



FANZEAL

Platform Offerings

DIGITAL COLLECTIBLES

PARCEL CHALLENGE

FAN GAMES

DISCUSSION FORUMS

VIRTUAL EXPERIENCE

BUSINESS PARTNER INTEGRATION

GATED CONTENT

FAN FUNDRAISING

Your Complete Fan Engagement Solution Partner

A 360-Degree Strategy for Fan Engagement

Digital Fan Activities

- Digital collectibles
- Parcel challenge
- Fan games
- Discussion forum
- Virtual experience
- Business partner integration
- Gated content
- Fan fundraising

Community Building

- Connect fans from all over the world through **discussion forums**
- Forge new friendships and connections united by **club passion**
- Let fans collaboratively support and amplify **fan fundraising** initiatives for impactful changes

Integrable Fan Systems

Seamlessly connect all fan-centric club systems via API:

- Ticketing and season passes
- Online and in-store merchandise purchases
- Game attendance tracking
- Match-day purchases
- Engagement with business partners

Business Partner Value

- Enhance value creation for fans and business partners by integrating **branded rewards** and **exclusive perks** into **challenges**
- Boost partner-fanbase relationships





DIGITAL COLLECTIBLES

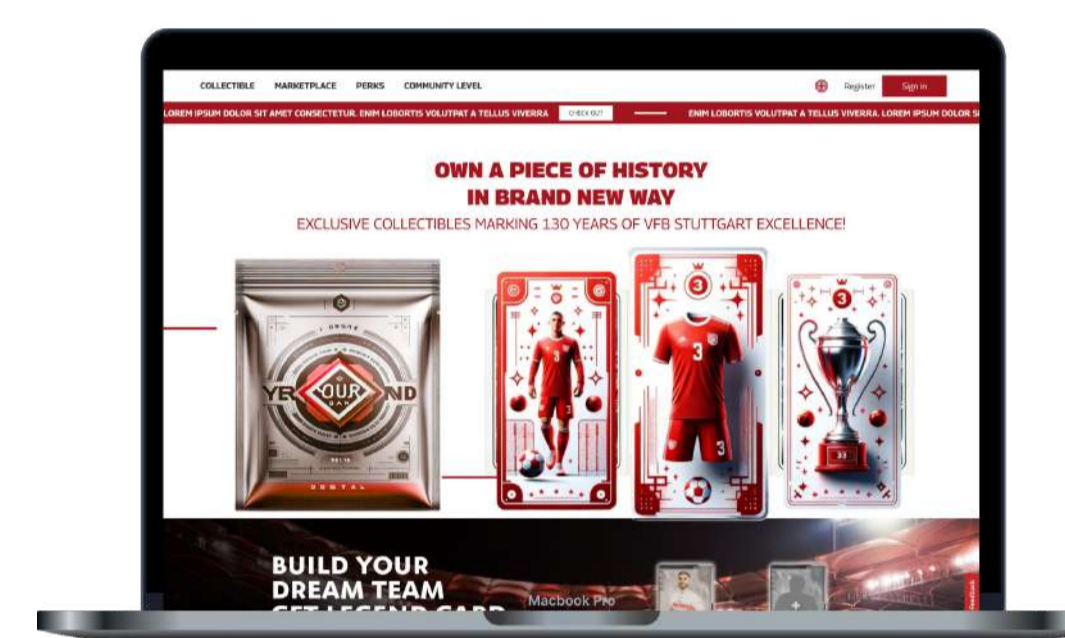
What is a Digital Collectible?

A digital collectible is an innovative, blockchain powered approach to collecting and trading traditional sports cards in a digital format.

Blockchain Benefits

Leveraging blockchain technology, fans and clubs can trade digital collectibles with assured security due to several blockchain benefits:

 <p>Enhanced Security</p> <p>Verification from multiple nodes allow greater security</p>	 <p>Increased Transparency</p> <p>Using distributed ledgers, anyone can see monetary flows</p>
 <p>Instant Traceability</p> <p>Being able to directly reach the required transaction</p>	 <p>Improved Trust</p> <p>Technical infrastructure carries the trust, no people involved</p>



1

Design Collectible

Choose the asset class of your collectible, which can feature anything associated with the club - from current players and legends to trophies and jerseys.

2

Connect to Perks

Leverage both existing and new business partnerships to create fan perks linked to the collectibles, offering redeemable rewards with each purchase such as *meet-and-greets, discount codes, free beer, merch, etc.*

3

Launch on Platform

Sell the collectibles on the platform as packs, individual pieces, or as part of a challenge reward! Distribute varying quantities based on the rarity of the cards and the popularity of the players.

4

Open up for Trade!

Establish a secondary marketplace on the platform, enabling fans to trade or buy players from one another. Gain a continuous revenue stream through a small transaction fee.

5

Add Gamification

Construct every-day engagement touch-points to drive fan activation and ensure continuous re-engagement both with the club but also with your business partners.

Strategies to engage Fans

Digital Collectibles are not just digital assets, they are a new way of *activating* and *engaging* fans in the long run!

