



# 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.



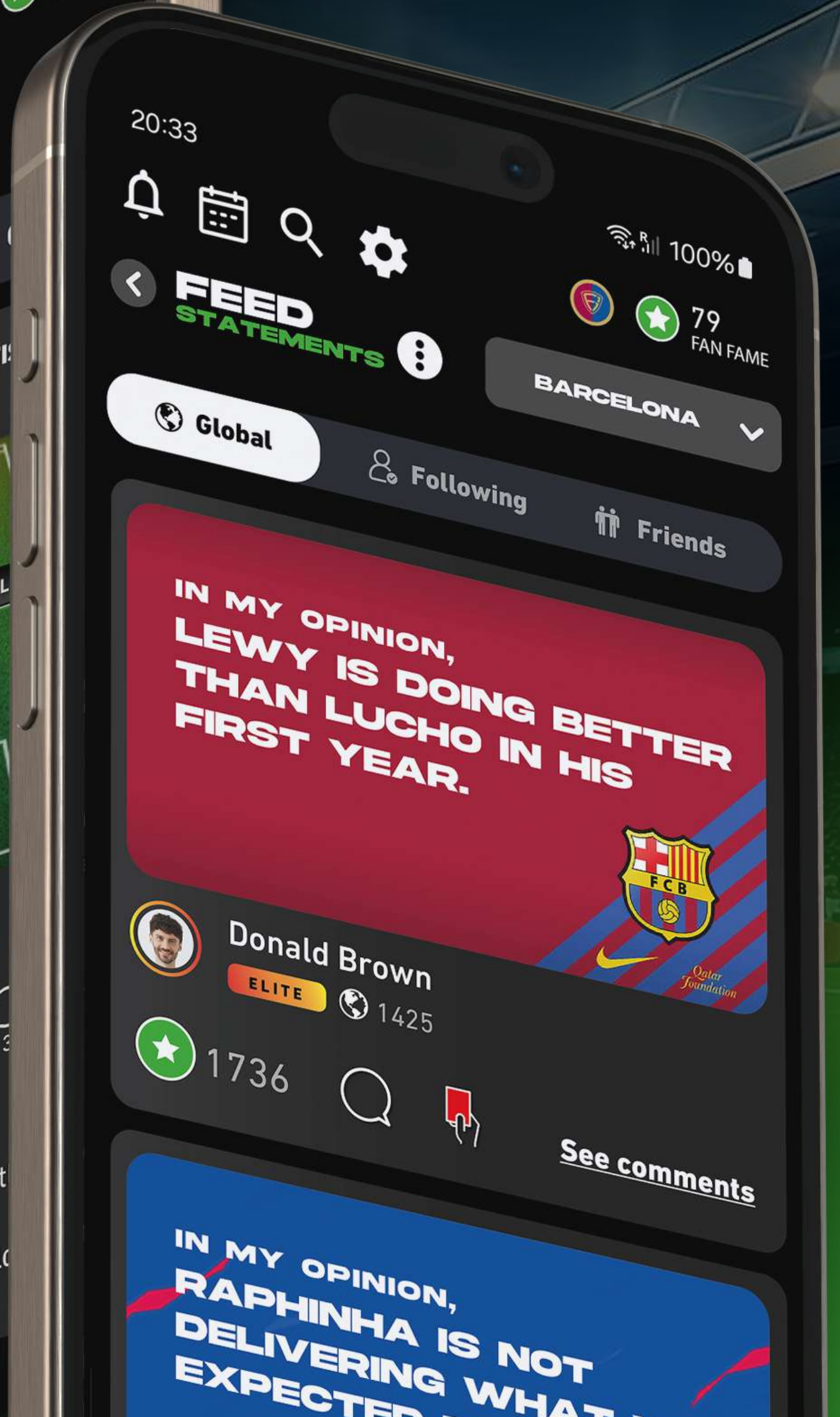
