



digitaliga

Pitch Deck

Digital Football Platforms for Football Clubs & Their Fans

Powered by Blockchain Technologies & DeFi Economy

June 1, 2023

Index

Executive Summary	03
Vision	04
Mission	05
Goals	06
Digitaliga	07
Problem	08
Solution	09
Market Size	10
Market Size Worldwide	11
Market Size Türkiye	12
Target Users	13
Voting Application	14
Digital Football Manager	15
Competition	16
Traction	17
Roadmap	18
Business Model	19
Objective	20
Financial Goals	21
Team	22

Executive Summary

Digitaliga is the world's first Digital Football Platform Provider that runs the platforms under the Football Club's own brand.

Digital Football Platforms are powered by Blockchain Technologies and DeFi Economy. Digitaliga is a combination of applications and features such as **NFT Collections, Voting Application, Digital Football Managership Game, Digital Marketing** and **Football Portal**.

Digitaliga's main goal is to create long-term and high amount of revenue for Football Clubs and increase loyalty and experience of their fans.

Digitaliga's real value is uniting the football club with their fans and create a complete database of fans including all personal information and creating a social network to get full benefit of digital marketing.

We're planning to reach 100 digital football platforms at the end of 2023-2024 season to reach 1 million fans, and for following seasons to reach 3 million fans at the end of 2024-2025 season and 9 million fans at the end of 2025-2026 season.

There will be 140 professional football clubs in Turkiye in 2023-2024 season and 4.400 clubs in the world. It's accepted that there are 40 million fans in Turkiye and based on FIFA reports 5 billion fans in the world.

Digitaliga will be expanding the business at the beginning of 2024 to reach football clubs in Europe, Africa and South America.

Digitaliga is planning to create \$3.5 gross revenue per fan per month and based on revenue sharing model Digitaliga target is to reach up to \$0.7 (%20) gross revenue per fan per month, to reach a unicorn valuation at the of 2025-2026 season.

Vision

Football Clubs and Fans “Stronger Together”.

Digital Football Platforms form the basis of our goal of creating a stronger communication environment full of powerful digital experiences for football fans with blockchain-based technology and applications.

Our aim is to be a pioneer, leader and beloved sports brand in its field, and to be an admired technology company.

We dedicate our work to creativity and the values we share with football clubs.

With a passion for innovation in blockchain technologies and applications, we strive to present best practices to the football and blockchain world.

By the end of the 2025-2026 Football Season, we aim to reach 9 Million Fans ‘Members’ with the digital football platforms we will establish for football clubs in all 211 countries on FIFA's world list.

Mission

Developing blockchain-based applications that increase the loyalty and communication of football fans to their clubs, make the fans a part of the management, and enable them to have a better time.

To create sustainable sources of income for football clubs.

We want to inspire clubs and athletes with applications that will support not only professional men's and women's football clubs and players, but also amateur football clubs and players, and professional and amateur athletes from other branches of football clubs.

5 billion people in the world have bank accounts, but less than 100 million people have cryptocurrency accounts, and the vast majority use cryptocurrency as an investment vehicle. We aim to spread blockchain applications to the entire world population, to increase cryptocurrency literacy and to use cryptocurrency as a tool.

Goals

While creating sustainable income sources for Football Clubs, generating long-term operational income for Digitaliga.

To increase the brand value of football clubs, to create more channels for marketing, to support other branches of the football club, to create tools to support amateur athletes and to ensure that the football club meets not only with the fans, but also with all the people of the city they are in.

To enable fans to be a partner in club decisions with the Voting Application.

Creating continuous entertainment for football fans with Digital Football Games and Augmented Reality applications.

To create an accurate, up-to-date and ever-growing user database for Football Clubs that includes name, surname, e-mail and mobile phone information.

Bringing more sponsors to Football Clubs, developing applications and tools for football clubs and sponsors to interact more effectively and actively.

