



**FANS
ELEVEN**

INVESTOR DECK

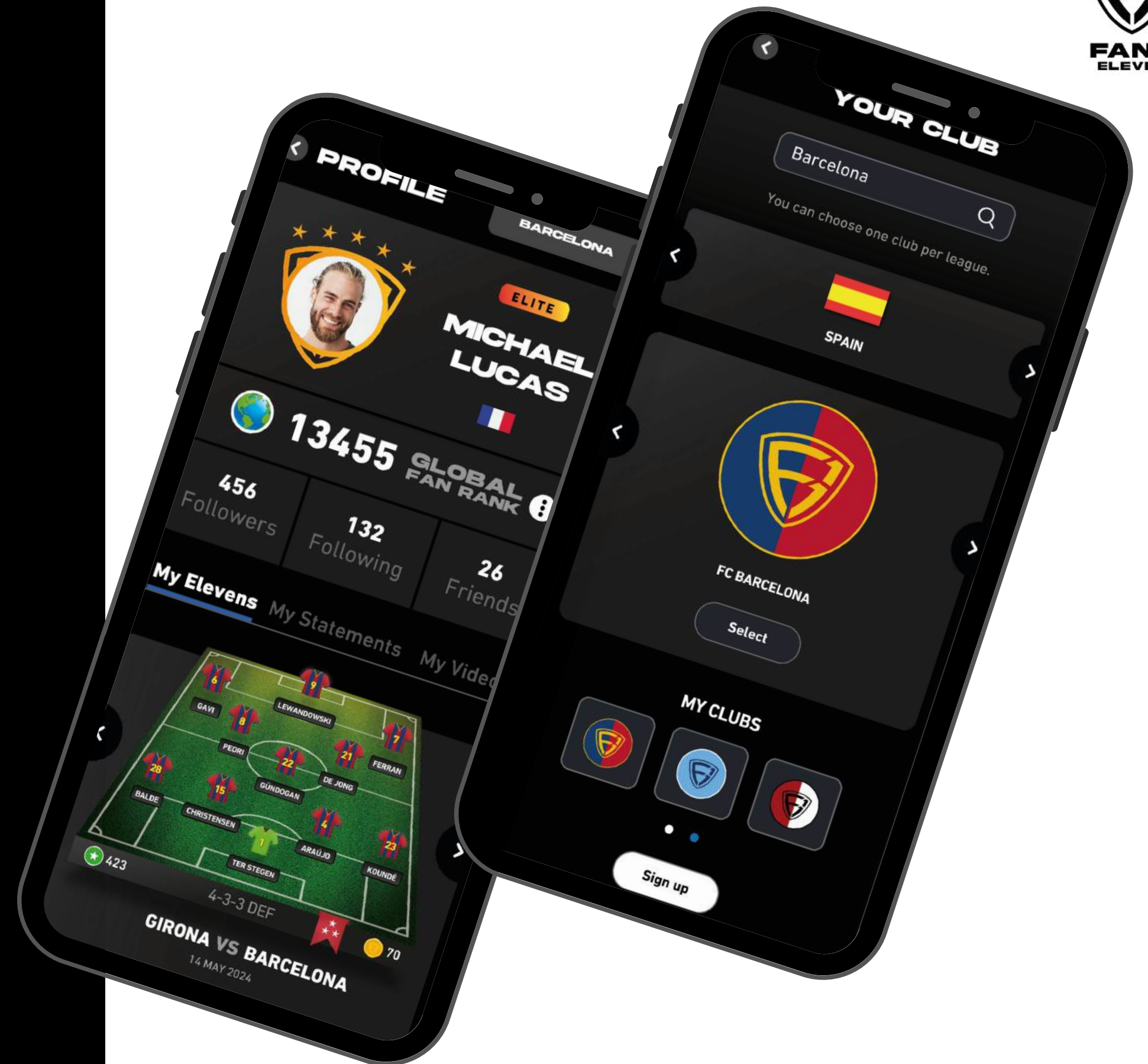
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WHERE FANS TALK
FOOTBALL

