We catapult clubs, players, fans and providers to a better life.
1. Concept Philosophy and Vision

Why „NETSCOUTERS ... we are soccer“

We monetise the values of clubs and the skills of their young and still hidden players.

We monetise the efforts of the followers evaluating the skills of the young players of their loved teams/clubs.

We monetise the financial participation of all project partners.
THE IDEA AND REASON WHY

NETSCOUTERS wants to facilitate the possibility for all children to play football - helping amateur clubs to reach a certain financial autonomy.

NETSCOUTERS wants to give young amateur football players a chance to be discovered and to may develop their talent and become a football star.

NETSCOUTERS wants to reward fans and followers for their participation to the platform activities, for their loyalty to the clubs and for their passion for football.

NETSCOUTERS is a project that promotes, combines and rewards amateur football young talents and clubs, fan engagement, branding, marketing and sponsorship - within a modern business architecture - in a single initiative.
THE ACTORS

1. Young Football Players
   we focus on players (boys and girls) aged between 7 and 25 …

2. Clubs
   local, national and international football amateur and professional clubs and schools

3. Fans Followers
   … and Other Visitors as Agents, Scouts, Prof Clubs, Media, Brands, Sponsors

4. Brands Providers
   local, national and international brands and companies

1. 400’000’000 Amateur Players

2. 39’000’000 Amateur Clubs

3. 1’500’000’000 +, Fans and Followers

4. 500’000 +, Brands Worldwide

©NETSCOUTERS - 2020
2. Actors and roles.
   What and how.
THE STORY - PROCESS: WHAT ACTORS HAVE TO DO ...

Players are uploaded on the platform with detailed profiles and Videos of their skills

NETSCOUTERS
PLATFORM&MARKETPLACE

Brands, providers and clubs sponsors present their products&services and propose fans&followers and clubs Online Shopping with special conditions

Other Visitors
- Join the platform
- View Videos&Profiles
- Search&Find Players
- New Stars
- Participate to social activities

Fans Followers
- Join the platform
- Evaluate players
- Participate to social games&promotions
- Consume products of the providers

Brands Providers

Clubs& Schools

Young Football Players
THE STORY - PROCESS: CONDITIONS FOR PARTICIPATION

Clubs pay 50€ per player to be during one year on the platform

Brands, providers and clubs sponsors join the platform to may sell products & services to the platform fans & followers

Other Visitors will pay differentiate fees depending on their specific expectations

Fans & Followers pay an entry yearly fee of 25€

25€ / Year

Commissions on realised sales

Brands Providers

©NETSCOUTERS - 2020
The platform pays back to clubs per player and month 60€

Fans & Followers may earn monthly around 200€, depending on their activity on the platform (voting, participating to social media activities).

The platform offers to brands, providers and sponsors not only a very large database of potential consumers but also the possibility to digital advertise before and after the players videos.

Other Visitors may find hidden and negotiate for identified talents.

The platform offers to brands, providers and sponsors not only a very large database of potential consumers but also the possibility to digital advertise before and after the players videos.

Brands Providers

Sales

New Clients

Other Visitors

NEW TALENTS Storytelling

Fans & Followers

200€ MONTHLY
THE CONCEPT: HOW WE MONETISE SOME VALUES

**Financial Collaboration Parameters:**

- **Clubs**
  - Pay per player 50€ yearly
  - Receive per player 60€ monthly

- **Fans**
  - Pay a platform entry fee of 25€ yearly
  - May earn monthly around 200€

- **Providers**
  - Will play commissions on platform transactions.
  - Generate and bind new clients and new sources of revenues

- **Other Visitors**
  - Pay a platform entry fee (depending on the Visitor Profile)
  - Search and find new potential talents
THE CONCEPT: FUNCTIONALITY  |  BASIC MECHANISM

CLUBS join the platform and upload their players. They upload them with a personal skills VIDEO and a qualified description of their skills.

PROVIDERS, BRANDS and CLUB SPONSORS join the platform to propose and sell services and products to the hundreds of thousands of fans and followers interacting on the platform. The communication and promotion tool for this group is definitively the VIDEO.

