

EIMATCHES.. A New Era of Football Engagement!

Join Us in Revolutionizing Football Engagement,
Driven By The Fans, For The Fans!

📄 Intro Investor Deck For Pre-Seed Funding Round 📄

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-FANCARD-



ID: 191198

HAYAT M. HASSAN

GAMES	SCORE
156	1992
AI AHLY	72
EGYPT	34
BARCELONA	22

 **ELMATCHES**
IT'S ALL ABOUT THE FANS

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1. Introduction

EIMATCHES.. Revolutionizing Football Engagement!

We're driven by a passion for football and a vision to revolutionize the way fans engage with the beautiful game. While we may be at the early stages of our journey, our mission is clear, and the opportunity is immense.



Our Mission

Revolutionize Football Engagement by Bridging The Gap Between Fans and The Game They Love.



The Opportunity

Football is a global phenomenon connecting billions of fans. With rising interest in sports tech and fan engagement, EIMatches is poised for substantial market growth.



More Than A Platform

For Fans, By Fans - A New Era of Football Engagement Has Just Begun.

★ Join Us in Our Exciting Journey to Redefine Football Fan Engagement Worldwide.

2. Problem

The Football Fan Engagement Gap !

In today's digital age, football fans yearn for a deeper connection with the game. However, they encounter challenges:



Passive Watching

Fans Passively Observe, Their Voices Unheard, Feeling Disconnected From The Action.



No Connection

Live Fan-Coach Direct Communication Channel During Live Games Is Unavailable. Yet.



No Predictions Archive

Lack Of Central Platform for Storing and Reviewing Match Ratings & Predictions, Hindering Insights Analysis.



Loyalty Dilemma

Fans Struggle to Convey Their Support for Multiple Teams Simultaneously Using Traditional Platforms.



Scattered Fan Bases

Fans Scattered Across Various Platforms Result in Fragmented Communities and Diluted Interactions.

★ This Gap in Football Fan Engagement Fuels ElMatches' Mission to Reshape The Fan Experience.

3. Solution

Revolutionizing Football Engagement

Introducing EIMatches: The Ultimate Football Fan Companion.
Experience Football Like Never Before!



*Live Fan Ratings

Elevate Your Matchday Experience with Real-Time 0-10 Ratings for Players, Coaches, Referees, Shared Among Millions of Fans.



Instant Interaction

Engage Directly with the Coach and Millions of Fans for Real-Time Advice During Live Games Without Causing Disruptions.



Prediction Chronicle

Personalize Your Football Journey, Archive Your Viewing History, and Gain Insights from Stored Match Predictions Across Multiple Games



Fan Card

Your Personalized FIFA Card, but for Fans Showcase Loyalty to Your Teams and Track Your Fan Journey.



EIMATCHES

Join us to Unify Scattered Fan Bases into One Vibrant Community. It's Your Game, Your Voice, Your Community.

*Our innovative system allows millions of fans to interact, sharing live ratings during matches and fostering a dynamic community.



4. Market Size

Seizing the \$55.14 Billion Opportunity

The sports tech and fan engagement market is on the rise, presenting a wealth of opportunities.



5. Business Model



Subscriptions

Unlock Exclusive Features and Enjoy an Ad-Free Experience With Premium Tiers.



Advertising

Collaborate With Brands For Targeted Ads and Sponsorships.



In-App Purchases

Revenues From Virtual Merchandise Sales and Commissions Through The In-app Marketplace.



Sponsored Content

Generate Revenue through Influencer Partnerships and Sponsored Posts.



Data Licensing

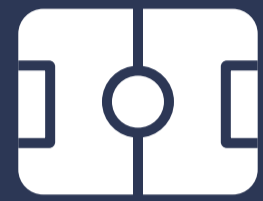
License Valuable Football Data, including Real-time Fan Ratings and Insights for Third-party Use.



Partnerships

Forge Revenue-sharing Agreements with Football-related Brands and Clubs.

6. Product Lineup



ElMatches Platform

Real-time Fan Interactions, Ratings, Match Insights, and Immersive Engagement.



Fantasy Game

Elevate Your Match Day Experience With Matches Result Predictions and Compete with Fellow Fans.



Fan Card

Your Personalized FIFA Card, but for Fans Showcase Loyalty to Your Teams and Track Your Fan Journey.



Prem Subscriptions

Unlock Exclusive Features, Ad-Free Content, and Advanced Analytics with Our Premium Tiers.



Virtual Marketplace

Explore Branded Merchandise and Digital Collectibles Within the App.



Data Insights

Access Valuable Real-Time Live Fan Ratings and Football Insights for A Competitive Edge.

★ ElMatches Offers A Complete Set of Game-Changing Products for Football Fans.

'6. Product Mockup

EIMATCHES.. Your Game, Your Voice!

