



FANS ELEVEN

BUSINESS PLAN



INTRODUCTION

FANS ELEVEN IS THE FOOTBALL SOCIAL MEDIA PLATFORM WHERE FANS' OPINIONS ARE VALUED, RATED AND REWARDED BY OTHER FANS OF THEIR TEAM.

Every fan has the chance to become the most respected voice on their club – through team selections, opinions and more. And through the gamification of the platform, they'll have the chance to win rewards, achievements and discounts related to their team.

Fans Eleven leverages proven social media features and integrates them into a 360° football environment – one that has the potential to revolutionise football fandom.

Football is a game of opinions. In the pub, in the office and in the playground, the key element that drives all football conversation is the strength of fans' opinions.



**WHO'S BETTER:
MESSI OR RONALDO?
SHOULD TRENT PLAY IN
MIDFIELD? WHO WOULD BE
THE BEST STRIKE PARTNER
FOR MBAPPÉ?**

Is Enzo really worth over £100 million? Should Frenkie De Jong play a more offensive role? These are the questions that are debated in 180+ countries and 100+ languages around the world every single day.

In recent years, the rapid growth of social media has given fans a place to share their opinions – and the endless discussions on any football-related page demonstrate fans' insatiable need to debate.

Fans Eleven clusters these discussions and makes the opinions of the billions of fans worldwide heard, valued and rated.

In this business plan, we'll take you on a journey through the global football landscape, highlighting the amazing growth potential within an already thriving market. Finally, we'll explain Fans Eleven in more detail – and how we see it fitting into the social media landscape in the future.

THE MARKET AT A GLANCE

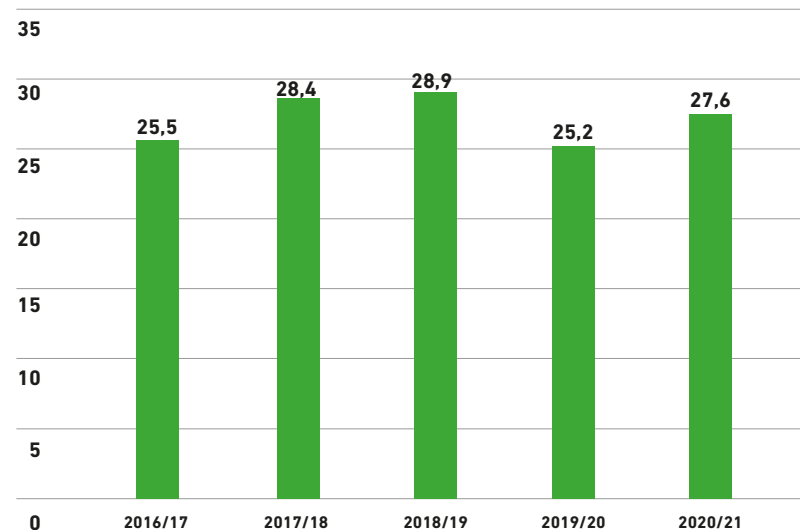
1. THE WORLD'S GAME

Football is the most popular sport in the world by virtually any metric. There are 5 billion football fans around the world, with Latin America, the Middle East and Africa representing the largest fan bases¹. These fans will very often support their national team, their local club, a 'world' club, and sometimes even a particular player.

2. A HUGE MARKET

The European football market is worth €27,6 billion, according to the 31st annual Review of Football Finance from the Sports Business Group at Deloitte². The growth was driven by the "big five" European leagues which recorded a total revenue of €15,6 billion for the 2020/2021 season, an increase of 3% from 2019/2020.

European Football market size: 2016/2017 to 2020/21 (€bn)



²Source: Deloitte analysis

3. CLUBS ARE GLOBAL BRANDS

Football clubs are global forces. The clubs in the top five leagues in the world (England's Premier League, Spain's LaLiga, Germany's Bundesliga, Italy's Serie A and France's Ligue 1) are among the most followed sports teams worldwide. The first nine spots in the top ten for most followed sports teams on Instagram are held by teams out of these competitions³, with Real Madrid (137 million fans), FC Barcelona (120 million fans) and Paris Saint Germain (70,4 million fans) topping the list.

4. THERE'S STILL A LOT OF GROWTH COMING

While football has a well-established fanbase in most of the world, two huge markets remain relatively untapped: China and the USA⁴. The increasing reach of football in these markets means that millions of new fans are likely to switch onto the game in the coming years.

On top of this, women's football has been making massive strides in recent years, routinely breaking attendance and viewing records. As more and more fans follow the women's game, more opportunities will open up.

5. MORE AND MORE FANS ARE DIGITAL NATIVES

As time goes on, a higher proportion of fans engage with the world through their mobile device. In fact, now 83% of fans use their phone while watching football¹, whether to see what others are saying about the game or to express their feelings or opinions to others.

¹Source: FIFA - The Football landscape.

³Source: Sportslens - Spanish soccer giants top list of 20 most followed sports teams on Instagram.

⁴Source: Allied Market Research - Football Market Size, Share and growth, Industry Forecast.

THE MARKET

FOOTBALL

Football is by far the sport with the highest proportion of people self-defining as 'fans' or 'huge fans', and according to Glenn Miller, Facebook's Sport and Entertainment Executive, there are 500 million 'hard-core football fans' on Facebook - out of a total of 1.3 billion users.



ACCORDING TO THE BRAND FINANCE FOOTBALL 50 REPORT 2022⁶, 56% OF PEOPLE SURVEYED FOLLOWED A TEAM OR LEAGUE ON SOCIAL MEDIA, AND 36% HAD BOUGHT TEAM MERCHANDISE.

And there's a lot of room to grow. China and the USA, two of the richest, most populated countries in the world, are only scratching the surface. Nonetheless, in the US for example, a shifting demographic across the country – with an increasing influence of Latin fans – has seen football move above ice hockey in terms of live attendances. The market opportunities remain enormous in both these sleeping giants, and many predict that the arrival of Lionel Messi in the MLS and the upcoming 2026 FIFA World Cup in North America will provide a huge boost to the sport's popularity in those markets⁵.



⁶Source: Sports Innovation Lab - How to unlock the potential of the world's most promising soccer market, Fanarchy26, 2023.

THE MARKET

FANS AND TECH

The incredible rise of digital technology has changed people's lives forever. Nowadays, in the West at least, anyone under 35 will have grown up in the internet age - and anyone under 21 can only remember a world saturated with social media.

This has changed the way people interact with football, too. According to a study by FIFA, 83% of fans use their phone while watching football - so for a large majority of people, the watching experience is inextricable from sharing their opinions with friends, family and the wider world on their phones.

And looking to the future, this trend is set to continue as access to 5G networks expands ever further across the world. In fact, following football on mobile devices is already so ingrained that the lure of sports content may even drive higher smartphone usage.

International data from YouGov Sports survey⁷ shows where following sports via mobile apps is common practice, and where there is opportunity for growth.

Notably, a large proportion of consumers in the Asia Pacific and India region use mobile apps as a means to watch or follow sports.

And as time moves forward, fans' increasing familiarity with (and access to) tech means that overall, it will feel even more natural to post, share or chat about football through a device.



POTENTIAL TARGET MARKETS

FAN PROFILES

Football fans have many different interests and needs. Not everyone searches for the same experience when supporting their club. The European Club Association defines six fan profiles in their Fan of the Future Report[®].



11%

FOOTBALL FANATICS

FOOTBALL FOR... THE GAME

Follow football in its entirety, with strong emotional engagement – football provides a sense of community which is key to their enjoyment.

- Slightly younger than average (37% are under 35), and the most male group (69%).
- Follow a range of sports, and highly engaged with football.
- Prefer to go to the stadium to really experience this feeling of togetherness.
- Attached to their club but engage widely beyond this, including lower league football.

14%

CLUB LOYALISTS

FOOTBALL FOR... THE CLUB

Oldest segment (70% 35+) and predominantly male (66%).

- Highly engaged, long-term football fans.
- Find football interesting/entertaining and follow their club closely.
- Emotionally invested in their club, which helps provide their identity.
- Watch football regularly and keep fully up to date with news.

11%

ICON IMITATORS

FOOTBALL FOR... THE PLAYER

Youngest segment (53% 13-34) and 57% male.

- Moderate to strong football interest, which is increasing.
- Interest in football because they play regularly – generally prefer playing to watching.
- Follow specific players and find them relatable.
- Not as competition focussed, but enjoy big games featuring the world's biggest and best footballers.

26%

FEAR OF MISSING OUT FOLLOWERS

FOOTBALL FOR... THEIR FRIENDS

Also relatively young (52% under 35), predominantly male segment (54%).

