

# United Fans

Lightpaper



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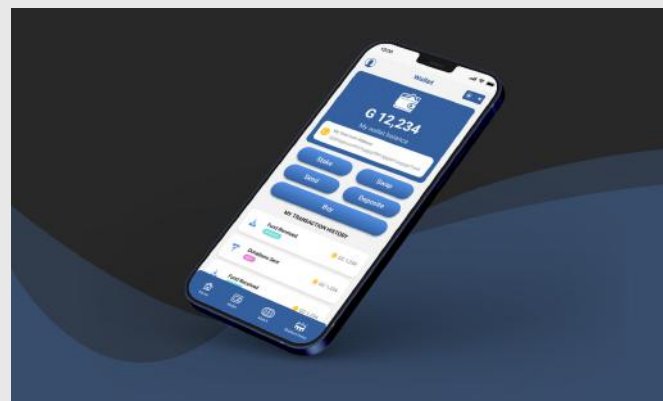
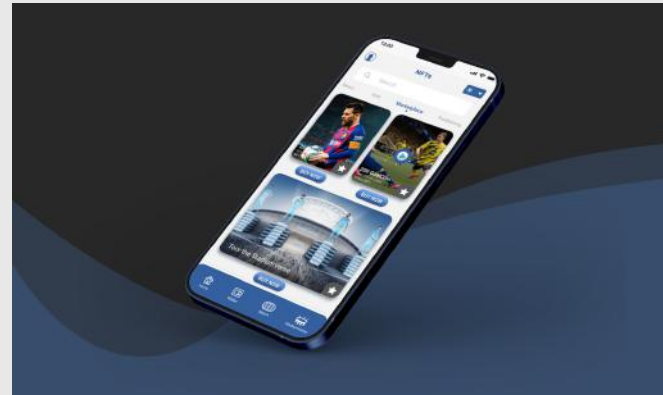


# EXECUTIVE SUMMARY

United Fans is a platform created for football fans and club managements world-wide. Our vision is to provide fans and management teams with the ability to interact, vote to raise capital through a platform that increases collaboration and strengthens the football community.

Thanks to blockchain technology it is even possible for fans to own and manage their team themselves in an easy way. By creating a voting platform based on the blockchain, fans can vote on significant topics, raise capital for a variety of purposes, buy tickets, merchandise, NFTs and even reward their favorite player after a successful game. This collaboration among the fans, the club management and the players would:

- Help clubs' management make better decisions, using crowd wisdom.
- Increase the number of fans and their engagement level
- Increase support and reduce violence
- Boost revenues





We believe that teams who choose to embrace our technology will improve their business results, and increase their revenue and profits.

With United Fans, football teams can easily communicate with their fans and raise funds from them. By bringing football teams, players and fans closer, United Fans both creates and enhances communication and collaboration.





# PROBLEM STATEMENT

Football is a non-profitable business. In fact, between 2019 and 2021 only 10 European teams managed to produce a profit of more than £1M.

This fact causes a lot of business problems. Cash flow is a major issue, as well as the fact that the football club loses money year after year. In fact, someone has to put money out of his own pocket in order to maintain the football club's viability.

It is possible for football clubs to maximize their fans' spending and thus make the club more profitable. However, football clubs' managements and fans see football clubs very differently. While the managements see the football club from a business perspective, football fans perceive the club as an extension of themselves. Therefore, they perceive lack of action by the management as a personal insult.

This difference of perceptions causes a lot of tension between the managements and the fans and has a dire effect on the fans spending, the amount of violence in the stadium (and sometimes outside of the stadium) and the fans willingness to volunteer and assist their beloved football club.





# VISION

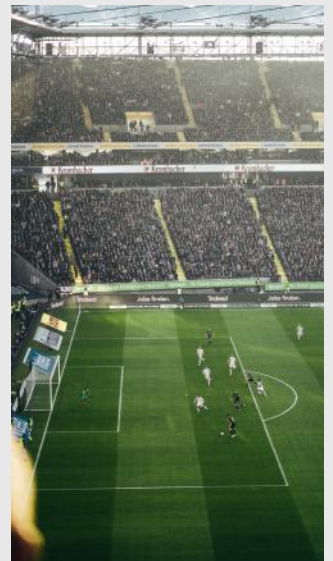
United Fans' vision is to disrupt the football industry and change the way football clubs are run and managed.

