

Create, Compete & Conquer!

Live your Dream!



Global Relevance

North America

- DraftKings has a market cap of \$14B+
- FanDuel has 12M+ customers

India

- Dream11 & MPL considered Unicorns with \$1B+ valuations

United Kingdom

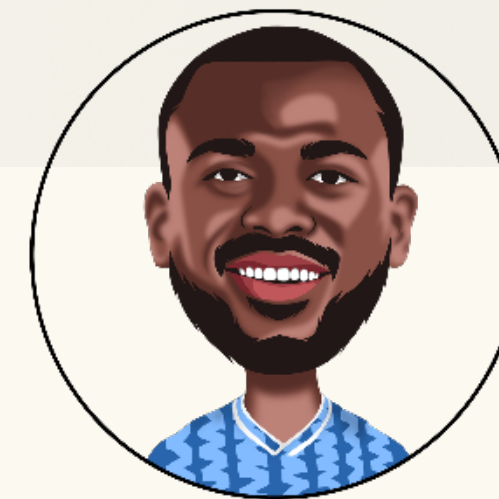
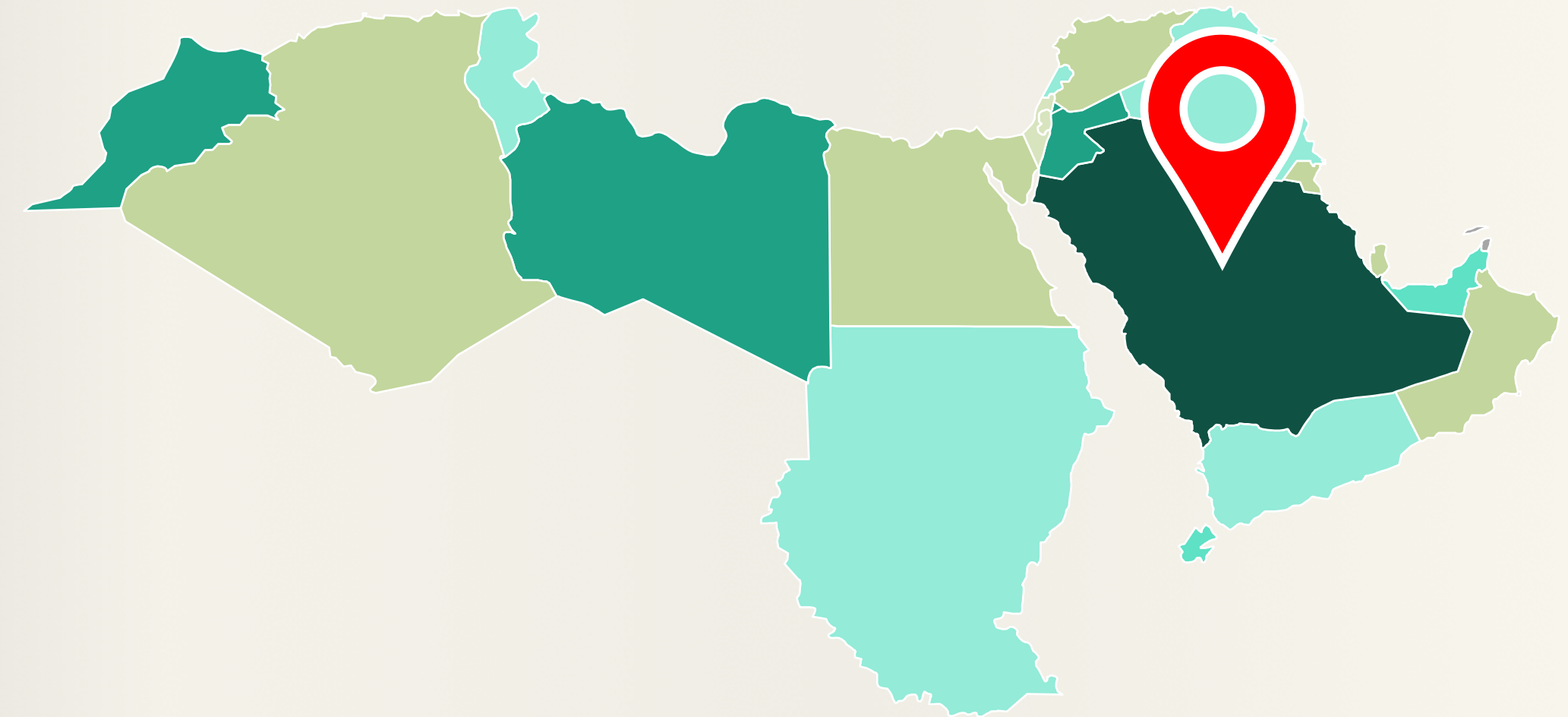
- 10M+ Fantasy Premier League Users



