

**i-Sport**   
group

**SPORT  
WITHOUT  
BORDERS**







Sport without borders is a slogan that has been close to i-Sport Group since the very beginning of the company. First, it concerned the use of technology by creating a training platform and application for amateur athletes, and then it found its reflection in the sports marketing agency, where the main goal is to support those groups, companies and projects that need professional tools and communication to achieve sports goals. Thus, from the very beginning of our activity, we have been involved in projects inspiring children to physical activity, we support sports event organizers, we cooperate with athletes before their most important moments in their careers, we look for future Olympic champions supporting them with mentoring and we fight for women's equality in sports. But for us, sport without borders means also international activities that allow us to exchange knowledge, experiences, share innovations and find common ground to build global, conscious and effective patronage of both amateur and professional sport.

The last 2 years of i-Sport Agency activity is exactly the emphasis on the international aspect, where in the face of the pandemic both amateur and professional sport needed a strong support from business. Our projects have reached Switzerland, Spain, UK, Australia, Thailand and many more. Our presence at the Global Sports Week Paris is the first and very important step for us to add France to the group of countries cooperating with i-Sport Group. Let's work together for a better future in sport.



**RENATA TALAREK**  
CEO, Co-founder  
i-Sport Group



# SPORT WITHOUT BORDERS

## AREAS OF ACTIVITY



PHYSICAL ACTIVITY  
AMONG CHILDREN

MENTORING SUPPORT FOR  
FUTURE CHAMPIONS

IMAGE AND CAREER  
MANAGEMENT FOR ATHLETES

CSR: COMBINING THE WORLD  
OF SPORT AND BUSINESS

WOMEN IN SPORT:  
AMATEUR AND PROFESSIONAL  
SPORT

SPONSORSHIP OF SPORTING  
EVENTS, ATHLETES AND LOCAL  
SPORTS ACTIVITIES

IT PROJECTS:  
NEW TECHNOLOGIES  
IN SPORT



# WE OPERATE LOCALLY AND GLOBALLY

We put a lot of effort in local projects, involving local communities, companies and educational institutions. But for us sport has no borders.

That is why we are very successful in **implementing international projects**, where a global perspective is important, internationality respects the specificity and culture of a given market, as well as the ability to **scale projects** and **integrate through sporting values**.

