

A COMMUNITY-FIRST FAN PLATFORM

Where passion meets **action.**

The mobile platform that turns isolated football fandom into shared, real-world experiences — connecting supporters of the same club to meet, group up, and attend matches together.

Fans are connected digitally, isolated socially.

01

Football fans often lack accessible ways to connect with other supporters — leading many to attend matches or follow games **alone**.

02

Existing platforms — especially club-owned apps — focus on **content and broadcast**, not meaningful fan-to-fan interaction.

03

The absence of social features weakens **real-life community** — hitting young and international supporters hardest.

A community-first platform for real-world fandom.

- **Connect by club & identity**

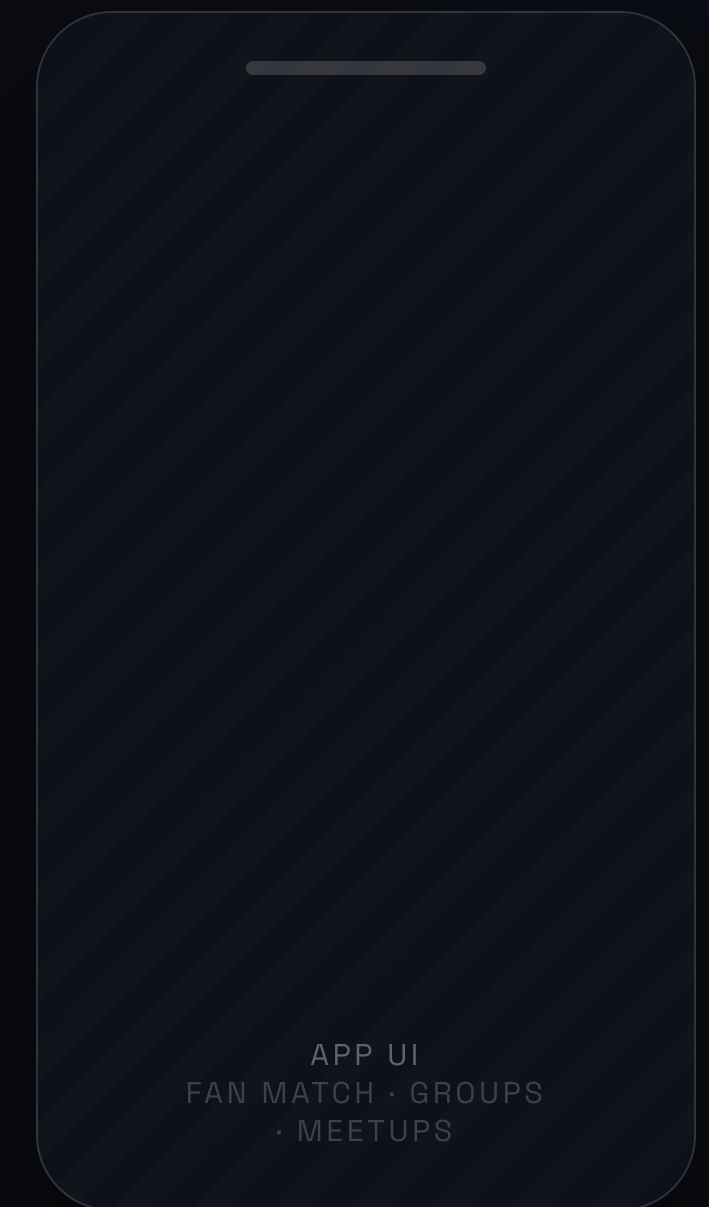
Match fans who support the same club and share similar interests and identities.

- **Form groups & meet up**

Create groups and attend matches or social activities together — before, during, and after the game.

- **Digital meets real life**

Combine online interaction with in-person experiences to build genuine belonging.



A massive, growing, and underserved fanbase.

Demand

A continuously growing global fan base, with strong digital consumption among young supporters.

The Gap

Young, introverted, and international supporters remain underserved in social connection and community.

The Moment

Mobile-first behavior creates the opening for a fan-first app that turns passive fandom into shared experiences.

