



S P O R T S

SOCIAL MEDIA CONTENT



**STARTING POINT**

# 2023 GOALS

1.

## AWARENESS

Generate awareness of the situation, the opportunity of becoming an owner, the brand and its purpose.

2.

## BRANDING

Position ourselves as innovator brand that comes to change the game's rules

3.

## CONVERSION

Encourage the purchase of team stocks from a simple, fast, safe and at an affordable price.



**STRATEGY**

# DIGITAL ECOSYSTEM



## ENTERTAIN

Expand the reach and exposure of the brand to the general public with fun and entertaining content  
Always On Strategy.



## INSPIRE

Inspire people to be creative.  
Help people discover things they love.  
Ignite connections between people.  
Always On Strategy.



## SHOW AND TELL

Being present in one of the most important search engines showing our audiovisual content.  
How to content.



## INFORM

It is the special social network to inform due to its spontaneity and immediacy,  
It is the network of journalism and information par excellence.



## HUB

This will be the information hub for current and potential investors.  
It will also be the conversion landing.

# CONVERSATIONS

When we are faced with **innovation, technology** and the “**one of a kind**” business, the first thing that arises are **questions**. That is why we will base our digital strategy on that: the questions that anyone can have about f2o Sports.

## WHO?

In this territory we will be talking about who the team is, putting a face to the founders to generate a bond of trust, transparency and security.

## WHAT?

We will explain what we do, what is f2o Sports and what are the benefits of investing in f2o sports and what sports are we interested in.

## WHY?

This will be the most emotional pillar. We'll talk about why invest in sports, why f2o Sports was created, why take ownership of the game instead of just watching it or being a passive member of a club where you can't make any decisions.

## HOW?

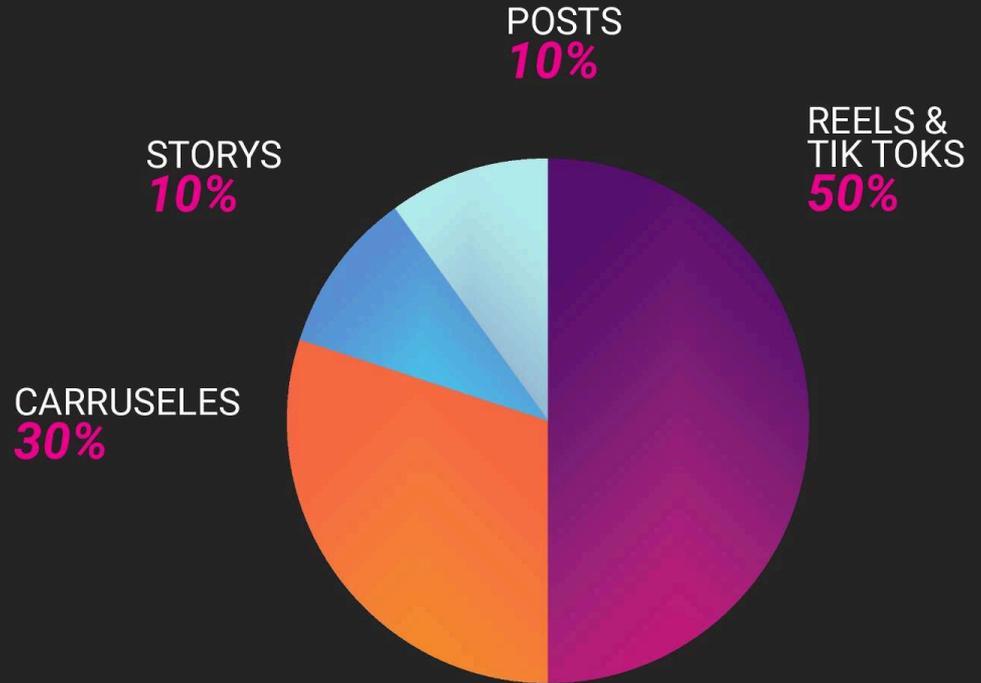
This is the most technical part of our communication. How to buy stocks, how is the financial process of the company, how to be part of f2o Sports, how you make decisions about the club.

# CONTENT

In conclusion, we propose to make monthly content that we are going to divide into 60% video and 40% image.

This video content would be most UGC, or "User Generated Content".

It isn't new, but it's definitely trending. UGC is created by people rather than the brand, but traditionally, user-generated content comes from real, unpaid customers. Users are 2.4 times more likely to engage with UGC than brand-created content. Authenticity sells.





# STONE OF VOICE

**PASSIONATE** like the biggest fans in the world.

**SMART AND SIMPLE.** Has good data and knowledge about the sports and business.

Has a **BOLD** to go against sports industry and change it forever. Always **THINKING ABOUT THE FAN**, “we are doing this together.”

**IRREVERENT** because we are ready to bring sports into the 21st century and let the old ways of franchise ownership die.

# STRATEGY

## 1.

### WAITLIST

- INTRODUCING THE BRAND
- BUILDING TRUST AND CREDIBILITY
- GIVING INFORMATION
- GETTING LEADS
- EDUCATE
- REFERRAL PROGRAM

## 2.

### LAUNCH

- BRANDING
- CONVERTING UNITS
- EDUCATE ABOUT THE INVESTMENT
- INSPIRE

## 3.

### PAST LAUNCH

- BENEFITS
- CONVERTING UNITS
- NEWS FOR INVESTORS
- SHOWING NUMBERS
- OUR MILESTONES
- INSPIRE OTHERS
- REFERRAL

REAL TIME + ENGAGEMENT CONTENT



S P O R T S

NOVEMBER CONTENT



NOV  
2023

# NOVEMBER 2023

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1 WHY? REEL "BE PART"	2 WHY? STORY "3 WORDS"  WHY? REEL WOLFGANG	3 HOW? REEL WOLFGANG.  WHY? STORY	4 REAL TIME FINAL COPA LIBERTADORES BOCA VS FLU
5 STORY PRE LAUNCH (COUNTDOWN)	6 Post LAUNCH Carrusel LAUNCH Reel HOW (ONE PIXEL AT TIME)	7 HOW? REEL WOLFGANG  REAL TIME - GAMES CHAMPIONS LEAGUE	8 WHY? CARRUSEL FIRST OF A KIND  REAL TIME - CHAMPIONS LEAGUE + REAL TIME COLOMBIA	9 WHY? REEL "512 BILLIONS MARKET"	10 WHY REEL. OLD SPORT FRANCHISE COLLAPSE	11 WHO: STEFANO "Pasion" *CREDIBILITY  REAL TIME - BRAZIL
12 WHY VIDEO "INVEST IN SPORTS"  REAL TIME - MLS PLAYOFF	13 WHAT REEL "...MUCH MORE TO SAY"	14 HOW? REEL MIKE VIDEO	15 WHY REEL "DO NOT STAY OUT"	16 WHAT REEL "WAKE UP!"	17 OUR PURPOSE REEL "BREAKING THE OLD RULES" REAL TIME - ELIMINATORIA	18 WHO- VIDEO POST "THEY ARE GOING TO HEAR US"
19 WHAT VIDEO "POWER TO THE FANS" REAL TIME - EUROPEAN	20 WHO? MICHAEL "GET INTO SPORTS" *CREDIBILITY	21 WHO: ENRICO " *CREDIBILITY	22 POST - OUR PURPOSE "CHANGE"	23 MEME - OUR PURPOSE	24 WHO? CARRUSEL ADVISOR PARTNER	25 REEL WHAT WOLSGANG STADIUM
26 MEME POST RYAN REYNOLDS "OLD OWNERS"	27 WHO? STORY FOUNDERS	28 MEME - OUR PURPOSE	29 TBC REAL TIME - CHAMPIONS LEAGUE	30 TBC REAL TIME - EUROPA LEAGUE		

POST TBD

FOTO 1

Postponed until confirmation  
from Victor

COPY OUT

#WelcomeVictorBlanco

The current General Secretary of @AFA and President of @RacingClub Victor Blanco is the newest member of our advisory board and we couldn't be happier!

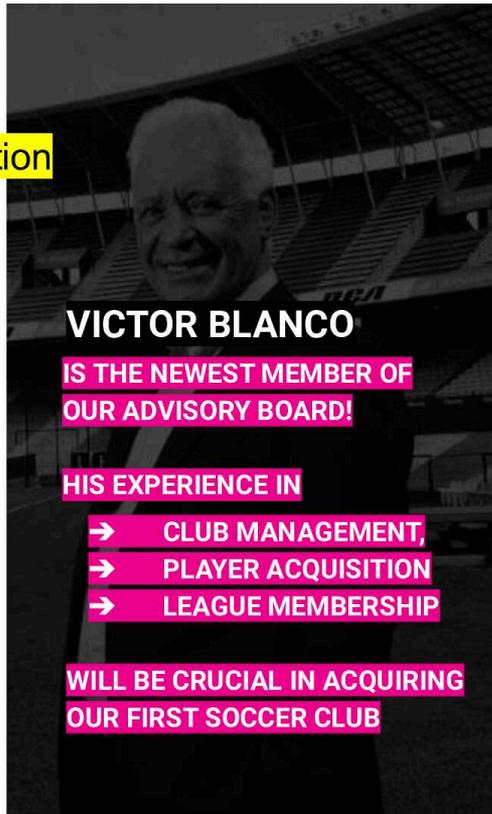
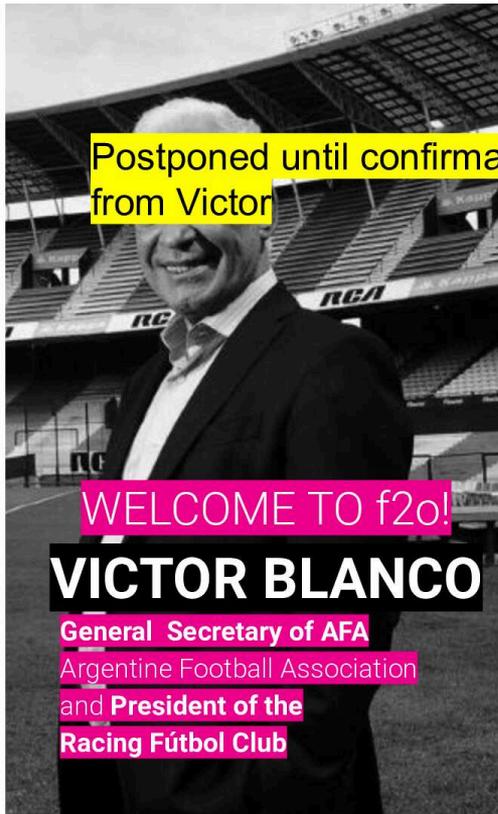
His experience in club management, player acquisition, player development, and league membership will be crucial to acquire our first soccer club. Welcome Victor to the f2o Sports family!

