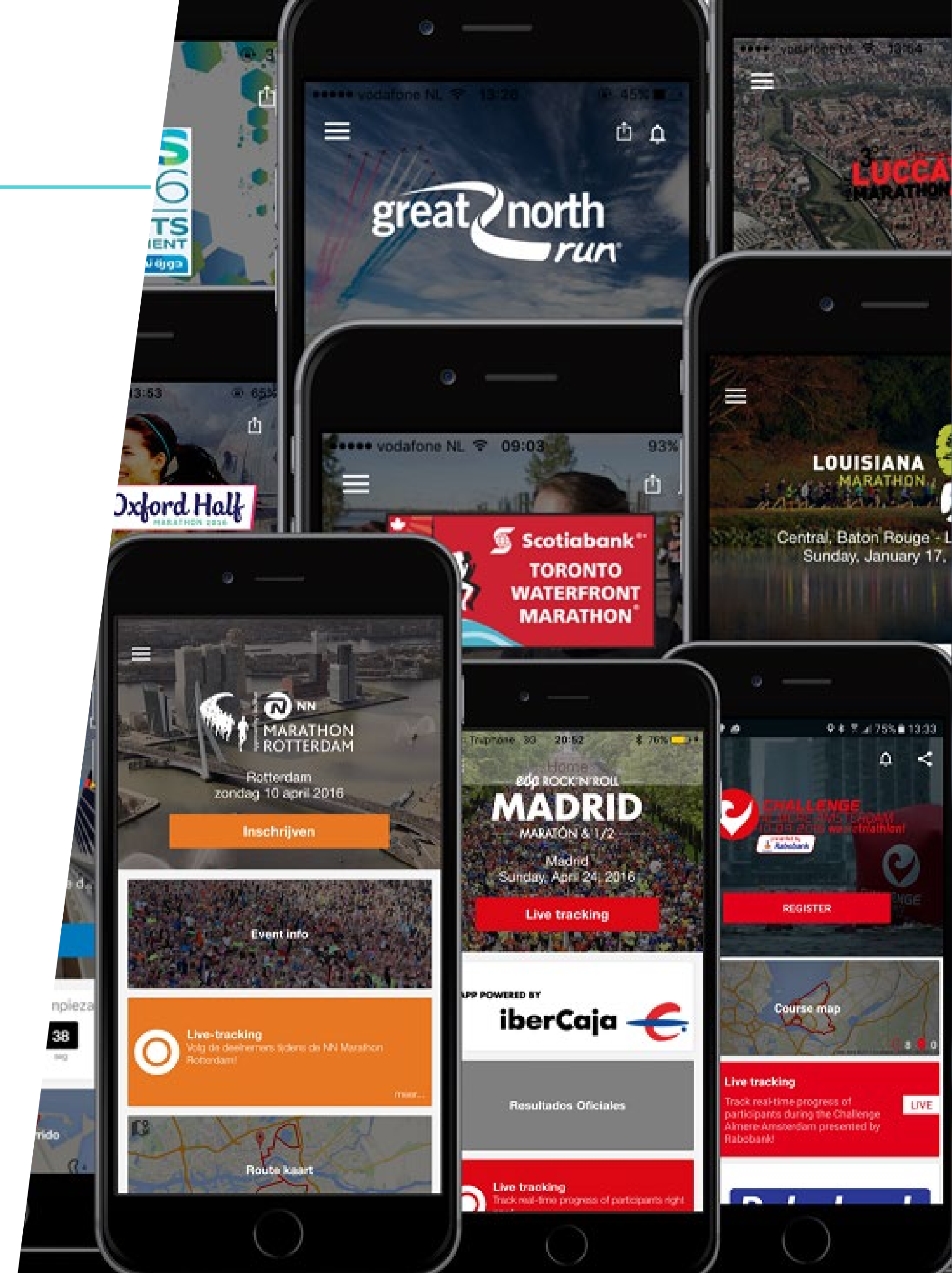
- Easy to manage CMS
- Privacy proof
- Native in-app results
- 18 languages
- Cloud-based scalable hosting
- App usage report





# POSSIBLE APPLICATIONS

- Standalone App on Sporthive Live platform
- Addition to an existing Series App
- Addition to an existing Timer App