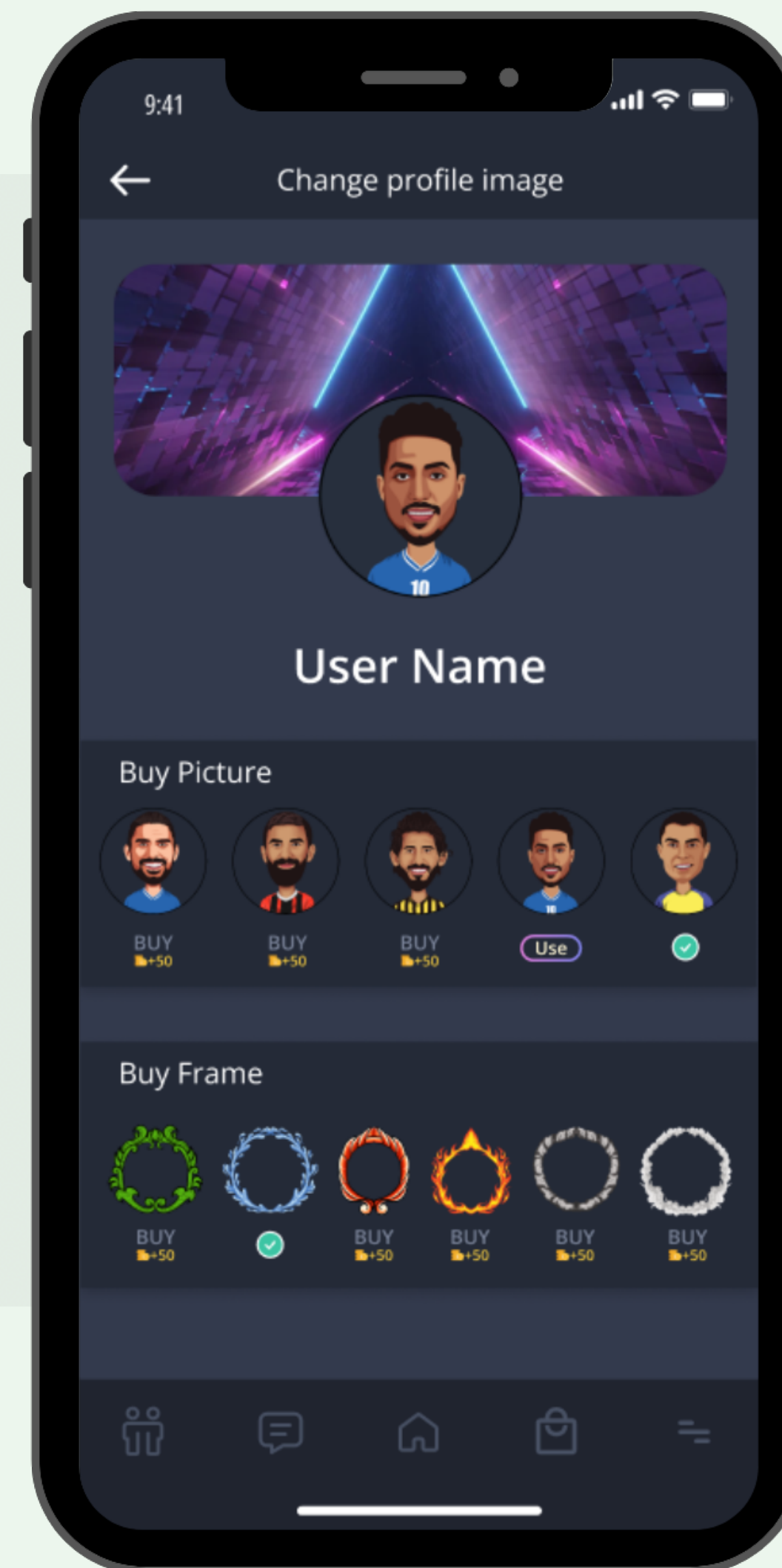