NETSCOUTERS’S platform guarantees a concrete and exact number of advertisement viewers for each provider / brand, for each video advertisement. If you want 10’000 people watching your advertisement it will cost you so much …
THE CONCEPT: UNIQUE FOR FANS AND FOLLOWERS

NETSCOUTERS Platform Community Entertainment and Social Fertilisation

Netscouters Smart Stadium
Ways to Create the Next Generation Stadium Experience

NETSCOUTERS Dream Team
Create N11 and win the championship

NETSCOUTERS Broadcast
Watch and stream football Matches and exclusive club related programming

NETSCOUTERS Track your Players
E-Book

NETSCOUTERS Retail
Purchase clubs licensed merchandise

NETSCOUTERS Betting
Proven Football Betting Systems

NETSCOUTERS E-gaming
Esports and Fantasy Football Type games

NETSCOUTERS Broadcast
Watch and stream football Matches and exclusive club related programming

NETSCOUTERS Digital
Engage with specialist Digital contents and join debate on Netscouters social media and forum

NETSCOUTERS Club Packages
Football specific Travel & tours

©NETSCOUTERS - 2020
3. The common denominator of the project.

Video - The power of moving images
THE IDEA AND REASON WHY - THE CENTRAL COMMON STRATEGIC TOOL
Moving Pictures - Concept and strategy are based on the importance nowadays of the penetration power of Moving Pictures/Videos in the different worlds - specifically in the world of sports, the world of football/soccer.
We at NETSCOUTERS, we recognise that the next several years will be challenging for all amateur clubs and academies around the world. Many are facing budget cuts and reduced resources, and attendance at match may be restricted. From Netscouters inception four years ago, we have been driven by the goal to create a platform that showcases new players talented and every amateur event across every sport and every level of competition. Consistent with this goal, we want to help the amateur clubs and academies manage through the inevitable complications created by COVID-19.

Club streaming Events and players video generation:
Netscouters wants to be the first company that allow amateur clubs to generate and monetise their activities contents, in order to achieve this we will use A.I. (Artificial Intelligence) Technologies that allow events and Matches records without human interventions. The low cost, the high quality and the fully automated video production solution enables production of quality broadcasts at substantially lower costs, and let fans and family view, select, edit and share highlights and so much more.

First Steps: 1 to 3 days stand by for Club assistance
Instruction&Coaching „How to produce, edit and upload easily”
Production of Tutorials at disposal on the Netscouters Platform
Hot Line and Remote Access assistance
Clubs select a person in charge - as a contact person „Club-Platform”
Depending on the Club’s size - Workshops will be organised
Selection and approval of videos through Netscouters (Content Control)
The idea and reason why — Why NETSCOUTERS focuses on the Youth Sports Market

**Mobile**
Easy to set-up, record and upload

**Quality**
Replacing a mobile device or action camera

**Social**
Automated highlights to share with parents and athletes

**Analytics**
Breakdown and stats — automated for a more efficient workflow
THE IDEA AND REASON WHY - WHY NETSCOUTERS FOCUSES ON THE YOUTH SPORTS MARKET

How

- Completely Automated
- Simple & Easy to Use
- Blazing-fast Service

©NETSCOUTERS - 2020
THE IDEA AND REASON WHY - WHY NETSCOUTERS FOCUSES ON THE YOUTH SPORTS MARKET

Create Highlights with Telestrations
THE IDEA AND REASON WHY - WHY NETSCOUTERS FOCUSES ON THE YOUTH SPORTS MARKET

Mobile Apps Offline
THE IDEA AND REASON WHY - WHY NETSCOUTERS FOCUSES ON THE YOUTH SPORTS MARKET

Charts and Stats
All club/team members get notification when the video is ready.
THE IDEA AND REASON WHY - WHY NETSCOUTERS FOCUS ON THE YOUTH SPORTS MARKET

- Sponsorships
  Local Sponsor logos
  in-video, on-portal

- OTT (Subscription/Season)
  Premium services, (Highlights, player highlights) ad-free

- Stats and breakdown
  Offer stats and game breakdown
  premium services

- Increase Monthly Payment
  Parents and coaches will pay
  more for quality video

... and a mix of several of these revenue streams
Why?

