

DIGITALIGA

More **Revenue** for Football Clubs

More **Fun** for Fans



digitaliga

STRICTLY PRIVATE & CONFIDENTIAL. DIGITALIGA AND THE DIGITALIGA LOGO ARE TRADEMARKS OF DIGITALIGA PTE. LTD. IN SINGAPORE AND ELSEWHERE.

CHALLENGES OF FOOTBALL CLUBS

Fan Engagement

Football Clubs typically have one-way communication with fans using social media and other channels.

The lack of a detailed and complete fan database makes it harder to generate Sponsorships and Advertising revenue.

The interaction between clubs and fans outside of Stadium is not adequate.

Revenue

Despite the popularity of the sport, revenues are always limited, and clubs need more revenue to be more successful.

DIGITALIGA

WHAT WE DO?

Digitalizing Football Clubs on the Blockchain

Digitaliga Digitalizes Football Clubs on the Blockchain with the Digital Football Platforms that we install & operate under their own brand.

Football Clubs earn high income with Cryptocurrency, NFT and DAO technologies, which are Blockchain Applications.

Digitaliga enables Football Clubs to have full control on the Digital Football Platforms

digitaliga

HOW WILL DIGITALIGA HELP FOOTBALL CLUBS

Digitaliga offers a **DIGITAL FOOTBALL PLATFORM** designed for football clubs to increase fan engagement to generate new revenue streams

Introduce New Channels For Fan Engagement

The fans will sign up for Digital Football Platform, and the clubs will have access to a complete database of the fans that includes their names, contact information, mobile numbers, and social media profiles.

Digitaliga creates various opportunities for fans to interact more with the football club through voting and similar applications.

Digital Football Games, Augmented Reality, Play2Earn and Shop2Earn will enable continuous interaction with fans.

Generate New Revenue Streams

The Digital Football Platform creates continuous revenue through the sale of digital assets as NFT, more sponsors, more ads, and revenue from Shop2Earn applications.



DIFFERENCE

DIGITALIGA VS OTHERS

Digitaliga offers **Digital Football Platforms** to football clubs, under their control and under their own brands for the first time in the world.

Digitaliga vs Apps

Fan Token Apps are running the applications under their own name and can not reach all the fans of the club. Similar Apps also can not reach smaller clubs on second, third and fourth leagues.

Digitaliga vs DeFi Games

All DeFi based fantasy football games are running their platforms under their own brand, and there is very limited fan interaction for the club itself, no fan database created, and clubs own fan token is not used on the platform.

DAO HYBRID

DAO Decentralized Autonomous Organization

Decentralized Autonomous Organization, DAO, is an entity structure in which token holders participate in the management and decision-making of an entity.

There is no central authority of a DAO; instead, power is distributed across token holders who collectively cast votes. All votes and activity through the DAO are posted on a blockchain, making all actions of users publicly viewable.

Hybrid DAO

Digital Football Platforms are Hybrid DAO platforms that fans, who are token holders, have voting rights for club decisions, while there is a management team present for the club's Daily operations.

Digital Football Platform voting application will give fans the right to influence management decisions by holding fan tokens as governance tokens, and this way loyalty of the fans with their club will be stronger.

POWER OF THE PLATFORM

Club's Own Brand Trust
Very Low Marketing Costs
Quick Revenue Generation

Football Club's Own Brand

Digitaliga deploys and operates the Digital Football Platform under each Football Clubs' brand separately.

Maximum Trust, Less Marketing, Quick Income.

Fan "Members" Are Ready

When a football club starts a platform, fans "members" will be ready to join and support their club by buying digital assets, playing games, using apps, and shopping.

Blockchain & Crypto Powered

Fans buy and own Digital Assets through NFT Technology, playing games by Digital Football Player Cards, Trade Digital "NFT" Assets, easily deposit and withdraw as cryptocurrency.

More Sponsors by Digital Marketing

Based on the fan database and social media presence digital marketing will bring more sponsors and ads for more revenue.

digitaliga

APPLICATIONS

DIGITAL FOOTBALL PLATFORM

NFT Marketplace

Digital Football Platforms are generally an NFT Marketplace selling digital and physical assets.

Voting Application

Fans can vote on football club decisions to be a part of the club management.

Digital Football Manager Game

Digital Football Player “NFT” Cards will be used for uninterrupted ever-growing digital football managership games between fans.

Vote2Earn

Fans will be earning rewards by entering the voting application and vote for the questions asked by the football club and questions offered by other fans

Play2Earn

Play2Earn applications offer various ways to earn rewards and use the platform to play games throughout the day.

TECHNOLOGY

Blockchain

NFT Technology for Digital Assets Ownership
Digital Asset “NFT” Trade
Cryptocurrency for Deposit & Withdrawals

Digitaliga App

Bridge, Stake, Vote, Game, Mint, Burn, Claim & Swap

Web3

DeFi and Enterprise Wallets for Freedom and Easy Usage
Decentralization

Augmented Reality

In-Stadium and In-City applications

Artificial Intelligence

Better gaming experience

DIGITAL ASSET NFT MARKETPLACE

Digital Club Membership

Fans can purchase their club's Digital Membership as NFT and obtain different rights at the beginning of each season and year.

