



**FANS  
ELEVEN**



WHERE FANS TALK  
**FOOTBALL**  
AND GET  
**REWARDED**



# THE OPPORTUNITY

- Social platforms are **built for generic content**, not for football communities.
- Experience is passive, anonymous, and **lacks real connection**.
- Fan discussions **get drowned out** by unrelated content.
- Fans crave a community driven, interactive space to **engage and connect**.





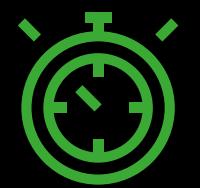
# THE ANSWER



A dedicated football-first opinion platform,  
focused **100% on Fans & Clubs.**



An **interactive experience** with multiple,  
football specific ways to express opinions.



Interaction **before, during,**  
and **after** matches.



**Democratic:** all fans have an **equal chance**  
to gain recognition.



**Rewarding:** fans earn **status** in their club's  
community. Likes convert into **Fan Fame**.





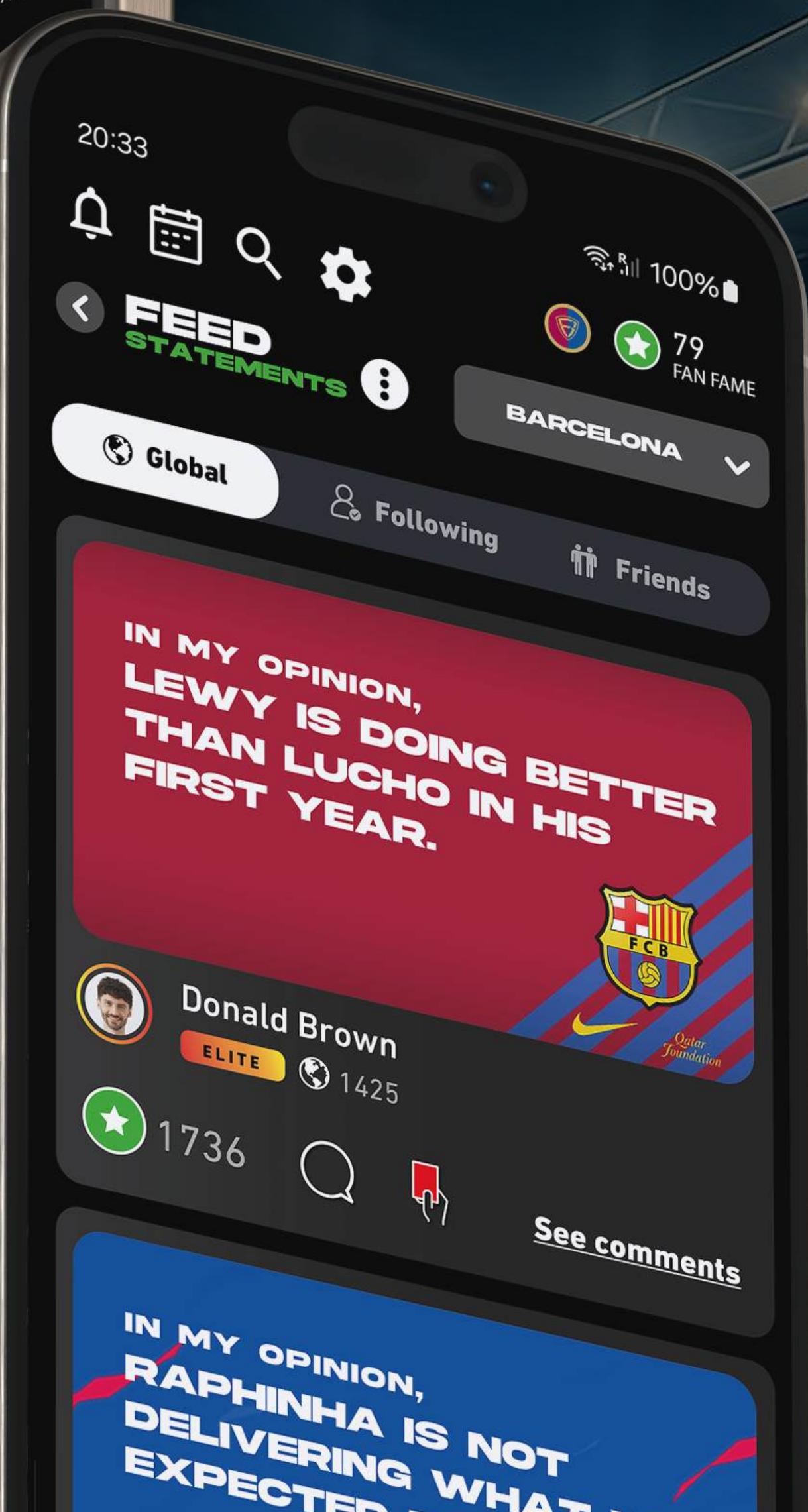
# THE APP



AVAILABLE NOW



This is the best lineup against Betis. It is a crucial match in the race for the title. Should play our best available eleven. With De Jong and Gavi as holding midfielders, best three attackers up front!



