

Hi, we're **FANDIFI**

Revolutionize Your Fan Experience with the Ultimate Engagement
Tool - Uniting Fans and Igniting Passion!





A Bit about us:



Experience the added thrill for live and online viewing by levelling up with Fandifi: The Gamification Of Live Event Viewing.

At Fandifi, we believe every moment of fan engagement counts. That's why we've gamified broadcast and online viewing to maximize your experience. Say goodbye to dull, non-action time and hello to non-stop excitement with Fandifi.



Empowering Your Team To Be Engaging

With Countless Ways To Activate. We Know How To Help You Keep Fans Engaged

Broadcasters

- Fill The No-Action Time With Engaging Content
- Let Viewers Get Closer To The Action
- Unite Your Viewers And Let Them Compete

Fans

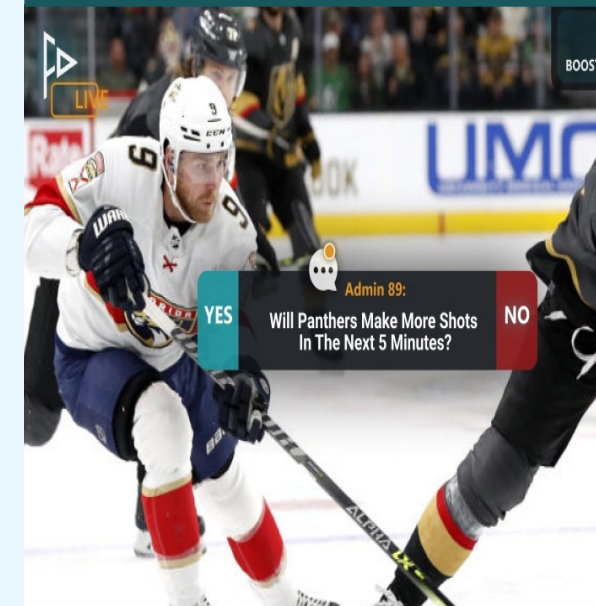
- Fans can join in from anywhere
- Keeps Fans engaged for the whole season
- Turns game viewers into season long super fans

Arenas

- Promo Materials
- Encourage Repeat Visits
- Live Game Predictions
- Facilitate Fan Competitions
- More ways for Fans to activate with advertisers and sponsors.

Influencers

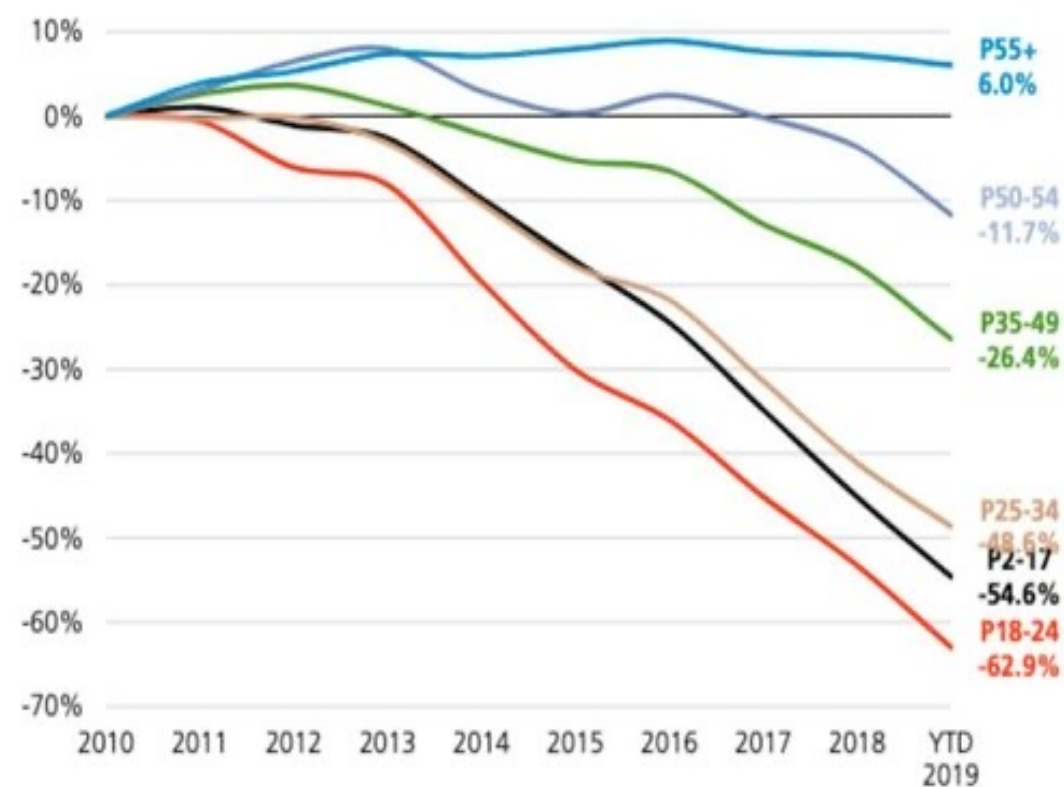
- Let influencers gamify your matches
- Encourage more social sharing of your games.
- Expand your network through your Super Fans.



