



**FANS
ELEVEN**

INVESTOR DECK

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The
football social media
platform

WHERE FANS TALK
FOOTBALL

AND GET REWARDED

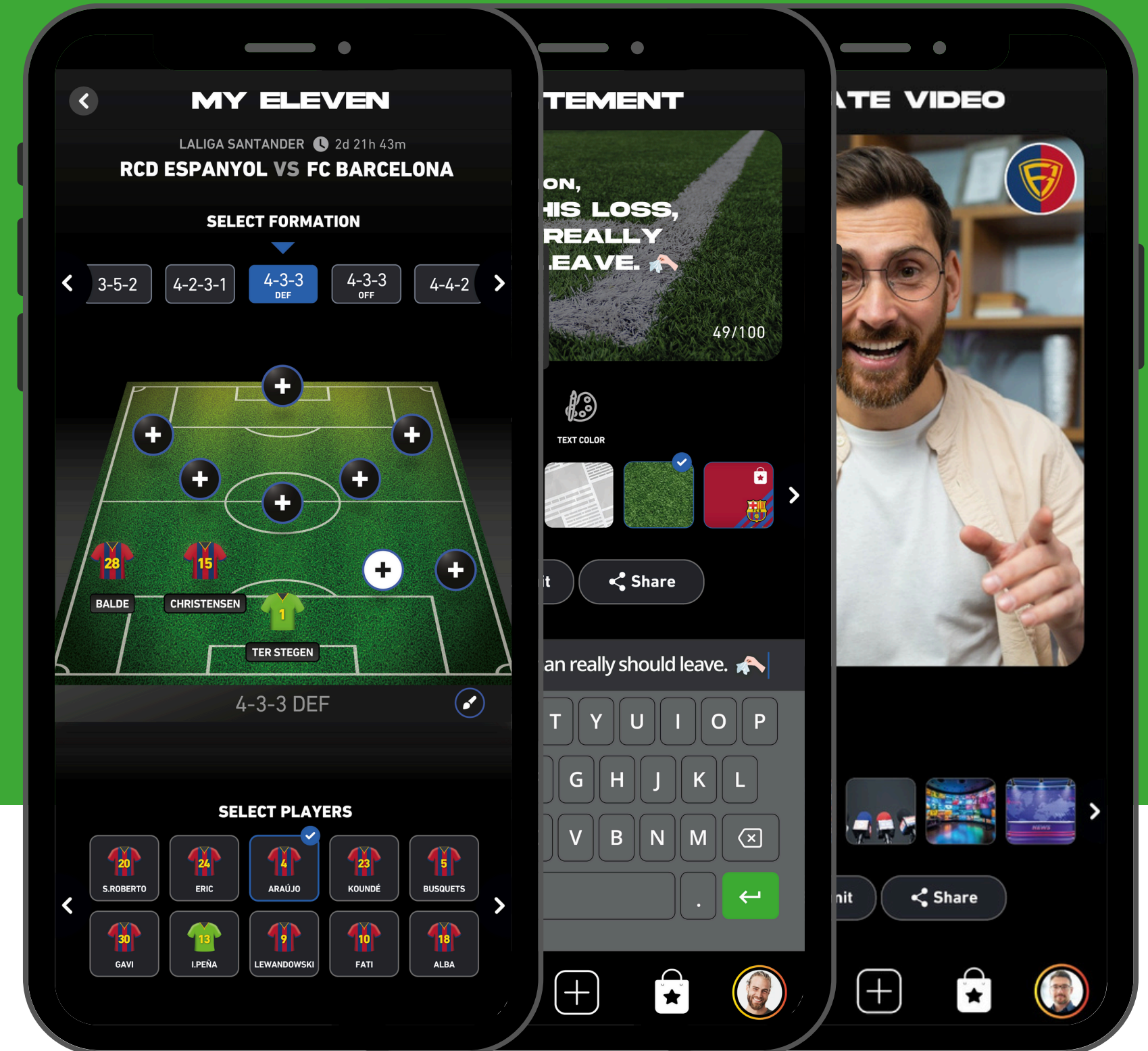


FOOTBALL FANS PUT THEIR
OPINION TO THE TEST..

(THROUGH STARTING LINEUPS,
STATEMENTS & VIDEOS)

..AND BUILD THEIR STATUS
AND INFLUENCE..

..EVERY DAY,
AND EVERY MATCH



RANKING FANS BASED UPON
THEIR OPINION..

(“LIKES” RESULT IN “FAN FAME”)

..MAKING THEM ELIGIBLE
FOR UNIQUE DISCOUNTS
AND FAN EXPERIENCES..

..RELATED TO THEIR
FAVOURITE CLUBS



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 social media 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

HOW FANS ELEVEN REVOLUTIONISES SOCIAL MEDIA

PROOF-OF-CONCEPT PHASE

Our proof-of-concept website was relatively straight forward and lacked a highly designed look and feel, but still yielded good results.

This early phase of the project enabled us to understand where we needed to improve the idea in order to keep engagement high.

To maintain the engagement of users over time the strength of social media needed to be reinforced by rewards and the power of gamification.