Creating income channels that will generate more income with data-based Digital Marketing methods.

Blockchain Mass Adoption: Promote mass adoption of blockchain technologies by bringing football clubs and tens of millions of non-crypto-trading fans and members into the cryptocurrency economy.

Creating tens of millions of NFT and cryptocurrency transfers every year for Blockchain Networks, creating value for the blockchain community.

Digitaliga

Digitaliga is a Singapore based technology company founded by experienced Turkish Entrepreneurs.

Digitaliga installs and operates the Digital Football Platforms for Football Clubs under their own brand. This way Digitaliga will be reaching millions of users easily, who are already Football Club's Fans.

Digital Football Platform's base is the NFT "Non-Fungible Token" technology and assets, which represents the Digital Ownership of Digital Assets and Rights.

Most valuable applications of Digitaliga will be Voting Application and Football Player Avatar NFT Cards based Digital Football Managership Game.

While the Voting Application will bring more fan to the platform to become a true Hybrid DAO, and increase the loyalty of the fans, Digital Football Manager Game will enable Football Leagues, Tournaments, and daily Matches that Fans will be able to play continuously.

Another very valuable asset of the platforms will be a huge fan "user" database including name, surname, mobile, e-mail, address and more information, who will also be followers of all social media channels of the platforms, that will create a huge commercial income.

Problem

Lack of Revenue for Football Clubs

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

Lack of Fan Communication for Football Clubs

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.

Solution

Digital Football Platforms

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

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.