Recurring Challenges

Create challenges such as *assembling an entire starting eleven, collecting specific items, or enhancing collectible stats through OPTA data* to earn **badges** and **perks**. These achievements can be showcased in discussion forums or within the platform community, adding an extra layer of collectible engagement for fans

OPTA Data Integration

Connect collectibles to live statistics and make them evolve together with the players and the team!

Community Utilities

Foster community spirit by awarding special perks based on the variety and number of collectibles unlocked by the entire fanbase

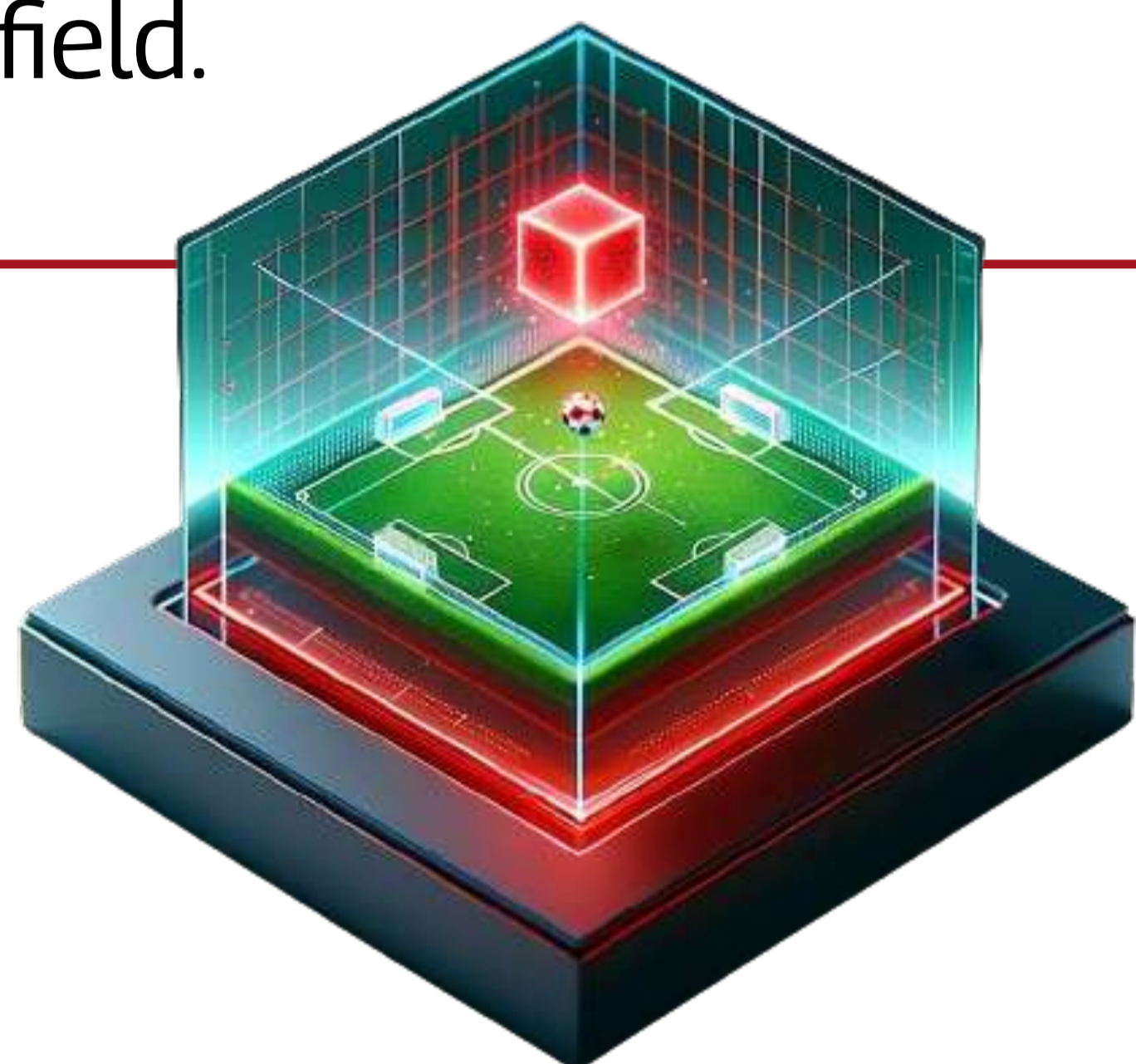
Leaderboard

Have a digital collectible leaderboard to validate the most loyal and engaged fans at the platform

PARCEL CHALLENGE

What is a Parcel?

A parcel is a **digital representation** of a physical segment of the **clubs actual football field**. The underlying technology and representation of the parcel is the same as that of the digital collectibles, making fans **unique digital owners** of a part of the field.