Parents
• Engage entire families with their favourite athlete

Athletes
• Empower players to share clips and grow footprint of team club and league
• Use video for enhancing performance
• Improve scouting/recruiting exposure
• Connect with the team while away/sick
Why?

Club

• Capture any game or practice at the venue to increase engagement and improve teams
• Attract more players and fans
• Attract local sponsors and advertisers

• Coaches
• Capture and use footage of all games and trainings
• Coaching tools to review practices (clips, tags, annotations)
• Integrate with coaching solutions
4. Market Approach

What's next
CONCEPT I ARCHITECTURE

Clubs and Players
Fans and Followers
Providers
**CONCEPT I MECHANISM**

**CLUBS**
- Upload their players with VIDEO and player profile on the N platform.
- For each upload player the club has to pay a yearly fee of 50€.
- Each uploaded player should generate a monthly income for the club of 60€.

**CLUBS**
Cumulate their new monthly players income on their platform wallet and will at the end of the year* be free to spend this amount buying products / services of the providers active on the platform.

**PROVIDERS**
- Providers will access for free the platform and have a look at the players (no votings).
- They also will have the possibility to buy advertising space and insert their products or company VIDEOS before and after the players VIDEOS. Doing that they will also have the guaranty that their VIDEOS are seeing and that their brands inspire new clients.

**FANS / FOLLOWERS**
- Each fan/follower will have to pay a yearly fee of 25€ to may enter the platform and evaluate players.
- They will have to evaluate players (watch the player VIDEO and give notes to their skills) to be rewarded with points.
- Will have the possibility to join other promotion/games on the platform and for the platform community. Here again - participation means collect points.
- All the during the year collected points will be at the fans/followers disposal for spending on the platform and at the providers online shops - at the end of the year *. 

**FANS / FOLLOWERS**
Will appreciate the possibility to generate a supplementary income due to their activities on the NS platform.

* Clubs / Fans
In the initial phase of the launch of the N concept we will need an implementation time of about 12 months in order to make run all the previous financial mechanisms.

**PROVIDERS**
Providers will have a unique new possibility to sell their products to the hundreds of thousands of fans forming the NS platform community.

**PROVIDERS**
Last but not least:
- Providers
Participate and discover a huge new community of potential buyers from all over the world: individual buyers as well as clubs and organisations.
5. Objectives and Solutions
Where, when and how
WE MONETISE CLUBS & PLAYERS VALUES & SKILLS
NETSCOUTERS Business Strategy

**Process and Milestones**

- **Pilot Project 2020**
  - 1 Club / 250 Players / 2'500 Fans
  - 20 Providers/Sponsors

- **Amateur Clubs/Players 2021**
  - Focus: Italy / Spain / UK

- **Professional Clubs Affiliated Schools 2020-21**
  - Focus1: Spain
  - Focus2: Germany

- **Professional Clubs - Monetise Fans Loyalty 2020-21**
**Business Case** | **Our Strategy - Our Target Groups - Earnings**

**MARKETS and OBJECTIVES - AMATEUR FOOTBALL WORLDWIDE**

<table>
<thead>
<tr>
<th>MARKETS</th>
<th>Total Number of Amateur Players/Market</th>
<th>Objective Year 1 1%</th>
<th>Objective Year 2 3%</th>
<th>Objective Year 3 5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>1'050'264</td>
<td>10'503</td>
<td>31'508</td>
<td>52'513</td>
</tr>
<tr>
<td>UK</td>
<td>1'500'000</td>
<td>15'000</td>
<td>45'000</td>
<td>75'000</td>
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<tr>
<td>Spain</td>
<td>800'000</td>
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<td>24'180</td>
<td>40'300</td>
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<tr>
<td>Total</td>
<td>3'356'264</td>
<td>33'563</td>
<td>100'688</td>
<td>167'813</td>
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<tr>
<td>ø Fans 5</td>
<td>16'781'320</td>
<td>167'813</td>
<td>503'440</td>
<td>839'056</td>
</tr>
</tbody>
</table>