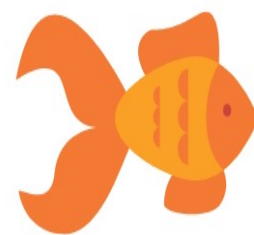
Why Fandifi ?

We Know Viewers Need To Be Kept Engaged. We Know The Norm Has To Be Changed In Traditional Viewing. We Need A New Approach

Total TV viewing by age demo, indexed to 2010



Source: UBS analysis of Nielsen data. PUT trends for key demos based on total day, standard calendar.



Attention Span

9 seconds

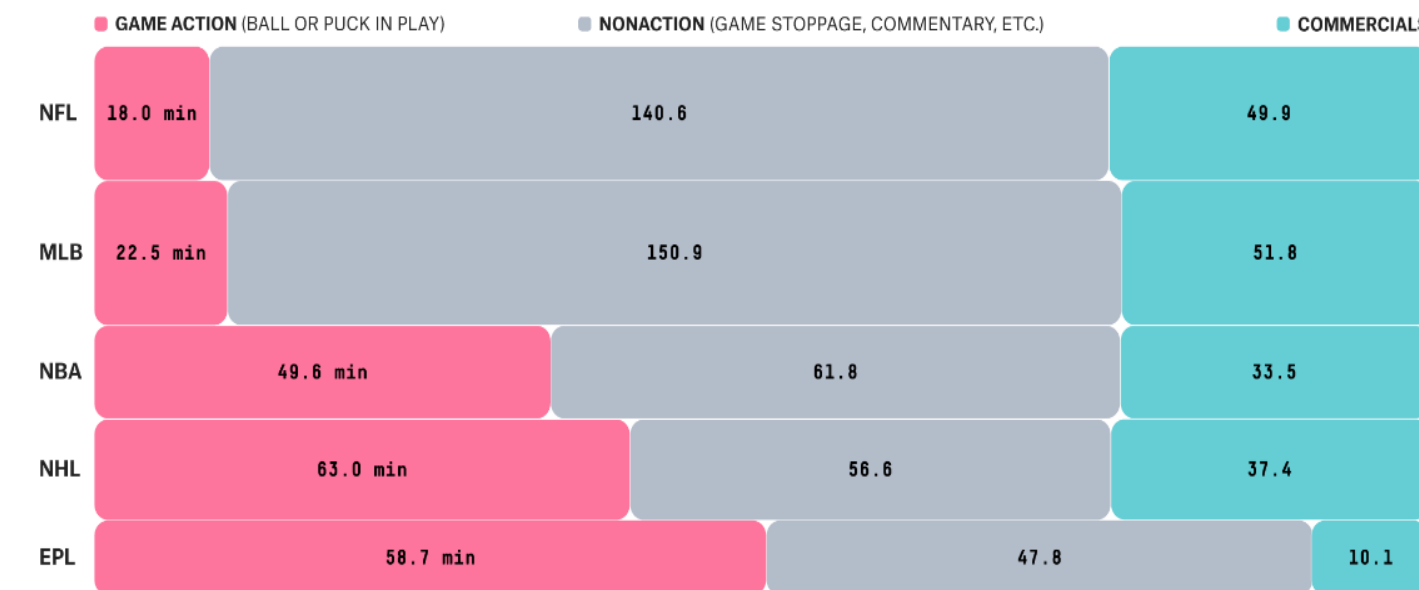


Attention Span

6 seconds

NFL and MLB games are long, slow affairs

Minutes per broadcast by what is shown on screen across five major men's sports leagues



The average share of broadcast time showing **GAME ACTION** is highest in the English Premier League — but there is more total action in an average National Hockey League game, which lasts longer.