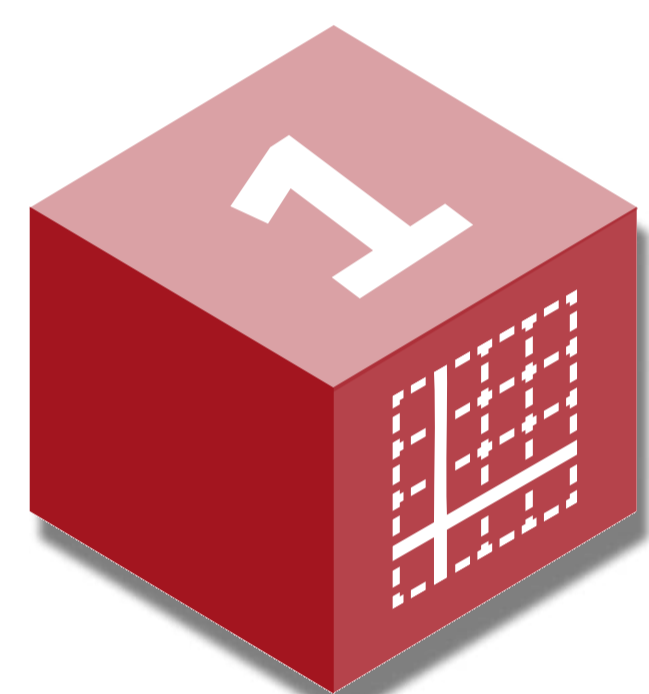


The Parcel Challenge

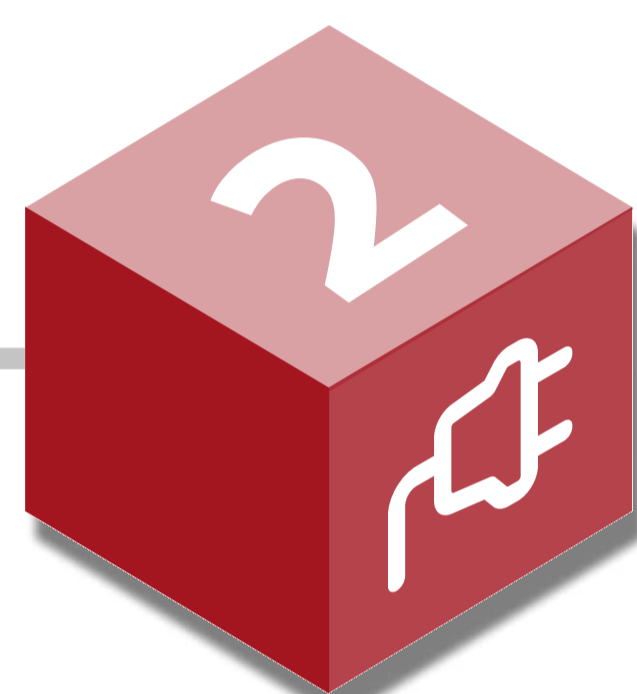
Enhance real-life match experiences, as users can follow their parcel performance during game.

Compare and challenge friends on how your parcels are performing and compete for rewards and the top of the leaderboard.

Relate the parcel to the overall squad development, club transfers, news and coaching for a true immersive fan experience.



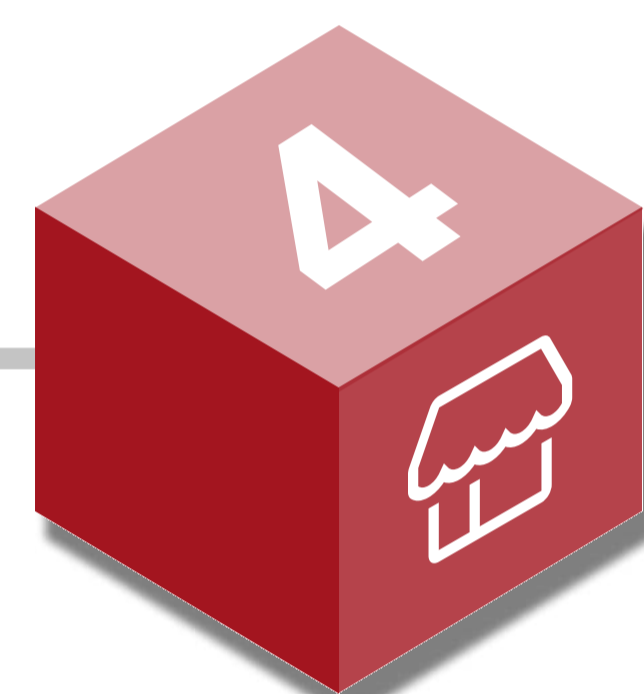
Design parcel asset and divide the field into equally large plots



