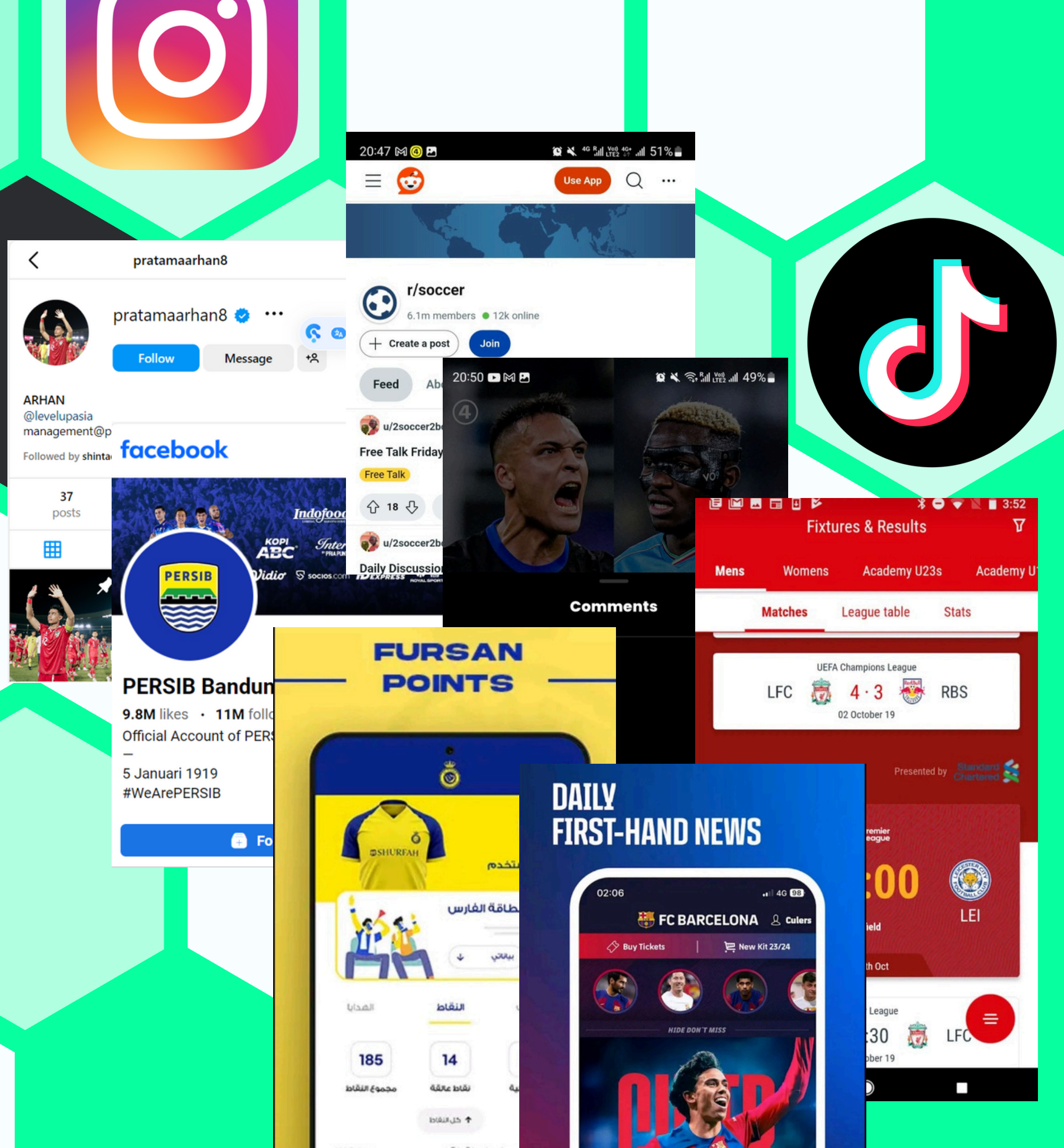




11+

THE GLOBAL FOOTBALL COMMUNITY  
FOR FANS, CLUBS, AND PLAYERS



# No Global-scale Community Platform for Football Exists

## Fan communities fragmented

Football fan communities are scattered across Instagram, FB Groups, Reddit, and local forums.

## Clubs' official apps are silos

Some clubs run official apps,

- a siloed space
- 1-way content lacking community

CONFIDENTIAL





# Football Clubs Are Missing Online Opportunities

The 'Number of Followers' on social media does NOT mean the ownership of fan data.

For instance, among their 350 million followers, Barcelona actually has fan data for only 3.5 million, which is less than 1%.

BARÇA NEWS

## Barcelona's 'small' database of fans could cost the club millions in sponsorship deal

90

Published 2 years ago on 12/03/2022  
By Michel Durant

When Spotify initially approached Barcelona, they made enquiries about the club's fan database. The soon-to-be sponsors wanted to know the number of 'registered' fans, i.e., the supporters who had given consent for the club to use their names, email, phone number and other personal information.

And the number is believed to have left them disappointed. Barcelona is a club with a massive fan following across the globe, with over 350 million followers supporting the Blaugrana. However, out of that, just 1% of the fans, approximately around 3 million, are 'registered'.

This is believed to have affected the valuation of the deal with Spotify. The report states that in case the number of fans who had consented to the sharing of their personal data was higher, Barça would have stood to gain much more financially from the sponsorship deal.

CONFIDENTIAL

11+

CLUBS, PLAYERS, AND GLOBAL FANS  
COME TOGETHER  
INTO A SINGLE, COHESIVE  
ECOSYSTEM





# 11+ OFFERS

## For Fans

### Community Tailored for the New Digital Generation

- Second screen community experience, designed for GenZ & international fans
- Interactions with players and clubs
- Gamifications allowing fans to level up through supporter activities

## For Clubs

### Access to Global Fan Base

- **User acquisition:** 11+ aggregates global fans on behalf of clubs
- **Data ownership:** 11+ shares fan data ownership with clubs
- **Monetization:** 11+ offers means to monetize global fan base

