



PLUS.FAN

INVEST IN **PLUS.FAN**

The Future of Fan Engagement Starts Now

plus.fan

Worcester, MA



Highlights

1

20 teams from 8 countries and 4 sports signed since launch.
Acquiring over 1 club per month

- 1 Averaging over 1 club per month.
- 2 Averaging 88% fan member retention after 90 days
- 3 AI powered Playbook to automate content creation, scheduling and optimize engagement launching Fall
- 4 Experienced team of startup founders with prior software exits and minor league team management.

Featured Investor



Helder Machado 

Invested \$50,000 

Follow

Syndicate Lead

Founder and CEO Machado Consulting, Technology and Cybersecurity Leader, Retired Army Combat Veteran, Entrepreneur, Board Member and Sailor

"I am incredibly excited about the Plus.Fan platform as a business opportunity and honored to be part of its journey. As an avid sports fan and a seasoned technology entrepreneur, Plus.Fan represents a powerful convergence of two of my lifelong passions. With over 30 years in the IT and cybersecurity industry and as the CEO of Machado Consulting for the past 24 years, I've witnessed firsthand what it takes to build and scale successful

technology ventures. My military service, including roles as Network Operations Chief and Army Chief Information Officer at Hanscom Air Force Base, has instilled in me a deep understanding of leadership, strategy, and technological innovation. What sets Plus.Fan apart is not just its innovative approach to fan engagement but also the exceptional team behind it. Having known the founding team for over fifteen years, I have complete confidence in their vision, capabilities, and integrity. Their dedication and track record assure me that they are the right team to lead this bold new venture. Plus.Fan is addressing a significant gap in the sports industry by providing teams with a scalable platform to deepen fan engagement. The platform's early success, with 24 teams in 7 countries, demonstrates its potential. Plus.Fan has all the right elements: a compelling product, a clear market need, and a capable, driven team. I am excited to advise the leadership team and lead the Wefunder investment group to help make this vision a reality."

Our Team



Steve Paris Chief Executive Officer

25+ yrs corporate including General Mills, Nestlé Marketing, Sales, SaaS, loyalty analytics Team Management at Pinzgau Saalfelden



David Crouch Chief Operating Officer

30+ yrs sales and client services in software industry
experienced founder with exit COO at Ultra Commerce, CEO

and Founder at Slatwall Commerce (Acquired)



Brad Gustavesen Chief Marketing Officer

20+ yrs eCommece, web development experienced founder with exit global CMO at Ultra Commerce CMO & Founder at Slatwall Commerce (Acquired)



Sumit Verma Chief Technology Officer

25+ yrs in software industry and tech consulting experienced founder with exit CTO at Ultra Commerce and product architect, CTO & Founder at Slatwall Commerce (Acquired)



Duncan Stewart Chief Commercial Officer

A commercial, sales, marketing senior leader with a 30 year track record of driving sustainable growth on both the agency and client side in marketing and SaaS, working with the largest CPG and retail brands in the world



Harsh Verma Managing Director, India

IT and technology industry veteran leader. Held key leadership roles in organizations like IBM India Pvt. Ltd., SAS India Pvt. Ltd., Satyam Computers.



Helder Machado Advisor



Founder of Machado, an IT services company delivering managed IT, Cybersecurity and Compliance solutions to small and medium sized clients.



Peter Ward Consulting Advisor

Peter has deep experience in building and scaling sport technology businesses. He founded WeTrack, a SaaS platform used by world cups and major global sport properties. He led WeTrack through multiple funding rounds to a successful acquisition in 2023.



Rob Elder Advisor

Senior-level digital media CXO with 25+ years of experience driving revenue, building and managing multi-team organizational structures, corporate and strategic partnerships, board/investor management, and M&A evaluation in startups with multiple exits.



Jackson Venditti Advisor

Experienced Talent Acquisition and Business Development Startup Advisor with Expertise in M&A, SaaS, HLS

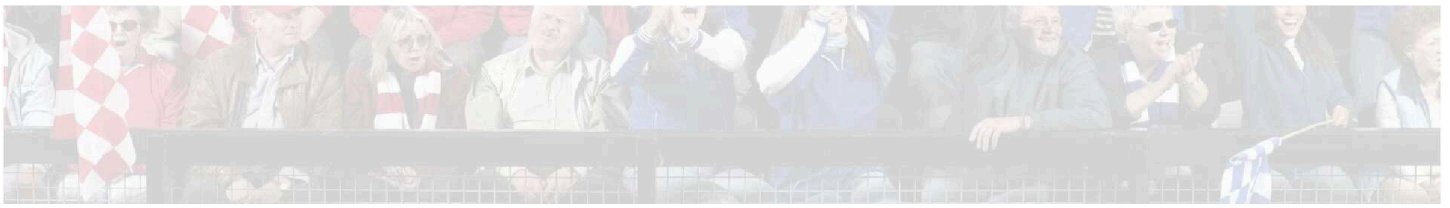
The Future of Fan Engagement Starts Now

Sports reality TV shows like Welcome to Wrexham have **changed fan expectations**



Fans Want More





But **teams struggle** to engage fans beyond match day and social media



No Time

Small staffs are already challenged with the workload



No Money

Limited budgets are focused on the game experience



Knowledge

It's hard to keep up with the shifting tech & media landscape

This is especially true in **minor leagues** and **lower divisions**.

