

THE FANS TOGETHER

WHITE PAPER



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CONTACT

Email - team@thefanstogogether.io

Facebook - facebook.com/TheFansTogether

Twitter - twitter.com/TheFansTogether

Instagram - instagram.com/thefanstogogether/

Discord - discord.gg/jHFCY2aGsv

Reddit - reddit.com/r/TheFansTogether/

Telegram - t.me/thefanstogogether

Donate - [Click here for donation links!](#)

Whitepaper Overview

From this whitepaper you can expect to learn who The Fans Together are and what we stand for. You will understand how we plan to implement our goals through various phases as we transition from our pre ICO (initial coin offering) NFT sale, to our ICO before purchasing and directing the ownership of our first sports club and beyond.

There are a multitude of problems in modern elite sport, many of which have occurred due to, or been amplified by, the increasing monetisation of the sport industry and its fans. Arguably, the sport which has been most clearly affected by this is football and this is where much of our initial attention will be directed.

The current overarching problem within football is the principles of professional football club owners. Elite football has become a billionaire's playground and many owners are treating their clubs as a new source of personal income, rather than the hub for fan communities which football clubs truly are. While this whitepaper will explore the issues of this style of ownership, particularly corporate ownership, there is no clearer example than the European Super League (ESL) proposals. The ESL proposals were fuelled by greed, a desire for unearned financial gains and underlined by a complete absence of understanding of football fans.

Football fans showed their outrage and used their mass influence to form a temporary solution to this problem, pressurising clubs to disband the ESL proposals. However, these owners and those akin are still present in sport and the threat of the ESL or alternative schemes continue to loom. Therefore, it is crucial to address these issues before it is too late. We, The Fans Together, believe sports club fan ownership is the solution and the blockchain provides the means.

This whitepaper will explore the current models of fan ownership, methods of fan engagement and the current market of sports interactions through the blockchain. We will explain both the strengths and weaknesses of these models, identifying aspects we can build upon or look to improve.

Finally, the whitepaper will examine governance, tokenomics and finances of The Fans Together as a DAO (Decentralised Autonomous Organisation). These sections will discuss how these will facilitate its operation as we navigate through the realms of cryptocurrency and sport.



Table of Contents

Introduction	8
Mission Statement	9
Who are The Fans Together?	10
The Fans Together Charter	12
Current Problem	13
European Super League	15
Corporate Ownership	19
Sportswashing	24
The Fight Back	25
Fan Owned Clubs	27
Historic Fan Ownership Projects	34
Roadmap	35
Our Approach To...	37
Using the Blockchain	40
Cryptocurrency Barrier to Entry	43
Fan Ownership	44
Fan Engagement	45
The Board	48
TFT Club Interactions	49
Member Interactions	51
Governance & Regulation	61
Jurisdiction	62
Sporting Bodies	63
Cryptocurrency Regulation	64
Ultimate Structure	65
Marketplace	66
Sport Related Blockchains	68
Sport Related NFTs	70
Case Studies	72




Table of Contents

Tokenomics	75
Tokenomics Explained...	76
Tokenomics Breakdown	77
Multisignature Policy	79
Finances	80
Expenditure	81
Expenditure Explained...	82
Revenue	83
Marketing	84
Marketing Overview	85
Marketing Strategy	86
Acquisition Strategy	87
First Club Purchase	88
TFT Football Pyramid	89
Subsequent Assets	90
Sport Diversification	91
The Team	92
The Team	93
Key Advisors	94
Affiliations	95
Glossary	96
Appendix	99
Donation Links	102



Introduction

Mission Statement	9
Who are The Fans Together	10
The Fans Together Charter	12



Mission Statement

Fan Ownership – To use the blockchain to give fans a stake in professional sports clubs and sports assets across the globe.

Fan Participation – To use the blockchain to give fans votes and interactivity with running the sports clubs and assets.

Who are The Fans Together

**We are every man, woman and child who loves sport.
We are the heartbeat of the game: The fans.**

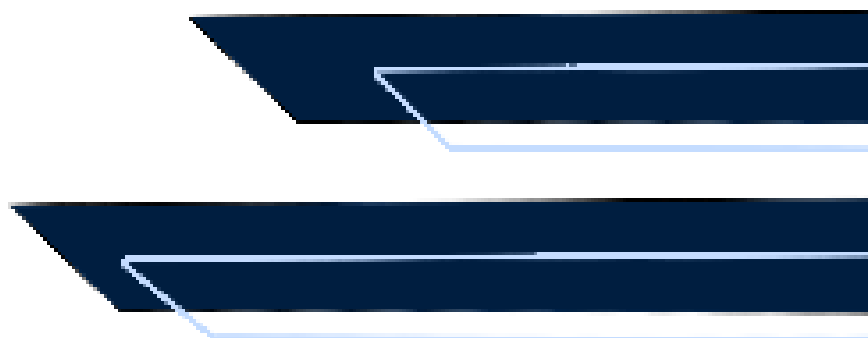
Global lockdowns gave us a new modern insight into the importance of sport. The insistence from many that it continued behind closed doors and be broadcast to millions of viewers in their homes, whilst the world managed through unprecedented challenges, proved its utter importance still in the modern day. People took strength from the sense of normality of these sporting events continuing and it helped many cope in isolation and in being separated from others.

The games were unattended for obvious reasons and so much the poorer for it. The lockdown matches confirmed the special place of fans in sport and their unique ability to 'make' an event. This is never more evident than watching the Champions League's football nights now that fans have returned to stadia across Europe.

What we know undoubtedly now is that sport matters but the sports have been reminded that fans matter just as much, it is a symbiotic relationship.

Our first focus in our acquisition strategy will be the game of football. In the UK particularly it has always been seen as a working man's game with crowds of tens of thousands attending matches as a social release and fans always felt they owned their club. A fan could hold their identity through their colours and their end of week match.

Monetization, schedule variations, saturation and alterations to ownership has distanced people from their clubs and augmented a feeling of disconnect and a lack of control. Your typical 1960's match attendee wouldn't recognise the game today.



Who are The Fans Together

In recent decades, media companies have taken sport and pushed the narrative of high-performing teams and individuals, emphasising highs and lows and painting pictures and stories of heroes and villains. None more so than Sky Sports in the UK, which gambled its existence to acquire the rights to create the TV platform for the fledgling Premier League. Rupert Murdoch cultivated the modern sport following by increasing exposure and providing unrivalled access to games, clubs, and moments such as manager press conferences, as well as an outlet to hang it all on through telling a story on Sky Sports' various channels and hefty reporting in The Sun's Sports pages.

During this time, the modern fan has witnessed the game being flooded with money (mostly theirs) while being excluded from club ownership and participation in the direction of their clubs' present and future. In the worst cases, clubs have gone bankrupt only to be resurrected in much lower leagues, or, in the case of Wimbledon FC, bought and relocated to a completely different town!

The Fans Together are the people who consume this media and these stories, the average Person who spends £300 a year on Sky TV, who bets on matches for fun, goes to some, none, or many games, buys a shirt, and chooses a team to support. There are millions of them in the UK alone, with many more millions in Europe and tens of millions more around the world.

**They are fed up and want their game back. They stand as
The Fans Together!**



The Fans Together Charter

Established 2021

Fan Ownership - We think supporters should be able to have a real stake in sports clubs, instead of distant and corporate ownership.

Fan Participation - We believe fans should have real decision-making power, as then the strongest influence is held by those with the most passion for the club.

Fan Engagement - We think sports clubs should have a responsibility to build a genuine, honest partnership with the fans to protect and develop the club and community.

Community Ethos - We believe sports clubs should understand they are part of a broader community and should contribute through community initiatives in charitable work and inclusivity.

Sporting Excellence – We think a culture of sporting excellence from youth teams to first team creates the perfect environment for success. We will empower clubs through excellence in coaching, support, equipment and preparation.

Youth Sports – We believe talent from academies both local and international must be developed and pathways to the first team provided.

Structuring - We think it is essential to deliver responsible and viable financial performance for the long-term prosperity of sports clubs and to build structures to protect it.

Fan Experience - We believe it is essential to make improvements to the matchday experience for all fans and stakeholders.

Equality - To ensure equality for all in terms of gender, race, sexuality and socio-economic status.





Current Problem

Overview	14
European Super League	15
Corporate Ownership	19
Sportswashing	24



Current Problem

Overview

Using football as an example, these are the problems with modern elite football:

- Fans are disenfranchised
- Football is expensive
- Clubs are losing their sense of community
- Owners are greedy - it's a billionaire's playground
- Sportswashing
- Poor governance
- The elite clubs are trying to form a closed shop

The European Super League
proposal is the
FINAL STRAW.



European Super League

On April 18th, 2021, the announcement of a breakaway European Super League (ESL), consisting of 12 of Europe's biggest football clubs, changed the dynamics of football forever.

Manchester United, Manchester City, Liverpool, Chelsea, Arsenal, and Tottenham Hotspur were the British clubs involved, dubbed the 'Big Six' by the media. It followed prior plans such as 'Project Big Picture,' which are ultimately about securing each club's status in an elite tier **without fear of relegation or promotion to upset their cartel.**

The elimination of league movement was a major factor in fans' strong opposition, as these plans shattered the traditional ideals of the British football pyramid. Many people believe that the Premier League is the best league in the world, and that the football pyramid in the UK is crucial to its success. Any club at any level of the pyramid can dream of reaching the top. There have been numerous success stories of clubs that have risen through the football league ranks to take their place at the top table. The USA's system makes this impossible, as promotion and relegation do not take place, and the league suffers as a result.

The USA is particularly relevant in this case as three of the Premier League clubs involved in the ESL (Manchester United, Liverpool and Arsenal) have American owners. These owners believed the ESL could offer their clubs more financial security and a USA style of permanent league membership. It would have removed their fears of potential relegation or the pressures of having to qualify for European competitions each season for better financial reward.

However, this goes against the ideals of the British football pyramid as this would be exclusivity for the richest clubs in Europe and not a position awarded through any earned means. The final league standings of the 2020/21 Premier League season demonstrated this, with Leicester City and West Ham United, two unfashionable clubs, finishing 5th and 6th, respectively. Tottenham and Arsenal finished 7th and 8th, respectively, with Arsenal failing to qualify for any European competition. Despite this, the proposals would have allowed them to join the elite European competitions ahead of the higher-placed clubs.

