



**st**  **rdeck**  
s o l u t i o n s

*"Collect for the stars..."*



## company overview

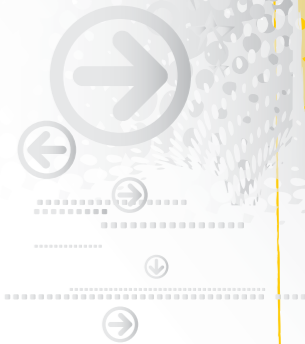
Stardeck Solutions provides software consulting and implementation services to organisations with a focus on rich user experiences and tangible business outcomes.

With a broad experience in contemporary enterprise, internet and mobile technologies, Stardeck Solutions offers independent and professional consulting services that facilitate the delivery of solutions best suited to the business objectives and strategies of clients.

Stardeck Solutions stakes its claims on three pillars:

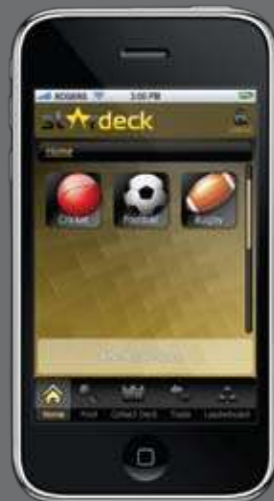
- People** – offering qualified and dedicated professional services that complement the needs of the client and their technology initiatives
- Process** – adopting a rigorous methodology that supports clients from business concept to technology reality and conforms with industry best practices
- Technology** – staying abreast of technological developments, contemporary capabilities and market directions

Based in Sydney, the founders of Stardeck Solutions possess more than 9 years experience assisting a number of Australia's largest organisations with services ranging from software and technology implementations through to project delivery and management.



## what is stardeck?

Stardeck is a digital media product from Stardeck Solutions that enables sports organisations to engage their fans through contemporary web and mobile channels.



Offering a paradigm shift to an old favourite, Stardeck pitches the traditional player collectibles hobby into the digital spot light. Following in the successful footprints of digital photos, mobile devices and electronic books, Stardeck provides sports fans with a web and mobile facility for:

- buying and collecting digital player images from their favourite sports and tournaments
- compiling albums and archives of digital player collectibles
- browsing current statistics, footage and other content of players
- electronically trading digital player collectibles with other fans
- socially interacting with their favourite players and other fans through Twitter and Facebook integration
- competing with other fans to be the first to complete the album

Through its combination of contemporary technology, entertainment utility and social media, Stardeck is poised to enable sports organisations to:

- augment their existing digital and social media strategies
- increase exposure among key grass roots and next generation supporters
- supplement their current revenue sources



## collecting

- Fans purchase digital player images
- One access point for multiple sports, leagues and tournaments of interest
- Available via mobile devices and conventional internet websites
- Digital collectibles are randomly issued and consist of standard and special edition images
- Parental control features to moderate user behaviour
- Secured platform that guarantees authenticity.



## browsing

- Fans compile albums of digital collectibles
- Albums categorised by sport, league, tournament and season
- View player action shots
- Access related player content such as footage or broadcasts
- Display current player statistics
- Unlock unique features on special edition collectibles



## trading

- Electronically trade collectibles with other Stardeck fans
- Release duplicate images or request elusive collectibles in pursuit of a complete album
- Global market place covering all sports, leagues, tournaments and seasons
- Swaps based on a fan's perceived value of a collectible. No financial transactions involved.
- Trades conducted in a secure environment to ensure authenticity





## competing

- Users ranked by completeness of albums and collections
- Encourages the purchase of collectibles
- Promotes electronic trade of collectibles among fans
- Generates friendly rivalries and social interactions
- Keeps fans engaged in the sport and its content



## following

- Monitor the social pages of sports organisations and celebrities via twitter or facebook
- Participate in a global Stardeck social network on facebook and twitter
- View other related media, footage or broadcasts
- Browse dynamically updated player statistics on each collectible
- Integrate with other content such as merchandising or ticketing

## why stardeck?

- Leverage the reach and efficiency of digital technology and its potential to overcome traditional market obstacles (logistical, geographical, financial and temporal)
- Increased exposure among grass roots supporters by aligning player collectibles with the technology of choice among youth and by offering heightened levels of interaction, engagement, functionality and entertainment.
- Increase revenue opportunities through the sale of content (digital collectibles), advertising, sponsorships and other integrated items such as ticketing and merchandising
- Participate in a global platform with the potential to attract sports fans worldwide
- Concerted focus on social responsibility through parental control features, non-financial market trade policies and restriction on advertising and sponsorships preventing the display of items such as alcohol or gambling.
- Complement existing social and digital media strategies and retain overall ownership and control of business semantics (such as media rights, pricing and promotions)
- Create new opportunities such as:
  - Profiling and data mining of fans for the purposes of targeted marketing
  - Leveraging Stardeck in offline promotions, such as game day activities
  - Develop loyalty programs to ensure continued traction with youth fans
- Retain ownership of player content rights and sport intellectual property



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