Games that were included: 10 NFL regular-season games between Nov. 7 and Nov. 18, 2019; 17 MLB postseason games, including all games in the 2019 ALCS, NLCS and World Series; 10 NBA regular-season games between Nov. 6 and Nov. 15, 2019; eight NHL regular-season games between Nov. 5 and Nov. 19, 2019, including three overtime games; and seven English Premier League games between Nov. 9 and Nov. 23, 2019. NBA game action includes free throws, so the action time exceeds the game clock time.

FiveThirtyEight

SOURCE: UNIVERSITY OF TEXAS AT AUSTIN SPORTS ANALYTICS COURSE

Existing viewing platforms are not equipped to tackle the challenge. Viewers need a 2nd screen, giving more engagement without impacting the current "Status-Quo". Viewers need

Fandifi

The screenshot displays the Fandifi interface, which is designed for viewer engagement during a game. It features a central betting area with four questions and two columns of side bets. The interface is dark-themed with various icons and buttons.

Central Betting Area:

- Question 1: Will the player with the most multikills (3k+) be on Team X?
YES: 0% NO: 0% [YES] [NO]
- Question 2: Will Team X win the most Trades?
YES: 0% NO: 0% [YES] [NO]
- Question 3: Will Team X have the highest Y?
YES: 0% NO: 0% [YES] [NO]
- Question 4: Will Team X have the highest ADR?
YES: 0% NO: 0% [YES] [NO]

Side Betting Area (Left):

- Icons for: Multikills, Trades, Y, ADR, and a question mark.
- Each icon has a '0' next to it, indicating the current count or bet amount.

Side Betting Area (Right):

- Icons for: Multikills, Trades, Y, ADR, and a question mark.
- Each icon has a '0' next to it, indicating the current count or bet amount.

Participant Information:

- Participants: 0
- BLUE FAN (0)
- RED FAN (0)
- Moderators (0)

Bottom Bar:

- get 30% OFF today on BOOSTER PACK
- ⚡ 51

That's why Fandifi is changing the game by letting people watch in a new way.



- ✓ Fans compete against other teams' fans
- ✓ In the Arena, on their sofa or even on in transit
- ✓ Chat, Engage, Swipe, Play & Win

THUNDER

Answers

1. Question text is set to answer simply?
YES: 40% NO: 60%
2. Question text is set to answer fast?
YES: 40% NO: 60%
3. Question text is understandable?
YES: 40% NO: 60%

Chat

[19:04] dijanaa: test
[19:07] dijanaa: test2
[19:10] dijanaa: test3
[19:10] dijana: test4
[19:11] djana: test5
[19:12] dijana: test6
[19:12] dijanaa: Used Cheer
[19:13] dijanaa: Used Block Cheer
[19:16] bdijana: test
[19:16] bdijana: test2
[19:17] bdijana.n: test

LIVE YES NO

Admin 89: Will Heat land the free throw?

MIAMI HEAT

get 30% OFF today on **BOOSTER PACK** ⚡130

*representation of unified fan experience with Fandifi having event broadcast right



Fans: How Its Played

Join Or Host Events

1

CREATE EVENT

Team B

UPLOAD FILE
30X30 PX

Date: 26.01.2023 Time: 11:51

Duration: 3 Hours Set reminder: 1 hour before

This event will take place on 2023/01/26 from 11:51 untill 2023/01/26 14:51

Choose Moderators

Username/Email **ADD**

Invite Participants

Username/Email **ADD**

Private (Invited Participants only)