We, at United Fans, understand this problem and experienced it when we were in the management of Hapoel Petach-Tikva (Israeli second division football club).

Our vision is to increase the fans' engagement to the extent that they are part of the stakeholders who manage the football club. With this higher level of engagement, fans would invest money and

time to the benefit of the football club and would build brand-new cash flows that could shift the club from a losing business to a profitable business. This higher engagement would also increase the transparency of the football club's management and serve as a mechanism to protect the club and its long-term interests.

This vision was realized by the co-founders of United and when they were part of a fan organization that purchased and managed their beloved football club (i.e. Hapoel Petach-Tikva). By acquiring the football club and involving the fans in key decisions, the club which was losing money every year and was bankrupt, had turned into a well balanced business which is able to raise about 1 million NIS every year from its fans, an additional 1 million NIS from newly acquired sponsors and is now attracting well established businessmen who want to take part in this football club which has a positive reputation under the management of its fans.



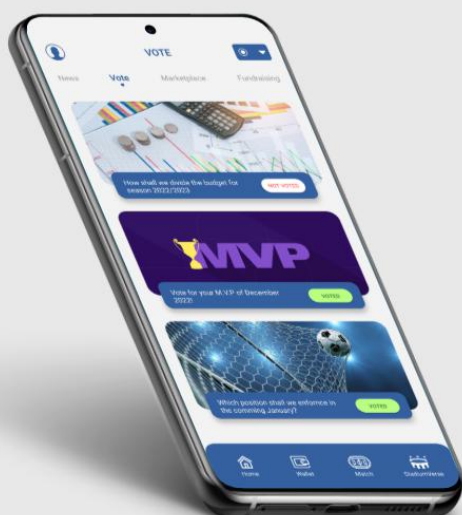
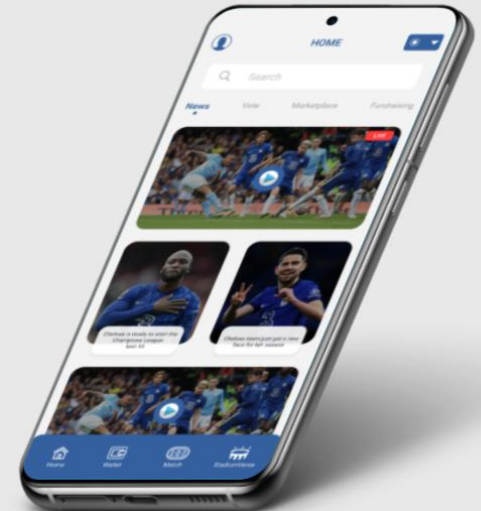


# SOLUTION

United-Fans' platform increases fans' engagement with the club and through that, their investment (both capital and time). This would help the football clubs' management teams create new stable cash flows and resolve both the cash-flow and profit issues. The ways United-Fans would increase the fan's engagement is described in this section.

## Football Club News Feed

The football club news feed is a news feed that is managed by the club itself. The club is responsible for creating and publishing content. Fans would be able to read news about the football club on this channel, and the club could bring up topics for discussion.



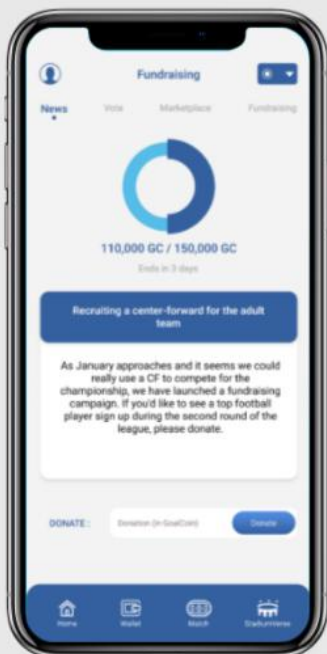
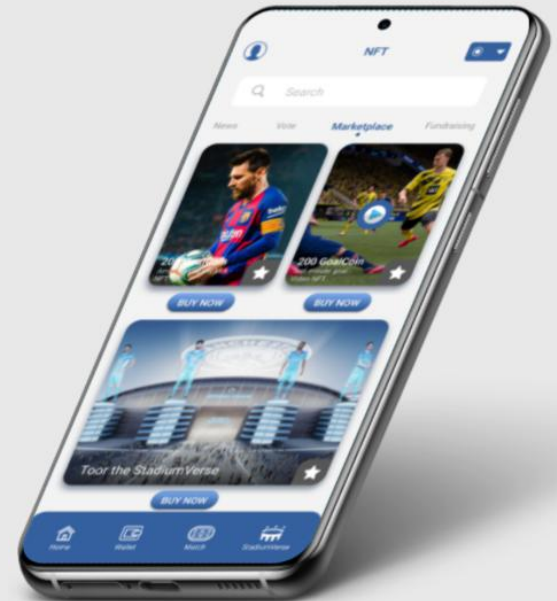
## Voting