- Moderate fans – claim to follow the sport closely, but don't identify as "huge" fans.
- Follow football for social currency – something to talk about.
- Frequently engage with football (news, illegal streaming, sharing stories/memes) but less emotionally engaged.
- Prefer to follow the big teams, and prefer European football over domestic for the perceived higher quality of entertainment that it offers.

POTENTIAL TARGET MARKETS

FAN PROFILES

19%

MAIN EVENTERS

19%

TAG ALONGS

Fans Eleven targets the first four fan groups, and in particular, the first two. Football Fanatics and Club Loyalists are the most likely to engage on a daily basis with a well-designed fan engagement app, because of their deeply rooted interest in the sport and their clubs.

FOOTBALL FOR... THE OCCASION

Typically older (64% over 35) and slightly more likely to be female (52%).

- Moderate fans – keep up to date with news and watch on TV.
- Low engagement frequency which increases around big matches / tournaments.
- Less bothered about the result, more interested in the event.

FOOTBALL FOR... THEIR LOVED ONES

Typically older segment (65% over 35) and more likely to be female (59%).

- Lightest football fans, with low emotional and intellectual engagement.
- Interest prompted by friends/family, or national team performance.
- Despite lower football interest, most have heard of UCL and UEL and generally become more engaged around big tournaments.

Football Fanatics and Club Loyalists have the most traditional behaviours (e.g. watching matches on TV, listening to matches on the radio), though demonstrate a relatively high level of digital engagement too (with general football coverage, or following specific clubs and players). The Icon Imitators are also a prime target group, as long as their favourite players' teams feature in the app.

Finally, the Fear of Missing Out (FOMO) Followers, those who follow football as a form of social currency and as something to talk about, use football and its surrounding culture as a conversation point with friends (both digitally and in person). Football's easy access and presence in the mainstream are two driving factors behind their interest. This is a sizable group, and not one to write off. This group is the most likely to engage with clubs via social media and other digital platforms, which

they do regularly, rather than visiting the stadium.

If we add up all Fans Eleven's target groups within ECA's segmentation, our target market is around 62% of all potential fans. Together, these segments represent football's most engaged consumers.

If we slice the market another way – by age – 16-24 year olds represent one of our key target markets. ECA's 'Future of Fandom' survey⁹ found that fans aged between 16 and 24 follow football firstly because of the experience it offers (72%), secondly because of the identity they obtain by following their club (62%) and thirdly because of the social aspect of sharing their passion with other fans (41%).

Fans Eleven taps directly into all three of these drivers.

HOW FANS ELEVEN REVOLUTIONISES SOCIAL MEDIA

As such a popular pastime, football has inspired all sorts of related products: gameplay video games, management games, fantasy games, trading card games, blockchain-driven metaverse football apps or fan engagement platforms.

But there is one significant gap in the market: social media.

A platform that makes fans' opinions visible, valuable and measurable. A platform that allows fans to gain respect within their team's community - and enjoy rewards as a result.

One of the key debates that fans have is around which players should play in the next game. As a team sport where each side starts with 11 players, there are so many combinations, formations and line-ups that any manager could produce from week to week.

The concept for Fans Eleven came out of these exact conversations. We created a platform as a way for

people to express their opinions on this subject, and our proof of concept was born.

We created a website that allowed users to select their preferred starting line-up (which we called 'My Eleven') and generate an image, distributed on a football pitch. They could then share that image on existing social media - and let the debates begin!

Once fans submitted their eleven, the back-end of the platform would calculate the most popular starting line-up: the Fans Eleven. This would allow fans to compare their preferences to the general opinion of fans of their team - and either vindicate their choices, or spark more debate.

For our proof-of-concept phase, we inputted data for 3400 players across 116 teams in 6 leagues. Our only marketing was posting My Elevens on Facebook club pages, and one season of sporadic promotion yielded the following results:

50,000
VISITORS

160,000
PAGE VIEWS

15,600
MY ELEVENS
CREATED

20,000
FACEBOOK
FOLLOWERS

8,000
TWITTER
FOLLOWERS

30,000
INSTAGRAM
FOLLOWERS

The level of engagement confirmed our hypothesis: that the question of who starts for a team generates such passionate opinions that fans will go out of their way to express their thoughts - even if it means replying to an unknown stranger's post.

HOW FANS ELEVEN REVOLUTIONISES SOCIAL MEDIA

However, there were two key lessons that were learned from this phase - both around sustained engagement.

Firstly, users need a reason to return to the platform. Our main solution to this is gamification: a points system where users are rewarded for sharing their My Elevens - ultimately translating into real-life rewards.

We know that fans love to have a voice - and with Fans Eleven, the more they engage, the more weight their voice will carry. Various actions (such as likes, posts, etc) can all help to tot up each user's Fan Fame - which is then listed out on the Fan Rank leaderboard. This will create an identity for each and every fan within their club. By earning coins through matching their opinion with the overall fans' opinion, users can improve their posts and visuals to stand out from the crowd.

Gamification is a proven engagement strategy. It is largely responsible for turning Candy Crush, a basic Tetris-like game, into a worldwide phenomenon. Fantasy Football games like Top Eleven (200 million users) and OMS (100 million users) thrive through similar business models. Users keep coming back, seeking the dopamine hit of points and rewards.

For Fans Eleven, we see a lot of opportunities within the gamification model, from improving the graphics on your My Eleven posts, to enjoying discounts in the club shop.

The second learning is related to the engagement cycle, week to week. The question of who should start is generally most relevant in the days before a match - so we needed a way to keep fans engaged during the window of time when their team isn't playing.

Through inviting users to post daily statements and to join daily discussions about relevant club topics, a regular use of the app is assured.

In its new guise, Fans Eleven aims to combine proven concepts across established social media giants - and synthesise them into a single product that can become a regular part of every fan's week.

It takes the massive team groups of Facebook and the image sharing of Instagram, and combines it with the text posts of Twitter (X), the video feature of TikTok and chat functionality of Whatsapp and Discord - all in one football-dedicated environment.

The combination of the strengths of proven concepts, together with the unique fan-to-fan rating/ranking system for each professional football club, make Fans Eleven the football social media of the future.



THE FANS ELEVEN APP

A WALK-THROUGH

1

Once a user has downloaded the app, on the first open they will be prompted to choose their favourite club.