Pre add predictions/questions

CANCEL **CREATE EVENT**

+130 **FREE ENERGY in: 00:43:32** **get 30% OFF today on BOOSTER PACK**

2

Select From all your favourite content

Select Game

NHL

LEAGUE LEGENDS

DOTA 2

CALL OF DUTY WARZONE

VALORANT

FORTNITE

NBA

3

Predict, Watch, Swipe & Win... **Ultimate Fan Engagement**

FLORIDA **LIVE** **BOOSTER PACK** **get 30% OFF today on \$130**

YES **Admin 89:** Will Panthers Make More Shots In The Next 5 Minutes? **NO**

16 **34**

***Representation of an embedded broadcast**

Answers

1. Question text is set to answer simply!
YES: 40% NO: 60%

2. Question text is set to answer fast!
YES: 40% NO: 60%

3. Question text is understandable!
YES: 40% NO: 60%

Chat

[19:04] djanax: test
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[19:11] djanax: test5
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[19:16] bidjana: test
[19:16] bidjana: test2
[19:17] bidjana: test

FREE ENERGY in: 00:43:32 **get 30% OFF today on BOOSTER PACK** **+130**



Teams: Gamify All Of Your Teams Games Instantly

1 Click on create event & enter key info or provide us with team info to upload

CREATE EVENT

Event title

Game/Sport

Stream link

TYPE OF EVENT

SINGLE TEAM

Team A Name

Team B Name

Date: 09/03/2023 Time: 14:08

2 Enabled for competitive and non-competitive events.

CREATE EVENT Game/Sport

Stream link

TYPE OF EVENT

SINGLE TEAM

Team A Name

Team B Name

UPLOAD FILE 30x30 PX

UPLOAD FILE 30x30 PX

Date: 09/03/2023 Time: 14:08

Duration: 3 Hours Set reminder: 1 hour before

Private (Invited Participants Only)

Choose Moderators

Username / Email

3 Add moderators, and unlimited custom questions, and prizes! Suggested questions for each game, team and player provided by AI enabled neural network

Choose Moderators

Username / Email

ADD

Invite Participants

Username / Email

ADD

Pre add PREDICTIONS/QUESTIONS

Enter question text

Add

Topics

Game Team Player Promo

Will X have the highest CS (Coin Score)?

Will X have the most last hits?

Will X have the most damage?

Will X have the lowest net worth at the end?

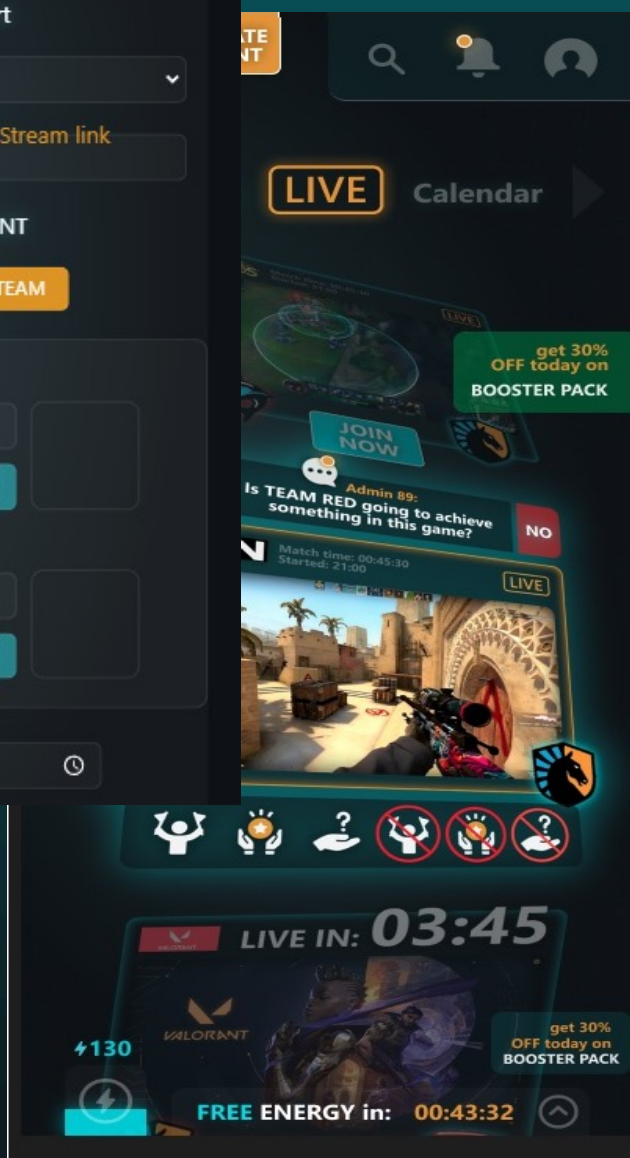
Will X die the most?

