

PIXELLOT
EQUESTRIAN



Agenda

- 3** Meet the Team
- 4** History of Equestrian
- 5** Governing Bodies
- 6** Horse Disciplines
- 7** Economic Impact
- 8** USEF Demographic
- 9** USEF Stats
- 10** Videographers
- 11** Competitors
- 12** Major Venues
- 13** Market Entry
- 14** Market Expansion



The Team

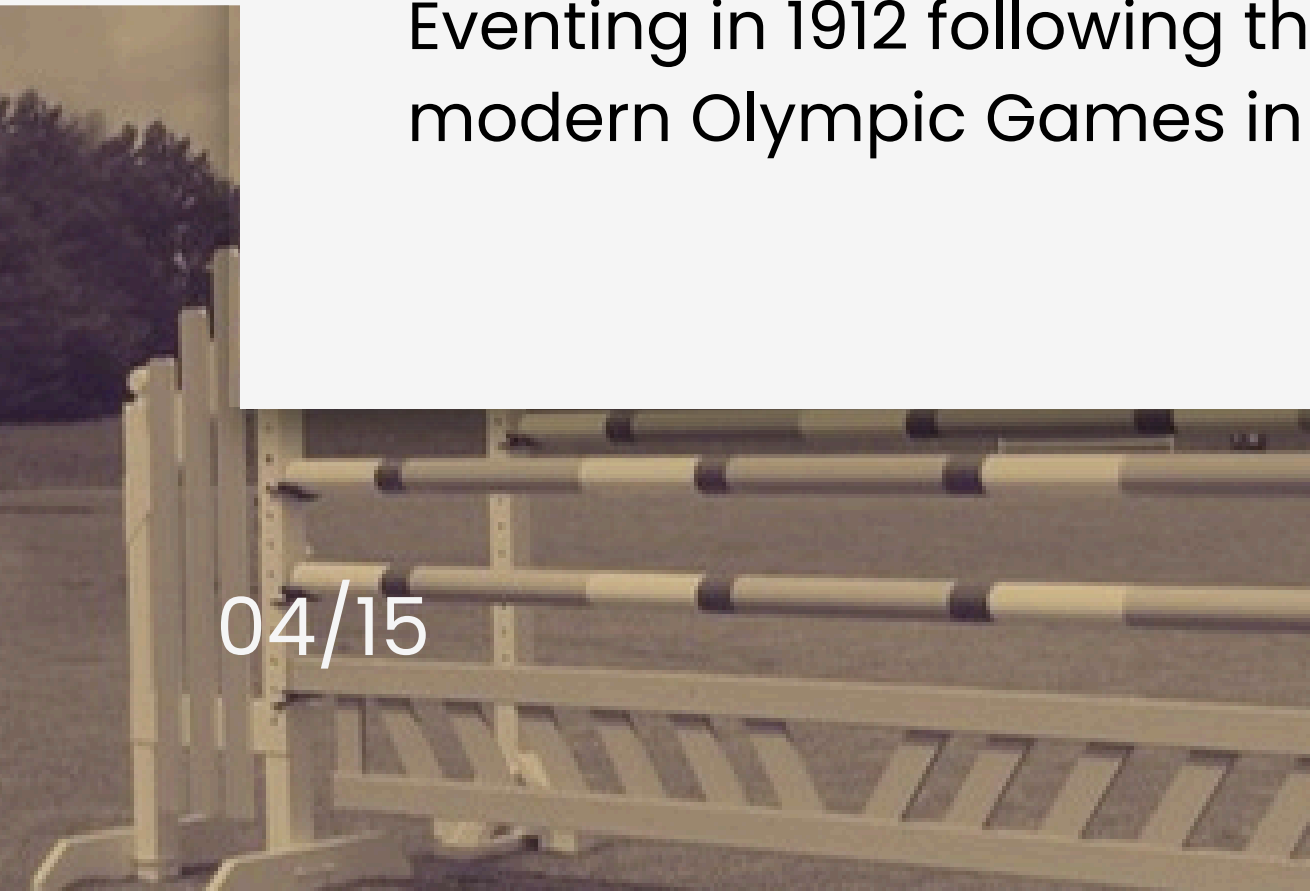


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Business Development
Intern

The History of Equestrian

Equestrian sport has a rich and diverse history, dating as far back as the ancient Olympic Games when chariot racing was one of the main spectacles as of 680 BC to the inclusion of Jumping, Dressage and Eventing in 1912 following the revival of the modern Olympic Games in 1896.



Governing Bodies



**Federation Equestre
Internationale (FEI)**



**US Equestrian Federation
(USEF)**



**European Equestrian
Federation (EEF)**



**British Equestrian
Federation (BEF)**

Horse Disciplines



English Disciplines

Dressage
Hunter/Jumping
Equestrian Triathlon
Polo



Western Disciplines

Rodeo
Reining
Cutting
Barrel Racing

Economic Impact

According to the American Horse Council's 2023 Economic Impact Study, the equine industry contributes approximately **\$74 billion** in direct contribution to GDP to the U.S. economy, and has a direct employment impact of **1.3 million jobs**.