What fans told us.

60%

of fans **often** feel they have no one to attend matches with.

■ Often 60% ■ Rarely 40%

“Do you ever feel like you don’t have anyone to go to matches with?”

A majority expressed strong interest in an app for direct fan-to-fan connection. **Pre-match and matchday meetups** ranked as the most valued feature — above discounts or purely digital perks.

A clear gap between content and community.



Current solutions deliver news, content, and limited rewards — but they don't support fan-to-fan interaction or real-life social experiences.

FanStreet owns the open quadrant: an **experience-driven fan community** built on group meetups, matchday activities, and ongoing engagement — not just content consumption.

An MVP scoped around the core problem.

IN THE MVP

- Fan matching by club & location
- Group formation
- Matchday meetups

DELIBERATELY DEFERRED

- Discounts & rewards
- Personalized elements

Non-essentials are postponed to keep the product simple and adoption fast.

From 55.8M fans to a focused beachhead.

Global fanbase · Galatasaray + Raja Casablanca

55.8M

Digitally active young fans

8.4M

Obtainable users · 3 years

5,000

Built around real-world connection.

Real-world fan meetups

Fan-first community

Gamification-focused design

Experience-based insights

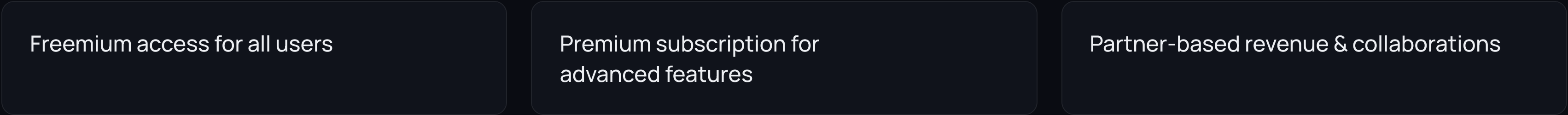
DIRECT COMPETITORS

Club-specific apps · Fan engagement platforms (Socios, FanAppz)

INDIRECT COMPETITORS

Social media (Instagram, X, TikTok) · Discord & fan forums

Freemium today, partnerships at scale.



01 • Early

Focus on user adoption and engagement.

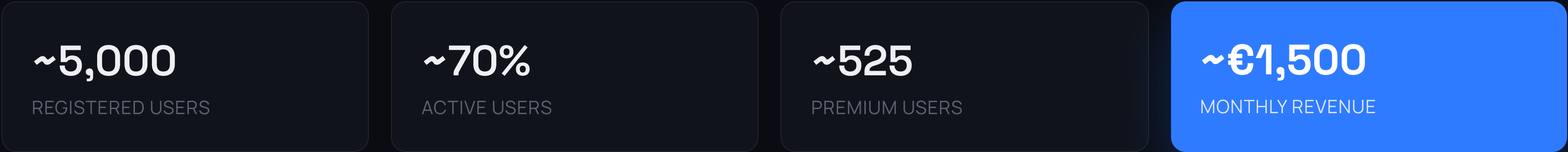
02 • Mid

Gradual premium feature activation as communities grow.

03 • Long term

Scalable revenue through partnerships; local communities expand into new clubs and markets.

A lean, growth-driven model.



FIXED COSTS

Founders compensation · Software & hosting ·
Legal & administrative

VARIABLE COSTS

Marketing & user acquisition · PR & brand
awareness · Infrastructure scaling

BURN LOGIC

Early-stage spend is intentional and aligned with
user-acquisition priorities.

The team building FanStreet.



Reda Chami
Co-Founder

MSc Sport Management student. Experience in football club administration with Raja Casablanca, and exposure to the global sports industry through the Sports World Congress. Strong interest in fan engagement, digital innovation, and sports business strategy.



İrfan Aşıcıoğlu
Co-Founder

Graduate of Marmara University with a bachelor's in economics and a master's in sports management from ESEI Business School in Barcelona. Focused on building fan-first products at the intersection of sport and technology.