**MARKETS and OBJECTIVES - PROFESSIONAL CLUBS AFFILIATED SCHOOLS (A.S.)**

<table>
<thead>
<tr>
<th>PROFESSIONAL CLUBS AFFILIATED SCHOOLS (A.S.)</th>
<th>Number of Players / Schools TOTAL</th>
<th>Objective Year 1 1%</th>
<th>Objective Year 2 3%</th>
<th>Objective Year 3 5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valencia CF - A.S.</td>
<td>26'000</td>
<td>780</td>
<td>1'500</td>
<td>2'600</td>
</tr>
<tr>
<td>Others</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Schools Players</td>
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<td>780</td>
<td>1'500</td>
<td>2'600</td>
</tr>
</tbody>
</table>

**MARKETS and OBJECTIVES - Starting 2021 plus 3 years-1-1**

<table>
<thead>
<tr>
<th>PROFESSIONAL CLUBS - FANS</th>
<th>Number of FANS WORLDWIDE</th>
<th>Objective Year 1 1%</th>
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<td>26'000'000</td>
<td>130'000</td>
<td>520'000</td>
<td>780'000</td>
</tr>
<tr>
<td>SV Werder B</td>
<td>18'000'000</td>
<td>45'000</td>
<td>110'000</td>
<td>250'000</td>
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</table>

**MARKETS and OBJECTIVES - Earnings**

<table>
<thead>
<tr>
<th>MARKETS and OBJECTIVES - Earnings 1.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>EARNINGS Clubs/Players 60€/Month</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>ITALY</td>
</tr>
<tr>
<td>7'561'901</td>
</tr>
<tr>
<td>UK</td>
</tr>
<tr>
<td>10'900'000</td>
</tr>
<tr>
<td>SPAIN</td>
</tr>
<tr>
<td>5'803'200</td>
</tr>
<tr>
<td>NETSCOUTERS FANS FEES 25€</td>
</tr>
<tr>
<td>839'066</td>
</tr>
<tr>
<td>NETSCOUTERS Players FEES 50€/Y</td>
</tr>
<tr>
<td>1'678'132</td>
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</table>

**MARKETS and OBJECTIVES - Earnings 1.1**

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### MARKETS and OBJECTIVES / I 1.0 - AMATEUR FOOTBALL WORLDWIDE - SPAIN

<table>
<thead>
<tr>
<th>MARKETS</th>
<th>Total Number of Amateur Players/Market</th>
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<tr>
<td>SPAIN</td>
<td>806'000</td>
<td>8'060</td>
<td>24'180</td>
<td>40'300</td>
</tr>
<tr>
<td>Total Amateur Players</td>
<td>806'000</td>
<td>8'060</td>
<td>24'180</td>
<td>40'300</td>
</tr>
<tr>
<td>ø Fans F5</td>
<td>4'030'000</td>
<td>40'300</td>
<td>120'900</td>
<td>201'500</td>
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</table>

### MARKETS and OBJECTIVES / I 1.1 - PROFESSIONAL CLUBS AFFILIATED SCHOOLS

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<td>2'600</td>
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<td>26'000</td>
<td>780</td>
<td>1'500</td>
<td>2'600</td>
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</table>

### MARKETS and OBJECTIVES / I 1.2 - PROFESSIONAL CLUB - VALENCIA CF

<table>
<thead>
<tr>
<th>PROFESSIONAL CLUBS - FANS</th>
<th>Number of FANS WORLDWIDE</th>
<th>Objective Year 1 1%</th>
<th>Objective Year 2 3%</th>
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<tbody>
<tr>
<td>FANS</td>
<td>26'000*000</td>
<td>130'000</td>
<td>520'000</td>
<td>780'000</td>
</tr>
<tr>
<td>Valencia CF</td>
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</table>

### MARKETS and OBJECTIVES - Earnings AMATEUR WORLD

<table>
<thead>
<tr>
<th>EARNINGS Clubs/Players 60€/Month</th>
<th>YEAR 1</th>
<th>YEAR 2</th>
<th>YEAR 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPAIN</td>
<td>5'803'200</td>
<td>17'409'600</td>
<td>29'016'000</td>
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<tr>
<td>NETSCOUTERS FANS FEES 25€</td>
<td>1'007'500</td>
<td>3'022'500</td>
<td>5'037'500</td>
</tr>
<tr>
<td>NETSCOUTERS Players FEES 50€/Y</td>
<td>96'720</td>
<td>5'034'396</td>
<td>8'390'660</td>
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### MARKETS and OBJECTIVES - Earnings A.S.

