



# FANview SPORTS

A TEAM FOCUSED GAME FOR FANS TO ENGAGE WITH THEIR  
FAVORITE TEAM

# VISION

CREATING A TEAM FOCUSED GAME, INCREASING FAN  
ENGAGEMENT AND BUILDING A NEW FORM OF FAN COMPETITION

# THE FANTASY PROBLEM

FANTASY SPORTS FUNDAMENTALLY CONFLICTS WITH THE TRADITIONAL TEAM FOCUSED SPORTS MODEL

## ENGAGEMENT

FANTASY PLAYERS ENGAGE WITH THEIR FANTASY TEAM RATHER THAN THEIR FAVORITE TEAM

## CONFLICT

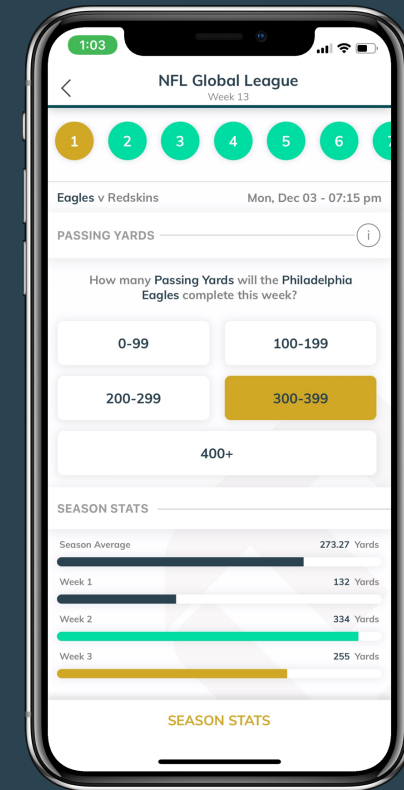
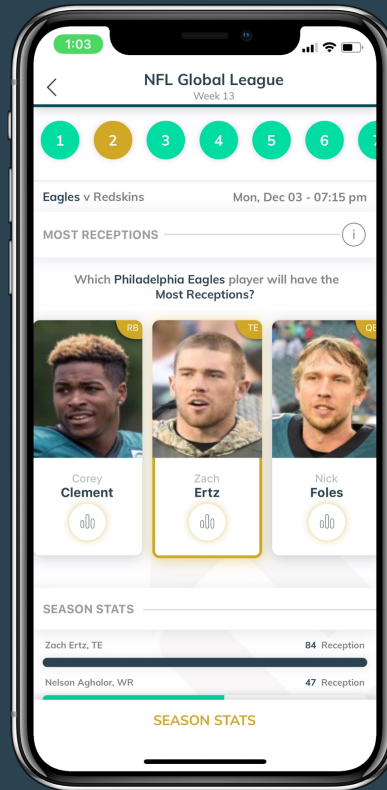
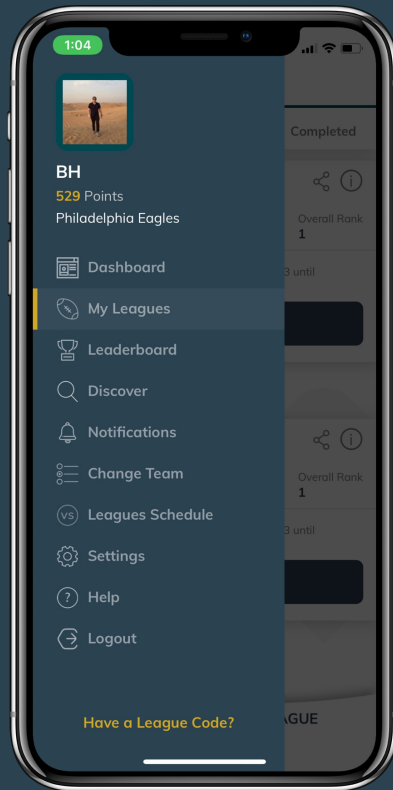
FANS END UP HAVING SUPERFICIAL KNOWLEDGE ABOUT 31 OTHER NFL TEAMS THEY DON'T REALLY CARE ABOUT

## LOSING INTEREST

PROFESSIONALS ARE TAKING THE INTEREST AWAY FROM THE CASUAL FANS. 80% OF THE MONEY PRIZES ON GAMBLING APPS ARE GOING TO 2% OF THE PLAYERS.