See comments



# — MARKET — **SIZE**

**5**  
**BILLION**  
FOOTBALL FANS  
WORLDWIDE

**27,6€**  
**BILLION**  
EUROPEAN FOOTBALL  
MARKET SIZE

**50€**  
**BILLION**  
GLOBAL FOOTBALL  
MARKET SIZE

**83%**  
**FANS**  
USE MOBILE DEVICE  
TO INTERACT



# BUSINESS MODELS

## FREEMIUM MEMBERSHIP (B2C)

Aim:  
97% free users  
3% premium

## AFFILIATE PARTNERSHIPS (B2B)

Professional football clubs,  
brands, sponsors, sports  
media.

## WHITE LABEL SaaS LICENSING (B2B)

Lower tier football clubs  
and amateur clubs.

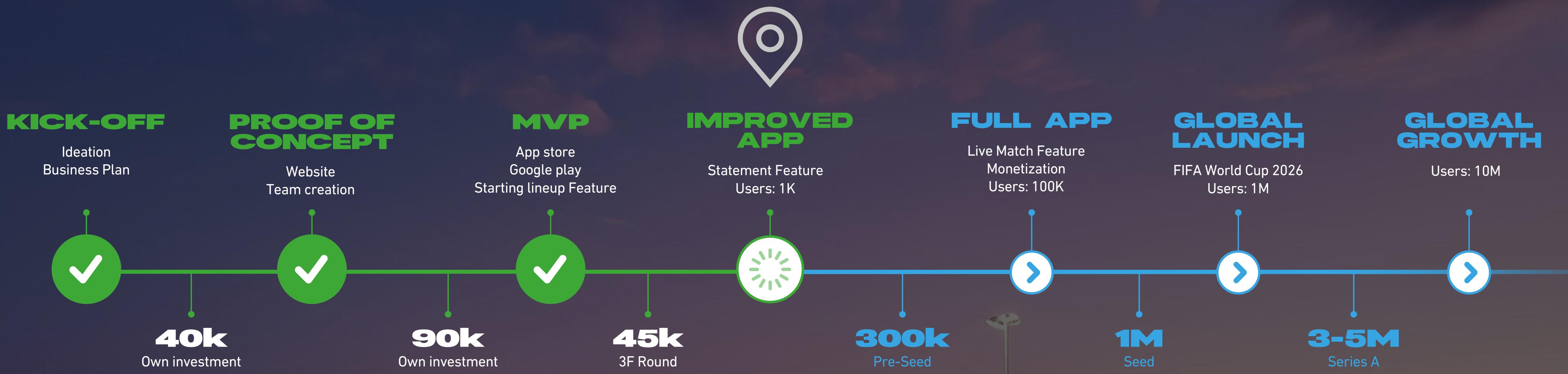


# PROGRESS

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## MILESTONES

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# GO-TO-MARKET

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## STRATEGY



### Online Marketing

Paid User Acquisition  
(Google Ads, Meta Ads)



### Influencers & Brand Ambassadors

Sponsored Posts  
& Engaging Videos



### Strategic Partnerships

Collaborations with Football  
Websites & Apps



### Organic Growth

Invite-a-Friend  
& Community Building





# COMPETITIVE

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## LANDSCAPE

Our approach is unique, although some football platforms aim for fan engagement through other features.