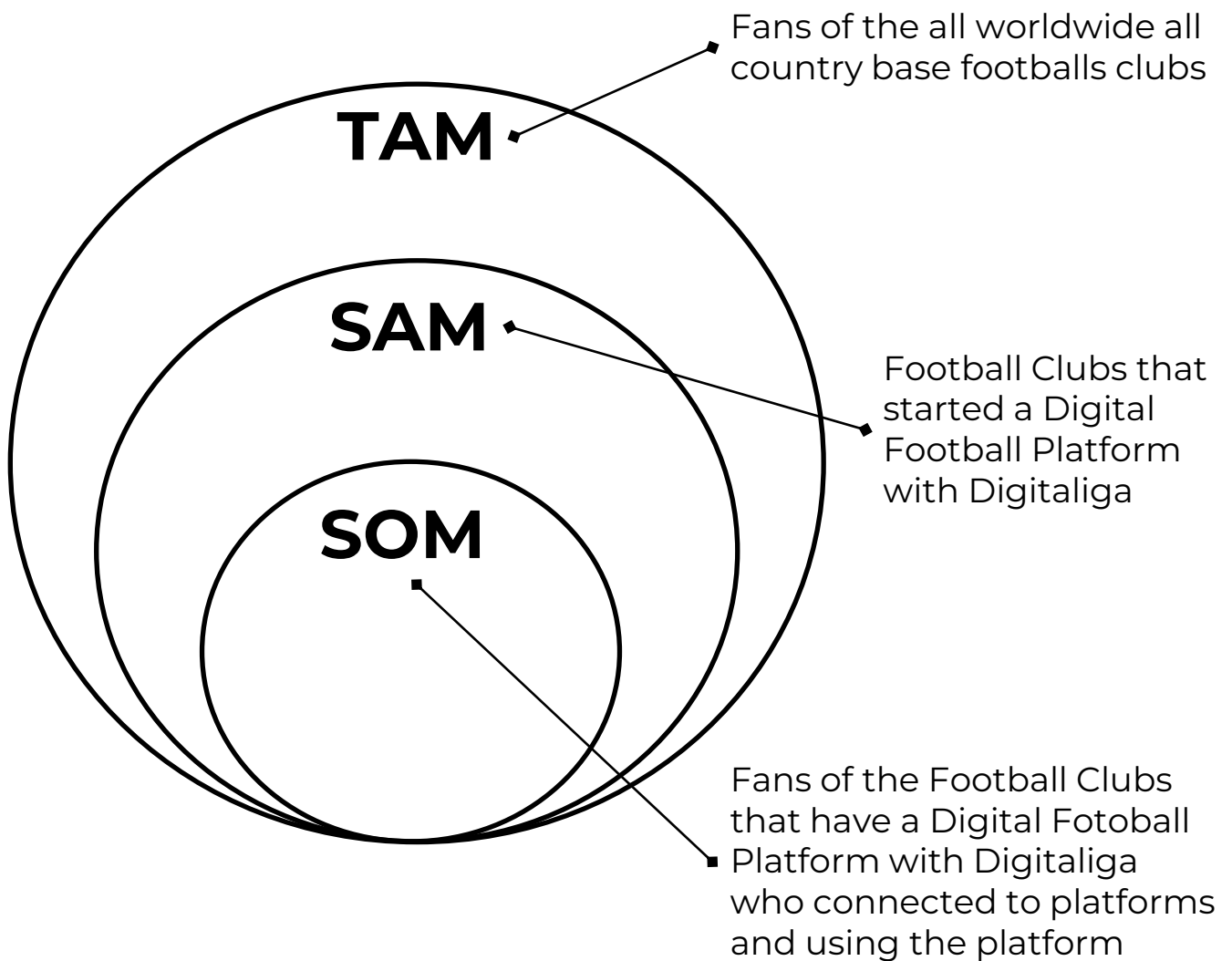
Generate New Revenue Streams

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

Market Size

Market Size based on fans (potential user number).

- **TAM** Total Addressable Market
- **SAM** Serviceable Available Market
- **SOM** Serviceable & Obtainable Market



Market Size Worldwide

Based on FIFA Professional Football Report 2020 there are more than **4.400 Professional Football Clubs** and more than **130.000 Professional Football Players** worldwide.

Based on Goal.com [1], the ten teams that have the most social media followers have more than **1.2 Billion Followers**. When you add all other clubs in all other countries, Based on Fifa [2] there are **5 Billion Football Fans** around the world.

- **TAM** 5 Billion Fans (based on FIFA numbers)
- **SAM** Total Football Club Fan Numbers of Digitaliga Servicing
There are 4.400 professional football clubs and 10x more amateur clubs
- **SOM** Fans connected to platforms
Potential can be accepted as %10 of the fans, 500 Million

4.400
Professional
Football Clubs

130.000
Professional
Football Players

5.000.000.000
Football
Fans

Market Size Türkiye

There are **140 Professional Football Clubs** and more than **3.500 Professional Football Players** in Turkey.

There are approximately more than **40 Millions Football Fans** in Turkey.

- **TAM** 40 Million Fans
- **SAM** Total Football Club Fan Numbers of Digitaliga Servicing
There are 140 professional football clubs and 10x more amateur clubs and other leagues
- **SOM** Fans connected to platforms
Potantial can be accepted as %20 of the fans, 8 Million

140
Professional
Football Clubs

3.500
Professional
Football Players

40.000.000
Football
Fans

Target Users

Football Clubs are Digitaliga's Business Partners.

Football Club's Fans are native users of the platform.

Digitaliga will be reaching the fans "users" of football clubs on the 1st day as the platforms will be set up and operated under the brand of the football club.

Digitaliga will start in Turkiye and will be expanding internationally starting 2024 to reach football clubs and their fans in Europe, Africa and South America.



Voting Application

Voting Application will be working on Digitaliga App, this way all the fans of the football clubs will be entering Digitaliga App continuously.

Football Clubs will determine the questions to be asked to fans, and fans will connect to Digitaliga App to vote for the club decisions.

To apply for Voting fans will need to have certain NFT's in their wallet as a must and as a bonus to increase their efficiency.