#OwnTheGame #TheRevolutionHasBegun  
#BecomeAnOwner #Decentralization #Digitalization  
#Globalization



story TBD

FOTO 1



# CARRUSEL

01/11

COPY OUT: WIN OUR EXCLUSIVE LAUNCH KIT!

1. Refer friends & family to join the waitlist.
2. The more you refer, the more you climb to the top of the list!
3. Top 16 referrers will be eligible to win our exclusive launch kit

\*Kit includes: Helly Hansen Bislett training bag or Moleskine Backpack and a Next Level CVC T Shirt

#OwnTheGame #TheRevolutionHasBegun! #BecomeAnOwner #decentralization #Digitalization #Globalization

WIN OUR EXCLUSIVE

## PUBLICADO



LAUNCHING KIT

REFER FAMILY &  
FRIENDS TO JOIN  
THE WAITING LIST  
AND YOU WILL  
CLIMB TO THE  
TOP OF THE LIST

TOP 16  
REFERRERS  
WILL RECEIVE  
OUR LAUNCHING  
KIT

F20  
SPORTS

11/02

## Video story

COPY OUT

#OurTheCourse

PUBLICADO

#Decentralization #Digitalization

#Globalization

F20  
SPORTS



- ✓ Founders
- ✓ Education
- ✓ Credibility

11/03 - WHY?

Video story



PUBLICADO



- ✓ Founders
- ✓ Education
- ✓ Credibility

11/04

REAL TIME

## FINAL COPA LIBERTADORES BOCA VS FLU

COPY OUT:

One of them will lift the Copa

these teams, which one would you like to have?

The Xeneize Machine 🇨🇦🇧🇷

The three color Carioca 🇧🇷🇧🇷🇧🇷

#OwnTheGame

#BocaJuniors #CopaLibertadores

#Fluminense



PUBLICADO



programado

11/0 - HOW?

WOLFGANG REEL

COPY OUT:

How it works?

Very Soon.....f20 Sports will begin our fundraising process to ignite The Revolution to change the game.

The opportunity to purchase ownership will be offered to our fans through a simple and secure crowdfunding process called a REG CF (Regulation Crowdfunding).

To be notified when the launch happens..... Join us in [wefunder.com/f20sports](https://wefunder.com/f20sports). Link on Bio.

#OwnTheGame #TheRevolutonHasBegun  
#BecomeAnOwner #Digitalization  
#Decentralization #Global

#OwnTheGame

F20

REHACER

hey fan  
owners

✓ Founders

PUBLICA SÓLO EN  
ENG

# 11/06: WHY

# REEL

COPY OUT: The revolution of turning fans to owners has begun! Join us at f2osports.com and have the opportunity to be an early bird purchaser in our crowdfunding campaign and receive exclusive benefits. We're giving sports back to the fans. You're welcome 🙌.

Link [→](#) Bio

#OwnTheGame #TheRevolutionHasBegun #BecomeAnOwner #Decentralization  
#Digitalization #Globalization

## PUBLICADO

BE PART OF  
SOMETHING  
**SPECIAL**

BE PART OF  
SOMETHING  
**DIFFERENT**

BE PART OF  
SOMETHING  
**EVERY FAN  
HAS DREAMED  
OF**

**F2O**  
SPORTS

ENLACE

[video](#)

[video](#)

[video](#)

[video](#)

En diseño

WHY?

11/07

COPY OUT:  
Get Ready Fans!



## PUBLICADO

crowdfunding capital raise.

Own a piece of the game!

Link [→](#) in Bio

#OwnTheGame  
#TheRevolutionHasBegun  
#BecomeAnOwner  
#Decentralization  
#Digitalization #Globalization



PROGRAMADO

COPY OUT: 📌 Sports Fans would you like to own a piece of a professional sports team? Join our waitlist and we will notify you when ownership is available for purchase.

11/08

CARRUSEL

Link ➔ in Bio

#OwnTheGame #TheRevolutionHasBegun #BecomeAnOwner #Decentralization #Digitalization #Globalization



PUBLICADO



foto

(flip horizontal)

foto

(en la pantalla del cel la web de f2osports)

foto

COPY OUT: #Decentralization and #Digitalization of sports business is coming. Join the evolution and empower fans around the world.  
#OwnTheGame

Link  in Bio

✓ Launch

#TheRevolutionHasBegun #BecomeAnOwner #Decentralization #Digitalization #Globalization

11/09 REEL

PUBLICADO

THIS IS  
HOW  
IT **START'S**

ONE PIXEL  
AT A TIME

UNTIL WE  
AS FANS

OWN  
THE  
GAME 

**F2C** OWN THE GAME.

LINK

(It is an animated video where the pink pixels represent each of the fans that come together little by little and more and more. And in the end

11/10 story

Foto Opt

COPY OUT:

Our waitlist is growing and we're just getting started 🤯.



PUBLICADO

Join the waiting list:

Link  in Bio

#TheRevolutionHasBegun

#BecomeAnOwner

#Decentralization

#Digitalization #Globalization



11/11 WHAT?

REEL

OUT COPY:

#f2o means the opportunity to change an industry that has not evolved for decades.

Visit to: Link [➔](#) in Bio and #BecomeAnOwner

#OwnTheGame #EvolutionHasBegun  
#Decentralization #Digitalization  
#Globalization

[VIDEO](#)

PUBLICADO

**THE OLD WAYS  
OF SPORTS  
FRANCHISE  
ARE GOING TO  
COLLAPSE** ■

PRIVATE & CONFIDENTIAL

# 11/12 WHY REEL

COPY OUT: As a Sports Fan, what do you economically gain when you spend your money with your Sports Club?

🙄 The answer is nothing.

Let's change this process. At f2o Sports, you can be both a FAN + OWNER.

As a fan you deserve more. 💪

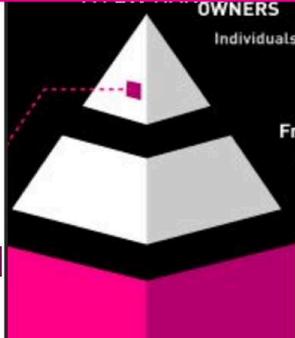
👉 Join our waitlist at [f2osports.com](https://f2osports.com), and join the sports revolution.

Join us at [👉](#) Link in Bio

#TheRevolutionHasBegun #BecomeAnOwner #Decentralization #Digitalization #Globalization #OwnTheGame

## PUBLICADO

THE GLOBAL  
SPORT'S  
MARKET  
IS \$512  
BILLION  
S



JOIN THE  
EVOLUTIO  
N OF THE  
SPORTS  
FRANCHIS  
E  
BUSINESS

OWN  
THE  
GAM  
E

A black and white photograph of a person's face and shoulder, wearing a white t-shirt. The person is looking upwards and to the right.

(Gráfico sacado de la presentación de credenciales f2o, usar esa misma info y diseño)

[Video](#)

11/13 STORY



PUBLICADO

ENLACE

# 11/14: WHY CARRUSEL

COPY OUT: It's not just a game, it's a passion! Become a f20 Sports owner and experience the thrill of #owning a professional club, having a voice in decisions and participating in the economic value of club. #OwnTheGame.

Join us at [→](#) Link in Bio



PUBLICADO

EN ESTE VIDEO HAY  
FRAGMENTOS DE TODOS  
ESOS DEPORTES PARA USAR

En este video hay de [futbol video](#)

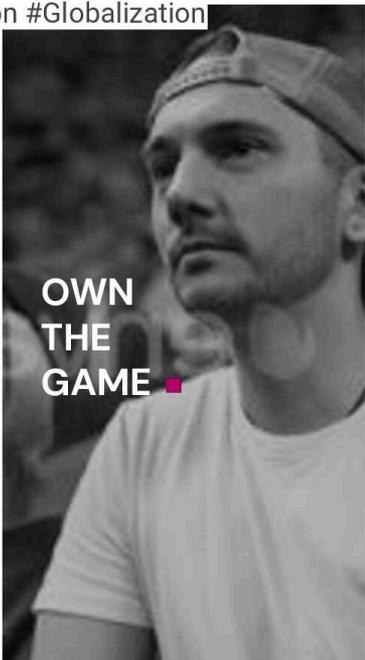
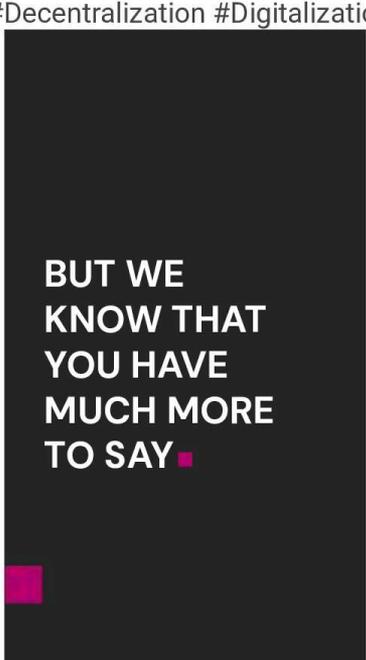
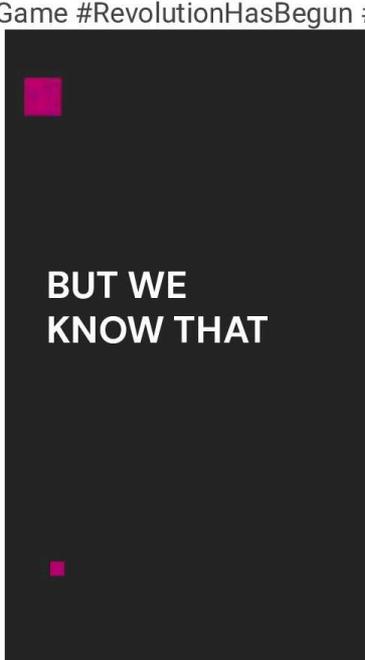


# 11/15 WHAT - REEL

COPY OUT:  [TOP](#) Go from Fan to Owner. Go to [f2osports.com](https://f2osports.com) and get ready to become an owner.

Link  in Bio

#OwnTheGame #RevolutionHasBegun #Decentralization #Digitalization #Globalization



VIDEO

Programado

Video

✓ Launch

## 11/16 - MEME POST

OUT COPY:

🔊 It's time for fans to become owners.  
Join us at [f2osports.com](https://f2osports.com)

Wait list → in Bio

#OwnTheGame #RevolutionHasBegun  
#Decentralization #Digitalization  
#Globalization





- CONMEBOL -

ELIMINATORIAS  
SUDAMERICANAS  
COPA MUNDIAL FIFA 2026

WHO WINS TODAY?