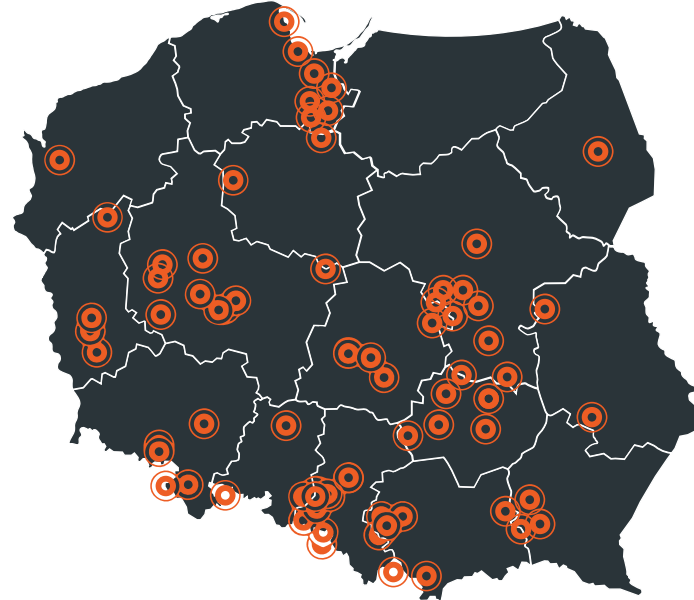
## LOCAL INITIATIVES - NATIONWIDE

250 000 children involved

1000 schools in the project

130 towns

800 workshops in 2021



UNITED KINGDOM



SWITZERLAND



SPAIN



POLAND



AUSTRALIA



THAILAND

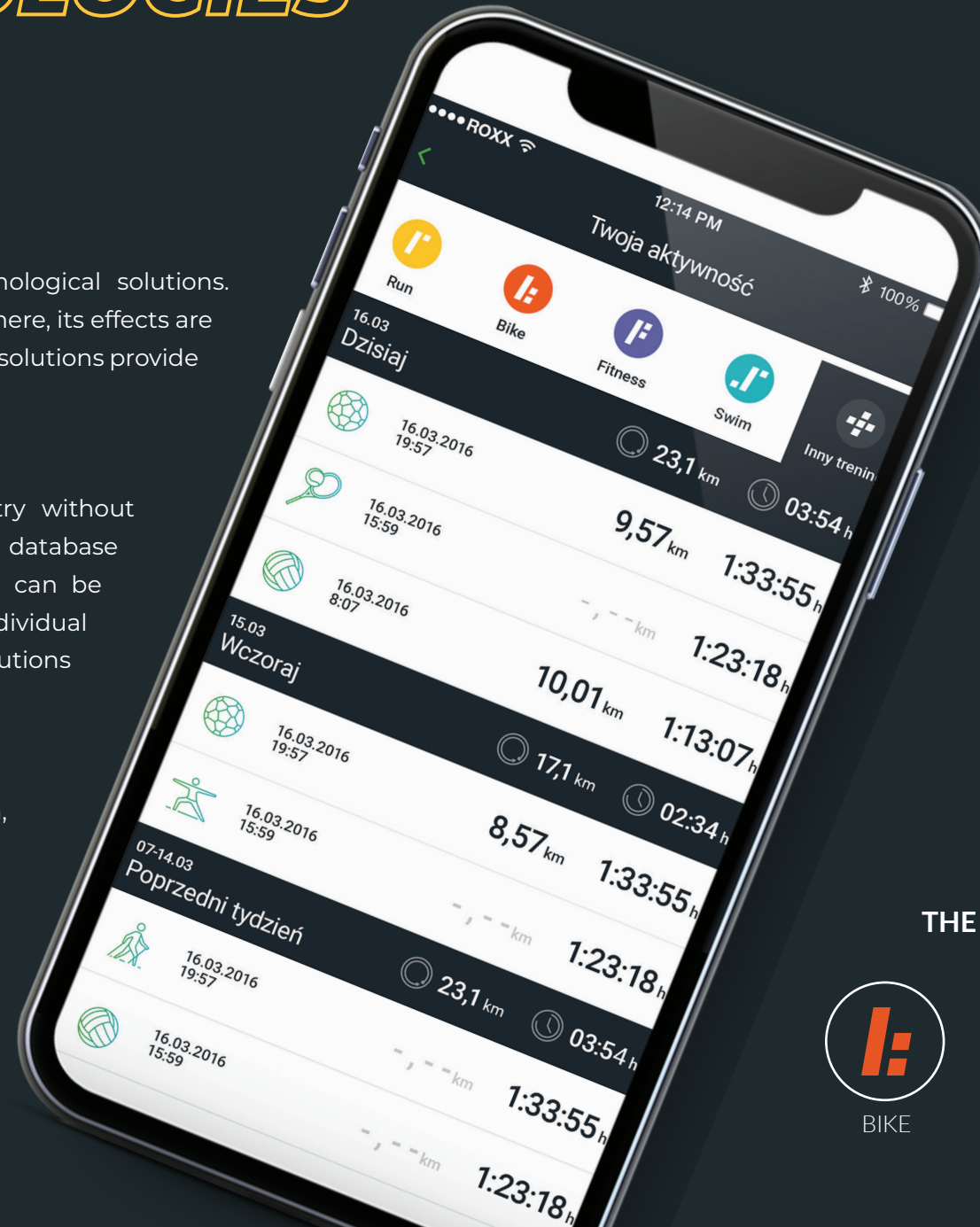


# NEW TECHNOLOGIES IN SPORT

Increasingly, sport is also about advanced technological solutions. Thanks to them, physical activity is available everywhere, its effects are an important part of the database and gamification solutions provide individual and group motivation.

