



**PICK**  
**ROLL**

# OUR HISTORY...



A photograph of a person's arm wearing a black watch, with a basketball visible in the lower right corner, set against a blue basketball court background. An orange diagonal line separates this image from the text on the right.

# PROBLEM

WHERE CAN I **FIND  
A POPULAR COURT?**  
I'D LIKE TO FIND **A TEAM  
TO PRACTICE WITH**

HOW CAN I GIVE MY TEAM  
**GREATER VISIBILITY ?**

# SOLUTION

## **PICKROLL** *BASKETBALL EVERYWHERE!*



**Pick-Roll APP** is the first app in Italy that connects basketball fans, players and wannabes by crossing the boundary between the physical and digital worlds to allow users to experience sport in all its variations.

FEDERAZIONE  
ITALIANA  
PALLACANESTRO



# PLAYER



## CHECK-IN

Check-in at the court  
and let everyone know where you are



## MAP AND FACILITIES

Find facilities on the map  
and indicate missing ones



## ORGANISE GAMES

Create a game at the facilities  
by adding the date and time



## RANKING

Rank other users  
at the end of the game



## GAMIFICATION

The more you use the app, the higher your level,  
the more medals you win

# TEAMS



## PRACTICE

Add your team's practice time



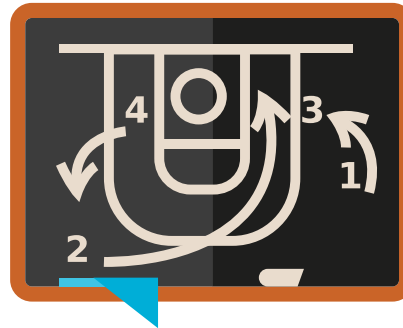
## CONTACTS

Add your team's contacts



## ORGANISE EVENTS

Add events letting everyone know where your team plays



## RANKING

Rank the other teams at the end of the game



## GAMIFICATION

The more you use the app, the higher your level, the more medals you win

# NUMBERS - ITALY



**50.000+**  
USERS

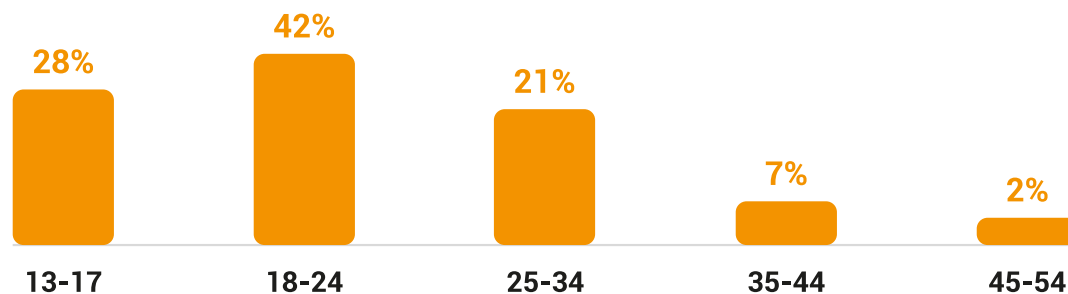


**8.000+**  
FACILITIES



**3.500+**  
EVENTS

## AGE GROUP





# CASE HISTORY



**Pick-Roll APP is the Italian Basketball Federation official APP for the Italian 3x3 FIP Circuit.**

The ITALIAN 3x3 FIP CIRCUIT in an App. Pick-Roll APP will be the official Italian Basketball Federation app for the new Men's and Women's 3x3 Open circuit.

Pick-Roll's know-how has been put in place to develop a platform to manage the Italian 3x3 FIP CIRCUIT, in order to allow organisers and promoters to effectively manage 3x3 tournaments in the circuit.

Athletes participating in each stage will be able to independently register with this service using the Pick-Roll APP, which will host all the scheduled tournaments on its map.