- **NFT's must have to vote**
 - Digital Club Membership NFT
- **NFT's increase power of the vote**
 - Football Club Collections
 - Football Club Player Collections
 - Digital Ticket Collections
 - Football Club Avatar Collections

As every NFT in a wallet will increase the efficiency of the voting this will motivate fans to purchase NFT's of the club continuously.

Hybrid DAO

Voting Application is transforming the Digital Football Platforms into DAO platforms, but as all the clubs have their own management last Word need to be spoken by the management, but as fans are influencing the clubs' decisions through the Voting application Digital Football Platforms are becoming Hybrid DAO platforms.

Digital Football Manager

Digital Football Manager Game is based on NFT Player Avatar Cards. To enter games, fans need to collect 11 NFT Player Avatar Cards and at least create 1 team, but based on the player specs some cards will be disabled time to time so fans will need to keep at least 15 to 20 cards in their wallets.

Random Specs

NFT Player Avatar Cards' specs will be random. There will be higher and lower-level cards, but this will not prevent equal matches as players will be selecting the competition and would select similar level teams to compete. Better specs will increase the chance to win the game, and win more rewards, so fans will be seeking better cards continuously.

But only better cards with better specs and good strategies are not enough, like the real world you need some luck too, and Etherscan Block Hashes which are random will determine the player's luck.

To apply for digital manager games fans will need to have certain NFT's in their wallet as a must and as a bonus to increase their efficiency.

- **NFT's must have to play**
 - Digital Club Membership NFT
- **NFT's increase power of the game**
 - Football Club Collections
 - Fotoball Club Player Collections
 - Digital Ticket Collections

As every NFT in a wallet will increase the efficiency of the game power this will motivate fans to purchase NFT's of the club continuously.

Competition

No Exact Competition

When we talk about blockchain, crypto currencies, DeFi, Web3, Games and related applications there are several different Football focused applications such as;

- Fan Token Provider Centralized Exchanges
- Fan Token Provider Technical Companies
- Fantasy Football Games
- NFT Collection Providers

Based on these applications and strategies there are no similar applications or approach on the market;

- **Digital Football Platform Naming**
 - no similar platform or applications on the market
- **Platform based on Football Clubs own brand**
 - originality, main revenue directly to football club
 - secondary market revenue, continuous revenue
 - creating fan database
- **Central Digitaliga App**
 - voting, digital manager game
 - bridge, swap, nft staking, token staking, claim, burn
- **NFT powered voting & game applications**
 - Any NFT that the fan have in own wallet will effect the vote and game power, which is not seen on the market
- **Digital Football Manager Game**
 - game is played based on randomized football player cards
- **Digital Marketing**
 - Based on the platforms seperated social media followers Digitaliga will create digital marketing revenue
- **Bringing More Sponsors**
 - Digital Football Platform will bring more sponsors to the football club

Traction

Already Started Platforms

Digitaliga has already started 3 platforms for 2 football clubs and Digitaliga itself. More football clubs and the Digitaliga App Platform will be announced in 2023 Q3.

Digitaliga.Digital [link](#)



İskenderunspor.Digital [link](#)



Isparta32Spor.Digital [link](#)



