fanera

For fans, by fans

Football industry is huge

3.5 Billion

Football Fans

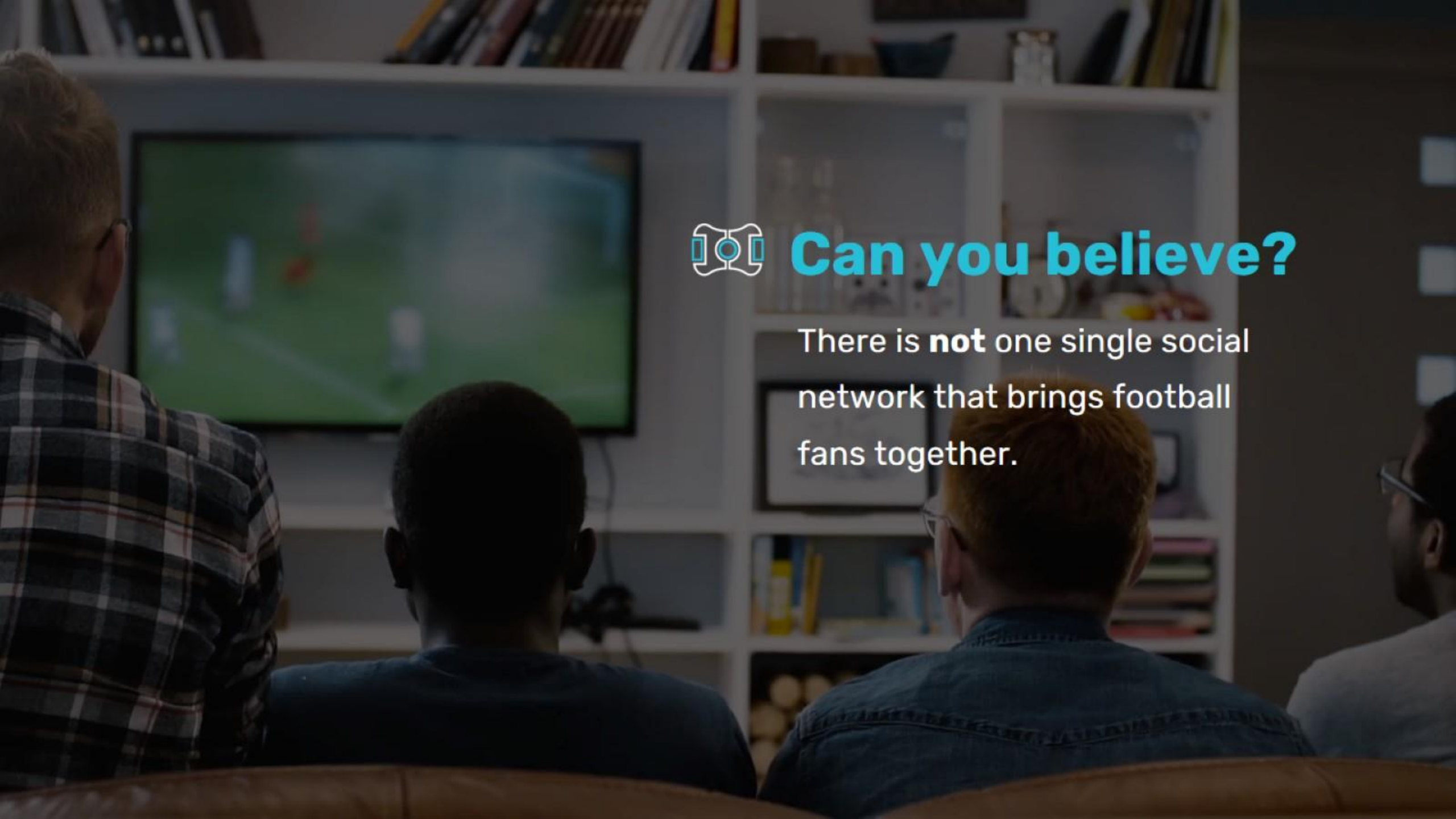
40 Billion

Industry

24/7

Football is around the clock experience, where fans share their emotions

Before, during, and after



Can you believe?

There is **not** one single social network that brings football fans together.