We learned from **our experience** managing a lower division football club

We built a global audience for a little known Austrian football club. **It was harder than it should have been.**

So we created a better way.



Meet PLUS.FAN

"The Plus.Fan experience is **a game-changer** for our supporters. It's about creating a community that transcends borders and we're excited about the connection between the club and its fans."

Peter Clarke, Chairman, Carrick Rangers F.C.



88

% Subscriber
Retention at 3 mos

50

% Average content
engagement

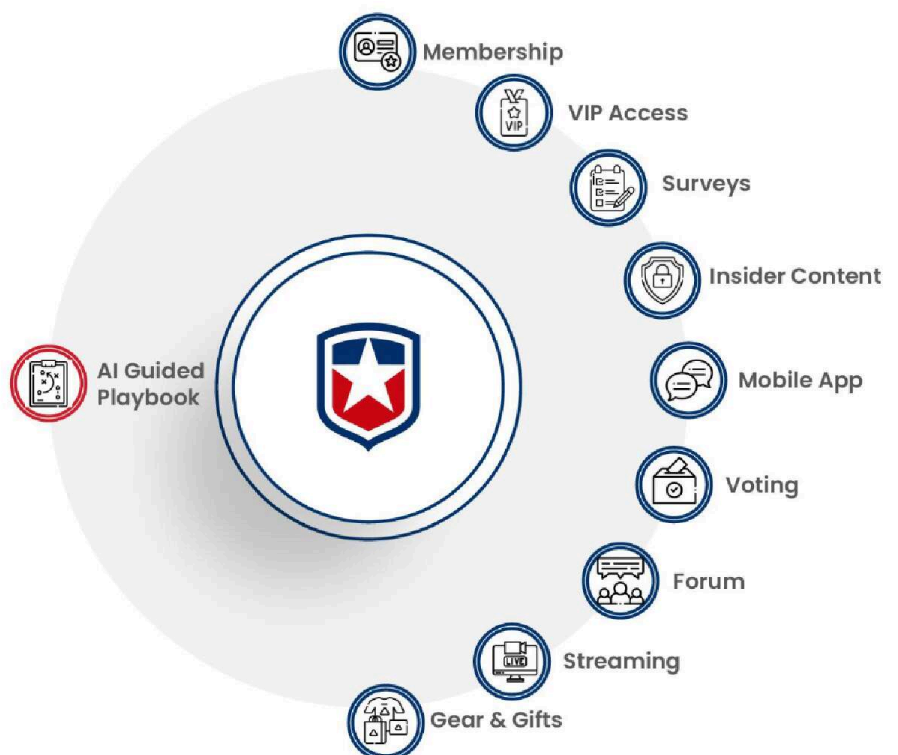
75

% members from
out-of-market

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Nomination for
League-Wide Award

 **PLUS.FAN**
SaaS platform + AI
guided playbook that
**makes it easy to
give fans more**



Plus.Fan unlocks fan engagement

Teams can easily create, optimize, distribute and monetize insider content, experiences, and memberships.



Mobile app & AI guided Playbook



New recurring revenue streams



Exclusive content & experiences

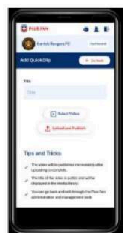
Easily create, optimize, distribute and monetize
insider content, experiences, and memberships



Planning & Management



Content Creation & Distribution



Marketing & Fan Sign Up



Plus.Fan creates **new revenue** for teams



Partnerships

New opportunities for branded content for sponsors



Ticketing

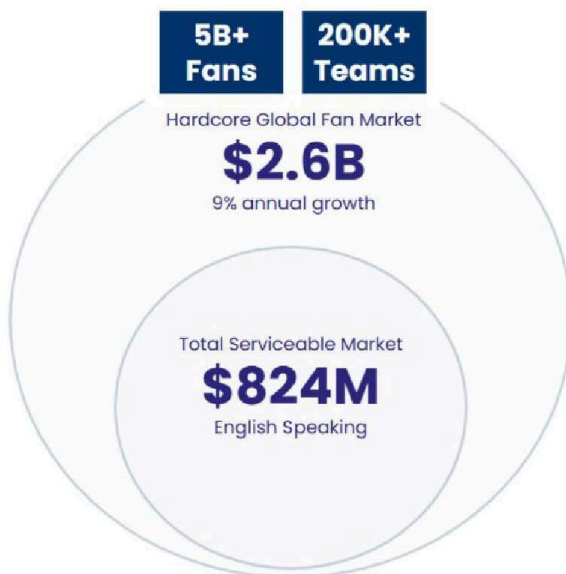
Membership helps upsell packages & early renewal