### SOCIOS.COM

Crypto blockchain  
2M users



### FEEBERSE

Video Content  
300K users



### FANHUB

Rewards for Stadium Visits  
200K users

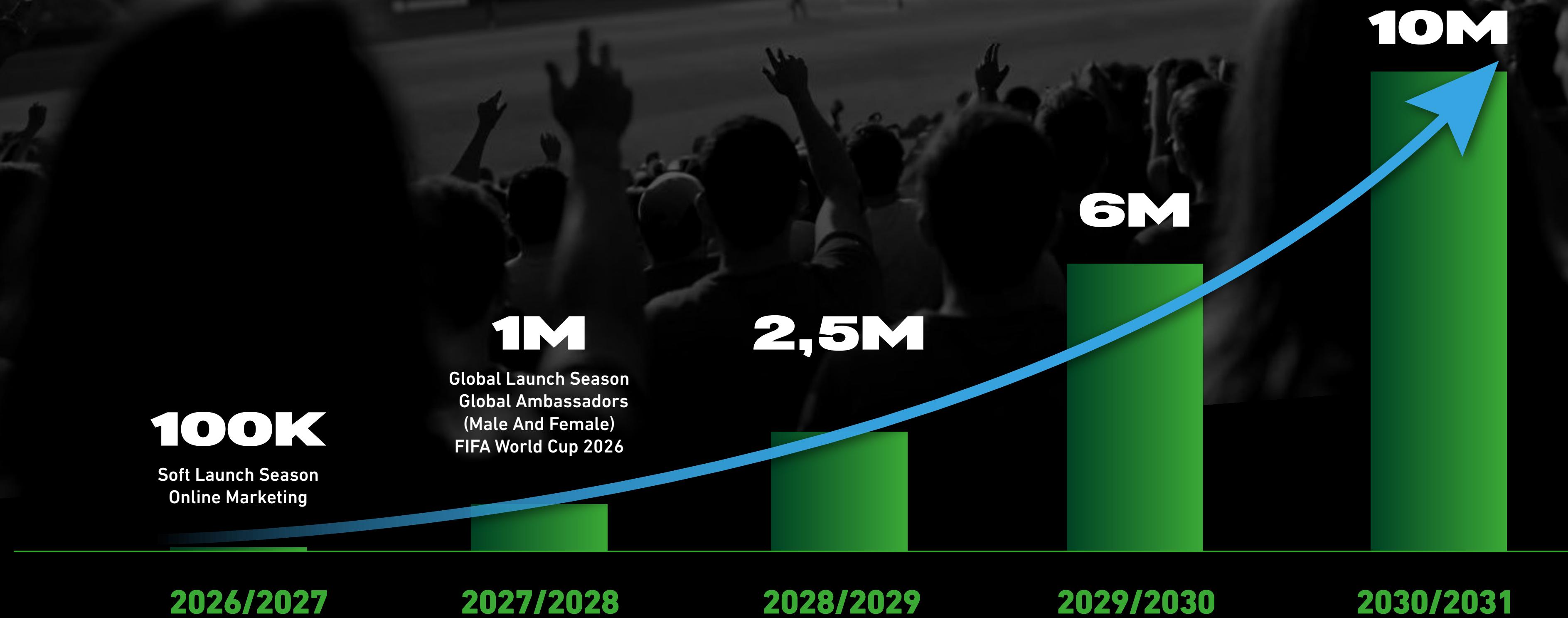


### FOOTBALL FAN

Fan-to-fan news  
200K users



# USER GROWTH





# FINANCIALS

## REVENUE PROJECTION

- Freemium
- Affiliate Partnerships
- B2B SaaS

100K

2026/2027

1M

2027/2028

2,9M

2028/2029

7,3M

2029/2030

15,3M

2030/2031

CASH FLOW  
POSITIVE





# SCALABILITY

## LIMITLESS POSSIBILITIES

### + **70 TEAMS**

Start with teams that have strong fanbases.

### + **NATIONAL TEAMS**

Expand to include national squads, aiming for FIFA World Cup 2026.

### + **WOMEN'S GAME**

Integrate women's football teams.

