

Chess **ID**

**Play.
Learn.
Connect.**

→
Your one-stop shop for Chess.



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Executive summary



Chess is one of the most popular sports worldwide, and one of the last to be properly monetized. ChessID seeks to capitalize on this potential by unifying the entire market under a single platform; rectifying the fragmentation issues and lifting the rest of chess into the digital age.



We are an early-stage startup with a functioning MVP, currently incubated under the Ministry of Communications and Information Technology, State of Qatar. Our team is composed of professionals in tech, finance and law. Our CEO, Victor Bologan, is one of the most qualified individuals in modern chess, serving as the Executive Director of FIDE and a grandmaster.

The Problem



Fragmentation


Chess boasts a rich history, spanning 1500 years, and a massive global following of 600-800 million enthusiasts. Yet, despite this immense popularity, the chess world's market value reaches only \$2.2 billion USD. This disparity highlights a core challenge: fragmentation.



This fragmentation hinders access to valuable and scarce resources, such as coaches, training materials, and equipment. More significantly, it creates an information drought that prevents newcomers from fully engaging with chess, limiting growth and participation.

The sheer number of applications, websites and federations creates a fragmented landscape so complex that even a grandmaster struggles to efficiently manage information, resources, and connections within the chess world.

Real life use cases



Here are three real life cases where people we know would benefit from having a ChessID.

Gabriel

He is a very big fan of chess, and although he played online a lot, he couldn't find anyone to play chess with here in Qatar. With ChessID, he'd be able to connect to local players.

These are just a few of the real problems ChessID is solving—bridging gaps across the entire chess ecosystem.

Pavel

He runs a national federation and often struggles with finding equipment. With ChessID and its marketplace, he would have ready access to boards, clocks and sets at the click of a button.

Nasser

Like Gabriel, Nasser is also a big fan of chess. However, he is too busy to properly dedicate his time to it. With ChessID he could manage his platforms and save on time.

The solution

ChessID

Unique identifier of a chess player in the global ecosystem

Get your ChessID NOW!

For users

Visit ChessID Platform. One unique ChessID for seamless access across the entire chess world, online and offline.

For partners

Reach a Targeted Audience. Connect with a vast and engaged community of chess enthusiasts through data-driven marketing.

How to get ChessID?

- 1 Sign up on the website
- 2 Follow the link received by e-mail
- 3 Enter the verification code received by SMS and enjoy ChessID services

Get your ChessID NOW!

Chess ID | News | Partners | Journey | Members | info@chessid.com

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For enthusiasts, ChessID delivers a comprehensive suite of benefits: access to training resources, streamlined tournament registrations, and opportunities to connect within a global chess community. Furthermore, players gain recognition through our unique ChessID certificate and can access exclusive offers and discounts."



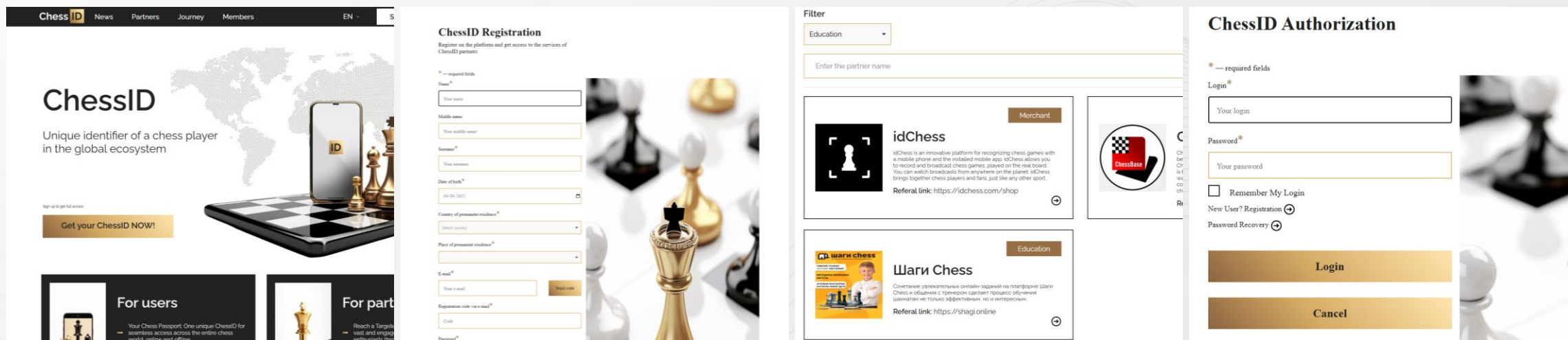
For our partners, ChessID provides access to a vast and targeted audience of chess enthusiasts, allowing them to boost revenue and growth by attracting new customers and increasing sales. Our data-driven insights and analytics will enable partners to optimize their marketing efforts and connect with the chess community in a more meaningful way.