Proof-of-concept website (design)

GAMIFIED SOCIAL MEDIA



FAN FAME

Fans get the chance to put their opinions to the test, through lineups, statements, polls and videos. Opinions get rated and valued by other fans, providing each and every fan an influencer ranking within their favourite club.

The ratings users receive (what in other social media can be seen as likes) add up to the Fan Fame points, improving the status or level (Fan, Expert, Elite etc.) of the fan. The **more people agree** with your opinion, the more your **status** will grow.



COINS

When a user's starting lineup coincides with the lineup made up of the most-voted players across all users, they'll earn coins.

Coins can also be earned by inviting your friends to the platform and by engaging with the app on a daily basis.

These Fans Eleven coins can be exchanged for upgraded visuals (like shirts, pitches and backgrounds) in the in-app store.



RANKING THE FANS

Fans will enjoy discounts on club merchandise and exclusive access to unique football experiences.

But mostly they will enjoy the bragging rights over their friends. All fans of the same team can be ranked once and for all, and what better way to rank than based on their opinions.

Anyone may become their team's most influential and number one fan, among their friends, in their city, their country or even worldwide.

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)

SEASON
2027
2028

4,5M users

SEASON
2028
2029

7,5M users

SEASON
2029
2030

11M users

SEASON
2034
2035

25M users

0,5% OF WORLDWIDE FOOTBALL FANS

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 upgraded visuals, more daily statements, access to stats - and no adverts.

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.