CONFIDENTIAL

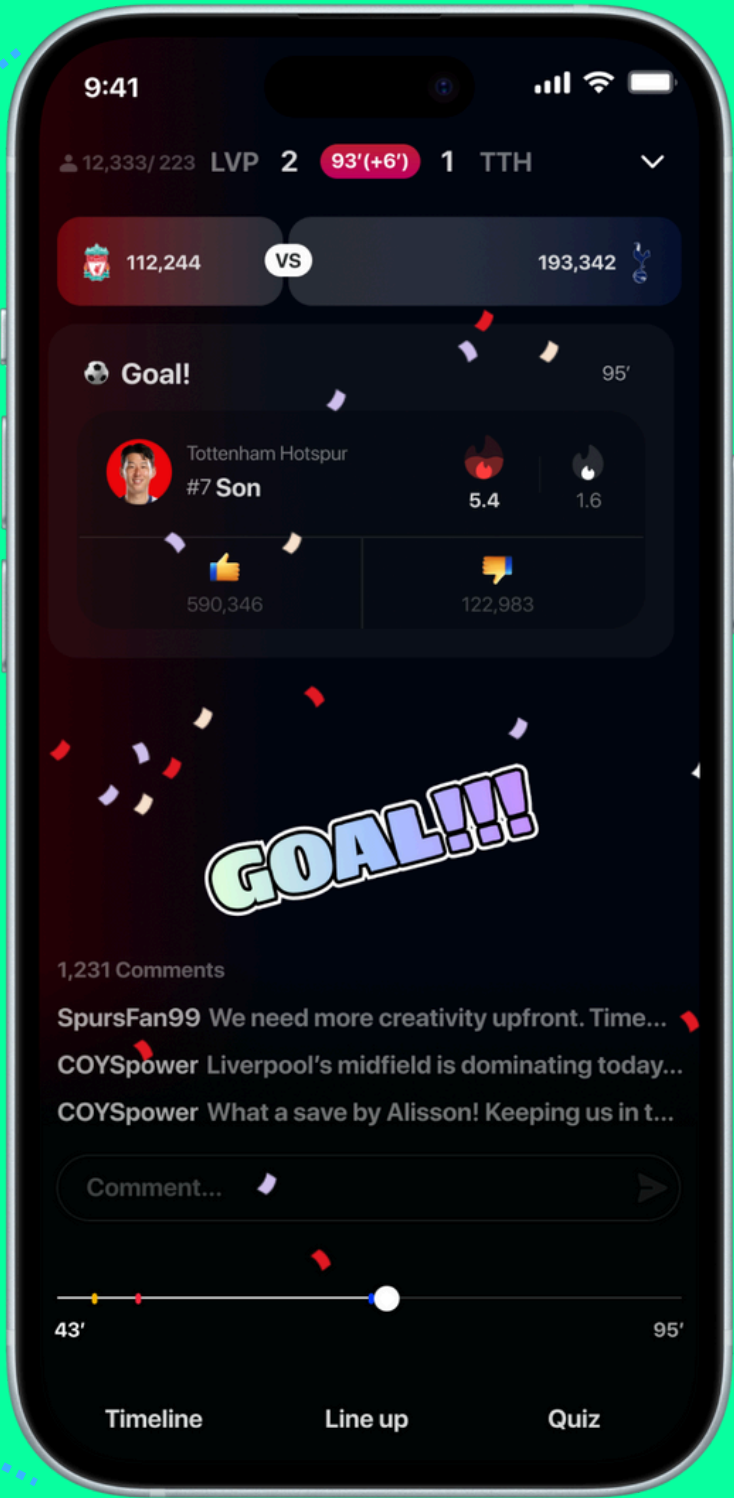
# GLOBAL GAMIFIED COMMUNITY

Unite Football Fans Worldwide  
No borders, no language barriers, powered by AI

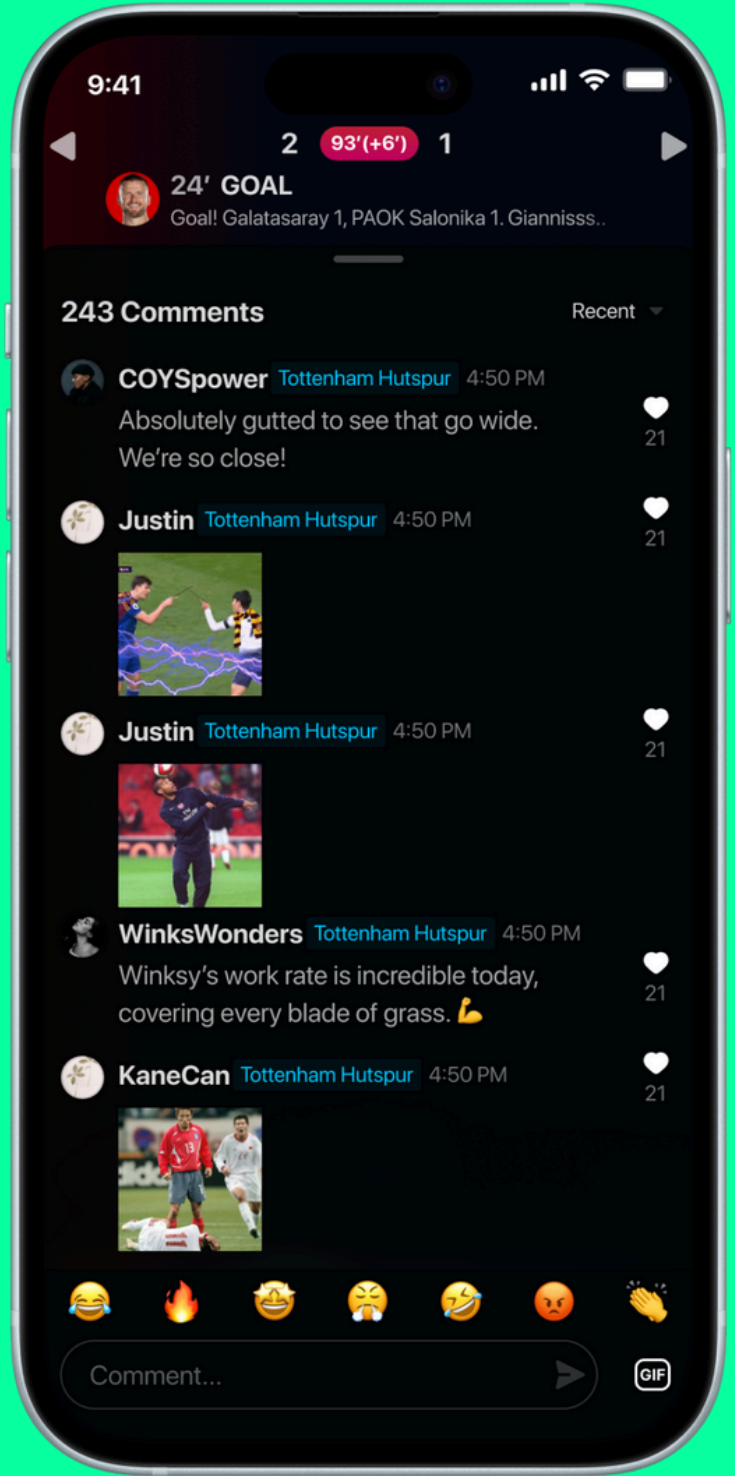


Connect with real-life teams and players  
Level up and get elected as community leaders

CONFIDENTIAL



Chat scene by scene  
Real-time quiz and prediciton games  
operated by AI

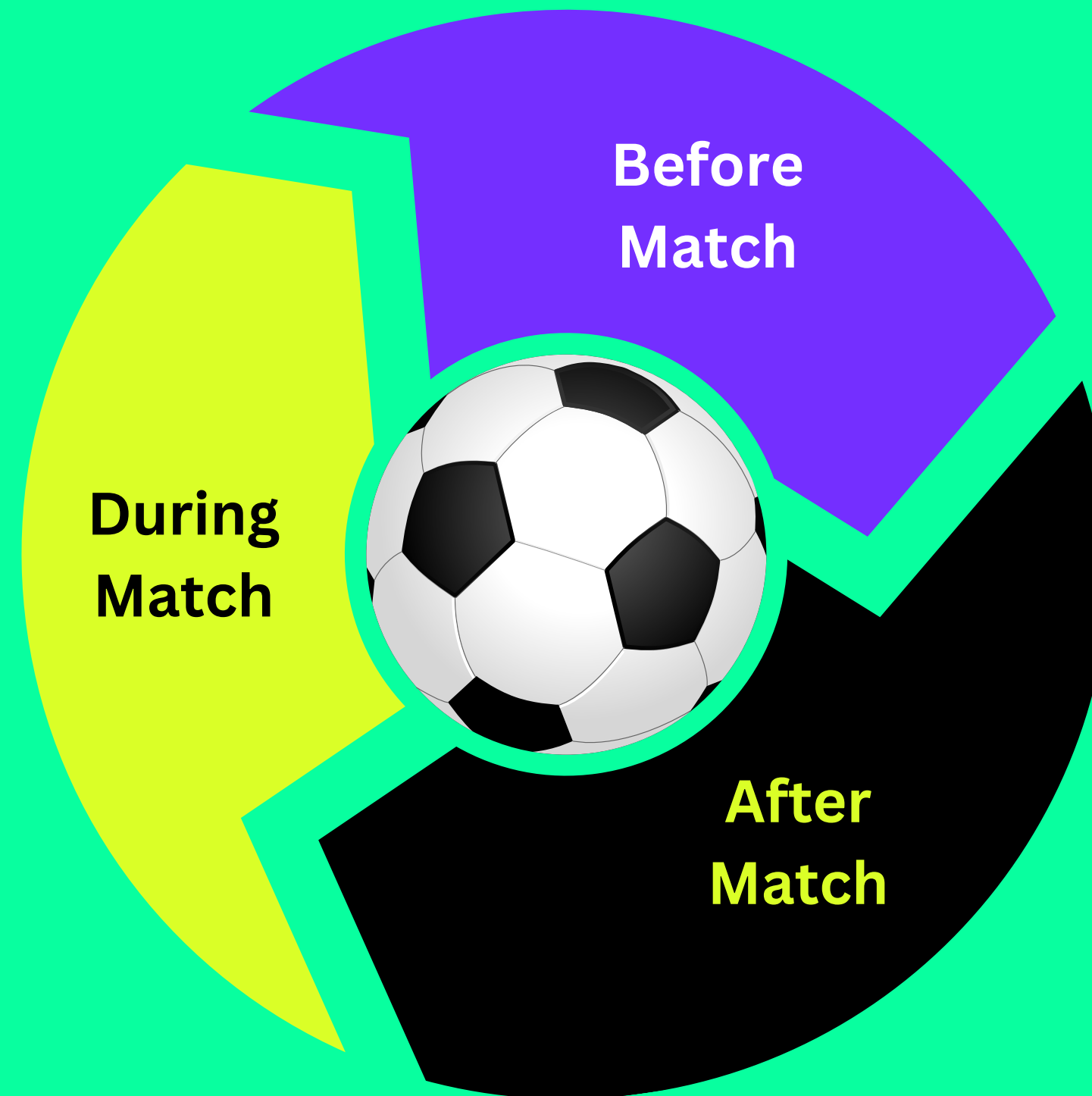


Every single activity counts  
towards reputation & rewards

# FAN ACTIONS & REWARDS

## Earn "Trophies" During Match

- User reactions to specific moments in the match
- Fan Cheer Battle
- Live Fan Commentaries
- Real-time Gifting to Players
- Real-time Prediction Games & Quizzes



**Before  
Match**

## Earn "Hearts" Before Match

- Pre-match Predictions
- Pep Rally
- Supporter Activities

## Purchase Items, Upgrade Levels, Interact with Players with "Hearts & Trophies"

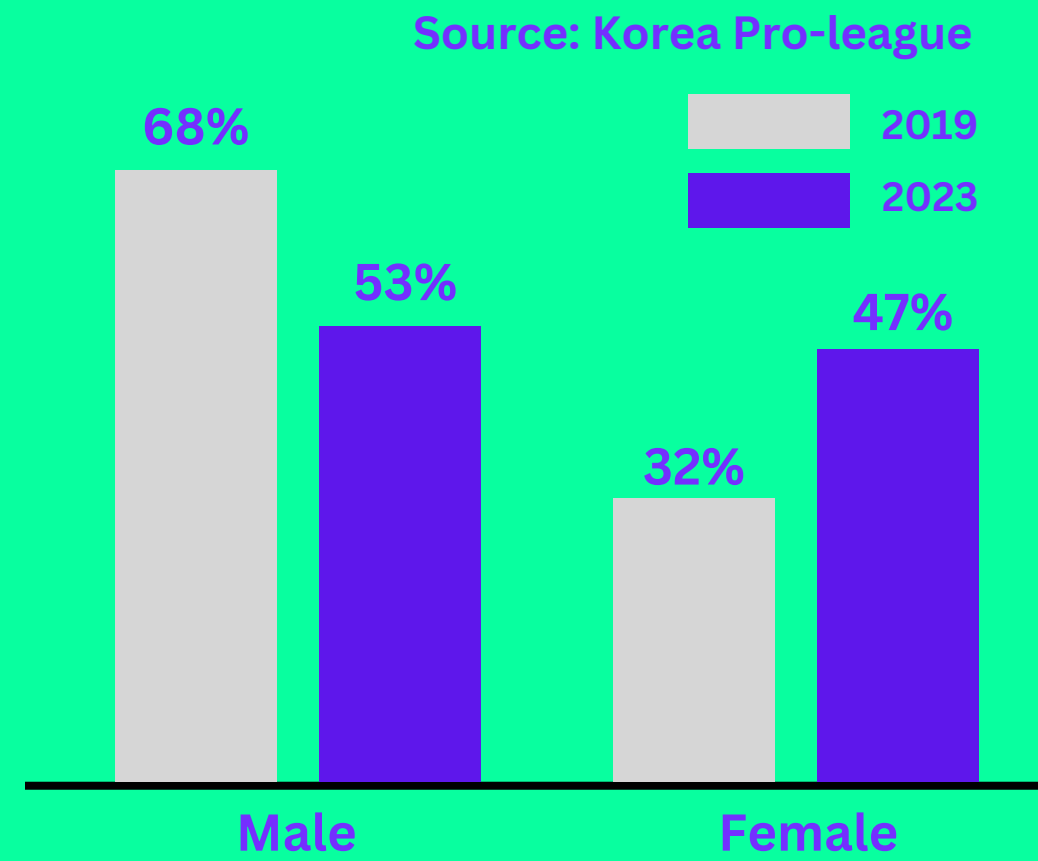
- Post-match Reviews & Voting
- Strategy Debates
- Fan-Player Interaction
  - Responding to Fan Gifting
  - Fan Meeting
  - Q&A



# IT'S TIME FOR A NEW GLOBAL PLATFORM

## Wind of Change in Fandom

- **Asian Fandom:** 50% of the global fanbase for European leagues is in Asia-Pacific
- **Women Fans:** In Korea, 50% of the football fans are women, with other Asian countries following suit.
- **Gen Z:** Multi-tasking with second screens and consuming more shorts & highlights than full matches



*The nature of fan activities and related business model is posed for a major transformation*

# INITIAL GO-TO-MARKET: ASIAN FANS FOLLOWING EUROPEAN LEAGUES



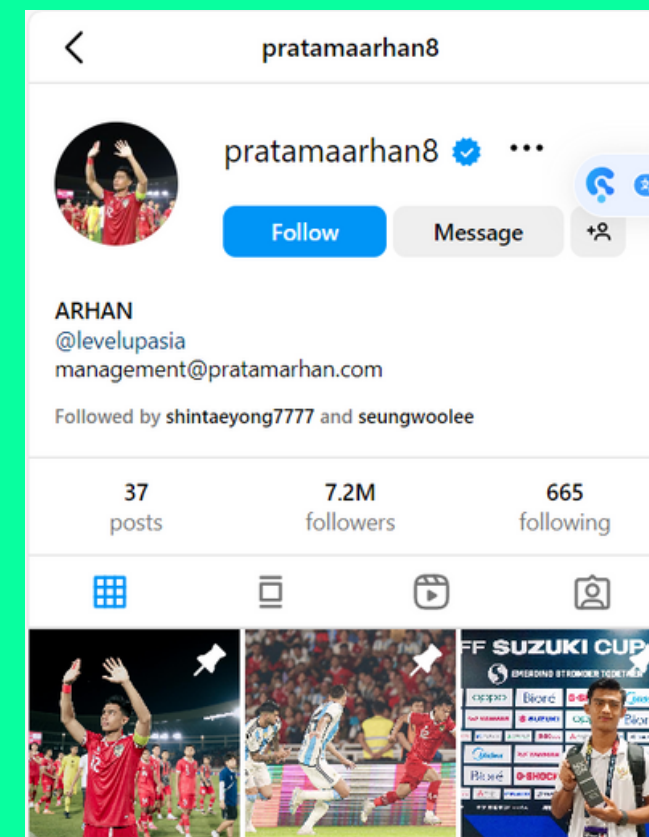
FM Korea, the largest online football community in Korea, was ranked as the 5th most visited website in the country.