# FANview Sports SOLUTION

FANVIEW SPORTS TEAM FOCUSED GAME BREAKS THE BARRIERS INHERENT TO FANTASY SPORTS. FANS ONLY ENGAGE WITH THEIR FAVORITE TEAM AND MAKE WEEKLY PREDICTIONS IN 10 CATEGORIES.



# FANview Sports SOLUTION

FANVIEW SPORTS' PLAYERS PREDICT THE WEEKLY PERFORMANCE OF THE ACTUAL TEAM THEY ROOT FOR

## CATEGORIES

- TEAM PASSING YARDS
- INDIVIDUAL RUSHING YARDS
- INDIVIDUAL RECEPTIONS
- INDIVIDUAL RECEIVING YARDS
- DEFENSIVE QUARTERBACK HITS
- INDIVIDUAL COMBINED TACKLES
- TEAM SACKS ON OPPOSING QB
- TOTAL TEAM TURNOVER DIFFERENTIAL
- TOTAL TOUCHDOWNS SCORED
- KICKER POINTS

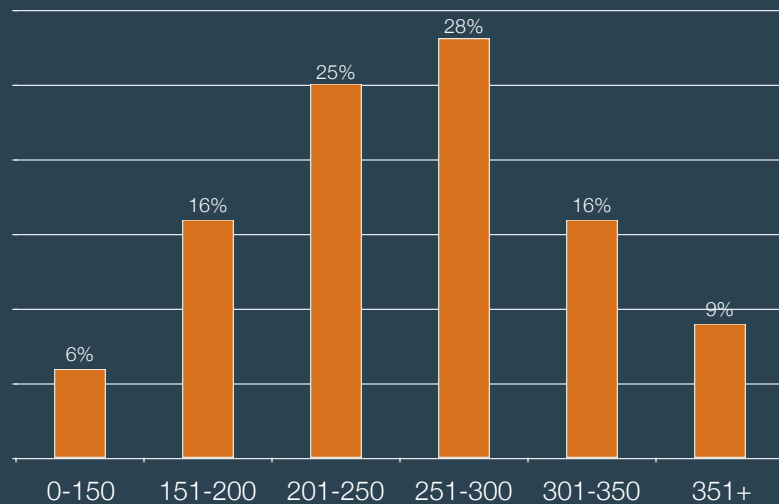
FANVIEW PLAYERS ARE AUTOMATICALLY ENROLLED IN A GLOBAL LEAGUE AND CREATE CUSTOM LEAGUES TO PLAY AGAINST THEIR FRIENDS

\*DATA IS UPDATED REAL-TIME WITH API HOSTED BY FANTASY DATA

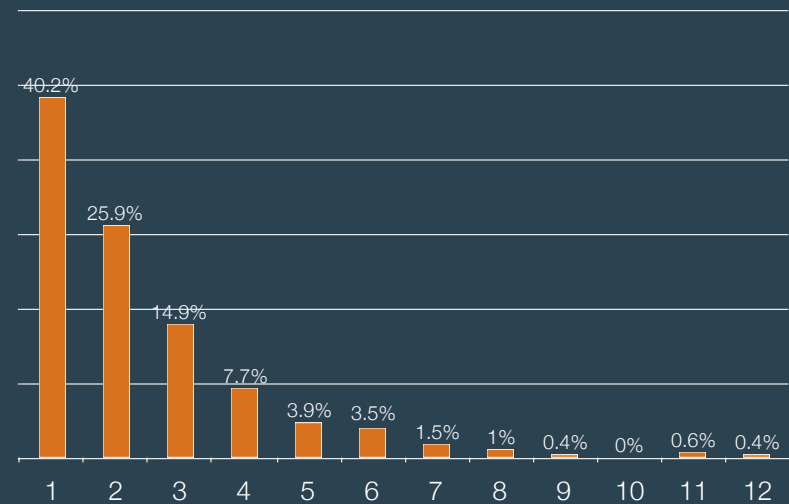
# FANview Sports is Challenging

MAKING THE MOST OBVIOUS PICK WON'T LET YOU WIN EVERY WEEK. FANS NEED TO THINK ABOUT MANY FACTORS AND MATCHUPS TO MAKE THEIR WEEKLY PICKS