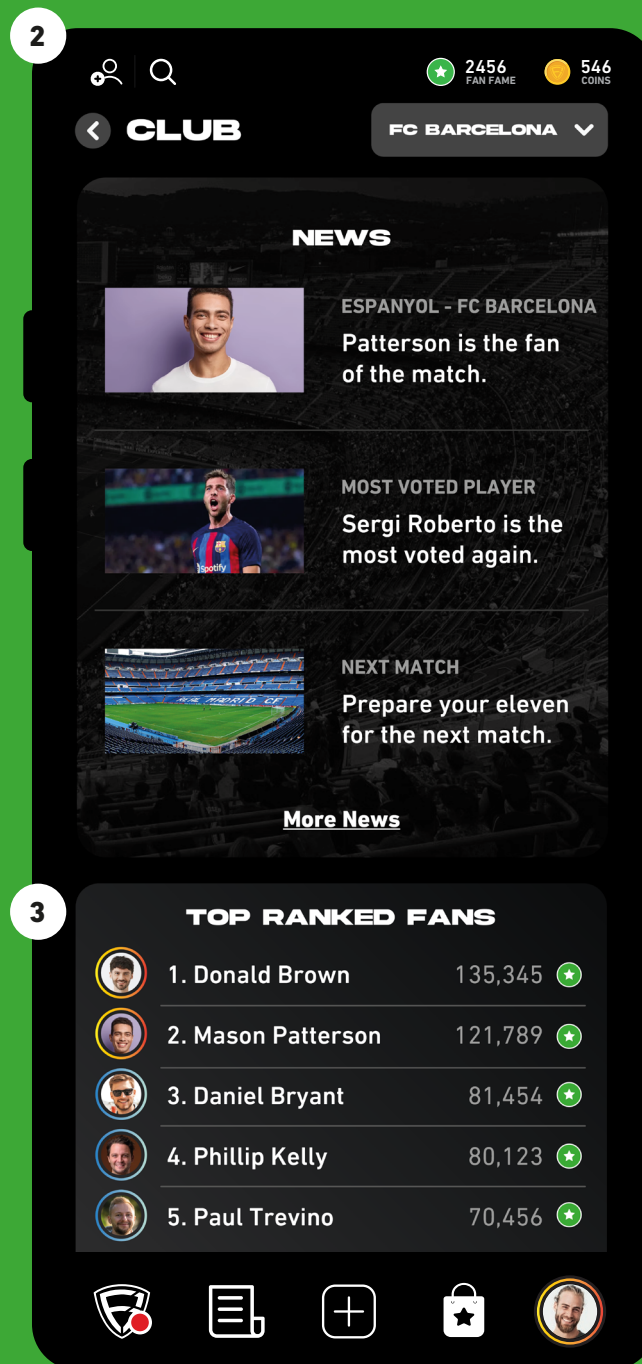
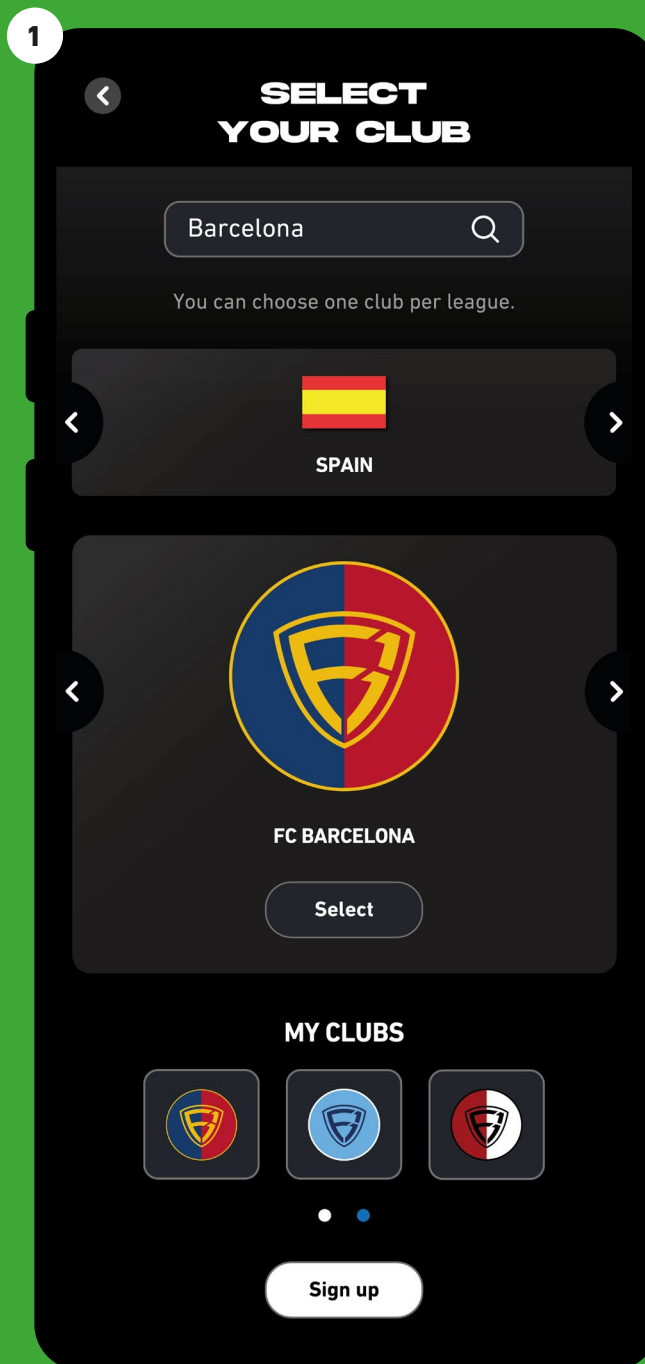
2

Once they save their club, they'll land on that club's home screen, where they can see the latest News, Trending Elevens, the most popular Daily Statements and the Topic of the Week.

3

The ranking of fans (either among friends, city, country or worldwide) are accessible through the 'top ranked fans' section.

Users can only join one team per league, and they can only interact with other users who have selected that club as their favourite.



THE FANS ELEVEN APP PROFILE

4

The user profile section draws from Instagram, with an overview of your username, picture, followers and Fan Rank.

It shows the content history, created by the user, including their past elevens, statements, videos and achievements.

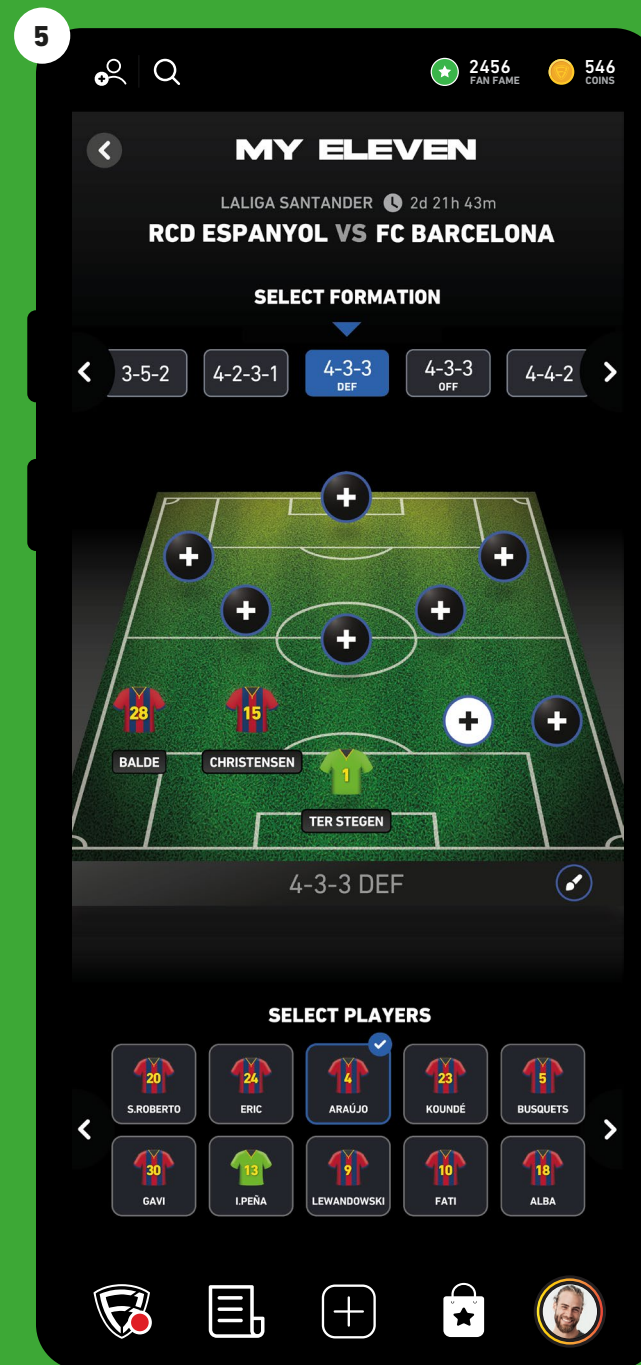
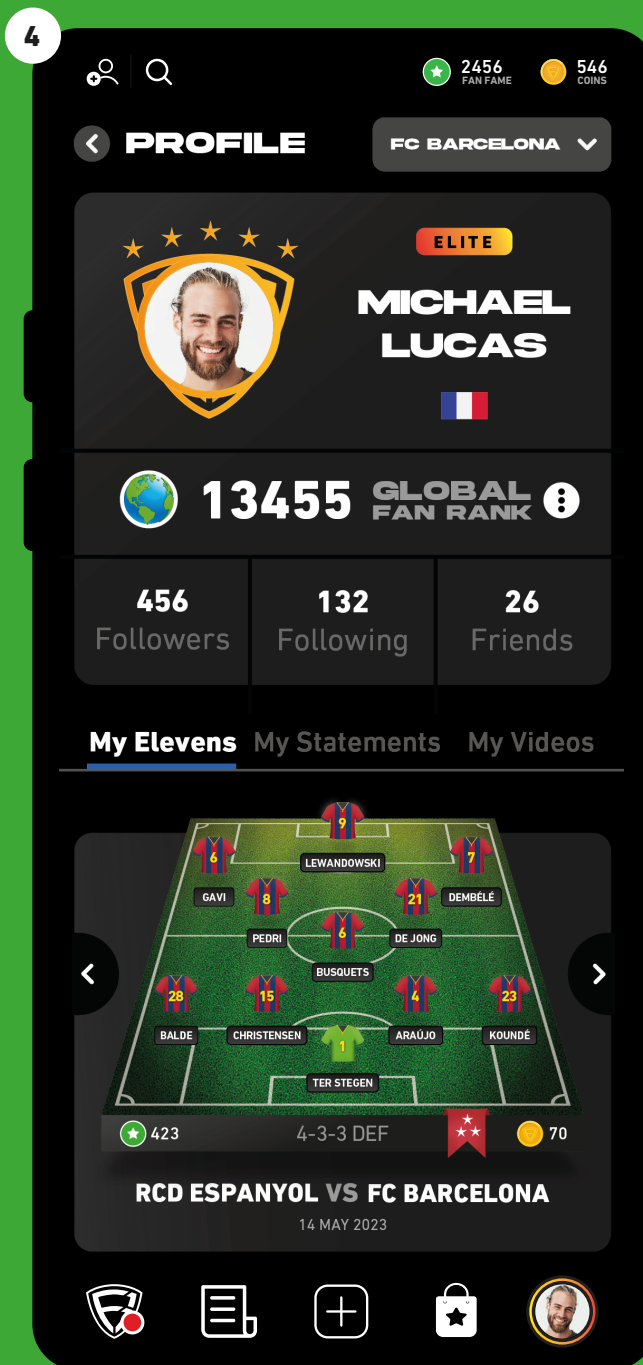
Users' familiarity with Instagram's structure and interaction patterns should help make it highly intuitive.