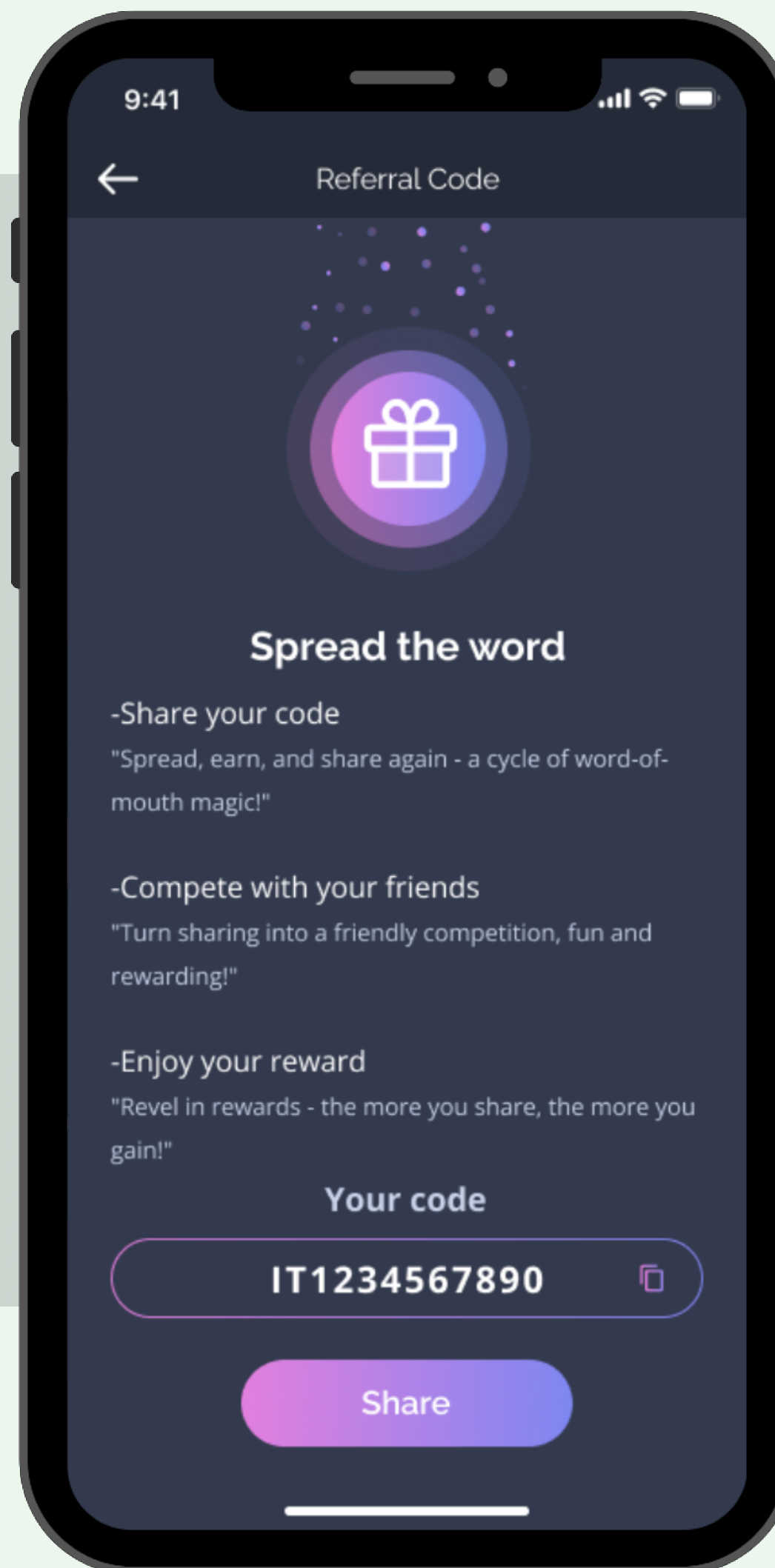
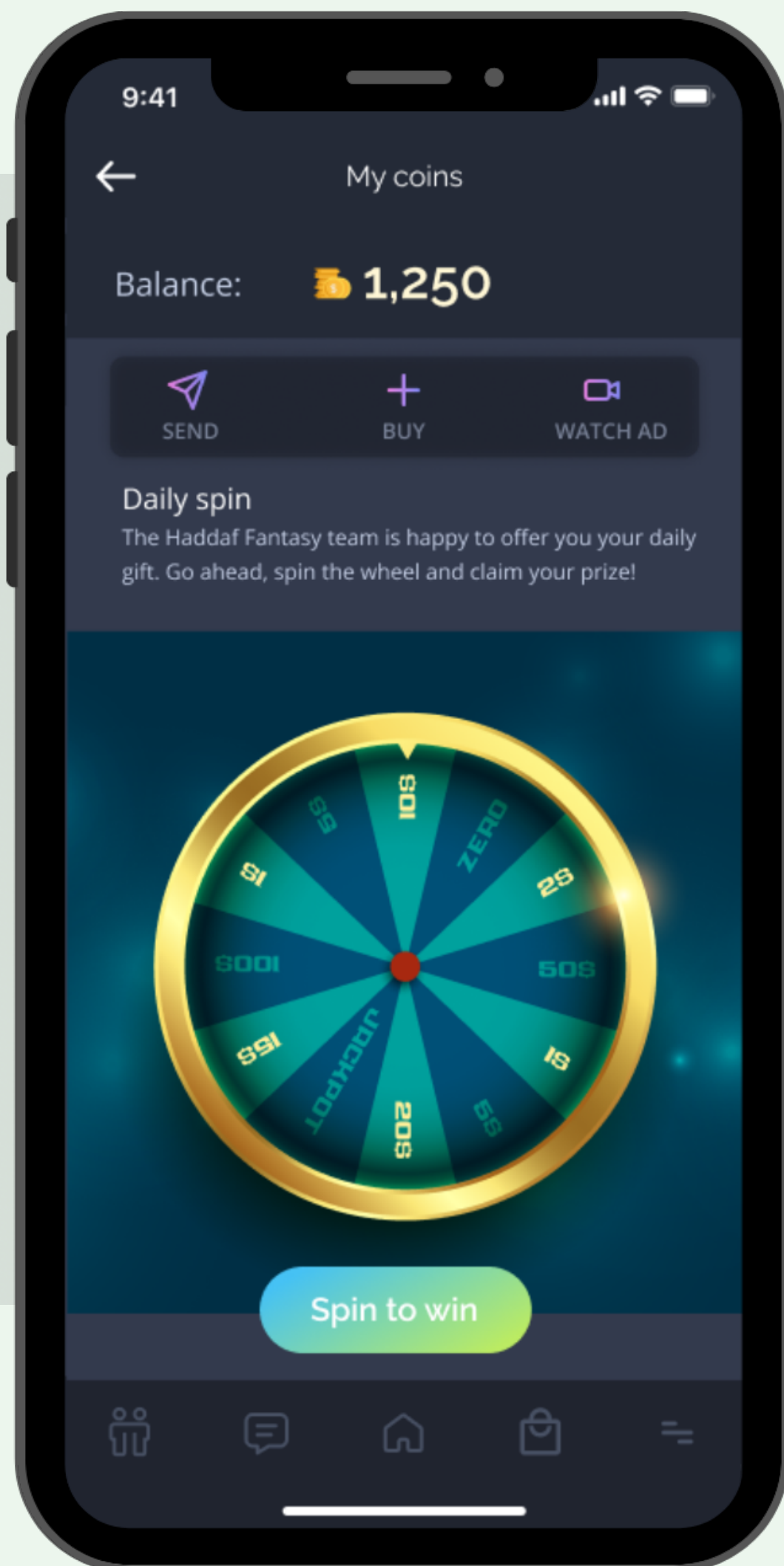
Bringing Fantasy Football to the region!