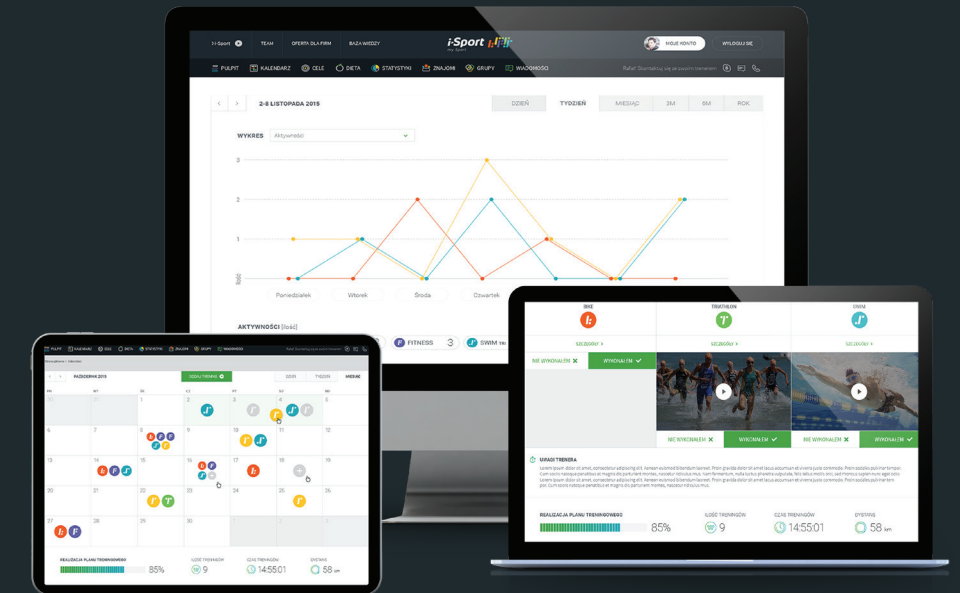
It is impossible to operate in the sports industry without using the advantages of new technologies and database management to popularise sport. The scale that can be achieved with IT tools will, in the long term, enable individual and personalised recommendations and other solutions in the area of physical activity and sport.

It is an opportunity for international cooperation, exchange of experience and standardization of solutions in order to obtain consistent data and reliable conclusions for the future.



## I-SPORT TRAINING PLATFORM AND APPLICATION ORIGINAL SOLUTION

I-SPORT TRAINING PLATFORM is our first original project, which we have been constantly developing since 2016. A combination of an online platform and a call center for trainers. Platform available on the Polish market.



THE PLATFORM TARGETS A MASS GROUP OF CUSTOMERS, IN 5 DISCIPLINES:



BIKE



RUNNING



FITNESS



TRIATHLON



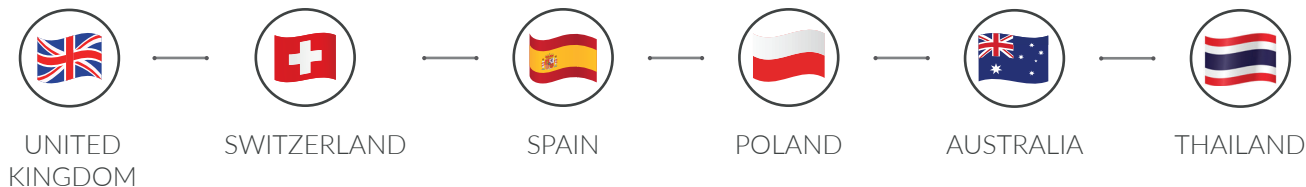
SWIMMING

## MOBILE APPLICATION - PHO3NIX KIDS

A mobile application that measures the number of steps taken which gives rewards to active children. Additionally, with the module of inter-school and international gamification.



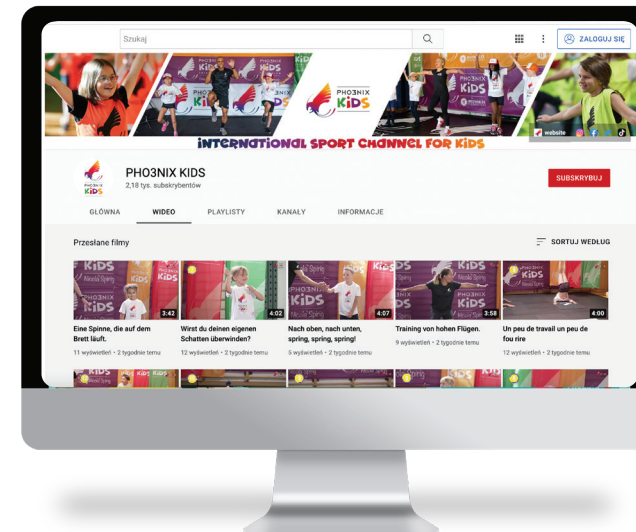
## APPLICATION AVAILABLE IN LOCAL LANGUAGE VERSIONS FOR:



## YOUTUBE CHANNEL AND VIDEO PLATFORM FOR KIDS:

A tool dedicated to schools to enable remote physical activity classes during pandemic times and motivate children to be physically active at home. Over 600 videos for children available in 6 languages: Polish, English, German, French, Spanish, Thai.