Will X have the most kill participation (kills + assists)?

Will X provide the most healing?

Will X get the most kills?

CANCEL CREATE EVENT





Teams: Easy To Engage Fans

1 Choose event game and type, Set Questions, add promotions

1

2 Let your viewers challenge each other or the other team, to see who the ultimate fans are.

2

3 Fans get scored in leader boards and data is fed back to you about top fans, top moments and top questions.

3



Teams: East to Activate Sponsors

Add Prizes To Your Event

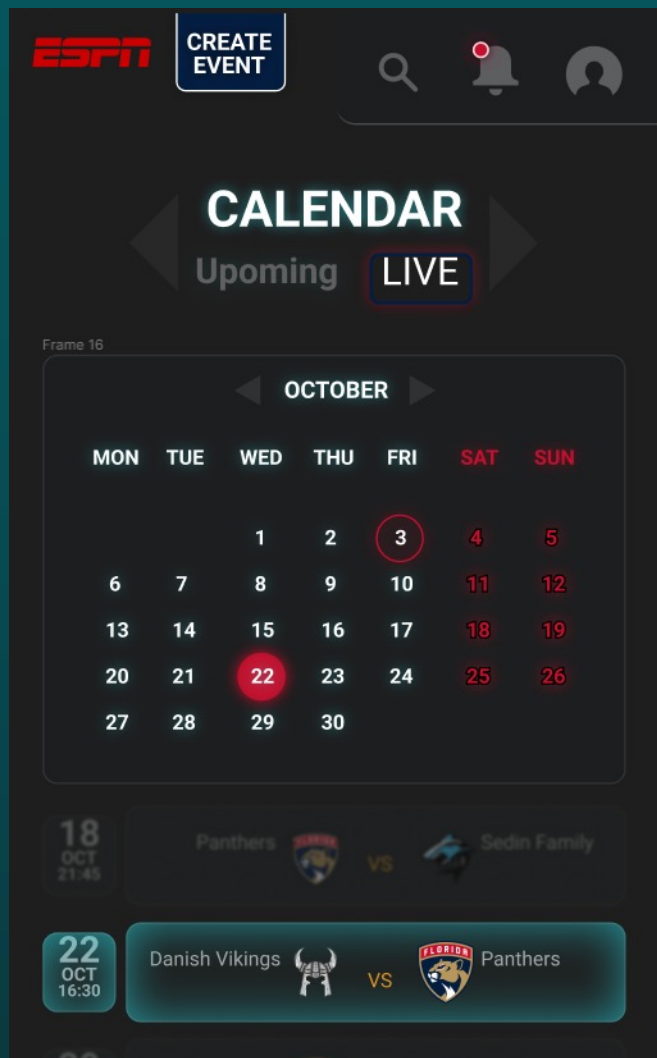
1

Interactive non-intrusive advertng. Benefiting Advertisers, Sponsors and Fans

2

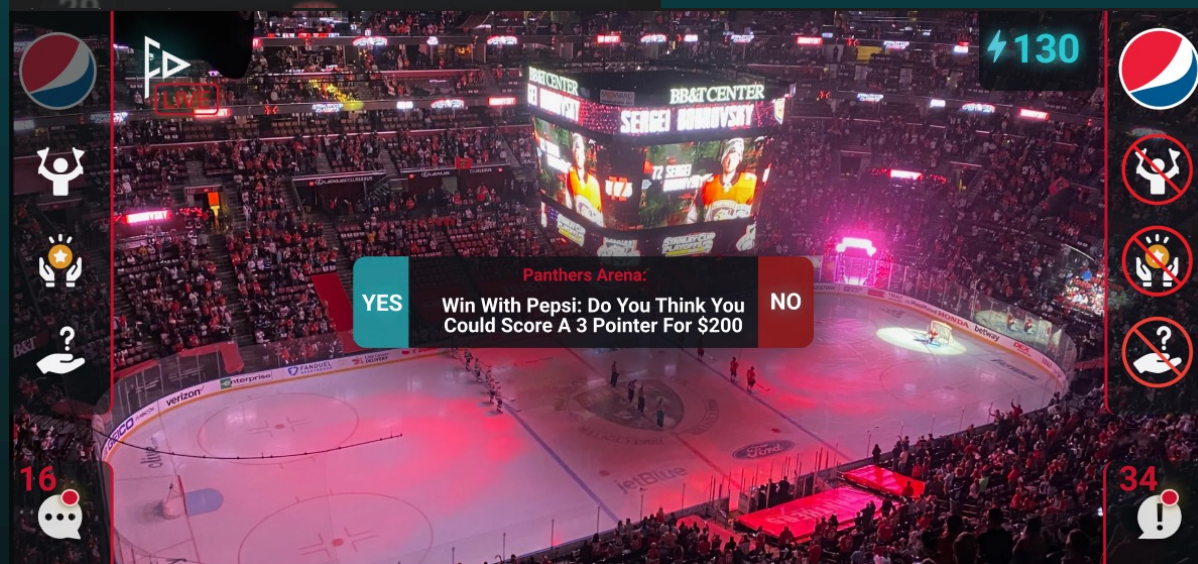
3

Team Leader boards acting as fan leagues, to keep your fans engaged season long, with prizes and other opportunities,



White Label & Custom Solutions Available

- Brand with your own name and logo.
- Customize to your specific needs.
- Cost effective, get our solution of the shelf customized by our experts for you.
- Scale your offering quickly and simply



14+

Languages