The playing field is not level.

European Super League

Fan Influence Derails Plans

Following the introduction of the European Super League, there were widespread objections. Fans gathered outside the stadiums with banners and signs expressing their displeasure with the ESL and the club owners involved. The plans swiftly fell apart when Premier League clubs began to withdraw their stakes one by one, culminating in a unified statement declaring the end for the British clubs. Clubs from other countries soon followed as AC Milan, Inter Milan and Atletico Madrid also withdrew. Fans were able to significantly derail the proposal within just 72 hours by coming together.

Fans showed that they still possess a huge influence in football, even now that it's a multi-billion-dollar industry. Many fans don't want that influence to end with the breakdown of the ESL. They want to keep pushing for more involvement and participation in their clubs to prevent an event like this happening in the future. This is the reason The Fans Together was born.



FOOTBALL AT WAR

English game's giants want to start European Super League next year ++ Furious Premier League won't sanction move - so shameless fix must back down or break away

COLLECT DOUBLE TICKETS FOR THE SLIP BY MAX, AND BOTTAS A SLAP BY RUSSELL

THE Big Six of English football have signed letters of intent to join a new European Super League, due to start next year with the Premier League including in a rowing, a move - Arsenal, Liverpool, Chelsea, Manchester City, Manchester United, Tottenham Hotspur and Newcastle United have all agreed to be part of it. The move would mean the end of the Premier League, which would be replaced by a new league, the Super League, which would be run by the clubs themselves.

By MARTIN SAMUEL and MIKE KEEGAN
The plan is to replace the league in October 2021 with a new league, the Super League, which would be run by the clubs themselves. The move would mean the end of the Premier League, which would be replaced by a new league, the Super League, which would be run by the clubs themselves.

SPORT

TASTIC ES REACH UP FINAL



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CIVIL WAR

ENGLAND'S 'BIG SIX' PLANNING TO JOIN EUROPEAN SUPER LEAGUE

UEFA, PREMIER LEAGUE A THREATEN MEMEL CLUBS WITH



SUPERLIGA

MARCO

EL PROYECTO LIDERADO POR FLOREN

SÚPER R

De Bruyne injury fee

DAI

10M FULLY VACCINATED ...as death toll falls to FOUR

Clue that proves Kate lives on

PM and Prince William back fans in condemning football Super League

SHAMEFUL 'THEFT' OF OUR NATIONAL SPORT






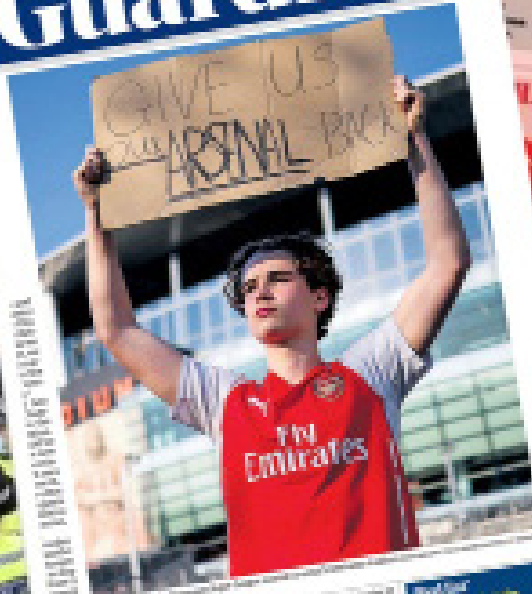
La Gazzetta dello Sport

NO PÉREZ FRACASA EN 48 HORAS

INDÍCULO

... Liverpool, Chelsea, Manchester y Arsenal abandonan el club. Además, el Barça...

A large crowd of people is gathered in a city square, likely in London. In the foreground, a large banner is visible with the words "NOT BRITISH" and "FOR SALE" written on it. Several police officers in high-visibility jackets are seen in the foreground, facing the crowd. In the background, a sign on a building reads "Brunner 100" and "New Museum". The scene appears to be a protest or a large public gathering.


NADAL, A SACARSE[illegible]

ARE YOU TRYING TO KILL US BOTH?

ARE YOU TRYING TO KILL US BOTH?
EUROPEAN SUPER LEAGUE
 The 24-year-old player...
 ...the 24-year-old player...
 ...the 24-year-old player...

EUROPEAN SUPER LEAGUE SPARKS CIVIL WAR

CRIMINAL ACT

EUROPEAN SUPER LEAGUE
 The 24-year-old player...
 ...the 24-year-old player...
 ...the 24-year-old player...

CRIMINAL ACT AGAINST FANS

● Neville brands Big Six clubs and disgraceful

● Calls for rebels to be relegated from Premier League

● Neville brands Big Six
risky and disgraceful

● Calls for rebels to be relegated from 'terrorists'

**Hamilton sbaglia, vince Max
E Imola ritrova la Ferrari**

**IL CASO TUTTI CONTRO IL PROGETTO DI 12 CLUB EUROPEI
TRA LORO ANCHE JUVE, INTER E MILAN. ED È RUSSO**

SUPERLEGA
SUPER N

**Alfa, Federazione e i
chi partecipa il fuori
Cassa da noi militari
Piero Massimo, l'altro
nono contrattato il piano
L'altro contrattato il piano**



DATA

JUVI

**Pirlo è il
Torta l'anno**



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European Super League

Current Situation

Following the withdrawal of nine clubs, Real Madrid, Barcelona and Juventus maintained their stance of intent for forming a European Super League. Real Madrid President, Florentino Perez, insists that some form of European Super League will be created, and the clubs could not just leave their 'binding contracts'.

On September 28th, 2021, UEFA announced that disciplinary action against the three remaining clubs had been postponed, while court proceedings take place. They also declared they would not yet be collecting the repercussion payments agreed upon with the nine clubs which withdrew their intent.

While UEFA maintains they are in a strong position to win the legal case, the power struggle continues and suggests the threat of a European Super League in the future has not gone away.

The European Super League
is still alive.



Corporate Ownership

Overview

The European Super League proposals are the result of greed, primarily due to football's extreme commercialism. Football, as a multibillion-dollar industry, attracts a diverse group of businesspeople with a variety of interests. Some people view football clubs solely as a means of making money, while others have the club's best interests at heart. When football clubs are ran by corporate owners there are common problems which can occur:

- Obligation to produce returns for shareholders
- Individual greed
- Ignorance to the differences between running a traditional business and running a football club
- Poor governance
- Lack of fan engagement

The shift to corporate ownership and structure in sport is widespread. The examples in the following pages, including that of Manchester United, represent an easily identifiable story for all to follow. In their case it reveals billions of dollars being removed from sport in the name of a corporate leveraged buyout.

Clothing and shoe companies have, of course, partnered with sports for decades to sell equipment, which is an essential component of the sport and required at all levels. However, beyond functional considerations, they have become much more focused on brand identity and lifestyle associations over the last decade. Their purchase of association with sporting success has allowed them to create a larger range of high-end products with higher margins. From the NBA to the J League, from the IPL to La Liga, businesses have rushed to get involved as access to watching sport has become a blockbuster business. This has led to other brands partnering with sports to sell everything from cars to insurance to computer games, and in the case of Rwanda, even their country!

Consider the Premier League in the United Kingdom, the introduction of Sky TV, and the annual sums paid to televise their games. Football has been engulfed by the corporate monster, which is wringing every penny out of it and the fans. We are not claiming that this will or can be stopped, but we do believe that it is doing the fan a disservice. TFT's fightback is aimed at asset stripping and revenue-draining corporations who have shareholders and corporate sponsors to appease.

Corporate Ownership

How can we measure this in real terms?

Think Fan Engagement's (TFE) Fan Engagement Index (FEI) highlights the poor job clubs are doing in general keeping fans involved and aware of how their club is being ran. Using the index we can see the majority of fan owned clubs near the top of the table while clubs with corporate ownership are closer to the bottom.

In the Fan Engagement Index, English football clubs are given a score out of 240 with 80 points available in three key assessment areas:

Dialogue - two-way communication between the clubs and their fanbase and supporter's trust.

Governance - the institutional underpinning of the dialogue, for example a Supporters Charter.

Transparency - what is published in relation to the dialogue, for example agendas, reports and minutes of meetings.

The FEI measures each of the 92 English Football League clubs against these criteria. The 2019-20 FEI shows that Premier League Clubs are underperforming with the best being family owned Norwich City (at 10th), family owned Leicester City (at 11th) and Everton (at 13th) with Everton only achieving a score of 50% (120/240). The "Big Six" clubs were all in the bottom half of the table.

View the 2019-20 Fan Engagement Index here - fanengagement.net/fan-engagement-index/

This version of the FEI was compiled on data from the 2019-20 football season, which is before the European Super League Proposals were announced. Therefore, we can assume that fans will feel even more disengaged now, especially fans of the "Big Six" clubs. A prime example of this would be Manchester United.



Corporate Ownership Metrics

Manchester United

Manchester United placed 59th in the 2019-20 FEI with a score of just 27% (65/240). The Glazer family purchased the club in 2005 and now owns it. Manchester United fans staged massive protests during the takeover process and have repeatedly expressed their dissatisfaction with the club's ownership. The initial protests were based on the method of takeover and interests of the Glazer family because it was a leveraged buyout. This means that *"the Glazers would not put a cent into United, but would want fortunes out. The family was borrowing most of the money – £525m, some at eye-watering interest, from the bank JP Morgan – then they would make the club and its supporters pay the debt off and provide a luxury living."* (www.theguardian.com/football/blog/2021/may/03/manchester-united-fans-glazer-family-club-debt-premier-league)

The key aspect which continues to upset Manchester United fans and highlights the problem with corporate ownership is that the Glazers have *"drained out of United more than £1bn in interest, costs, fees and dividends since 2005"* (www.theguardian.com/football/2018/oct/04/glazers-manchester-united).

Manchester United experienced on the pitch success during the early years of the Glazer family's reign but this can be largely attributed to the qualities of then Manchester United manager, Sir Alex Ferguson. United have not won the Premier League since the 2012-13 season, Sir Alex Ferguson's last season as their manager. Subsequently, the Glazer family have been unable to employ the right personnel to facilitate footballing success, while simultaneously taking money out of the club to pay various loans. They have leaned into their traditional business past for their employment processes with Ed Woodward, an accountant from JP Morgan who structured the initial takeover, becoming Executive Vice-Chairman in 2013.

