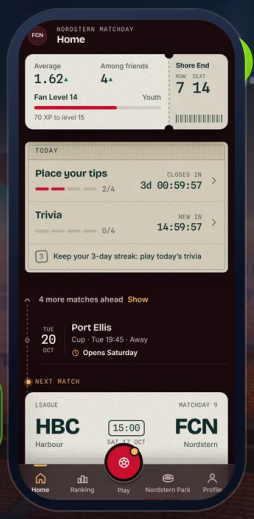
crowdsports

WHITE-LABEL FAN ENGAGEMENT PLATFORM

Fan engagement that pays off.

For clubs: prediction game, trivia and season pass in the club's look, plus sponsors and new revenue. Run as a service.



1 THE OPPORTUNITY — Fans play every week. Just not with their club.

1 in 4
fans is known by name
The rest stay anonymous: no data, no reach, no sales.
Dizplai Anonymous Fan Index, 2025 (reported)

11.5 M
play a prediction game weekly
Fantasy Premier League alone. The habit exists, outside the club.
Premier League, 2025

48 vs 32 %
commercial share of revenue
Top 10 clubs vs. clubs ranked 11 to 20. The gap is commercial.
Deloitte Football Money League, 2026

FanPlay turns that weekly habit into known fans and new commercial revenue for the club.

2 THE PLATFORM

Start with the game. Add layers when you're ready.

1 · Base	***White-label fan engagement.*** One platform, many clubs.
2	***Content service.*** Published every week, the club approves.
3	***AI copilot.*** Content and assets in the club's brand, fan insights.
4	***Integration.*** Lives inside your app and website: SSO, API, CRM.
5 · Earned	***Crowd investing.*** Top fans earn the right to invest.



3 THE COMMERCIAL MODEL — Four revenue streams. One partner.

FROM FANS	FROM BRANDS	FROM TOP FANS	FROM COMPANIES
In-app revenue	**Sponsors**	**Crowd investing**	**Investors**

A fixed service fee, plus a share of the revenue created together.

4 A SCALABLE APPROACH — Grow step by step, at your pace.

1 Engage
Activate fans with predictions, trivia and club content.

2 Build the relationship
A recurring, data-driven connection with your fans.

3 Generate revenue
Season pass, packs and sponsor opportunities.

4 Expand
Crowd investing and institutional investors, when it fits your club.

Put your fans in the game.

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Book a demo