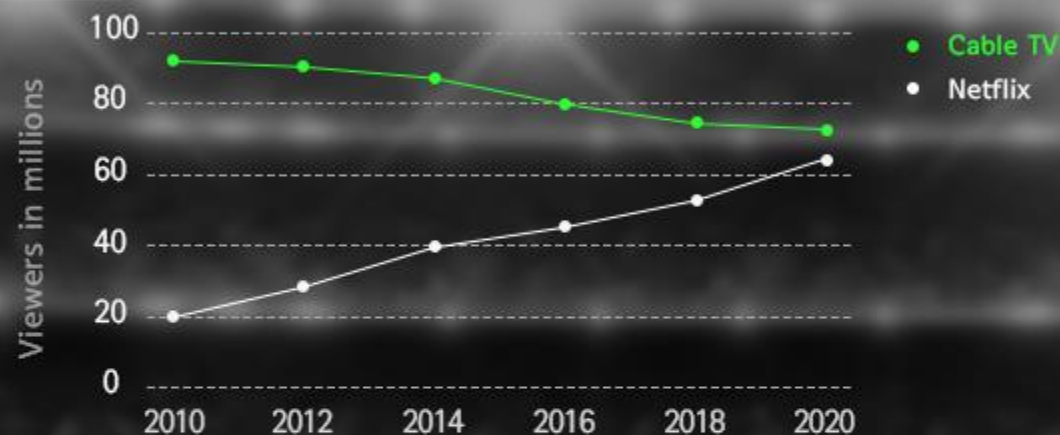




**NEW GENERATION OF FOOTBALL**

# Problem

## Cord Cutting (U.S. 2020)



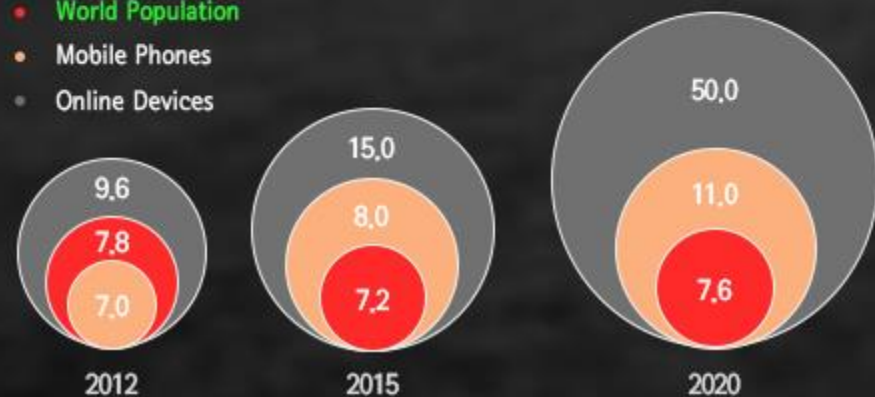
## Digitalized Platform



## Consumer Environment

Numbers in billions

- World Population
- Mobile Phones
- Online Devices



## Football Industry



**NO** diversification  
digitalization



# Solution





# Product-01



## Goal Review / Highlight

- World the fastest highlight and news
- Send a message or alarm to Subscriber



## Preview / Forecast

- AI makes report and preview
- Provide status of every England Football Club
- Able to give match anticipation

