



# FAN **ENGAGEMENT** & 1st party data acquisition



# The Problem

- ◆ Less than 1% of fans ever make it to an event.
- ◆ Many Rights Owners have limited insight into their global fan base.
- ◆ How do Rights Owners maximise **sponsor value**?
- ◆ Rights Owners struggle to connect with fans globally.
- ◆ Younger fans are shifting towards peer-to-peer platforms.

*“Digital technology is unlocking unprecedented opportunities for growth in the sports industry, offering the potential to draw fans closer through innovative and customised experiences.”*

Digital Transformation and future changes in sport - Deloitte

# The Opportunity

***“Fan Engagement drives revenue and loyalty***

*Consumers who have an emotional connection with a brand have a **306%** higher lifetime value than those who are only satisfied.”*

Deloitte 2023 **‘State of Sports Fan Engagement’** Study

*“During 2022 there were **\$90 billion** worth of deals in the sports technology space, with fan engagement accounting for **40 per cent** of all activity and media and broadcasting accounting for **23 per cent** – the two fastest growing segments.”*

Global Sports Tech Report 2022 (Drake Star, 2023)



# Solution

Filmily is a patented AI SaaS-based Fan Engagement Platform. We offer several services to boost fan engagement and make them feel closer to an event, team, artist and brand.

- ♦ **Fan of the Match:** a digital video wall which zooms in on a single fan.
- ♦ **Digital Mementos:** An image with the fans details 'burnt' in, proving they were at or watching the event.
- ♦ **Scrapbooks:** A short-form video which is a mash-up of fan content, stock footage, match stats, player messages and more.
- ♦ **Personalised content:** Content for each fan, with them as the star.
- ♦ Our **AI** scans content and generates up to **75 pieces** of data per second
- ♦ We give the Rights Owners niche **1st Party Data**.