MY ELEVEN

5

My Elevens are at the centre of the Fans Eleven concept, so we've made it easy to submit one.

Users just have to tap the + icon to pick their eleven for their team's next fixture, along with an explanation of their choices.



THE FANS ELEVEN APP

FEED ELEVEN

6

Each user has a global feed and a friends-only feed, where Elevens from different users are displayed.

From here, each user can rate other people's Elevens and explanations and join the 'comments' threads.

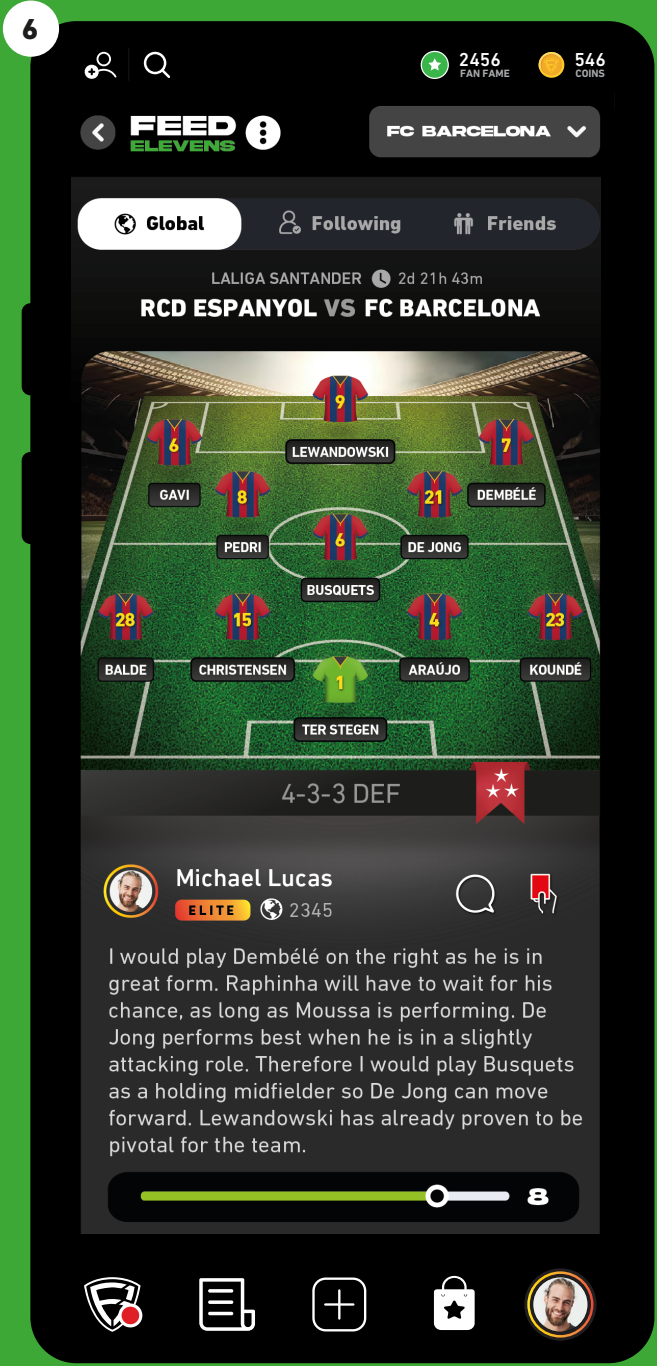
The ratings users receive (a score from 1 to 11) all add up to the Fan Fame points.

Users will obtain a status within the application based on Fan Fame. The 5 status levels are: **Level 1:** Supporter, **Level 2:** Fan, **Level 3:** Fanatic, **Level 4:** Expert **Level 5:** Elite. Each level will open up new rewards (from discounts to gifts).

7

When a user's My Eleven coincides with the Eleven made up of the most-voted players across all users, they'll earn Coins.

These coins can be exchanged for upgraded visuals in the in-app store.



THE FANS ELEVEN APP

FEED STATEMENTS

8

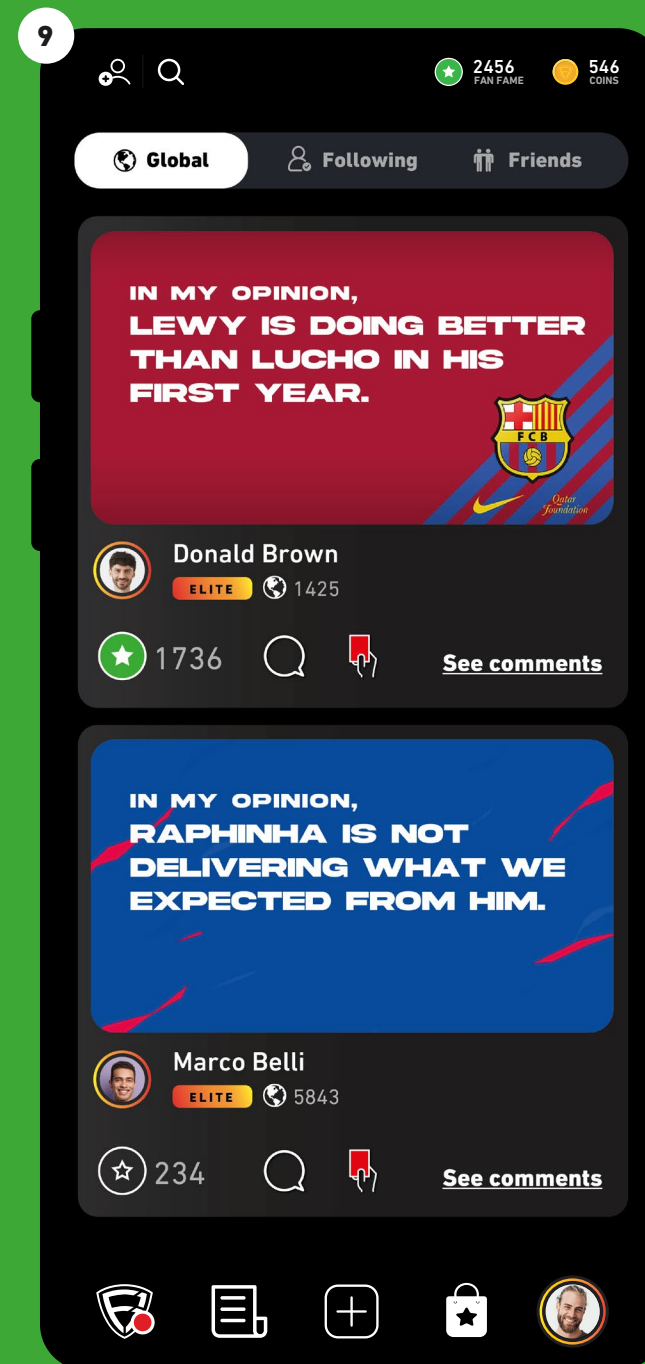
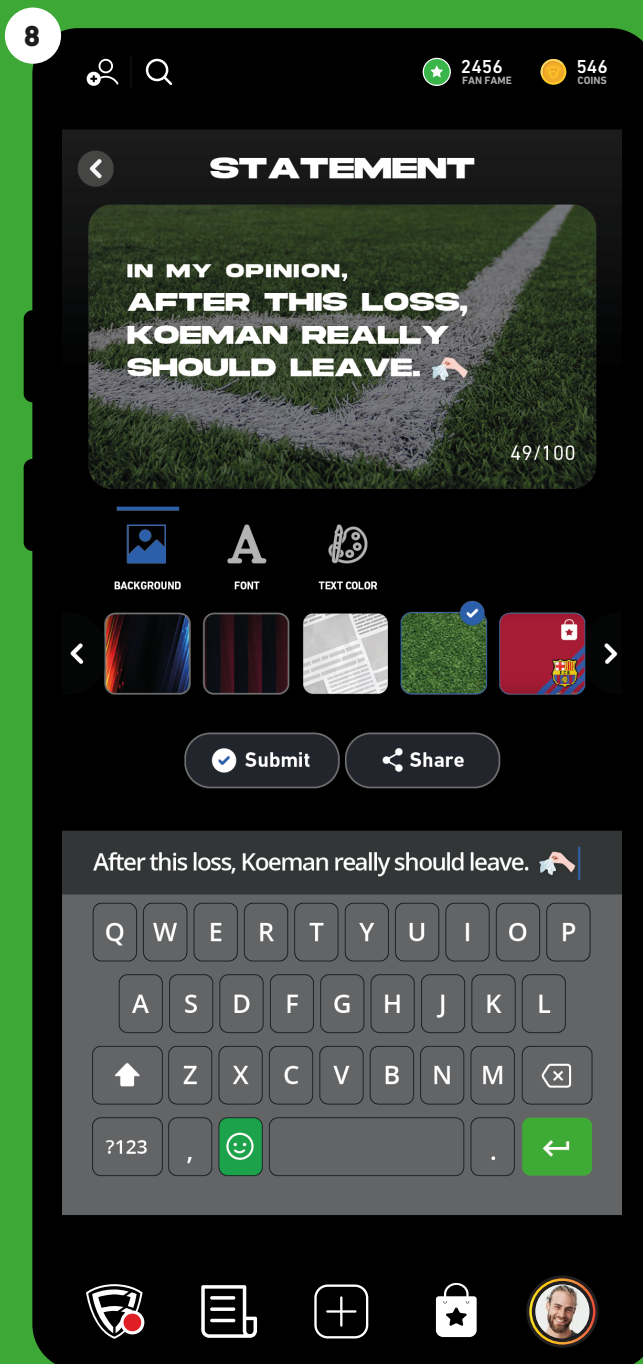
Between matchdays, users can post opinions, known as Daily Statements, about their club. Free users get one statement per day, and premium users get two.