# CASE HISTORY

## **Pick-Roll APP community partner of the Red Bull Half Court World Finals**

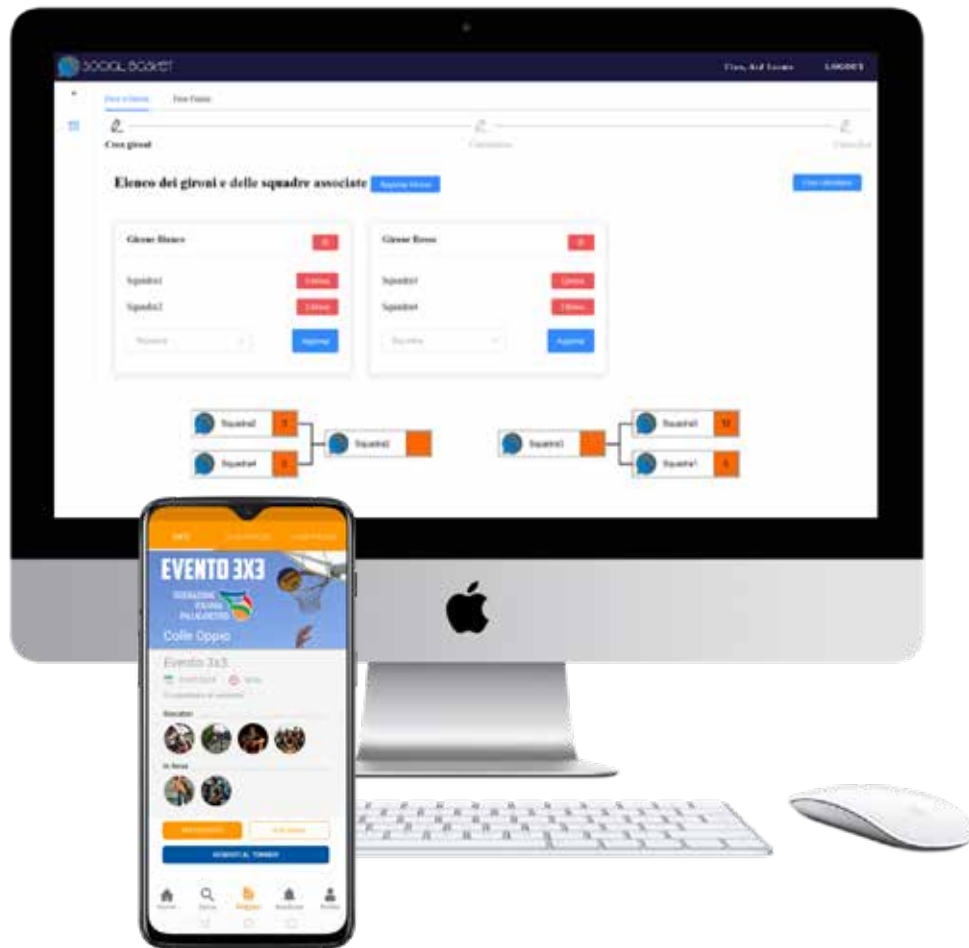
A collaboration that was born in our city, the place where our reality is now a true enterprise.

And right from Rome, our home, together with our entire community, we want to welcome athletes from all over the world to compete for the world title of the Red Bull Half Court, fully promoting the "pins" on the Pick-Roll map indicating courts throughout Italy.

During the event, all participants will be able to use Pick-Roll APP to choose the closest court to practice for the challenges they will face in the qualification phase on Friday, October 15th, and then for the finals on October 16th.



# PICK-ROLL MANAGER 3x3



Thanks to the know-how put in place by Pick-Roll, has been developed **Pick-Roll Manager 3x3**, a platform dedicated to the management of **3x3 ITALIA FIP CIRCUIT**, in order to allow organizers and promoters to effectively manage the organization of **3x3 tournaments** inserted within the circuit.

With this service, the athletes participating in each stage will be able to register independently using the Pick-Roll APP, which will host all the scheduled tournaments on its map.