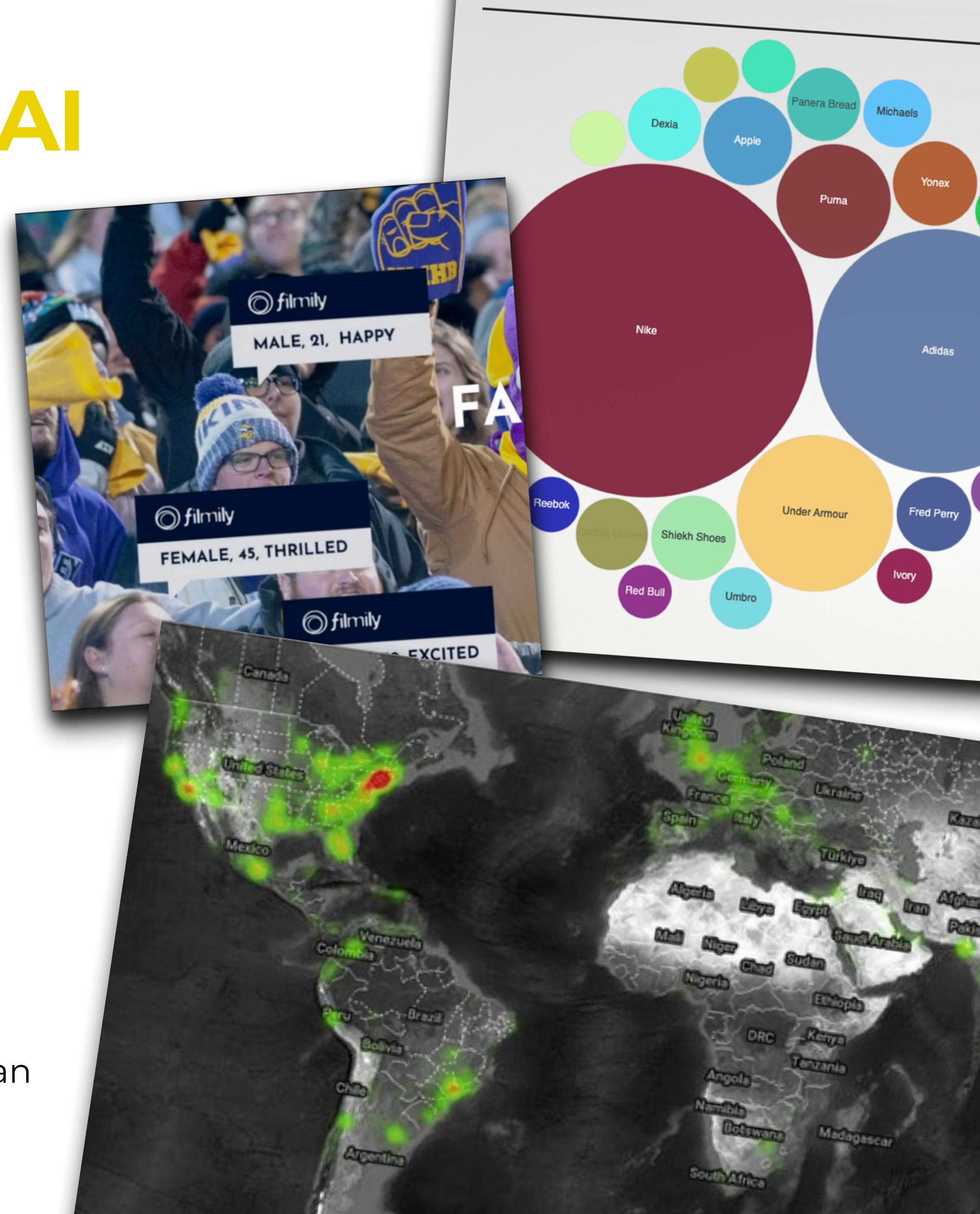




# Filmily's Unique Data & AI

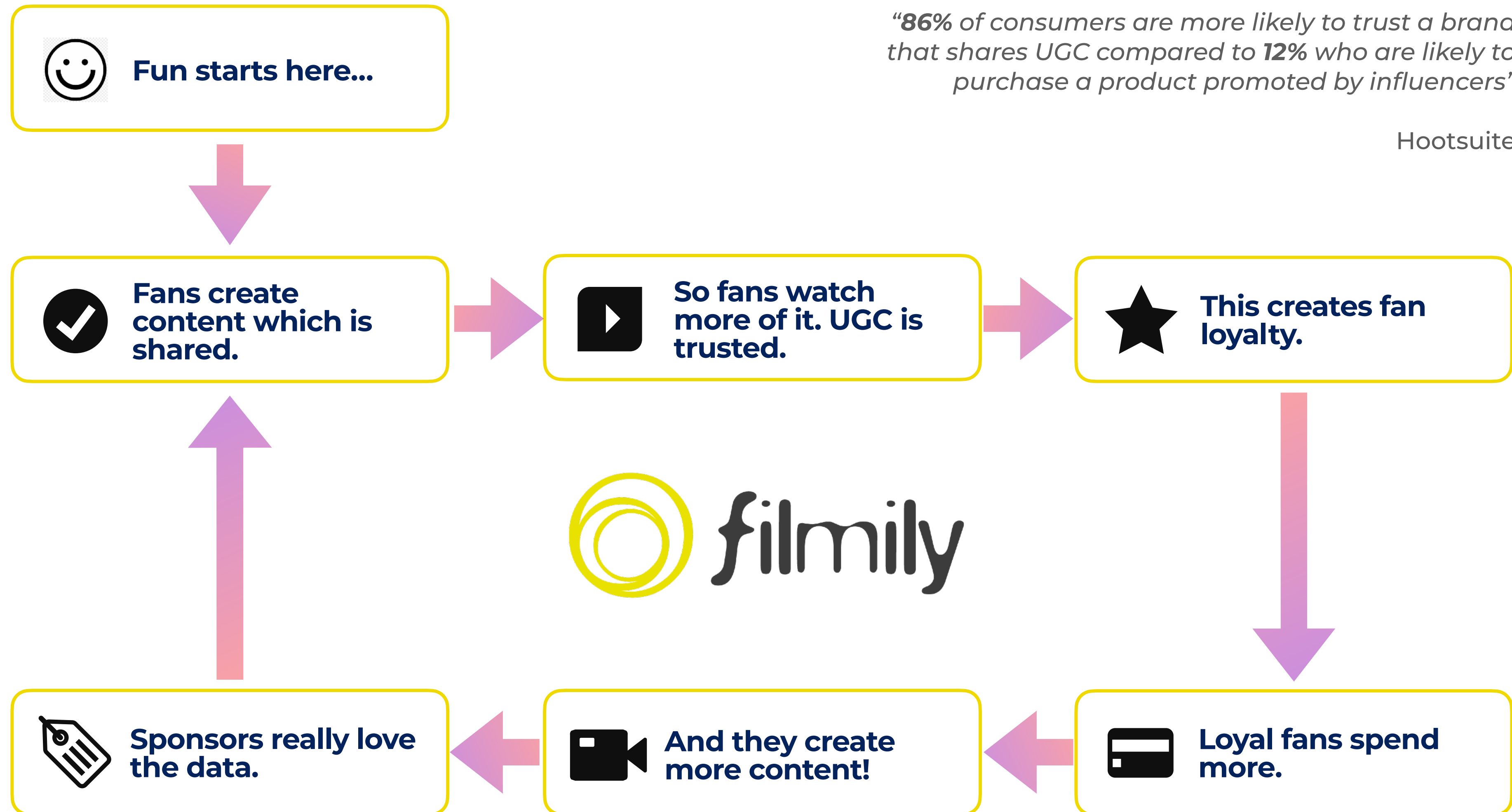
- ◆ We frictionlessly collect fan data while they record -up to **75 data points a second**.
- ◆ **Handset Data** - We know the handset's type, make and model, location, direction and time of day.
- ◆ **AI Data** - we use AI to learn what the fan saw through the lens. We automatically tag every second of every piece of content.
- ◆ **Faces** - For every face, we learn gender and age.
- ◆ **Brands** - We know what brands are there, e.g. apparel logos.