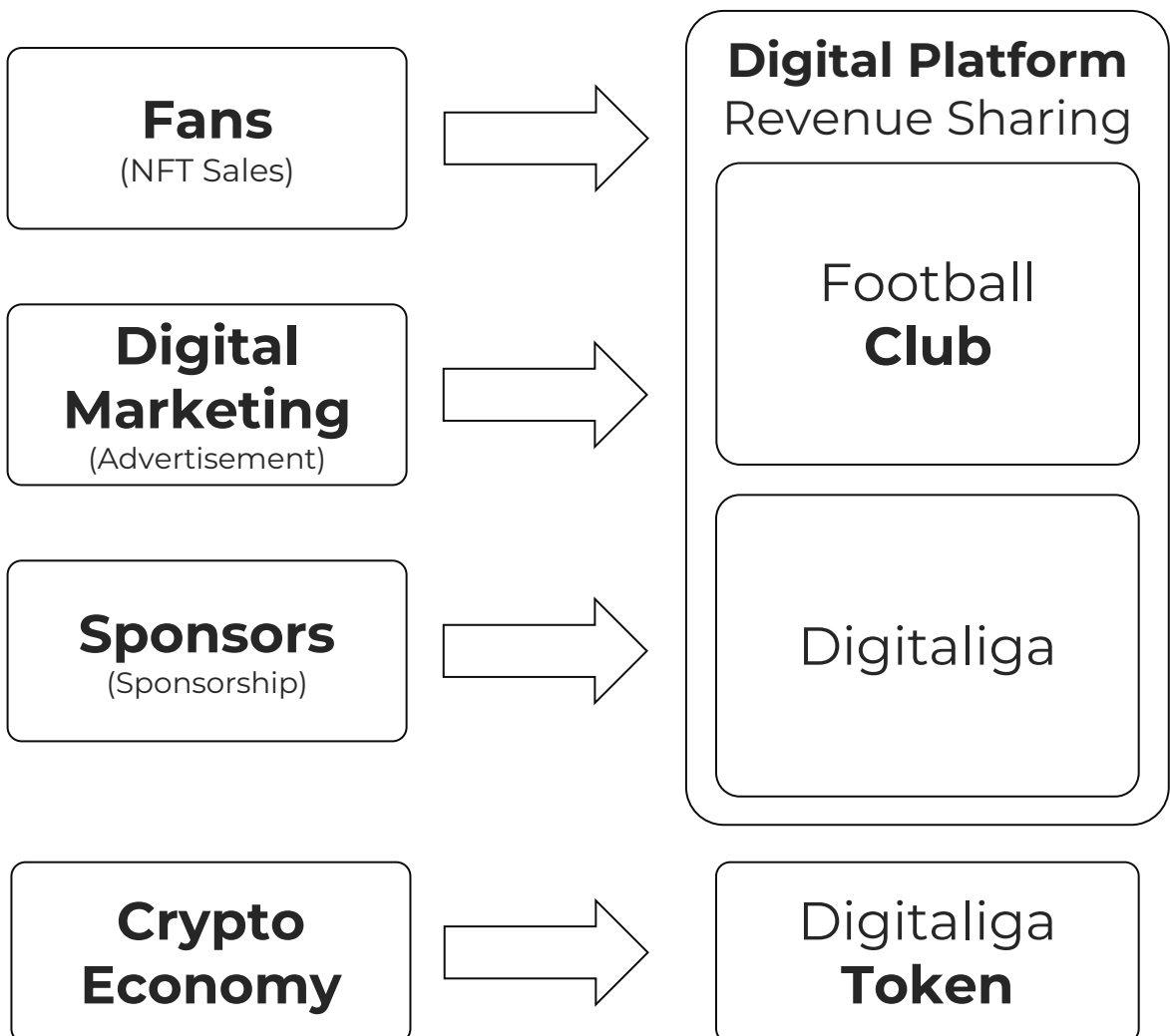
Roadmap

- 2023 Q2** Starting First 3 Platforms
 - Digitaliga.Digital [link](#)
 - İskenderunspor.Digital [link](#)
 - Isparta32Spor.Digital [link](#)
- 2023 Q3** Digitaliga App Platform Start
- 2023 Q4** Türkiye Football Leagues 2023-2024 Season Target is to reach 30 Clubs before end of 2023 including Amateur Clubs
- 2023 Q4** Starting to Create Revenue On The Platforms
- 2024 Q1** Listing Digitaliga Token On DEX & CEX Exchanges
- 2024 Q1** Starting Operation in European Countries
- 2024 Q2** 2023-2024 Season End
 - Operating 100 Platforms
 - Reaching 1 Million Fans
 - Minting 14 Million NFT's
- 2024 Q3** Starting Operation in Africa
- 2024 Q3** Starting Operation in Americas
- 2025 Q2** 2024-2025 Season End
 - Operating 250 Platforms
 - Reaching 3 Million Fans
 - Minting 70 Million NFT's
- 2026 Q3** 2025-2026 Season End
 - Operating 450 Platforms
 - Reaching 9 Million Fans
 - Minting 250 Million NFT's

Business Model

Digitaliga will be installing platforms under the name of the Football Clubs and operating the platforms for Football Clubs in touch with their management and marketing teams.