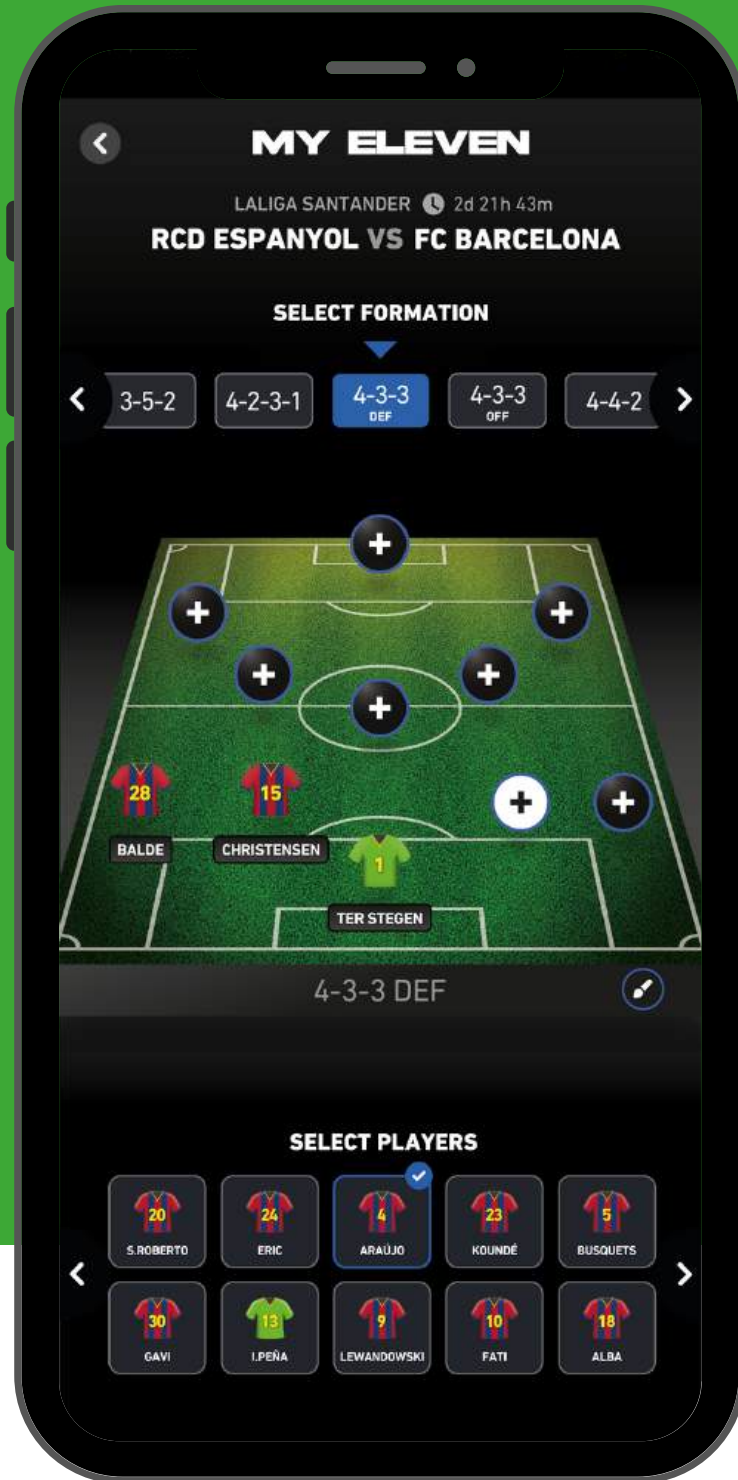
AND GET REWARDED

**MILLIONS OF PEOPLE
TALK AND COMMENT
DAILY ABOUT THEIR
FAVOURITE CLUBS ON
SOCIAL NETWORKS
DESIGNED FOR GENERIC
CONTENT.**

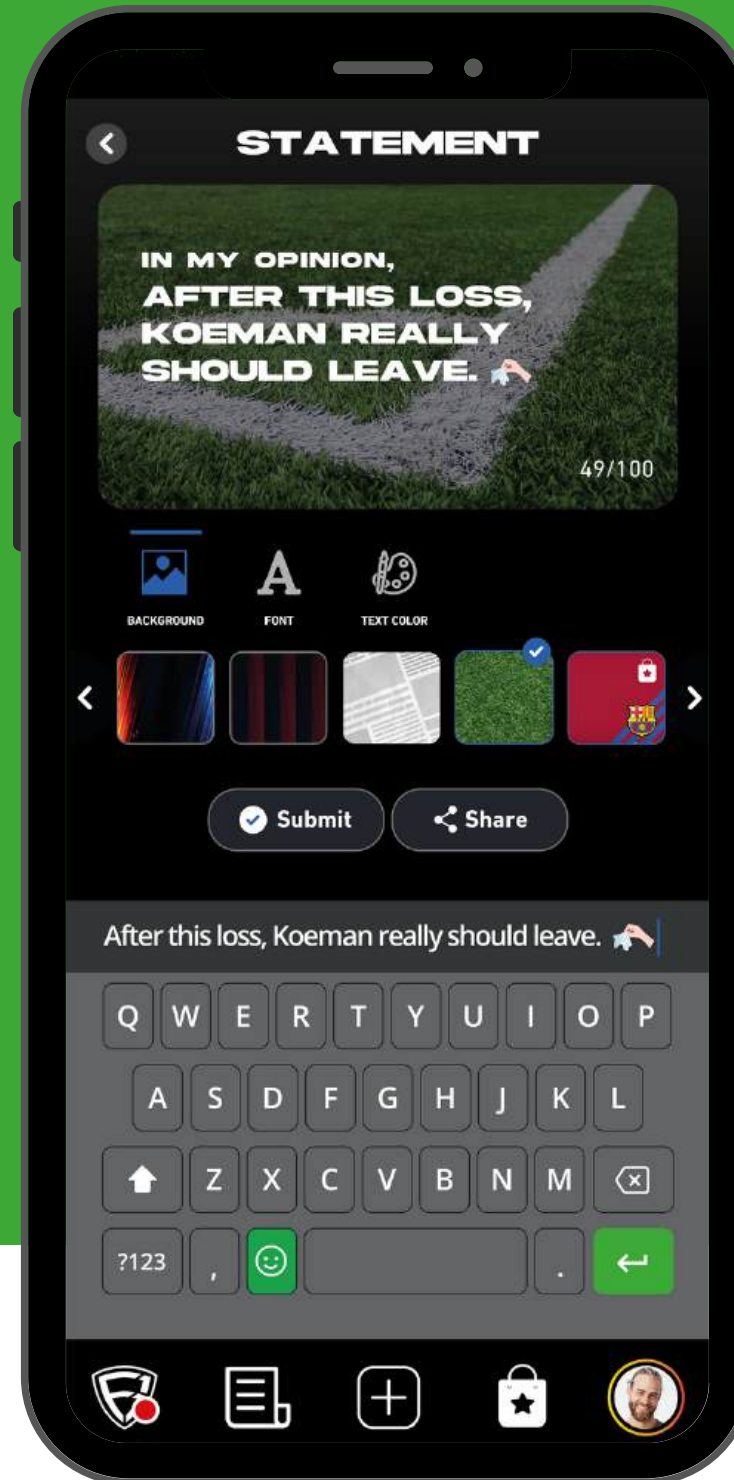
**FANS ELEVEN
ENHANCES THAT
EXPERIENCE BY
OFFERING A
100% FOOTBALL
FOCUSSED OPINION
PLATFORM.**