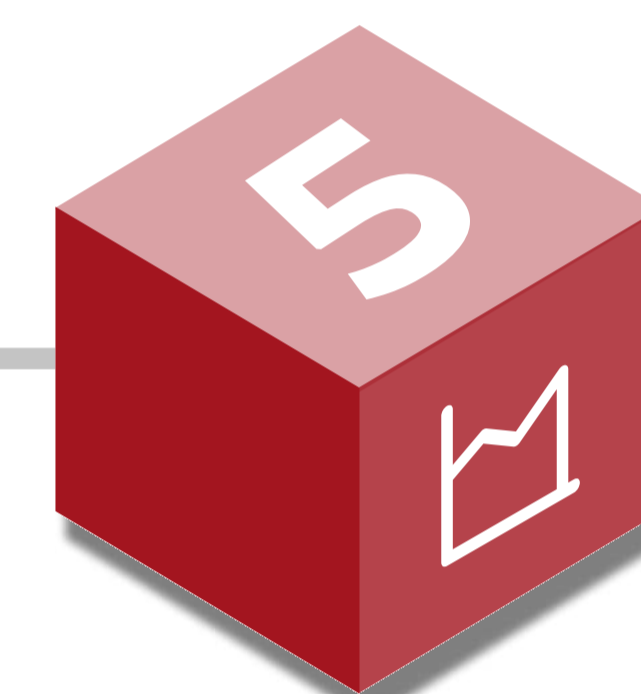
Establish system to integrate OPTA data with each parcel plot



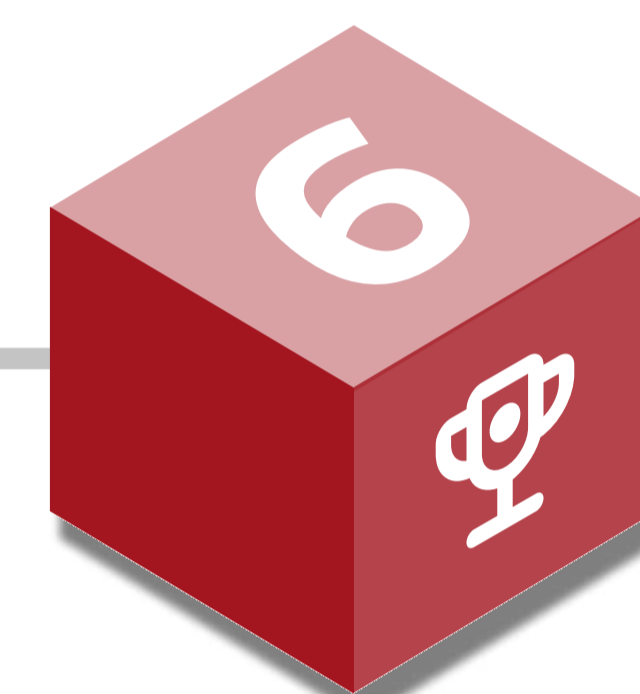
Launch parcels on the platform, selling them either as various tiers or as a surprise, random selection