## VISIT PHO3NIX KIDS CHANNEL



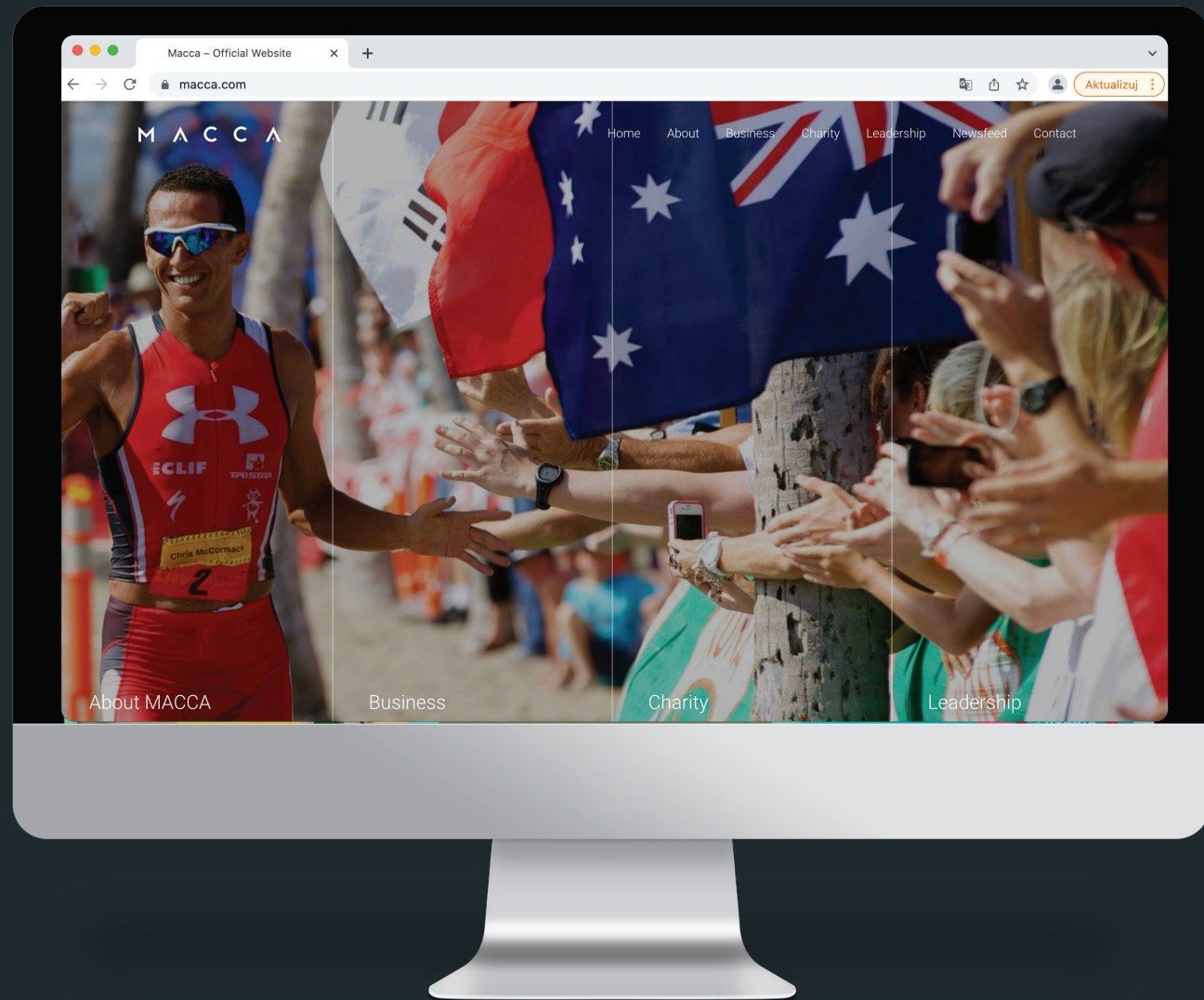
## VIDEOS RECORDED WITH TOP WORLD ATHLETES:





ATHLETES' WEBSITES

Websites for global athletes, represented by Mana Global Agency



LAUREN PARKER



CHRIS MCCORMACK



MAYA KINGMA



ALEKSANDRA MIROSLAW



# CORPORATE SOCIAL RESPONSIBILITY

## WORLD OF SPORT AND BUSINESS



The **coronavirus pandemic** period has been a particularly intense time for our team. Our mission has gained momentum like never before. For us, the promotion of sport and physical activity has become **a key element of CSR activities** in cooperation with businesses.