We have a real-time dashboard with insight into geographic hotspots, enabling feedback and targeting of activities and promotions to given regions or demographics. The dashboard can also zoom in on individual users.





# How it Works



# The Team



Andy Doyle  
**Founder/CEO**



25 Years of experience across software development, management and sales.  
Background in TV working with BBC, ITV, HBO & Sky.  
Founded 1st company, in 2008.  
Founded Nice Group (SW) Ltd via multiple acquisitions.

Rupert Pratt  
**Consultant**



Exited Founder  
20 years working in sports sponsorship.  
Experienced commercial director.

Gavin Saunders  
**Part-time CFO**



20 years experience as CFO.  
Experience in investments from private equity.

Tom O'Connor  
**NED / Investor**



Retired trader and Head of Treasury for KBC Bank.  
Active angel investor.  
Founder & director of multiple companies.

David Patton  
**Commercial**



Formal VP Commercial at Supponor  
25 years global commercial experience

Richard Parboo  
**Lancelot**



Founder & CEO Lancelot LDN  
Advertising and Tech commercial expert  
25 years experience in commercial roles.

## New Hires

Global Sales  
Customer Success  
Senior Developer  
Junior Developer



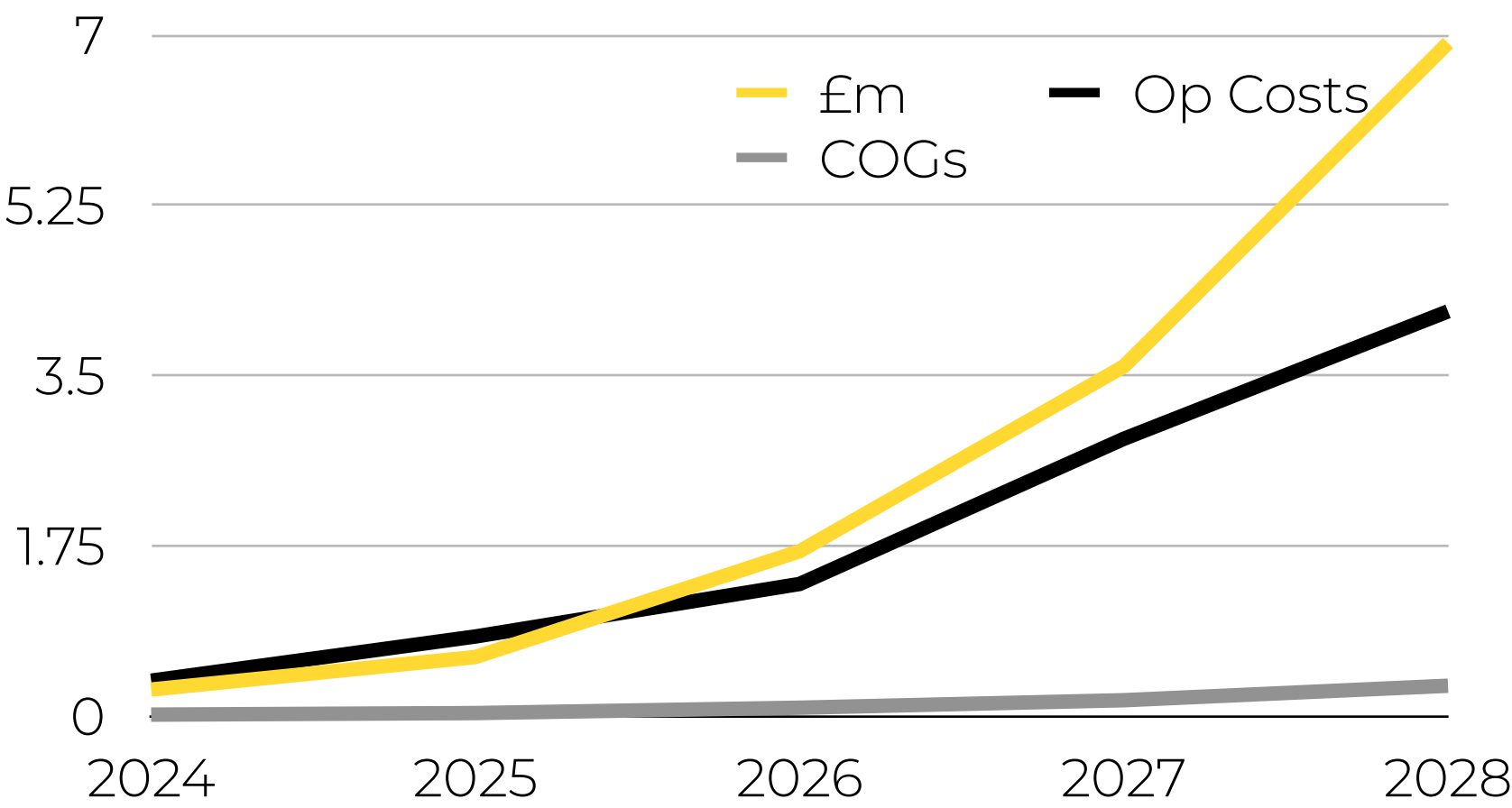
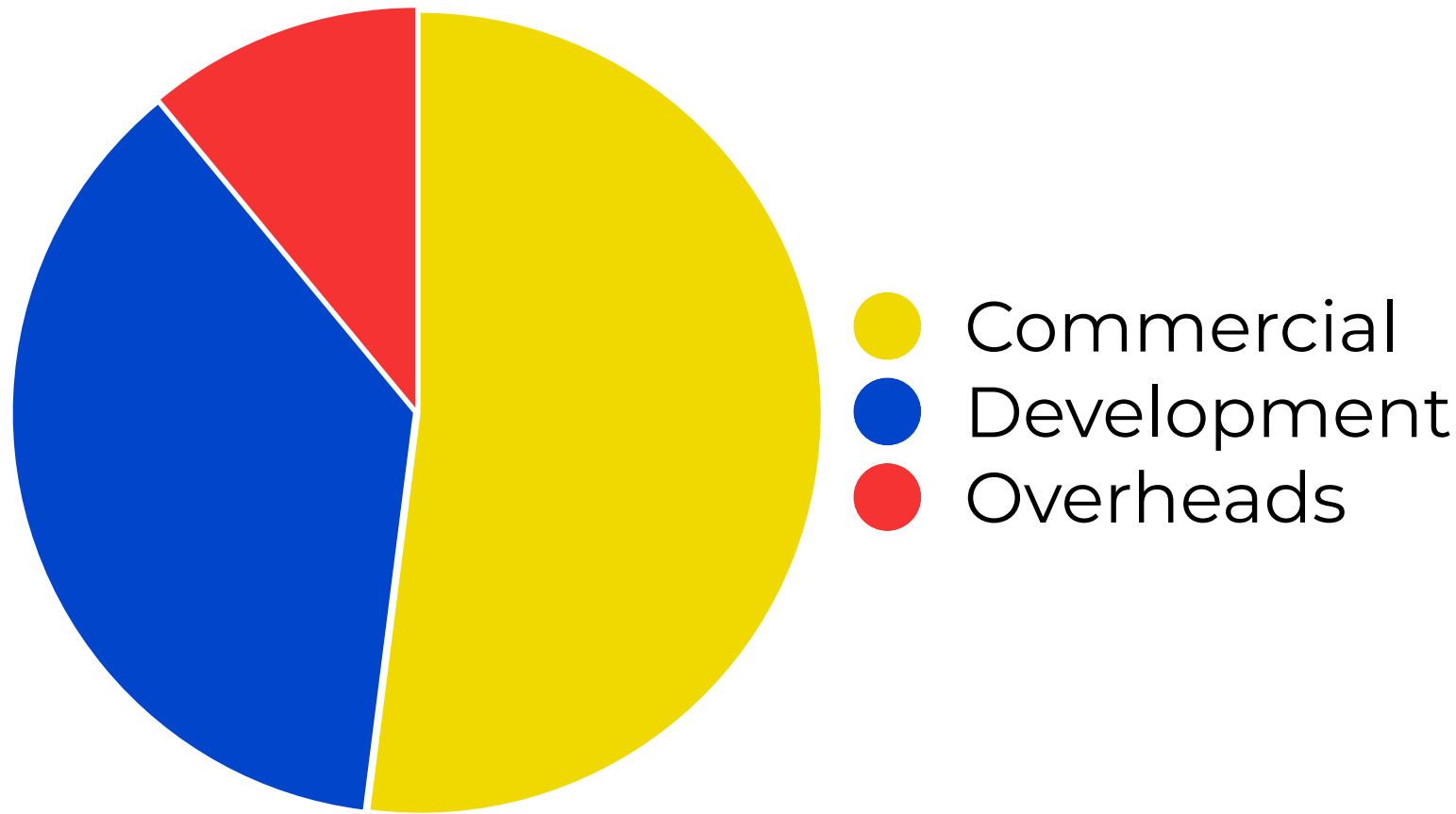
# Customers we have worked with...





