



TheFutbolApp

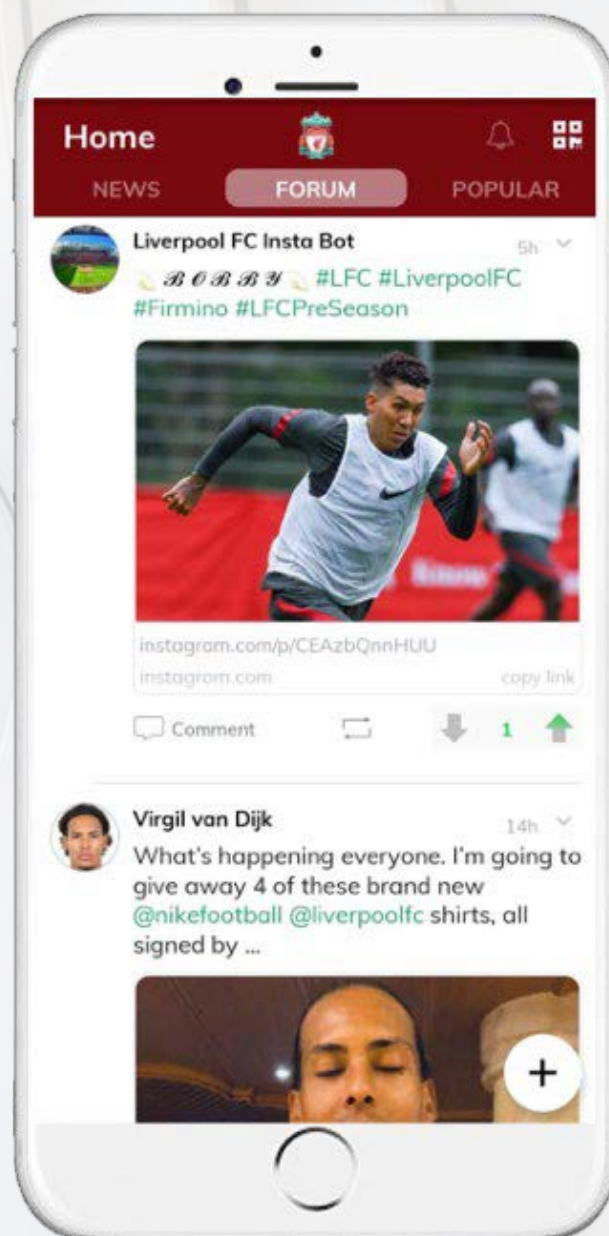
TFA

A gamified football
themed social ecosystem

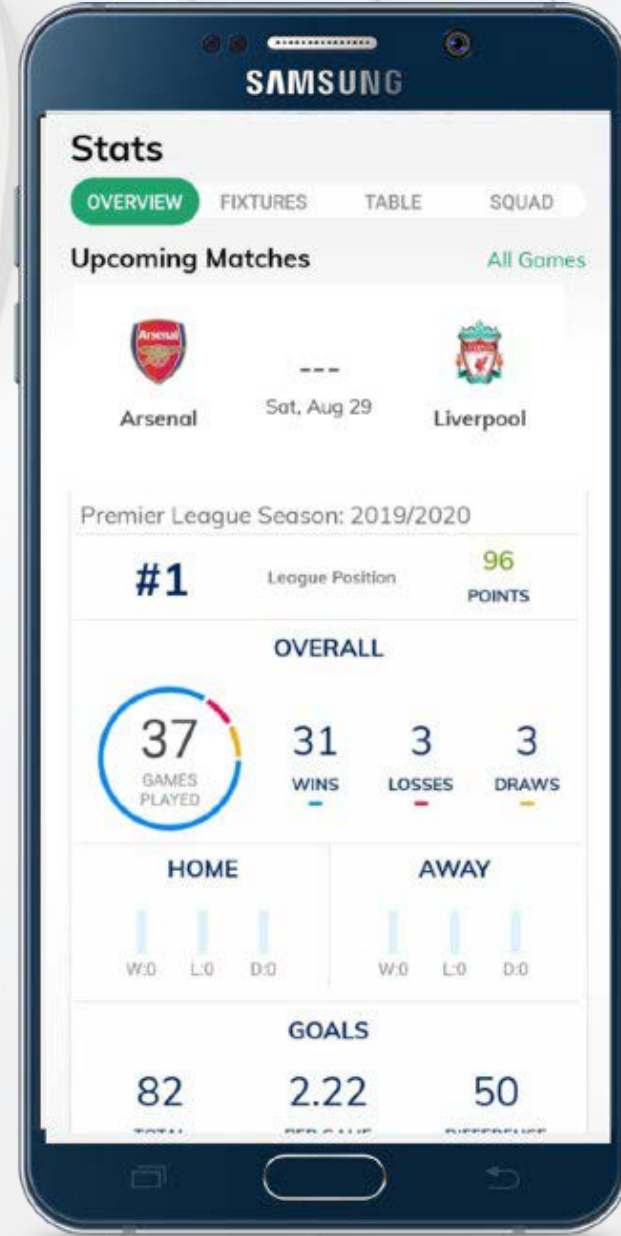
All popular app activities in one



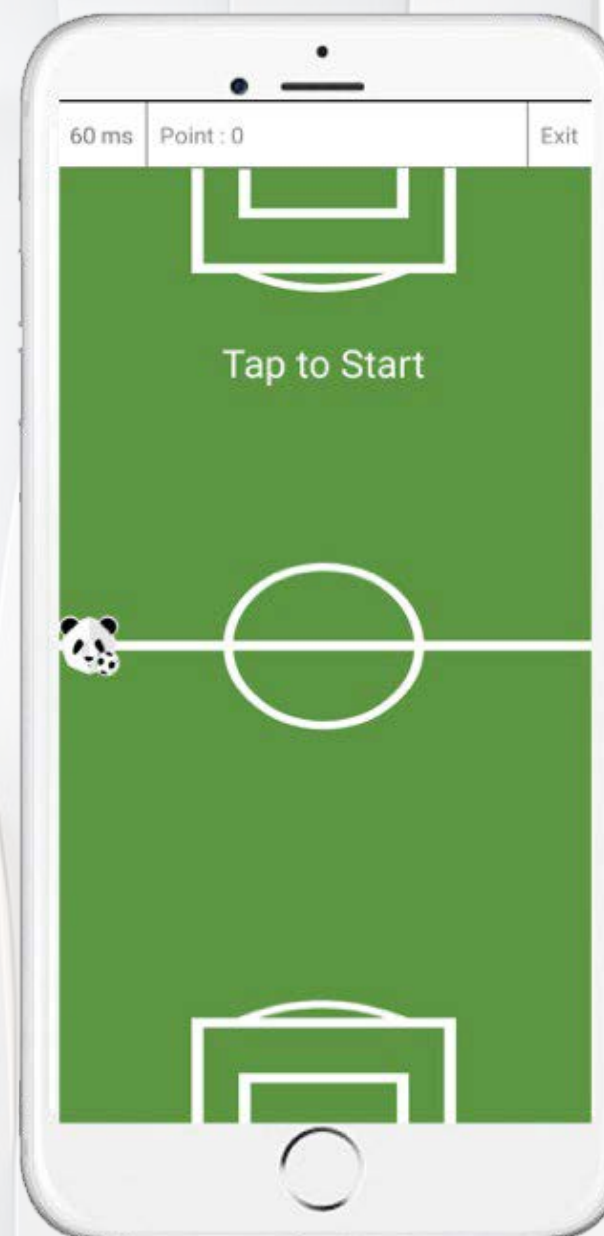
Social



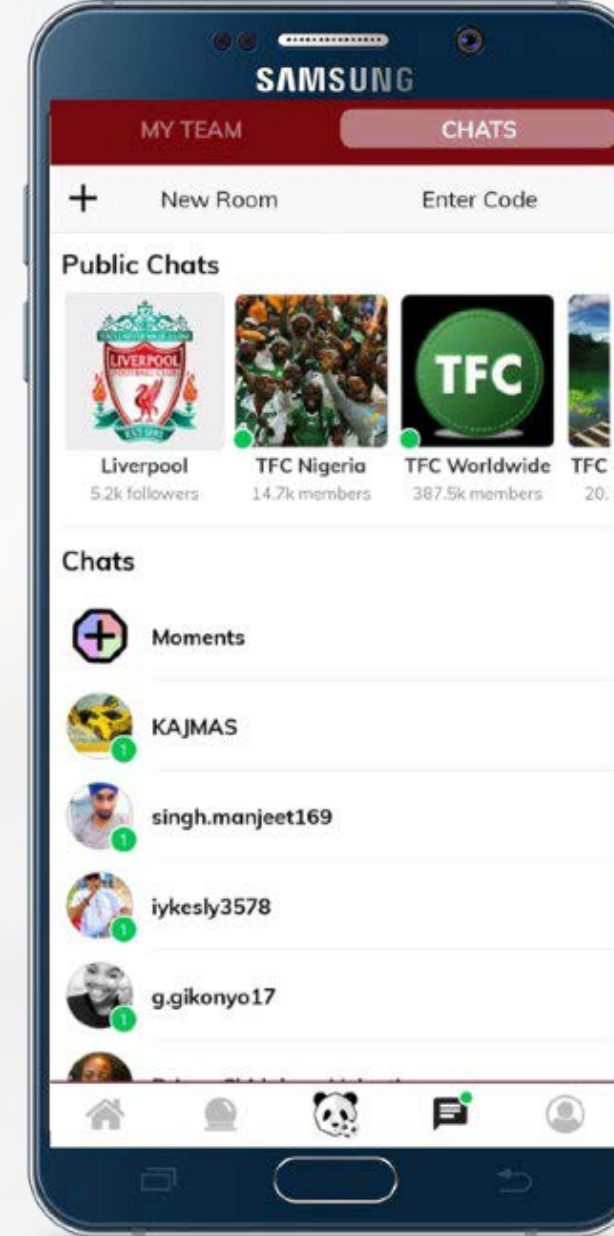
Content