In addition, the cancellation of mass sports events or the closure of recreational and sports facilities, as well as the daily uncertainty regarding one's own health and the health of loved ones, have reduced the motivation for taking part in regular

activities and keeping fit. Our team develops comprehensive projects for each social group in order to bring about a real increase in the level of physical activity in society in the long term and to create effective patronage for popular

and professional sport, something we encourage our cooperating companies, organisations and sport champions to do.



# PHO3NIX KIDS EDUCATION PROGRAM

The main mission of the program is to **show how fascinating entertaining motion could be**. Multiple initiatives, sport events, workshops and utilisation of tech gadgets have become fundamental part of this. Along with Pho3nix Kids initiative, **mobile application** had been

created which collected **200 000 users** in two months after the start. Pho3nix Kids has a global reach which include countries like: Poland, United Kingdom, Australia, Switzerland, Spain, Thailand. More are yet to come.

**IN 2 YEARS PHO3NIX KIDS EDUCATION PROJECTS HAVE GROWN EXTENSIVELY ON A GLOBAL SCALE AND OPERATE IN FOLLOWING COUNTRIES:**



UNITED KINGDOM



SWITZERLAND



SPAIN



POLAND



AUSTRALIA



THAILAND







**PROJECTS IMPLEMENTED AS PART OF PHOENIX KIDS EDUCATION PROGRAM:**

**PHOENIX KIDS  
YOUTUBE CHANNEL**

**PHOENIX KIDS  
VIDEO PLATFORM**

**PHOENIX KIDS  
MOBILE APP**

**PHOENIX KIDS  
WORKSHOPS**

**PHOENIX KIDS  
CAMP**

**PHOENIX  
ACTIVE SCHOOL**

**PHOENIX KIDS  
DAY CAMP**

**PHOENIX KIDS  
TRIATHLON**

**MORE INFORMATION**





# PHO3NIX FUTURE PROGRAM

A leading idea of Pho3nix Future Program concept is the creation of the **first mentoring program to support the sports career of young athletes**. The main goal of our program is to show young athletes the right path of how to balance between professionalism

in sport and personal development. The creation of a successful program combine a **sport career and education** to allow grow as an athlete with long-term life opportunities.

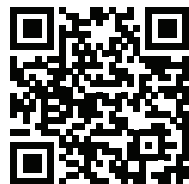
## FIRST INTERNATIONAL MENTORING CAMP FOR FUTURE CHAMPIONS HELD IN THE OLYMPIC CITY OF LAUSSANE:

11  
WOKRSHOPS

12  
SPORT & BUSINESS  
MENTORS

20  
YOUNG EUROPEAN  
ATHLETES

MORE INFORMATION





# PHO3NIX ATHLETE PROGRAM

The Pho3nix Athlete Program aims to **support athletes** from any nation in any individual Olympic sport who are already qualified or on the pathway to qualification for the **Olympic**

