



Khelzy **x** ***xEXPONENT***

Khelega India Tabhi to Badhega India

Problem Statement

Athletes struggle to find verified coaches, trials, trials, and events.

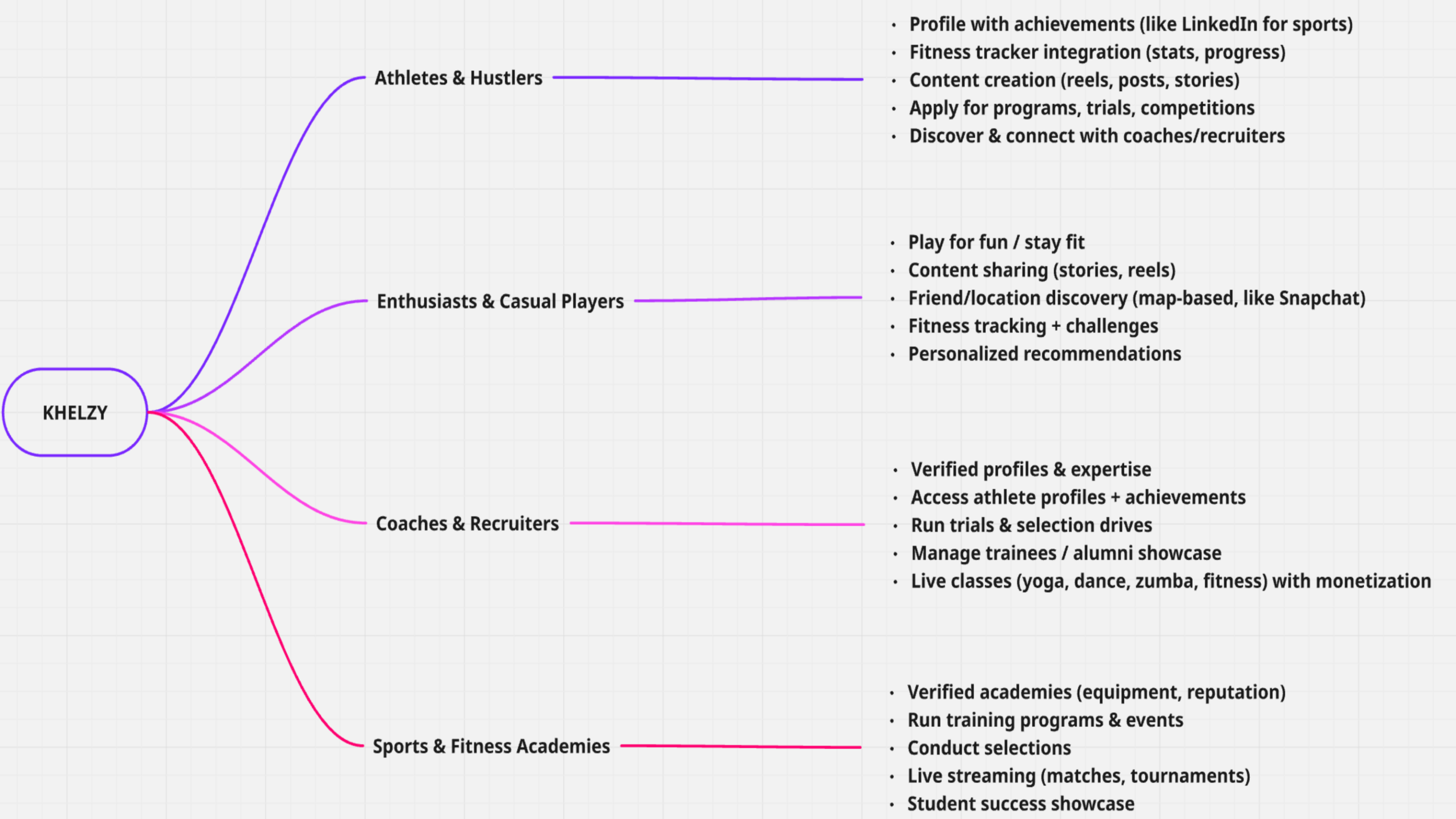
Enthusiasts lack local play discovery and motivation.

Coaches and academies struggle to find serious talent and fill batches.

Sports audience lack of Sports entertainment platform.

Solution

- A social platform that links athletes, enthusiasts, coaches, and academies.
- Fitness tracker integrations for trusted performance stats.
- Verified profiles, location-aware discovery, and discovery, and direct messaging.
- Events, selections, and competitions with apply flows.