Out-of-Market

Give fans that cannot attend a VIP experience

The market is **large** and **growing**



English Speaking Markets

317M global hardcore fans
US, CA, UK, AUS, IN
\$65M at 0.5% conversion

Minor League Teams

in global sports
with established fan base
soccer, cricket, rugby, hockey

Most competitive offerings are **limited in capability** or only suitable for **large teams**



Our business model is based on **long term partnerships**

Fans pay a subscription – no upfront cost to teams



Fan Membership

Teams create, configure and sell memberships to fans.
\$6.99/mo avg



Standard Contract
3 years



Revenue Share

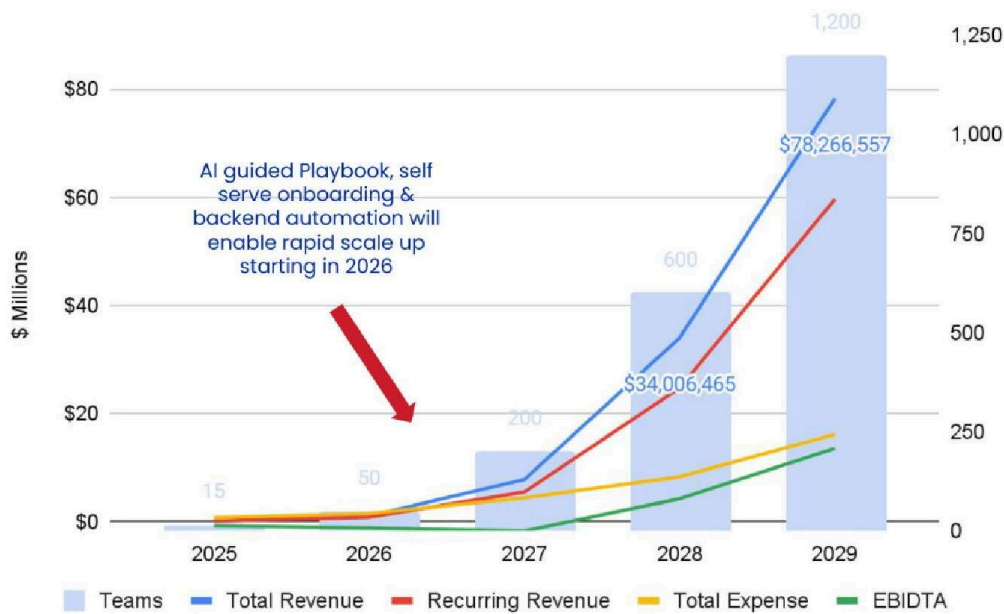
We share revenue with team on a sliding scale starting at 50/50

We are adding 1 team per month

we are adding ➤ **1 team per month**



Pro Forma Financials



Forward-looking projections cannot be guaranteed.

Our **leadership team** has **sports,**
software and **startup** experience



Leadership Team

After 20+ years in big corporate, **Steve** founded Fan Owned Club gaining an inside view to sports team management. **Dave, Brad** and **Sumit** collectively bring 60+ years in the software industry including building, scaling and exiting eCommerce platform Slatwall in 2022. As a marketer and commercial leader, **Duncan** has worked with some of the biggest consumer and retail brands for 20 years, while **Harsh** brings deep experience leading technical and client operations in India.

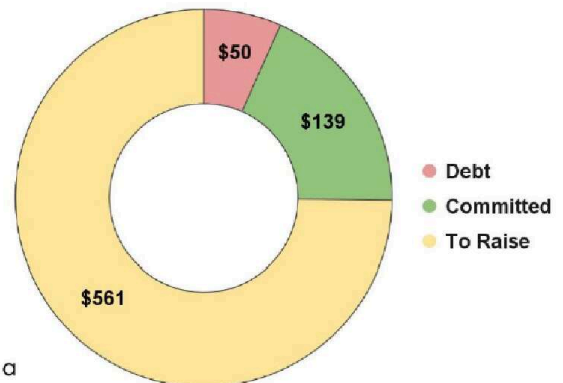
Advisory Team

Helder is the founder and president of IT and cybersecurity specialists, Machado.. **Peter** founded and exited WeTrack, sport event software used by FIFA and the Olympics. **Rob** is a multi-time media and advertising CXO with multiple exits.



We are raising **\$750K** pre-seed

- 1 Product > AI Playbook**
Intelligent planning, strategy and content as well as analytics and APIs to integrate into team processes
- 2 Acquisition > Teams**
Accelerate team acquisitions with focus on leagues and strategic partnerships that bring multiple teams
- 3 Lean Support > Automation**
Tools, resources and automation to support volume with a lean support and minimum cost to serve



Invest now to be part of the
future of fan engagement





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For More Information

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