LET'S PLAY!



- CONMEBOL -

who wins today?



Argentina



Uruguay

ARG

URU



- CONMEBOL -

who wins today?



Venezuela



Ecuador

VZLA

ECU



- CONMEBOL -

who wins today?



Bolivia



Perú

BOL

PER



11/17 -

REAL TIME

- STORY



- CONMEBOL -

who wins today?



Colombia



Brasil

COL

BRA



- CONMEBOL -

who wins today?



Chile



Paraguay

CL

PAR



NATIONAL TEAMS  
ARE PRICELESS...

BUT SOCCER CLUBS  
CAN BE YOURS!

JOIN f2o

# 11/18 WHAT -REELS

OUT COPY:

#RevolutionHasBegun! If you are a sports enthusiast and want to make an investment... Join the team!

f2o is the first online platform that will allow you to become the owner of a professional sports club easily, globally, and digitally.

Link [→](#) in Bio

#OwnTheGame #BecomeAnOwner  
#Decentralization #Digitalization  
#Globalization

[VIDEO](#)

[Video opc 2](#)

f2o



**HEY.  
WAKE  
UP! ■**  
**WE'RE  
CHANGING  
THE SPORTS  
BUSINESS ■**

# 11/19 - OUR PURPOSE POST

OUT COPY:

We are the first platform that allows any fan in the world to become a club owner.

Discover more at [f2osports.com](https://f2osports.com)

Link  in Bio

#OwnTheGame  
#RevolutionHasBegun  
#BecomeAnOwner  
#Decentralization #Digitalization  
#Globalization

**FOTO**

PRIVATE & CONFIDENTIAL



11/20 WHAT

VIDEO

OUT COPY:

Let's burn the old ways of managing the sports franchise business. Go from Fan to Owner.

#OwnTheGame

#RevolutionHasBegun

#BecomeAnOwner

#Decentralization #Digitalization

#Globalization

**VIDEO**

PRIVATE & CONFIDENTIAL

F20

**POWER  
TO THE  
FANS** ■

Stock  
by Getty Images

# 11/21 WHO? REELS

OUT COPY:

It's time for fans to have a say.

Join the ownership team at [f2osports.com](https://f2osports.com)

Very soon you will be able to access your  
f2o Unit.

Do you want more information?

Link [→](#) in Bio

#OwnTheGame #EvolutionHasBegun  
#BecomeAnOwner #Decentralization  
#Digitalization #Globalization

[VIDEO](#)



NOW  
THEY'RE  
GOING TO  
HEAR US ■

# Story TEASER

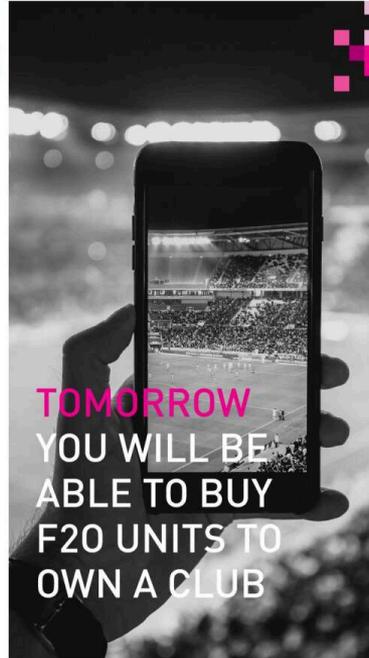
11/00



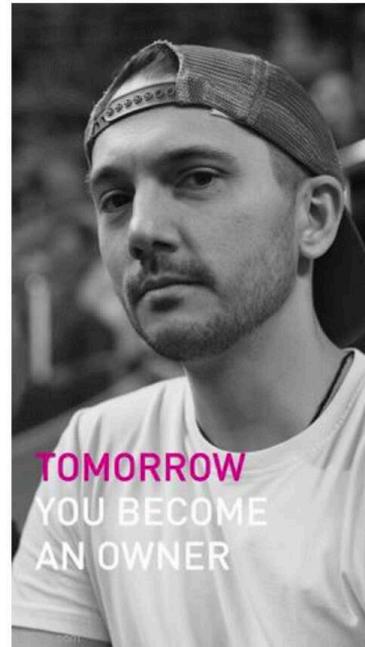
FOTO



FOTO



FOTO



Video



✓ Launch

Le podemos poner música a las stories: [You'll never walk alone \(Liverpool fans\)](#), [We are the champions Queen](#)

# 11/25 story

## REAL TIME EUROPA LEAGUE

Europa - UEFA Europa League	
GROUP A	
☆ 17:00	Friburgo
-	TSC
☆ 17:00	West Ham
-	Olympiakos
GROUP B	
☆ 14:45	Ajax
-	Brighton
☆ 17:00	AEK
-	Marsella
GROUP C	
☆ 17:00	Betis
-	Aris Limassol
GROUP D	
☆ 17:00	Rangers
-	Sparta
GROUP E	
☆ 14:45	Atalanta
-	Sturm
☆ 17:00	Sporting
-	Rakow
GROUP F	
☆ 14:45	Linz
-	R. Union SG
☆ 14:45	Toulouse
-	Liverpool
GROUP G	
☆ 14:45	Rennes
-	Panathinaikos
☆ 14:45	M. Haifa
-	Villarreal
GROUP H	
☆ 14:45	Servette
-	Sheriff
☆ 14:45	Slavia
-	Roma

TODAY THERE



HOW MUCH  
MONEY DO  
CLUBS  
EARN?



€3.630.000 just for qualify

€ 630,000 per win

€ 210,000 per tied match.

€ 1.100.000 1st of the group

€ 550,000 2nd in the group.

Round of 32: €500,000

Round of 16: € 1.2 million

Quarterfinals: € 1.8 million

Semi-finals: € 2.8 million

Final: € 4.6 million

Europa League

Champion: € 4 million

SOCCER IS A  
BILLION DOLLAR  
BUSINESS

FANS DESERVE  
TO BE TAKING  
DECISIONS

F20  
SPORTS

Own the game

11/00

# LANZAMIENTO

Programar a primera hora

COPY OUT:

Fans... Ownership is on sale NOW!

Go to [wefunder.com/f2osports](https://wefunder.com/f2osports) to buy your piece of the game!

#OwnTheGame #TheRevolutionHasBegun  
#BecomeAnOwner #Digitalization  
#Decentralization #Global

PRIVATE & CONFIDENTIAL



[LISTO](#)

11/00

# LANZAMIENTO

Programar a media tarde

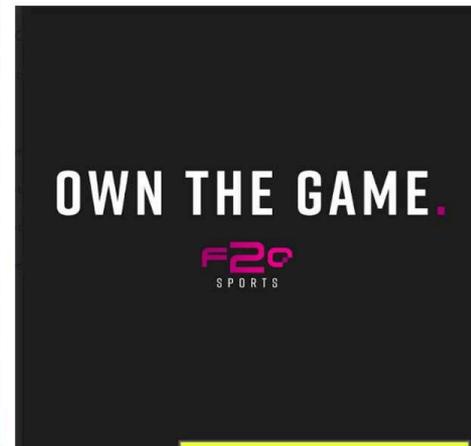
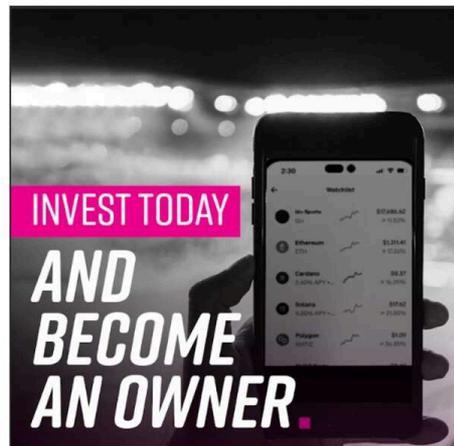
## COPY OUT:

REVOLUTION - The current sports franchise business model must EVOLVE. The fans deserve more. Join the f2o Sports movement where fans can become owners.

Buy your piece of the game!

Link [→](#) in Bio

#TheRevolutionHasBegun #BecomeanOwner #Decentralization #Globalization  
#OwnTheGame.



[LISTO](#) subido  
al drive

# 11/1 WHY REEL

## WOLFGANG

COPY OUT:

🙄 Seems like every a-lister, millionaire, or member of the top 1% is trying to buy the sports teams we fans create value for.

🗣️ When is it our turn? When do we get a voice in our teams? When do we get a share in the value we create and pay for?

💪 It's time we have a say, it's time we have a share, it's time we Own the Game!

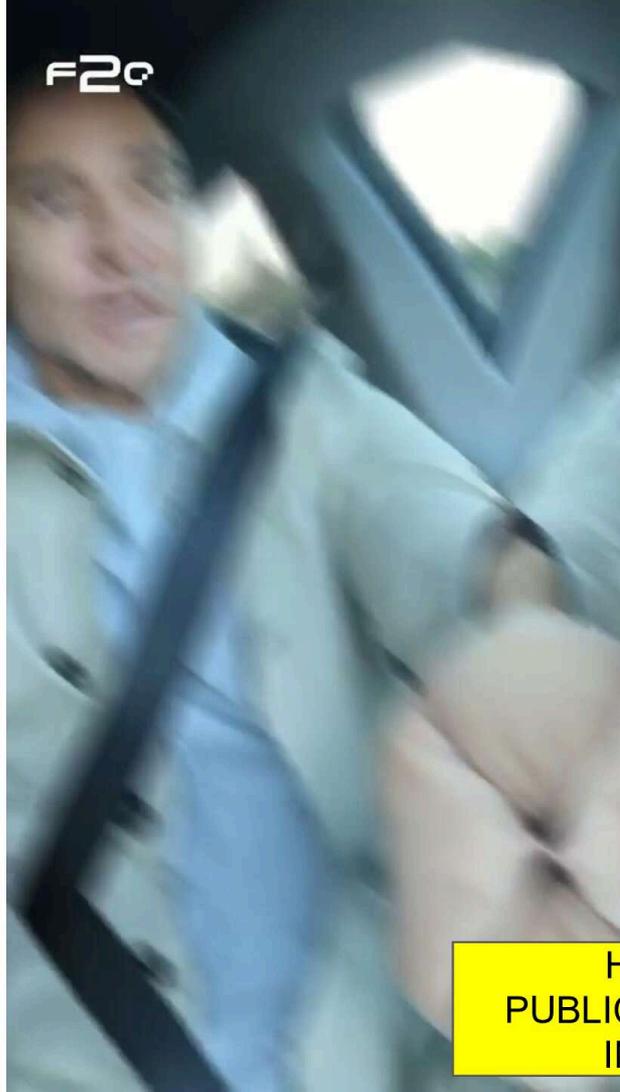
Click on the link in our Bio and join our wait list to #BecomeAnOwner