Regional Market Opportunity

Launching Fantasy Football for the **Saudi Pro League**.



Product Details



Revenue Model & Pricing

B2C through In-App Purchases



**Pay-to-Participate
Leagues**

**Pricing:
\$1.99 – \$19.99**



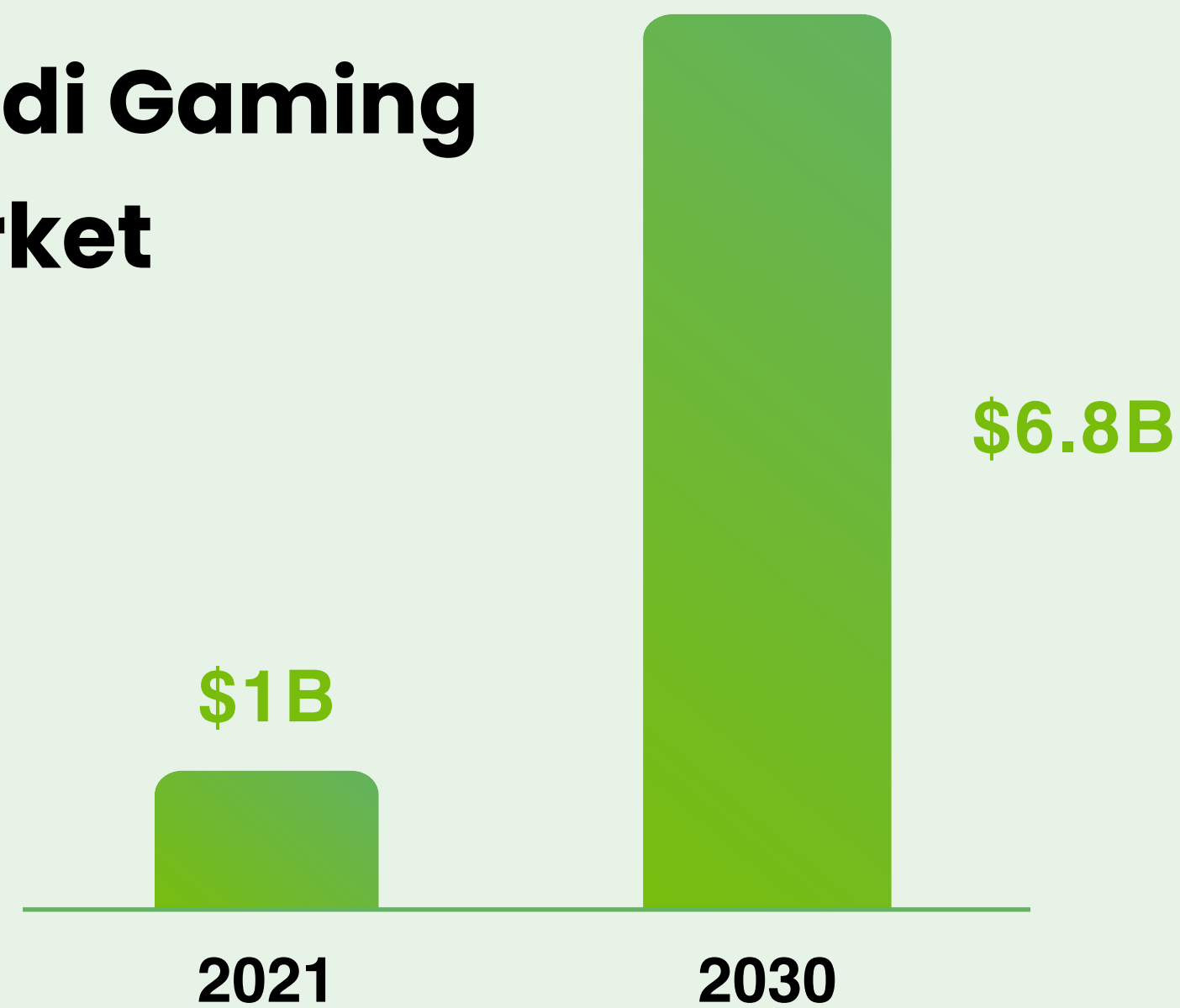
**Virtual Goods
(Design Based)**

**Pricing:
\$1.99 – \$49.99**



Market Insights

Saudi Gaming Market



21 Million gamers

19th Biggest gaming market worldwide.