Games



Chat



Just as iPhone combined the most popular mobile activities of phone, internet and music in one, **TheFutbolApp** combines the **most popular social app features in one football themed app.**

TheFutbolApp

TFA Today - February 2021

Launched in Cyprus September 2019

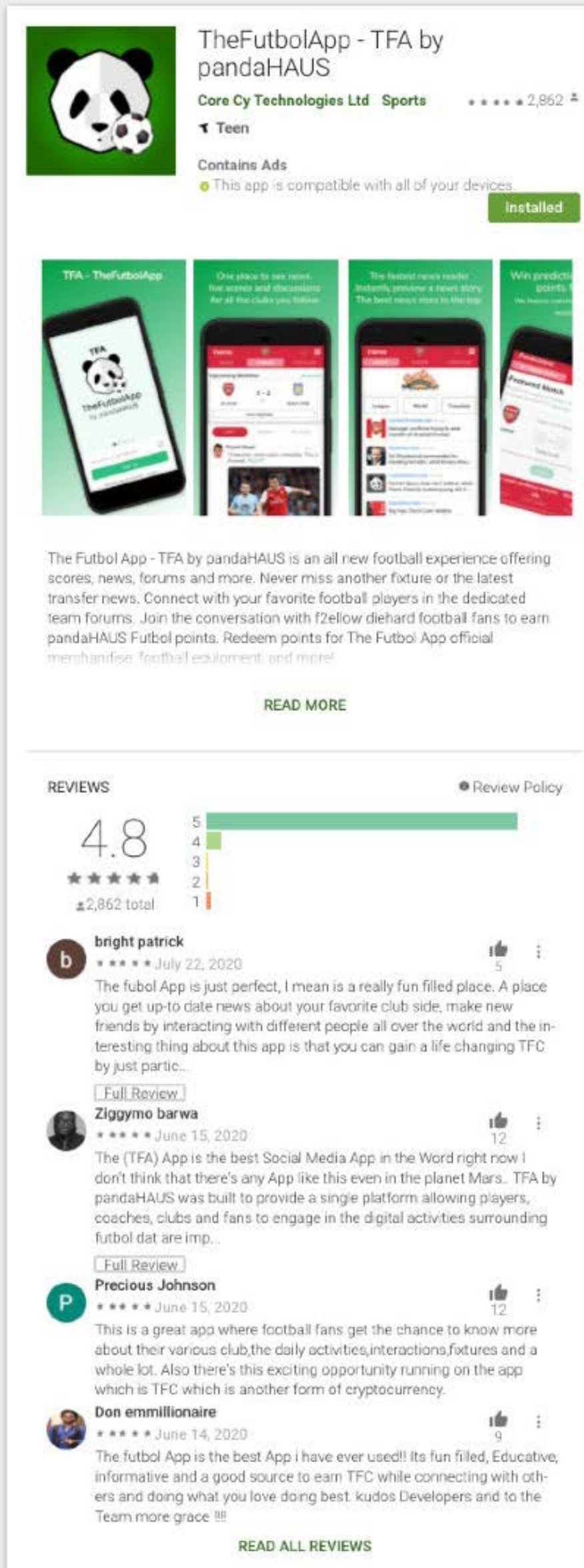
- 40,000+ users in Cyprus (5% of island uses TFA)
- 250,000 USD of ads served in Cyprus
- 300+ users upgraded for 9 USD per month
- 25% conversion rate (downloads to MAU)
- Steady 8% organic growth per month
- Active users spend 24 minutes per day in TFA