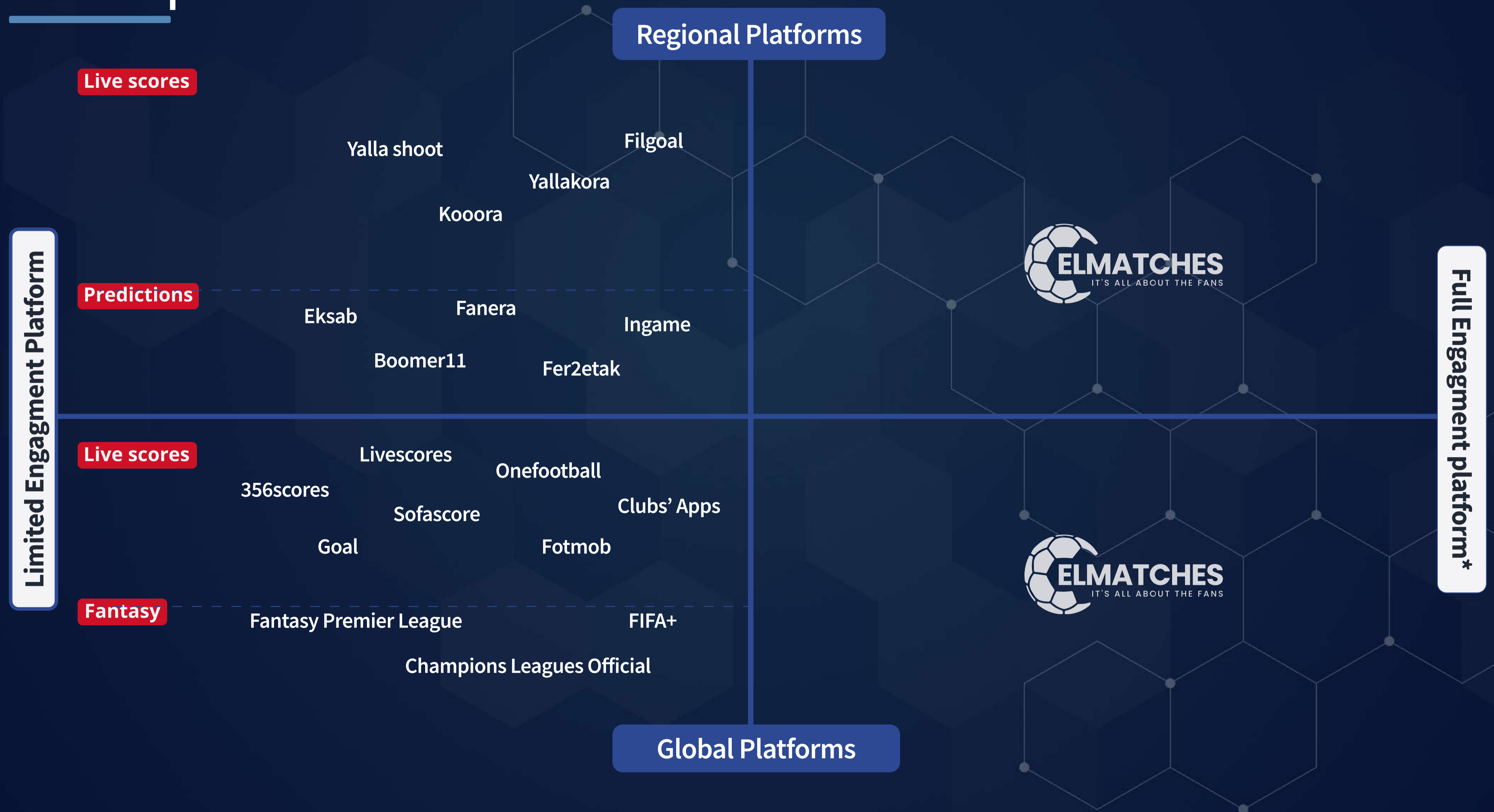
For Fans, By Fans - Experience Football Like Never Before.



★ Not Just a Platform; We're The Gateway to A New Era of Football Engagement. It's your Voice, your Game, your Community.



7. Competition



★ Full Engagement Platform provides real-time live interactions, fan ratings, match insights, and immersive engagement.



7. Why EIMatches?

EIMatches vs The Field

In the world of football engagement, we know competition exists, However, EIMatches stands out with its unique features.



Live Engagement

Forge Unprecedented Connections Between Coaches and Millions of Fans, All in Real-Time During Live Games.



Fantasy Game

Personalize Your Football Journey, Catalog Your Viewing History, and Compete with Fellow Fans for Predictions & Achievements.



Fan Ratings

Setting the Standard with Real-Time Live Fan Ratings. It's Your Voice, Your Game, Your Community.



Unique Fan Card

Track Your Fan Journey, Express Loyalty to Your Fav Multiple Teams like Never Before.



Data Monetization

Unlocking New Revenue Streams With Valuable Real-Time Live Fan Ratings and Insights Access.

8. Go To Market

Fan-Centric Approach

Our fan-centered marketing strategy ensures sustainable growth in the competitive sports tech market.



Digital Marketing

Targeted Ads On Social Media and Search Engines.



Content Creation

Engaging Football Rotated Content to Attract Fans.



Fantasy Game

Supercharging Engagement and Acquiring Fresh Users.



Fan Card Appeal

Draw in Fans Eager to Showcase Their Loyalty Via Our Distinctive Card.



Partnerships

Collaborate With Football Influencers and Clubs.

★ **FOMO Engagement:** Leveraging Invite-Only Access, Early Bird Features, and Limited Access Windows, to attract early users.

9. Global Expansion

Unifying Football's Global Passion

Our unwavering vision is to transcend boundaries, foster market adoption, and lead global expansion.



Regional Dominance

Starting in Egypt, Captivating +30 Million Passionate Fans.



MENA & African Reach

Expanding Rapidly Across MENA and African Nations



Latin America Growth

Accelerating Expansion in Key Latin American Regions.



Global Ambition

Striving to Become the Ultimate Worldwide Football Fans' Platform.



Strategic Alliances

Extending Reach with Influencers, Media, and Clubs.

10. Our Expert Team



Abdelnasser

Managing Director And Founder

10+ Years' MENA Credit Risk
Management Expertise In
Multinational Banks.



Hossam Farag

Chief Product Officer And Co-Founder

10+ Years Combining Data Analytics
And Product Management Expertise
In High-Growth Startups.