1. Youtube.com
2. Google.com
3. Naver.com
4. coupang.com
5. **fmkorea.com**

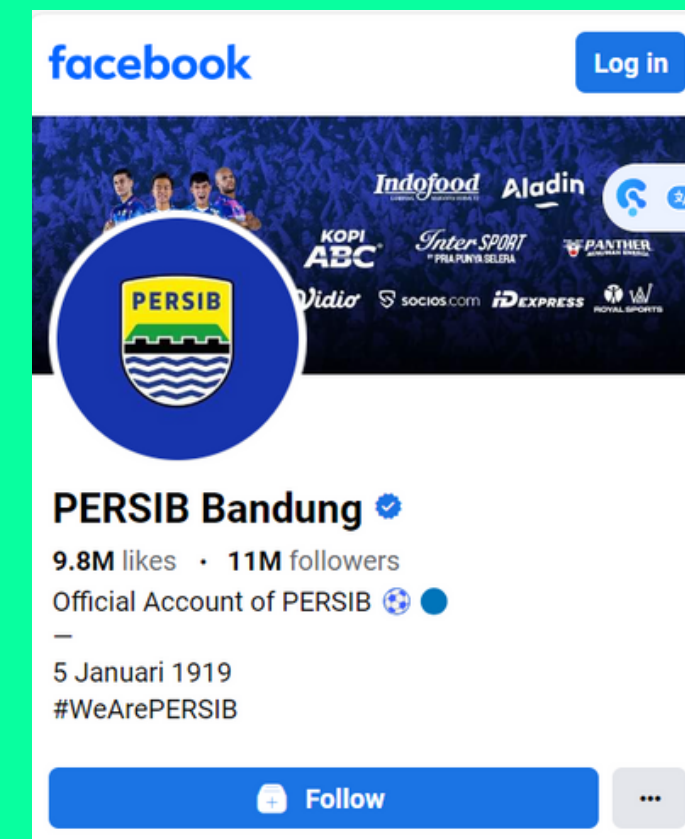
\*Source: SEMRUSH (Dec 2023)



South East Asia witnessing an explosion of fandom activities with a young population of 400 million following the European Leagues.



Arhan  
Indonesia, 7.2m followers



Persib Bandung Club  
Indonesia, 11m followers

# POSITIONING



CONFIDENTIAL





**Jiwon Moon**

**Changseong Ho**



**Previous Services  
Built by 11+ founders**

**VIKI**

- A global video streaming service with community-generated subtitles.
- Acquired by Rakuten for \$200M

**ingle**

- Interest based community media with community desk consensus system.
- 10M Korean MAU

## OUR EXPERTISE IN FANDOM

11+ founders have extensive experience in the fandom space. They have pioneered the global success of Korean content by creating Viki.com, one of the most successful services in the community space with 20M members, which was acquired by Rakuten for \$200M.

**CONFIDENTIAL**

# BRINGS SUCCESS FORMULA FROM K-POP TO FOOTBALL

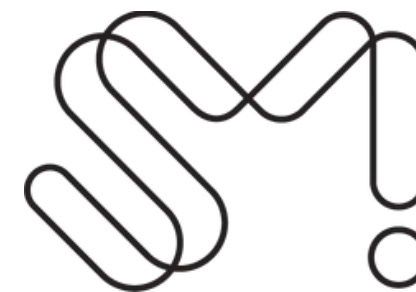
11+ aims to replicate the successful business models of K-pop fan platforms, which have great ARPUs (avg rev per user) close to \$4

We apply the proven formula for football fandom

## *weverse*

### Official for All Fans

- Platform for BTS, Blank Pink
- MAU: 10M
- Annual Revenue: \$465M(\*)
- OP: \$116M(\*)
- Estimated Valuation: \$1.7B(\*)



### DEAR U

- Platform for SM artists
- MAU: 2.6M
- Annual Revenue: \$112M (2024E) (\*\*)
- OP : \$41M (2024E)
- Market Cap: \$771M (Feb 2024)

**CONFIDENTIAL**

\*source: Daeshin Security Report (28 Dec 2023)  
\*\*source: Samsung Security Report (20 Oct 2023)  
Approx. USD 1 = KRW 1000

# REVENUE MODEL - B2C

## Micro-payment & In-app Economy

**Fans purchase in-app currency to**

- send donation to players
- buy digital collectibles or NFTs
- earn VIP status in player communities or club supporter communities
- participate in prediction games and other events & competitions
- access premium features / content

## Rewards

**Fans earn reward points** through

- various community activities
- prediction games and other events & competitions
- watching sponsored advertisements

**Fans can convert reward points to in-app currency or Web3 tokens.** Fans can vote & influence the governance of supporter communities with tokens.

CONFIDENTIAL



# REVENUE POTENTIAL

## 11+ Rev Potential from B2C

- 4 billion football fans worldwide
- We aim to serve +100 million “superfans” (= 3% of total fans)
- Assuming a monthly ARPU of \$1~\$10 translates into an annual revenue of \$1.2B~\$12B

## Typical monthly ARPU for mobile games

- Casual games: \$1~\$5
- Mid-core games: \$5~\$15
- Hardcore games: \$15-\$50
- Social casino games: \$20~\$50

## Typical monthly ARPU for Kpop fandom App



DEAR U

\$ 3.6

**weverse**

Official for All Fans

\$ 3.8

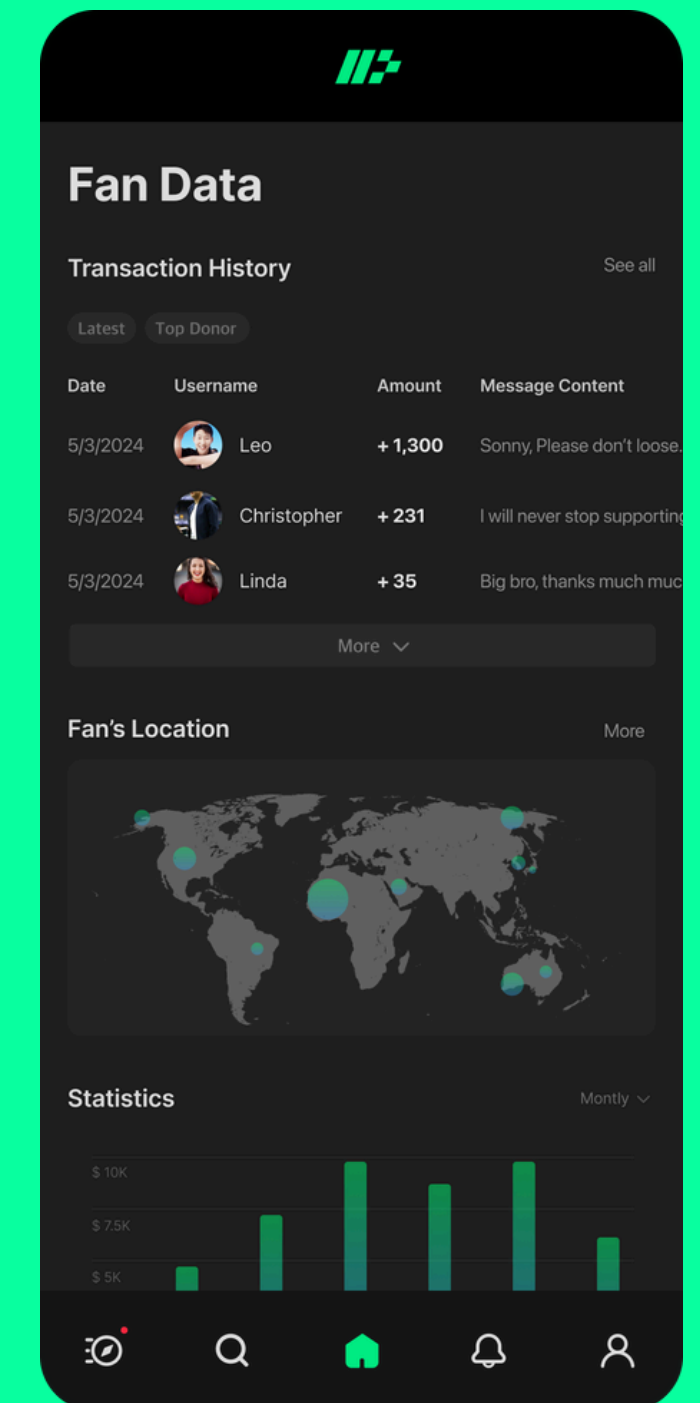
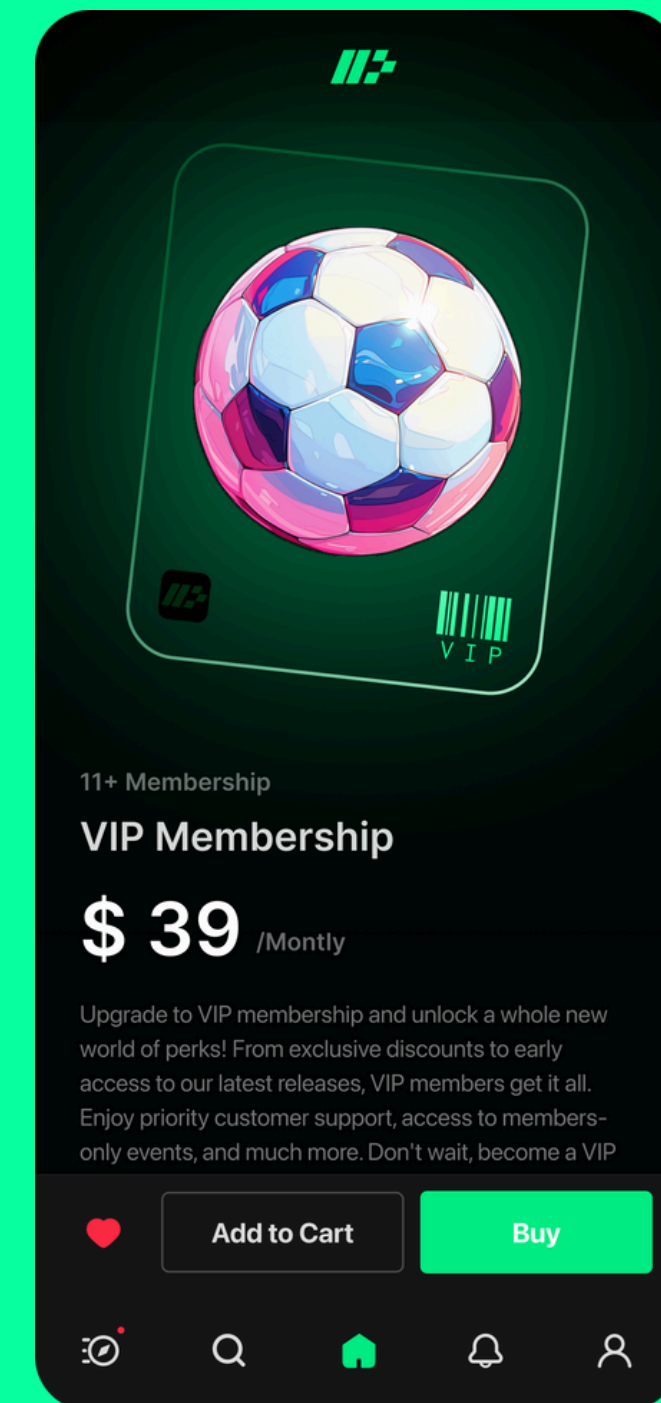
# REVENUE MODEL - B2B