# HOW TO USE SPORTHIVE VIRTUAL APP?

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## Event with Results

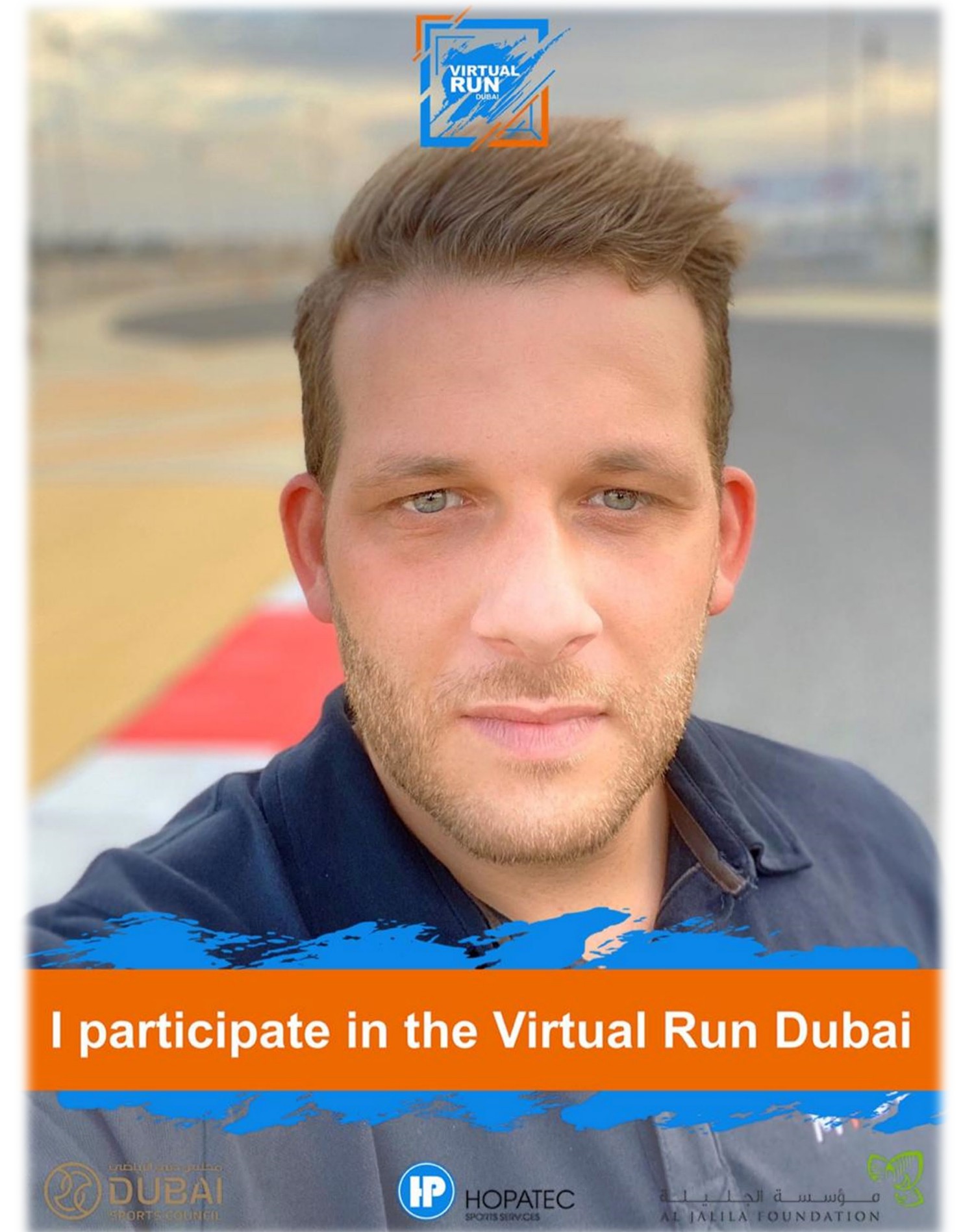
- 1. Build your Event App:** and customize it to look and feel of your event
- 2. Share information:** about the event and the virtual platform in the app and promote the app on your website, social media platforms, website, registration platform, etc.
- 3. Run:** Athletes are running the race; outdoor or indoor depending on the circumstances.
- 4. Result Submission:** Create a form where participants can fill in their name, (bib number), result, distance and upload a picture that proves their performance
- 5. Collect submissions:** Form is sent to an email address, collect all data and convert in Excel File
- 6. Publish results:** In Sporthive Event Results or connect your own results platform to the App



# HOW TO USE SPORTHIVE VIRTUAL APP?

## Event without Results

1. **Build your Event App:** and customize it to look and feel of your event
2. **Share information:** about the event and the virtual platform in the app and promote the app on your website, social media platforms, website, registration platform, etc.
3. **Run:** Athletes are running the race; outdoor or indoor depending on the circumstances.
4. **Selfie & Share:** Motivate participants to take in-App selfies and share them on social media to show that they are still working out!
5. **Marketing Campaign:** All selfies are available in the Event CMS so event organizer can create a cool marketing campaign with these selfies





# ONE FOR ALL SOLUTION

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**Sporthive Virtual** is THE tool to combine all platforms in to one and to do all communication and data collection through one single platform

Registration Platform

Event website

Results Submission

Email or SMS (communication)