Unique Value Proposition

ChessID's core value lies in creating a more accessible and efficient chess ecosystem for all. This translates into specific benefits for:

- Enthusiasts - A curated chess experience with access to training resources, analysis tools, exclusive offers, and a unique ChessID certificate for global recognition.
- Businesses - A platform designed to maximize product and service exposure, leveraging data-driven insights to reach a global audience.
- Organizations - Streamlined access to tools for managing players, events, and data, enabling greater efficiency and enhanced communication with potential and existing players for community development.

Product features and product development



1.

ChessID is more than a marketplace—it's a centralized hub tailored to every chess player's needs.

2.

The platform facilitates connections with verified coaches, clubs, tournaments, and equipment providers, tailored to user preferences.

3.

With intelligent AI analysis, users are guided based on skill level, location, and goals to a curated chess experience.

4.

Vendors and federations will be empowered with a business dashboard to optimize their listings, analyze engagement, and manage advertising effectively.

5.

Development follows an iterative approach, building upon our launched MVP and adapting to user feedback and testing.

Market Potential

The global chess market is projected to grow from **\$2.2 billion in 2022** to **\$3 billion by 2030**.



This includes hardware, software, coaching, and tournament segments—yet it remains fragmented.



ChessID operates at the intersection of all of these. By consolidating services and offering a user-centric experience, we're positioned to absorb a significant share of this growing market.



TAM – \$3 billion USD
SAM – \$1.5 billion USD
SOM – \$225 million USD

Competitive Edge



Unlike chess.com or lichess, which focus on game play and content, ChessID is infrastructure: we complement, not compete.



Our openness to partnerships with existing platforms, clubs, and federations puts us in a unique position with virtually no primary competitors.



Our aggregation strategy & marketplace model mirror successful vertical integrations in other sports industries, giving us a sustainable, scalable edge.

Revenue Model

1

We operate on a freemium model, ensuring accessibility for all users while also offering premium subscriptions with advanced features.

2

Further revenue streams include a 10% marketplace commission, data analytics services for partners and SaaS-based subscriptions for federations.

3

Sponsored events and targeted advertising will also generate revenue. The peak viewership the FIDE 2021 World Championship (613k) highlights the advertising potential.

4

On-site advertising will provide an additional revenue stream and further solidify our position as a comprehensive platform for the chess community.

Early validation & Pilot Success



Our MVP has soft launched with over 280 registered users and zero marketing spend. Over months of development, we have attracted the attention of major chess entities like chess.com, lichess, and FIDE—who see us as partners, not competitors.

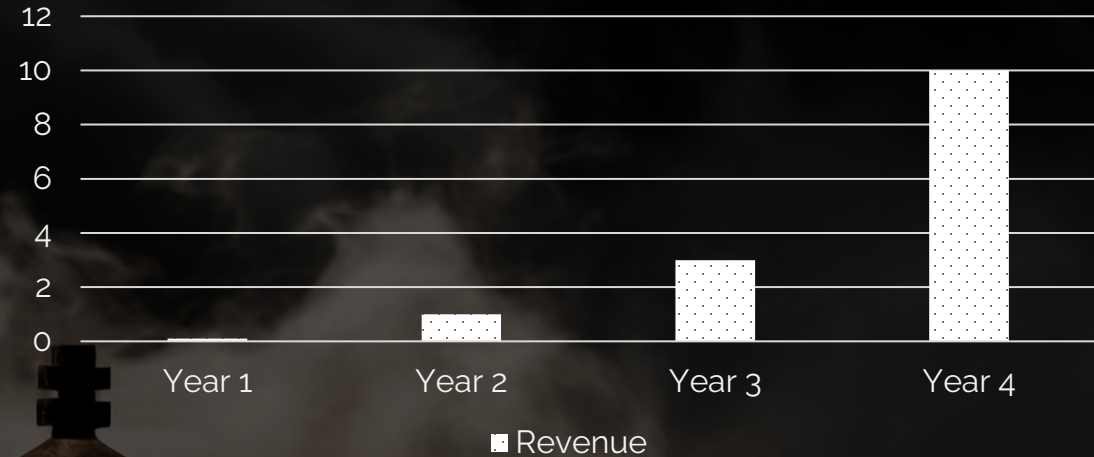


Partnership with 18 vendors and organizations so far and growing. Interviews with potential users and vendors confirmed demand for a unified platform. This early validation proves our concept and sets the foundation for scalable growth.