## Fan Data Access & CRM

Clubs subscribe to 11+ enterprise service to

- identify fans worldwide
- secure fan data, insights, and analytics
- run loyalty programs / gamified rewards
- integrate online and offline data across ticket sales and e-commerce

\* Top 5 European Leagues are making \$20B/year from traditional business models (broadcasting, tickets) alone. Even a 20% increase from digital transformation would be significant, amounting to \$4B/year.



CONFIDENTIAL

A decorative graphic on the left side of the slide consists of a grid of hexagons. The hexagons are outlined in a vibrant orange color. Most of the hexagons are white, but one hexagon in the middle-left area is filled with a solid black color, creating a focal point.

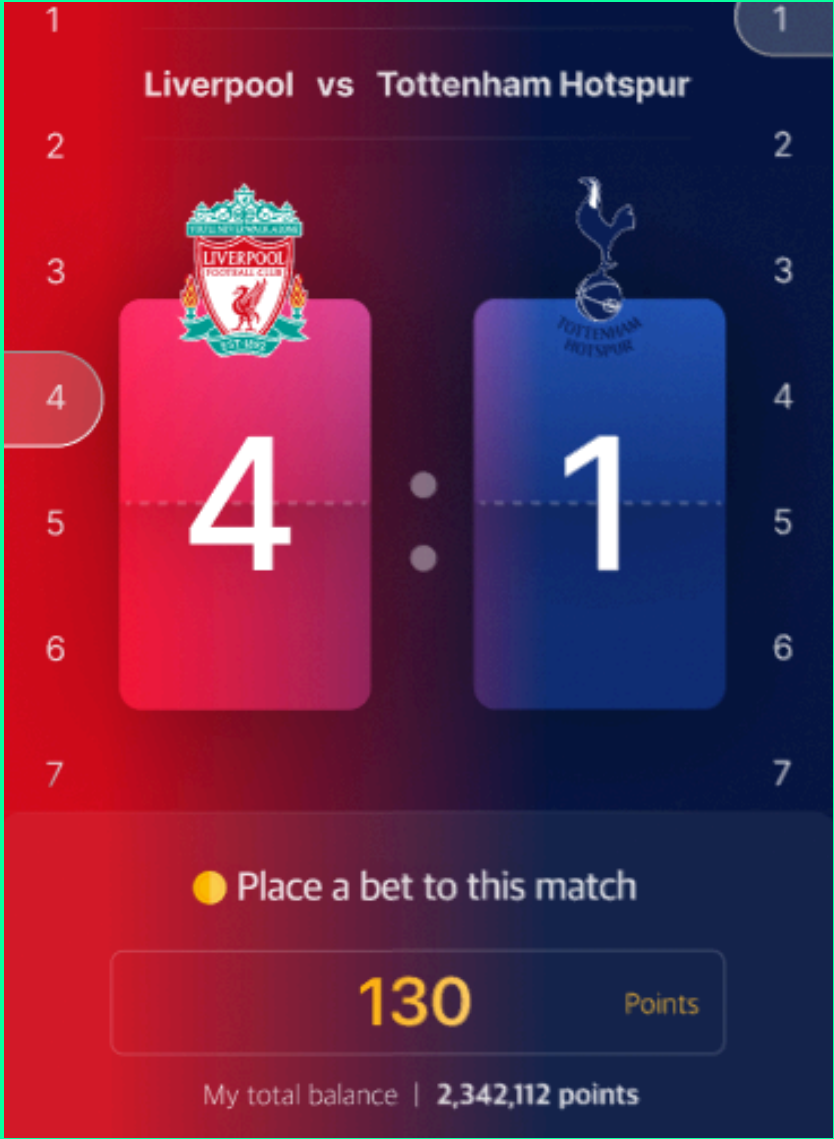
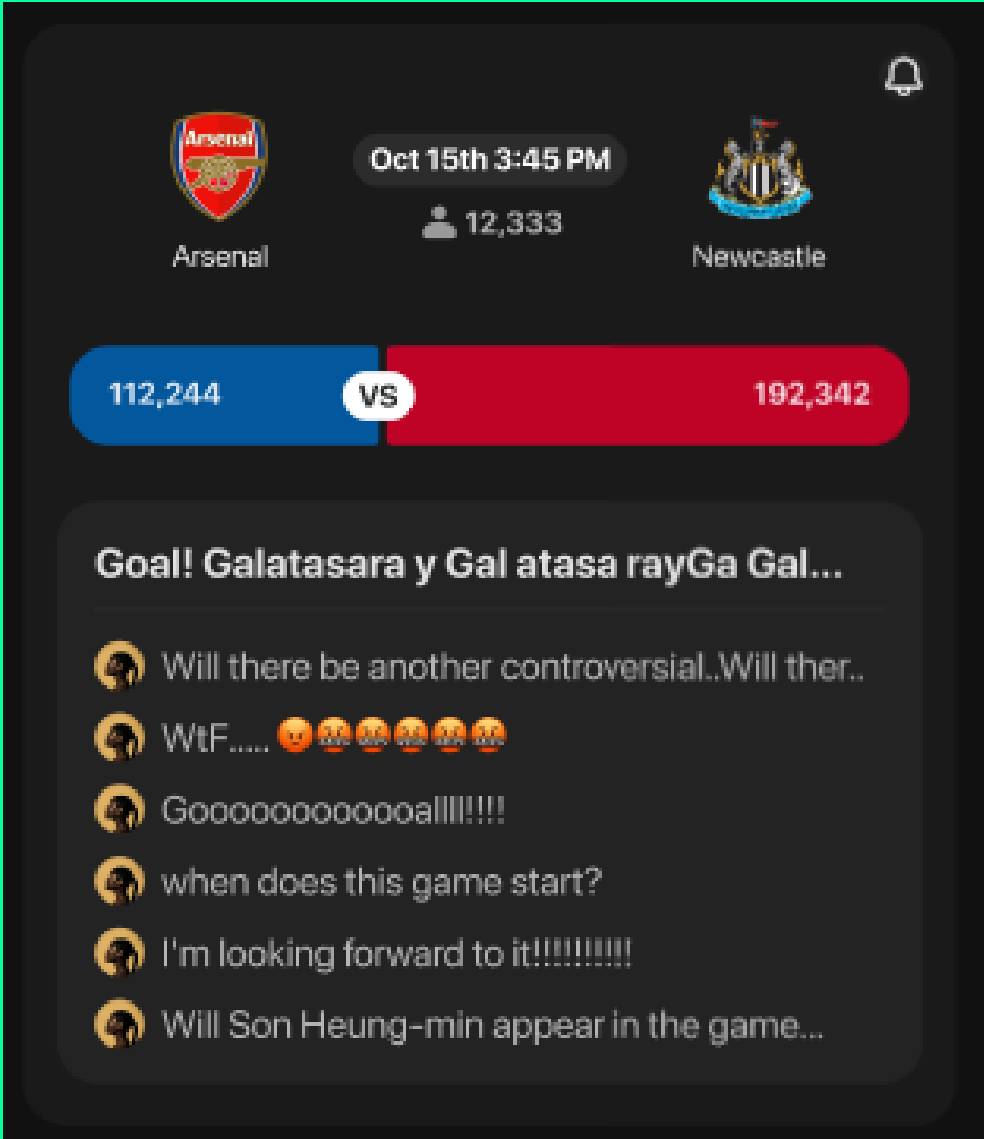
11+