- **TOURNAMENT ORGANISATION**
- **DIRECT REGISTRATION ON APP**
- **DATA ALREADY ENTERED  
IN THE MANAGEMENT SOFTWARE**
- **LIVE RESULTS AND RANKINGS**

# PICK-ROLL IN THE WORLD



**2022**



**EUROPE**

*Italy / France / Spain*

**2022/23**



**AMERICA**

*USA*

**2022/23**



**AMERICA**

*Argentina*

**2023**



**OCEANIA**

*Australia*

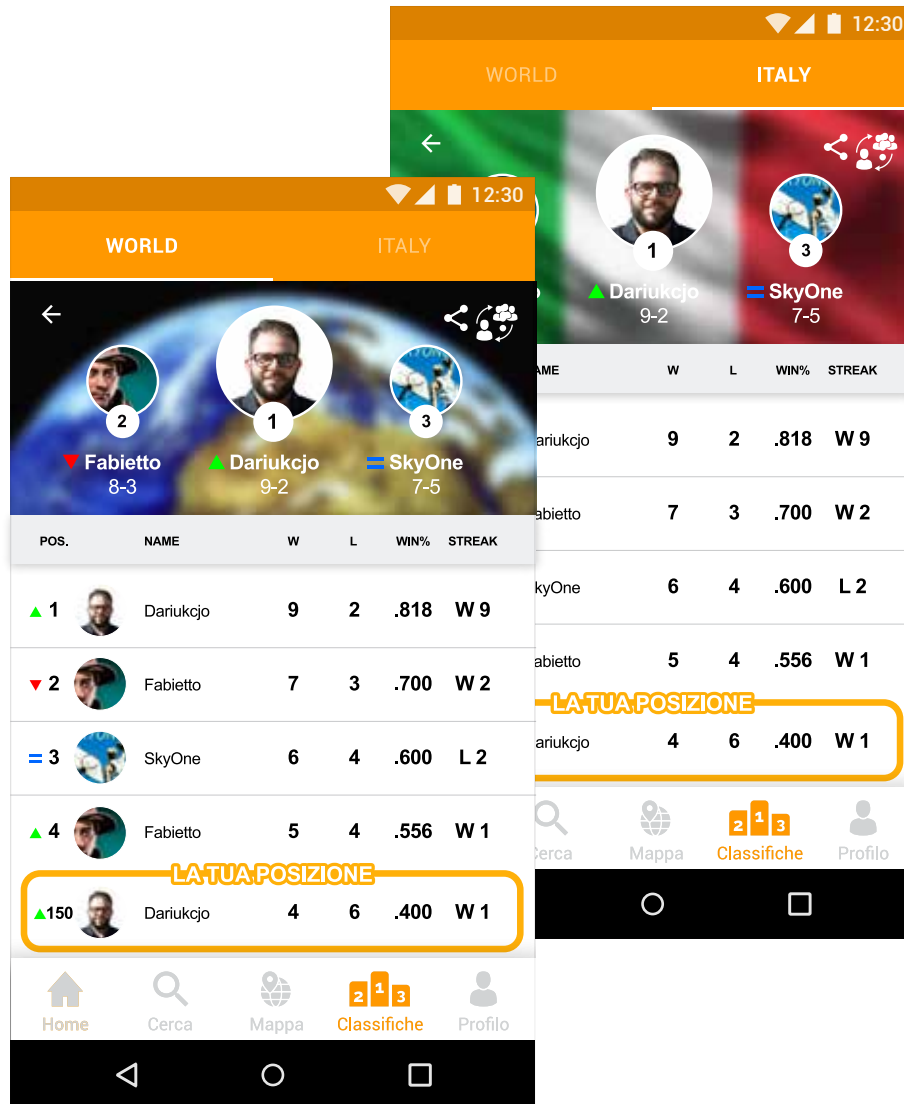
