

IDRETT FOR ALLE



Bringing the right people together to develop our future

www.idrett-for-alle.no | Post@idrett-for-alle.no

OUR VISION

We are passionate about more children and young people experiencing sports enjoyment regardless of economic and social background. We see that there are many who want to achieve this, but that it is difficult to put in place good offers that catch those who need it most. Therefore, we decided provide a service, which can take on the role of linking and promoting for local sports and activity offers, as well as stimulate more unorganized sports and activity in the local community..



THE PROBLEM

Keeping kids active out of school hours can be challenging. Especially now the online gaming industry has been growing at a rapid pace. But the main problem are the kids who are not occupied at all, who do not know they have access to local activities from local clubs. Normally the kids can go to a youth club but as youth clubs have been downsizing over the last 5 years, its hard for these kids to find out other positive opportunities in their local areas.



ACCESS TO ACTIVITIES: Many kids are not connected to a resource that offers local offers for activity in there area which causes the kids not to participate for activity if they are not looking for it actively



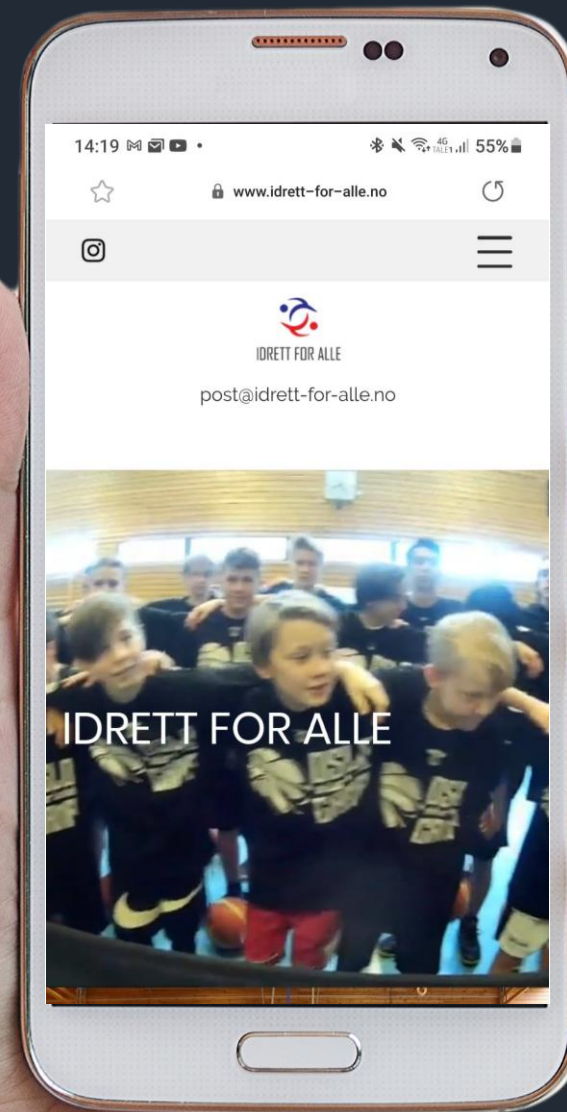
KNOWLEDGE AND TRAINING: Youth which are interested in creating a career in sport need to have a resource to go to so they can create that stepping stone to kick off their career pathway.



COMMUNICATION AND SERVICE: Due to the mis communication between local institutions kids are missing out on opportunities. Local institutions such as schools, clubs, and councils should work together and have a plan to capture the kids falling out.

THE SOLUTION

Idrett for alle will provide a link with all local institutions to provide positive possibilities for kids and youth



WHAT WE DO

01

INCLUSION

We create solutions to include everybody, no matter race, gender, disability.

02

DIVERSITY

We will adapt activity so all can participate. Creating a community within our projects

03

MASTERY

Education and achievement helps drive our projects. We want to educate communities and institutions so the projects are more sustainable



SOCIAL IMPACT

Year 1

Our business model is measured on the percentage of kids and youth that participate in extra curricular activities outside school

6 Schools

Younger kids we will focus on participation in local activities. For the older kids we will also provide activities as well as creating a platform for them to become young leaders.