**APPENDIX &  
PRODUCT SCREENS**



# PRE-MATCH

- Sharing cheering content
- Predictions
- Debates on predictions



# DURING-MATCH

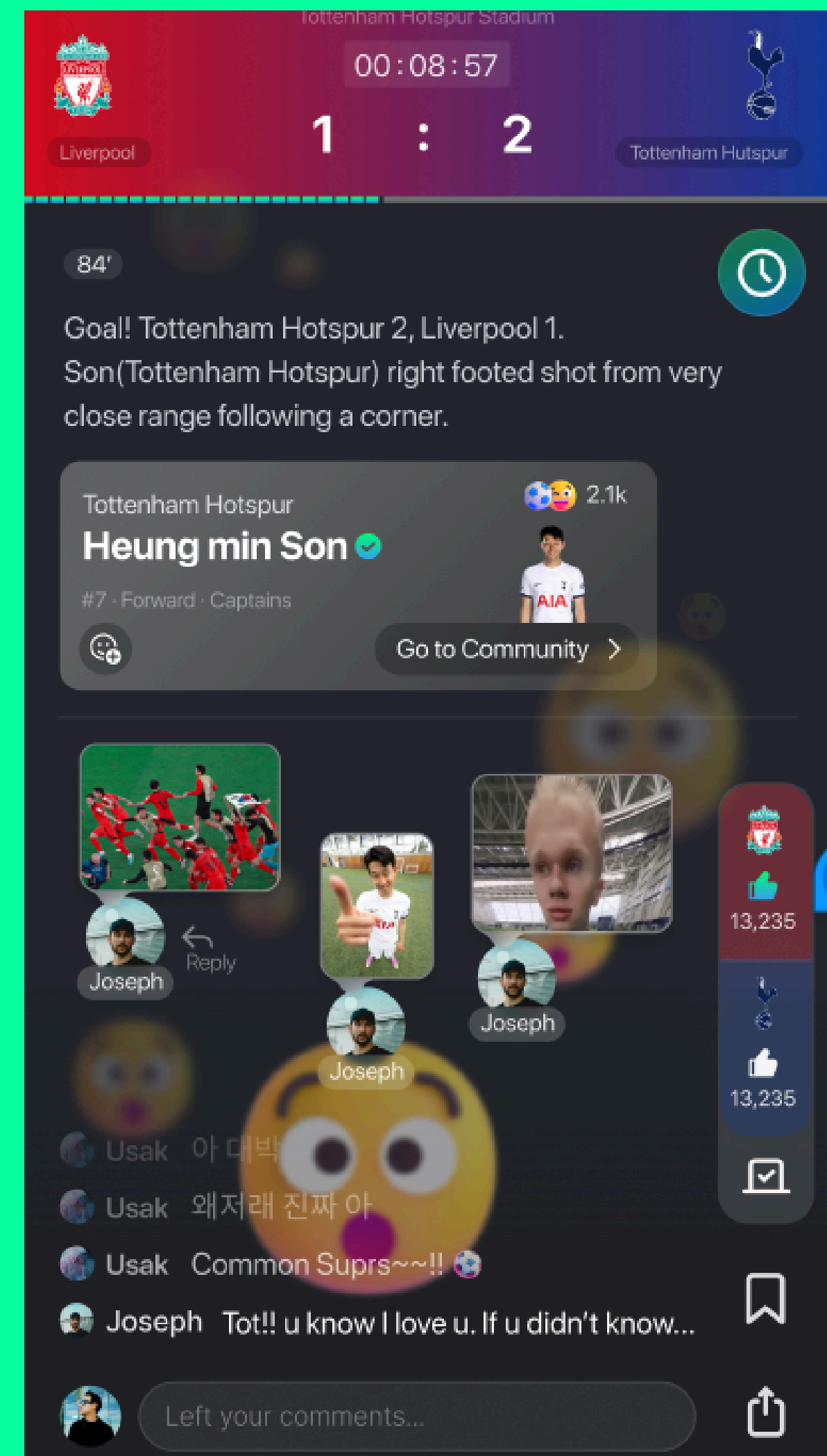
- Reaction to specific moments in a match

- Play-by-play feed by 11+ bot
- Comments on fouls, VARs, etc.
- Fan cheer battle at each key moment
- Fan-cams
- Sending gifts to players

Real-time Relay Bot

Fans react to specific events  
such as goals, fouls, VARs,  
substitution  
with meme, fan-cam, emoji, etc.

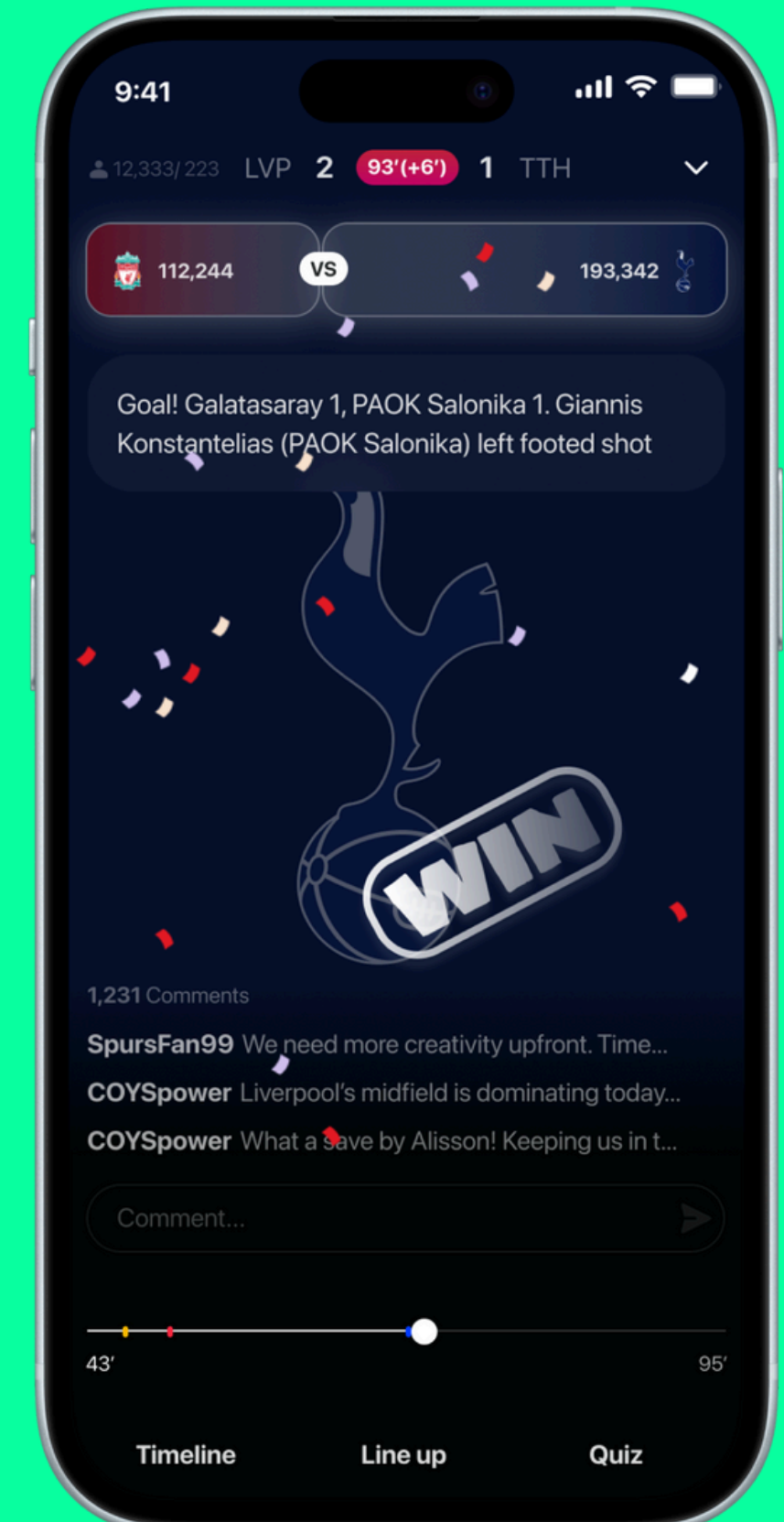
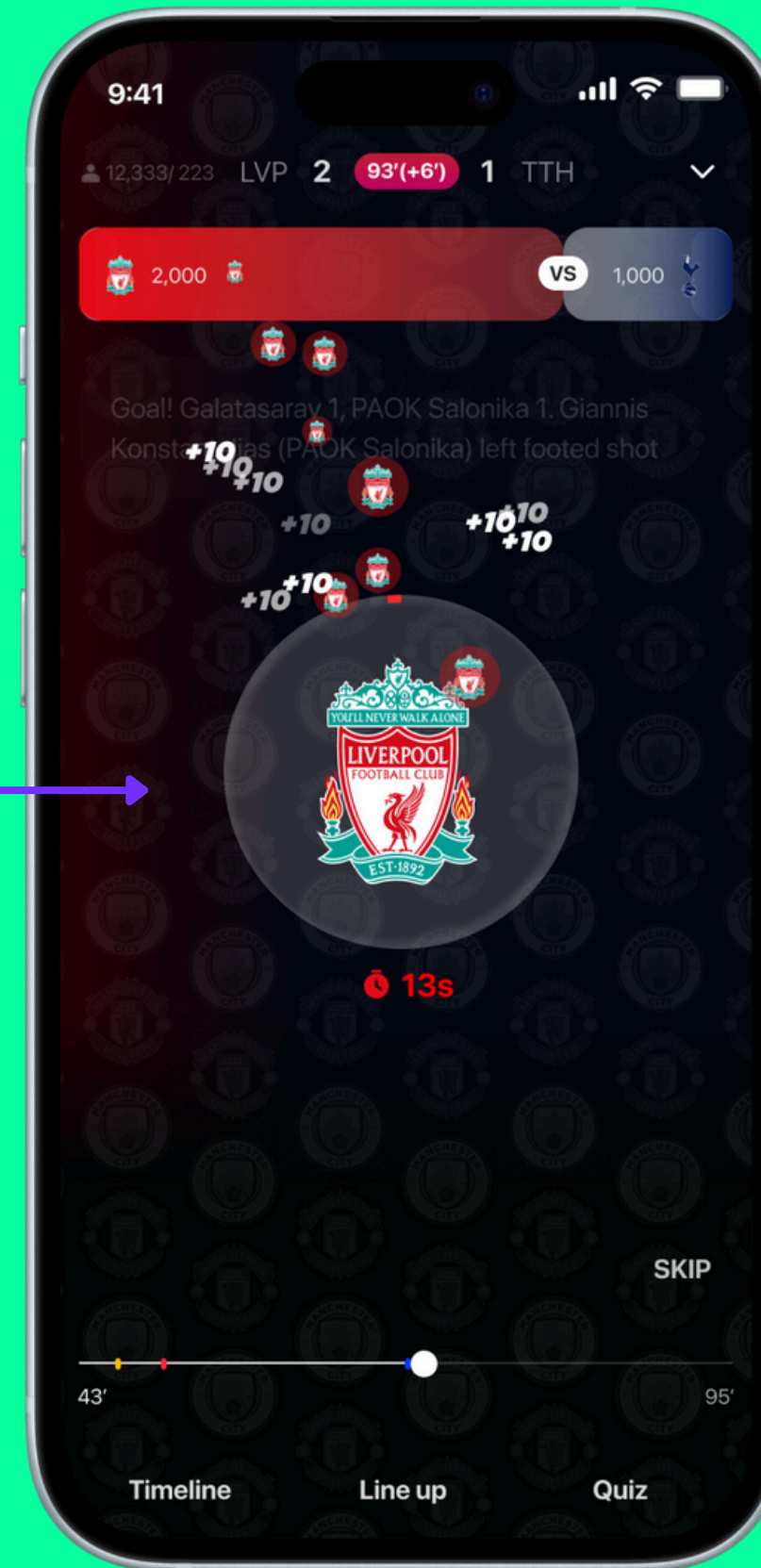
CONFIDENTIAL



# DURING-MATCH

- Reaction to specific moments in a match
  - Play-by-play feed by 11+ bot
  - Comments on fouls, VARs, etc.
  - Fan cheer battle
  - Fan-cams
  - Sending gifts to players