## TEAM PASSING YARDAGE



## RECEIVING YARDAGE RANK



\*Statistics based off of 2017 leaders from all 32 NFL teams

# MARKET

FANTASY SPORTS AND GAMBLING GENERATES OVER **\$70B** IN ANNUAL REVENUE.

**59M**

USERS IN US & CANADA

**\$653**

PER PLAYER 18+  
ANNUAL SPORTS  
GAMING AND GAMBLING  
IN 2017

**9 hrs**

/ WK CONSUMING  
FANTASY SPORT CONTENT

**71% Male / 29% Female**

CURRENT DEMOGRAPHIC OF FANTASY PLAYERS

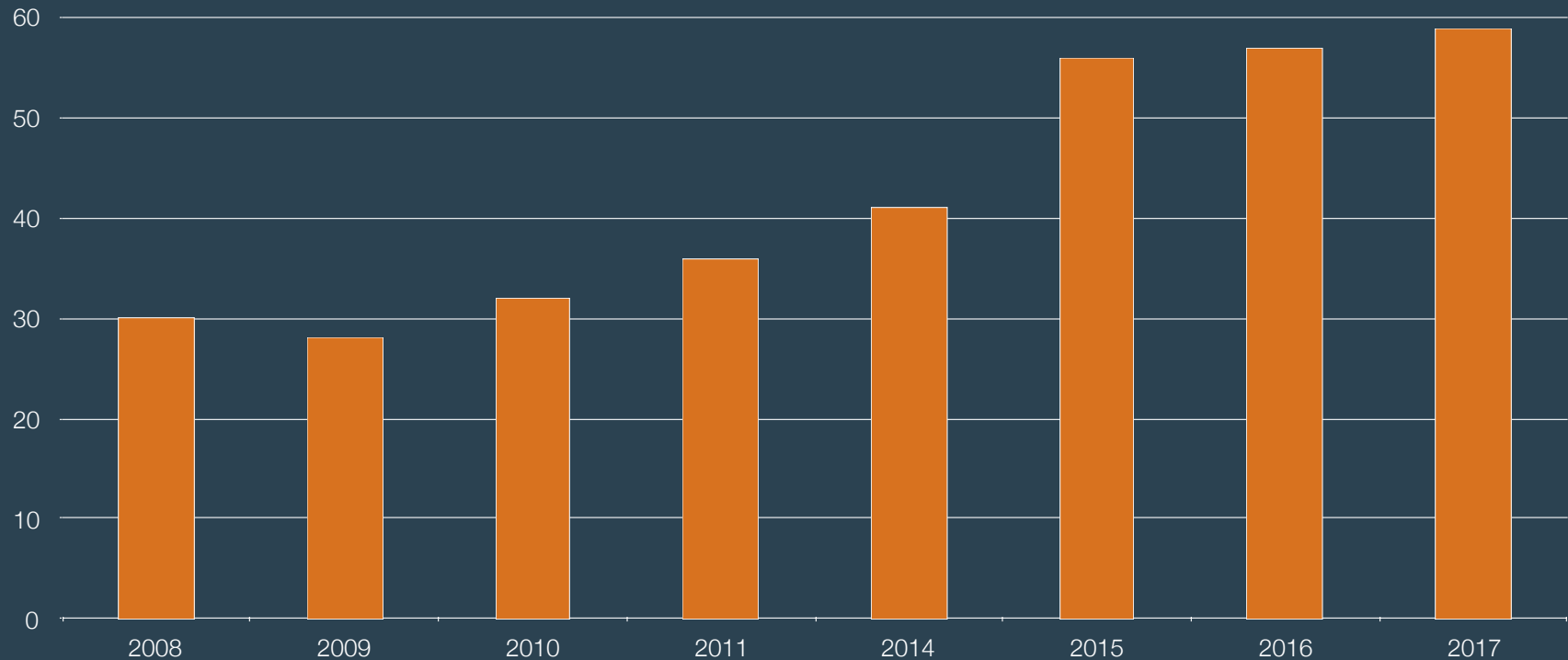
**32**

AVERAGE AGE OF PLAYER

\*Source: <http://fsta.org/research/industry-demographics/>

# Growth of fantasy players has plateaued

## TOTAL NUMBER OF FANTASY SPORTS USERS








\*Source: <http://fsta.org/research/industry-demographics/>



# ...TRADITIONAL VIEWERSHIP IS DOWN

## Trend of NFL TV Ratings

Overall Ratings 2016-2017	8%	
MNF Ratings	12%	
Sunday Night Ratings	10%	
CBS Day Game Ratings	7%	
FOX Day Game Ratings	6%	

\*Source: <https://www.usatoday.com/story/sports/nfl/2018/01/03/2017-nfl-tv-viewership-down-again/1001084001/>

# FANview Target Demographics

## EXISTING FANTASY PLAYERS



WE KNOW THESE PLAYERS WILL COME PLAY FANVIEW SPORTS! THEY WANT SOMETHING NEW!

FANS THAT LOVE THE ENGAGEMENT OF FANTASY SPORTS BUT REALLY CARE ABOUT THEIR FAVORITE TEAM MORE THAN THEIR FANTASY TEAM

## DEDICATED TEAM FANS



FANS THAT HAVE NEVER PLAYED FANTASY BEFORE BECAUSE THEY ONLY CARE ABOUT THEIR FAVORITE TEAM.

ATTRACT MORE WOMEN AND NEW USERS. THIS IS THEIR FIRST OPPORTUNITY TO PLAY A FANTASY LIKE GAME!