This feature draws from Twitter (X), and is designed to generate more engagement as fans share and debate their opinions on matters surrounding their team.

9

Like the My Elevens, these Statements will then appear in other users' feeds, where users can agree with a statement – resulting in more Fan Fame points for users with more 'agree' interactions.

Users can also report Statements for being abusive or non-club-related by tapping the red card icon – and those statements will then go to the moderators. Users can be docked Fan Fame points or have their account suspended if etiquette rules are breached.



THE FANS ELEVEN APP

FEED VIDEOS

10

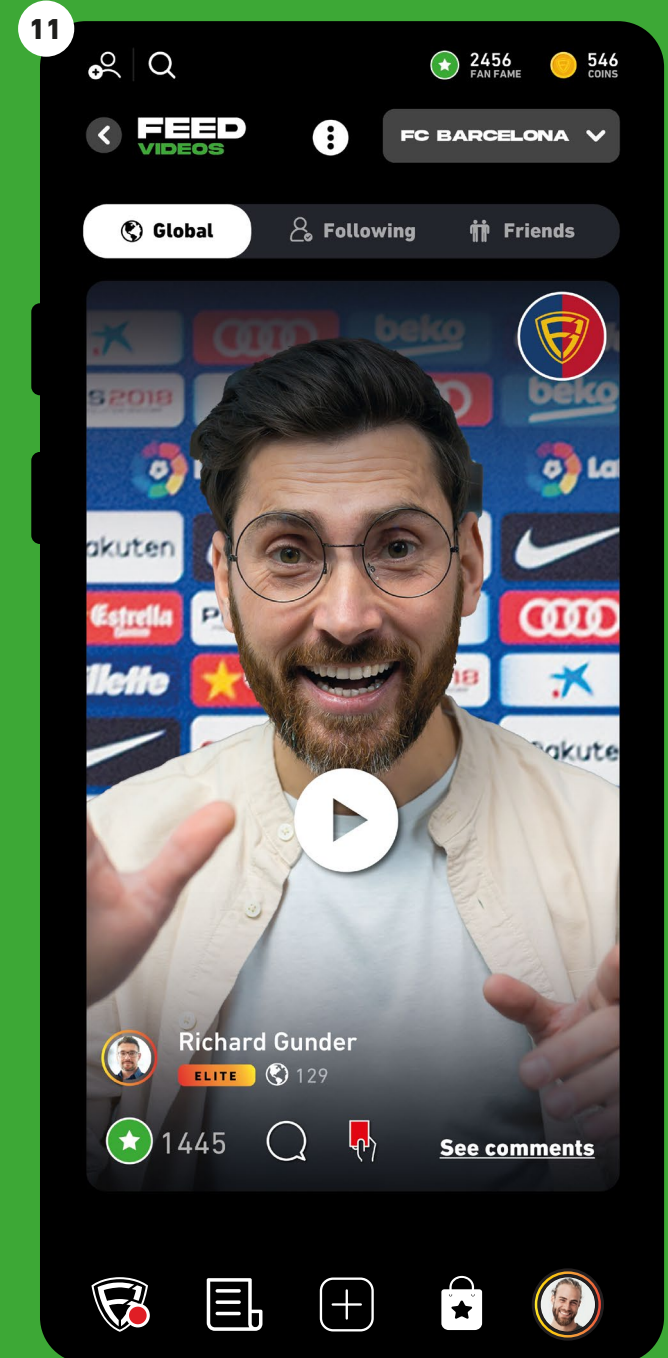
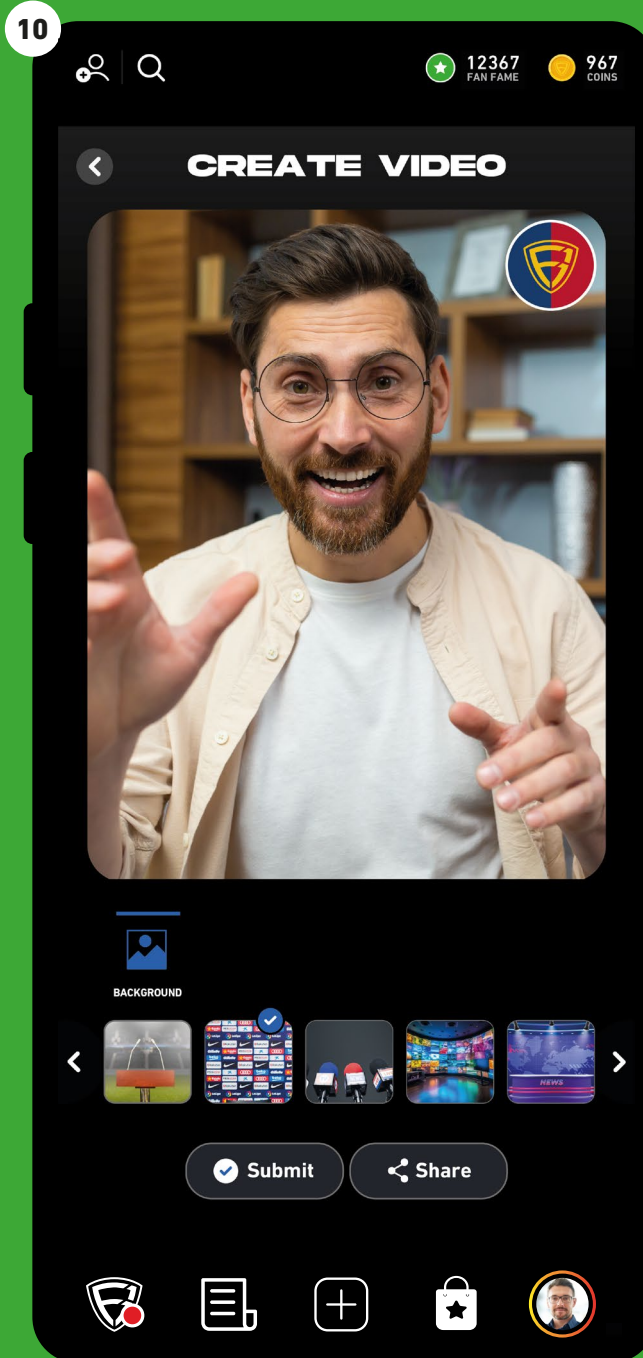
Once per day, users can post a video reel.

Similar to TikTok, the videos will have a limited length (30 seconds).

The background of the video can be customised according to the visuals the user has available. Free users will only get access to limited backgrounds as premium users may choose from a variety of backgrounds, like a football press conference setting or appearing as a pundit in a tv studio.

11

Videos will appear in other users' feeds, where users can agree with the opinion expressed in the video, again totting up the Fan Fame points.