Tap to cheer



CONFIDENTIAL

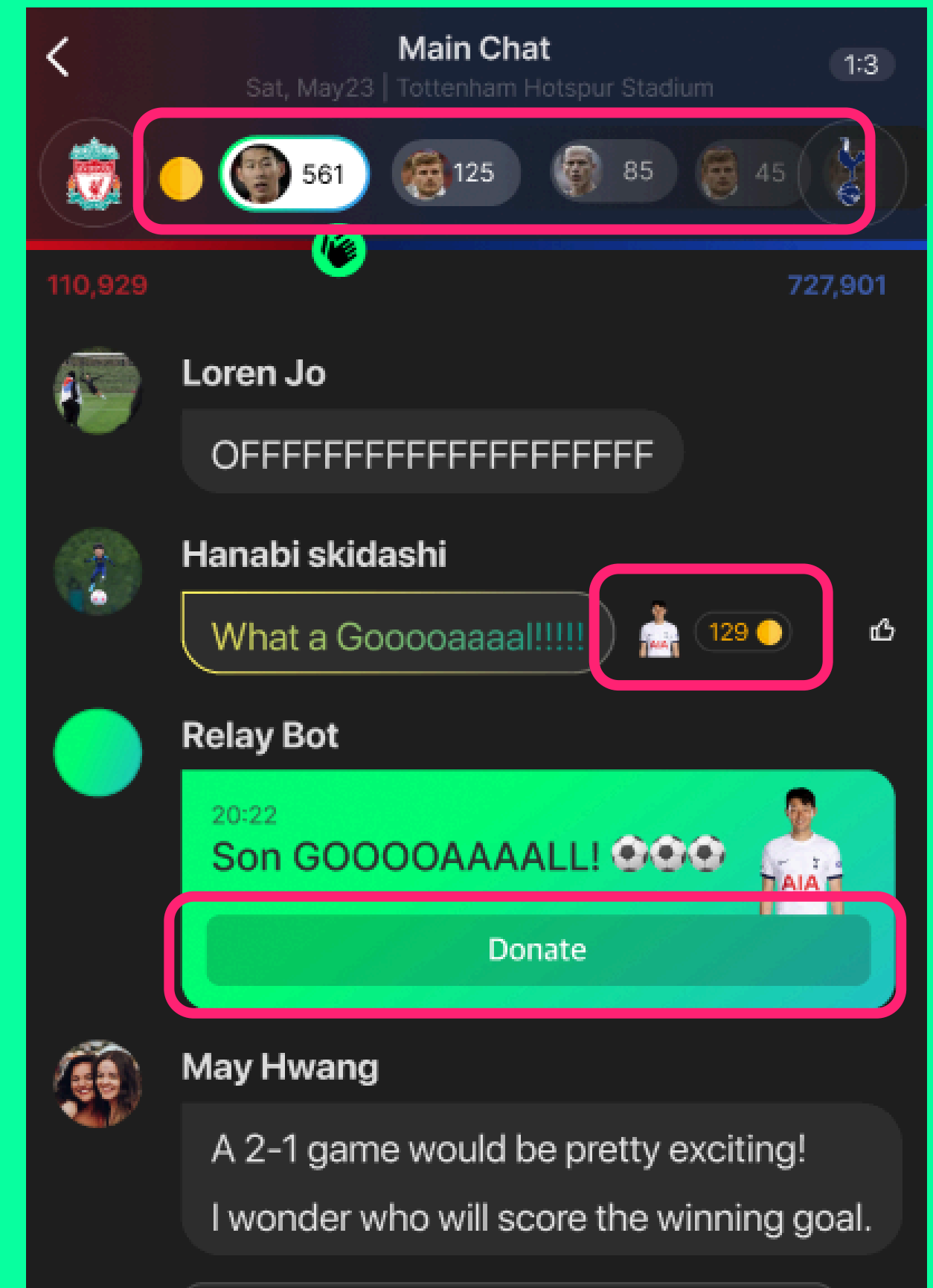


# DURING-MATCH

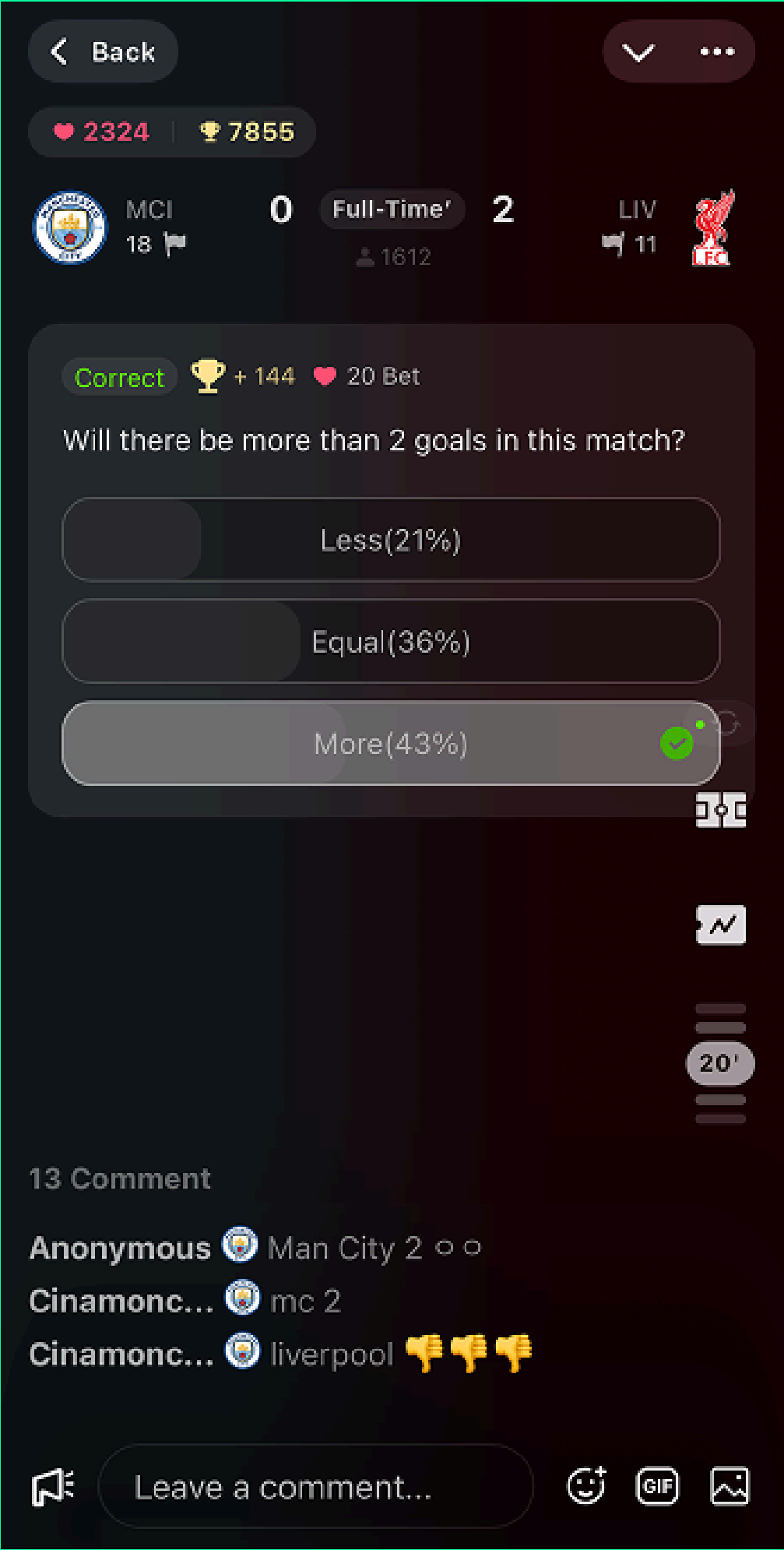
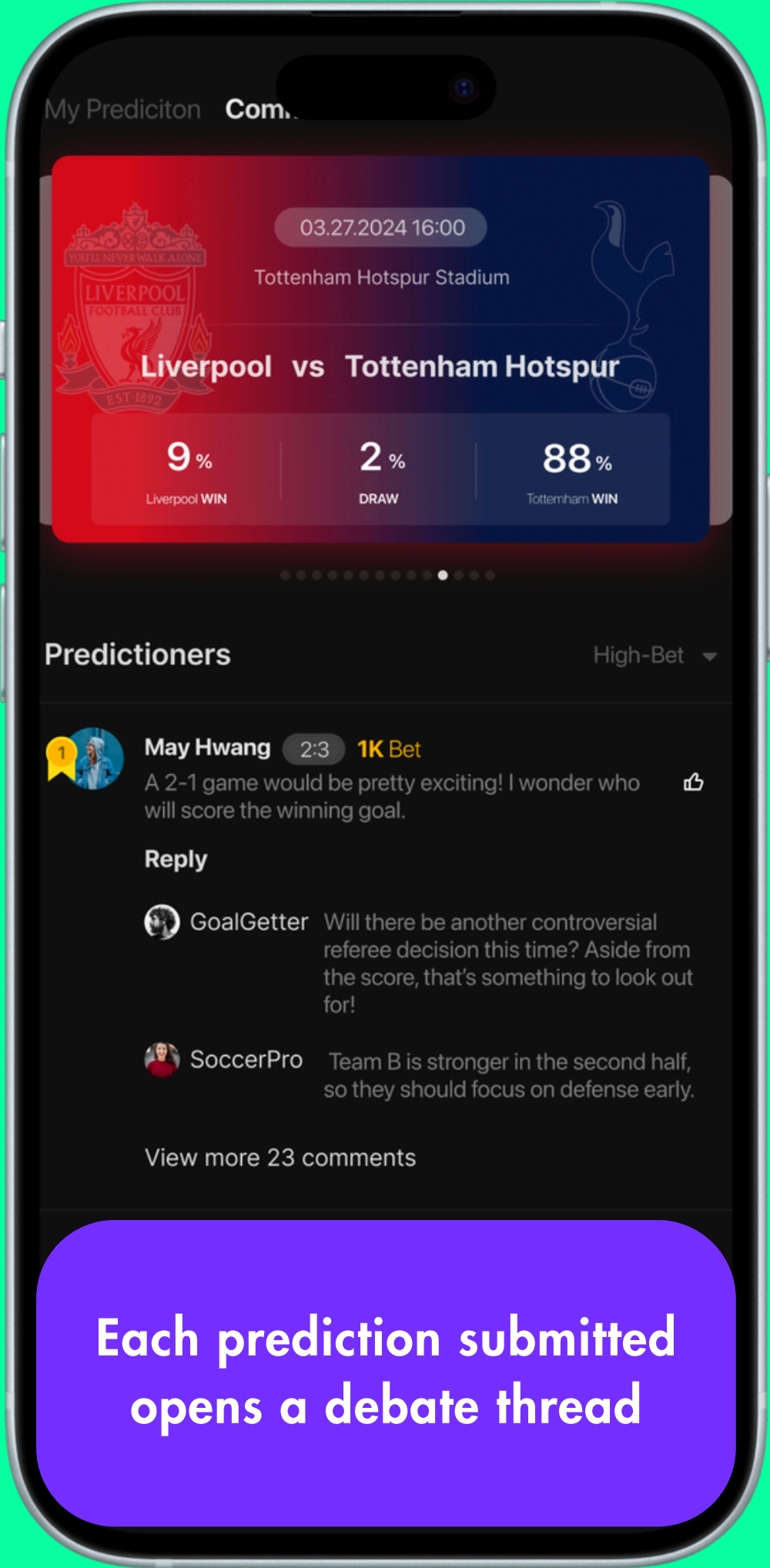
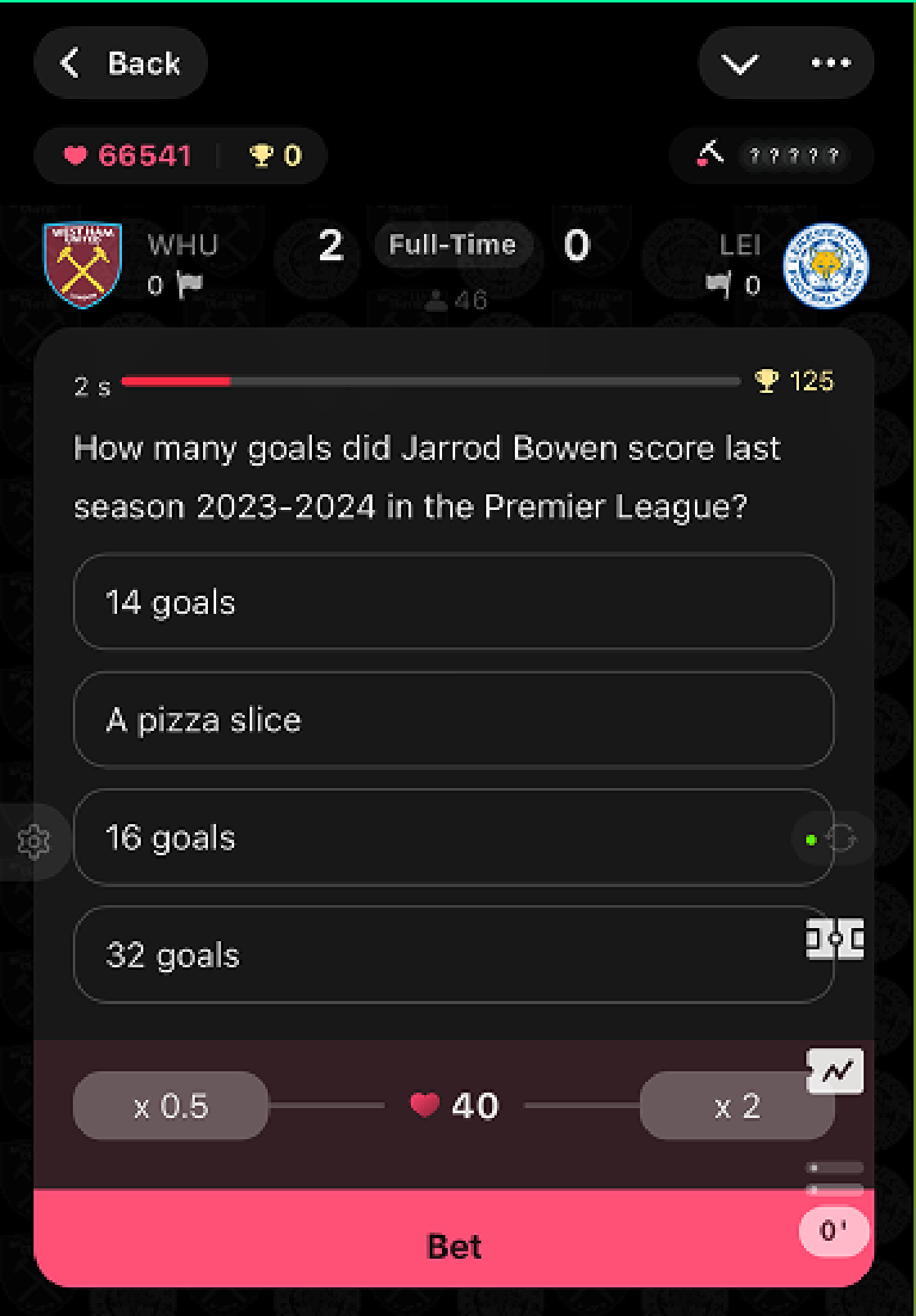
- Reaction to specific moments in a match
  - Play-by-play feed by 11+ bot
  - Fan cheer battle at each key moment
  - Comments on fouls, VARs, etc.
  - Fan-cams
  - Sending gifts to players