Problem

1) Current social network

- Content is fragmented
- Fans waste 4 hours a week
- Not dedicated for football

2) Football apps

- Fans are only consumer
- 1 way of communication
- Focuses on match not fans

fanera

The first social network for football that unites

fans, clubs, and sponsors

connecting them with a community that shares the same passion.

Achievements

2019
Launching

20
Top disruptive startup worldwide

150
Thousand users active

20%
Monthly grow

$60K
Generated in

6 mo
In revenue

50+
Partnerships with football influencers

2020
Piloted Fanera in partnership with the host of the world cup

اللجنة العليا للمشاريع والإرث
Supreme Committee for Delivery & Legacy

fanera

Complete Solution

for fans, and brands

Fan Engagement

Fan CRM

FAN ENGAGEMENT

fanera

Connect

With A Global Football Community

Video & Photos

of Fan Generated Content

Engage

with Trending Content

Grow

your Network and Get Rewards

Create

Unique Content

Social Football App

01

100% dedicated and personalized football content

02

Follow their favorite teams, players and friends

03

Share photos, videos

04

Engage with fans-generated content

05

Grow their followers

06

Access to live data from matches

Fan Management CRM

Manage

Engage

Monetize

Sell Merchandise

Fan Demographics

KPI's

Manage fans

Promote Content

Access Fan Content

CLUB & TEAM MANAGEMENT

- **KPI Analytics** *(engagement, demographics, interests, trends)*
- **Location-based Targeted Ads**
- **Ticket & Merchandise Sales**
- **Polls and Quizzes**
- **Access fans' exclusive content**
- **360° Fan Engagement**

What Our Users Said

Mike Ayoub / Ultras

Fanera is the app I have been waiting for. No more annoying pictures of what my network had for lunch, now I can post and follow the content that I'm truly interested in, football.

Fadi Rabi / Product Director

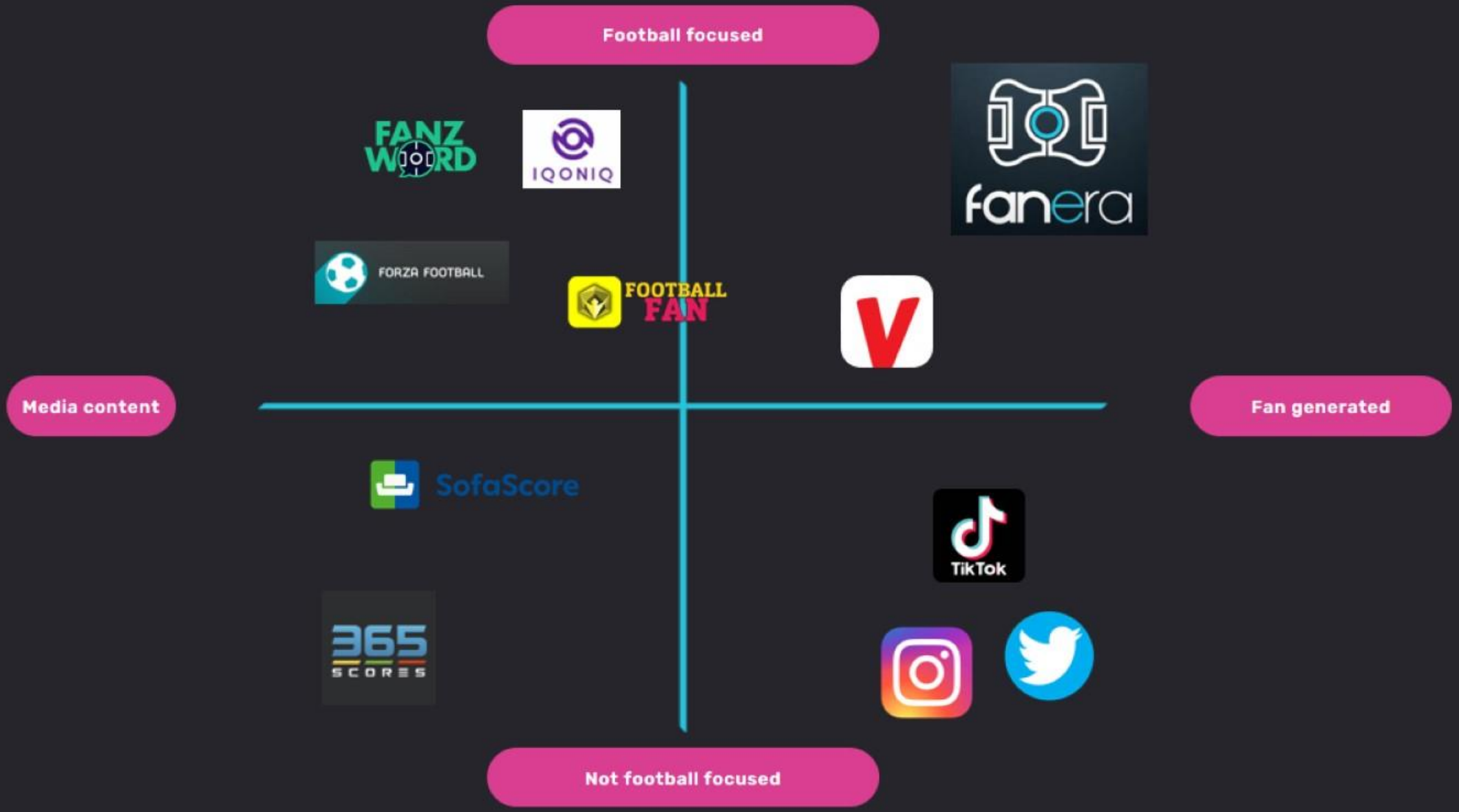
We had a great experience working with Fanera on sponsoring a local tournament, it's the right time to move to a more digital sponsorship approach. We were very satisfied with the result as our ROI was much higher than usual.

