



bringing fans together

# the Setting



when fans are watching a game in the stadium or in a pub or even at the airport, a community is formed by complete strangers and

AD HOC community of fans

people are discussing the game, making snarky remarks, trying to predict what's going to happen, showing off their knowledge. supporting their team and scolding the opposition. sometimes minor bets are placed: if my team is going to score, the next round is on you

but most fans don't have that. they're sitting alone at home (or in a pub or an airport . . .)



# Magical Moment

It's late at night, you're watching a champions league game alone ...all your friends are asleep

you want to hear what other fans have to say about this amazing goal

you open **fanfare** and join the community

you're not alone any more

# the Service



- a place where fans are getting together
- engaging with each other in real-time during events
- brings the stadium atmosphere to everyone
- creates an ad-hoc community
- curated and editorial content
- a “second screen” that’s fun and engaging
- gamifying fans’ knowledge of the game

- the main screen contains running commentary on the game
- commentary consists of quips and questions
- **quips** are real-time insightful and funny remarks about the game
- **questions** involve fans' knowledge and ability to predict
- commentary can be user-submitted, but is curated
- another screen contains leaderboard of fans according to their success in answering / predicting



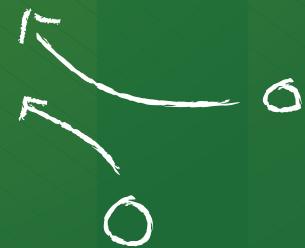
# Market



- initial target market is fans of european football
- current estimations are that the top 5 european teams have more than **1 billion fans globally**
- each of these teams play on average more than once a week
- by covering only 5 teams fanfare's target market surpasses 1 billion active users per week
- future markets may include other sports, such as cricket (huge in india), american sports and the olympics
- fanfare is not restricted to sports. other events such as the oscars, the eurovision contest, or even elections have fans who would wish to engage with each other during the event

# Differentiation

- **fanfare** is not a scores app
- **fanfare** is not an aggregator
- **fanfare** is not a chat room
- **fanfare** is focused on the event
- content in **fanfare** is unique and high quality
- it is produced, edited and curated by bloggers / journalists who are part of our team



# Team



Jonathan  
Yaari  
phd



Yossi  
Grinberg  
mba

both with over 10 years experience in a variety of technical fields, including starting and leading companies and teams

both are avid sports fans!



# 12 month plan

- the app is currently in early stages of development
- we plan to develop a mobile app on a single mobile platform, with backend service
- to hire a core team that includes sport journalists or bloggers to develop content
- target:  
appstore-ready MVP with original content in place