# COMPETITION



# Monetization

## FAN ENGAGEMENT

AS AN OPPORTUNITY FOR FAN ENGAGEMENT, FANVIEW SPORTS OFFERS TEAMS, LEAGUES AND TV NETWORKS AN ABILITY TO CONNECT WITH THEIR FANS, ESPECIALLY THOSE OUTSIDE OF THEIR LOCAL TERRITORY

## ADVERTISING

ADVERTISING AND IN GAME PROMOTIONS FOR FIRMS THAT TARGETING FANVIEW SPORTS USER DEMOGRAPHIC

## GAMBLING

POTENTIAL FOR GAMBLING, PARTICULARLY WITH THE RECENT LIFTING OF FEDERAL PROHIBITIONS AGAINST SPORTS BETTING

# INVESTMENT

PHASE 1 COMPLETED: A FULLY BUILT AND LAUNCHED IOS AND ANDROID APPLICATION FOR NFL FOOTBALL

## FINANCIALS



**FANview  
SPORTS**

RAISED \$200,000

MONEY WENT TOWARDS:

- 1) APP DEVELOPMENT
- 2) API INTEGRATION
- 3) CONTENT LICENSES
- 4) LEGAL FEES
- 5) MARKETING

## OUR ASK

\$250,000



NFL APP ENHANCEMENT



BUILD FOR NCAA  
COLLEGE FOOTBALL



API INTEGRATION



MARKETING

# TEAM



## **Bradley Heimowitz, CEO/Founder**

Bradley's vision for FANview Sports stems from his experiences in the front office of the Philadelphia Eagles as well as working at the NFL League office in college. Most recently, he worked at Creative Artists Agency. He received a degree in Critical Media and Cultural Studies from Rollins College and is the creator of FANview. Bradley has built relationships with teams and league officials. He will continue to form strategic partnerships to advance his vision for FANview Sports.



# FANview SPORTS

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# FANview SPORTS

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# BRANDING

## COLORS

#3E3E3B

#D73A31

#D8721F

#D1A827

#EBEDED

#2B4251

## LOGOS



## FONT

HH

HELVETICA NEUE  
SMALL CAPS  
VARIOUS WEIGHTS