Ahsan Mansoor / Manager-SC Host of world cup 22

We were very intrigued with what Fanera had to offer during their Challenge 22 pitch and wanted to put them to the test. We ran a pilot for the Amir cup final and were very impressed with the outcome. Fanera helped increase the fan engagement with thousands of additional content being generated in the stadium and from our viewers at home. The platform gave us full control and analytics using their Club Dashboard. We will definitely be using Fanera again in the future.

Mahmoud Maher / Football Journalist

In my social media accounts, I share football content, which bothers most of of my followers who are not interested in football. I was not sure how to fix the issue, either I stop posting about football, or I delete them from my profile. Finally, I came across Fanera which amazingly solved my problem by creating a dedicated platform for football.


Football focused
FANZ WORD
IQONIQ
fanera
FORZA FOOTBALL
FOOTBALL FAN
Media content
Fan generated
SofaScore
TikTok
365 SCORES
Not football focused

fanera

Business Model

Brand Monthly Subscription

Service

Target

Monetize

$1K-5K

Affiliate Marketing

Commission

Merchandise

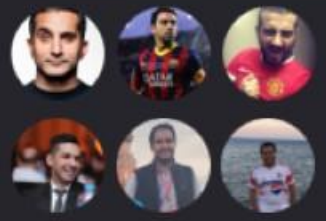
10%

Traction

Fans

150K
Active Users
20% Users monthly grow

50+
Partnerships with football influencers



40K
Monthly Generated Content