Key Features



Profiles

interests, level, achievements, reels, and posts.



Coaches

verification, fees, expertise, student roster, drives.



Maps

friend map and event/selection map with filters.



Academies

verification, programs, fees, live streams.

Impact



Faster athlete discovery and fair selections.



More enrollments and revenue for coaches and academies.



Strong community engagement and content content flywheel.



Structured data to power better recommendations.

Market Size

- India has fast-growing fitness and sports participation.
- Large base of gyms, yoga, zumba, and sports academies.
- Strong digital ad and creator economy tailwinds.
- Expands from niche sports social to mass social.

Market Size

Segment	Global Market Size	Indian Market Size	CAGR	TAM	SAM	SOM (1 percent of SAM)	Method and Key Inputs
Digital fitness and wellness subscriptions	94 B USD	4.5 B USD (connected-fitness slice extrapolated)	15 – 23 percent	94 B USD	23.5 B USD (25 percent of TAM = mobile/conne cted share)	235 M USD	Top-down; Grand View Research global digital-fitness valuation, then kept only mobile/connected portion.
Online sports participation, coaching, events	73.6 B USD	4.48 B USD (sports services slice)	15 – 23 percent	73.6 B USD	36.8 B USD (50 percent digitally addressable)	368 M USD	Top-down; Allied Market Research global sports-services figure, halved to reflect online discovery, coaching, event tools
Social-media advertising targeted at sports & fitness	138 B USD	≈1.9 B USD (pro-rata India share of sports/fitness ad spend)	13 – 17 percent	138 B USD	41.4 B USD (30 percent of TAM aimed at sports/fitness content creators)	414 M USD	Top-down; eMarketer worldwide social-media ad spend, then isolated sports/fitness niche by advertiser mix studies

Business Model

- Ads and lead generation with consented signals.
- Partnerships with academies to grow enrollments.
- Commissions on paid classes, streams, and selections.
- Future: brand campaigns and sponsorships.

Vision (KHELZY)

Win the sports + fitness + social niche first.
first.

Build a strong recommendation system with
real performance data.

Expand into a full social platform at scale.

Become India's home for athletes and active
lifestyles.

What is xEXPONENT?

- A data, political, and quant solutions firm.
- Builds analytics and AI to drive growth and decisions.
- Works with enterprises across sectors.
- Powers KHELZY's data and intelligence stack.

Vision of xEXPONENT

- Three pillars: Data Consulting, Political Consulting, Quant/Hedge.
- Decision intelligence for India at scale.
- Palantir of India positioning with execution.
- Shared data backbone with privacy and governance.

Vision of xEXPONENT

Vertical	Vision	Why This Path?	Long-Term Goal
Data Analytics & Consulting	Provide advanced analytics, automation, and AI-driven insights to businesses (SMEs to large enterprises).	1. Companies struggle to make sense of data at scale. 2. Demand for custom AI/automation solutions is growing in India. 3. Helps improve revenue, efficiency, and decision-making.	Become India's go-to data intelligence partner , like Palantir for enterprises .
Political Consulting	Use data, social sentiment analysis, and behavioral insights to help political parties win elections .	1. Politics in India is becoming data-driven. 2. Parties need real-time voter insights to make decisions. 3. Huge untapped market with no strong tech-first players.	Become the top political strategy & data analytics firm in India, shaping election outcomes.
Quantitative Trading & Hedge Fund	Build AI-driven trading algorithms and manage capital using quant strategies .	1. Finance industry shifting towards quant + AI. 2. India's retail + institutional investors are hungry for alpha generation. 3. Hedge fund industry in India is still nascent.	Create a world-class hedge fund from India , competing with global quant firms .

2024 Ad Revenue in India

Company	2024 Global Revenue	% Revenue from Ads and user behavior tracking	2024 Revenue from India	Core Revenue Drivers
Meta	\$165B	99%	~\$2.7B	Social ads, Instagram/Facebook, Reels, WhatsApp
Google	\$348B	75%+	~\$3.7B	Search ads, YouTube monetization, Google Play
Snapchat	\$5.2B	98%	~\$85M	Snapchat ads, AR filters, creator ad sharing
Amazon	\$574B	~7%*	~\$8.6B	E-commerce, AWS, India: ads, Prime, marketplace

Thank You

Founder : K . Sai Teja

Khelzy x ***xEXPONENT***

Khelega India Tabhi to Badhega India