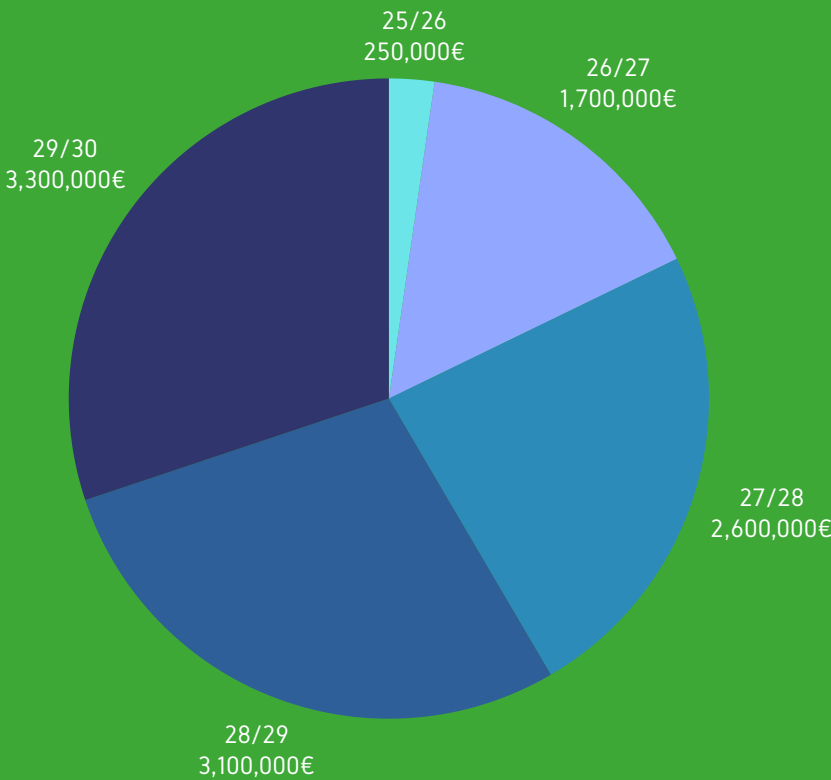
MONETISATION

PER BUSINESS MODEL



PHASE 1

ADVERTISEMENT, MEMBERSHIPS,
IN-APP PURCHASES

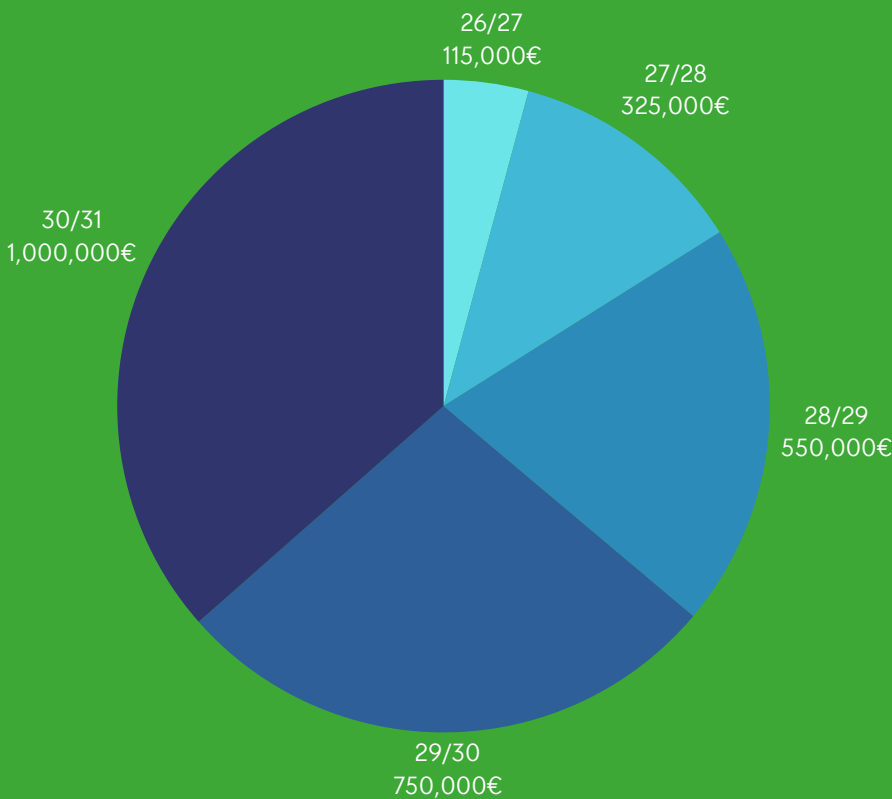


11M€

Accumulated revenue over 5 seasons

PHASE 2

AFFILIATE PARTNERSHIPS WITH
FOOTBALL CLUBS, BRANDS AND
MARKETPLACES

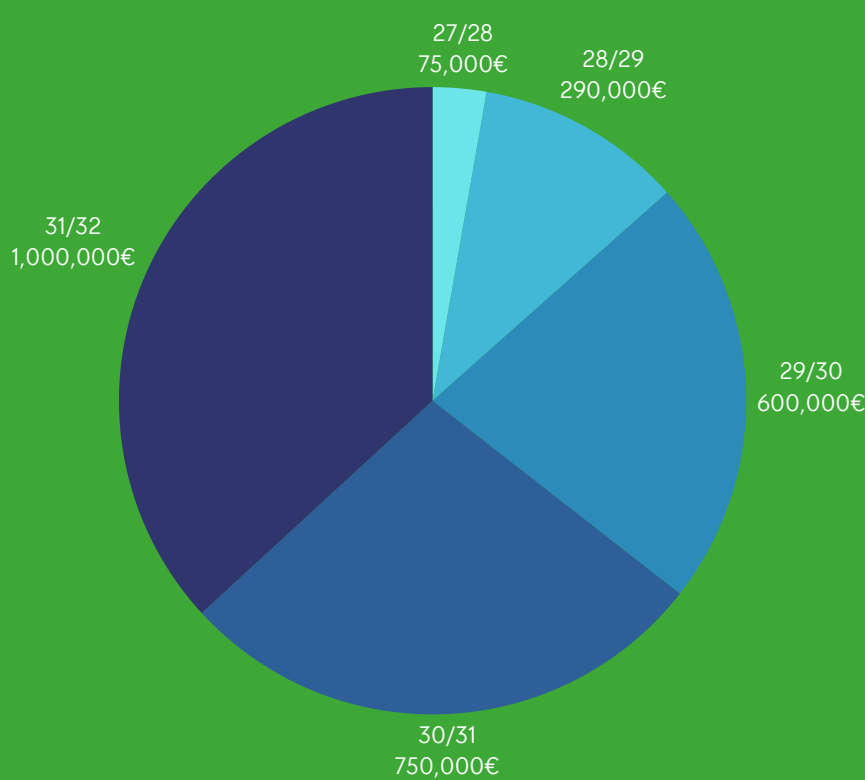


2,75M€

Accumulated revenue over 5 seasons

PHASE 3

LEVERAGE BIG DATA AND
AMATEUR CLUB MEMBERSHIPS



2,8M€

Accumulated revenue over 5 seasons

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					

LOOKING FOR
INVESTMENT



PRE SEED

SEED

SERIES A

100K

2024/2025

500K

2025/2026

1M

2026/2027

NEXT STEPS

MVP DEVELOPMENT
GENERATE TRACTION
ONLINE MARKETING
BETA TESTING

SOFT LAUNCH
FOOTBALL AMBASSADORS
ONLINE MARKETING
UPSCALING TO MORE LEAGUES

GLOBAL LAUNCH
AFFILIATE PARTNERSHIPS
ONLINE MARKETING
NATIONAL TEAMS, WOMEN´S GAME

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 30 top European teams, focussing on the starting lineup feature, and on community building (free use of the app).

During the soft-launch 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.

Once the app is fully operational and bug fixing has taken place, we will generate traction through a global marketing campaign, starting at the beginning of the 2026/2027 season.

More leagues will be added and 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.

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 is internationally responsible for the UEFA Charity Award-winning Cruyff Court project for the Johan Cruyff Foundation.



**PATI
ROURA**

BUSINESS DEVELOPMENT

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.



**FERRAN
REVENTÓS**

FULL-STACK DEVELOPER

**JAN
ROURES**

FRONT-END DEVELOPER

**HERNAN
MATEO**

FULL-STACK DEVELOPER

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

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

TEAM



**CRISTINA
SÁNCHEZ**

CHIEF OF STAFF

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



**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.



**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.



THANK YOU

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