

WE ARE

**FAN  
OWNED CLUB**

September 2023

## Problem

Soccer fans want a stronger connection to the teams they follow, but clubs lack the expertise, resources and funding to deliver.

## Solution

Fan Owned Club **crowdfunds minority stakes in soccer clubs** and delivers a unique owner experience to fans, and resources and capital to clubs.



FC Pinzgau Saalfelden  
Austrian 3<sup>rd</sup> Division



We **crowdfunded** the purchase of our first club in **2019 to give fans a voice.**

## How It Works

We crowdfund minority stakes in clubs, bring in expertise and resources to increase club value, and exit at a multiple.

1

### Partner With Clubs

- Raise club profile
- Bring expertise
- Crowdfund fan owners



FOC earns fee for services + minority stakes in clubs

2

### Launch Owner Experience

- Develop +Fan platform
- Scale with new fans
- Subscription based \$



Annual subscription revenue + global sponsorships

3

### Drive Club Value

- Add expertise
- Leverage network
- Sell club equity



Share in network synergies + exit value with equity sales

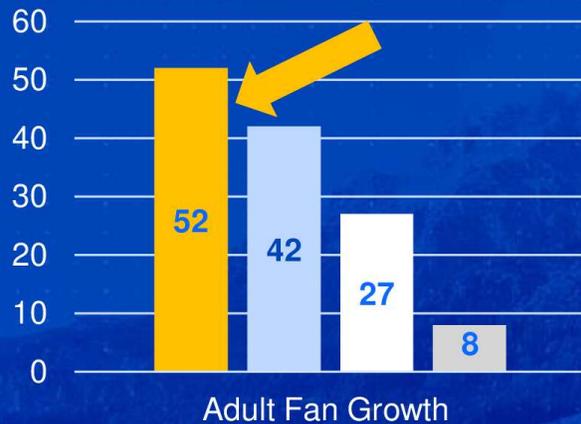
## Market Size

There are 3.5 billion soccer fans globally and hundreds of thousands of clubs. We are initially focused on the estimated **82 million US soccer fans and 2K lower-level European clubs.**

The US soccer fan base is growing rapidly but European soccer is more popular and growing faster with the US audience.

82M

US Soccer Fans & Growing  
% Growth Since 2012\*



■ Soccer ■ Hockey ■ Basketball ■ Baseball

\*worldsoccertalk.com 9/2022

420K

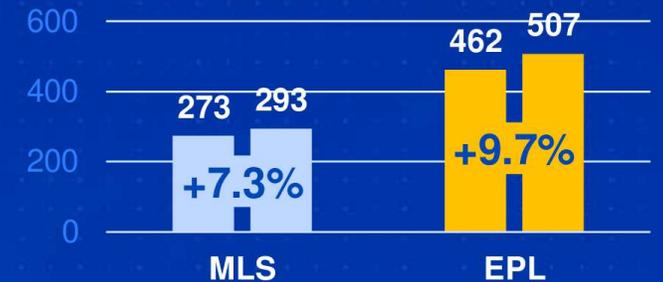
MLS Season Ticket Holders  
Avg Cost of \$800/yr

1 million subscribers



\$99/yr • \$14.99/mo

Avg US TV Match  
Audience('000)\*



\*\*Forbes, 8/23

## Value Proposition

Teams generate incremental recurring revenue while fans get a unique Owner experience and skin in the game.

### Clubs



Build stronger relationships with existing fans, add new fans



Connect with younger, digital native audience, elusive 18-24 demo



Remove geographic limitations and create loyalty globally



Build new revenue & sales - ↑ merch sales & attendance, + subscription \$

### Fans



#### Insider Access

1<sup>st</sup> to know • Fan Owner Calls • Exclusive Content



#### Influence on Operations

Small group calls • Fan Owner Committees • Strategy & Budget Input



#### Profit Opportunity

Share Appreciation • Dividends • Distributions from Asset Sales

## Traction

We drove performance, revenue and fan interest with Club 1. Now we are scaling with new club partnerships and a Fan platform.



FC Pinzgau Saalfelden  
Austrian 3<sup>rd</sup> Division



### Turnaround

From relegation  
zone to playoffs  
<5 years

### \$1.6M raised

43 states  
8 countries  
500+ investors

### Club #2

1<sup>st</sup> Division Club  
partnership coming  
Dec 2023

### Platform

Scalable fan  
experience coming  
Spring 2024

\*These forward-looking statements reflect the Company's views at the time such statement were made with respect to future events and are not a guarantee of future performance or developments.