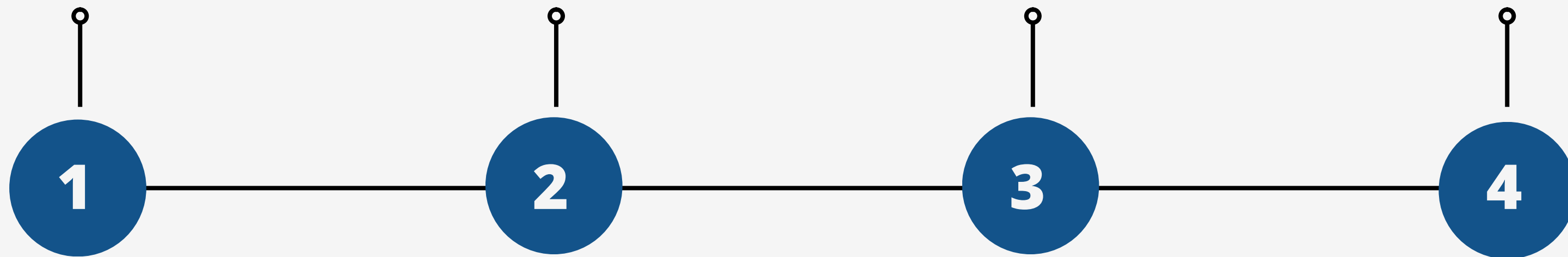
USEF Member Demographic Profile

85% Female

Average net worth
of \$955,000

Compete at least six
times per year

82% own a
horse or pony



USEF STATS

984 Events

1.15M Horses

211,000 Entries

09/15

PIXELLOT

TRYON
INTERNATIONAL EQUESTRIAN CENTER

FEI STABLING
FEIstabling.com



Videographers

Richard Equine Video

Clinic Video cost \$60
Show video cost \$40
Attends Florida Shows
US Final Dressage
Global Dressage Festival
Wellington Florida

Buck It Equine

Basic Package \$157
1 minute of video clips
(Slow motion or real-time)
High quality video
For one rider and one horse

Equine Network

Largest subscription and
membership-based
organization delivering
content, competition,
commerce and community
Has event live stream
equipment
Media package

Competitors



Pixem



Pivo



SoloShot

Major Venues



**Wellington
International**



Royal Windsor, UK



Kentucky Horse Park



**World Equestrian
Center**

Market Entry

Current Videographers

Expertise & Credibility

- Videographers already established in the equestrian industry have a deep understanding of the unique needs and challenges involved in filming equestrian sports.
- Their credibility can help build trust and confidence in Pixellot's technology among potential clients.

Market Insights

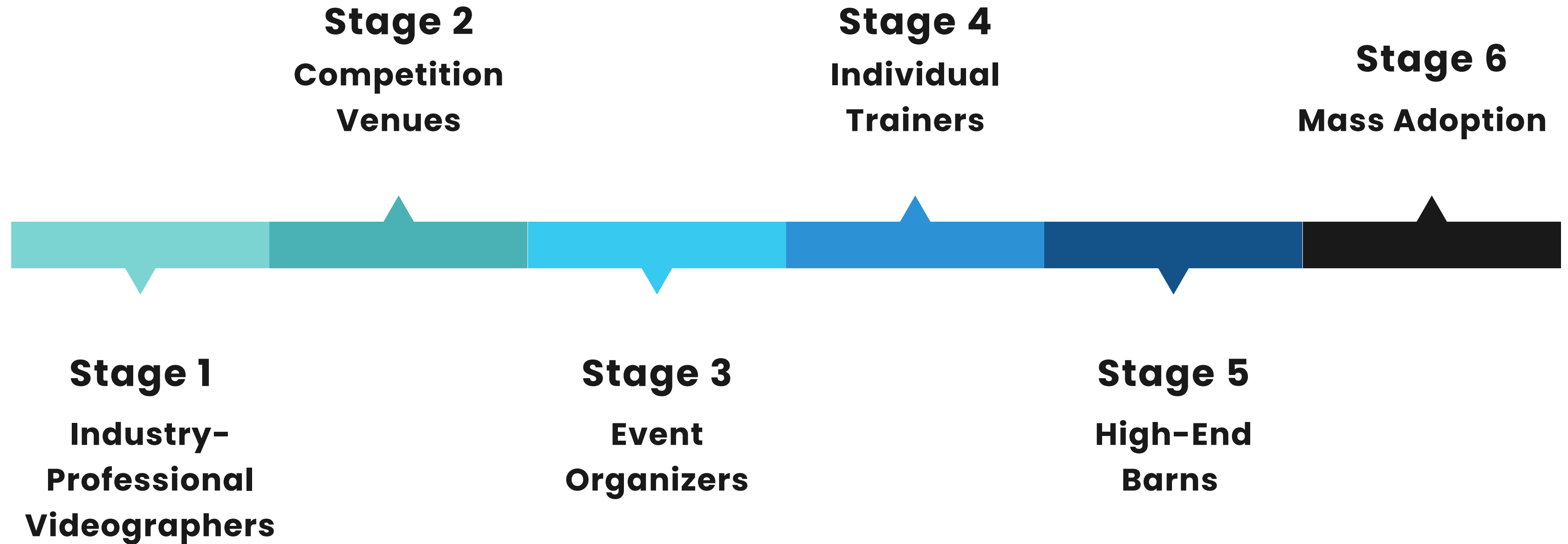
- Professional videographers have existing relationships with trainers, riders, event organizers, and equestrian facilities.
- Leveraging their networks can facilitate introductions and opportunities for demonstrations and collaborations

Established Network

- Videographers can provide valuable insights into market trends, preferences, and pain points, helping Pixellot tailor its offerings to better suit the equestrian community.



Expansion



Thank You



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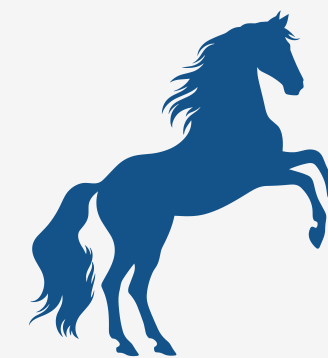
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