2.5M monthly engagement

27
Minutes weekly spent time

Businesses

3x
Sales Volume

5x
Brand's Visibility

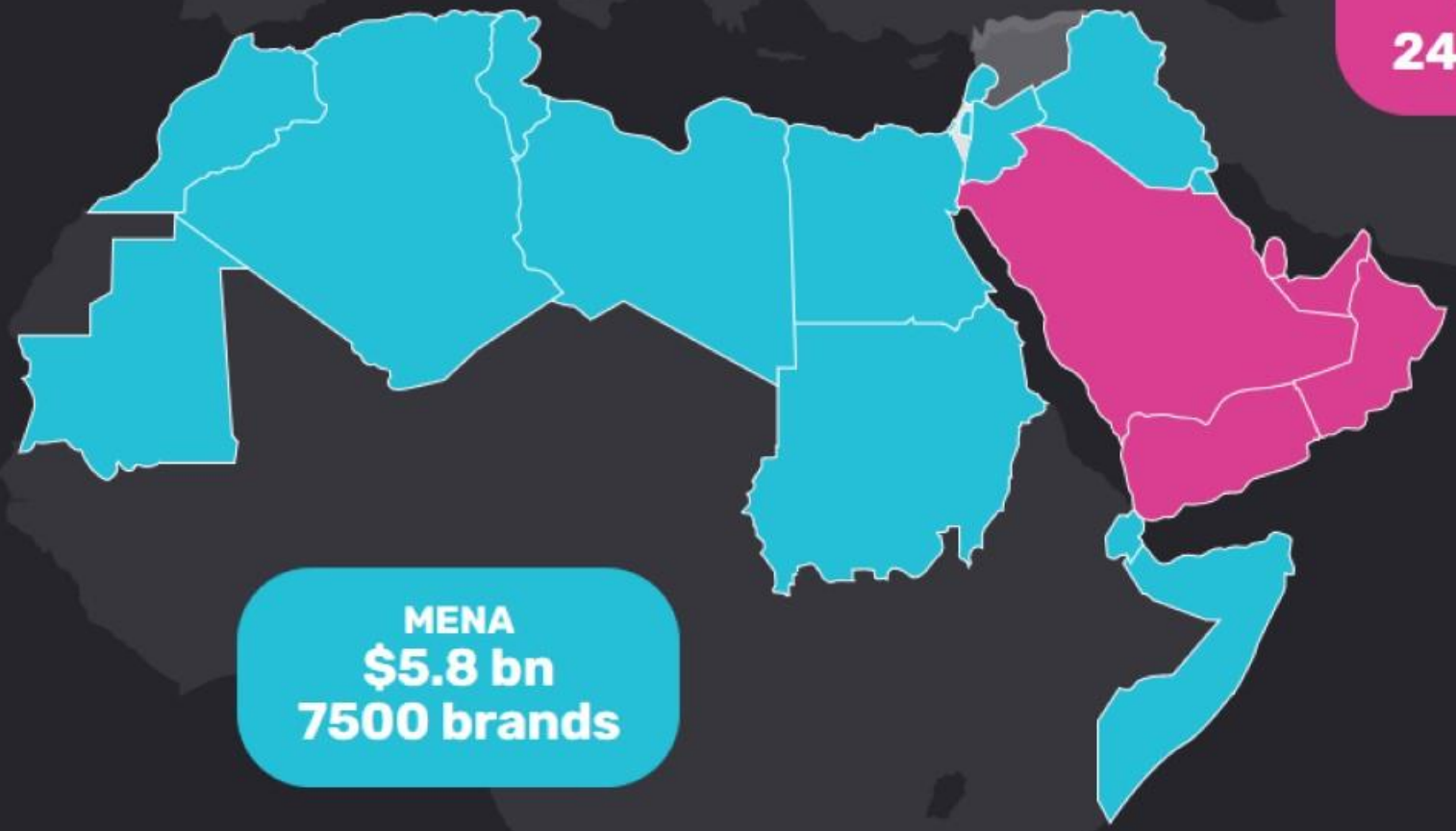
$60K
In 6 mo revenue

Jawwal

كأس الأمير
EMIR CUP

Market Size

10%
Growth rate



GCC
$4.2 bn
2400 brands

MENA
$5.8 bn
7500 brands

Roadmap

	2022	2023
Fans	0.5m	1m
Brands	15+	35+
Markets		
Technologies	Gamification	Stadium AR

$2M Revenue

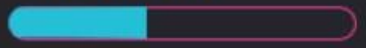
Ask

$600K

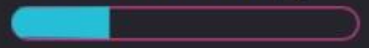
50% committed already

Check the round:
www.wefunder.com/fanera

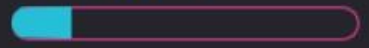
40% Team



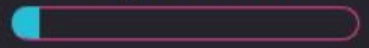
30% Marketing



20% R&D



10% Operations



Meet Our Team

Founders

CEO

Moh Kilany

Serial Entrepreneur - TEDx Speaker - Ashoka Fellow - Founder Institute Mentor - Kelloggs MBA

CPO

Ash Abumaraq

16+ years experience in Operations & Product -Scrum Master - PMP Certified - Started 3 Startups

CTO

M. Barhoush

6+ years in Startups ecosystem - Certified Data Scientist and Machine Learning Specialist - Database Architect

Team Members

CREATIVE MANAGER

Siraj A.

EUROPE SALES

Pasquale

DEVELOPER

Ibraheem

CONTENT ADMIN

Hamzeh

Advisors

Growth Board

Ahmad G.

Growth Board

Zevae Zaheer

fanera

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Enroute to glory

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Awards