**Games in Tokyo and Beijing.** We cooperated with more than 50 athletes from all around the world.

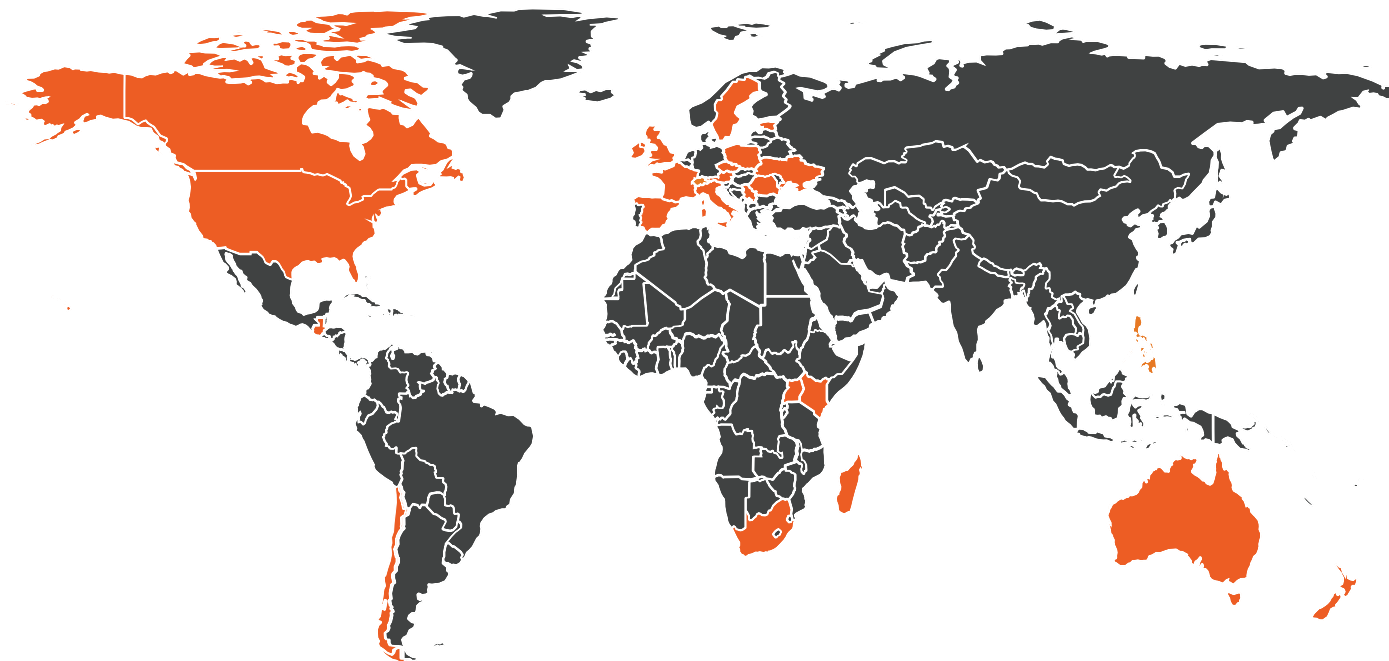
**WE HAVE SUPPORTED THE TOKYO 2020 AND BEIJING 2022 OLYMPIC GAMES PREPARATION PROGRAM:**

**56**  
**ATHLETES**

**24**  
**COUNTRIES**

**30**  
**SPORTS**

*MORE INFORMATION*



**SKYE NICOLSON**  
box, 5th Tokyo 2020

**ALEKSANDRA MIROSLAW**  
speed climbing, WR Holder

**IVAN SHMURATKO**  
ice skating, 10th Beijing 2022

**RADOSŁAW KAWĘCKI**  
swimming, World Champion



# i-SPORT AGENCY IN THE NUMBERS

## SPORTS WORKSHOPS FOR CHILDREN

over **1 000** sports workshops  
in elementary school

## SPORTS CAMPS AND DAYCAMP

**40** camps in Poland and abroad  
**5 000** participating children

## SUPPORT FOR ELEMENTARY SCHOOL

more than **4 000** schools  
more than **500 000** pupils

## VIDEO MATERIALS

over **600** video trainings for children  
over **400** video trainings for adults  
over **100** sports promotional videos

## SPORTS MOBILE APPLICATIONS

**3** mobile applications  
**300 000** active users in **2** years

## COOPERATION WITH ATHLETES

database of **2 000** international athletes  
database of **300** athletes from Poland

## CHARITY ACTIONS

**10** nationwide charity actions  
more than **1 000 000** people involved





# REFERENCES



„As far as the workshops are concerned, it was very positive. You could see the joy and interest in the younger children in particular. We are glad that despite being a small school we managed to win the workshops. We will certainly continue to participate in the project.”

**Primary School Complex in Wola Zabierzowska, Poland**

„You made a great program for our children. You gave them the feeling of being part of the „real” sports world. They had the opportunity to learn from successful athletes, they learned to practice English and they found out a lot of things, they have never done before.”

**Pho3nix Future Camp participant’s parent**

„I will always be thankful for everything the Foundation has done for me. Words will never be enough to thank you. You did not make it easier, you genuinely made it possible. I am extremely honored to say that I have already been a part of the Pho3nix team. You are amazing and what you do is just incredible. I don’t know if you are believers but you were such a blessing to me and I wish all the best to the Pho3nix Foundation team and hope that every project you take in succeed.”

**Murielle RABARIJAONA - Madagascar, swimming**



„Even if I wanted to, I couldn't really argue. Seriously, I have worked with a lot of companies and partners but working with you is one of the best - it's all about communication and the fact that you are always available. Overall I give a big recommendation”

**Aleksandra Mirosław, speed climbing, World Record Holder  
6,84 s. Olympic Games Tokyo 2020**

## *CONTACT US*



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