<table>
<thead>
<tr>
<th>EARNINGS A.S.</th>
<th>YEAR 1</th>
<th>YEAR 2</th>
<th>YEAR 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLAYERS 60€/Month</td>
<td>561'600</td>
<td>1'080'000</td>
<td>1'872'000</td>
</tr>
<tr>
<td>NS 50€/P/Y</td>
<td>39'000</td>
<td>75'000</td>
<td>130'000</td>
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A.S. Fans are partly the same as the fans of Valencia CF. The concept could also count on parents&friends fans of the players of the A.S. In order to consider them we would then calculate a ratio of 5 fans / player with corresponding new earnings for NS.

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<tr>
<th>EARNINGS Valencia CF</th>
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<th>YEAR 2</th>
<th>YEAR 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>FANS X 25€</td>
<td>3'250'000</td>
<td>13'000'000</td>
<td>19'500'000</td>
</tr>
<tr>
<td>Valencia CF 70%</td>
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<td>9'100'000</td>
<td>13'850'000</td>
</tr>
<tr>
<td>NETSCOUTERS30%</td>
<td>975'000</td>
<td>3'900'000</td>
<td>5'850'000</td>
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</table>
Using and Optimising Digital Advertising Communication
### Using and Optimising Digital Advertising Communication

#### MARKETS and OBJECTIVES - PROVIDERS DIGITAL ADVERTISING IN THE AMATEUR WORLD

<table>
<thead>
<tr>
<th>EARNINGS</th>
<th>YEAR 1 PLAYERS</th>
<th>Videos per Month</th>
<th>Nr of DigAds per Players-Video</th>
<th>Video per Year x12</th>
<th>Average DigAds Cost for Providers</th>
<th>Campaign Turnover</th>
<th>Players Pay Back 60/month</th>
<th>Rest1 (R1)</th>
<th>70% of R1 for FANS</th>
<th>30% of R1 for NS</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPAIN</td>
<td>8060</td>
<td>1</td>
<td>1</td>
<td>96'720</td>
<td>100</td>
<td>9'672'000</td>
<td>5'903'200</td>
<td>3'868'800</td>
<td>2'708'160</td>
<td>1'160'640</td>
</tr>
<tr>
<td></td>
<td>8060</td>
<td>1</td>
<td>2</td>
<td>193'440</td>
<td>100</td>
<td>19'344'000</td>
<td>5'903'200</td>
<td>3'868'800</td>
<td>9'478'560</td>
<td>4'062'240</td>
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<tr>
<td></td>
<td>8060</td>
<td>2</td>
<td>2</td>
<td>386'880</td>
<td>100</td>
<td>38'688'000</td>
<td>5'903'200</td>
<td>3'868'800</td>
<td>23'019'360</td>
<td>9'865'440</td>
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</table>

#### MARKETS and OBJECTIVES - PROVIDERS DIGITAL ADVERTISING - AFFILIATED SCHOOLS (PROFESSIONAL CLUBS)

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>VALENCIA CF</td>
<td>780</td>
<td>1</td>
<td>1</td>
<td>9'360</td>
<td>100</td>
<td>936'000</td>
<td>561'600</td>
<td>374'400</td>
<td>262'060</td>
<td>112'320</td>
</tr>
<tr>
<td></td>
<td>780</td>
<td>1</td>
<td>2</td>
<td>18'720</td>
<td>100</td>
<td>1'872'000</td>
<td>561'600</td>
<td>1'310'400</td>
<td>917'280</td>
<td>393'120</td>
</tr>
<tr>
<td></td>
<td>780</td>
<td>2</td>
<td>2</td>
<td>37'440</td>
<td>100</td>
<td>3'744'000</td>
<td>561'600</td>
<td>3'182'400</td>
<td>2'227'680</td>
<td>954'720</td>
</tr>
</tbody>
</table>
What Do I Want From My Ad?