Open up secondary market on the platform



Make continuous updates to parcels based on real football field data

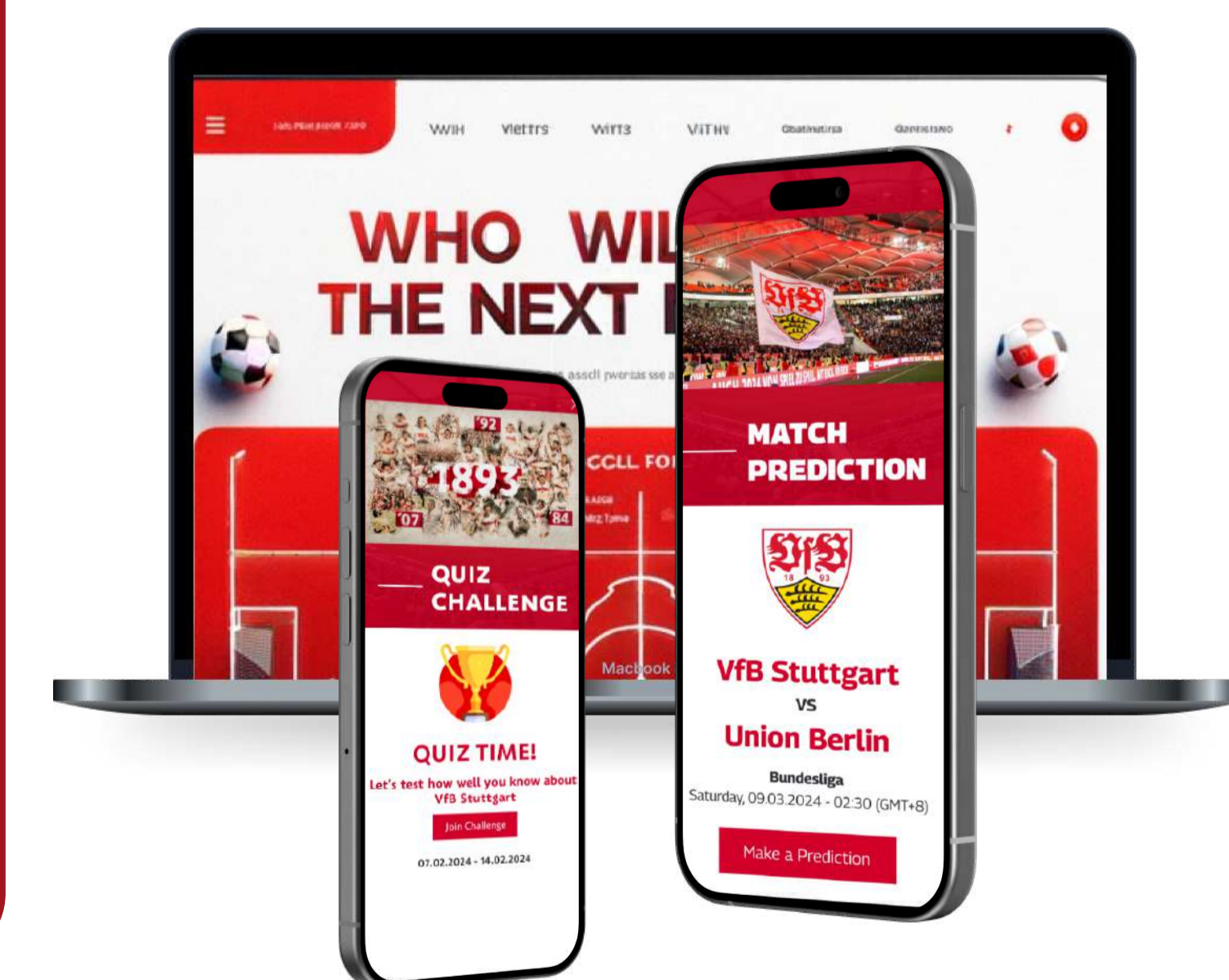


Reward the best performing & loyal fans with rewards from partners and the club

FAN GAMES

What are Fan Games?

Fan Games are **platform activities that ignite excitement** and foster community among fans, even for those hesitant to immediately buy a collectible! By implementing a *freemium model*, you enable fans to engage in competitions, participate in polls, and answer quizzes thus enhancing the platform's value and attracting increased traffic



Match Predictions

Release match predictions before games, allowing fans to compete and predict outcomes! Reward them with Fan Power points or establish a **leaderboard** to recognize the most engaged fans

Predictions on: winner, overall score, red cards, goal-scorer, overtime and much more!

Voting Polls

Give the fans polls with options to vote on certain topics or specific club related matters:

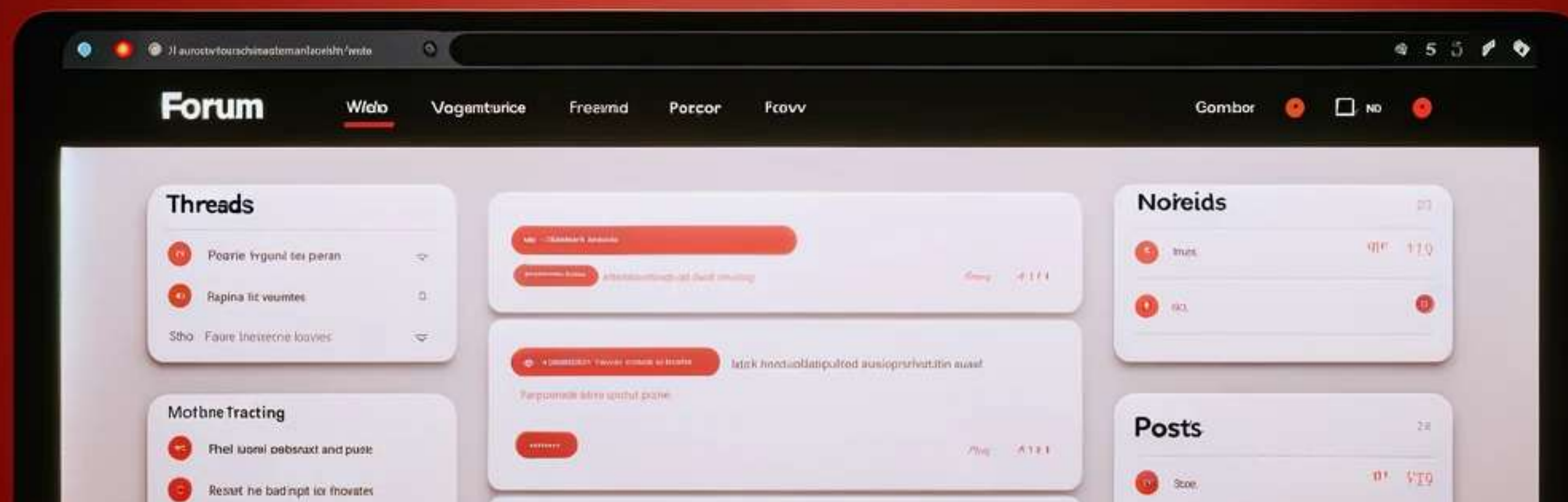
- *What was your favorite goal?*
- *Which picture should we post on SOM?*
- *Which crowd banner do you want to see?*
- *Who was the best player last game?*

Quizzes

Create quizzes related to the club! Test the fans' knowledge about club history, legends, future games, and much more.