400 participants

Across the schools we work with we plan to have contact with at least 400 youth and kids

25% success

We project that 25% of the kids and youth we have contact with will go on and take on extra curricular activities outside the school environment



SOCIAL IMPACT

Year 2

Our business model is measured on the percentage of kids and youth that participate in extra curricular activities outside school

10 Schools

Younger kids we will focus on participation in local activities. For the older kids we will also provide activities as well as creating a platform for them to become young leaders.

700 participants

Across the schools we work with we plan to have contact with at least 700 youth and kids

25% success

We project that 25% of the kids and youth we have contact with will go on and take on extra curricular activities outside the school environment



SOCIAL IMPACT

Year 3

Our business model is measured on the percentage of kids and youth that participate in extra curricular activities outside school

15 Schools

Younger kids we will focus on participation in local activities. For the older kids we will also provide activities as well as creating a platform for them to become young leaders.

900 participants

Across the schools we work with we plan to have contact with at least 900 youth and kids

25% success

We project that 25% of the kids and youth we have contact with will go on and take on extra curricular activities outside the school environment



BUSINESS MODEL

Idrett for Alle operates with a clear, easy and transparent business model: The bulk of our funding is through private funding campaigns to run projects. Government funding is catered to works more localised projects. Revenue will be made with our athlete development program.

NOK1m,-

**PRIVATE FUNDING
CAMPAIGNS**

NOK500k,-

Government FUNDING

NOK50k,-

REVENUE



MARKET SIZE

Local (Oslo)

We will start work locally in our area of Oslo before we start going national

115 Primary Schools

Source: Oslo Kommune

626 Sports clubs

Source: Oslo idrettskrets

69739 kids in school

Source: Statistics Norway



COMPETITION

There is no other organisation doing what we do, We will communicate and link different organisations together

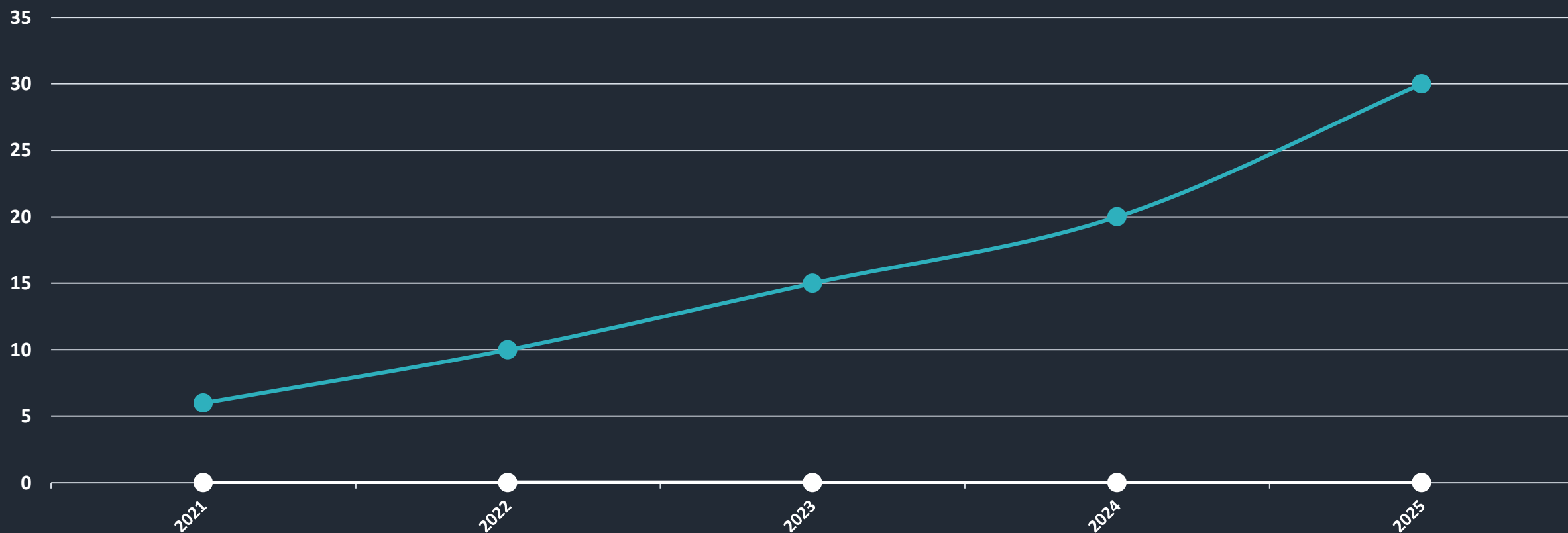
	Municipality	Schools	Local Clubs	AKS/SFO
Access to kids	X	✓	✓	✓
Education for Teachers	✓	X	X	X
Activities for kids	X	X	✓	✓
Young leader training	X	X	X	X
Athlete Development	X	X	✓	X