#TheRevolutionHasBegun

#OwnTheGame #Digitalization

#Decentralization #Global

PRIVATE & CONFIDENTIAL



✓ Founders

HECHO  
PUBLICA SÓLO EN  
INGLÉS

11/16

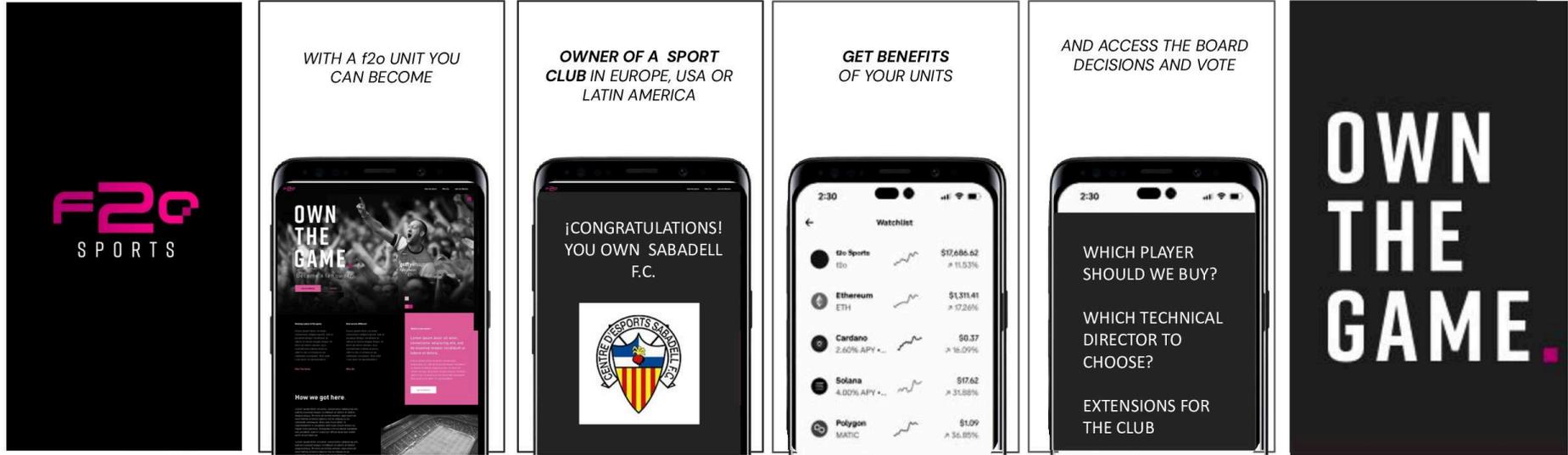
# HOW - REEL

COPY OUT:

🚩 What are you waiting for? Now you can go from fan to owner. Go to [wefunder.com/f2osports](https://wefunder.com/f2osports) and be part of a new investment model in the sports business that will change everything known.

Link [→](#) in Bio

#OwnTheGame #EvolutionHasBegun #BecomeAnOwner #Decentralization #Digitalization #Globalization



# 11/11 - REAL TIME! INTERACTIVE STORY



© 2014



BRASILEIRÃO

 **Brasil - Serie A**

 **Flamengo**  
 **Fluminense**

FLAMENGO  
FLUMINENSE



BRASILEIRÃO

 **Brasil - Serie A**

 **Palmeiras**  
 **Internacional**

PALMEIRAS  
INTERNACIONAL



BRASILEIRÃO

 **Brasil - Serie A**

 **Santos**  
 **São Paulo**

SANTOS  
SÃO PAULO



BRASILEIRÃO

 **Brasil - Serie A**

 **Grêmio**  
 **Corinthians**

GREMIO  
CORINTHIANS

11/11

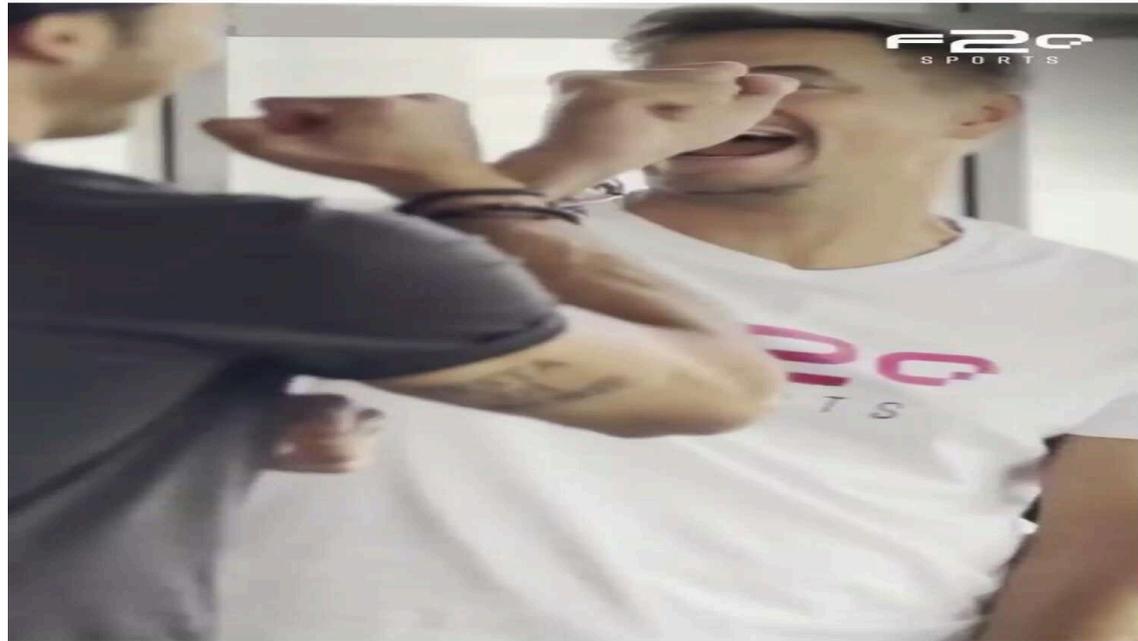
Who: Stefano

Video story

COPY OUT:

Stefano is one of the f2o founders. He was born in Rosario, Argentina, (Same as Messi :) where his love for soccer grew and he learned to see the world with the passion of a fan.

#OwnTheGame #EvolutionHasBegun!  
#BecomeAnOwner #Digitalization  
#Decentralization  
#Global



- ✓ Founders
- ✓ Education
- ✓ Credibility

# 11/12 - REAL TIME MLS

MLS									
PARTIDOS		NOTICIAS		POSICIONES		ESTADISTICAS		JUGADORES	
	Philadelphia	Dom 12-11	17:00		Orlando City	Dom 12-11	19:00		Nashville SC
	Columbus Crew	Dom 12-11	21:00						
	Atlanta United								



PLAYOFF

WHO WINS IN  
TEAM  
VALUE?



PLAYOFF



VS



VALUE:

\$ 58.33  
millions

VALUE:

\$ 44.83  
millions

FUENTE: Transfermarkt,



PLAYOFF



VS



VALUE:

\$ 47.35  
millions

VALUE:

\$ 65.25  
millions

FUENTE: Transfermarkt,



PLAYOFF



VS



VALUE:

\$ 46.28  
millions

VALUE:

\$ 43.25  
millions

FUENTE: Transfermarkt,

11/14 HOW? MIKE

Video Reel

COPY OUT:

WE STARTED THIS FOR THE FANS!

Go visit [f2osports.com](http://f2osports.com) and see how we are going to change the game

#OwnTheGame #EvolutionHasBegun!

#BecomeAnOwner #Digitalization

#Decentralization #Global



- ✓ Founders
- ✓ Education
- ✓ Credibility

# 11/15 WHY - REEL

COPY OUT: From passionate fan to committed owner. Change the rules.. Go to [f2osports.com](http://f2osports.com) and [#OwnTheGame](https://twitter.com/OwnTheGame) [#EvolutionHasBegun](https://twitter.com/EvolutionHasBegun) [#BecomeAnOwner](https://twitter.com/BecomeAnOwner) [#Decentralization](https://twitter.com/Decentralization) [#Digitalization](https://twitter.com/Digitalization) [#Globalization](https://twitter.com/Globalization)



VIDEO  
(0:25 EN ADELANTE)

VIDEO

Video

VIDEO

# 11/17 PURPOSE REELS

## INSTANCIA 1:

Un video disruptivo en slowmotion, que llame la atención en los primeros segundos.



(En la pantalla se ve un partido de fútbol..  
Se anima el texto luego de la ruptura)

[Video](#)

## INSTANCIA 2:

Call to action para sumarte a F20 y/o con alguno de nuestros Reason to believe.



(Se anima el texto con la música)

## INSTANCIA 3:

Branding-Logo, follow



(Se anima el texto con la música)



- CONMEBOL -

## ELIMINATORIAS SUDAMERICANAS

WHO WINS TODAY?

LET'S PLAY!



- CONMEBOL -

who wins today?



Argentina



Uruguay

ARG

URU



- CONMEBOL -

who wins today?



Venezuela



Ecuador

VZLA

ECU



- CONMEBOL -

who wins today?



Bolivia



Perú

BOL

PER



11/17 -

REAL TIME

- STORY



- CONMEBOL -

who wins today?



Colombia



Brasil

COL

BRA



- CONMEBOL -

who wins today?



Chile



Paraguay

CL

PAR



NATIONAL TEAMS  
ARE PRICELESS...

BUT SOCCER CLUBS  
CAN BE YOURS!

JOIN f2o



## EUROPEAN QUALIFIERS

WHO WINS TODAY?

LET'S PLAY!



## EUROPEAN QUALIFIERS

who wins today?

 España

 Georgia

ESP

GEO



## EUROPEAN QUALIFIERS

who wins today?

 Portugal

 Islandia

PT

ISL



## EUROPEAN QUALIFIERS

who wins today?

 Macedonia del Norte

 Inglaterra

MKD

ENG



## EUROPEAN QUALIFIERS

who wins today?

 Ucrania

 Italia

UKR

IT



## EUROPEAN QUALIFIERS

who wins today?

 Bélgica

 Azerbaiyán

BEL

AZE



NATIONAL TEAMS  
ARE PRICELESS...