# Fundraise

Round Size - £500,000.  
Pre-Money Valuation of £1,800,000.  
Soft commitment for 60% of this round.  
Round Closure end December



Unweighted Pipeline of **£432,000+**

## Development Activities





- ✓ Pure SaaS
- ✓ Integrations
- ✓ Reporting
- ✓ Gamification
- ✓ Technology Updates

## Marketing activities

- ✓ Attending events
- ✓ Memberships
- ✓ Client Visits / Demos
- ✓ Advertising
- ✓ Sponsorship

## Revenue Model

Revenue Model

				
Single Event	Legend	Pro	Local	Grassroots
POC / Festival	For global, renowned brands with massive fan bases and worldwide recognition.	For smaller yet significant professional clubs with strong regional followings.	For professional clubs with a deep local connection and a strong presence within their town or city	For community-driven, smaller clubs and amateur teams.
£5 - 10k per activation 9	£5k Setup. ARR £48k	£3k Setup ARR £36k	£2k Setup. ARR £18k	£500 Setup FOC (limited use)

# Competition and Defensibility

- ◆ Since Covid, Fan engagement platforms have appeared on mass.
- ◆ Most are platforms or Apps for clubs to use as a separate entity.
- ◆ Filmily compliments these platforms - we enhance their service.
- ◆ Filmily is in commercial discussions with several platforms.
- ◆ Granted Patents: US, UK & EU.
- ◆ First Mover Advantage: Unique Fan Engagement, easy to use experience & 1st party data generation.
- ◆ International presence UK, USA and EU customers.
- ◆ Speed of implementation: Manchester City Treble - 3 events in 2 weeks.
- ◆ Complimentary to other fan engagement platforms.
- ◆ Seamlessly integrates to client apps and CRM
- ◆ Marquee reference brands: Man City, Coca Cola, MLB, NFL & Brit Awards.
- ◆ Budget competition: Challenge is ensuring we hit budget cycles with requisite marketing promotional time and investment for optimum return.