Manchester United fans have been vocal about their dissatisfaction with Ed Woodward. He has not been able to direct the on-pitch success for which he was hired. Many believe this is due to his lack of football knowledge and inability to restructure the club in such a way that individuals with the necessary knowledge are placed in the appropriate executive positions. This is attributable to the Glazer family's decisions, which highlight the disconnect between them, the footballing world, and its most important component - **the fans**.

Corporate Ownership Metrics

Corporate ownership at the highest levels has been shown to have low levels of fan engagement. That isn't to say that lower-league clubs are necessarily better or immune to the dangers of corporate ownership; fan disengagement is a problem at all levels of the English Football League. To illustrate, both the lowest scoring club, Swindon Town (score of 4.17%, 10/240) and the highest scoring club, Exeter City (score of 81%, 195/240) are currently in English Football League Two.

Swindon Town's ownership changed in July 2021, as Lee Power was ordered to sell his 85% ownership stake, following months of financial trouble and the looming threat of administration. One Swindon Town fan wrote an article in May 2021 amid news of a potential ownership change, which summarised Lee Power's intentions as a football club owner. *"For years now, Power has made no secret of his intentions as the owner of our club. As a 'businessman', he openly sees his ownership as a way of making money for himself"* (truststfc.tv/why-i-was-wrong-about-lee-power/).

In stark contrast, Exeter City are an example of a fan owned club who are doing an excellent job with their fan engagement (see [page 32](#) for further details).

However, even Exeter are not perfect and there is still room for improvement across all clubs. This is highlighted by Everton's 50% score of 120/240 achieving as high as 13th place. A 50% success rate should not be deemed acceptable.

Clubs must do better.



Sportswashing

What is sportswashing?

"In short, the term is used when an individual, group, corporation, or nation-state uses sport to improve its reputation and public image. At nation-state level, it is generally used to direct attention away from a poor human rights record." (www.nationalworld.com/sport/football/what-is-sportswashing-definition-of-the-sports-term-amid-newcastle-united-takeover-3414209)

History of sportswashing

Although the term sportswashing is new, the concept has been around for a long time. The 1934 FIFA World Cup, which was held in Mussolini's Italy, was one of the earliest examples in football. The 1936 Olympic Games, which were held in Nazi Germany, became one of the most famous examples. Despite the Nazis' use of propaganda to portray Germany as a strong, united, and reforming nation, there were multiple boycott campaigns that year, all of which were unsuccessful.

Modern sportswashing

In the modern era, sportswashing still occurs and it is often facilitated through significant financial means. Some recent examples include the 2018 FIFA World Cup held in Russia and the upcoming 2022 FIFA World Cup in Qatar. Another approach to sportswashing is through sponsorship. One of the biggest examples of this is Arsenal's shirt sponsors, Visit Rwanda. The Rwandan President, Paul Kagame, is a big Arsenal fan and frequently shares his personal views of club matters through his social media presence. Kagame insists that the deal was made to benefit Rwanda's tourism industry but others believe *"the deal is an example of an autocrat who runs one of the poorest countries in the world indulging a private passion while subsidising one of the richest clubs in world football."* (www.theguardian.com/world/2018/may/29/rwandas-30m-arsenal-sponsorship-divides-opinion)

There are also multiple cases of football club ownership being used for sportswashing. For example, the Abu Dhabi ownership of Manchester City, Qatar Sports Investments purchasing PSG and most recently the Newcastle takeover by Saudi Arabia's Public Investment Fund (PIF). These investments all come from geographic areas with poor human rights records and many people believe their football club ownership is being used to deter attention and improve their public image.



The Fight Back

Fan Owned Clubs	27
Historic Fan Ownership Projects	34



The Fight Back

The fight back against corporate ownership is fragmented. There are several current and historic models used to implement fan ownership and participation in sports clubs. This section of the whitepaper looks at these models and evaluates the advantages and disadvantages of them in terms of fan influence, sporting success and financial sustainability.

You will learn how the Bundesliga's '50+1 rule' affects internal domestic competition as well as their ability to compete at the highest levels of European competitions in our analysis of the '50+1 rule.' We will also look at how the '50+1 rule' of fan ownership affects Bayern Munich, the Bundesliga's most successful club.

We will address some of the existing preconceptions about Socio club ownership in Spain, which often stem from the more well-known Real Madrid and Barcelona presidential dramas. Following that, we will look at Athletic Club Bilbao as an example of how this fan ownership model can help clubs thrive if the right relationship is formed with the fans.

Finally, examples of fan ownership in the United Kingdom will be discussed in this section. It will cover the history of 'MyFootballClub' and its ownership of Ebbsfleet United, as well as how fan ownership transformed AFC Wimbledon and Exeter City following previous owners' failures.

Fan Owned Clubs

Bundesliga '50+1 Rule'

What is the '50+1 rule'?

The 50+1 rule is a term used to refer to a clause in the regulations of the German Football League. It states that a club must hold more than 50% of its own voting rights, in order to play in the Bundesliga. This means the club's members, the fans, retain a majority ownership stake.

When was the '50+1 rule' introduced?

Before 1998, German football clubs were exclusively owned by members' associations and ran as non-profit organisations, not allowing private ownership. In October 1998, a ruling was introduced allowing clubs to become public or private limited companies. Additionally, the clause was added which required the club members to maintain at least 50% plus one share of the football club.

Why was the '50+1 rule' introduced?

The clause was added to safeguard German clubs against the motives of private investors. The club members maintaining the majority voting rights ensures private investors are unable to push through measures which prioritise profit over the supporters' wishes. It also provides financial security as fewer risks are taken.

German fans are protected by the
German Football Association (DFB).



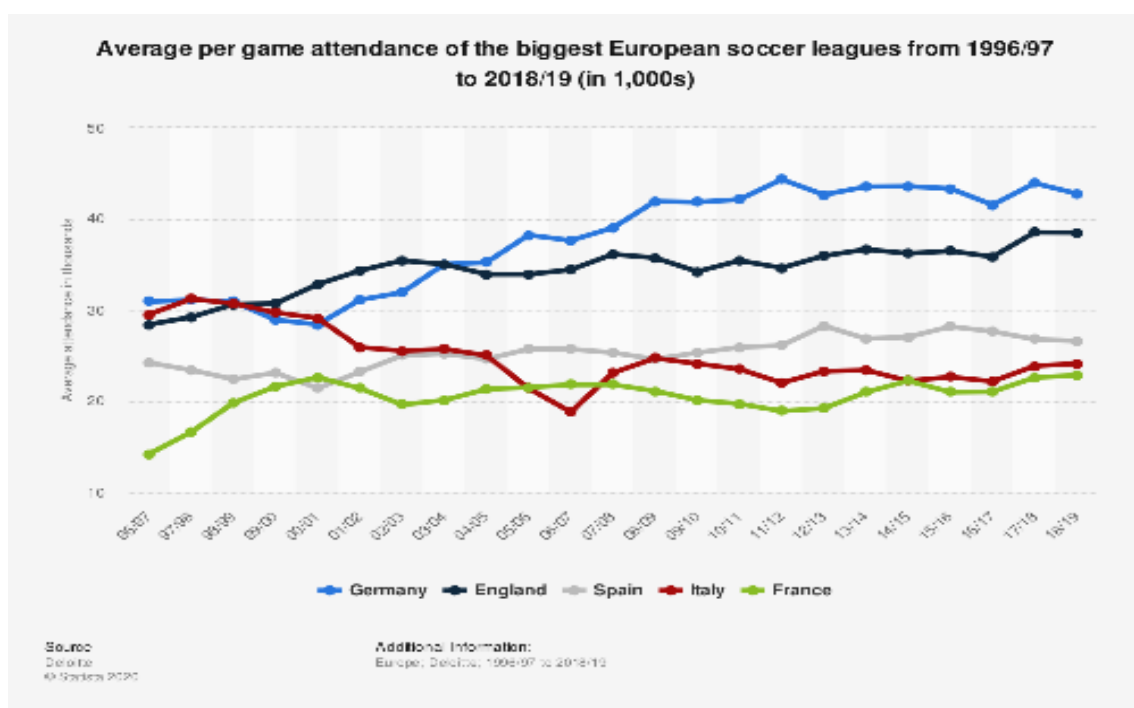
Bundesliga '50+1 Rule'

How does it affect the league?

Critics of the '50+1 rule' argue that this model makes the Bundesliga less competitive and weaker as a whole. Bayern Munich have achieved huge levels of domestic dominance over the past two decades. It is argued that the ruling prevents clubs without the same level of history from receiving significant private investment and being able to compete financially with a club of Bayern's stature.

This is reflected by the UEFA association coefficient ranking (www.uefa.com/nationalassociations/uefarankings/country/#/yr/2021) which places Germany fourth, slightly behind Italy but significantly behind England and Spain. It suggests that the gap between Bayern Munich, who have seen European success, and other Bundesliga clubs is shown on more than just the domestic level. However, Germany are still above France in the UEFA association coefficient ranking, where multiple clubs have received major private investment over the past decade, including AS Monaco and PSG.

Another important aspect is the sustainability of clubs within Germany. The ruling was introduced to safeguard clubs from private ownership with motives which conflict with those of the fans and it has been largely successful in doing so. The Bundesliga consistently boasts some of the highest average attendances across Europe, with affordable ticket prices included. Subsequently, football fans from other countries often use Germany as an example of how fan engaged football clubs should be ran.



Bundesliga '50+1 Rule'

Bayern Munich

Bayern Munich are the most successful club under this model, domestically and internationally. Bayern have been a giant of German football since the formation of the Bundesliga in the 1960s. They have 67 domestic honours alongside 14 international honours, making them the most successful German football club ever.

Bayern have experienced continued success on both domestic and international levels using the '50+1' ownership model. Since October 1998, when the '50+1 rule' was introduced, a total of 39 of their domestic honours and 8 of their international honours have been won. This suggests that the ownership model has greatly helped the club, increasing their success rate exponentially.

Furthermore, the ownership model has not held Bayern back at an international level, despite competing against clubs backed by billionaire private owners. UEFA's club coefficient ranking is a measure used by UEFA to "*determine the seeding for each club in all UEFA competition draws*" (www.uefa.com/memberassociations/uefarankings/club/about/). The coefficients are based on results in the UEFA Champions League, UEFA Europa League and UEFA Conference League, over the past five seasons. Bayern Munich are currently the highest ranked club, above Manchester City and Liverpool. Over the past ten seasons, only Real Madrid have more coefficient points.