**2023/24**



**ASIA**

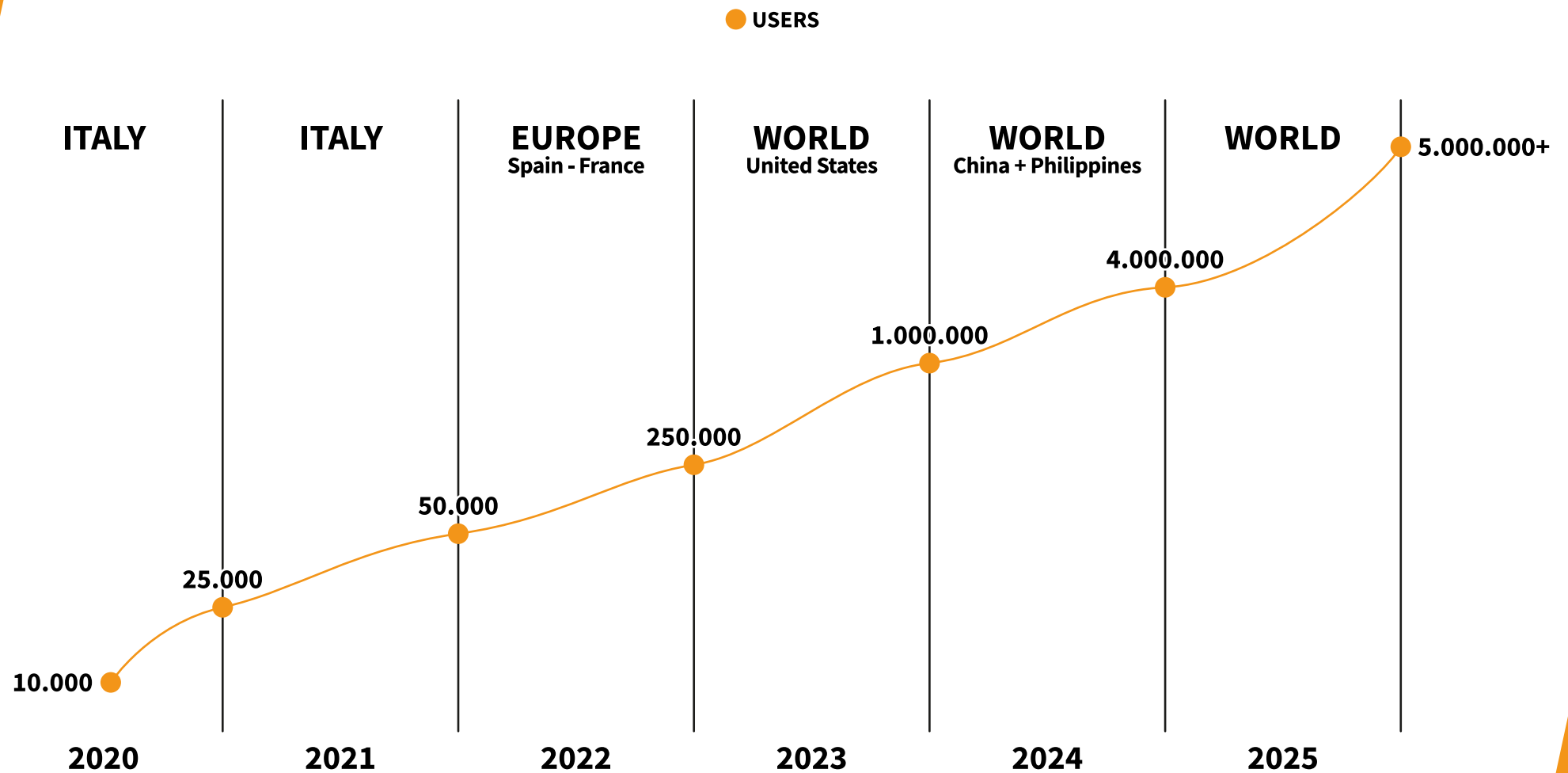
*China / Philippines / Russia*

# NEXT STEPS - PICK-ROLL APP

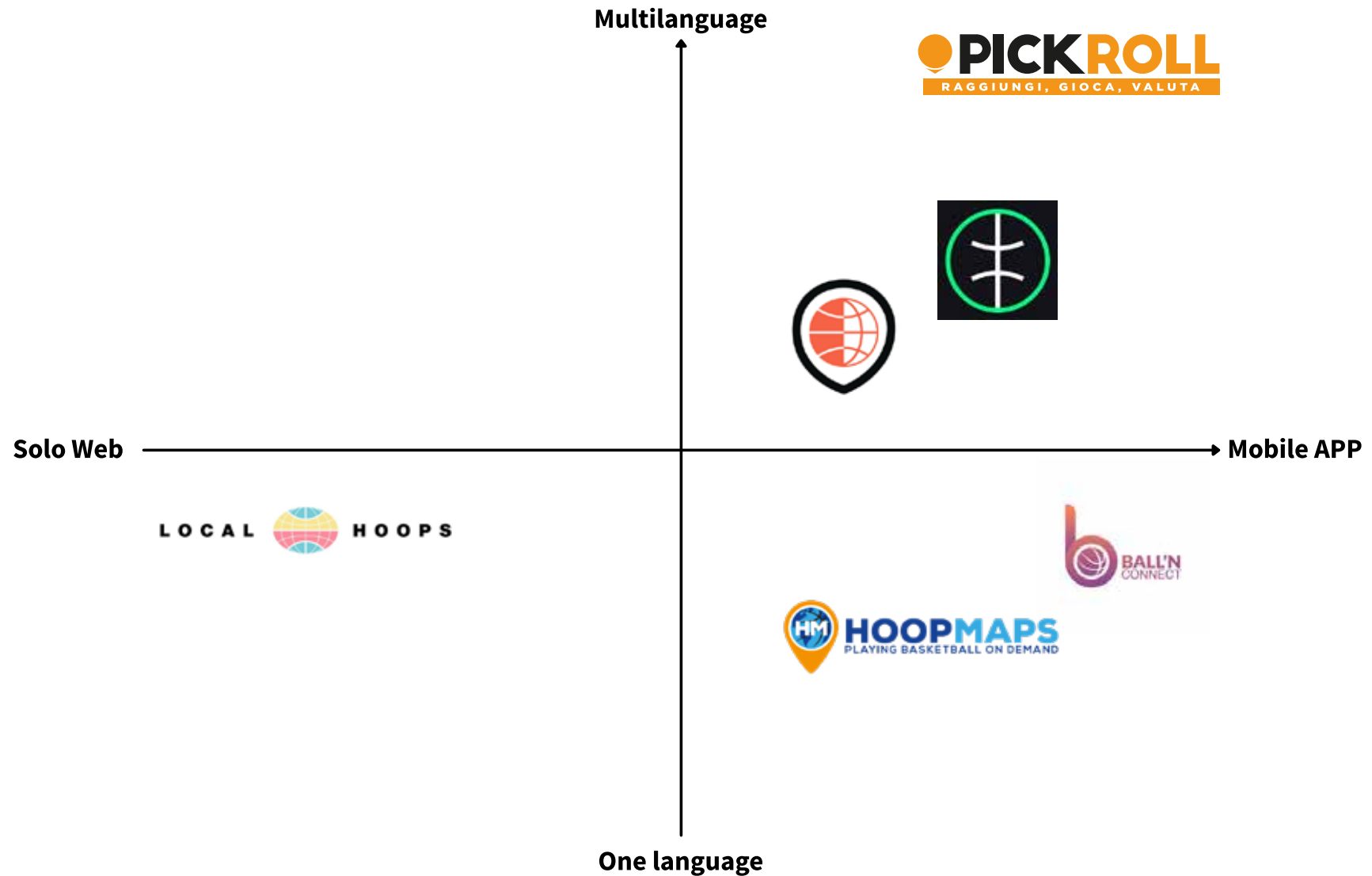


- GAME RANKING AT THE COURT
- ORGANISATION WITH TEAMS
- USER/TEAM RANKING
- NATIONAL AND WORLD RANKINGS
- PARTNER AWARDS

# GROWTH PROJECTION



# COMPETITIVE ANALYSIS





# MARKET VALUE



# TEAM



**DARIO FERRETTI**  
*CEO & Co-Founder*



**FRANCESCO PINNA**  
*CTO & Co-Founder*



**GIORGIO MORTINI**  
*Sales & Co-Founder*



**ANDREA INGROSSO**  
*Project Manager*



**MATTEO LIBERTÀ**  
*Head of Sales*



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“

LIMITS, LIKE FEARS, ARE OFTEN JUST AN ILLUSION.

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