TFA User Reviews

- 4.8 stars out of 5 (*significantly higher rating than Instagram, Twitter, TikTok or Facebook*)
- 3,000 + reviews, many claiming its the best app in the Play store

4.8

TheFutbolApp is rated 4.8 out of 5 by a significant number of users - 3,000+ with rave written reviews



TheFutbolApp - TFA by pandaHAUS
Core Cy Technologies Ltd Sports ★★★★★ 2,862
Teen
Contains Ads
This app is compatible with all of your devices
Installed

The Futbol App - TFA by pandaHAUS is an all new football experience offering scores, news, forums and more. Never miss another fixture or the latest transfer news. Connect with your favorite football players in the dedicated team forums. Join the conversation with fellow diehard football fans to earn pandaHAUS Futbol points. Redeem points for The Futbol App official merchandise, football equipment, and more!

READ MORE

REVIEWS Review Policy

4.8
★★★★★
2,862 total

bright patrick
★★★★★ July 22, 2020
The futbol App is just perfect, I mean is a really fun filled place. A place you get up-to date news about your favorite club side, make new friends by interacting with different people all over the world and the interesting thing about this app is that you can gain a life changing TFC by just partic...

[Full Review](#)

Ziggymo barwa
★★★★★ June 15, 2020
The (TFA) App is the best Social Media App in the World right now I don't think that there's any App like this even in the planet Mars. TFA by pandaHAUS was built to provide a single platform allowing players, coaches, clubs and fans to engage in the digital activities surrounding futbol dat are imp...

[Full Review](#)

Precious Johnson
★★★★★ June 15, 2020
This is a great app where football fans get the chance to know more about their various club,the daily activities,interactions,fixtures and a whole lot. Also there's this exciting opportunity running on the app which is TFC which is another form of cryptocurrency.

Don emmillionaire
★★★★★ June 14, 2020
The futbol App is the best App i have ever used!! Its fun filled, Educative, informative and a good source to earn TFC while connecting with others and doing what you love doing best. kudos Developers and to the Team more grace !!!

READ ALL REVIEWS



TFA Monetization - Revenue models

Advertising (\$6 CPM and \$1.20 per click)

- Banner Ads and powerful Instagram style in-line targeted ads
- Unique targeted Direct Ad Messaging (3 cents per message)

Subscription (\$9 per month)

- Premium TFA Membership
 - Follow more than 3 Clubs
 - Priority support
 - Access special prediction contests
 - Earn 20% more points

TheFutbolApp has multiple proven sustainable revenue sources





Organic Pace of Growth

TFA is growing consistently for over 20 months now at 8% per month organically (users inviting other users). We expect to increase this number significantly with the launch of our more refined and tuned version of TFA in 3 months.