Notably, despite Bayern Munich being the most successful European club in recent seasons, the European Super League proposals did not include Bayern Munich or any other German club. This is likely due to the '50+1 rule' ensuring a proposal like this would never receive the approval of German football fans and therefore German clubs.

Strengths:

- Clubs are safeguarded from the short-term profit incentives of private investors
- Highest average attendances across Europe
- Fans have power to prevent initiatives like the European Super League

Weaknesses:

- League is less competitive
- Most German clubs struggle to compete at the highest levels of European competition
- German clubs cannot compete financially with international, privately owned clubs

Fan Owned Clubs

Socio Club Ownership in Spain

Socio club ownership comes with many preconceptions. Those aware of the premise would often associate the ownership model with Real Madrid and Barcelona. Specifically, the aspect which grants ultimate power of the club, to their club presidents. In actuality, the 'Socios' are the club members which own the club and the president represents them.

Fans who apply to become Socios must meet a variety of eligibility requirements and pay an annual membership fee in exchange for some decision-making power. The ability to vote for club board members and the club president is their primary source of power. As a result, it is in the president's best interests to align with the wishes of the fans, but they have the final say on decisions.

There can be very little direction from fans once a candidate is appointed. We would point to Florentino Perez's reign as president of Real Madrid as an example of how this position can resemble a dictatorship rather than a fan-led democracy. Becoming a Socio is a difficult process that necessitates the assistance of existing Socios, providing a form of exclusivity. This exclusivity is extended even further for potential presidential candidates, as eligibility requirements become more stringent and substantial financial backing is required. Subsequently, the presidential elections (held every four years) are frequently extremely one-sided, emphasising the power of the leading candidate. This can lead to decisions like the formation of a European Super League, spearheaded by Florentino Perez, despite the fact that it does not align with the interests of many football fans.

Alongside Real Madrid and Barcelona, two other Spanish clubs use the Socio ownership model. These clubs are CA Osasuna and Athletic Club Bilbao. Athletic Club Bilbao are a particularly special case due to their core philosophy which has guided them as a club throughout their history. Any player to ever play for Bilbao was born and/or raised in the Basque Country.



Socio Club Ownership in Spain

Athletic Club Bilbao

Athletic Club Bilbao's philosophy provides a unique challenge for the club and its president. The current president, Aitor Elizegi, has prioritised the relationship between the Socios and himself. He has opened more communication channels and opportunities for the Socios to be heard. He also designated the footballing procedures to the club's Sporting Director rather than attempting to control everything. These were the basis of his election promises and he has mostly delivered on what the fans wanted.

Athletic Club Bilbao is reliant on this positive relationship with the fans because their club philosophy presents unique challenges. Fans must keep their expectations in check and accept that there will be times when simply remaining in the top flight will suffice. The club have miraculously achieved this throughout their 119-year history, being one of just three clubs (Real Madrid and Barcelona are the others) to have never been relegated. This has been accomplished thanks to the fans' support and strategic investments in their youth facilities and surrounding community.

Athletic Club Bilbao is rightfully regarded as a unique club, with many young Basque players aspiring to be a part of it. In exchange, the club will devote the majority of its resources and revenue to the development of these young players. Other clubs from all over the world frequently visit and learn from Athletic Club Bilbao's youth development system. It has taken long-term, consistent investment from the club generated revenue and more care for their youth than is often seen in academy systems, but it has allowed the club to thrive under their unique ownership model and philosophy.

Strengths:

- The Socios own the club and have some influence on decision making
- There is potential for a strong relationship between the fans and the club when fostered effectively

Weaknesses:

- The Socios are excluded from decision making, except electing the board and president
- Socio membership has very restrictive eligibility standards
- Once elected the president is relatively unaccountable to the Socios

Fan Owned Clubs

UK - AFC Wimbledon

AFC Wimbledon have been the highest league ranked fan owned club in England since 2016. They are also one of the most well-known and associated with fan ownership, following the circumstances which led to their formation. In 2002, the FA allowed the original Wimbledon FC to relocate to Milton Keynes (and subsequently become Milton Keynes Dons in 2004). Many Wimbledon FC fans strongly opposed moving the club so a group of them joined together to form AFC Wimbledon.

The club entered the British football pyramid in the ninth tier. In their first 13 seasons they won promotion on six occasions and have been competing in the EFL League One since 2016. While further promotion aspirations are yet to be fulfilled, AFC Wimbledon were able to complete their long-term goal of returning to Plough Lane (Wimbledon FC's original stadium location), in November 2020. Furthermore, they achieved their first league victory over MK Dons in March 2017, a significant moment for all fan owned clubs.

The fans who majority own AFC Wimbledon are a supporters' trust known as The Dons Trust. The Trust is a not-for-profit organisation, which provides members the opportunity to control the future of the club. Their focus is *"safeguarding a strong voice for supporters in the decision-making process at the club, and maintaining strong links between the club and the community of Wimbledon"* (www.afcwimbledon.co.uk/dons-trust/).



Following the pandemic, these supporters were finally able to join the players at Plough Lane for the first time, in May 2021 (pictured above, www.standard.co.uk/sport/football/afc-wimbledon-plough-lane-fans-return-b935935.html).

Fan Owned Clubs

UK - Exeter City

Exeter City F.C. has been fan-owned since 2003, when the Exeter City Supporters' Trust became majority shareholders, buying the shares with a cheque for £20,000.

The Supporters' Trust took over the club during a period of turmoil, and its first priority was to restore financial stability to the club, which was £4.5 million in debt. The club then reached an agreement with its creditors to form a company voluntary agreement. In the early years of this new ownership, Exeter struggled to overcome financial difficulties.

This changed when the club drew Manchester United in the third round of the 2004-05 FA Cup. Exeter fought to a 0-0 draw at Old Trafford, earning a replay at St. James Park. Although the game ended in a 2-0 defeat it also brought in the revenue to clear much of the club's outstanding debts and laid the foundations for future sustainability.

Prior to the Supporters' Trust takeover, Exeter had been relegated to the Conference (now known as The National League). Under their fan ownership model, the club returned to the English Football League with promotion to EFL League Two (in the 2007-08 season) and then EFL League One (in the 2008-09 season). Despite relegation back to League Two occurring at the end of the 2011-12 season, Exeter have stabilised and have become a competitive League Two club regularly pushing for promotion again.

Exeter City have been the highest ranked club in the Fan Engagement Index for two consecutive years (in the 2018-19 and the 2019-20 indexes). In the 2018-19 FEI they scored 170/240 (71%) and improved on this further in 2019-20, achieving 195/240 (81%).



Historic Fan Ownership Projects

MyFootballClub

The website www.myfootballclub.co.uk was launched on April the 26th of 2007, by the former football journalist Will Brooks in an attempt to gather 50,000 football fans to collectively purchase an English Association Football Club, which would then be managed by the membership on a subscription based model.

MyFootballClub saw initial success and within three months had reached its membership target, some 20 days after that, £500,000 had been raised. On the 16th January 2008, the membership approved the purchase of Ebbsfleet United for £635,000. The club were in the Conference league, the effective division 5 of the football pyramid and semi professional.

The project struggled to maintain its membership base eroding in Nov 2009 to 9,000 members and subsequently in Feb 2010 to 5,000 members and 2012 to 1,300 members. This might be indicative of disappointment with the scope of the project; the zeitgeist behind the project was the prospect of buying Leeds United which was outside the project's means, compounded by the purchase of a non-league team. Fans may also have had mismatched expectations about their ability to play football manager in real life. The project died as it floundered on the minutiae of word selection for votes and endless committees with no firm leadership direction due to the full divesting of control to the crowd without checks and balances.

This did show that fans can be mobilised around such a product.

Strengths:

- Project reached its initial goals - 50,000 members and raised the funds to purchase an English Association Football Club
- The membership had decision making power and voted on governance decisions

Weaknesses:

- Project's scope was too small for the ambition of the fans
- Project proved unable to sustain fan interest, membership continuously steadily declined
- Failed to act decisively on voting parameters



Roadmap

Roadmap

36



Roadmap





Our Approach To...

Overview	39
Using the Blockchain	40
Cryptocurrency Barrier to Entry	43
Fan Ownership	44



Our Approach To... (cont.)

Fan Engagement	45
The Board	48
TFT Club Interactions	49
Member Interactions	51

Our Approach To...

Overview

We intend to form a DAO called The Fans Together using a Distributed Ledger Technology (DLT) called the IOTA Tangle. The DAO will create \$TFT tokens to purchase professional sports teams and give control back to the fans. Thus, forming fan owned clubs where fans who own \$TFTs may participate in club decision-making and where their opinions have weight and importance.

Anyone with a \$TFT will be able to vote on club decisions and have an impact on how the club is run. There will be various types of votes, some of which will be paid and others which will be free. We value free votes just as much as paid votes because our goal is to restore power to the common person in football. Therefore, regardless of a member's financial situation, we must ensure that holders of \$TFT can vote to govern the club.

Fan engagement is an important aspect of our culture; we want supporters to be able to participate and interact with the club as much as possible. The current state of fan engagement in sports is subpar. With this in mind, we've been researching fan experiences and engagement levels in the sports world, highlighting what needs to be improved and figuring out how to address these issues.

Similarly, we recognise that community is a big part of what makes sports so special. We will have controlled forums and live chats to help with this and to foster a wealthy and dynamic community. Fans will be able to communicate with one another, discuss current events within The Fans Together, and form a strong community as a result of these.

We aim to make an app and a website that users want to come back to again and again. We'll leverage gamification and engagement rewards to encourage people to use and interact with the product on a regular basis to aid with this.

We have also acknowledged that many people outside the space are still unfamiliar with cryptocurrency and the surrounding technology. To help combat the barriers to entry which currently exist within the cryptocurrency sector, our app and website will manage all the complicated aspects on the back end. This means that users can have as easy and effortless an experience as possible.



Our Approach To...

Using the Blockchain

The most important question certainly is why are we using a blockchain, a form of Distributed Ledger Technology (DLT), to own and operate this project?