Supported

3+

Years Of
Development

1500+

Beta Testers

This is all supported by a cutting edge Associated Neural Network Platform



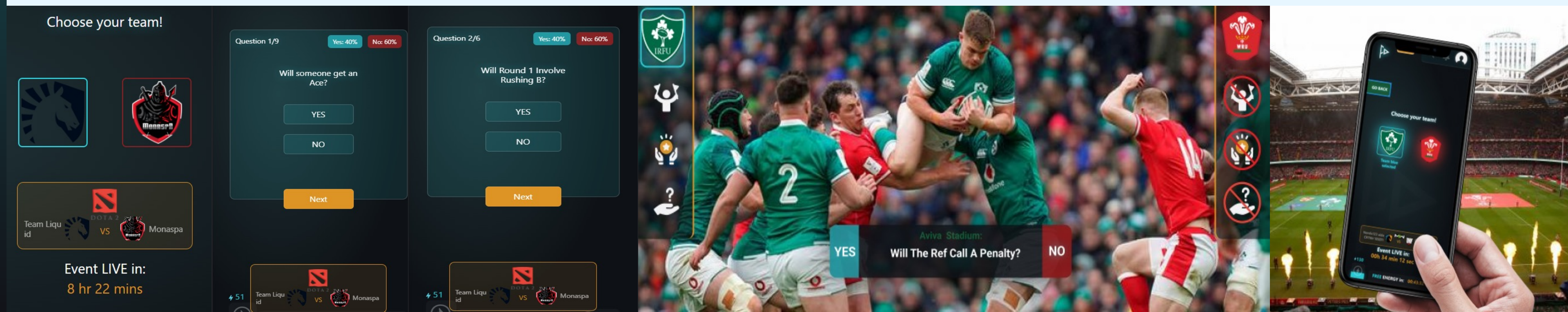
Insightful Predictions

Using previous data and live events, challenging predictions can be asked to fans by AI.



Deep Data Insights

The data collected through the neural platform on the players, fans and reactions can be supplied back to you



Why Activate Your Brand On *FANDIFI™*

For The Fans

- Enhance fan engagement during stoppage times with our interactive solutions.
- Our technology connects fans with the live action from anywhere.
- Reward superfans with customizable contests and exclusive prizes.
- Build deeper connections with your supporters and elevate your fan engagement.

For You

- Elevate your team's engagement and revenue
- Our technology boosts fan interaction, loyalty, and monetization opportunities.
- Create unique experiences and contests to drive revenue and engagement.
- Analyze engagement metrics to optimize your strategy and maximize results.