TRACTION

Schools

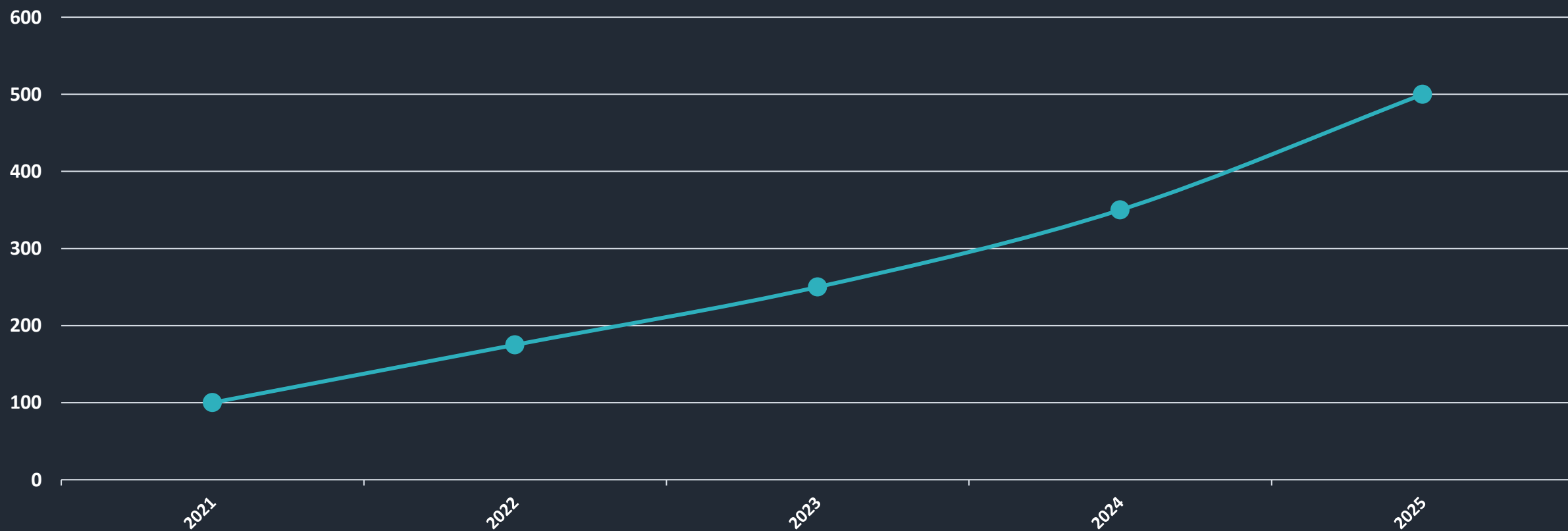
Working with schools is a big part of our strategy. The more schools we work with the more kids we have access to.



TRACTION

Kids into Extra curricular activitites

We will work with a 25% success rate of having kids continue with activity in a extra curricular environment.



ROADMAP

The results achieved since launching in June 2018 clearly demonstrates the value of EmployABLE and equally highlights what can be achieved with an exceptional founding team supported by quality partners.