### + **GLOBAL PRO COVERAGE**

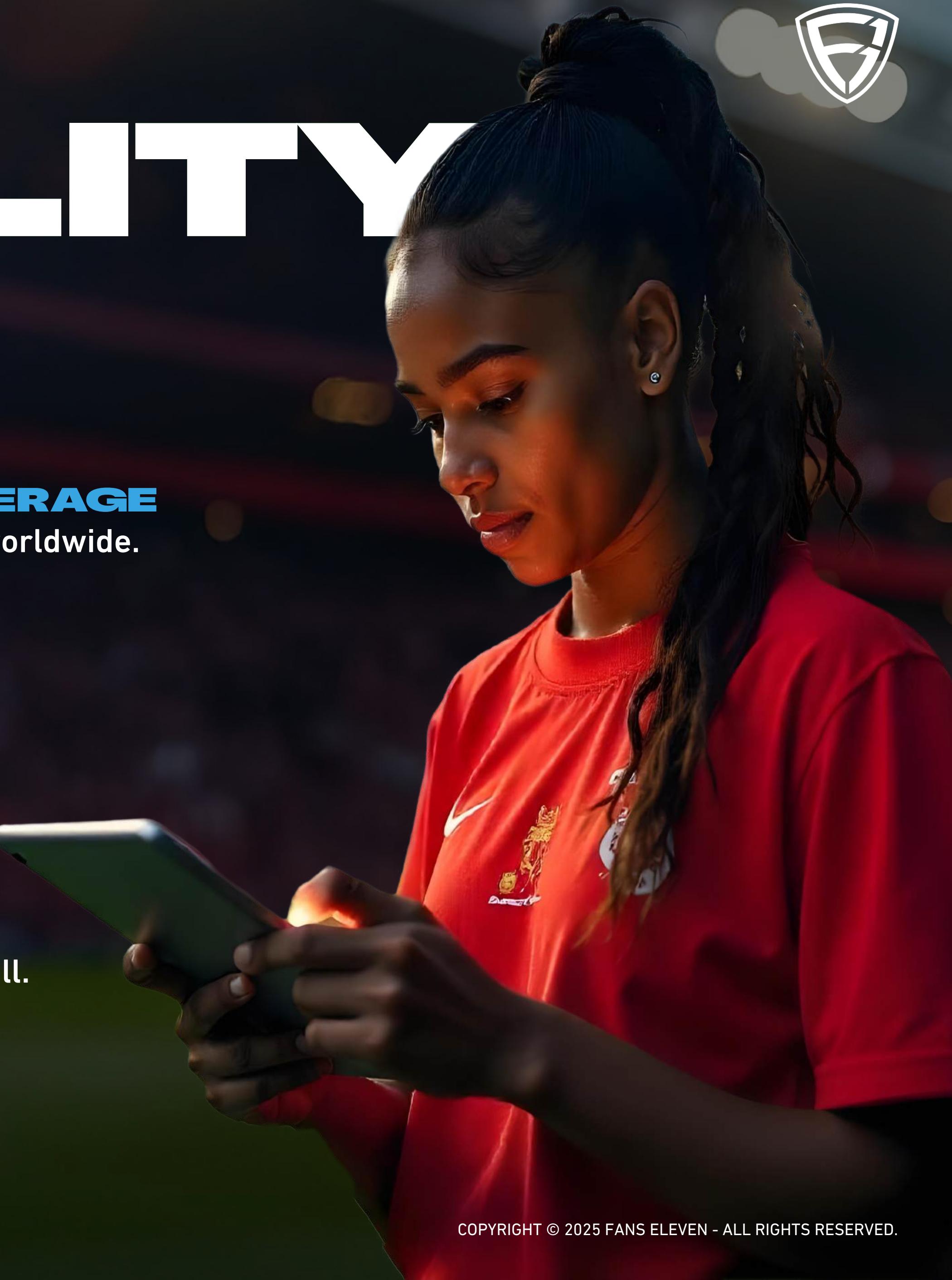
All professional football teams worldwide.

### + **AMATEUR LEVEL**

Add grassroots and local clubs.

### + **OTHER SPORTS**

Scale the platform beyond football.





# TEAM



**SANDER  
WAARE**  
CEO

MSc Sport Management  
20 years Johan Cruyff Foundation  
Team and project management



**PATI  
ROURA**  
BUSINESS DEVELOPMENT

Director Johan Cruyff Foundation  
International football network  
Leadership and fundraising



**FERRAN  
REVENTÓS**  
TECH TEAM

Full-stack developer  
Sport and Social Apps



**JAN  
ROURES**  
TECH TEAM

Front-end developer  
Sport and Social Apps



**JORDI  
LLOPART**  
ART DIRECTOR

Branding & Visual Identity  
Creative Direction & Advertising



**CRISTINA  
SÁNCHEZ**  
CHIEF OF STAFF

Serial entrepreneur  
Tech personnel selection



**IRENE  
BLANQUEZ**  
VIDEO DIRECTOR

After-effects specialist  
Video editing



**DANIEL  
VAN MEER**  
ADVISOR

Entrepreneur  
General Director of IDDINK Spain



TALK THE  
**GAME**  
EARN THE  
**FAME**