Reward the winners with Fan Power points and provide a **leaderboard** for them to compete with friends on the platform!

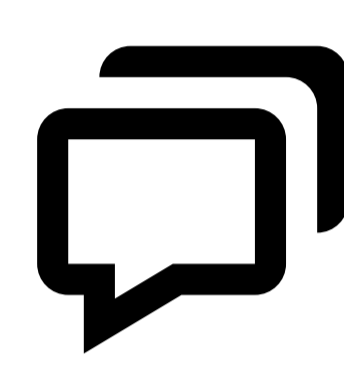
DISCUSSION FORUMS



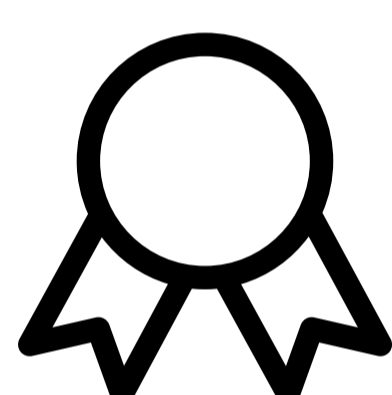
Enable two way communication both with the club and between the fans!



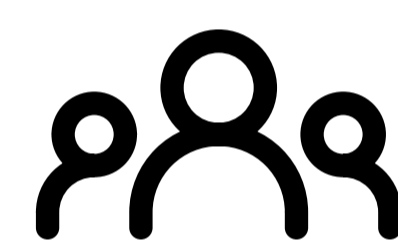
Take the next step and unlock communication **between fans and the club**. Have a forum where the fans can raise questions towards the club and also get answers!



Create a discussion forum on the page where fans can initiate **pre and post-game discussions** as well as contribute to fan-related topics. Drive traffic to the platform and unlock more value for both fans and partners on the website!



Enable fans to **show off their rewarded badges** and leaderboard scores in the chats and discussions!



Enable fans to create **mini-communities** with a group of friends, where they run their own team, guild or club together!

VIRTUAL EXPERIENCES

What is a Virtual Experience?

A virtual football experience is **an immersive digital simulation** that allows fans to engage with the sport in a virtual environment. It can include watching live games in a 3D virtual space, participating in *interactive games and challenges*, or *managing virtual teams*.



Let Fans Meet Digitally

Provide your fans with digital avatars, enabling them to interact with each other from across the globe through the digital space!



Build a Virtual World

Build your stadium, city or training facilities digitally where your fans can meet and watch whole games or highlights virtually

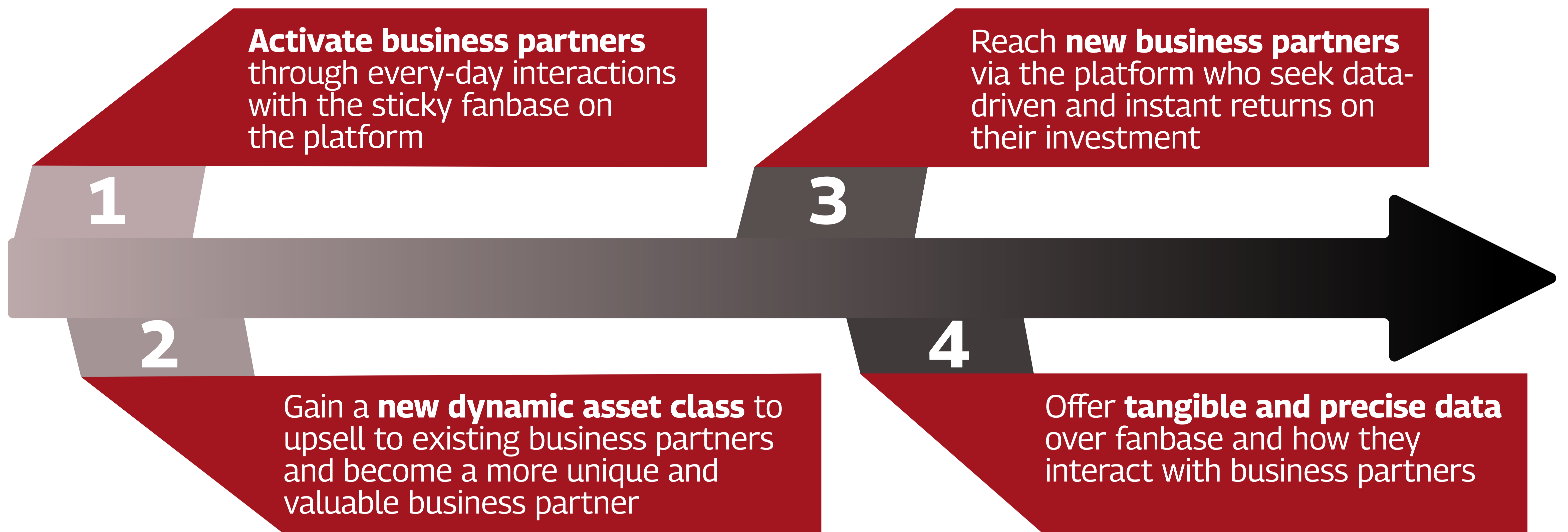


Launch Digital Games

Launch treasure hunts and digital football games where fans can compete against each other



BUSINESS PARTNER INTEGRATION



How do we integrate Business Partners in the offerings?

