



# Skaut



www.skaut.uk



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AZERBAIJAN  
ASAN STARTUP PROGRAM

## Platform Connecting Young Football Players to Football Agents

### IDEA

#### Description

Skaut is a platform for football agents to scout young talent in emerging markets. By doing this, they create equal opportunities for young football players all over the world.

#### Product Launch

June 23, 2021

#### Business Model

B2C, B2B

#### Vertical

Sports

#### Freemium Users

60

#### Paying Customers

50

#### Funds Raised

165 AZN

#### Donor / Investor

Self-funded

#### Other Metrics

- Talent Pool: 50 football players from 26 countries
- Partnerships with Agencies: 4
- Web Traffic Source: 56 countries
- Social Media Engagement: 200,000 visitors

#### Customer Acquisition Strategy

Social Media, Email Marketing

### TEAM



Adil Huseynzade

CEO / CMO

- 2 years in Digital Marketing and Startups
- Winner of The Best SMM, ENACTUS Azerbaijan National Startup Competition, 2020
- Winner of The Best Pitch Deck, Barama Innovation Center, 2020



Emin Huseynzade

CFO / Development

- 2 years in Finance
- 4 years in Research
- MA in International Finance