TFA Users	2021	2022	2023	2024	2025	2026	2027
At current 8% organic growth rate	71k	179k	451k	1.13 mln	2.84 mln	7.1 mln	17.9 mln
At 11% organic growth rate	94k	329k	1.15 mln	4 mln	14 mln	49 mln	171 mln
At 13% organic growth rate	112k	485k	2.1 mln	9.1 mln	39.4 mln	170 mln	736 mln
TFA value at 8% scenario with 171 USD per user (the value of each Twitter user)	12 mln	30 mln	77 mln	193 mln	485 mln	1.2 bln	3 bln

Assuming we do not accelerate the speed of growth with new launches in new geographies, and assuming our new version of TFA does not improve our 8% rate of growth, TFA would have a 3 billion dollar market cap by 2027 at the same value per user as Twitter.

TFA User Growth Acceleration Plan



Expansion/Acceleration via the same model successfully used in Cyprus (which resulted in 5% of population and hundreds of advertisers) in other countries.

- **Southern California/Mexico** targeting 35 million fans of 20,000 Clubs.
- **UK** targeting over 10 million fans of 2,000 Clubs at several levels.
- **Brazil** targeting over 40 million fans of 29,000 Clubs and over 2 million players.

We will significantly accelerate our speed of new user acquisition by launching with our proven model in new and larger football mad geographies.



TheFutbolApp

Costs and Method of Expansion

We spent 14,000 USD buying beer for people who downloaded the TFA app at Septemberfest in Cyprus. 7,000 users downloaded the app at the event and started inviting their friends. Within 60 days we had 30,000 users and that number has topped out in Cyprus at 42,000 (5% of the smartphone users on the island). That is a cost of 35 cents per download.

We will run similar event based promotions in other countries and we expect results at similar cost. The promotion is designed so that users must use the app and invite friends to qualify for free food and drink, electronically enforced by and delivered through TheFutbolApp.



Event based promotions where users earn coupons for food and drink accelerate our adoption in new geographies at a cost of 35 cents per download.



Barriers to Entry for Competitors

For New Initiatives: Building a “Facebook of sports” is no easy task. Facebook is 60 million lines of code and professionally producing 1 million lines of code costs 20-30 million USD. So it’s simply too time consuming and expensive for startups to credibly compete with Facebook. <https://www.killerstartups.com/startups-tools-andguides/the-next-facebook>. TFA fielded a Facebook level product due to exclusively licensed technology from Coreplatform. That technology was developed over 12 years. TheFutbolApp then was built on top of that layer with an additional three years of work by a very experienced 10 person development team.

For Existing Platforms: Both Facebook and Twitter are seeking to remake their platforms around interest based groups that will include sports. It will take them many years to redesign their products which are already running at scale. They also struggle with data privacy concerns and censorship issues which are affecting their brands. Young users are moving past these networks and are looking for new innovative platforms that share revenue.

It’s too time consuming and expensive for startups to credibly compete with Facebook. It will take many years for Facebook and Twitter to redesign their products around interest based groups that will include sports. Facebook and Twitter cannot overcome their now toxic brands.

Introducing TheFutbolCoin - TFC



TheFutbolCoin (TFC) is used in the TheFutbolApp (TFA) ecosystem to power the digital economy that it creates between businesses, users, players, clubs and advertisers.

A Stellar asset with fast transaction speeds and very low cost per transaction, TFC is seamlessly integrated with TFA and enables easy one touch transactions between all participants.

TFC importantly serves as a mechanism to share rewards with the users – something that no mainstream social network has done to date. Sharing rewards with users is a very good way to accelerate the growth of the network and gain free publicity.