Financial Projections

Yearly Revenue in Million USD\$



01

Based on conservative estimates, we project \$1M in revenue by end of Year 2, scaling to \$10M by end of Year 4.

02

User growth is forecasted at 200,000 in the first two years, tripling annually over the next 3 years with strategic marketing.

03

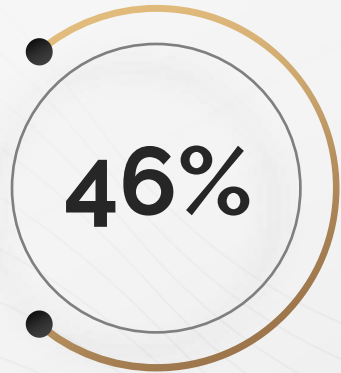
Marketplace activity and subscription tiers are expected to drive steady ARR, while B2B data offerings provide long-term value.

04

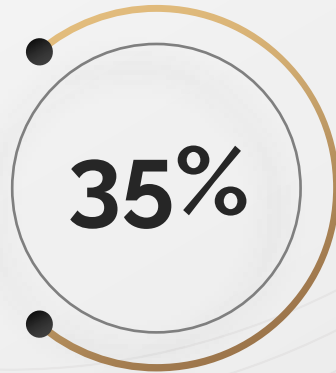
Our financial model prioritizes lean operations with high scalability, ensuring strong margins as we grow.

Investment needs & Fund utilization

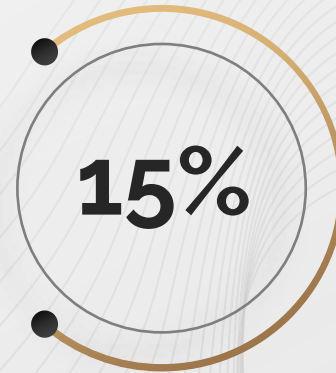
We are seeking **\$1,000,000** in seed investment to accelerate development and scale.



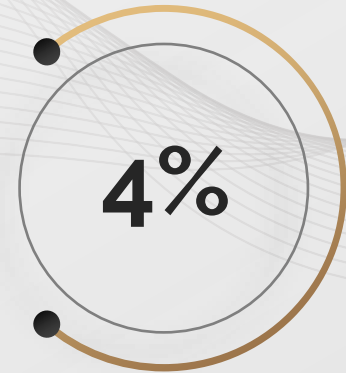
Tech
development
& support



Strategic
Hiring



Marketing &
FIDE licensing



OPEX
Contingency

This runway allows us to finalize core features, onboard key partners, and expand regionally. Our goal is to reach **70,000 users** and onboard **30 commercial vendors** within 12 months of funding.

The Team

Our founding team blends chess passion with executional experience.



Victor Bologan

CEO & Founder
Executive Director of FIDE
with 40+ years in chess and
access to every national
federation in the world.



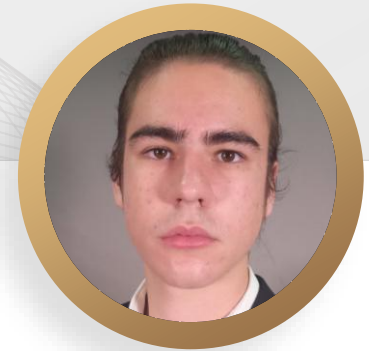
Dmitriy Beer

CPO
Tech expert with 18+
years of experience.
Leading technology and
product development.



Pavel Melnik

COO
Head of the Moldovan
Chess Federation,
expert in business and
finance.



Anton Bologan

PR
Media, communications
and public speaking
specialist.

We are backed by the best and the brightest in the chess world.



ChessID is ready. The need is real. Get your ChessID today.

We've built the foundations, secured early partnerships, and validated demand. Now we're looking for investors and strategic partners who believe in what chess can be.

ChessID.com

**Join us in shaping the future of this timeless game—
where every move counts, and every player has a place.**