FOOTBALL FANS PUT THEIR OPINION TO THE TEST...



STARTING ELEVENS

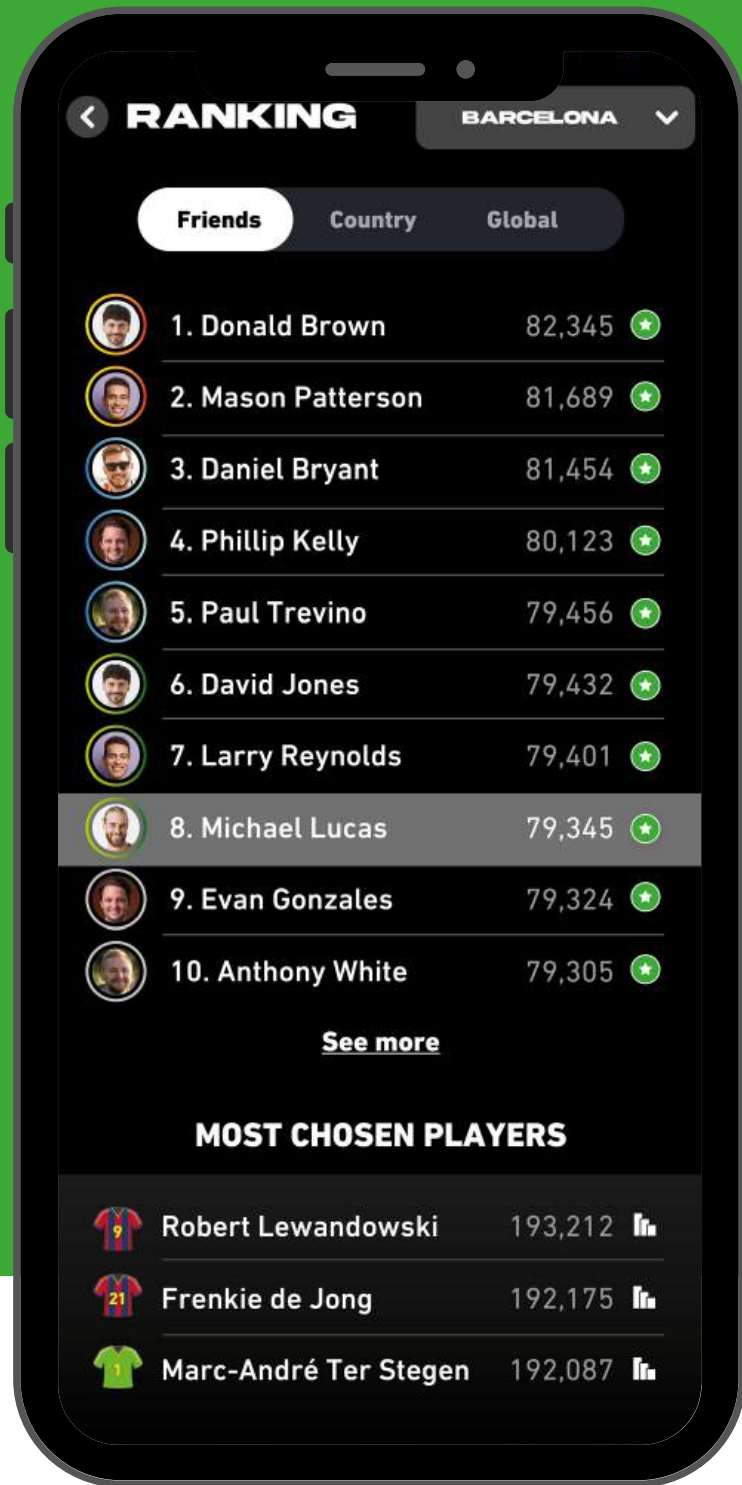


STATEMENTS



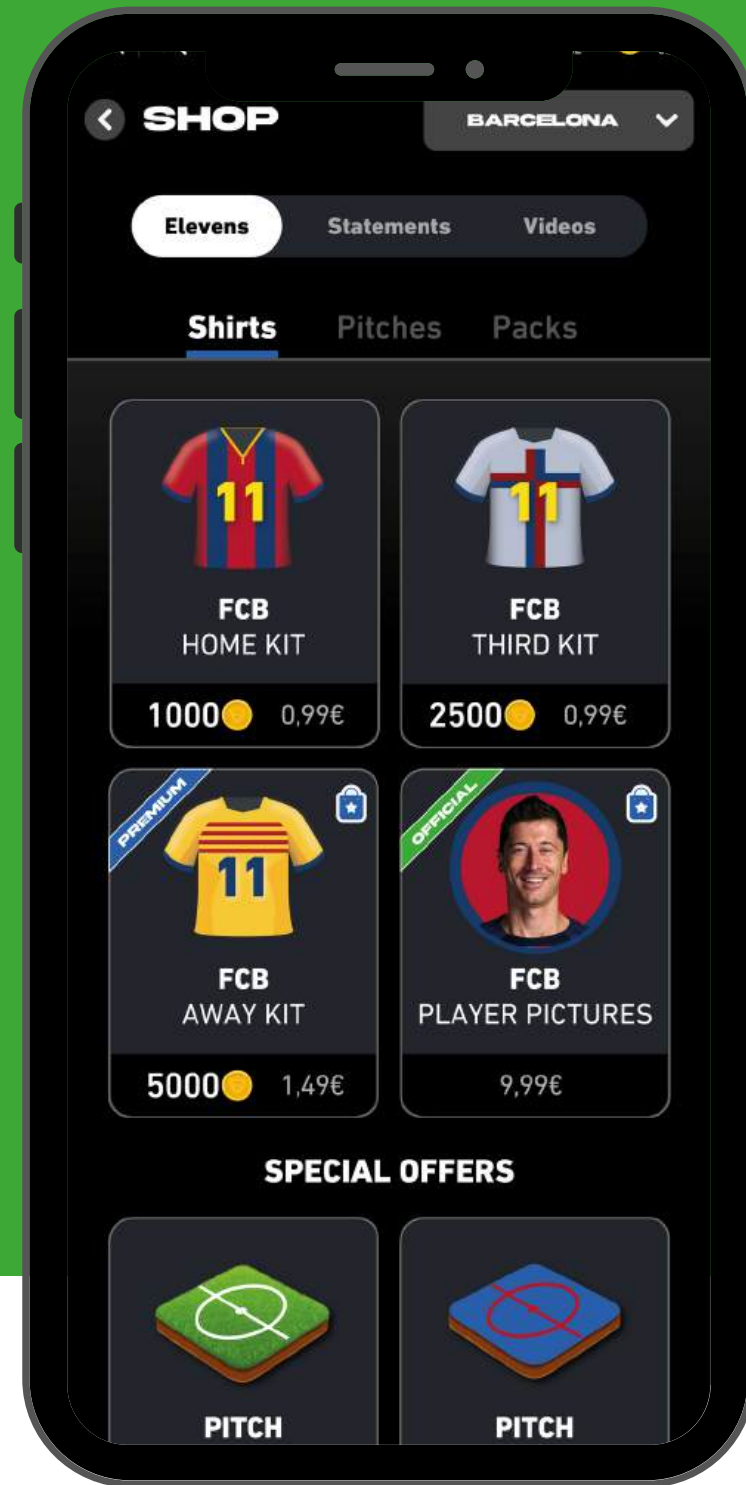
VIDEOS

...AS THEY GROW THEIR STATUS AND INFLUENCE.