JUNE 2021

Run summer activities.
Promote 2021/2022 projects

MARCH 2021

Finalise products and services
Contact schools and

AUGUST 2021

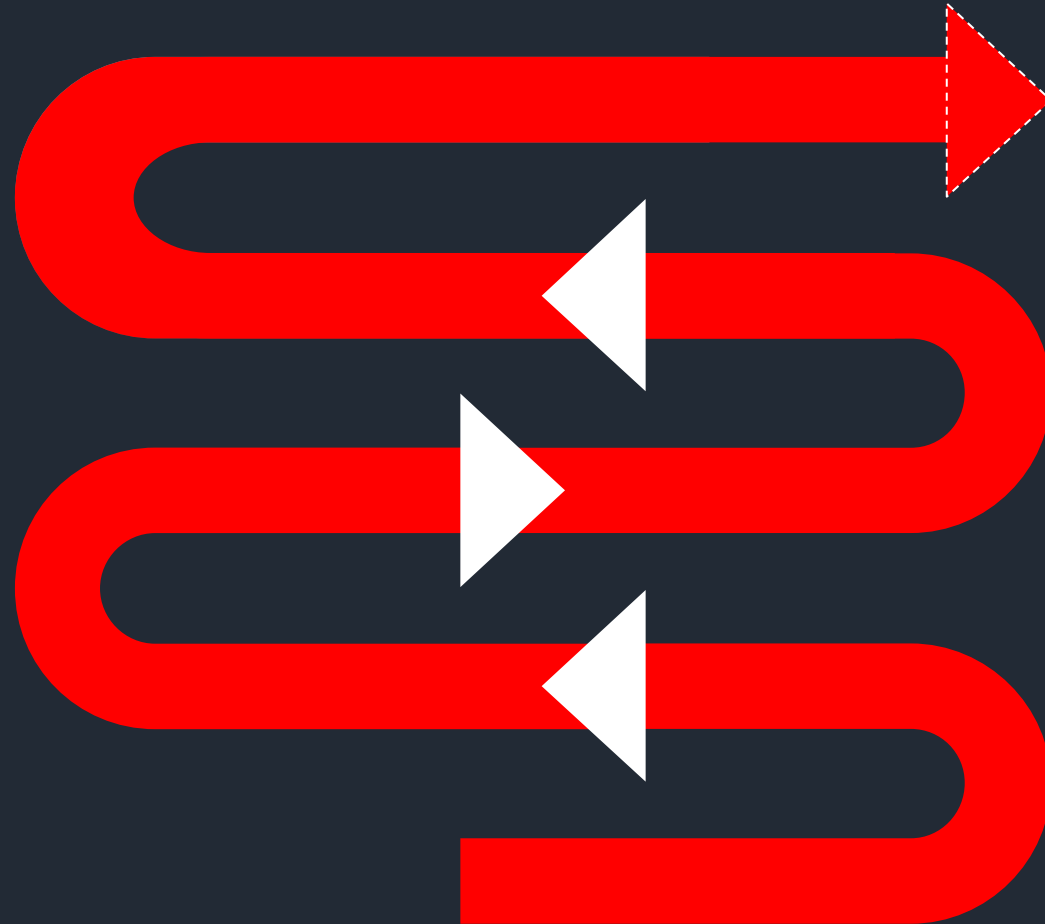
Start Schools project, Young leaders program, athlete development

APRIL 2021

Project planning and funding applications for projects to start August 2021

JANUARY 2021

Launched Idrett For Alle



THE TEAM

Idrett For Alle is comprised of highly qualified, skilled, and exceptional people who are passionate about supporting positive sporting activities for everybody. WE plan that our projects help all to achieve their individual goals and live healthy, independent and full lives. We believe in a world where every person has the resources, education and access to live a healthy life and our team is committed to striving for and driving this change!



**EMMANUEL
DAVIES**

CO-FOUNDER & CEO

Worked in Social change for 10 years
Former basketball player
Basketball Performance Coach Oslo
National team development coach



**CHISOM JR
OMEGO**

CO-FOUNDER

Professional basketball player
Basketball skills trainer
Marketing and solutions



**LEIKNEY
EVJEN**

SENIOR ADVISOR

Founder of Frogner Sports team
Former Board member of Regional
Tennis