Simply, it allows for decentralised operability, is transparent and immutable, and in the context of our ownership and voting model, allows token holders to participate in managing the chain's direction and acquisition strategy. The subsequent management of sporting clubs through the blockchain provides the project significant credibility and trust, while also allowing for a wide range of participation and selectability of interest areas for the participant. The blockchain enables rapid scaling, access speed, and visibility across all aspects of operations.

Our instinct is that the crypto space is moving into a new phase of its infancy. Bitcoin is version one, Ethereum is version two and new innovations in the space by chains, such as IOTA, are phase three. These are at the cutting edge of technological leaps around cost and the ecological considerations of traditional miner lead chains. We are reducing transaction times by partnering with the IOTA Tangle, which uses a DAG (Directed Acyclic Graph) consensus model. This means that not only is entry to the chain near instantaneous, but it is also feeless. This also allows us to run more efficient structures and strategies for our weekly free votes, as well as monetise the chain's potential through paid votes.

With its Coordicide technology, the IOTA Tangle positions our project at the forefront of the Internet of Things, which is the fastest growing crypto utilisation globally, and reduces revenue erosion through intensive fee contributions (e.g. Bitcoin and Ethereum).

The general barriers to entry for crypto for the average user, as well as operability, have been our challenges. Our technological roadmap solves these issues by utilising a proprietary app that manages tokens and enables quick and easy transactions using traditional payment methods. The gamification of the app environment makes the tokens relatable for both ownership and vote tokens, and it imitates the use of in-game currency and purchasing methods in many current on-line game platforms. Many of the traditional and outstanding blockchain barriers to widespread adoption by commerce are removed with this integration of blockchain and a user-friendly experience/environment.

The Blockchain makes this project possible.

Using the Blockchain

IOTA has a proprietary technology called “The Tangle,” which is technically a blockchain alternative. It shares many of the benefits that make blockchain so great, but it also improves on the foundation it provides, making it the best option for us right now.



Permissionless - The Tangle like many blockchains is permissionless, which means that it is open for anybody to connect to and interact on. For the most part it is anonymous, with some exceptions. This is advantageous for us as it means that anyone will be able to participate and take part in our vision for the future of sport.

Decentralized - There is no central authority which governs over The Tangle, meaning that there is no single point of failure and that it is not limited by location or fiat, as there are no governmental ties either. This is great for us as it means that there won't be a single point of failure which makes it crash and that it will also be accessible to people across the globe.

Open source - The public availability of code and documentation works with our commitment to transparency towards the fans and other stakeholders, keeping the project honest.



Using the Blockchain

Immutable - The Tangle, like most blockchains, is immutable, which means it is extremely difficult to alter and highly resistant to tampering. This makes it an excellent candidate for us because it ensures that all transactions are legitimate.

Scalable - IOTA promises scalability, as the greater the number of users, the faster the transaction speed becomes. This is beneficial to us because it means we will not be limited by the number of users we gather.

Parallelized - IOTA's Tangle, unlike bitcoin and other blockchains runs parallelized. This means that transactions can be processed simultaneously as opposed to sequentially, making the transaction speed much faster.

Energy-Efficient - In the current age, global warming and energy consumption are an ever-present issue. IOTA's Tangle helps fix this through its comparative energy efficiency. As Tom Baumann, CEO of ClimateCHECK, pointed out *"for the same power consumption to do one Bitcoin transaction (980 kWh/transaction) it is possible to do over 600 million IOTA transactions (0.0000016 kWh/transaction)"* (tombaumann.medium.com/overcoming-the-dual-crises-of-climate-change-and-greenwashing-with-digitalmrv-f6a9df1a9585).

Feeless - The Tangle's feeless nature is one of its greatest advantages. Transactions on the Tangle are completely free. This means that customers will not have to pay to buy or trade \$TFT; instead, they will be able to do so for free.



Our Approach To...

Crypto Barrier to Entry

If an individual attempting to get travel money for a vacation, had to convert their pounds into dollars, then buy euros, and the rates for each of those transactions could fluctuate wildly from minute to minute, many would struggle. If the process was completed online with non-recoverable wallets where money would be lost if a mistake occurred, many more people would give up and not bother due to the complexity and risk involved.

Now, call those currencies Bitcoin, Ethereum, or any other crypto token, and then try to transact fiat currency in an unregulated, unmoderated environment, a majority of people wouldn't even start an attempt. However, all blockchains require this, and it is cited as one of the main reasons for the average person's lack of awareness of crypto functionality and usability. Its hard to participate.

From the beginning, our goal with this project has been to minimise the barrier to entry for fans rather than to create a complicated process for gaining ownership of TFT tokens. This was done to streamline the process and make it simple for even the most casual sports fan to participate. Our user-friendly app's payment gateway enables participation at various levels of expertise and knowledge of the crypto world, starting from zero, where a fan can purchase TFT tokens via a paid text message or a simple debit card transaction. Hence, the app functions as a user-friendly version of a crypto wallet where they can safely store their tokens. It also allows members to interact with the community and the project in a secure environment that looks and feels like an online gaming or betting account.

If a more experienced participant joins the project, they can buy in using traditional crypto methods like exchanges and gain access to additional wallet levels within the app. These levels are geared toward their understanding and knowledge of cryptocurrencies, allowing them to transact in a variety of crypto coins and tokens. Therefore, consumers can have an app tailored to their comfort levels by creating wallet levels based on individual crypto experience.

As a result, issues like KYC (Know Your Customer) and identification are tied to spending. As an individual's spending grows, it's only natural that our gateway provider's and the law's KYC requirements be met, and people be asked to commit information. At the entry level though, a call to action from a radio or internet ad to send a text results in a prompt to download our app. That will be instantly loaded with the equivalent TFT tokens to their initial text or card purchase with no need for an exchange or a purchase of any other cryptocurrency, until or unless a fan wishes to delve further into crypto or our project.

Our Approach To...

Fan Ownership

Following the European Super League proposals, there have been calls for the British government to get involved and/or an independent regulating body to be formed to prevent the traditional British football pyramid from being drastically changed.

We want decentralisation, not more regulation or a power shift to a new central organisation. This wouldn't solve the problem; it just creates a new one. We believe that fan ownership and fan participation provides this alternative solution to protect and enjoy our football clubs for years to come.

We will enact fan ownership by using the blockchain to give fans a representation of a stake in the club and the opportunity to vote on club decisions. We will make sure to listen to the fans and take suggestions from the fans on votes to understand the aspects they most wish to influence.

The Fans Together provides a new fan-centric ethos to guide and motivate our duty as owners. Community support is central to this ethos. On a local to international scale we will contribute and operate projects to build health and education of diverse communities. We are impressed and inspired by the work done by the City-in-the-Community (CITC) run by Manchester City which delivers programs which engage with 40,000 local people a year.

We understand we cannot achieve these goals alone so we have drawn on the work of Think Fan Engagement (TFE) to conceptualise the best relationship we can deliver.

Through these methods, we will always strive for improvement, even when we hit the current peak standards of fan ownership.



Our Approach To...

Fan Engagement

We have looked at the work of Think Fan Engagement (TFE) surrounding fan engagement and the best ways to achieve this. They created a model likening a football club to a human body, highlighting the key aspects every club should focus on when considering fan engagement. Our ownership would look to engage with fans through each aspect as we work to consistently maintain good fan engagement and strive for further improvement. As owners, we will have open communication channels and work closely with the club's Supporter Liaison Officer(s) (SLO), who will assist us in completing each of our fan engagement goals. We will also have frequent discussions with any existing Supporters' Trusts and fan organisations to ensure our efforts are being directed to the appropriate areas and no fans, old or new, are overlooked.

fanengagement.net/fan-engagement-hub/anatomy-of-an-engaged-club/

Eyes – *“Always looking out for opportunities to engage with fans and looks out for new ideas about how to make Fan Engagement work better.”*

The Fans Together token and club ownership is our standout new method to engage with fans. Fans will be able to have their input on a range of decisions in a democratic, transparent manner. This transparency provided by holding votes through the blockchain is the key new aspect. Football clubs have given fans democratic power in the past but never with this guarantee of 100% honesty, which changes the dynamic of the relationship between the club and its fans. It will provide a solid foundation of trust and help facilitate further advancements in fan engagement across all areas.

Hands – *“Enjoy meeting with fans and be open to what they say, whilst being honest about what is possible.”*

In order to develop a strong level of trust with the fans we will always remain as open with them as possible. While the blockchain ensures our votes are 100% transparent, there are other aspects of running a club which the fans must be informed on. We will be honest with them about what they can influence within the club, where these limits are and why they are in place. This does not mean the limits will not change over time. We will always remain open to input from the fans and seek solutions for them to influence the areas they most want to impact.

Our Approach To...

Fan Engagement

Head - *"Steps back and thinks strategically about the needs of fans and how Fan Engagement can help meet them. When tackling a controversial issue that will affect fans directly, takes soundings from fan representatives."*

The needs of fans and how fan engagement can help meet them will always be at the centre of our thoughts and everything we do. This includes interactions with our own fans but also wider football fans as we look to assist with controversial issues throughout the football pyramid. For example, we will help more than just the club(s) we own by donating part of our revenue to help fan led lower league clubs/projects as well as helping to prevent more instances of clubs like Bury FC dissolving under financial problems. We will consult our fans when issues like these arise to develop an understanding of how both us and our fans can tend to the needs of troubled football fans.

Ears – *"Understand that effective dialogue isn't just about speaking but also listening."*

Mouth - *"Understands that what they say has impact and can set the tone."*

We believe these two aspects of fan engagement are intertwined with each other. One communication channel for fans to be heard will be through suggesting topics for our TFT Direction Mods to finalise as official votes. However, we understand that votes are not the only aspect where fans will want their input to be considered. This is an area where the club's SLO will assist both us and the fans. They will help to amplify the voices of fans we may otherwise miss and ensure nobody goes unheard.

By listening to and engaging with the fans we will be better positioned to convey our messages appropriately. We understand what we say and how we act has an impact both in sport and the wider world. Hence, we'll be looking to set examples in the strive for equality. We hope that with the help of our fans we will be able to contribute to a fairer, safer environment for players, staff and fans of all gender, race, sexuality and socio-economic status.