RANKING

THE MORE PEOPLE AGREE WITH YOUR OPINIONS, THE MORE YOUR STATUS GROWS



SHOP

IMPROVE YOUR POSTS WITH BETTER VISUALS

THE MARKET

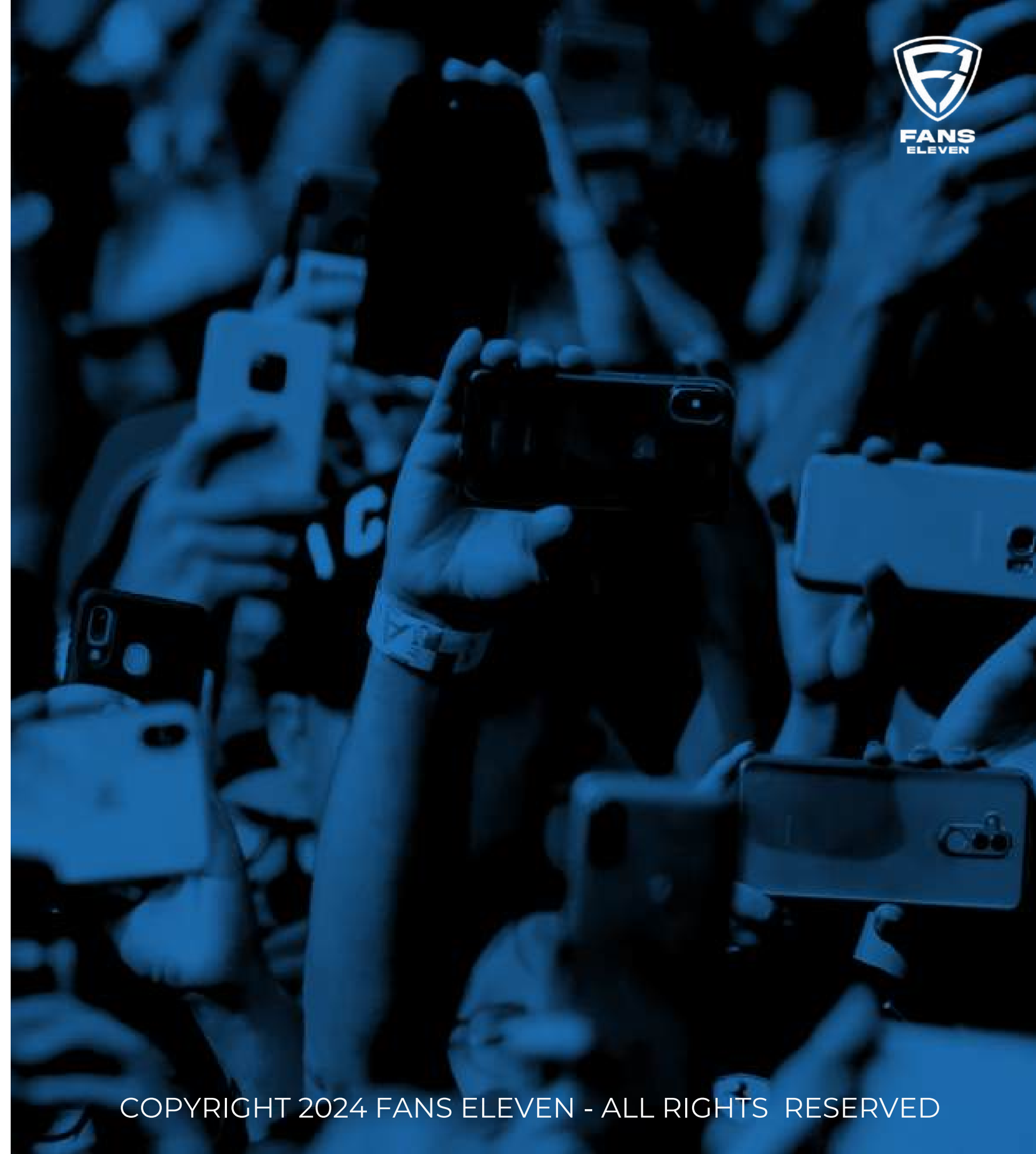
FANS AND TECH

Total football fans worldwide
5 billion

83% of fans use mobile phone to interact

European Football Market Size
€27,6 billion

Global Football Market Size
€50 billion



HOW FANS ELEVEN REVOLUTIONISES SOCIAL MEDIA

PROVEN SOCIAL MEDIA FEATURES

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 football fan's week.

Every single day millions of people talk about their teams on social media platforms that are designed for generic content. Fans Eleven offers the first football specific social media app by integrating the strengths of these generic social media platforms into one football 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 opinion platform of the future.



HOW FANS ELEVEN REVOLUTIONISES SOCIAL MEDIA

PROOF-OF-CONCEPT PHASE

In order to proof our concept, we created a website that allowed fans to select their preferred starting line-up (which we called 'My Eleven') for any match and generate an image, distributed on a football pitch. They could then share that image on existing social media - and let the debates begin!

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.

The results generated by our early website were backed up by a one-month early-bird interest campaign for the Fans Eleven app, during July 2024, which resulted in **6.300 pre-subscribers**.

50K
VISITORS

160K
PAGE VIEWS

16K
MY ELEVENS
CREATED

17K
FACEBOOK
FOLLOWERS

8K
TWITTER (X)
FOLLOWERS

30K
INSTAGRAM
FOLLOWERS

WHERE ARE WE NOW?

AND WHAT DO WE NEED?

DONE

MAY 2024:

CONSTITUTION FANS ELEVEN S.L.