BUT SOCCER CLUBS  
CAN BE YOURS!

JOIN f2o

11/19 - REAL  
- EUROPEAN  
QUALIFIERS

# 11/17 - REAL TIME

Sudamérica - Eliminatorias Mundial

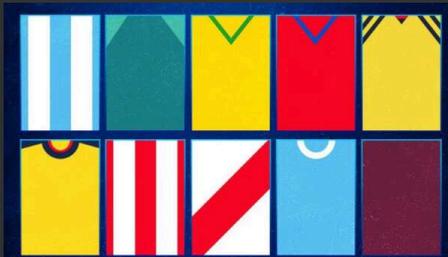
☆ 17:00	 Bolivia
-	 Perú
☆ 19:00	 Venezuela
-	 Ecuador

Sudamérica - Eliminatorias Mundial



- CONMEBOL -

## VALUE RANKING OF THE SOUTH AMERICAN TEAMS



- CONMEBOL -

## VALUE RANKING

10. Bolivia - €14.45 millones
9. Perú - €35.9 millones
8. Venezuela - €47.50
7. Chile - €91.75 millones
6. Paraguay - €116.6 millones
5. Uruguay - €128.3 millones
4. Ecuador - €206.9 millones



- CONMEBOL -

## VALUE RANKING

1. Brasil - €894 millones
2. Argentina - €681 millones
3. Colombia - €229 millones

# 11/17 - REAL TIME - story

Sudamérica - Eliminatorias Mundial

☆ 17:00	Bolivia
-	Perú
☆ 19:00	Venezuela
-	Ecuador

Sudamérica - Eliminatorias Mundial



- CONMEBOL -

DO YOU KNOW WHAT THE VALUE OF THE SOUTH AMERICAN TEAMS IS?



- CONMEBOL -

Just to mention some values...

1. Brasil - €894 millones
2. Argentina - €681 millones
3. Colombia - €229 millones
4. Ecuador - €206.9 millones
5. Uruguay - €128.3 millones



- CONMEBOL -

How many fans do you think participate in what they do with that money?

NONE NONE



- CONMEBOL -

With f2o Sport, you buy a Unit and become an owner who will make important decisions.

GO TO MY UNIT

# 11/19 - REAL - EUROPEAN QUALIFIERS

Europa - Clasificación Campeonato de Europa	
GROUP A	
☆ 16:45	España
-	Georgia
☆ 16:45	Escocia
-	Noruega
GROUP F	
☆ 14:00	Bélgica
-	Azerbaiyán
☆ 14:00	Suecia
-	Estonia
GROUP G	
☆ 11:00	Hungría
-	Montenegro
☆ 11:00	Serbia
-	Bulgaria
GROUP J	
☆ 16:45	Portugal
-	Islandia
☆ 16:45	Bosnia
-	Eslovaquia
☆ 16:45	Liechtenstein
-	Luxemburgo



## EUROPEAN QUALIFIERS

VALUE RANKING OF THE EUROPEAN TEAMS



## EUROPEAN QUALIFIERS

VALUE RANKING

10. DINAMARK - €406 millions
9. NORTHWAY - €458 millions
8. BELGIUM - €462 millions
7. NETHERLANDS - €534 millions
6. ITALY - €636 millions
5. GERMANY - €789 millions
4. SPAIN - €811 millions



## EUROPEAN QUALIFIERS

VALUE RANKING

1. Englan - €1.37 mil billions
2. France - €1.09 Billions
3. PORTUGAL - €999 millions

11/20 WHO? Michael

Video Reel

COPY OUT:

GET INTO THE SPORTS!

No matter when you hear that, it's  
always a good idea.

Get into the link on bio and  
#BecomeAnOwner.

#OwnTheGame #EvolutionHasBegun!

#Digitalization

#Decentralization #Global



- ✓ Founders
- ✓ Education
- ✓ Credibility

11/21 Who? Enrico

Video Reel

COPY OUT:

Outside the fields there is also a lot to learn about football.

We are changing the sports industry and you can be a part. Link in bio.

#OwnTheGame #EvolutionHasBegun!  
#BecomeAnOwner #Digitalization  
#Decentralization #Global



- ✓ Founders
- ✓ Education
- ✓ Credibility

# 11/23 OUR PURPOSE POST

OUT COPY:

It's time for fans to become owners.

Join us at [f2osports.com](https://f2osports.com)

#OwnTheGame #EvolutionHasBegun  
#BecomeAnOwner #Decentralization  
#Digitalization #Globalization



11/25 What!

Wolfgang Stadium

Video STORY

COPY OUT:

WE ARE ALREADY INSIDE THE GAME.

Join the ownership team at  
[f2osport.com](http://f2osport.com)

#OwnTheGame #EvolutionHasBegan



\*COLOCARLE MUSICA DE FONDO AL VIDEO

- ✓ Founders
- ✓ Education
- ✓ Credibility

# 11/27 WHO? STORY

## FOUNDERS

F20  
SPORTS



Wolfgang Müller

Co-Fundador y CMO OSOM Product Inc.

Director de la junta OSOM y Product Inc.

Vicepresidente global de marketing y ventas de productos Essential.

Escuela de Posgrado en Negocios de la ciudad de Stanford.



Michael Wright

AMG National Trust & Bank - Miembro de la Junta

Fundador Global Link Technologies.

Ex jugador de fútbol profesional de la NPSL

Escuela de Posgrado en Negocios de la ciudad de Stanford.



Stefano Angeli

Fundador y CEO Utoppia

Co-Fundador y CEO Reba Digital Bank.

Universidad de Harvard.

Universidad de Bath.

Escuela de Posgrado en Negocios de la ciudad de Stanford.



Andres Fleischer

Socio Gerente Ripio Ventures

Director de operaciones Ripio.

Escuela de Posgrado en Negocios de la ciudad de Stanford.



Enrico Tassarolo

Co-Fundador Grupo Gestor Efes

Universidad Americana de Comercio Internacional.

- ✓ Founders
- ✓ Education
- ✓ Credibility

## POST IDEA

POST IDEA: A series of posts with powerful phrases that represent our values, purposes and challenging personality. Designed in black and white with pink neon as the F20 colors to declare our principles in typographic form

PHRASES: TO DESIGN

**TIME TO KICK SOME A\*\***  
**SPORTS WILL NEVER BE THE SAME**  
**GREAT TIMES ARE COMING**  
**WHO MADE THE RULES?**  
**SPORTS IS OURS**  
**NOW OR NEVER**  
**OWN YOUR PASSION**  
**IT'S MUCH MORE THAN A GAME**



## 11/28 OUR PURPOSE POST

COPY OUT:

IT'S PASSION, IT'S BUSINESS.

Visit [f2osports.com](https://f2osports.com) and  
#BecomeAnOwner

#OwnTheGame #EvolutionHasBegan

Designed in  
black and white  
with pink neon



IT'S MUCH  
MORE  
THAN A  
GAME



S P O R T S

# SOCIAL MEDIA STRATEGY



## EUROPEAN QUALIFIERS

WHO WINS TODAY?

LET'S PLAY!



## EUROPEAN QUALIFIERS

who wins today?

 España

 Georgia

ESP

GEO



## EUROPEAN QUALIFIERS

who wins today?

 Portugal

 Islandia

PT

ISL



## EUROPEAN QUALIFIERS

who wins today?

 Macedonia del Norte

 Inglaterra

MKD

ENG



## EUROPEAN QUALIFIERS

who wins today?

 Ucrania

 Italia

UKR

IT



## EUROPEAN QUALIFIERS

who wins today?

 Bélgica

 Azerbaiyán

BEL

AZE



NATIONAL TEAMS  
ARE PRICELESS...

BUT SOCCER CLUBS  
CAN BE YOURS!

JOIN f2o

11/19 - REAL  
- EUROPEAN  
QUALIFIERS

Europa - Clasificación Campeonato de Europa	
<b>GROUP A</b>	
☆ 16:45	España
-	Georgia
☆ 16:45	Escocia
-	Noruega
<b>GROUP F</b>	
☆ 14:00	Bélgica
-	Azerbaiyán
☆ 14:00	Suecia
-	Estonia
<b>GROUP G</b>	
☆ 11:00	Hungría
-	Montenegro
☆ 11:00	Serbia
-	Bulgaria
<b>GROUP J</b>	
☆ 16:45	Portugal
-	Islandia
☆ 16:45	Bosnia
-	Eslovaquia
☆ 16:45	Liechtenstein
-	Luxemburgo



## EUROPEAN QUALIFIERS

VALUE RANKING OF THE EUROPEAN TEAMS



## EUROPEAN QUALIFIERS

VALUE RANKING

- 10. DINAMARK - €406 millions
- 9. NORTHWAY - €458 millions
- 8. BELGIUM - €462 millions
- 7. NETHERLANDS - €534 millions
- 6. ITALY - €636 millions
- 5. GERMANY - €789 millions
- 4. SPAIN - €811 millions



## EUROPEAN QUALIFIERS

VALUE RANKING

- 1. Englan - €1.37 mil billions
- 2. France - €1.09 Billions
- 3. PORTUGAL - €999 millions

# WHO?

Hi Wolfgang,

Just spoke to Jackson and this is our feedback. We will send you the press release comments shortly.

First, you should not say you are purchasing the club in Spain, you should say: “intending to purchase”.

Second, whether you can say “Join the f2o Sports revolution and become an early bird investor for \$5 a unit. It's time you own a piece of the Game.” Depends on where it will be written. If this is on your WeFunder page then we recommend they advise you on this, but we understand that you can include the pricing. We would not include the term investor until after the launch unless it is preceded by “prospective” or similar language.

If the language you sent is meant to be included anywhere else, then per regulations and the guidelines we previously sent you (reattached). You should (i) not list the price per unit (before or after the filing), (ii) not use the term early (before the filing), and (iii) not use the term investor (before the filing). You also need to include the testing the waters disclaimer.

Instead, you can say something like: “It's time you own a piece of the Game. Join the f2o Sports revolution at {link to the funding portal page}.”

# WHO?

1. LE PUEDES DECIR A LOS FANÁTICOS DEL DEPORTE QUE NO TIENEN IDEA DE ESTO... EN POCAS PALABRAS, POR QUÉ NACE F2O? QUÉ ES F2O?
2. ¿CUÁLES SON LOS PRIMEROS CLUBES QUE TIENEN EN VISTA PARA ADQUIRIR?
3. ¿QUIÉN CREES QUE ES EL TIPO DE PERSONA IDEAL PARA INVERTIR EN F2O? QUÉ CARACTERÍSTICAS DEBE TENER?
4. ¿CUÁNTO HAY QUE INVERTIR PARA COMPRAR ACCIONES Y SER DUEÑO DE UN CLUB?
5. ¿CÓMO PODEMOS SABER QUE LA INVERSIÓN ES SEGURA? Y SI QUIERE SACAR MI DINERO?
6. ¿DÓNDE VES A F2O EN LOS PRÓXIMOS 2 AÑOS?