# Product-02



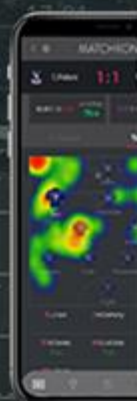
Navigation

Navigation





# Business Model



Sports Club



Broadcast



Embedding



Betting



OTT

Gamification

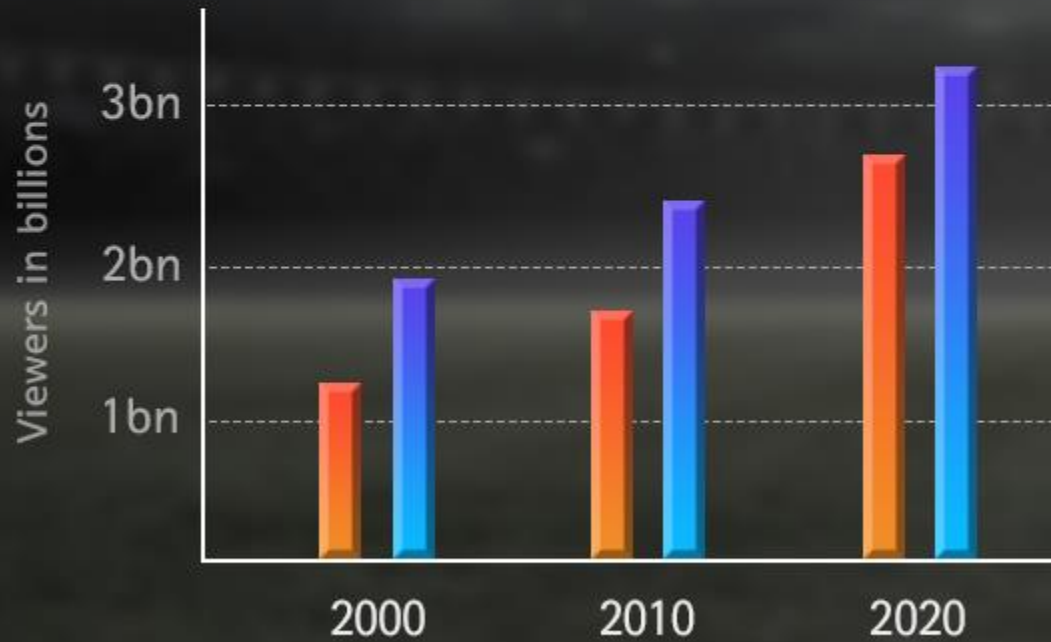
Subscribe

Solution Provider

R10

# Market opportunity

Worldcup viewer  
Worldwide European Football viewer



## European Football Market size (2020)

\$ 45  
Billion

Matchday

Trade

Broadcasting

Sponsorship

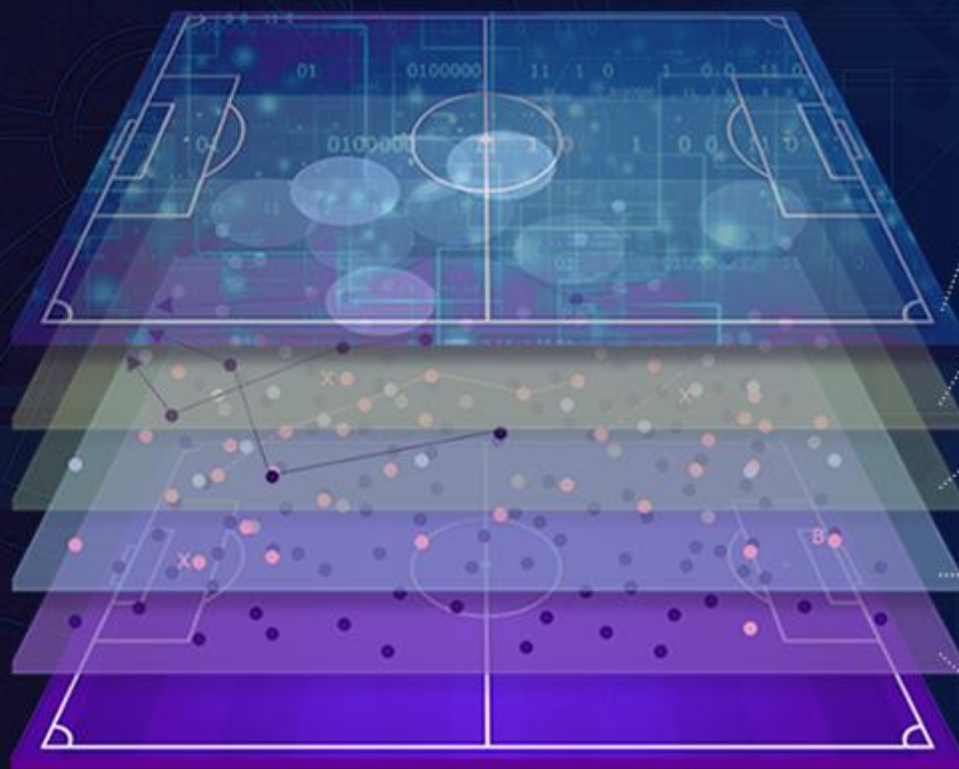
Commercial



# Technology

## FANN (Football Artificial Neural Network)

Self-developed machine learning algorithm that converts player's performance to digital code in real-time



**CAPACITY** 5th Layer Tactics Analysis

**DIRECTION** 4th Layer Tactics Area / Direction

**SCENARIO** 3rd Layer Tactics Scenario

**ACTIVITY** 2nd Layer Attack Tracking

**DNA** 1st Layer Attack Position



# Values to Users



- 35min TOT 3 VS 0 LIV ☒
- 3hours ago CHE 1 VS 1 MOU ☒
- 2days ago MCI 3 VS 1 WOV ☐



Customers who want  
**interaction** at in-play match



Customers who can't  
watch the match in **LIVE**



Customers who want  
**customized** contents for Gambling

# Values to Company



OTT Platforms

NETFLIX

hulu

prime



Broadcasting Companies

sky sports

SPORT

NBC Sports



Betting Companies

1XBET

bet  
365

betway



Football clubs





# Competitors



## SAP : Germany S/W

Germany representative IT company

Providing Football analysis program to German Football Association and TSG 1899 Hoffenheim.