SEPTEMBER 2024:

TECH PARTNER AGREEMENT
WITH BROTHAPPS S.L., FOR
EQUITY.

FEBRUARY 2025:

FIRST VERSION OF APP READY
TO BE LAUNCHED IN APP STORE
AND GOOGLE PLAY.

NECESITIES

RUNNING COSTS FIRST YEAR

ONLINE MARKETING

ADD FREEMIUM MEMBERSHIP

BUG-FIXING

ADD FEATURES

USER FEEDBACK

LOOKING FOR PRE-SEED

150K

PRE-MONEY VALUATION: 1M

NEXT STEPS

MID MARCH - JUNE 2025:

APP IN STORES, COMMUNITY
GROWTH

MAY - JULY 2025:

FREEMIUM MEMBERSHIP

AUGUST - SEPTEMBER 2025:

EXPAND REACH BY:

- MORE TEAMS
- MORE LEAGUES
- STATEMENT FEATURE
- LIVE MATCH CHAT

JANUARY 2026: SEED ROUND

1M

PHASE BY PHASE BUSINESS MODELS



PHASE 1

ADVERTISEMENT, MEMBERSHIPS, IN-APP PURCHASES

The free version of the app would contain all the basic features to ensure full functionality. It would also include advertising.

The premium version would allow users access to more clubs, to more visuals and more daily statements, access to stats - and no advertisements.

Users will be able to boost their Fan Fame through in-app purchases in the in-app store to help their opinion stand out - such as shirts, pitches, lines, background colours, etc.

PHASE 2

AFFILIATE PARTNERSHIPS WITH FOOTBALL CLUBS, BRANDS AND MARKETPLACES

Top fans would be rewarded for their engagement. They could win discounts in official club shops, sports merchandise vendors and NFT marketplaces.

This model will 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.

PHASE 3

LEVERAGE BIG DATA AND AMATEUR CLUB MEMBERSHIPS

The data we collect about user preferences for clubs and players will have a monetary value once we reach a critical mass of users.

Brands or clubs can make use of information to target users based on their known preferences. These include football clubs, sports media outlets and sports brands.