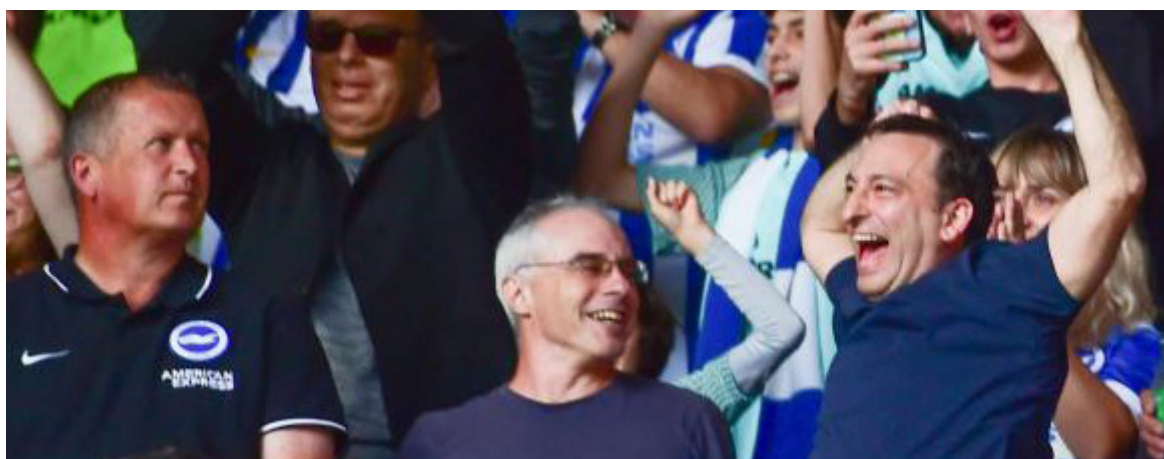


Our Approach To...

Fan Engagement

Feet - *"Goes to where the fans are on a matchday and seeks them out at other times, online and offline."*

While there will always be communication channels open online, we will also look to develop our connection with fans through their matchday fan experiences. This may occur through mingling with fans in local areas before and after games or we may attend matches in the stands with the fans, like popular Brighton and Hove Albion Chairman, Tony Bloom (pictured below, right, taken from www.theargus.co.uk/sport/19574737.brighton-chairman-tony-bloom-joins-away-fans-brentford/).



Heart – *"Passionate about making fans a genuine part of the life of the club. Owners, directors and staff are encouraged to build good relationships with them."*

We will be looking to create a community around the club which benefits new fans, existing fans (local and international) and the surrounding areas. We want the club to become a hub for people of all backgrounds and will seek initiatives to break down barriers to attending matches, like financial issues. For example, for various games throughout a season we would run a scheme where token owners from around the world are able to pay for tickets which we could then reallocate to individuals who couldn't that week.



Our Approach To...

The Board

The TFT Blockchain Board

This will comprise of DAO members, our professional advisors (such as The Crypto Tax People) and selected individuals with the correct skills required to ensure we direct the project in a professional and accountable manner. This board will constantly evolve and will be a matter for the TFT token holders to direct at the Annual General Meeting (AGM) and to interact with in blockchain wide votes and matters. It is the board that implements the TFT votes and directions and has a far-reaching remit to develop value, bring projects to fruition and ensure sports clubs are run properly and in accordance with our ethos and philosophy.

The Sports Clubs Boards

Our acquisition strategy is to target well-run clubs that require additional resources to advance to the next level of competition. It will be exceptionally rare for us to take over a sports club and completely reinvent the wheel, causing significant disruption to the existing board. Our philosophy is to supplement the boards of these well-run clubs and bring our benefits to the table by incorporating the fans' voice as a guiding force for operations. In most cases, this will result in the appointment of fan representatives from existing Supporters' Trusts or initiatives directly on the board and some TFT representation. As each project develops, we may look to fill or augment additional areas, but our overall goal is to propel the clubs forward with increased capitalisation, a fan-centric outlook, and goals developed in accordance with the TFT Charter. One of our overreaching principles is to never worsen a club in any manner through our involvement and to empower existing fans as well as bringing new fans' voices together.



Our Approach To...

TFT Club Interactions

The most important aspect of this project is to facilitate excellent communication between the fans and the clubs that they care about. The TFT app, which will provide access to current discussions, votes, and activity around individual clubs, will serve as the foundation for this. We don't expect every fan to be interested in every club owned by the DAO; instead, we expect fans to pick and choose where and when they participate, as well as to what extent they do so. This generates excitement and motivation for both big and small club decisions.

The concept of big picture direction resonates the most with fans, who want to use their power and influence to improve and enhance their fan experience. Some people will want to get involved in the details of implementation, but the DAO's main goal is to empower club officials, team managers, and the community to work together. This is usually accomplished through proposals and votes.

A good example would be in the area of transfers: a club's activity in the market can appear secretive at times for a variety of reasons, including confidentiality of negotiations, keeping plans hidden from competitors, or possibly an attempt to prevent vendors from exploiting advantage. Take a look at Newcastle United's business in the transfer market in January 2022. Many people are aware that they have money, and price targets are set accordingly.

Our task is to engage fans in the excitement of the team's growth and the addition of new players while also managing the scenarios listed above. It is obvious that until a target is signed, no one will know specific negotiations are taking place on buying price or personal terms – it would be too prejudicial to those negotiations and, in most cases, would breach confidentiality. Fans may not be able to dictate the signing of a specific player, but they may be able to raise additional funds to support purchases, specify the type of player desired, and guide management in these areas - for example, during a transfer window, fans may decide that a new midfielder is the club's top priority, rather than specifying a player. This is a compromise between the fan participation that is our goal, while also making the necessary concession to the discretion required to conduct contract negotiations. Creating a balanced sustainable relationship.



TFT Club Interactions

Examples

- An IPL cricket team owned by the DAO is an easy scenario to consider. In the months leading up to the exciting annual IPL auction, fans would debate key areas of the team and where they thought it needed to be boosted or where they thought the boat should be pushed out to make a real splash in the competition. The DAO would vote after the team management made their general opinions public, much like a club does now when announcing that they are focusing on bowlers or batters. If, as a result of the vote, the club decides to bid for a world-class spin bowler, the club will concentrate its efforts in the auction to fulfil the fans' wishes. Additional funds to the regular player budget for this bid could be augmented with the vote having been paid for. In this scenario, a vote would cost a nominal 50 cents or \$1, and fans could vote as often as they wanted, with the proceeds going into the war chest for the auction. The transfer windows in football work on the same principle of direction and augmented funding.

- Potential Fan Engagement Profiles:

- Fan one - Loves the concept and invests \$100 to support the philosophy. Doesn't get involved in anything else.
- Fan two - Supports the concept and invests \$50. Is devoted to the success of one of the basketball teams, voting on all issues and debating the ins and outs of club strategy and player transfers.
- Fan three - Is passionate to be involved but doesn't have the ability for high financial investment so invests \$1. Joins a pod like TFTVOTETEAM and is heavily involved in implementing the will of the DAO for a specific sport.

All these dollar amounts are interchangeable and the idea is to show that fans can be as engaged as much or as little as they wish regardless of their financial contributions.

The interactions with the club are designed to be positive to maximise conversation, involvement and measurable outcomes for fans.



Our Approach To...

Member Interactions - Voting

For voting, we will use IOTA's native assets minted for the purpose of any given vote and deposited into the fans app interface. They are application-specific tokens that cannot be traded on the general IOTA network; instead, they can only be used for that specific vote.

There will be two types of votes:

- Free votes, in which any TFT token holder can vote, and are regular weekly events. These free vote tokens will be automatically distributed to all TFT token owners and be burnt if not used by the deadline. In simple terms this will be one vote per wallet/app user
- Paid votes, in which a TFT token holder will pay for a vote (to raise funds for the ultimate outcome e.g. for a new player). TFT token holders will need to purchase vote tokens at a nominal rate 50 cents/\$1 to participate in a paid vote. There will be no limit on how many times someone can buy tokens and participate in paid votes which are leisure tokens and optional. All wallets will also be issued one free paid or token in paid for votes.

For example, every TFT token holder would receive one free FVTFT if we held a free vote on the colour of next season's away kit. They could then use their token to vote on which colour they wanted for the away kit.

Alternatively, if we were running a paid vote to determine what position our next player purchase should be, we'd charge a fee for additional tokens after the first PVTFT was issued whereby any TFT token holders could buy as many as they wanted and vote with them to support a given charitable cause or quarterly story arc as much as they choose.



Our Approach To...

Member Interactions - Voting Timeline

For each type of vote we will have a set schedule, this schedule will very rarely be altered or changed and will cover vote advertisement, vote opening, vote closing and the release of vote results.

The two primary types of votes will be the free votes which we will have running frequently at once a week, and then the paid votes which we will run once a month. For both of these we want the customer to be familiar and well acquainted with the schedule.

Free votes schedule

Each free vote will be advertised on the app and website 5 days prior to the vote going live. The advertisements will always start on Wednesday at 12.01am GMT.

Then 5 days later, on the Monday at 12.01am GMT the voting will go live. The voting will be open to all TFT token holders for another 5 days, until Friday at 11.59pm GMT when the votes will close. The results will be formally announced on the following day at 12pm GMT. This will be a simultaneous announcemount across all our social media channels and in app.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
12.01AM GMT	FREE VOTE				11.59PM GMT	
		12.01AM GMT	FREE VOTE ADVERTISEMENT			11.59PM GMT
					FREE VOTE RESULT RELEASED MIDDAY	

Our Approach To...

Member Interactions - Voting Timeline

Paid votes schedule

Paid votes will work in a similar manner in structure and promotion but on a longer timeline due to their significance and the story arc they coincide with. Each quarter there will be a themed interaction. In Winter league football these are:

October:	Player focus for January Transfer window
January:	Community projects
April:	New Season transfers focus and budget
July:	Charity fundraising

We will keep a set schedule so that the fans will always know which story lines are active and when votes open and close, when to check for new votes and when to find the results. We want to make sure our timetable is reliable and consistent, if we can ensure this, it will help make sure that fans are always engaged.

Where The Fans Together DAO owns clubs that participate in Summer leagues and other sports, their paid for vote schedules will alter from the above program to coincide with their timetables. In all cases one quarter will focus on charity and one on community and two on player recruitment or retention.




Our Approach To...

Member Interactions - App/Website

With the app and website, we want to make the experience as user friendly and easy as possible to engage with for participants in The Fans Together DAO.

The complicated/unfamiliar cryptocurrency aspect will be based behind the user interface and managed on the backend. In app TFT tokens will appear like in game currency in any other mainstream app. We intend for the interface to be as effortless as possible for the end user. However, those familiar with crypto will have the option to change their wallet parameters to their comfort level.