THE FANS ELEVEN APP

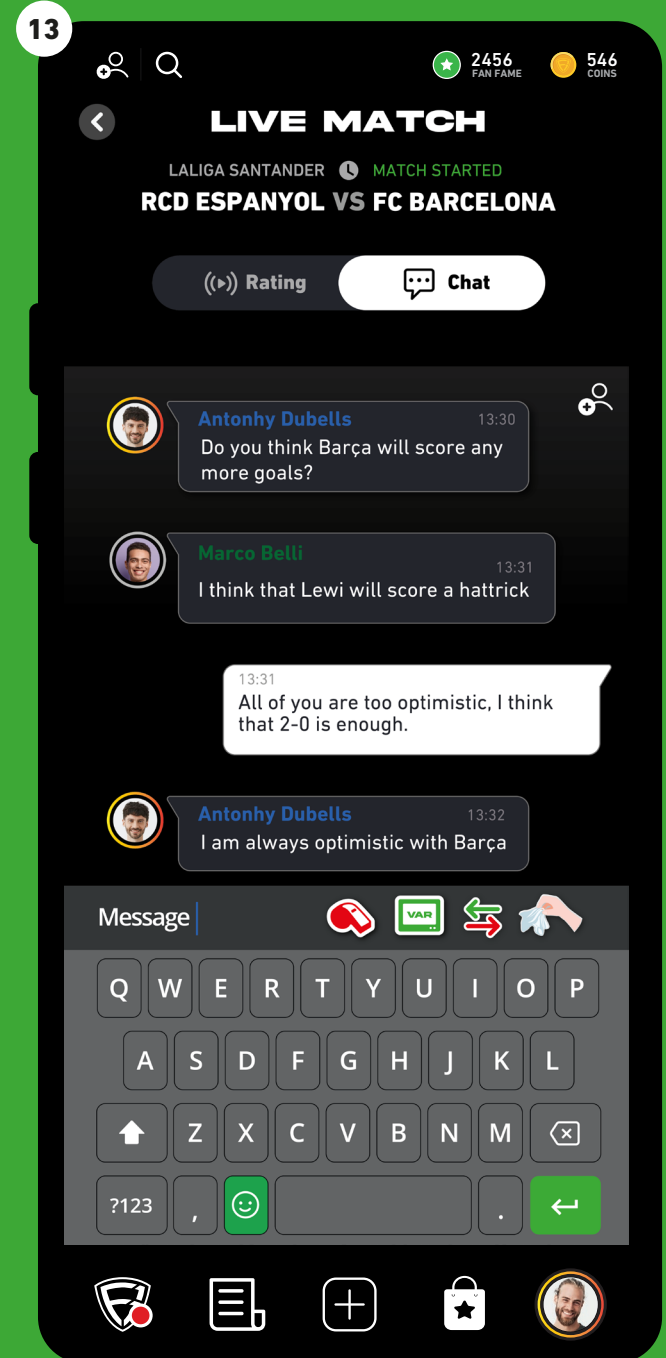
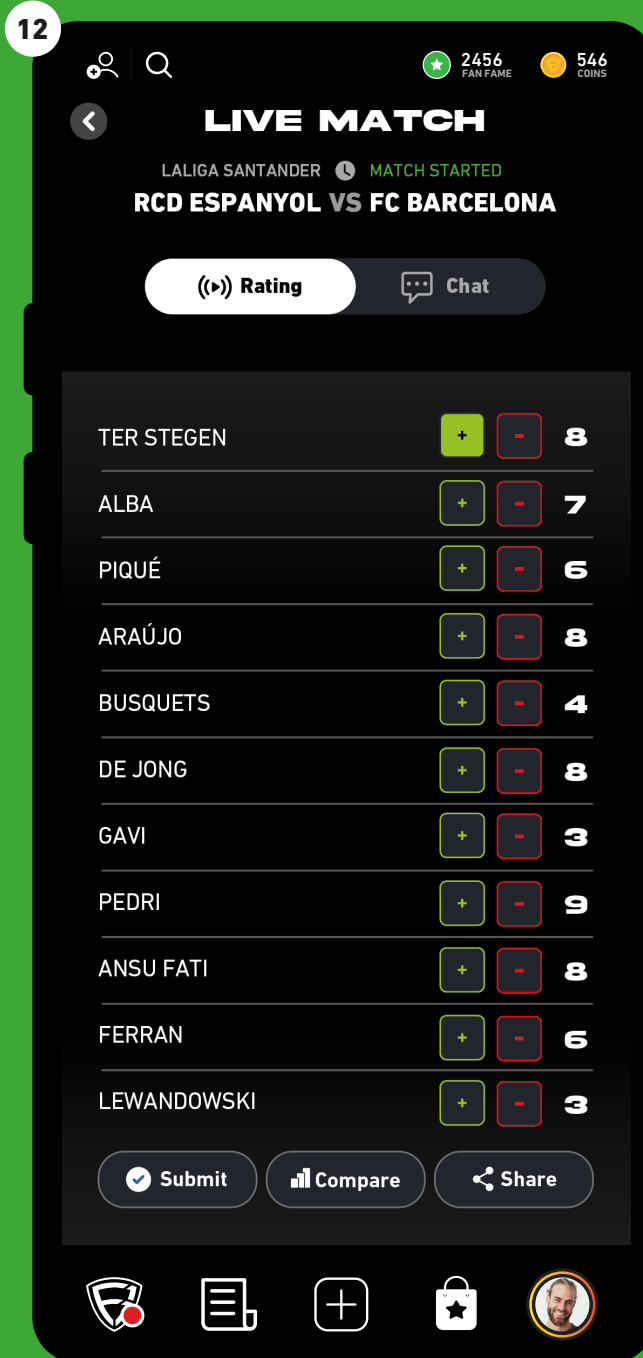
LIVE MATCH RATING & CHAT

12

While matches are happening, users can rate each player in real time – with every pass, shot or tackle.

13

During matches, the chat feature will allow users to discuss events in the game. This WhatsApp-like feature will have special football-related emojis to give users added value.



THE FANS ELEVEN APP SHOP

14

The overall Fans' Rating will be published half an hour after the match, and if the user's rating coincides with the overall fans' rating for any given player, they'll earn Coins.

15

Free users start off with limited visuals and can exchange their earned coins for upgraded visuals in the Shop section. Premium users will have a wider range of visuals to their disposal.

Users who do not want to wait until they have collected enough coins can purchase visuals individually.

14

COMPARISON

Global Friends

LALIGA SANTANDER MATCH FINISHED

RCD ESPANYOL VS FC BARCELONA

The eleven most rated players.

MY RATING	FANS RATING
TER STEGEN 8	TER STEGEN 9 5 ●
ALBA 7	ALBA 5
PIQUÉ 6	PIQUÉ 6 10 ●
ARAÚJO 8	ARAÚJO 9 5 ●
SERGI ROBERTO 4	SERGI ROBERTO 4 10 ●
DE JONG 8	DE JONG 6
PEDRI 3	PEDRI 6
GAVI 9	GAVI 9 10 ●
FERRAN 8	ANSU FATI 6
LEWANDOWSKI 6	LEWANDOWSKI 7 5 ●
RAPHINHA 3	RAPHINHA 6

45 ● Collect

15

SHOP

FC BARCELONA

Elevens Statements Videos

FCB HOME KIT

1000 ● 0,99€

FCB THIRD KIT

2500 ● 0,99€

FCB AWAY KIT

5000 ● 1,49€

FCB PLAYER PICTURES

9,99€

SPECIAL OFFERS

PITCH NATURAL GRASS

500 ● 0,49€

PITCH FCB PITCH

500 ● 0,49€



GLOBAL AWARDS

END OF SEASON VOTING WORLD TEAM AND WORLD PLAYER OF THE SEASON

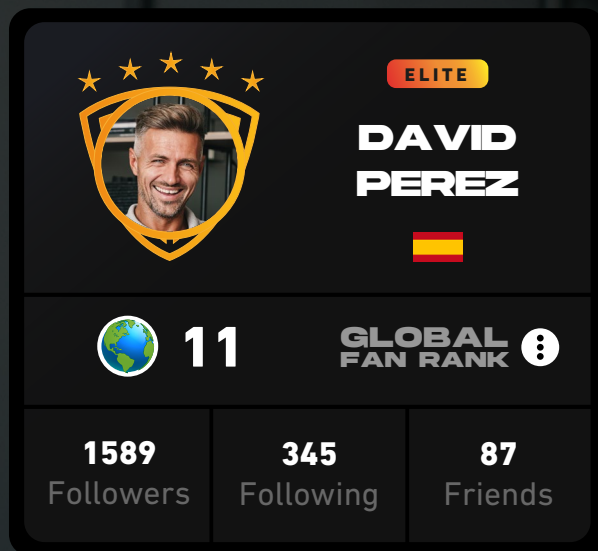
At the end of each season, the app will automatically generate the top five players of each club who were the most voted during the season, based on picks in My Elevens and thus taking injuries and suspensions into account. (Goalkeepers have their own separate category).