Results Platform

The logo for Sporthive Virtual, featuring the word "sporthive" in white lowercase letters on a teal rectangular background, followed by the word "virtual" in white lowercase letters on a black rectangular background.

sporthive virtual



# USER CASE: DUBAI VIRTUAL RUN

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## DUBAI VIRTUAL RUN

1. Register Online or through Sporthive Virtual
2. Receive confirmation Email with Virtual Bib & Download link to ,
3. Start your Run (within the time limit of the event)
4. Submit results through Sporthive Virtual
5. Timer receives and processes all data and prepares results in l
6. Timer publishes results on daily basis in Sporthive Virtual
7. End of event participants receive Medal & T-shirt by post



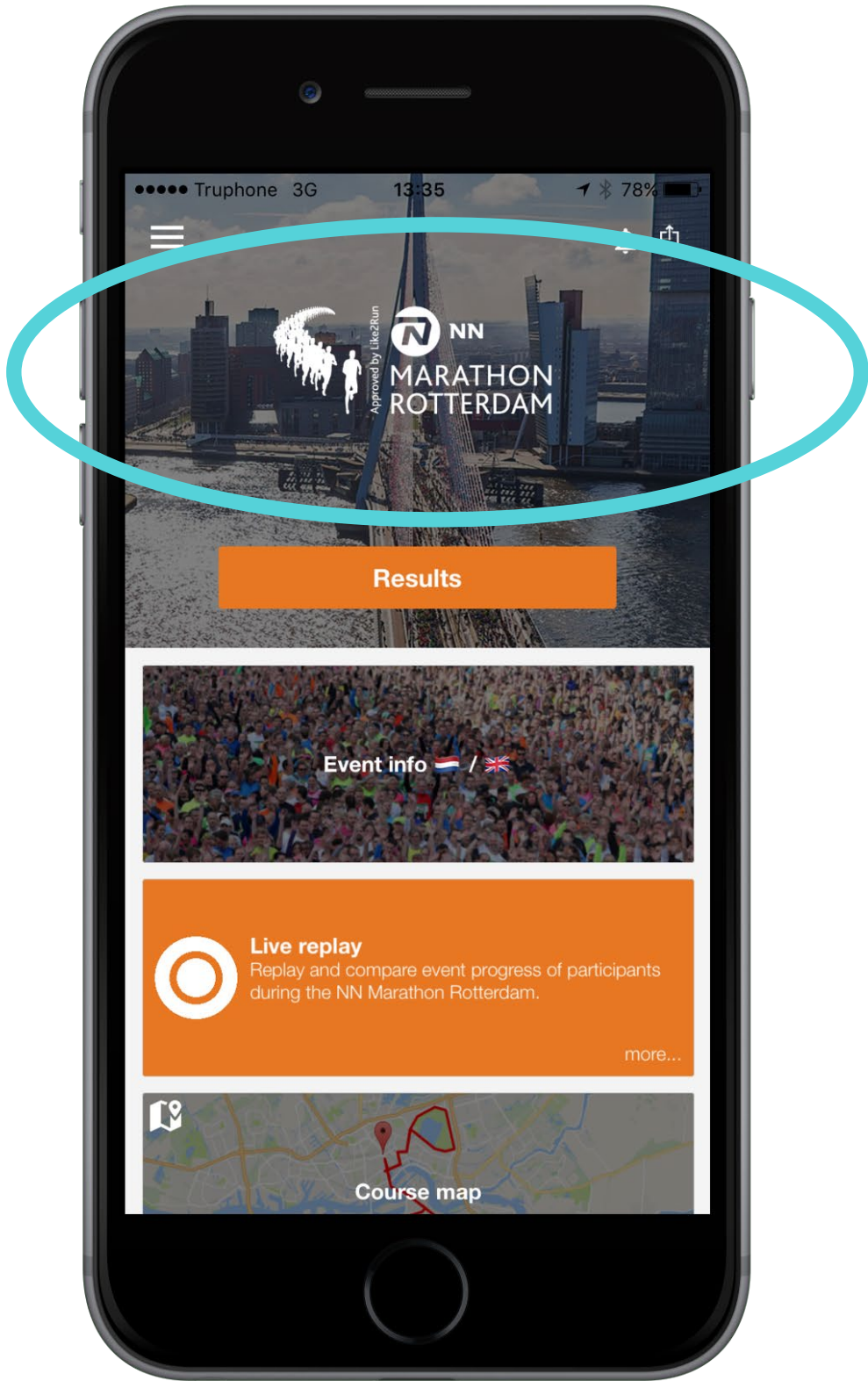


# SPONSOR VISIBILITY

Splash Screen



Home Screen



In-app Selfies



2018: 300+ events | 4,6M downloads | 102M Screen views | 6:47 avg. session time | Avg. 8 sessions per user