Online advertisers goals generally fall into one of the following categories:

- Selling products or services
- Gathering leads
- Driving visitors to your site
- Increasing brand awareness

Each goal necessitates a different type of ad design and ad pricing model:

- If you want it to sell products then your ad should mention the products in your ad (and run CPA ads)
- If you want more leads you need to pique users interest enough to give you their details (and run CPL ads)
- If you want more visitors then you should tout the reasons why your site is good (and run CPC ads)
- If you just want Brand awareness you should make your ad highlight your logo, tagline and brand values (and run CPM ads).
One of the possible strategies: CPvM

CPvM Definition (Cost Per Thousand Viewed Impressions)

What Does CPvM Mean?

Also known as vCPM. CPvM advertising is where the CPvM price is the amount that gets paid when an ad is viewed 1,000 times.

Viewed is the significant word here, as at least 50% of an ad has to appear on a users screen for one second it to be paid for.

For example if you booked a campaign for 1,000,000 viewed impressions at a CPvM of £4 then for every 1,000 ads that were viewed you would pay £4, and in total you would owe £4,000.
5. Timing

What’s next
... we are soccer.

One Club
250 Players
2500 Fans
20 Providers

PILOT PROJECT

STEP 1
Financial Strategic Partner or/and Investor for the production of the pilot project:

INVESTOR 1
50'000 €

STEP 2
Financial Strategic Partner or/and Investor for the implementation of the project:

INVESTOR 1 or other INVESTORS
500’000 €

ROI and Exit Proposals for financial partners
Storyboard1: Exit and ROI
Loan paid back after 24 months - interest 5% p.a.
Storyboard2: After the Pilot realisation
Loan plus supplementary investment converted in NETSCOUTERS equity

PROOF on CONCEPT FEASIBILITY

Scaling the concept to the amateur football world, to the affiliated schools and to professional clubs
Costs for the initial implementation:
500’000 €

IMPLEMENTATION 1.0
AMATEUR FOOTBALL WORLDWIDE
Our Focus: Italy, UK and Spain

IMPLEMENTATION 1.1
PROFESSIONAL CLUBS
AFFILIATED SCHOOLS (Amateur Football World)

IMPLEMENTATION 1.2
PROFESSIONAL CLUBS
Monetise Fans Loyalty

NETSCOUTERS

We present to interested potential partners/investors the usual and confidential documents to facilitate the absolute comprehension of the NETSCOUTERS business idea and model.
**PILOT PROJECT TIMING**

### 2020

- **June**
  - Project Corporate Design and Look and Feel
  - App Dev Part1 - Pilot
  - Funding Part1 50K
- **July**
  - Platform/ Web/ Other devices
  - App Dev Part2
  - Start Pilot
- **August**
  - Others graphic issues
  - App Dev Part3
  - Pilot Realisation
- **September**
  - Structure Set up
  - App Dev Part4
  - Proofed Feasibility ✓
- **October**
  - Milestone 2
- **November**
  - Milestone 1
- **December**
  - Milestone 3
  - Milestone 4

### 2020-21

- **October**
  - Players Selection
  - Recruiting Fans
  - Recruiting Providers
  - Providers Negotiation
  - Providers Upload
  - Exceptional Issues
  - Setting Up
  - Tests and Adjustments
  - Players Video Production
  - Post Production
  - SPAIN - Amateur Clubs and Valencia CF
- **November**
  - January 21
  - February 21
  - March 21
  - …
- **December**
  - Funding Part2 500K
  - Presentation VCF 2
  - Kick Off Set up VCF
  - Presentation Others

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How to convince all parts that NETSCOUTERS is …

- the dreamed solution for the future of young players
- more passion and involvement for fans all over the world
- a unique new business platform for brands and providers
- a money machine
- ...
- hope after the Corona Pandemic

Proving that the complete mechanism is based on a win/win situation for all parts …

- best way to achieve this objective is to launch a pilot considering the complete process in a small size
THANK YOU VERY MUCH FOR YOUR TIME AND INTEREST

For further information or questions please feel free to contact:

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NETSCOUTERS  
... we are soccer.