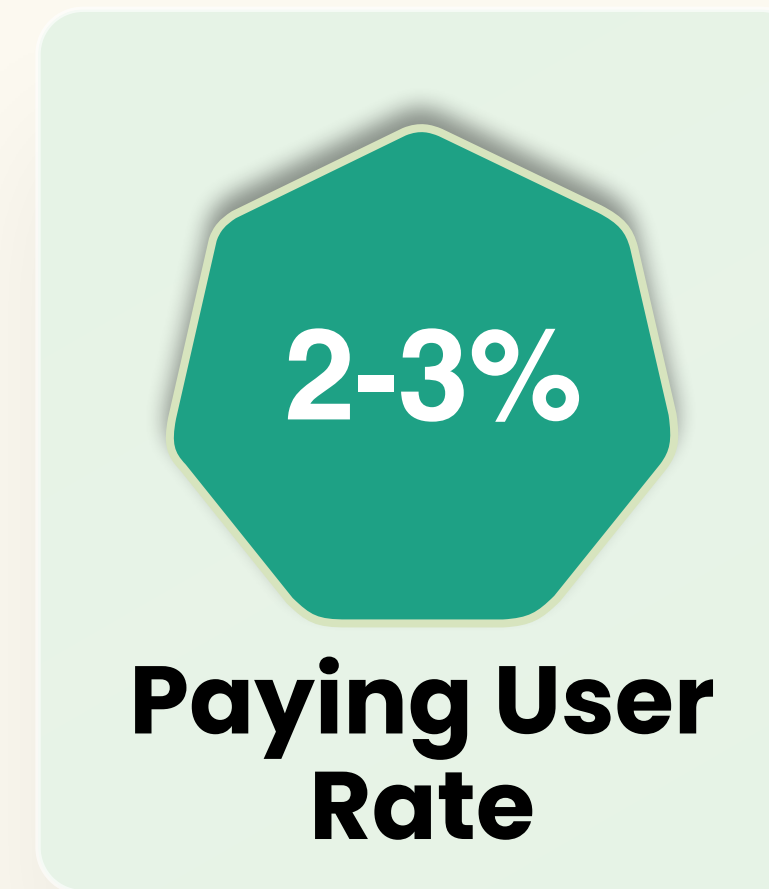
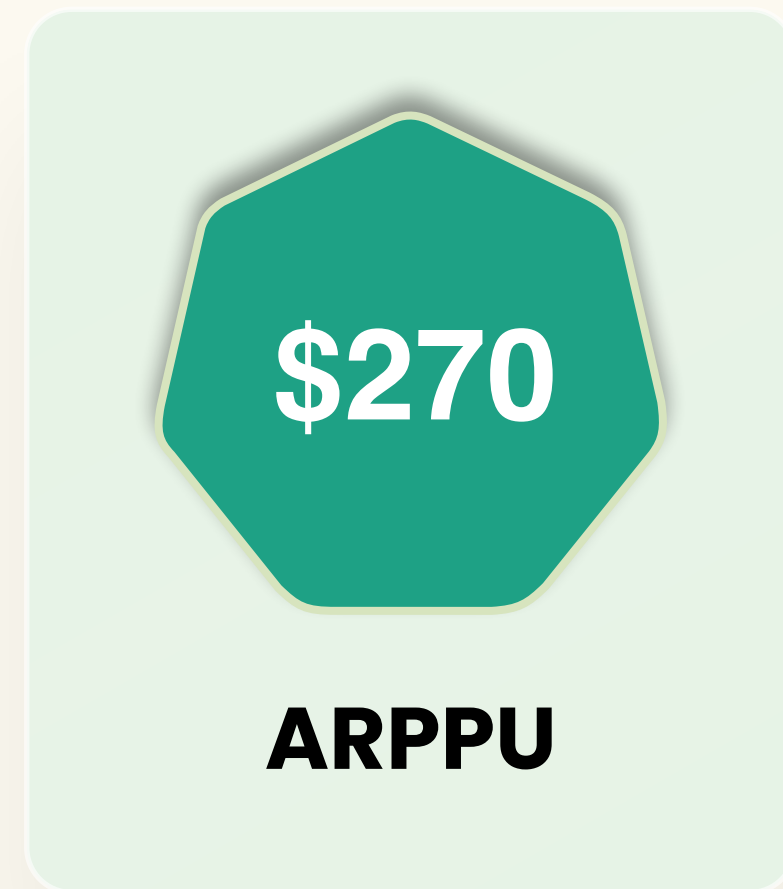
180,000 Saudi FPL users

Saudi users playing English Premier League fantasy football.