# Case Study - MANCHESTER CITY

Filmily was the fan engagement platform for Manchester City during their historic 2023 treble. We went live at the final whistle for their Premier League, FA Cup, Champions League, Super Cup and Club World Cup wins, while concurrently running an ongoing campaign on why fans 'Love This City'

## Successes

- ◆ Seamlessly integrated into Man City 'Cityzens' App.
- ◆ Over 80,000 videos and images received.
- ◆ 388 Brands identified.
- ◆ Content from over 130 countries.
- ◆ Campaigns ran for 2 seasons.
- ◆ Starting 3rd Season 24/25



We have recorded several Filmily experiences, which can be viewed in the link- [YouTube Channel](#)

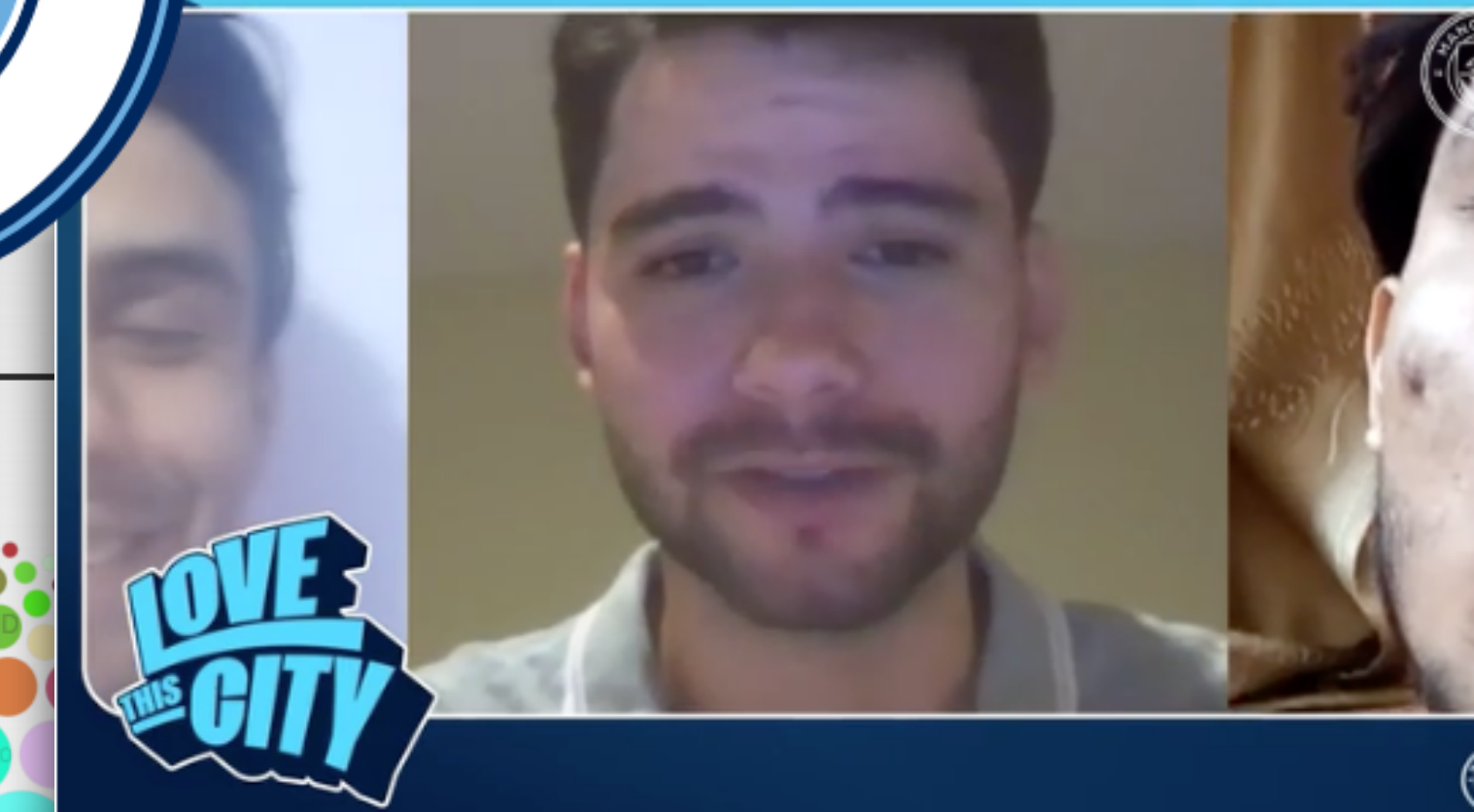
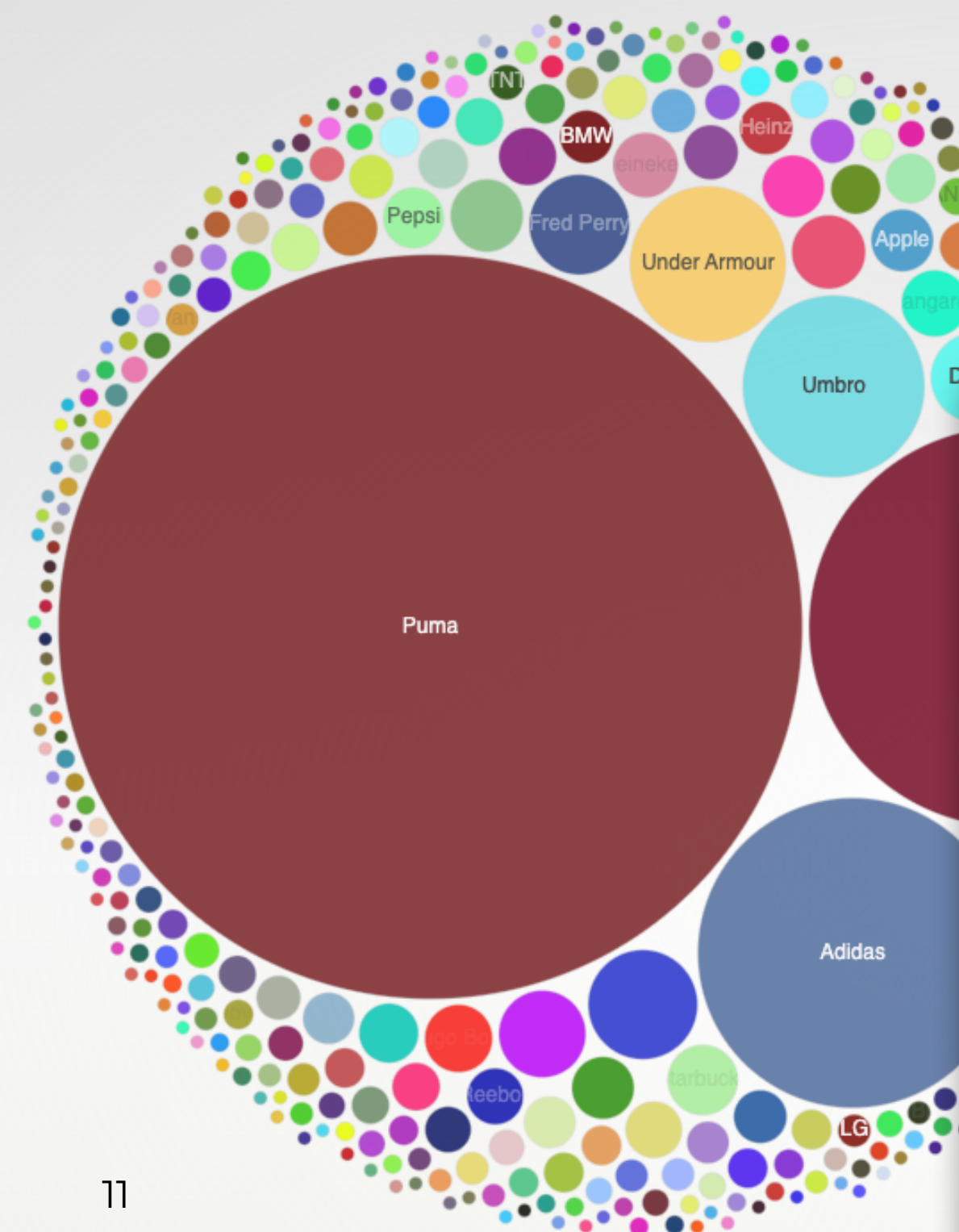
Commercial - In confidence



SHARE YOUR VIDEO



## BRAND REPORTS







## Contact Details

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