The voting feature allows the football club to put forward topics for fans to vote on. These topics could vary from the style of the jersey to how the budget of the club would be split.



## Marketplace

The marketplace is the place where the club could offer merchandise, tickets and NFTs for sale. All the transactions would be done using the club's own tokens via the wallet of the fans. This means that fans would be able to buy the clubs' tokens into their wallets and use these tokens to buy anything they want from the football club.

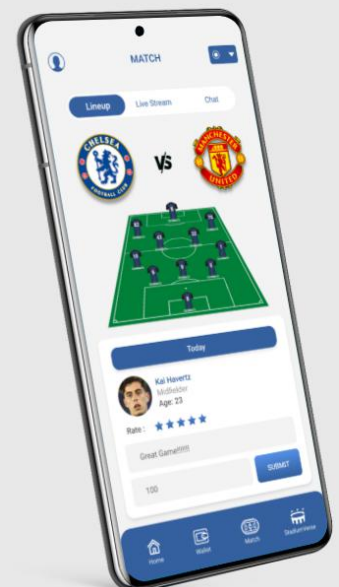


## Fundraising

The fundraising feature allows fans to create DAOs for the benefit of the football club and the community. Using this feature, fans could decide on any activity or project and recruit the manpower and capital to realize it. Once the activity or project is initiated, the fans are responsible for its execution and governance.

## Match

During matchday, fans can access the match section and participate in unique activities. They can interact with other fans about a specific match, watch livestreams of the match itself or the stadium ambience, and rate and reward players based on their performance. This feature provides a distinct match experience and would contribute to fan engagement with their football club.







# THE TEAM



**Udi Eker,**  
**CEO**

A former Director and CEO of a number of leading Israeli companies in the area of consumer products, Udi is widely credited with their recovery and exponential growth.

Former Director Hapoel P.T. FC

Udi possesses 2 degrees, a CPA plus a degree in Industrial Management from the University of Tel Aviv



**Kobi Levi,**  
**CPO**

Former director, Hapoel P.T. FC  
B.Sc Computer Science  
M.B.A – Bar-Ilan University  
15 years of experience in the High-Tec industry.



**Niv Tal,**  
**COO**

Former sport director, Hapoel P.T. FC.  
B.Sc Computer Science  
6 years of experience in the Crypto space  
Former professional player in the Israeli 1st division.



**Dor Blech,**  
**CMO**

Dor is a previous co-founder and CMO in two startups, he worked as a Biz-Dev and marketing advisor for startups in PwC and the Global Accelerator Program Director at HYPE, the world-leading sports innovation accelerator program.

Dor was a Marketing Executive in Israel's two top fan-owned sports clubs - Hapoel Tel Aviv and Hapoel Petah Tikva.



**Ran Daniel,  
Advisor**

Ran has over 25 years of financial and business management experience. Ran oversaw the financial and accounting functions in several companies, bringing extensive experience working as a CFO in both rapidly growing companies and publicly traded companies.



**Sivan Sadan,  
Advisor**

20 years of financial experience. Sivan is the Founder & CEO of Or Capital, a financial advisory firm focusing on capital raising, mergers & acquisitions and CFO services.



**Ernest Chuang,  
Advisor**

Ernest is a tech savvy young entrepreneur with many years of experience in digital marketing, blockchain and capital markets.

He is the Co-Founder of North Equities, an investor relations firm based out of Canada having served over 200 clients, ranging from small-mid caps to billion dollar companies on the Nasdaq/NYSE. Prior to founding North Equities, Ernest has also helped over 50 companies in the blockchain space with digital marketing.