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

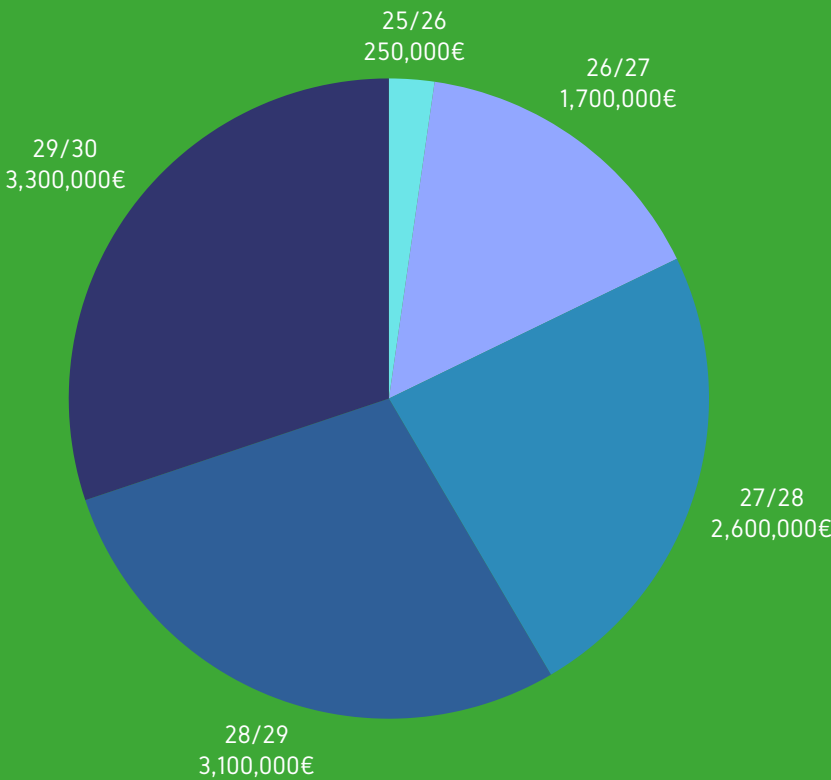
MONETISATION

PER BUSINESS MODEL



PHASE 1

ADVERTISEMENT, MEMBERSHIPS,
IN-APP PURCHASES

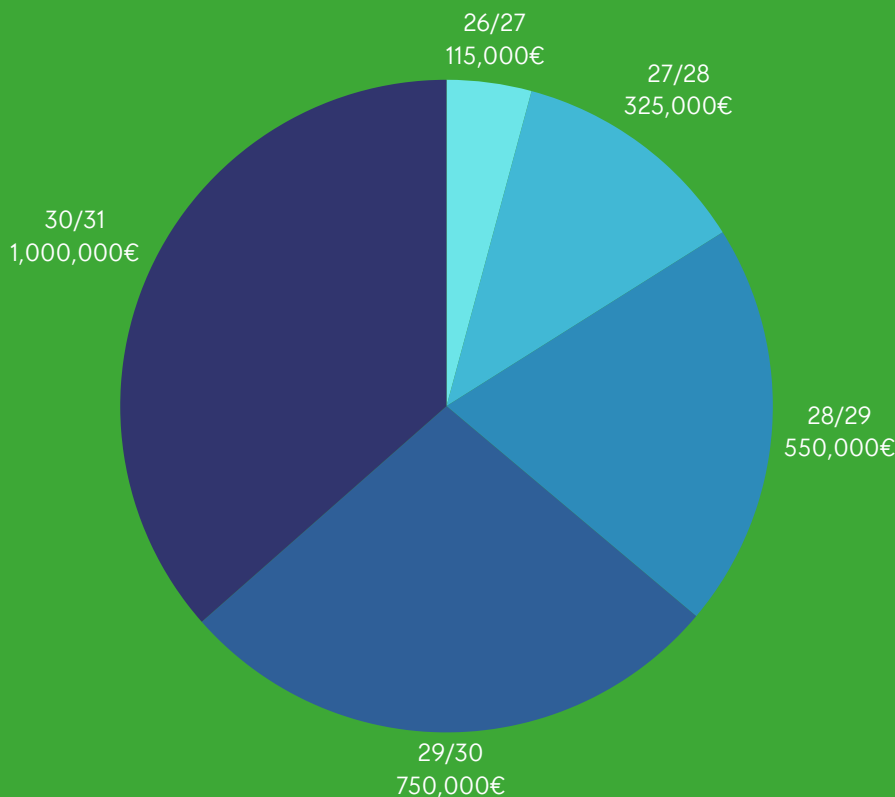


11M€

Accumulated revenue over 5 seasons

PHASE 2

AFFILIATE PARTNERSHIPS WITH
FOOTBALL CLUBS, BRANDS AND
MARKETPLACES

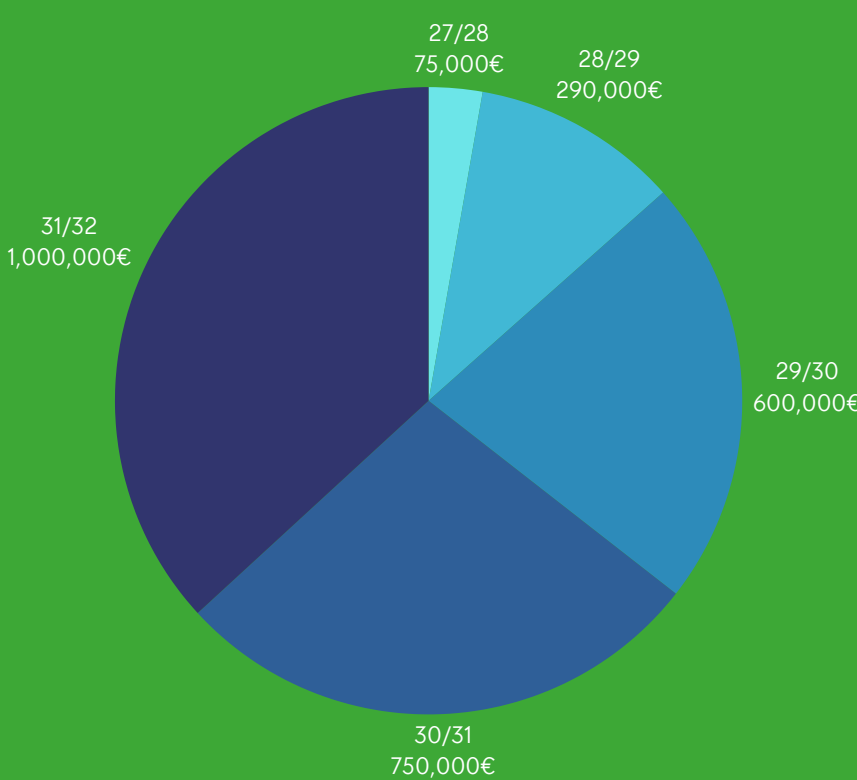


2,75M€

Accumulated revenue over 5 seasons

PHASE 3

LEVERAGE BIG DATA AND
AMATEUR CLUB MEMBERSHIPS



2,8M€

Accumulated revenue over 5 seasons

USER GROWTH



SEASON
2025
2026

300K users

SOFT LAUNCH SEASON - ONLINE MARKETING

SEASON
2026
2027

2M users

GLOBAL LAUNCH SEASON - GLOBAL AMBASSADORS (MALE AND FEMALE)
DURING FIFA WORLD CUP 2026

SEASON
2027
2028

4,5M users

FANS ELEVEN **INVESTOR DECK**

SEASON
2028
2029

7,5M users

SEASON
2029
2030

11M users

SEASON
2034
2035

25M users

0,5% OF WORLDWIDE FOOTBALL FANS

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FINANCIAL PROSPECTIVE



| | 2025/2026 | 2026/2027 | 2027/2028 | 2028/2029 | 2029/2030 |
|---------------------------|-----------|-----------|-----------|-----------|-----------|
| GROWTH | | | | | |
| NEW USERS | +300K | +1,7M | +2,5M | +3M | +3M |
| INCOMES | | | | | |
| APP SALES | 250K€ | 1,7M€ | 2,6M€ | 3,1M€ | 3,3M€ |
| AFFILIATE PARTNERSHIPS | 0€ | 115K€ | 325K€ | 550K€ | 750K€ |
| AMATEUR CLUBS | 0€ | 0€ | 75K€ | 290K€ | 300K€ |
| VARIABLE COSTS | | | | | |
| BUILD | 100K€ | 20K€ | 20K€ | 20K€ | 20K€ |
| LICENSING | 120K€ | 140K€ | 300K€ | 600K€ | 750K€ |
| APP SERVICES | 70K€ | 500K€ | 700K€ | 900K€ | 1M€ |
| FIXED COSTS | | | | | |
| PERSONNEL | 110K€ | 550K€ | 600K€ | 660K€ | 750K€ |
| MARKETING | 120K€ | 1M€ | 270K€ | 380K€ | 360K€ |
| INSURANCES | 6K€ | 25K€ | 60K€ | 96K€ | 120K€ |
| OTHER COSTS | 30K€ | 60K€ | 100K€ | 200K€ | 200K€ |
| FANS ELEVEN INVESTOR DECK | | | | | |