## Opta : Sports Data Base

A Football DB company started from one of a department of Sky sports

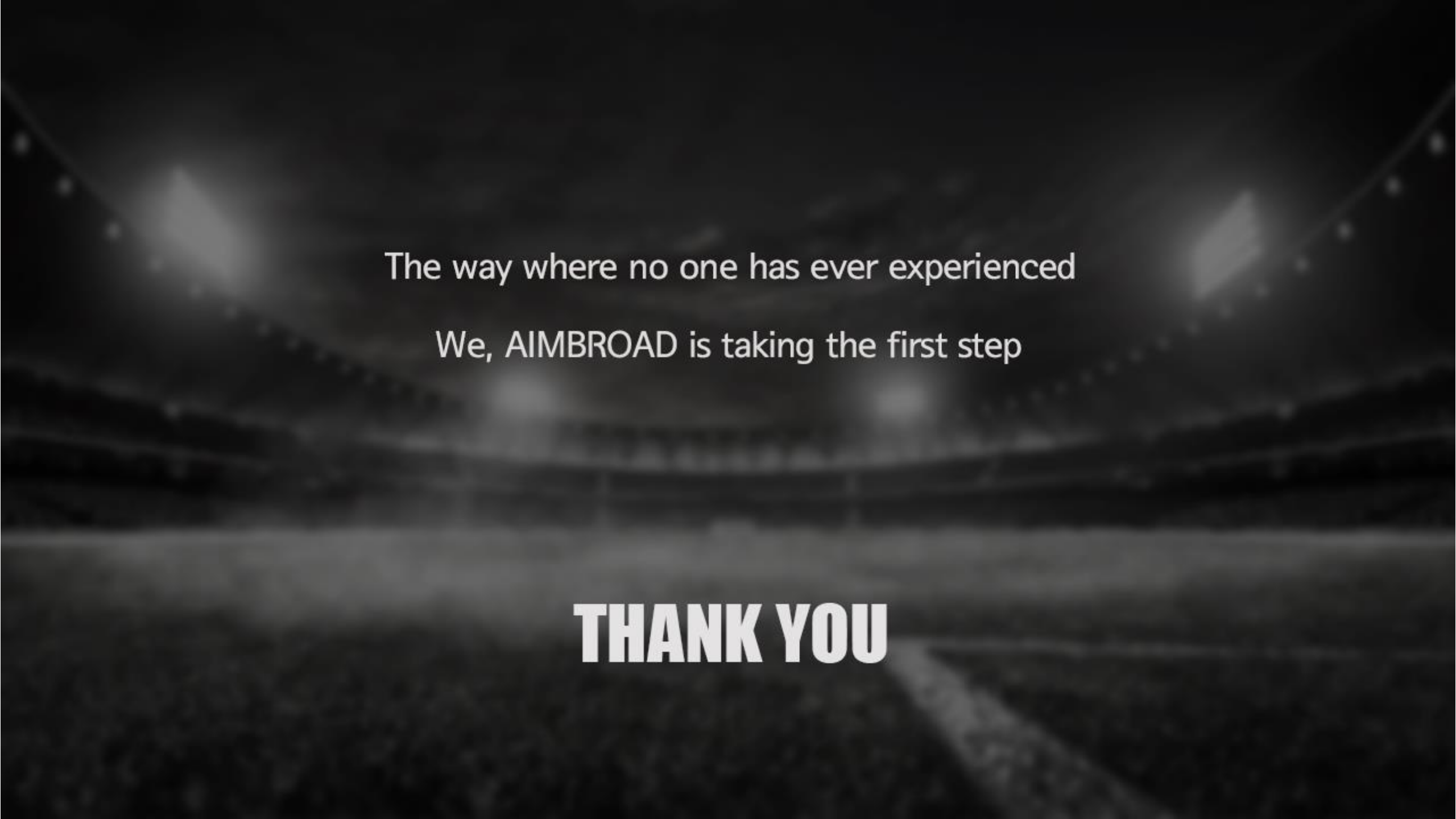
Not the first, but one of the most popular (or well known) Football DB company.  
Now focusing to F1, Cricket, NFL,



## WhoScored : Football DB Site

Website deals only Football data (or Football related contents)

Providing enormous size of Football DB in variable languages to fans.  
The DB is powered by Opta.



The way where no one has ever experienced

We, AIMBROAD is taking the first step

**THANK YOU**