These top five players per club will automatically be shortlisted and nominated for an overall World Team of the Season and World Player of the Season vote.

The World Team of the Season and World Player of the Season vote combines all clubs.

Only Premium users are allowed to pick their World Team and World Player of the Season.

The voting system is 100% fan fueled, as it is based on the picks in My Elevens during the entire season. The voting system therefore can be considered the most democratic way to reach fan choice awards for the team and player of the season.





ELITE

DAVID PEREZ




11

GLOBAL FAN RANK ⓘ

1589 Followers	345 Following	87 Friends
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NUMBER ONE FAN

FAN OF THE MATCH / MONTH / SEASON

The users who earn the most Fan Fame will be nominated as Fan of the Match or Fan of the Month. These accolades will bring rewards in the app, along with being celebrated in each club's feed.

Having others' success visible in the app should help incentivise other users to keep engaging to earn more Fan Fame themselves. Rewards could

include more Coins, limited Fans Eleven merchandise or unique experiences with their club (once collaboration deals are agreed).

The Fan of the Season will officially be their team's Number One Fan, and will be rewarded with special prizes such as handing over the Player of the Season award to the team's most voted player on the app.

FREE VS PREMIUM BUSINESS MODEL

Fans will be able to choose between a Free or Premium membership. In both cases the app download is free and every fan can share their My Eleven, post daily statements, use the live rating feature and the chat function to push their status within their club.

Premium members have access to more stats, more daily statements and can vote for the World Team of the Season and World Player of the Season.



FUNCTIONALITY

	FREE	(€14.99/YEAR) PREMIUM
MY ELEVEN SHARING	✓	✓
DAILY STATEMENTS	1 PER DAY	2 PER DAY
VIDEO REELS	✓	✓
LIVE MATCH (RATING & CHAT)	✓	✓
ADVERTISEMENTS	✓	✗
ACCESS TO PLAYER STATS	✗	✓
VOTING ELIGIBILITY	✗	✓
DISCOUNTS WITH AFFILIATE PARTNERS	✓	✓

VISUALS

ELEVEN IMAGE PACK 1	✓	✓
ELEVEN IMAGE PACK 2	In-app purchase	✓
ELEVEN 3D IMAGE PACK	In-app purchase	✓
STATEMENT BACKGROUND PACK	In-app purchase	✓
VIDEO BACKGROUND PACK	In-app purchase	✓
LINEUP ANIMATIONS	In-app purchase	✓
OFFICIAL CLUB PACKAGES	In-app purchase	In-app purchase

PHASE BY PHASE

PHASE 1

**ADVERTISEMENT, MEMBERSHIPS
AND IN-APP PURCHASES**

The prime objective after launch of the app is to create a large audience.

The free version of the app would contain all the basic features to ensure full functionality. It would also include advertising, which would help generate revenue through the first phase.

The premium version would allow users upgraded visuals, more daily statements, access to stats - and no adverts. We believe a Freemium model will work because of the extra perks on offer in exchange for a small fee.

On top of this, users will be able to boost their Fan Fame through in-app purchases in the Shop to help their opinion stand out - such as shirts, pitches, background colours, extra fonts, chat options, video backgrounds, etc.

PHASE 2

**INTRODUCE AFFILIATE
PARTNERSHIPS WITH FOOTBALL
CLUBS, BRANDS AND MARKETPLACES**

In this phase, top fans would be rewarded for their engagement. They could win discounts in official club shops, sports merchandise vendors (e.g. Fanatics.com) and NFT marketplaces (e.g. Zilstars.com).

This model would be pitched at a 6% user discount, with a 2% commission for Fans Eleven.

Apart from user discounts, official club packages may be sold (in-app), with 80% revenue for the clubs and a 20% commission for Fans Eleven.

We would also explore direct sponsorships from brands, where logos could be surfaced in places such as the images of the football pitch when selecting/publishing a My Eleven.

PHASE 3

**LEVERAGE BIG DATA
AND AMATEUR CLUB MEMBERSHIPS**

Since Fans Eleven users indicate their favourite club, favourite players and more, the data we collect will have a monetary value once we reach a critical mass of users.

There are many brands or clubs that could make use of information to target users based on their known preferences. These include football clubs, sports media outlets, sports brands, athletes and federations.

Amateur clubs would be able to purchase a membership, enabling them to add their own players and team colours to the platform.

This would bring an even more personalised usage to Fans Eleven with fans being able to talk about their own local amateur club.

GROWTH AND REVENUE OBJECTIVES

PHASE 1

GROWING AN AUDIENCE

During this phase, the revenue stream will be based upon advertising income in the free version, as well as Premium memberships and in-app purchases.

Worldwide, around 14% of all app revenue comes through advertising. 37.8% of all app revenue comes through Premium memberships. 48.2% of global app revenue comes through in-app purchases¹⁰.

Average advertising revenue in a free app is €0.10 per user/year. We believe that Fans Eleven will be able to grow a user base quickly due to its harnessing of proven features, as well as its focus on football. The objective is to reach 10 million users within 5 years, which represents 0.2% of all football fans globally.

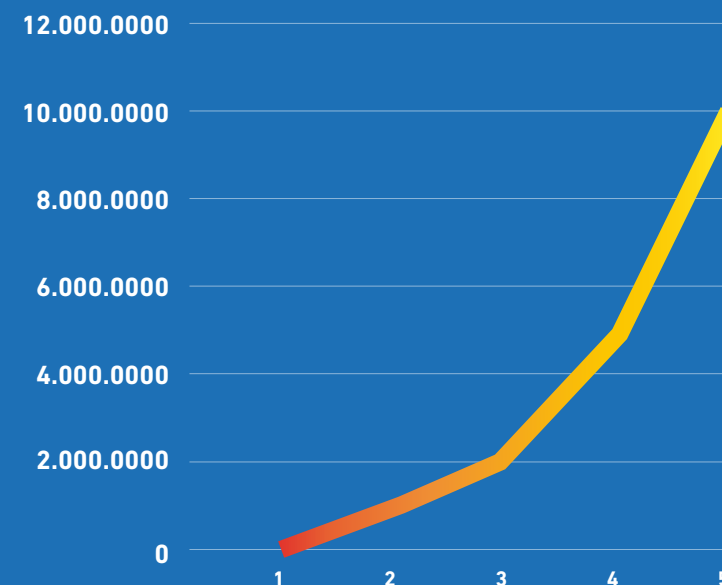
After these initial five years, the user total should still grow exponentially, reaching between 100 and 200 million users in the following five years, similar to successful football manager games like Top Eleven and OMS.

We expect around 85% to 90% of users to use the free version, and our target advertising revenue from the free app is €900,000 after five years.

Given that 37.8% of app revenue comes from Premium memberships, we anticipate our Premium users to generate up to €2.4 million after five years.

Finally, in-app purchases represent 48.2% of app revenue. Following this distribution, we project a revenue of €3.1 million after year five.

EXPECTED USER GROWTH



¹⁰Source: Business of Apps - Guide in App purchases.

GROWTH AND REVENUE OBJECTIVES

PHASE 2

AFFILIATE PARTNERSHIPS

We aim to secure the first affiliate partnership within the first year after launch and to set up partnerships with at least 25 clubs across 6 major leagues. The model we expect to offer is based on a 6% discount for users and a 2% commission for Fans Eleven on all merchandise purchases made with a Fans Eleven discount code in official online stores.

As a reference point, FC Barcelona makes around €200 million per year on club merchandise. We anticipate around 10% of users will use discount codes to purchase club merchandise via the affiliate partnership, with an average spend of €100 per season (given that the newest official shirts are often priced at around €120). With these projections, we aim to generate around €2 million (2%) through affiliate partnerships over the first five years. And the combined revenue

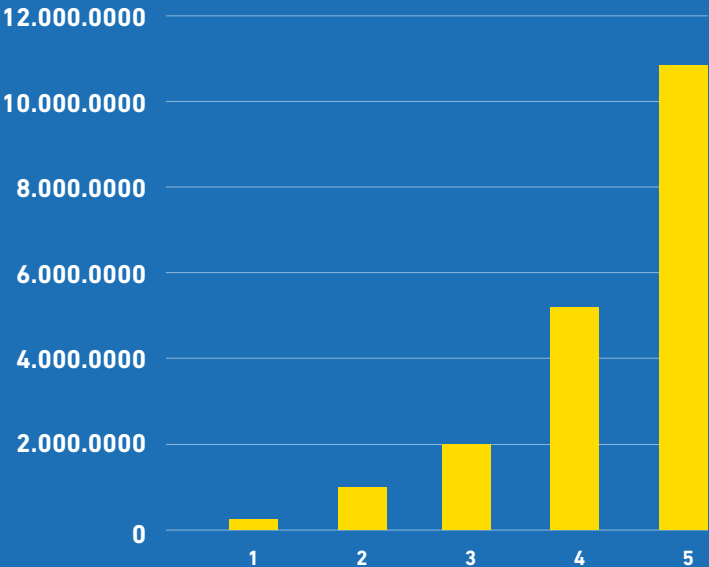
through Fans Eleven users' merchandise purchases for the 25 targeted clubs would total €92 million (92%).