| | | | | | |

DEVELOPMENT STEPS AND SCALABILITY



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 the product. A MVP will be built covering 60 teams, focussing on the starting lineup feature, and on community building (free use of the app).

During the 2025/2026 season the app will be completed with all features, and freemium business model.

In the build up to the 2026/2027 season, a male and female football ambassador will be connected to the project, through our extensive network in the international football world.

Prepare the app for the 2026 FIFA World Cup.

Once the app is fully operational we will generate traction through a global marketing campaign, starting at the beginning of the 2026/2027 season, with the FIFA World Cup 2026.

More leagues will be added and affiliate partnerships will be set up with football clubs and brands with a huge fanbase. The first targeted club will be FC Barcelona, as we already have very strong links within the club.

We plan to upscale to even more clubs, leagues and national teams, the women's game, amateur clubs and lower leagues which have large and passionate fan bases, with the goal to be the leading global social media platform for football talk.

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 (Cricket), Fans Fifteen (Rugby).

TEAM



**SANDER
WAARE** 

FOUNDER & CEO

Fans Eleven was founded by Sander, who developed the concept from the initial idea into the full-circle football fan social media project it has become.

Sander has over 18 years of experience in the Football Industry. He was internationally responsible for the UEFA Charity Award-winning Cruyff Court project for the Johan Cruyff Foundation.

A lifetime filled with a passion for all football competitions and a high-level amateur playing career.

www.fanseleven.com



**PATI
ROURA** 

BUSINESS DEVELOPMENT