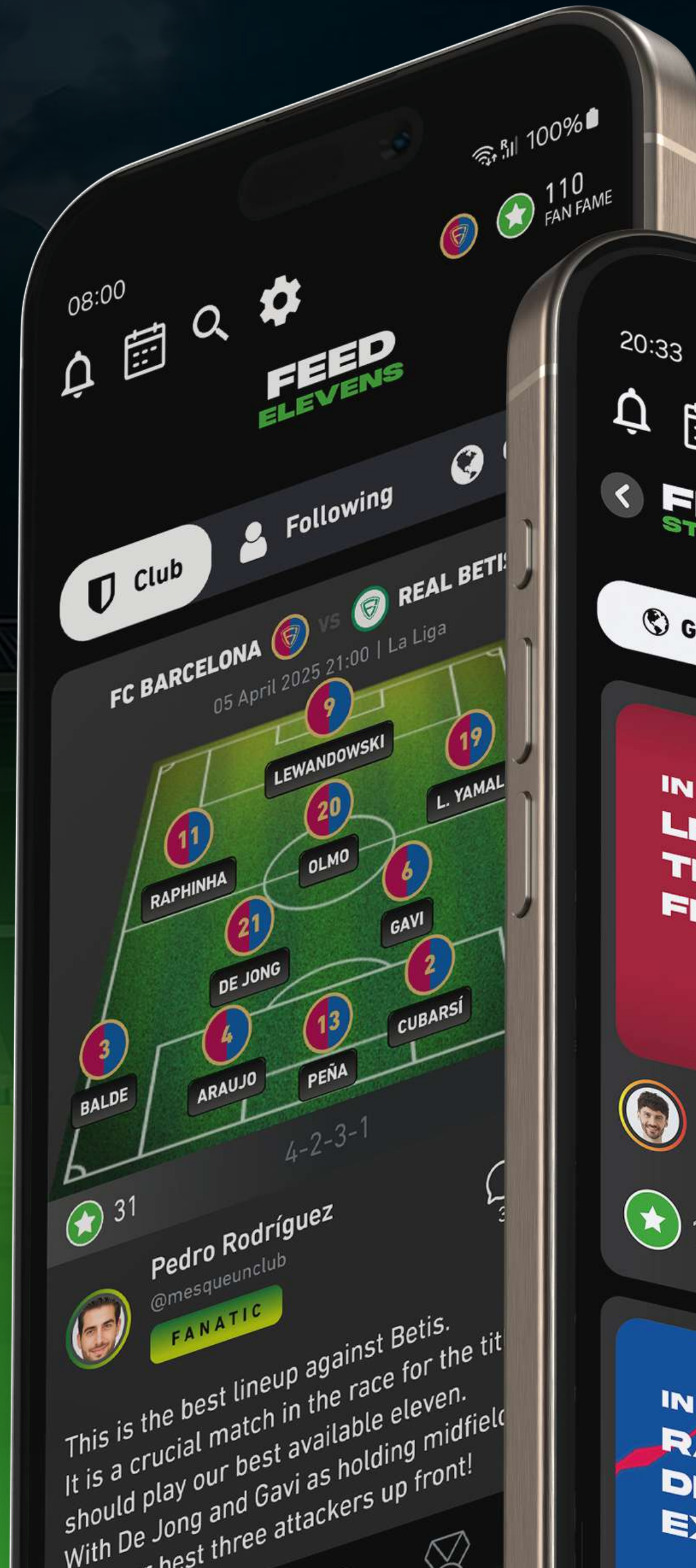
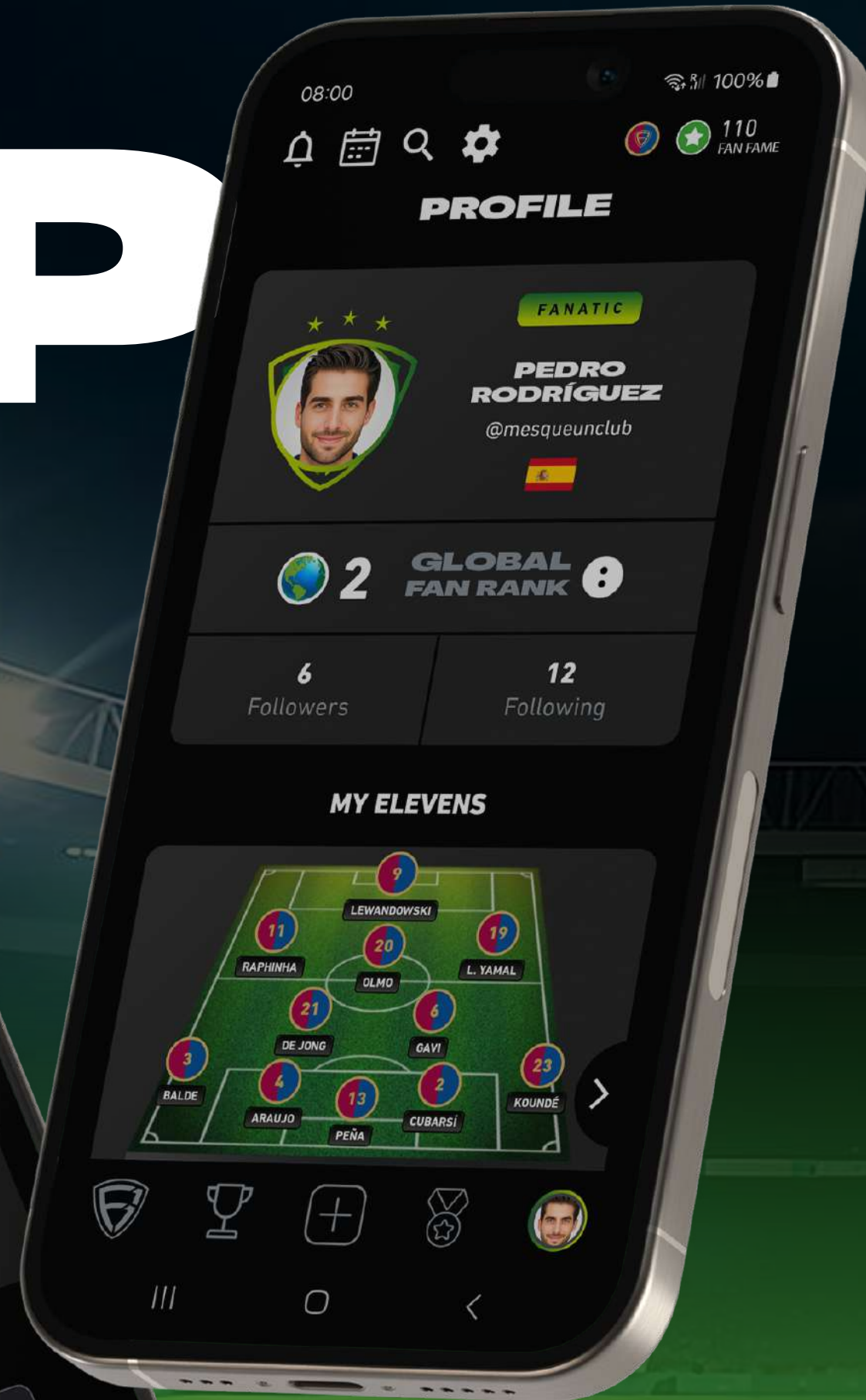
**Rewarding:** fans earn **status** in their club's community. Likes convert into **Fan Fame.**