For Your Sponsors

- Unlock new opportunities for sponsor engagement with our interactive in-game solutions.
- Our platform connects fans with sponsored content during stoppage times, creating more visibility and engagement.
- Superfan contests and challenges can be customized to feature sponsor branding and products, increasing brand recognition and affinity.

How To Activate Your Team

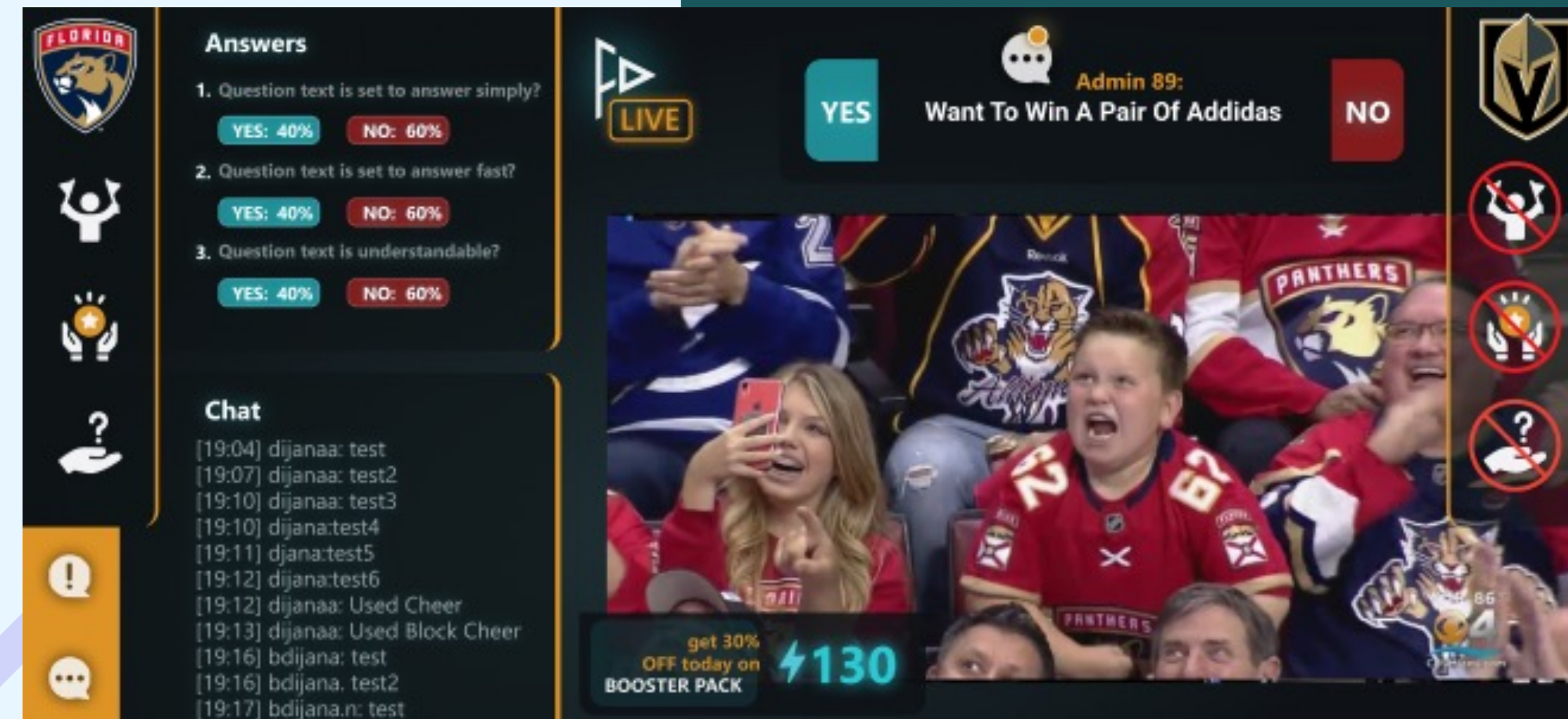
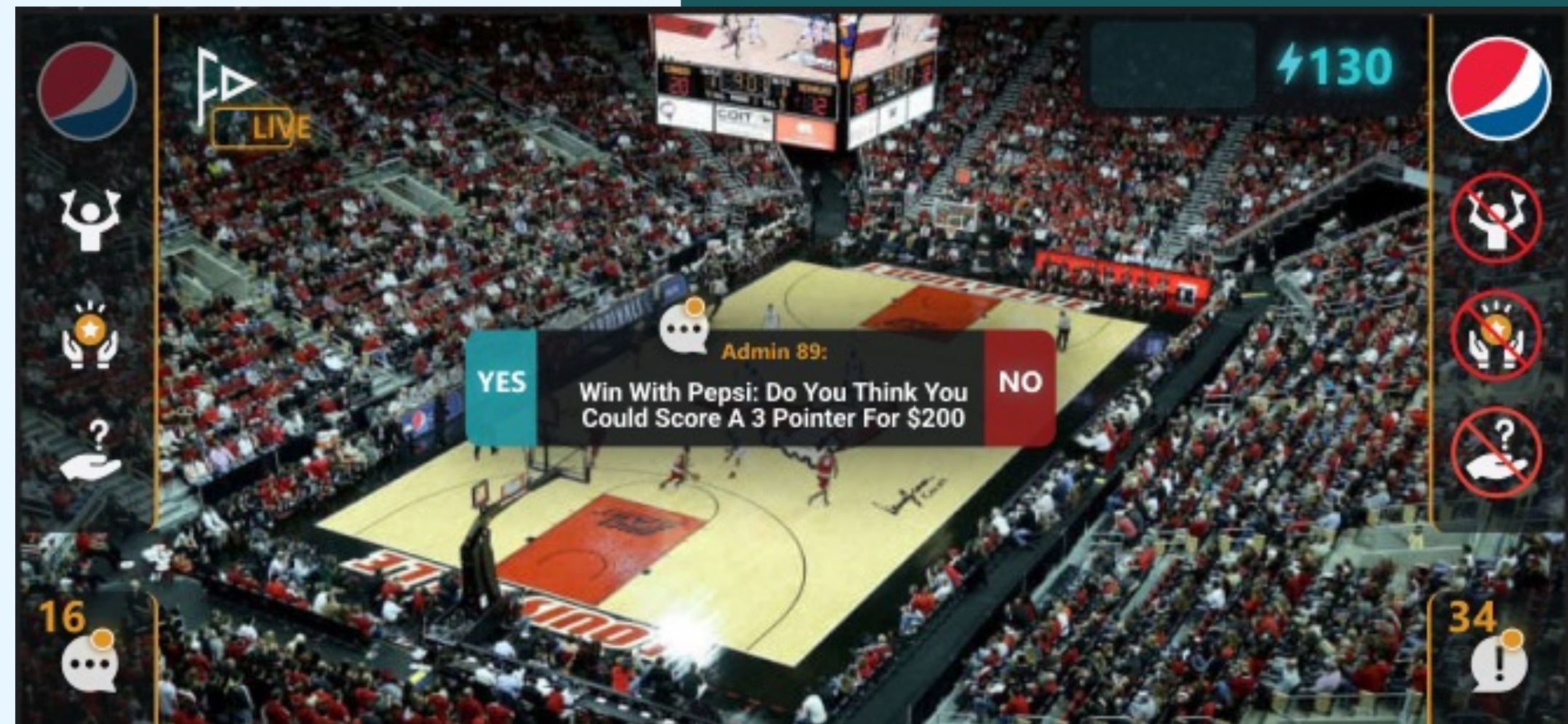
- ✓ Control your online presence and manage your fans by claiming your profile for free.
- ✓ Maximize the AI's potential and create customized questions by uploading your information with our expert assistance.
- ✓ Host Your Games For Free!

T
FREE

- ✓ Upload Rosters
- ✓ Website Integration
- ✓ In-Arena Promo Materials & Guides
- ✓ Basic Data
- ✓ 1000 Followers to gain affiliate revenue

T
ENTERPRISE

- ✓ Website Integration
- ✓ Advanced Predictions
- ✓ In Arena Premium Set Up & Support
- ✓ Advanced Data Metrics
- ✓ Custom Leaderboards
- ✓ Advertising Abilities & Commissions
- ✓ Affiliate Revenue
- ✓ League & Broadcaster Vertical Integration





Revolutionize Your Fan Experience with the Ultimate Engagement Tool

Get started today

Contact Us!

We are here 24/7
Feel free to contact us
anytime you need:



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