Co-founder Pati is the director of the Johan Cruyff Foundation and has been working with Sander for the last 15 years, sharing 8 of those years with the great Johan Cruyff on a daily basis.

Pati is an outstanding networker who knows the Spanish Football world inside out. She holds strong contacts in the Spanish and International Football community. From players and their agents to club presidents and club sponsors.

www.fanseleven.com



**FERRAN
REVENTÓS** 

FULL-STACK DEVELOPER

**JAN
ROURES** 

FRONT-END DEVELOPER

**HERNAN
MATEO** 

FULL-STACK DEVELOPER

The team of Brothapps S.L. is highly experienced in developing social media apps, and apps in the sports industry, having developed projects for LaLiga, MediaPro and DAZN.

As co-founding Tech Partner for the Fans Eleven project it started developing the first version of the app, to be launched in February 2025.

www.brothapps.com

TEAM



**CRISTINA
SÁNCHEZ**



CHIEF OF STAFF

Co-founder Cristina is a serial entrepreneur and MBA graduate. International network in HR and finance.

Adding extra value through her recruitment agency Juno Projects S.L., specialized in Tech.

Also founder of SaaS recruitment tool Equalif.ai

www.junoprojects.com
www.equalif.ai



**JORDI
LLOPART**



ART DIRECTOR

Jordi Llopart is an experienced Art Director with several design accolades to his name.

His design is always one step ahead of what you'd expect, and his visual creativity is of huge importance for the success of Fans Eleven.

www.thedayone.com



**IRENE
BLÁNQUEZ**



VIDEO DIRECTOR

Irene is a highly experienced Video Director, responsible for the video content at Fans Eleven.

With a wide skill set as a movie director and for specific tools as After Effects and Adobe, she makes sure the animations within the project are top-notch.

www.toogood.es



THANK YOU

FANS ELEVEN
T: +34 696768325
www.fanseleven.com