# THE APP



AVAILABLE NOW







# 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

## — MILESTONES —



### KICK-OFF

Ideation  
Business Plan



**40k**

Own investment

### PROOF OF CONCEPT

Website  
Team creation



**90k**

Own investment

### MVP

App store  
Google play  
Starting lineup Feature



**45k**

3F Round

### IMPROVED APP

Statement Feature  
Users: 1K



**300k**

Pre-Seed

### FULL APP

Live Match Feature  
Monetization  
Users: 100K



**1M**

Seed

### GLOBAL LAUNCH

FIFA World Cup 2026  
Users: 1M



**3-5M**

Series A

### GLOBAL GROWTH

Users: 10M







# GO-TO-MARKET

## 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

## 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



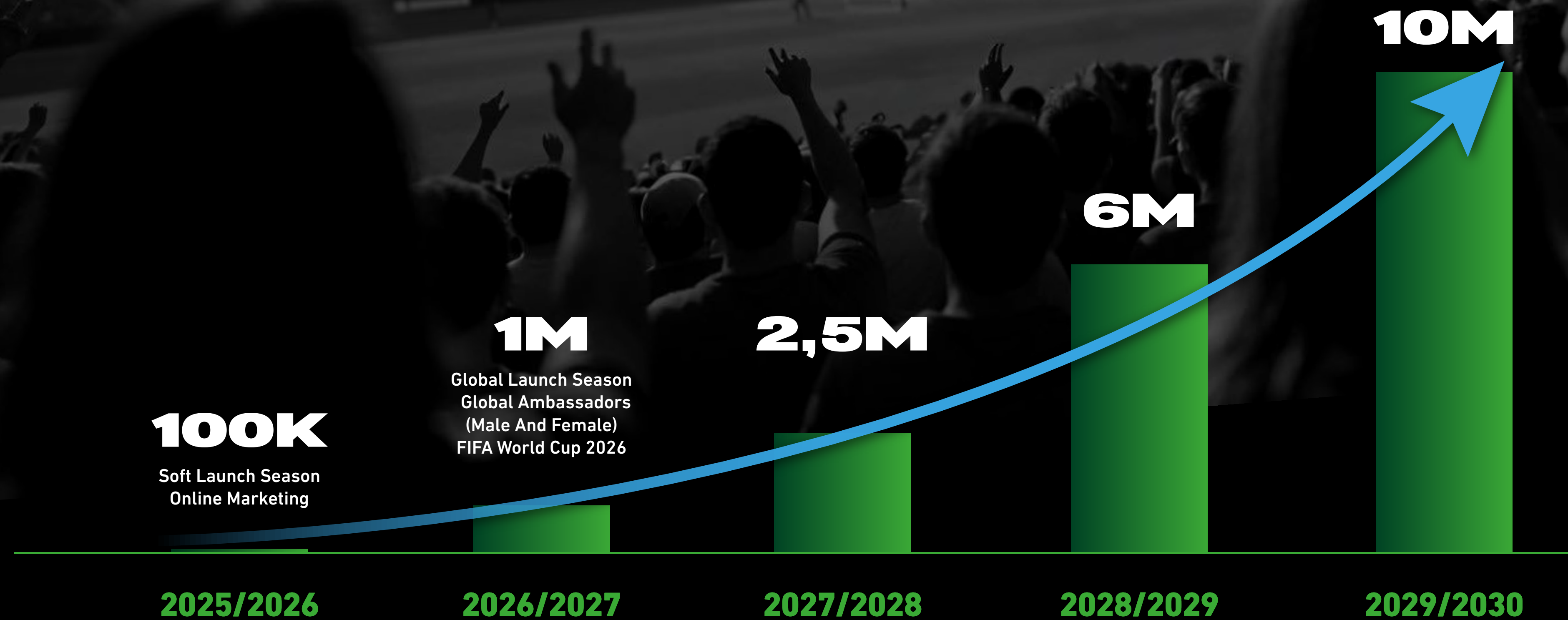
**FOOTBALL FAN**

Fan-to-fan news  
200K users





# USER GROWTH







# FINANCIALS

## REVENUE PROJECTION

Freemium

Affiliate Partnerships

B2B SaaS

120K

2025/2026

1,1M

2026/2027

3,2M

2027/2028

8,2M

2028/2029

17,8M

2029/2030

CASH FLOW  
POSITIVE







# SCALABILITY

## LIMITLESS POSSIBILITIES

### + 70 TEAMS

Start with teams that have strong fanbases.

### + GLOBAL PRO COVERAGE

All professional football teams worldwide.