Gifts to players

CONFIDENTIAL



# REAL-TIME QUIZ & PREDICTIONS

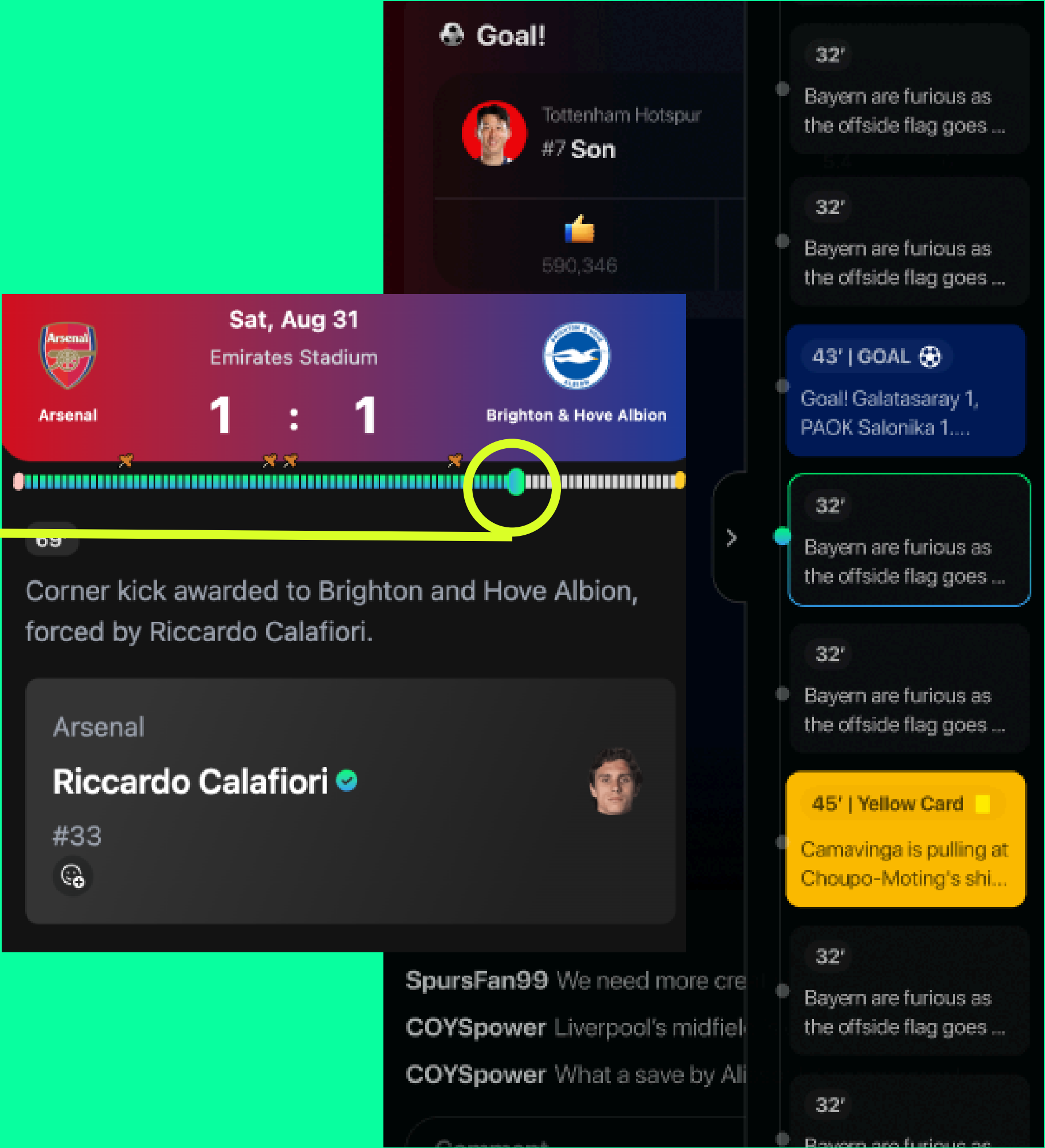


# POST-MATCH STORYBOOK

## TIME SLIDER

Matches are divided into moment objects, each of which becomes a thread where fans can react.

All the fan reactions and content, along with the match highlights, are compiled into a **MATCH STORYBOOK** with timelines.