These are some basic examples of the template which the app might follow.

**THE FANS TOGETHER**

VOTE
FOR
NEW PLAYER




CURRENT VOTES ▼




NEW PLAYER

AWAY KIT

...

...





Our Approach To...

Member Interactions - Gamification

Understanding our customers' habits and current interactions with their leisure dollar and relationships with sport through tribalism and media narratives is one of the most important factors of the gamification of the app to generate interactivity.

This is not a computer game because real people are at the clubs working behind the scenes and on the pitch but it is a technology-driven transaction and interaction that necessitates a different set of thinking than a traditional fan club affiliation.

Our customers are passionate about sports and the stories behind them, and they are willing to spend money on merchandise, gaming, gambling and media to show their support for their favourite team. To keep token holders engaged and motivated club owners once they become involved the narrative we propose requires a gameplay element to the product.

A dedicated gameplay team will oversee our gamification strategy and implementation. We will attempt to replicate the model of a company like Scopely or EA Sports which maintains interaction through story arcs and microtransactions. The gameplay team will plan player interactions and theme periods such as weeks, months, and quarters to focus on and create repeat interaction using a variety of methods such as free votes, paid votes, competitions, sponsorship, TV content, social media, NFTs and more. Our replication of tried and tested techniques will foster strong brand and programme loyalty, resulting in increased repeat engagements, longer interactions and increased revenue opportunities.



Our Approach To...

Member Interactions - Gamification Strategy



Our Approach To...

Member Interactions - Engagement Rewards

We aim to have as much engagement from the fans as possible to drive DAO members interactions with the app and to get involved with the futures of the clubs.

To increase fan involvement and incentivise regular use we will offer extra rewards for users interacting and engaging with the platform on a frequent basis. There are several types of desired engagements we can utilise to motivate people, from rewards for logging in several days in a row to raffles for people partaking in votes.

To reward engagement, we will offer "fan points", these points are earned by interacting and engaging in the app. Fan points will dictate your ranking in the leaderboards and the higher the rank you achieve the more rewards and prizes you can potentially obtain. Participants will also earn badges and unique titles, many of which communities can define with customisation options based on the users rank and DAO participant status.

Login Streaks

Like how many mobile games have rewards for logging in each day, we will provide rewards for people who interact with certain aspects of the app on a regular basis with the rewards becoming better and more substantial the longer the streak goes on.

Some examples of the potential prizes could include, fan points, NFT's, merchandise, discounts and raffle entries.

Raffles

Another way we will incentivise people to partake in votes is by running raffles with unique club specific prizes. Once the voting is over a set number of random voters will be chosen by the #IOTARNG and rewarded.



Our Approach To...

Member Interactions - Fan Ranks

Based on engagement, fans can earn different ranks which come with corresponding badges, NFTs and rewards. The ranks will be laid out like a pyramid, with the lowest ranks having space for the most fans and the higher ranks progressively having space for fewer and fewer fans, creating a rank system like the football pyramid structure.

Different tiers will also have different names and customisation options for the user's account. For example, you might earn a badge which shows on your account called 'Super Fan' when you reach the corresponding tier.

To progress through the ranks, the user must gain fan points through engagement and participation. When the user earns a certain amount of fan points, they will reach a new rank. For example, logging on for several days in a row or voting are actions which award fan points.

Anyone will be able to progress up to the higher tiers without spending any money but certain paid actions will also award points, allowing for quicker ascension.

For example, members may gain fan points for purchasing tickets which are used to attend games. This could include a ticket for yourself, or it could be a ticket paid for as part of a programme where token owners from around the world can purchase tickets for us to reallocate to local fans (see [fan engagement](#)).

Another aspect of fan ranks are the leaderboards, which reset every 3 months alongside the quarterly vote themes. These leaderboards will have users compete to be in the top ranks as those who sit in the top ranks at the end of the month will get rewards and prizes.

Some of the customisation options and rewards might be in the form of NFT's. This means that member's engagement and interactions with the app can earn them unique options like profile pictures and collectible badges.



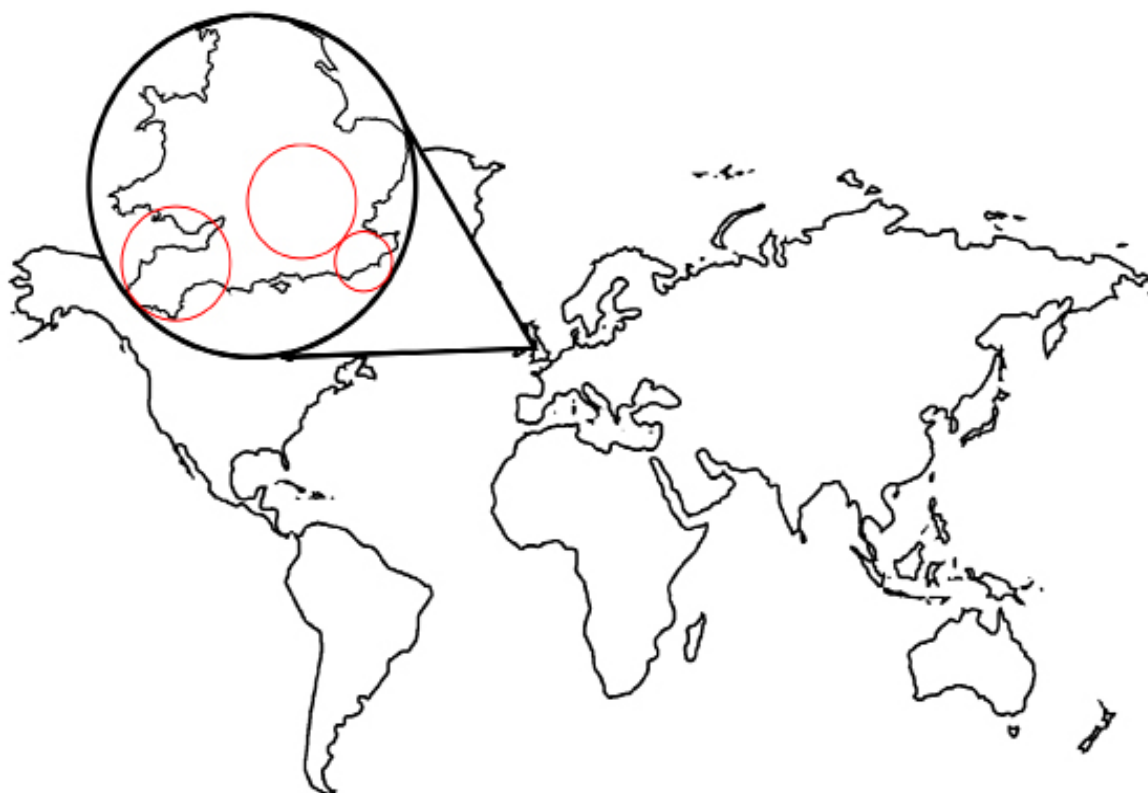
Our Approach To...

Member Interactions - Factions

Sports fans are tribal and partisan. We are going to encourage 'factions' which are groups in which fans can join and represent to leverage this passion. They will be a vehicle for creating a community, which is layered and dynamic, within The Fans Together platform.

There will be numerous factions all relating to different aspects of the community, driven by the DAO TFT holders. One aspect will be regional, so people can join and communicate with people in a similar area to them. Another element will be favourite player or position on the pitch where that faction can come together to define their TFT identity.

Geographical factions will be naturally created by the servers which host the app and website. There will be different servers for the different regions the world, but within these servers there will also be smaller factions. Fans will be able to interact in a live chat with anyone within their server, but they will also be given the option to interact with their just their fellow faction members or individual fans, via direct messages, if they wish.



Our Approach To...

Member Interactions - Forums

We will also have forums and live chats where people can voice their opinions about the club and engage in conversation with fellow fans, creating a strong community.

Forums

We will have numerous forums from places like github and discord through to Reddit and in app chatzones.

All forums need monitoring. Each forum will have a team of moderators that are particularly interested in that aspect of the community, they will watch and take care of the forums, making sure nothing rules are adhered to. The moderators will be rewarded in fan points for their help.

The forums themselves may be separate and external to the app, we will ensure we use pre-existing proven technology for a great user experience.

Live Chats

Built into the app we will have live chats where fans can engage in real time conversation with each other. There will be numerous servers all located in different regions of the world. Servers will encompass different factions, to create a bridge between them, for people to form wide communities. Within the servers there will also be faction chats where people can communicate with other fans in their factions, and private chats where fans can communicate directly.

Like the forums, live chats will also be moderated to make sure that the chats follow the rules and are inclusive for everybody.





Governance & Regulation

Jurisdiction	62
Sporting Bodies	63
Cryptocurrency Regulation	64
Ultimate Structure	65



Jurisdiction

A 2021 EU sponsored report said: *"The disruptive potential of DLT is revealed when we look at the case of decentralised organisations (DO), and specifically at more or less autonomous, decentralised organisations (DAOs). DAO is a form of organization (entity) that "relies on blockchain technology and smart contracts as their primary source of governance". We could observe that DAOs are not registered under any jurisdiction and do not rely on legally binding agreements and their enforcement. Instead they form "an interconnected system of technically enforced relationships" enabling even extremely large groups of people, as well as entities of any kind, from all over the world, to cooperate smoothly in the way determined in and executed by protocols of public permissionless blockchains or dApps. A common goal of such cooperation is usually to deploy, keep operating and develop a distributed ledger of data (DLT) or a dApp. It enables anyone to use the blockchain or dApp. Operating distributed software enables each DAO community to potentially make a profit."* (www.eublockchainforum.eu/sites/default/files/reports/report_legal_v1.0.pdf)

The Fans Together is definitively a DAO as defined above with global participants and smart contracts at its heart. It will however acquire significant physical assets which will be owned by the DAO and this is where our considerations of jurisdiction become important. The current consensus (as iterated by the linked EU Commission report) is that an asset class that is owned by a DAO would come under its traditional asset class, e.g., Real Estate is Real Estate and treated accordingly in its physical jurisdiction. Therefore if we take the example of a potential TFT HQ in the UK, it will have local tax liabilities (property taxes) and the usual aspects of day to day commercial property ownership. However, the ultimate beneficiary of the property is the DAO. Hence, The Fans Together will maximise ownership structures through close consultation with its strategic tax and planning advisors, and work to structure all asset classes in the most efficient manner.