\$270 ARPPU

Mobile gaming average revenue per paying user (ARPPU) in Saudi Arabia.

Market Opportunity



Estimated Potential Revenues in Year 2

\$500K+

Competition

Direct Competitors



Dawri+

- Saudi based
- Newscaster
- 1M+ downloads



Fantasy FilGoal

- Egypt based
- 500K+ downloads



Eksab.com

- Egypt based
- Raised \$3M in 2021/22
- 1st Licensed Fantasy Platform (Cash Prizes)

Go-to-Market

On Course to launch for the Saudi Pro League in August 2023

Influencer Marketing

#1 Football YouTuber & influencer
Mohammad Adnan!



Utilizing our Community

170K Facebook followers & 9K Twitter followers



Roadmap

Q4-2022

Q2-2023

Q4-2023

Launched our Beta version for the FIFA World Cup with 200 **Fantasy Experts.**

On course to launch for the Saudi Pro League in August.

Expanding to new regional leagues & competitions.

Team



Omar Mufti

Worked at Goal.com
Sports Editor at UMEN Magazine
17th Global Rank in Football Manger in 2011

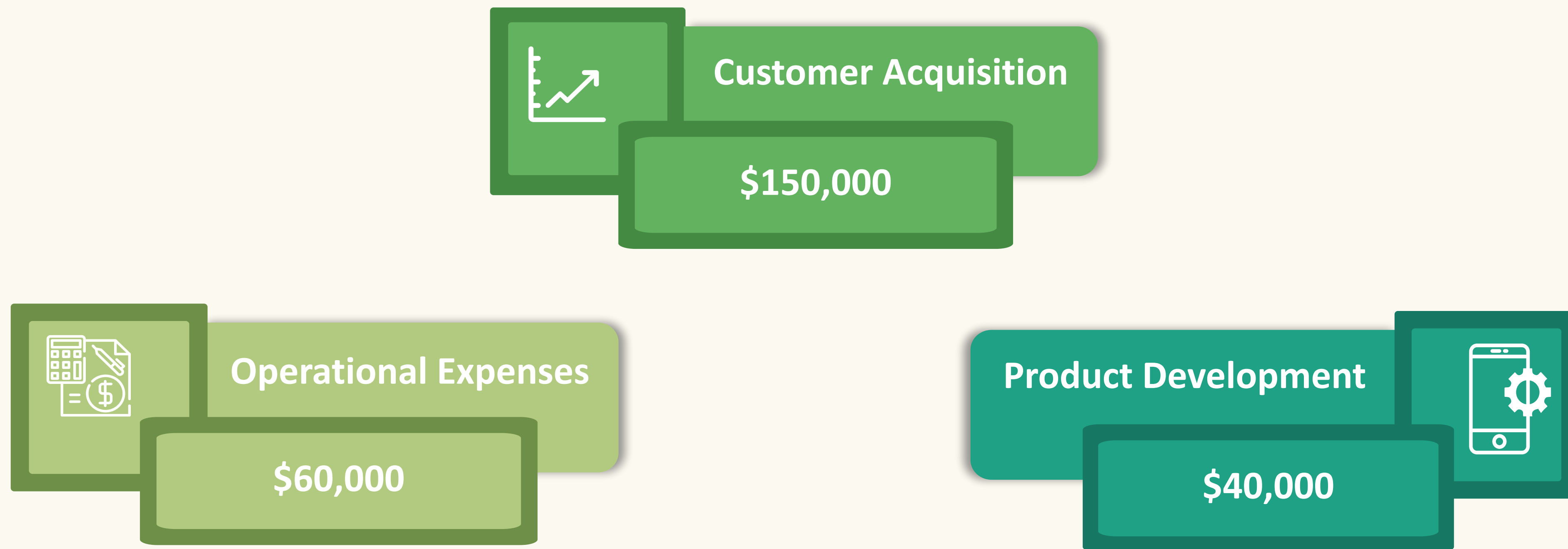


Kasim Mufti

15 Years of playing experience in Fantasy Sports
IT Process Automation & Product Development
Finance Background

Financial Ask

\$250,000
Runway: 12-18 Months





Thank You

Let's Make This Happen!



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