# Competition

For Fans								
Insider Access	✓	x	x	x	x	x	✓	x
Influence on Operations	✓	x	x	x	x	x	✓	x
Profit Opportunity	✓	x	x	x	x	x	x	✓
Promotion Chase	✓	x	x	x	x	x	✓	✓
Multi-Club	✓	x	x	x	✓	x	x	x
For Teams								
Capital Raise	✓	x	x	x				
Expertise & Network Effect	✓	x	x	x				
Incremental Revenue	✓	✓	✓	✓				
Minor Division Clubs	✓	x	x	x				
Integrated Platform	2024	x	x	x				

Most fan ownership opportunities are cosmetic offering little for fans not already connected to a team or area.

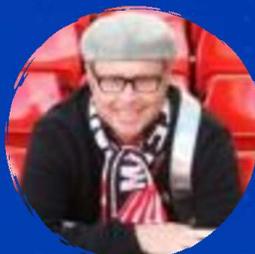
# Our team



Steve Paris

**Founder**

General Mills, Quotient,  
Marketing, Sales, GM



David Herman

**Marketing**

Manchester United, USA  
Agency, Adtech, Sales



Vanessa Nordstrom

**Operations**

General Mills, Health &  
Wellness, MN Thunder



Chris Sydney

**Sporting Director**

Coach, player and agent with  
global experience



Shawn Parker

**US Youth Partners**

Coach, player, youth club  
director



Marcus Haslam

**Graphic Design**

Award winning freelancer



C.J. Williams

**Digital Experience**

Agency and client side, SEO  
expert



Sierra Cristiano

**Project Ascend**

ex. Div 1 MVP player, coach,  
Big Pharma mkt & sales



David Crouch

**Platform Lead**

Founder and CEO, ten24  
digital, Slatwall Commerce

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## BOARD & ADVISORS

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Ken Neal, President, **Alliance Sports Management** ▪ Trey Fitz-Gerald, **Real Salt Lake** ▪ Darren Bowman **NeXGen**  
Zafar Khan, **3M** ▪ Adam Kmiec, **United Healthcare** ▪ Joe Rugo, **Fevo** ▪ Bari Harlam, Co-Founder, **Trouble**



Currently based in Austria

# The Beautiful Trip Contest

All investors will be entered to win a **VIP Match Day Experience** to watch YOUR team play in 2024 or 2025 season in the fairy tale beautiful Austrian Alps including:

- Three Nights Four-Star Accommodation for two
- VIP Match Day Experience at 1508 Saalfelden Arena
- Personal Meet & Greet with First Team(s)
- Dinner with Founders
- Match Worn and Collectable FCPS Signed Collateral
- And more...an experience of a lifetime



# WEFUNDER Perk Levels

\$500	\$1,050	\$1,650	\$2,480	\$4,950
Shares & voting rights	Shares & voting rights	Shares & voting rights	Shares & voting rights	Shares & voting rights
Downloadable Owner Certificate Shop Discount Fan Owner Sticker FCPS Cap Signed Team Photo	Downloadable Owner Certificate Shop Discount Fan Owner Sticker FCPS Cap Signed Team Photo Scarf \$50 Merch Credit	Downloadable Owner Certificate Shop Discount Fan Owner Sticker FCPS Cap Signed Team Photo Scarf \$50 Merch Credit Duffel Bag	Downloadable Owner Certificate Shop Discount Fan Owner Sticker FCPS Cap Signed Team Photo Scarf \$50 Merch Credit Duffel Bag Home Jersey Hoodie	Downloadable Owner Certificate Shop Discount Fan Owner Sticker FCPS Cap Signed Team Photo Scarf \$50 Merch Credit Duffel Bag Home Jersey Hoodie Plush Blanket Signed Jersey
25 Contest Entries	50 Contest Entries	100 Contest Entries	200 Contest Entries	750 Contest Entries
	2 home match tickets per annum	2 home match tickets per annum	2 VIP home match tickets per annum	4 VIP home match tickets per annum

# Projected use of funds



## Liquidity & Exit Paths\*

- 1. Share Appreciation**  
Private sales or a future secondary market listing to create liquidity and profit options
- 2. Dividends from future operations**  
Driven by new clubs, +Fan subscriptions, sponsorships, media and events
- 3. Contributions for asset sales**  
HNW, institutional investors continue to drive investment in lower league European soccer

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**FAN**

**OWNED CLUB**

Thank You!

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