As a part of our affiliate partnerships, we'll offer users official club packages, including official team shirts (with sponsors), player headshots, official club logos, etc. These official packages will be sold for a set price of €9.99.

We predict around 12.5% of users will purchase these packages, off the back of their strong affiliations to their club. This would generate around €2.5 million over five years (20%), with around €10 million (80%) going to the targeted clubs.

The total revenue in the fifth year would reach €10,900,000,- and the accumulated revenue over the first five years would total close to €20 million.

TOTAL REVENUE



MARKET COMPARISON

At Fans Eleven, we're not aiming to compete with mainstream social media apps.

Instead, we're looking to harness users' familiarity with proven features of those apps – and cluster them into a football-focused environment.

	 FACEBOOK	 INSTAGRAM	 TWITTER (X)	 WHATSAPP	 DISCORD	 YOUTUBE	 TWITCH	 TIKTOK	 FANS ELEVEN
FOOTBALL GROUPS	✓	✓	✓	✓	✓	✓	✓	✓	✓
IMAGE FOCUSED	✗	✓	✗	✗	✗	✗	✗	✗	✓
STATEMENT FOCUSED	✗	✗	✓	✗	✗	✗	✗	✗	✓
CHAT FOCUSED	✗	✗	✗	✓	✓	✗	✗	✗	✓
VIDEO FOCUSED	✓	✗	✗	✗	✗	✓	✓	✓	✓
FAN FOLLOWERS	✓	✓	✓	✓	✓	✓	✓	✓	✓
FAN RATING	✗	✗	✗	✗	✗	✗	✗	✗	✓
FOOTBALL FEATURES	✗	✗	✗	✗	✗	✗	✗	✗	✓

OTHER

FOOTBALL FAN ENGAGEMENT APPS

There are some other apps on the market that have broadly similar aims to Fans Eleven. While there are similarities, none has the full range of features available on our app.

FANHUB

FanHub is a fan engagement platform which aims to build a social community of fans, offering several features that overlap with some of Fans Eleven's features. They include a line-up builder (in this case to predict the line-up for the next match, not share your own opinion), and a fan ranking based on how often you use the app and share news on your team.

FANDANGO

Another fan engagement app which features team news posted by club admins. All that content then appears in a feed that mixes various different teams. People can like, comment or share the content and join chat rooms with other fans of the same club – although without any gamification element. Users can play games (Team Builder, Score Predictor and Rate Players), but again, users' performances don't have any impact on their fan profile.

FOOTBALL FAN

A blockchain-based app where fans can earn FanCoin crypto currency by posting videos, photos and articles. It also has an NFT marketplace where fans can redeem their FanCoin. The app contains games, chat rooms, live scores, commentary and stats. It is also a marketplace for sport brands.

SOCIOS.COM

Another blockchain-based app, where fans can purchase a Fan Token of their favourite team. The app focuses on multiple sports and features games with fan leaderboards. Users can also buy Chiliz crypto currency and redeem it for a Fan Token of choice. The Fan Token gives the user a say in real-life matters relating to club decisions, so they aim to give fans a louder voice within the community of their favourite sports teams.

LINEUP11

The most renowned line-up builder to date. Users can build line-ups and share them on social media. Through in-app purchases users can upgrade their shirt and pitch images.

OTHER

FOOTBALL FAN ENGAGEMENT APPS

	 FANHUB	 FANDANGO	 FOOTBALL FAN	 SOCIOS.COM	 LINEUP11	 FANS ELEVEN
CHAT FEED / CHAT ROOM	✗	✓	✓	✗	✗	✓
LINEUP BUILDER	✓	✓	✗	✗	✓	✓
GAMIFIED FEATURES	✓	✓	✗	✓	✗	✓
FAN LEADERBOARDS	✓	✗	✗	✓	✗	✓
PLAYER LEADERBOARDS	✗	✗	✗	✗	✗	✓
FAN TO FAN CONTENT	✗	✓	✓	✗	✗	✓
FAN TO FAN RATING	✗	✗	✗	✗	✗	✓
OPINION BASED FAN RANKING SYSTEM	✗	✗	✗	✗	✗	✓
MAINSTREAM NEWS AND LIVE SCORES	✓	✓	✓	✗	✗	✗
FAN TO FAN FOLLOWERS	✗	✓	✗	✗	✗	✓
LIVE RATING OF PLAYERS	✗	✓	✗	✗	✗	✓
IN-APP PURCHASES SHIRTS AND PITCHES	✗	✗	✗	✗	✓	✓
REWARDS AND ACHIEVEMENTS	✓	✓	✓	✓	✗	✓
MARKETPLACE FOR SPORTS BRANDS	✗	✗	✓	✓	✗	✓
BLOCKCHAIN TECHNOLOGY	✗	✗	✓	✓	✗	🔄
VOTING SYSTEM FOR BEST PLAYERS / TEAM	✗	✗	✗	✗	✗	✓
AMOUNT OF DOWNLOADS	60.000+	50.000+	100.000+	1.000.000+	1.500.000+	TBA
AVAILABLE SINCE	2021	2021	2019	2019	2019	2024

*Fans Eleven is not mainstream media focused because it does not add to the uniqueness of the app, as hundreds of football related news apps are already on the market.

**Fans Eleven users will be able to receive rewards based on blockchain technology, once affiliate partnerships with NFT marketplaces have been established.

DEVELOPMENT STEPS

To reach its goals the Fans Eleven project is based on 6 development steps:



DEVELOPMENT OF A MVP



SECURE A FOOTBALL AMBASSADOR



BUILD OUT TO A FULLY FUNCTIONAL APP AND MARKETING



COLLABORATE WITH FOOTBALL CLUBS



UPSCALE TO MORE CLUBS, LEAGUES AND NATIONAL TEAMS



UPSCALE TO OTHER SPORTS

The first step is the creation of a Minimum Viable Product (MVP). The app will be built for either one club (most likely FC Barcelona) or one league (LaLiga and/or Premier League) with the minimum functionalities needed to start creating an audience. Among those features will be the incentivisation offered by the Fan Ranking system. The investment for the MVP phase will be obtained through private investors or crowdfunding.

We'll present the MVP to potential investors to secure the investment needed for the next phase of development, which involves building out all the features. We aim to leverage our existing contacts within the world of elite football to get an ambassador on board. We are confident to secure well-known former footballers as ambassadors or even as investors.

We will use the investment in phase 2 to build a fully functional Fans Eleven app. The marketing, helped by the profile of our football ambassador, will help grow the user base. Marketing will also be done through collaborations with other football media, who are already in the network of Fans Eleven.

A first affiliate partnership will be set up with a football club with a huge fanbase. The first targeted club will be FC Barcelona, as we already have very strong links within the club. Fans Eleven will collaborate by directing their fanbase to the online stores of the club. Also, official 'Club Packages' will be designed to offer fans official purchasable content.

Once the app is fully operational, we plan to upscale to more clubs, leagues and national teams, including the women's game, amateur clubs and lower leagues which have large and passionate fan bases. As football is such a universal sport, the scope for upscaling is almost infinite. The focus of Fans Eleven is to provide all football fans around the world the chance to use the app for their club.

The Fans Eleven concept is applicable to any team sports where there are fans. We could branch out to create Fans Five (Basketball), Fans Eleven (American football), Fans Six (Ice Hockey), Fans Seven (Kings League), Fans Eleven (Crick-et), Fans Fifteen (Rugby)...

PROJECT ROADMAP

2024

APRIL – AUGUST

- Creation of Team Fans Eleven
- App design.

2025

JANUARY – MARCH

- Launch MVP.
- Secure football ambassador.

2025

AUGUST

- Launch full app for the 2025-2026 season.

2026

JANUARY – APRIL

- Investment phase 3:
Upscaling to all 6 leagues.

2029

JANUARY – APRIL

- 25 affiliate partnerships in place.

2024

SEPTEMBER – DECEMBER

- Investment phase 1:
Creation of MVP.

2025

APRIL - JULY

- Investment phase 2:
Creation of fully functional app.

2026

JANUARY

- First affiliate partnership.

2026

AUGUST

- Launch app for the 2026-2027 season in 6 major leagues.
- 5 affiliate partnerships in place.

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WHERE FANS TALK
FOOTBALL