Digital Collectibles & Parcels

- Incorporate Business Partners **into the design** of the digital collectible & parcels
- Link collectibles to **exclusive perks** sponsored or organized by business partners
- Develop **exclusive challenges that feature business partners**, enhancing engagement and interaction

Fan Games

- Integrate the business partners history with the clubs in the **quizzes**
- Let the partners launch their own **polls** related to their involvement with the clubs, fostering **direct interaction and feedback from fans**

Virtual Experiences

- Builds **virtual business partner stores**, offices and offerings that fans can interact and purchase in the digital world
- Offer **branded virtual clothing, accessories, and items for avatars**, enabling fans to showcase within the virtual space

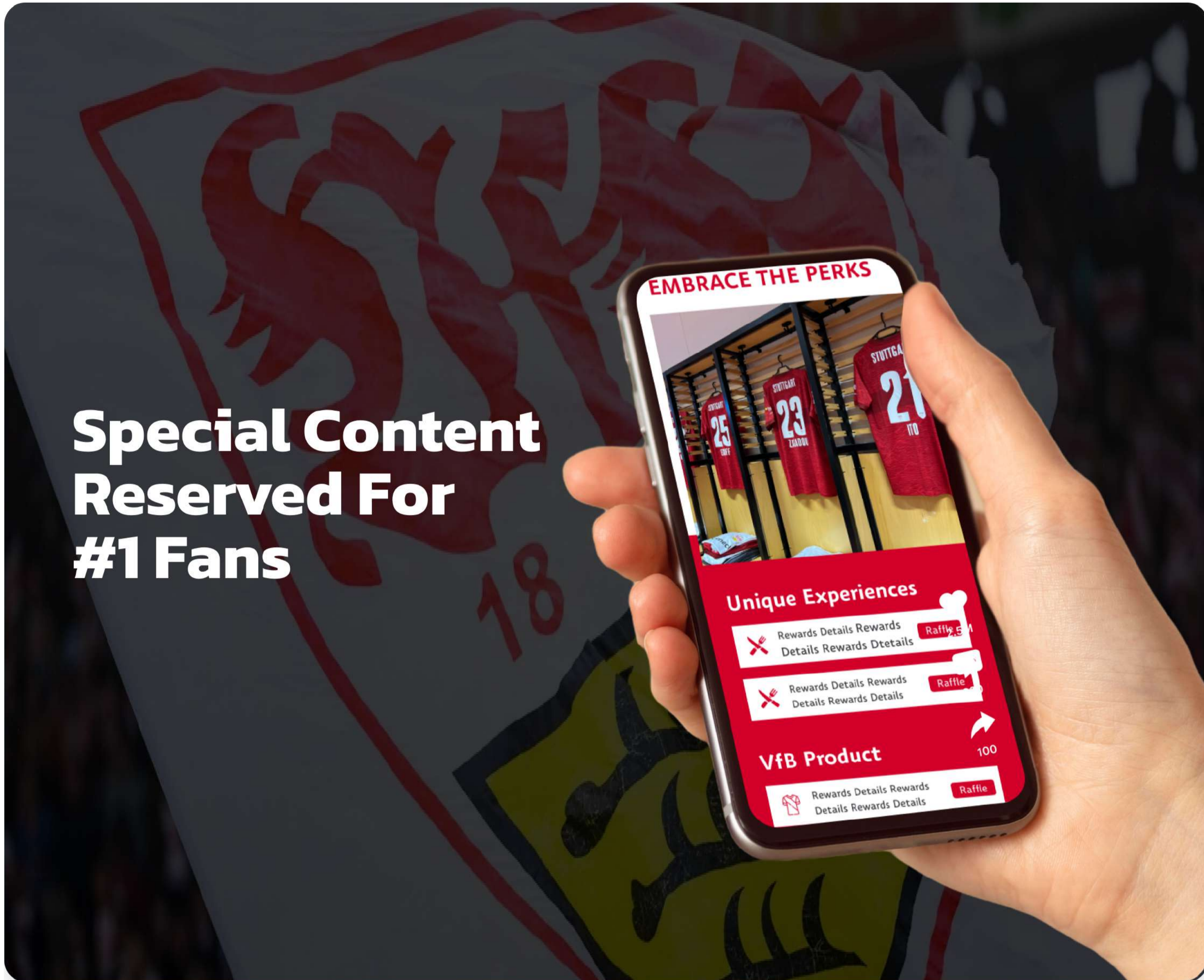
Fan Fundraising

- Facilitate engagement between business partners and fans during fundraising events by allowing partners to **support fan-driven causes and wishes**



Example from VfB Stuttgart Collectibles

GATED CONTENT



Special Content Reserved For #1 Fans

Example from VfB Stuttgart Collectibles

What is Gated Content?