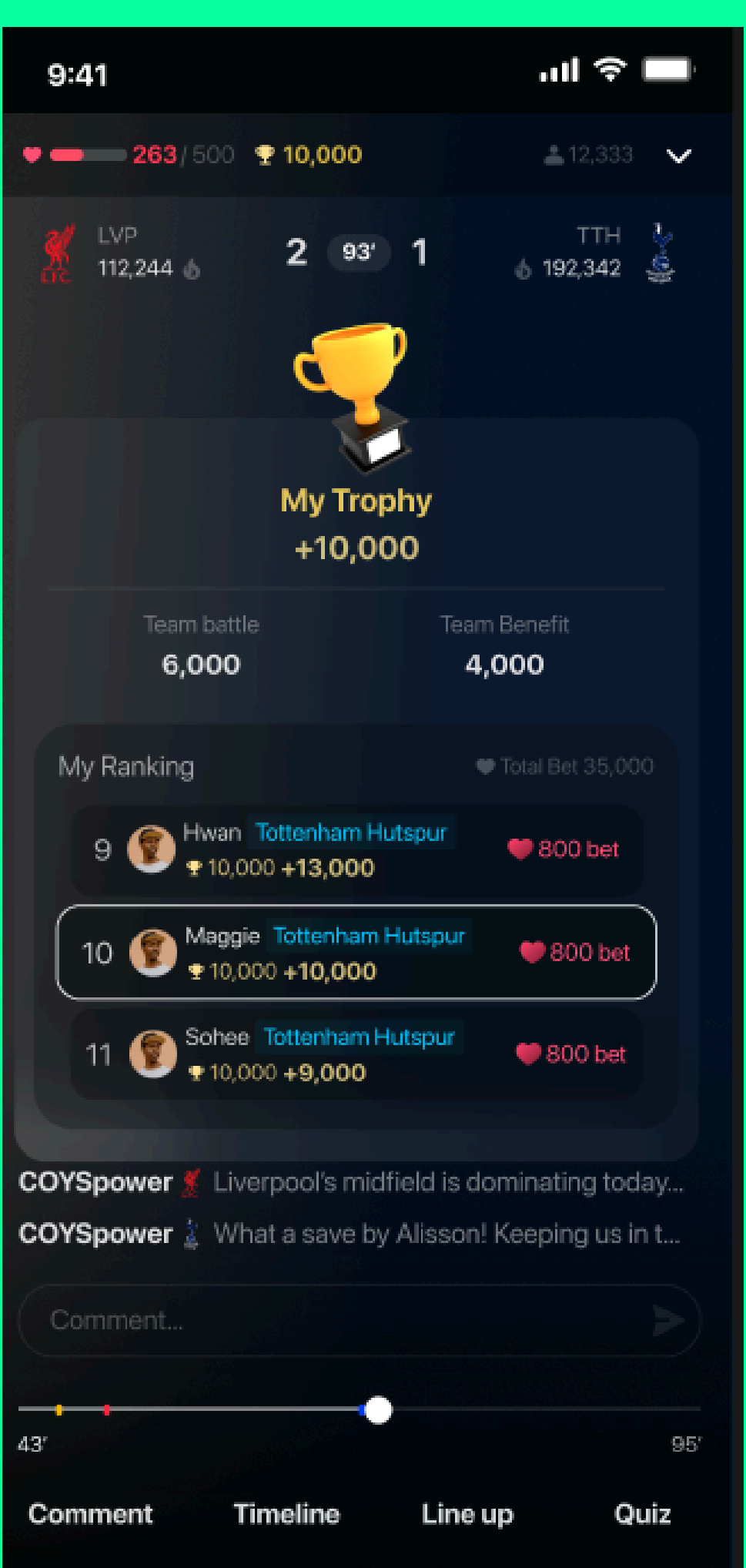
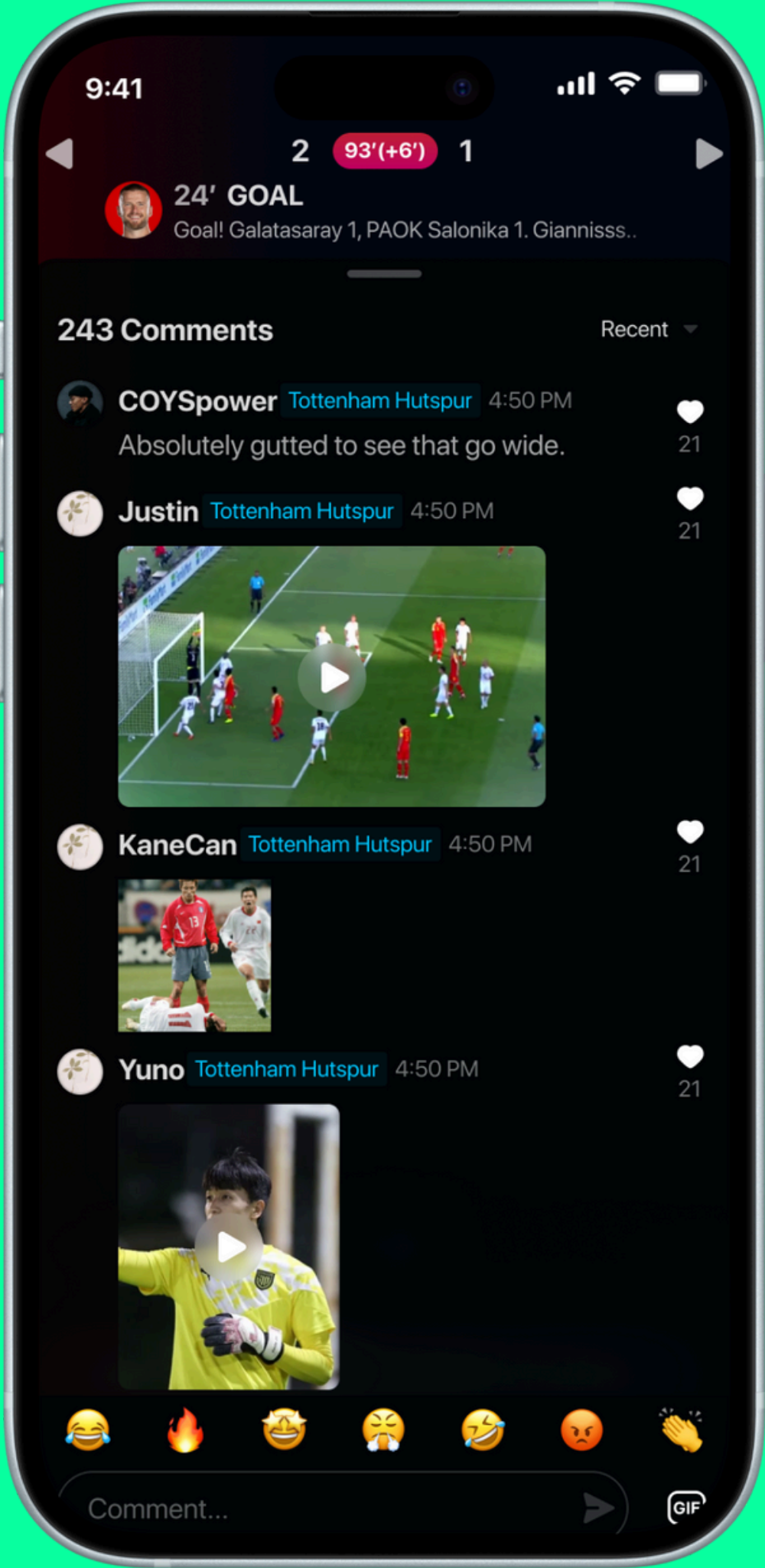


POST-MATCH

DISCUSSIONS ON HIGHLIGHTS

FAN CONTENT & MEMES

COMMUNITY REWARDS

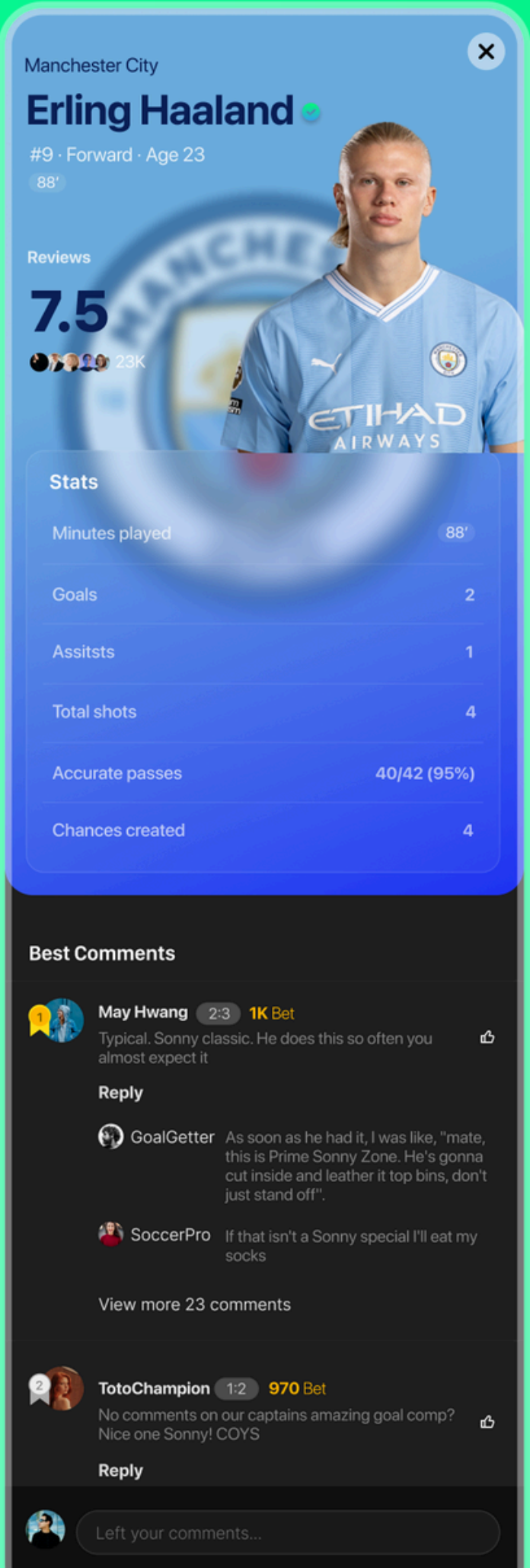


# POST-MATCH

Player ratings by fans

Voting for Man of the Match

Post-match discussions derived from fan ratings.



Average ratings per player, coach, and referee.

Rating comparison between teams

CONFIDENTIAL



# TEAM & PLAYER COMMUNITY IN 11+

Team

Player

My Team

Tottenham Hotspur

Premier League

1.7M members

Description of Chelsea team

Teams

Chelsea

1.7M members

Following

Liverpool

1.7M members

Following

Manchester City

1.7M members

Follow

Manchester United

1.7M members

Follow

L.F.C.

LIVERPOOL FOOTBALL CLUB

YOU'LL NEVER WALK ALONE

Join as Fan

LiverpoolFC

Official X account of Liverpool Football Club. The Premier League champions.

21.4M Fans 32.4M Hearts Liveman Captain

Home

Schedule

Fan Feed

Quizzes

Top Reds

		Prediction	Donate
1	bootroom_genius	98 %	125K HRT
2	RedHeart21	82 %	110K HRT
3	kopkid04	81%	83K HRT
⋮			
150	AnfieldSoul	81%	83K HRT

Send My Heart

Test Your Reds Knowledge

132 Participated

Q. What is the name of the iconic anthem that Liverpool fans sing together before kickoff at Anfield?

YNWADanny If you didn'... edHeart21 Literally gave m..

26 Participated

Q. Which legendary Liverpool captain was known for his long passes, dramatic goals, and leadership?

kopkid04 Stevie G forever. bootroom Captain. Leade..

Send My Heart

Test Your Reds Knowledge

132 Participated

Q. What is the name of the iconic anthem that Liverpool fans sing together before kickoff at Anfield?

YNWADanny If you didn'... edHeart21 Literally gave m..

26 Participated

Q. Which legendary Liverpool captain was known for his long passes, dramatic goals, and leadership?

kopkid04 Stevie G forever. bootroom Captain. Leade..

Hot Posts of the Week

Legend in shootouts. Kelleher is our quiet hero. Leaving as a champion. #Transfer #Kelleher 161 comments

Kelleher off to Brentford! End of an era. Who's your f LFC backup keeper of all time? 321 comments

Weekly Fan Challenges

Comment on 3 posts +300 XP

Score 85%+ in Quiz +500 XP & badge

Donate 5K hearts 'Club Helper' Role

Tottenham Hotspur

Heung min Son

#7 Forward · Captains

36 Games | 17 Goals | 10 Assists

4,113P 2.3M Members

Join

Donate

Feed

Matches

Player

to Player

Album

Pos

Matches

Live

Upcoming

Recent

w/ Chelsea

Sun, May 21 10:00 AM

w/ Arsenal

Sat, June 3 11:00 AM

From Son

Home Fitness with Sonny

2min ago

I usually stick to a meal that's familiar and easy to digest.

40min ago

Big Win!

Clean sheet, a strong team performance and...

19h ago

감사합니다

대표팀 소집을 잘 끝낸 영국으로 안전하게 복귀

1days ago

To Son

Usak What do you usually eat on the day of a game? 230