Digital Club Collections

Fans can buy digitally produced collections but also physical collection products and share them with everyone, and can keep the collections at home

Memories

Special moments as photo or video by Club and Fans after each win or inside and outside the stadium can be sold as NFTs and create memories

Digital “NFT” Tickets

Digital “NFT” Tickets for match tickets, special events, limited participation events, especially for matches

Digital “NFT” Player Cards

Digital “NFT” Athlete Cards for use in Digital Manager Game and as Collectibles

GAME

DIGITAL FOOTBALL MANAGER

Digital Football Manager Game

Digital “NFT” Player Cards are used for the ever-growing digital football manager games among fans.

- Motivating fans to constantly purchase Digital “NFT” Player Cards with random player features
- Motivating fans to constantly purchase Digital “NFT” Player Cards to increase the level of the cards and games played
- By adding the luck factor to the games with Blockchain Hash algorithms, players get the chance to win even their team is weaker than the opponent
- Permanent entertainment for the fans, constant income generation for the club with the chance to play all day long
- Creating an economy for a long time with the sale and exchange of Digital “NFT” Player Cards among fans
- Earning more income with Sponsor and Advertisement applications

DIGITAL FOOTBALL STADIUMS



AR T-SHIRT CANNON

Launch Virtual T-Shirts
Fans use the Digital Football Platform AR App to catch them. Everyone in the stadium can play along simultaneously

PREDICTIVE GAMING

Fans play along with the action on the field in real time using the Digital Football Platform to make predictions

TREASURE HUNTS

Use gamified experiences such as treasure hunts and other quests to drive foot traffic to your stadium and team store

TEAM-UP WITH FRIENDS

Fans form teams to play all digital games together to climb the leaderboard and win prizes together.

INTERACTIVE KISS/DANCE CAM

Fans use Digital Football Platform to participate in the kiss cam, dance cam, big screen selfies. Everyone gets to play along

HALF COURT SHOT

Center Shot, Fan Field Goal, and more games, everyone in the whole stadium gets to play along using the Digital Football Platform

OUT-OF-STADIUM ECOSYSTEM

Activate all retail, restaurants and even At-Home TV Audience to be a part of the Digital Football Platform

NEW SPONSORSHIP INVENTORY

All experiences can be strongly branded and used to motivate valuable fan behavior for your sponsors

ATHLETES

PROFESSIONAL & AMATEUR

Support for Youth Athletes

The Digital Football Platform supports all Professional athletes as well as hundreds of amateur youth athletes in football clubs' youth teams starting from U14 to U19.



digitaliga

BRANCHES

ALL SPORTS

Supporting All Branches of the Club

With the Digital Football Platform, not only the Football Branch of the Club, but also all other sports branches can be supported



DIGITAL MARKETING

We achieve unmatched growth using product development, sales segmentation, next-generation technologies, methodologies, data science and synthesis sciences.

Data Driven Marketing For More And Continuous Revenue

Rapid development beyond traditional marketing channels with sustainable growth strategies

- Fan Network Expansion
- More Sponsors and Advertisements
- Brand awareness
- Start Generating Income Faster
- More Income

ADVERTISING NETWORK

Digitaliga will act as an Advertising Agency for Football Clubs with Digital Football Platforms.

Football Clubs will have the advantage of aggregated Ads coming from Digitaliga's all Digital Football Platforms



GLOBAL REACH

Worldwide Access & Revenue

Digitaliga enables Football Clubs to reach the entire world and generate revenue with a platform that anyone, anywhere in the world can access via the Internet.



digitaliga

ZERO RISK & COST

Zero Cost for the Football Club

Digitaliga is starting and operating Digital Football Platforms for Football Clubs without any one-time or monthly costs. Football Club do not need to hire any extra person for the operation of the platform.

Zero Risk for the Football Club

Football Club is not signing under a contract with financial obligation.

Sport club will have the backup of all NFT Collection Contracts, Collections will be Created by Football Club owned wallets and contracts.

Revenue Sharing Model

Digitaliga's business model is based on revenue sharing without any monthly static costs.

Automatic Revenue Claim

Thanks to NFT technology, when an NFT is sold, the revenue of the football club is automatically sent to Football Club owned wallets.

AGGRESSIVE TIME TO MARKET

Football Clubs Begin Generating Revenue
in 1 Day

Day 0 Digital Football Platform Agreement

Day 1 **Platform Start**
Creating first collections
Start pre-sales
Social Media News

Day 2+ Updating platform continuously

WHO WE ARE

Experienced Management Team

Digitaliga founders and management team individually have more than 20+ years of Business & Technology experience

Development Team

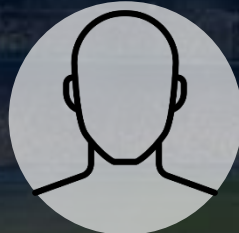
Digitaliga's development team is experienced on Blockchain, Web3 and related technology fields to create the Hybrid DAO based Digital Football Platforms



Uğur İşbuyuran
CEO



Mete Ali Başkaya
CMO



CTO
Will Be
Announced Soon



Cüneyt Çerkez
COO



Mehmet Kancel
CFO



CBO
Will Be
Announced Soon

CONTACT

Digitaliga Pte. Ltd.

68 Circular Road #02-01
049422 Singapore

contact@digitaliga.com

www.digitaliga.com



digitaliga