Gated content is a way for the club to validate and actively engage the most devoted fans. By offering exclusive content daily to the most active users, the platform not only continuously drives traffic but also enable co-creation!

Create a sense of **exclusivity for core fans** by sharing unique, **behind-the-scenes** content not available on other social media platforms, such as **tour-specific** insights!

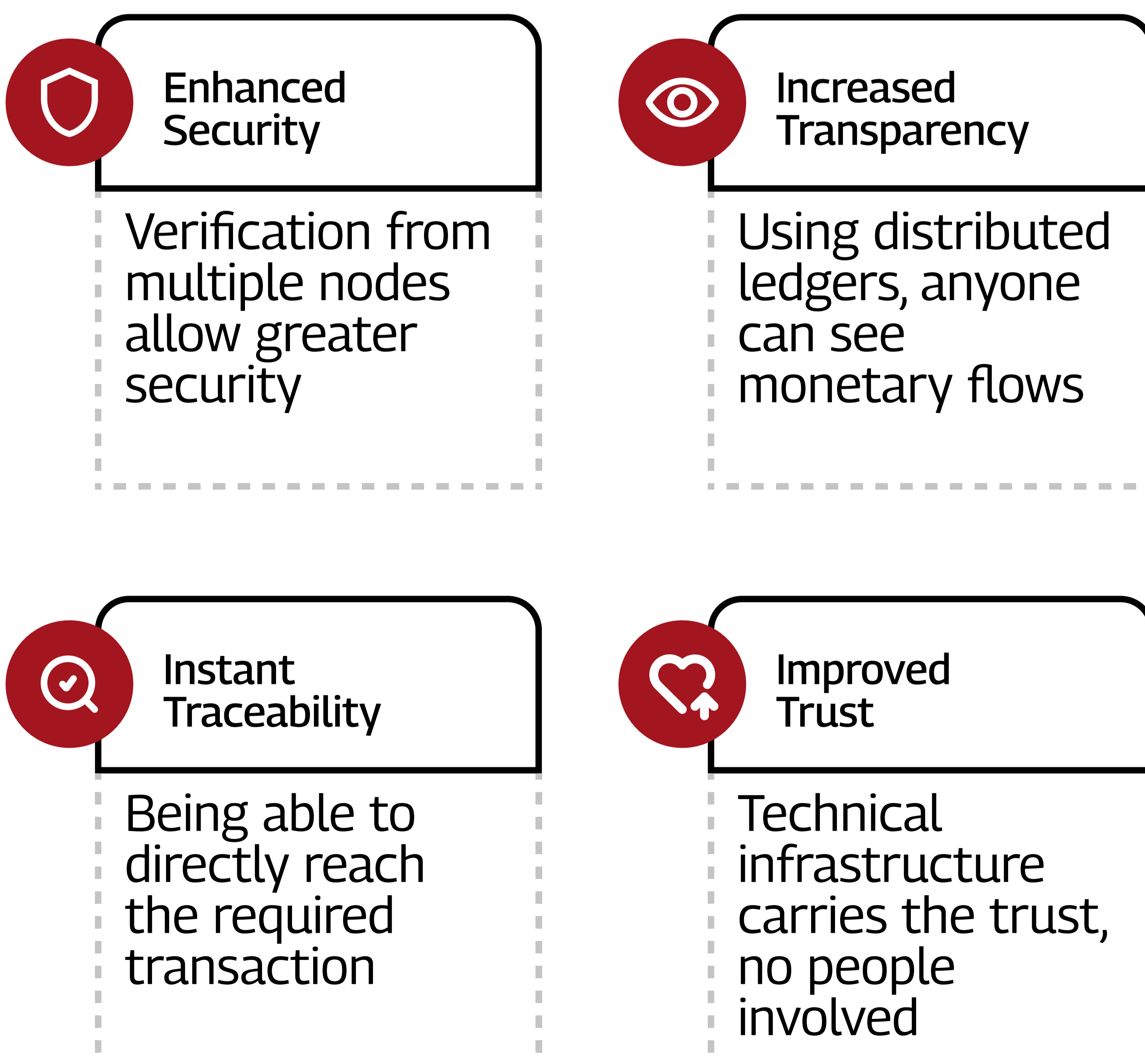
Reward continuous engagement by allowing fans to earn **Fan Power points** or **rewards** when they interact with exclusive content over a longer time!

FAN FUNDRAISING

What is Fan Fundraising?

Fan Fundraising is when the **fanbase contributes financially** to pre-selected causes, supporting either the club or various projects and charities. The platform ensures **complete transparency** and **confidence** in the process, as all transactions are securely managed through blockchain technology.

Blockchain Benefits



Avoiding "money-under-table" system

All stakeholders can view monetary flows

Impossible to hack the infrastructure