**3** diferencias  
entre ser  
**SOCIO** o  
**DUEÑO**

**1**

SOCIOS	DUEÑOS
Pagan una elevada <b>cuota mensual</b> solo por reservar un lugar en el campo y el derecho a votar.	Hacen <b>una inversión por una única vez</b> y ya son accionistas del Club. Si el Club crece, también sus acciones.

**2**

SOCIOS	DUEÑOS
<b>Pueden votar por el presidente del Club</b> , pero no forma parte de la toma de decisiones.	Tienen <b>participación directa</b> en la junta que toma <b>las decisiones del Club</b> .

**3**

SOCIOS	DUEÑOS
Si el Club gana competiciones y aumenta su capital, <b>no recibe nada a cambio</b> .	Si el Club gana competiciones y aumenta su capital, <b>también aumentan sus acciones</b> .

**COPY OUT:**

Hay muchas diferencias entre ser socios de un club y ser dueños accionistas de un club. Acá te mencionamos 3 de las principales. Vos qué preferís? Ser socio o dueño?¡Comentá!

#OwnTheGame #EvolutionHasBegun! #BecomeAnOwner #OwnTheGame





# NOVEMBER GAMES

# 05/11

## Semana 9 de 18

 Steelers  
 Titans

2/11  
21:15

 Chiefs  
 Dolphins

5/11  
11:30

 Falcons  
 Vikings

5/11  
15:00

 Saints  
 Bears

5/11  
15:00

 Packers  
 Rams

5/11  
15:00

 Patriots  
 Washington

5/11  
15:00

 Ravens  
 Seahawks

5/11  
15:00

 Texans  
 Buccaneers

5/11  
15:00

 Browns  
 Cardinals

5/11  
15:00

 Panthers  
 Colts

5/11  
18:05

 Raiders  
 Giants

5/11  
18:25

 Eagles  
 Cowboys

5/11  
18:25

 Bengals  
 Bills

5/11  
22:20

 Jets  
 Chargers

6/11  
22:15

## Semana 10 de 18

 Bears  
 Panthers

9/11  
22:15

 Patriots  
 Colts

12/11  
11:30

 Ravens  
 Browns

12/11  
15:00

 Steelers  
 Packers

12/11  
15:00

 Jaguars  
 49ers

12/11  
15:00

 Vikings  
 Saints

12/11  
15:00



## España - LaLiga

☆	10:00	Rayo
	-	Girona
☆	12:15	Almería
	-	Real Sociedad
☆	14:30	Granada
	-	Getafe
☆	14:30	Osasuna
	-	Las Palmas
☆	17:00	Real Madrid
	-	Valencia



## Brasil - Serie A

☆	20:00	Flamengo
	-	Fluminense
☆	20:00	Vasco
	-	América MG
☆	20:00	Palmeiras
	-	Internacional
☆	20:00	Santos
	-	São Paulo
☆	20:00	Bragantino
	-	Botafogo
☆	20:00	Atl. Mineiro
	-	Goiás

# 12/11

## España - LaLiga

☆	10:00	Mallorca
-	-	Cádiz
☆	12:15	Barcelona
-	-	Alavés
☆	14:30	Sevilla
-	-	Betis
☆	17:00	Atl. Madrid
-	-	Villarreal

## Inglaterra - Premier League

☆	11:00	Aston Villa
-	-	Fulham
☆	11:00	Brighton
-	-	Sheff Utd
☆	11:00	Liverpool
-	-	Brentford
☆	11:00	West Ham
-	-	Nottingham
☆	13:30	Chelsea
-	-	Man City

## Argentina - Liga Profesional Argentina

☆	20:00	Argentinos
-	-	Vélez
☆	20:00	Instituto
-	-	Barracas C
☆	20:00	Rosario
-	-	River Plate
☆	20:00	Huracán
-	-	Arsenal
☆	20:00	Gimn La Plata
-	-	Atl. Tucumán
☆	20:00	Independiente
-	-	Banfield
☆	20:00	Colón
-	-	Talleres
☆	20:00	Tigre
-	-	Platense
☆	20:00	Sarmiento
-	-	Godoy Cruz
☆	20:00	Boca Juniors
-	-	NOB
☆	20:00	Def y Justicia
-	-	San Lorenzo
☆	20:00	Córdoba SdE
-	-	Estudiantes
☆	20:00	Lanús
-	-	Racing Club
☆	20:00	Belgrano
-	-	Unión

## Estados Unidos - NWSL

☆ 02:00

OFFICIAL LOGO 2004

OFFICIAL LOGO 2004

Raiders	5/11 18:25	Eagles	5/11 18:25
Giants		Cowboys	
Bengals	5/11 22:20	Jets	6/11 22:15
Bills		Chargers	
Semana 10 de 18			
Bears	9/11 22:15	Patriots	12/11 11:30
Panthers		Colts	
Ravens	12/11 15:00	Steelers	12/11 15:00
Browns		Packers	
Jaguars	12/11 15:00	Vikings	12/11 15:00
49ers		Saints	

# 12/11 - NFL



Ravens



Browns

12/11  
15:00



Jaguars



49ers

12/11  
15:00



Patriots



Colts

12/11  
11:30



Steelers



Packers

12/11  
15:00



Vikings



Saints

12/11  
15:00



Bengals



Texans

12/11  
15:00



Buccaneers



Titans

12/11  
15:00



Chargers



Lions

12/11  
18:05



Cardinals



Falcons

12/11  
18:05



Cowboys



Giants

12/11  
18:25



Seahawks



Washington

12/11  
18:25



Raiders



Jets

12/11  
22:20



Bills



Broncos

13/11  
22:15

16/11

Europa - Clasificación Campeonato de Europa

GROUP A		
☆	14:00	 Georgia
	-	 Escocia
☆	15:00	 Chipre
	-	 España
GROUP F		
☆	14:00	 Estonia
	-	 Austria
☆	14:00	 Azerbaiyán
	-	 Suecia
GROUP G		
☆	16:45	 Bulgaria
	-	 Hungría
☆	16:45	 Montenegro
	-	 Lituania
GROUP J		
☆	16:45	 Eslovaquia
	-	 Islandia
☆	16:45	 Luxemburgo
	-	 Bosnia
☆	16:45	 Liechtenstein
	-	 Portugal

Sudamérica - Eliminatorias Mundial Sudamérica

☆	17:00	 Bolivia
	-	 Perú
☆	19:00	 Venezuela
	-	 Ecuador

	Ravens	16/11
	Bengals	22:15

 Europa - Clasificación Campeonato de Europa

## GROUP B

☆ 16:45  
-  Países Bajos  
 Rep. Irlanda

☆ 16:45  
-  Francia  
 Gibraltar

## GROUP D

☆ 11:00  
-  Armenia  
 Gales

☆ 14:00  
-  Letonia  
 Croacia

## GROUP I

☆ 14:00  
-  Bielorrusia  
 Andorra

☆ 16:45  
-  Suiza  
 Kosovo

☆ 16:45  
-  Israel  
 Rumanía

19/11

Europa - Clasificación Campeonato de Europa		
<b>GROUP A</b>		
☆ 16:45		España
-		Georgia
☆ 16:45		Escocia
-		Noruega
<b>GROUP F</b>		
☆ 14:00		Bélgica
-		Azerbaiyán
☆ 14:00		Suecia
-		Estonia
<b>GROUP G</b>		
☆ 11:00		Hungría
-		Montenegro
☆ 11:00		Serbia
-		Bulgaria
<b>GROUP J</b>		
☆ 16:45		Portugal
-		Islandia
☆ 16:45		Bosnia
-		Eslovaquia
☆ 16:45		Liechtenstein
-		Luxemburgo

 Ravens	16/11 22:15	 Browns	19/11 15:00
 Bengals		 Steelers	
 Dolphins	19/11 15:00	 Lions	19/11 15:00
 Raiders		 Bears	
 Jaguars	19/11 15:00	 Packers	19/11 15:00
 Titans		 Chargers	
 Texans	19/11 15:00	 Panthers	19/11 15:00
 Cardinals		 Cowboys	
 Washington	19/11 15:00	 49ers	19/11 18:05
 Giants		 Buccaneers	

 Bills	19/11 18:25	 Rams	19/11 18:25
 Jets		 Seahawks	
 Broncos	19/11 22:20	 Chiefs	20/11 22:15
 Vikings		 Eagles	

Europa - Clasificación Campeonato de Europa		
GROUP C		
☆	16:45	 ARY de Macedonia
	-	 Inglaterra
☆	16:45	 Ucrania
	-	 Italia
GROUP E		
☆	16:45	 Rep. Checa
	-	 Moldavia
☆	16:45	 Albania
	-	 Islas Faroe
GROUP H		
☆	16:45	 Irlanda Norte
	-	 Dinamarca
☆	16:45	 Eslovenia
	-	 Kazajistán
☆	16:45	 San Marino
	-	 Finlandia

21/11



## Europa - Clasificación Campeonato de Europa

### GROUP B

☆	16:45 -	 Grecia
		 Francia
☆	16:45 -	 Gibraltar
		 Países Bajos

### GROUP D

☆	16:45 -	 Croacia
		 Armenia
☆	16:45 -	 Gales
		 Turquía

### GROUP I

☆	16:45 -	 Rumanía
		 Suiza

☆	16:45 -	 Andorra
		 Israel
☆	16:45 -	 Kosovo
		 Bielorrusia

22/11

 <b>Brasil - Serie A</b>		
☆	20:00	 Fluminense
-	-	 Coritiba
☆	20:00	 Botafogo
-	-	 Santos
☆	20:00	 São Paulo
-	-	 Cuiabá
☆	20:00	 Corinthians
-	-	 Bahia
☆	20:00	 Goiás
-	-	 Cruzeiro
☆	20:00	 Atl. Mineiro
-	-	 Grêmio
☆	20:00	 Internacional
-	-	 Bragantino
☆	20:00	 Athletico PR
-	-	 Vasco
☆	20:00	 Fortaleza
-	-	 Palmeiras
☆	20:00	 América MG
-	-	 Flamengo