332 years of total exposure time



# POTENTIAL CUSTOMERS

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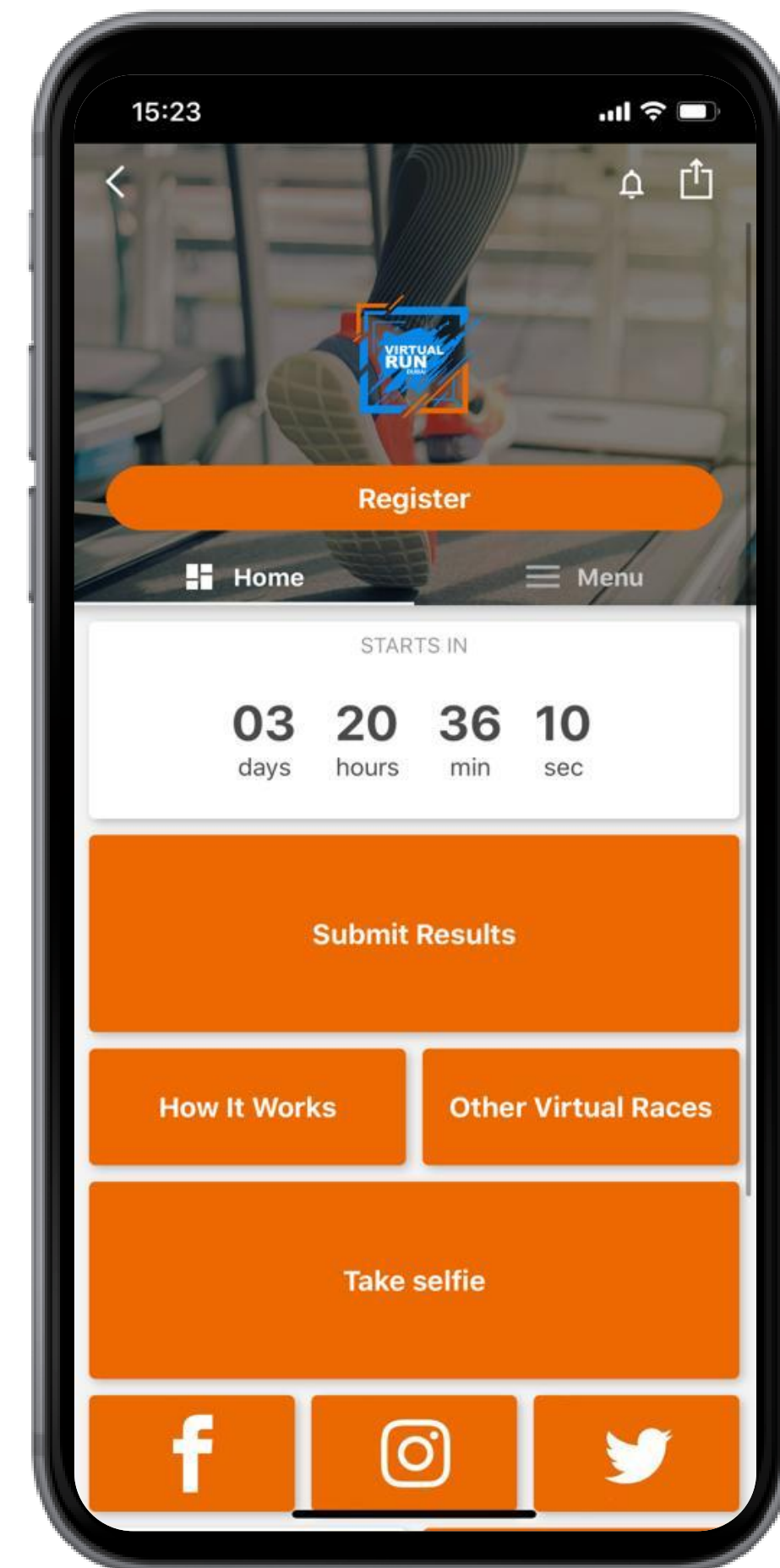
- **Your events that have been postponed or cancelled due to COVID-19**  
*Great opportunity to allow them to engage with their participants and get them familiarized with the Event App. When the events are back on possible upsell to white label Event App*
- **New customers that would like to start a virtual event**  
*Many organizations see the virtual sports as an opportunity to create revenue in these difficult times*
- **Events of your competitors**  
*Other timing manufacturers don't offer platforms for virtual racing. This could be your chance to get your foot in the door by offering a virtual version of their event. Than next year/edition you can propose the Event App and timing for the event*

# PRICING

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During these difficult times MYLAPS wants to be there for their partners and support them as much as possible. Therefore it has been decided that

**Sporthive Virtual = FREE**





# QUESTIONS?

sporthive virtual

**INTERESTED?  
CONTACT YOUR ACCOUNT MANAGER**