### + NATIONAL TEAMS

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

### + AMATEUR LEVEL

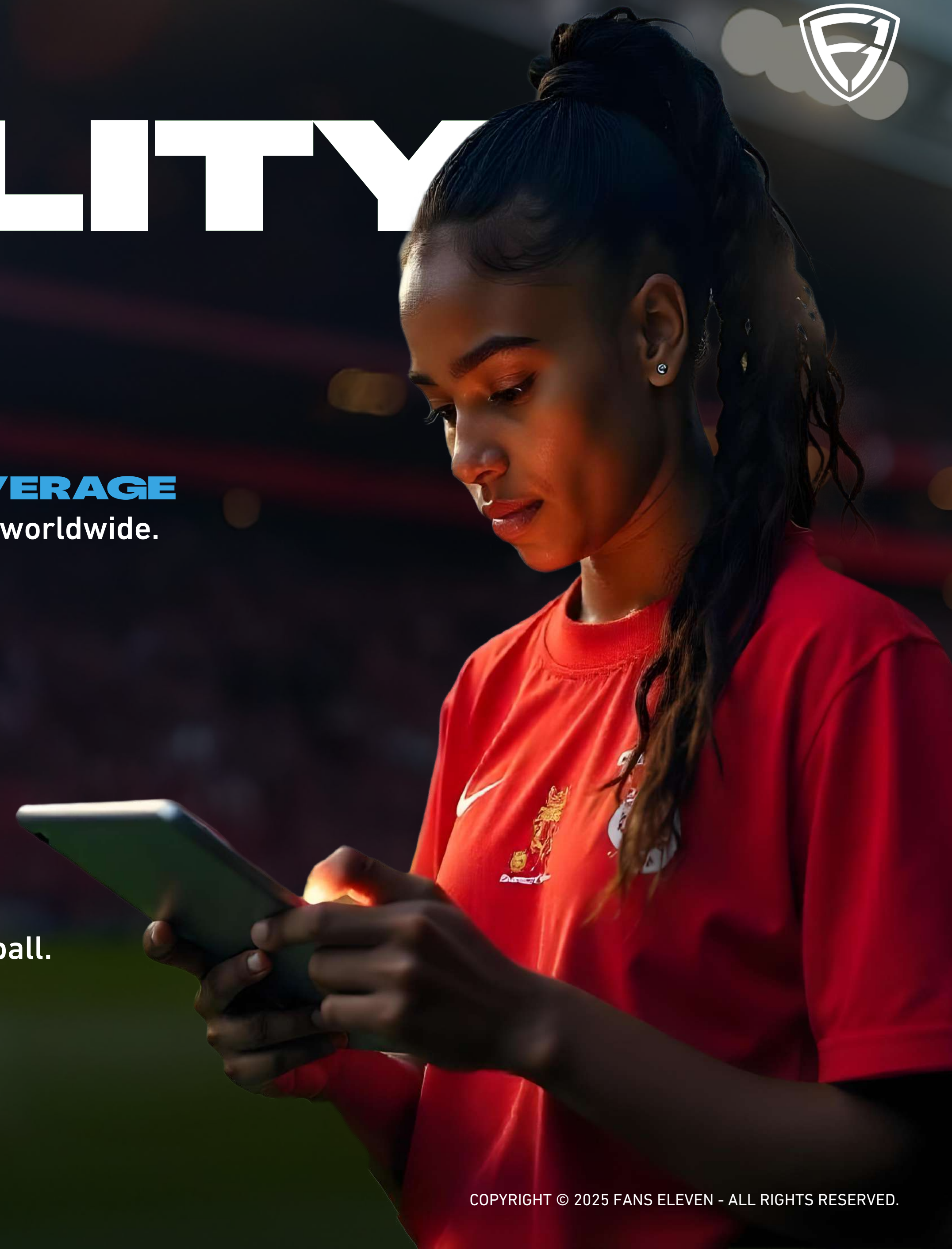
Add grassroots and local clubs.

### + WOMEN'S GAME

Integrate women's football teams.

### + 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**