 <b>Sudamérica - Eliminatorias Mundial Sudamérica</b>		
☆	20:00	 Paraguay
-	-	 Colombia
☆	20:30	 Ecuador
-	-	 Chile
☆	20:30	 Uruguay
-	-	 Bolivia
☆	21:30	 Brasil
-	-	 Argentina
☆	23:00	 Perú
-	-	 Venezuela

# 23/11 - NFL

 Lions  Packers	23/11 14:30	 Cowboys  Washington	23/11 18:30
 Seahawks  49ers	23/11 22:20	 Jets  Dolphins	24/11 17:00
 Colts  Buccaneers	26/11 15:00	 Giants  Patriots	26/11 15:00

 Bengals  Steelers	26/11 15:00	 Titans  Panthers	26/11 15:00
 Texans  Jaguars	26/11 15:00	 Falcons  Saints	26/11 15:00
 Cardinals  Rams	26/11 18:05	 Broncos  Browns	26/11 18:05
 Eagles  Bills	26/11 18:25	 Raiders  Chiefs	26/11 18:25
 Chargers  Ravens	26/11 22:20	 Vikings  Bears	27/11 22:15

25/11

 <b>Inglattera - Premier League</b>		
☆	09:30 -	 Man City  Liverpool
☆	12:00 -	 Burnley  West Ham
☆	12:00 -	 Luton  Crystal Palace
☆	12:00 -	 Newcastle  Chelsea
☆	12:00 -	 Nottingham  Brighton
☆	12:00 -	 Sheff Utd  Bournemouth
☆	14:30 -	 Brentford  Arsenal

 <b>Brasil - Serie A</b>		
☆	20:00 -	 Flamengo  Atl. Mineiro
☆	20:00 -	 Vasco  Corinthians
☆	20:00 -	 Palmeiras  América MG
☆	20:00 -	 Santos  Fluminense
☆	20:00 -	 Bragantino  Fortaleza
☆	20:00 -	 Cruzeiro  Athletico PR
☆	20:00 -	 Grêmio  Goiás
☆	20:00 -	 Coritiba  Botafogo
☆	20:00 -	 Bahia  São Paulo
☆	20:00 -	 Cuiabá  Internacional

26/11

España - LaLiga		
☆	20:00 -	Atl. Madrid Mallorca
☆	20:00 -	Betis Las Palmas
☆	20:00 -	Cádiz Real Madrid
☆	20:00 -	Real Sociedad Sevilla
☆	20:00 -	Alavés Granada
☆	20:00 -	Getafe Almería
☆	20:00 -	Girona Athletic
☆	20:00 -	Rayo Barcelona
☆	20:00 -	Valencia Celta Vigo
☆	20:00 -	Villarreal Osasuna

Argentina - Liga Profesional Argentina		
☆	20:00 -	Vélez Colón
☆	20:00 -	Talleres Independiente
☆	20:00 -	Banfield Gimn La Plata
☆	20:00 -	Atl. Tucumán Huracán
☆	20:00 -	Arsenal Rosario
☆	20:00 -	River Plate Instituto
☆	20:00 -	Barracas C Argentinos
☆	20:00 -	Unión Tigre
☆	20:00 -	Racing Club Belgrano
☆	20:00 -	Estudiantes Lanús
☆	20:00 -	San Lorenzo Córdoba SdE
☆	20:00 -	NOB Def y Justicia
☆	20:00 -	Godoy Cruz Boca Juniors
☆	20:00 -	Platense Sarmiento

Inglaterra - Premier League		
☆	11:00 -	Tottenham Aston Villa
☆	13:30 -	Everton Man United

Italia - Serie A		
☆	08:30 -	Cagliari Monza
☆	11:00 -	Empoli Sassuolo
☆	11:00 -	Frosinone Génova
☆	14:00 -	Roma Udinese
☆	16:45 -	Juventus Inter

# 26/11 - NFL

 Colts  Buccaneers	26/11 15:00	 Giants  Patriots	26/11 15:00
 Bengals  Steelers	26/11 15:00	 Titans  Panthers	26/11 15:00
 Texans  Jaguars	26/11 15:00	 Falcons  Saints	26/11 15:00
 Cardinals  Rams	26/11 18:05	 Broncos  Browns	26/11 18:05
 Eagles  Bills	26/11 18:25	 Raiders  Chiefs	26/11 18:25
 Chargers  Ravens	26/11 22:20	 Vikings  Bears	27/11 22:15

28/11

Europa - UEFA Champions League		
GROUP E		
☆	14:45 -	 Lazio  Celtic
☆	17:00 -	 Feyenoord  Atl. Madrid
GROUP F		
☆	17:00 -	 PSG  Newcastle
☆	17:00 -	 Milan  Dortmund
GROUP G		
☆	17:00 -	 Man City  Leipzig
☆	17:00 -	 Young Boys  Estrella Roja
GROUP H		
☆	14:45 -	 Shakhtar  Antwerp
☆	17:00 -	 Barcelona  Oporto

29/11

Europa - UEFA Champions League		
GROUP A		
☆	14:45 -	 Galatasaray  Man United
☆	17:00 -	 Bayern Múnich  Copenhagen
GROUP B		
☆	14:45 -	 Sevilla  PSV
☆	17:00 -	 Arsenal  Lens
GROUP C		
☆	17:00 -	 Real Madrid  Nápoles
☆	17:00 -	 Braga  Unión Berlín
GROUP D		
☆	17:00 -	 Benfica  Inter
☆	17:00 -	 Real Sociedad  Salzburgo

30/11

Europa - UEFA Europa League		
<b>GROUP A</b>		
☆	14:45 -	Friburgo Olympiakos
☆	14:45 -	TSC West Ham
<b>GROUP B</b>		
☆	14:45 -	AEK Brighton
☆	17:00 -	Marsella Ajax
<b>GROUP C</b>		
☆	14:45 -	Sparta Betis
		Rangers Aris Limassol
		Atalanta Sporting
☆	14:45 -	Sturm Rakow

	Cowboys	30/11
	Seahawks	22:15

<b>GROUP E</b>		
☆	17:00 -	Liverpool Linz
☆	17:00 -	Toulouse R. Union SG
<b>GROUP F</b>		
☆	14:45 -	M. Haifa Rennes
☆	17:00 -	Villarreal Panathinaikos
<b>GROUP G</b>		
☆	17:00 -	Servette Roma
☆	17:00 -	Sheriff Slavia
<b>GROUP H</b>		
☆	17:00 -	Molde Qarabag
☆	17:00 -	Häcken Leverkusen



S P O R T S

# SOCIAL MEDIA STRATEGY

## AGENDA:

- Introductions
- Overview of SM Planning Deck - What is our strategy now, to launch, past launch.
  - \*Go through the Deck
  - \*Current Phased approach (Intro to f2o Sports, Founders Focus, Educational Content, Credibility, Call to action Waitlist)
  - \*Metrics (how many followers are we focused on now and when we launch? How are we tracking to this, provide the metrics)
- Creative Content for Social Media
  - \*Brandguidelines
  - \*Videos
  - \*Real time Content Etc.

### Incluyendo:

- \*Videos
- \*Real time Content Etc.
- Founders Focus content,
- Educational Content,
- Credibility,
- Call to action Waitlist hasta el 6

ACA VA UN CARRUSEL  
DE HOW

# WOLFGANG INTERVIEW

La búsqueda es que sea una entrevista muy personal y directa, en un lenguaje muy auténtico, que no se sienta como una rueda de prensa, sino como le estuviera hablando a un amigo.

## ■ Locations

**Empty Stadium**



**Office**



**Car**



# WHO? - REELS

## PING-PONG

La idea es hacerle preguntas personales a los fundadores para que el público los conozca de una forma más cercana

### PING-PONG QUESTIONS

- ¿Cuál es el mejor atleta de todos los tiempos?
- ¿Cuál es la mejor fanática del mundo?
- ¿Qué significa f2o para vos?
- ¿Qué le dirías al que está viendo para que invierta en f2o?



# HOW? - REELS

This is simple, fast, and safe.

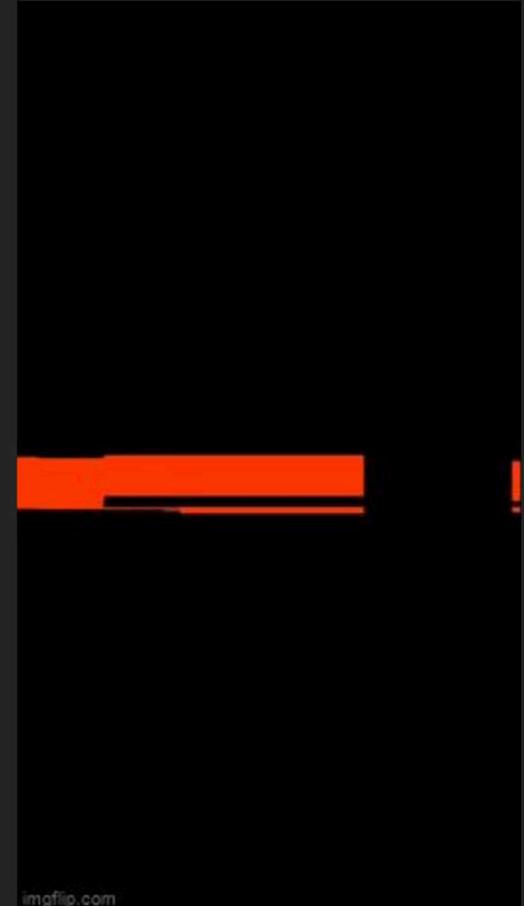
Join the waitlist today and become an owner tomorrow.

Go to the link in bio and change the rules forever.

#OwnTheGame #EvolutionHasBegun

#BecomeAnOwner #Decentralization

#Digitalization #Globalization





DIC  
2023

# DECEMBER 2023

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
2	3 Post 1, 2 and 3 WHAT	4 REEL WHY	5 Carrusel 1 WHAT	6	7 Carrusel 1 WHO	8
9 Carrusel 2 WHAT	10	11 REEL HOW	12	13 carrusel WHAT	14	15 Post 4 ENGAGEMENT
16 REEL OWNER	17	18 POST 5 Engagement	19	20 Reel ENGAGEMENT	21	22 REEL HOW
23 Post & Story WHY	24 Post LAUNCH	25 Reel HOW	26 Carrusel HOW	27 Reel ENGAGEMENT	28 Post WHO	29 Carrusel HOW
30	31 Post Engagement					

03/12

moodboard diseño sports

# 24/10 Racing Vs Boca Juniors

## **COPY OUT:**

PUEDES INVERTIR A PARTIR DE 10  
DOLARES. CON TU TARJETA DE DÉBITO  
Y CRÉDITO

52

# 24/10 Racing Vs Boca Juniors

## COPY OUT:

Today, the 217th match is being played between Boca Juniors and Racing Club, two of the Big 5 Argentinian football clubs.