The main revenue model of Digitaliga is Revenue Sharing with Football Clubs and Crypto Economy based on Digitaliga Token.

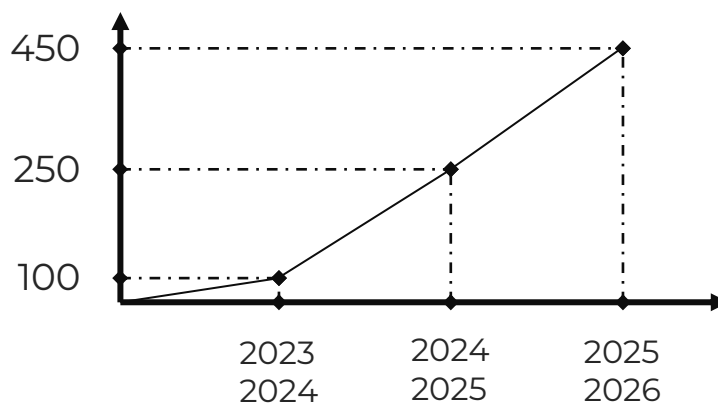


Objective

Starting with Türkiye, Digitaliga will be working to reach more than 1.000.000 members at the end of 2023-2024 season. Digitaliga will be increasing the number of football clubs and fans by expanding worldwide to reach 9.000.000 members at the end of 2025-2026 season.

Numbers are estimated based on Digitaliga Business Plan.

2023 - 2024	2024 - 2025	2025 - 2026
64 Professional Football Clubs 36 Amateur Football Clubs	160 Professional Football Clubs 90 Amateur Football Clubs	300 Professional Football Clubs 150 Amateur Football Clubs
100 Football Clubs	250 Football Clubs	450 Football Clubs
1.000.000 Fans	3.000.000 Fans	9.000.000 Fans
Türkiye & Europe	Europe & Africa	Worldwide



Financial Goals

Numbers are based on 3 Years Digitaliga Business Plan based on football seasons.

Based on 2025-2026 end of the year revenue valuation of Digitaliga will be a unicorn.

	2023-2024	2024-2025	2025-2026
Number of Platforms	100	250	450
Number of Fans 'Users'	1,002,800	3,005,000	9,076,000
Average Monthly Revenue	\$ 1,879,035	\$ 7,284,875	\$ 23,453,250
Annual Revenue	\$ 22,548,420	\$ 87,418,500	\$ 281,439,000
Total NFT Minted	14,029,480	69,303,480	247,853,480
Average NFT Price	\$ 1.61	\$ 1.26	\$ 1.14
Number of Employees	81	144	177
Employee Per Platform	0.81	0.58	0.39
Members per Platform	10,028	12,020	20,169
Average Revenue Per Fan For Digitaliga	\$ 0.73	\$ 0.69	\$ 0.68
Average Revenue Per Fan	\$ 3.67	\$ 3.44	\$ 3.39
Average Cost Per Platform	\$ 5,306	\$ 4,426	\$ 3,885
Average Revenue Per Platform	\$ 5,690	\$ 8,344	\$ 13,345
Average Monthly P/L	\$ 43,083	\$ 678,178	\$ 3,314,048
End Of Year Monthly P/L	\$ 158,949	\$ 921,000	\$ 4,017,940
End Of Year Cash Before Tax	\$ 517,000	\$ 8,655,130	\$ 48,423,710

Team

Experienced Management & Development Team

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

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



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