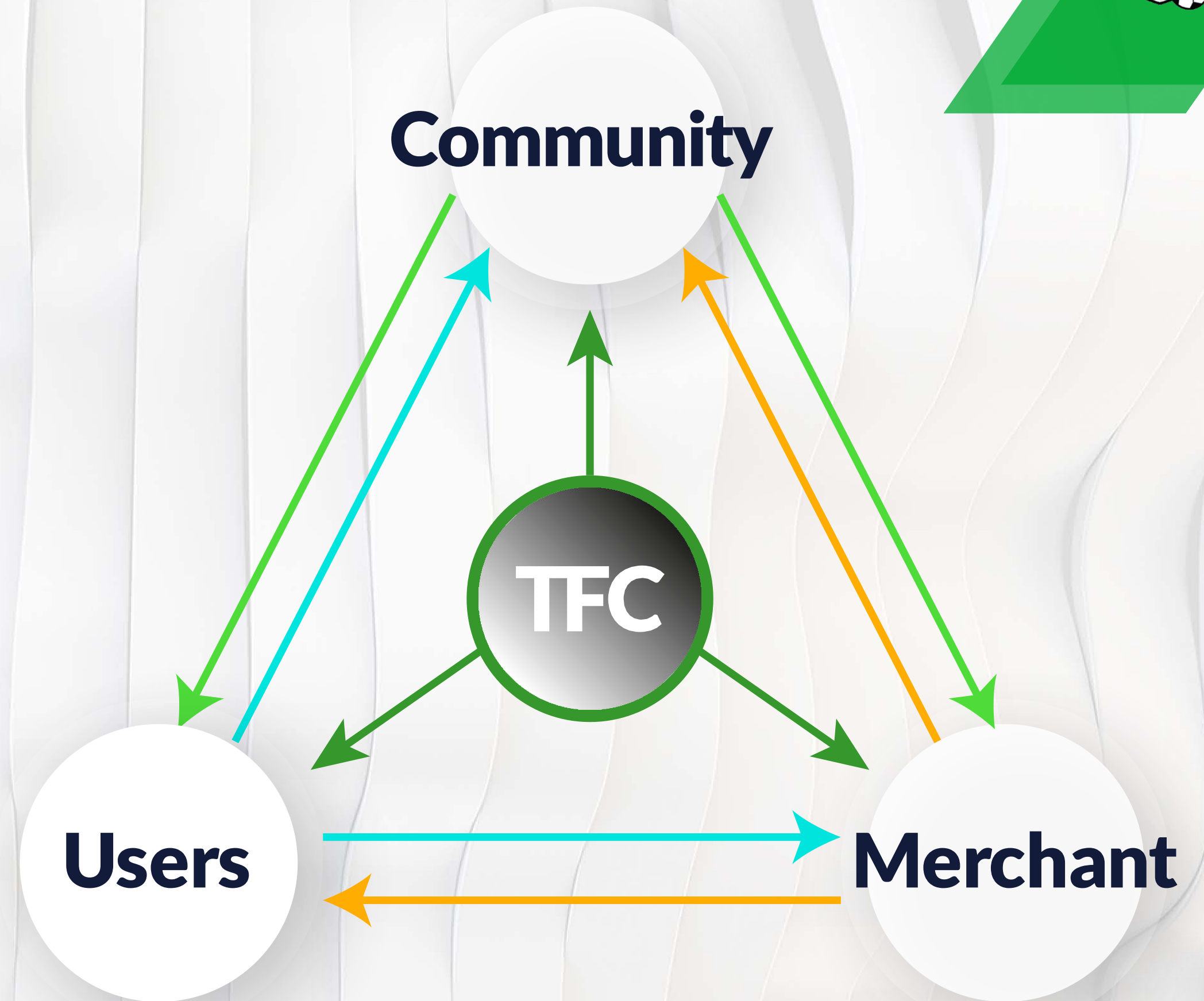
TheFutbolCoin (TFC) is the token implemented in TFA. It is the only way to run ads in TFA. TheFutbolCoin trades under the TFC symbol.





SOLUTION

TheFutbolApp (TFA) combines EVERYTHING you love about social networking, football and fun games. Users earn TFC within TFA and spend their TFC with merchants who accept it. Those merchants then spend the TFC they accepted on advertising within TFA.



Key people



Steve van Zutphen

FOUNDER

Steve is a lawyer, product designer, software executive and system architect active in software for 25 years.



George Kafkarkou

CO-FOUNDER

George is a 35+ year software executive veteran. He enjoyed several global executive roles at CA Technologies, a former F500 company, during his 29 year tenure.



Grigoris Yioutanis

FOUNDER

Grigoris is the technical lead on the TFA product, with expertise in Android and full stack engineering.

The key people for TFA have worked together for over a decade and have considerable experience in law, finance, technology, product design, marketing and teamwork

TFA



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