What do you think of Argentine football?  
Would you buy an Argentine club?

#OwnTheGame #EvolutionHasBegun!  
#BecomeAnOwner #OwnTheGame



# 30/10 Balón de Oro

## COPY OUT:

Today, the 217th match is being played between Boca Juniors and Racing Club, two of the Big 5 Argentinian football clubs.

What do you think of Argentine football?  
Would you buy an Argentine club?

#OwnTheGame #EvolutionHasBegun!  
#BecomeAnOwner #OwnTheGame

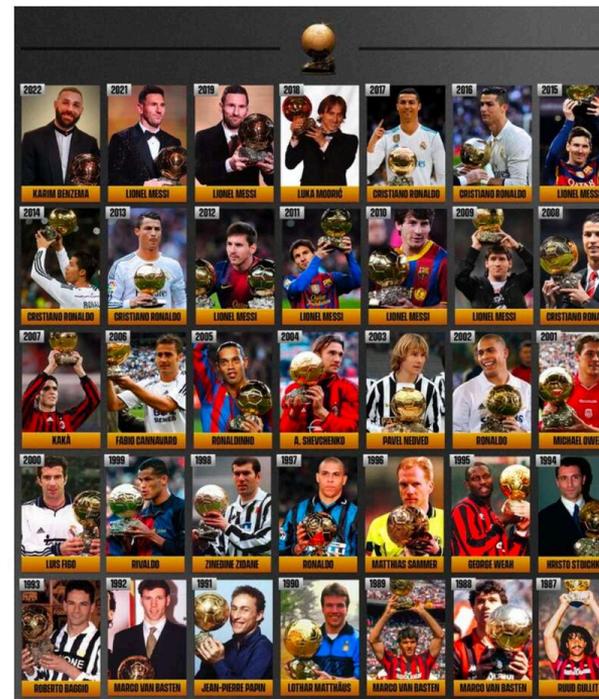
## ¿QUIÉN DEBERÍA GANAR EL BALÓN DE ORO 2023?

### CANDIDATOS AL BALÓN DE ORO 2023

ESTADÍSTICAS DE CLUB Y SELECCIÓN  
TEMPORADA 22/23

	ERLING HAALAND	VINICIUS JR	KYLIAN MBAPPÉ	LIONEL MESSI	KEVIN DE BRUYNE
EDAD	22	22	24	35	31
PARTIDOS	59	59	57	48	58
GOLES	58	24	53	28	12
ASISTENCIAS	10	23	13	23	32
CONTRIBUCIONES A GOL - (G+A)	68	47	66	51	44
MINUTOS JUGADOS	4,630	5,060	4,683	4,327	4,461
GOL POR MINUTO	80	211	88	155	372
TÍTULOS COLECTIVOS	3 PRIMERA DIVISIÓN ARGENTINA Y COPA LIBERTADORES DE CONMEBOL	3 COPAS DE ESPAÑA Y COPA DEL REY DE ESPAÑA Y COPA DE LEAGUE	2 COPAS DE FRANCIA	3 COPAS DE ESPAÑA, COPA DEL REY DE ESPAÑA Y COPA DE LEAGUE	3 PRIMERA DIVISIÓN ARGENTINA Y COPA LIBERTADORES DE CONMEBOL
PREMIOS INDIVIDUALES	4 BALÓN DE ORO, BALÓN DE ORO JUNIOR, BALÓN DE ORO U21 Y BALÓN DE ORO U17	1 BALÓN DE ORO U21	3 BALÓN DE ORO U17, BALÓN DE ORO U19 Y BALÓN DE ORO U20	2 BALÓN DE ORO U17 Y BALÓN DE ORO U19	0

Fuente: Transfermarkt  
Solo se cuentan estadísticas oficiales de clubes y selección.  
Datos temporada 2023 (Junio 2022 - Junio 2023). Títulos obtenidos y partidos jugados durante ese periodo.



# 25/10 Palmeiras Vs SAo Paulo

## COPY OUT:

MUITOS SÓCIOS, NENHUM PROPRIETÁRIO.

Ser sócio do seu clube é uma coisa muito boa, mas a realidade é que não lhe dá o direito de dar a sua opinião e de tomar as decisões do clube, nem lhe dá qualquer benefício financeiro.

Quando você investe no f20 e se torna acionista de um clube, você obtém muitos benefícios. Clique no link da nossa bio e saiba mais.

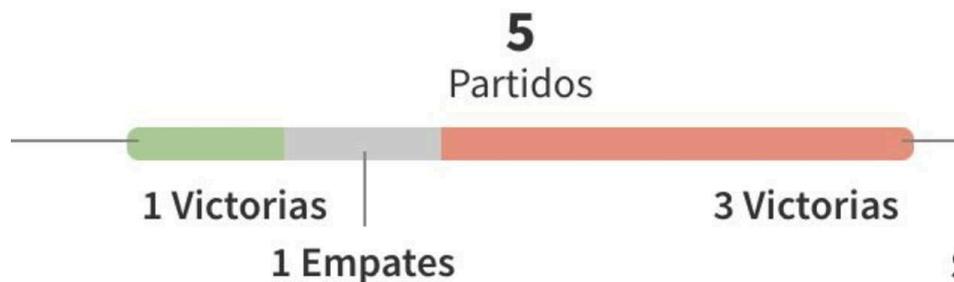
#OwnTheGame #EvolutionHasBegun!  
#BecomeAnOwner #OwnTheGame



# 25/10 Palmeiras Vs SAo Paulo

Quem ganha hoje?

#OwnTheGame #Evolution  
começou! #BecomeOwner  
#OwnTheGame



# 25/10 River Vs Independiente

## COPY OUT:

MANY MEMBERS, NO OWNER.

Being a Member of your club is a very nice thing, but the reality is that it does not give you the right to give your opinion and make the decisions of the club, nor does it give you any financial benefit.

When you invest in f20 and become a shareholder owner of a club, you get many benefits. Click the link in our bio and learn more.

#OwnTheGame #EvolutionHasBegun!  
#BecomeAnOwner #OwnTheGame

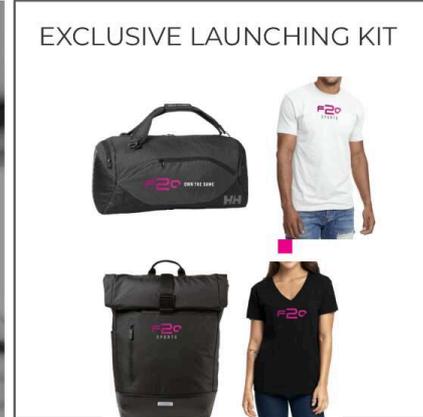
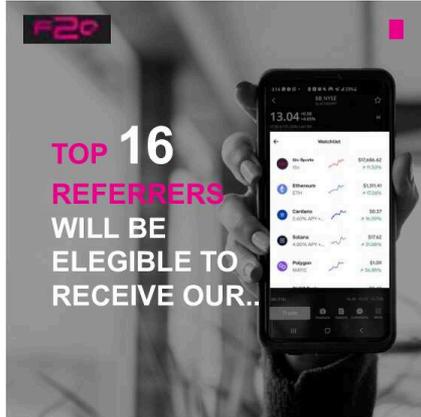


# CARRUSEL

OPC 1

COPY OUT: WIN OUR EXCLUSIVE LAUNCHING KIT!

1. Refer friends & family to join the waitlist. The more you refer, the more you climb to the top of the list!
2. Top 16 referrers in our list, will be eligible to receive our kit
3. The kit includes: a Helly Hansen Bislett training bag and a Next Level CVC Tshirt or a Moleskine Back Pack and a Next Level CVC Tshirt #OwnTheGame #EvolutionHasBegun! #BecomeAnOwner #decentralization #Digitalization #Globalization



02/11

 **Argentina - Liga Profesional**

 20:00 -

 **Def y Justicia**

 **Racing Club**



Steelers

2/11

21:15



Titans

04/11



## Sudamérica - CONMEBOL Libertadores



17:00

-



Boca Juniors



Fluminense

# CARRUSEL

OPC 2

COPY OUT: WIN OUR EXCLUSIVE LAUNCHING KIT!

1. Refer friends & family to join the waitlist.
2. The more you refer, the more you climb to the top of the list!
3. Top 16 referrers in our list, will be eligible to receive our kit

\*The kit includes: a Helly Hansen Bislett training bag and a Next Level CVC Tshirt or a Moleskine Back Pack and a Next Level CVC Tshirt #OwnTheGame #EvolutionHasBegun! #BecomeAnOwner #decentralization #Digitalization #Globalization



11/25 story

## REAL TIME EUROPA LEAGUE

### Europa - UEFA Europa League

#### GROUP A

☆ 17:00	-	Friburgo
-	-	TSC
☆ 17:00	-	West Ham
-	-	Olympiakos

#### GROUP B

☆ 14:45	-	Ajax
-	-	Brighton
☆ 17:00	-	AEK
-	-	Marsella

#### GROUP C

☆ 17:00	-	Betis
-	-	Aris Limassol

#### GROUP D

☆ 17:00	-	Rangers
-	-	Sparta

#### GROUP E

☆ 17:00	-	Atalanta
-	-	Sturm
☆ 17:00	-	Sporting
-	-	Rakow

#### GROUP F

☆ 14:45	-	Linz
-	-	R. Union SG
☆ 14:45	-	Toulouse
-	-	Liverpool

#### GROUP G

☆ 14:45	-	Rennes
-	-	Panathinaikos

#### GROUP H

☆ 14:45	-	M. Haifa
-	-	Villarreal

#### GROUP I

☆ 14:45	-	Servette
-	-	Sheriff

☆ 14:45	-	Slavia
-	-	Roma

TODAY THERE IS...



HOW MUCH  
MONEY DO  
CLUBS EARN?



€3.630.000 just for qualify

€ 630,000 per win

€ 210,000 per tied match.

€ 1.100.000 1st of the group

€ 550,000 2nd in the group.

Round of 32: €500,000

Round of 16: € 1.2 million

Quarterfinals: € 1.8 million

Semi-finals: € 2.8 million

Final: € 4.6 million

Europa League

Champion: € 4 million

SOCCER IS A  
700 BILLIONS  
BUSINESS.

FANS  
DESERVE  
TO BE PART

F2Q  
SPORTS

Own the game

SOURCE: Euromerics Sport Marketing,  
Corporate Finance Division