This principle moves across to the sporting clubs themselves and each acquisition will see a legal structure created to manage the asset class for the DAO. Jurisdictionally, rules of DAO and asset relationships are evolving but we feel by proactive management and communicating with relevant regional authorities we can implant robust structures and work with each jurisdiction to ensure the TFT assets are managed optimally.



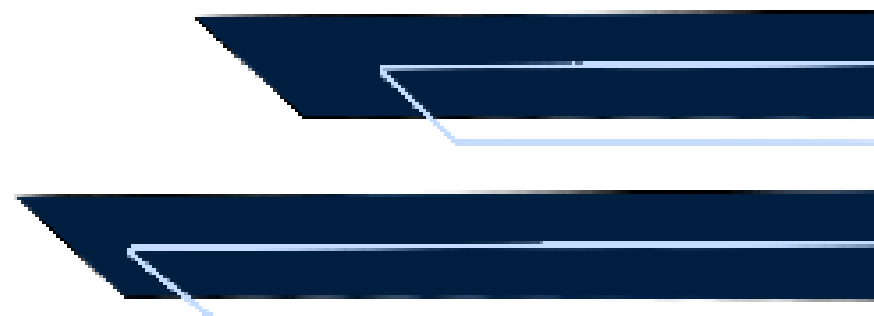


Sporting Bodies

Sport is one of the most regulated pastimes in the world. Every sport has a governing body, amateur or professional, and these bodies are there to protect the game and its participants. They are crucial to the wellbeing of sport so we understand that it is critical that we interact accordingly.

We intend to implement an open approach to collaborating and working with sporting bodies. This would put us ahead of many club owners and organisations, who approach sporting bodies as a hindrance rather than a benefit. Using the English Football Association as an example, they have been in existence for over 100 years and have managed the game from grassroots to international level exceptionally well. Our intention is to integrate, work alongside their best practises and leverage their expertise to help us be successful.

Each sporting body will have their own requirements around the ultimate purchasing entity, for example the Premier League has a 'Fit and Proper Persons Test' to enable them to ratify or deny club purchases (see Newcastle United purchase 2021 by Saudi Arabia's Public Investment Fund (PIF) for context). By working closely with sporting bodies we will work to satisfy them that our ownership model fits their criteria. We will begin this process once we have entered a period of purchase exclusivity with any club, to front end any specific regional requirements, in terms of ultimate owner or beneficial owner. Our panel of advisors have wide ranging experience in this domain and are relied upon to manage and direct these sporting regulatory matters.



Cryptocurrency Regulation

This sector is constantly evolving. The Bank of England has said that regulation of cryptocurrencies is a 'matter of urgency' due to the potential for contagion from a collapse of crypto-assets value into the financial industry. Many others including the International Monetary Fund have expressed similar sentiment decrying the 'inadequate operational and regulatory frameworks' used by National Governments.

It is certain, as seen in the current SEC v Ripple/XRP case, that governments are moving towards a phase of progressive regulation. It appears currently that phase is being approached in two ways with both carrot (permission to trades – exchanges) and stick (XRP court case).

AML (anti money laundering) laws are being used in the EU to bring exchanges to heel to ultimately regulate the penetration of fiat currency into the crypto space. Subsequently, this resolves the initial KYC (Know your Customer) obligations and therefore removes anonymity concerns of the initial crypto exchange form fiat. This carrot enables exchanges to make hay in terms of transaction fees and building customer bases. In the USA, the SEC (Securities and Exchange Commission) has brought legal proceedings against the Ripple network, with a case construed to define if they have created an entity that requires regulation, and has therefore broken laws in the USA over how it has proliferated. Currently the token XRP is suspended on most US exchanges due to the legal action. The token and technology is being implemented as a fast and decentralised replacement for the antiquated SWIFT banking system. This case's results will be seismic and will no doubt rumble on for several years to come, ultimately likely to end with some form of middle ground compromise which will spur regulation moving forward.

As a result, we believe that regulation in the space, as well as global variations in which regions require what level of DAO responsibility for their citizens to access various blockchains, is inevitable. Through the nature of a global DAO and a global community working for a common cause to build a collective working for collective purpose and benefit, our approach is to engage and work with the various requirements of regions while maintaining ultimate independence.

This project could serve as a positive example of the crypto space's value in terms of innovation and participation, which could influence regulators. As a result, where necessary, lobbying representation will be part of our strategy, and we will work with industry representatives to ensure that the integrity of blockchain is maintained.

Ultimate Structure

The Fans Together is a DAO that facilitates members to purchase and manage sports clubs across the globe. Each jurisdiction and sporting property will have different asset classes from real estate to league memberships that will be managed appropriately. This will be in accordance with the strategic and operational tax advice presented to TFT by our appointed advisors, who are hugely experienced in both sides of the space.

As a global DAO we will utilise global planning to optimise operations and regional administration centres where necessary. Ultimately the advisors will actively structure each based on acquisition location and adapt to changes in regulation over the coming years.

The DAO is tokenised and one TFT token represents membership of the DAO, participants can own as many TFT tokens as they choose. A TFT is robustly a leisure token intended to facilitate participation in The Fans Together DAO's mission of sports club ownership and participation by fans and its price is reflective of this.

The DAO will be based in a territory that welcomes blockchain based businesses and is structured to protect participants and to allow management of the clubs.

Each sports club will be purchased in full by the DAO and equity split 20% to the existing Supporters' Trust (where there is one or a trust created where not) and 80% to The Fans Together DAO. This structure also confers rights to the supporters clubs in terms of veto, which will be individually negotiated on a club by club basis and published in full for vote by participants but will cover veto over items such as legacy erosion, club main colours change and crest change. In exchange, the Supporters' Trust will help manage the community initiatives and pledge their share of any profits to be split 50/50 to the community and the club.





Marketplace

Overview	67
Sport Related Blockchains	68
Sport Related NFTs	70
Case Studies	72






Marketplace Overview

The sports industry is slowly being infiltrated with business models based on blockchain technology, predominantly in the form of NFTs (non fungible tokens) or fan tokens.

This section of the whitepaper looks at some of these types of offering, how the technology is being applied, goes into detail on how these enterprises are generating revenue and how that factors in terms of competition or proving our business case for The Fans Together.

In the \$MENGO token analysis you'll read about the Brazilian football team Flamengo and their fan token which sold out in less than 3 hours. It is particularly interesting as it gives fantastic insight into the continually reducing barrier to entry for individuals into the world of blockchain and cryptocurrency, along with the willingness of sports fans to spend a significant portion of their income on getting involved.

There is a lot of money moving into this sector and it is our feeling that the marketplace is in its infancy but due for huge growth and exposure over the next few years. The VC money flying into Sorare and NBA Topshot is a clear demonstration of this.



Sports Related Blockchains

Socios

Socios is the first big company in the sports space, using the blockchain, by partnering with sports clubs to sell the fans tokens which allow fans to engage with and influence the club. When a fan wants to purchase a token, they must exchange fiat currency for the Chiliz cryptocurrency (\$CHZ) which can then be exchanged for fan tokens for a club(s) of their choice.

There are huge barriers to entry due to the heavy cryptocurrency focus which potential token buyers are presented with, including graphs and conversion rates all over their app. Both the \$CHZ tokens and individual club tokens are susceptible to the volatility of all cryptocurrency and these changing values excludes a large potential audience.

Socios have formed partnerships with many of the biggest football clubs in the world including Barcelona, PSG and Manchester City. They have also expanded into various other sport industries including cricket, MMA and even esports. Socios only have partnerships with clubs, so fans are unable to influence organisational aspects of the clubs. Their engagement is limited to trivial aspects such as voting on the design for the team bus.

Despite the barriers to entry, Socios has seen huge success. In 2017, Socios Series A funding round gave the company a capitalisation of \$50million. Socios has continued signing new partnerships and launching new Fan Token Offerings recently with the likes of Everton, Flamengo and Napoli.

Strengths:

- Formed partnerships with some of the biggest football clubs in the world
- Successfully expanded into other sports
- Demonstrates the demand for fan tokens

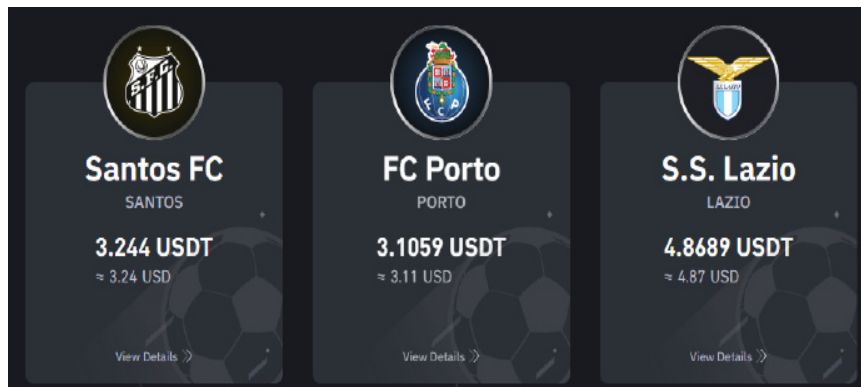
Weaknesses:

- Tokens only provide access to votes on trivial matters
- Failed to effectively address the crypto barrier to entry
- A token provides no ownership, is only a sign of support for the club

Sports Related Blockchains

Binance Fan Tokens

On the 13th October 2021, Binance announced the launch of a fan token platform with its partnership with the Italian football club S.S. Lazio. Since then, Binance have expanded their collection to include two more football clubs, FC Porto and Santos FC (pictured below, taken from www.binance.com/en/fan-token).



As a major cryptocurrency exchange, Binance has used its own cryptocurrency, 'Binance Coin' (\$BNB) as its intermediary on this platform. This means you must purchase \$BNB to purchase the fan tokens, which are then tradeable on a market.

'NFT Mystery Boxes' are one of the accompanying features Binance have released. Lazio token owners are able to trade two of their Lazio tokens for an NFT mystery box containing NFT images of kits from various moments over the last decade of Lazio's history. The kits have different rarities and quantities released and each mystery box will contain a random assortment of these.

Strengths:

- Successfully incorporated NFTs through a different method
- Has an established marketplace for users to trade their NFTs

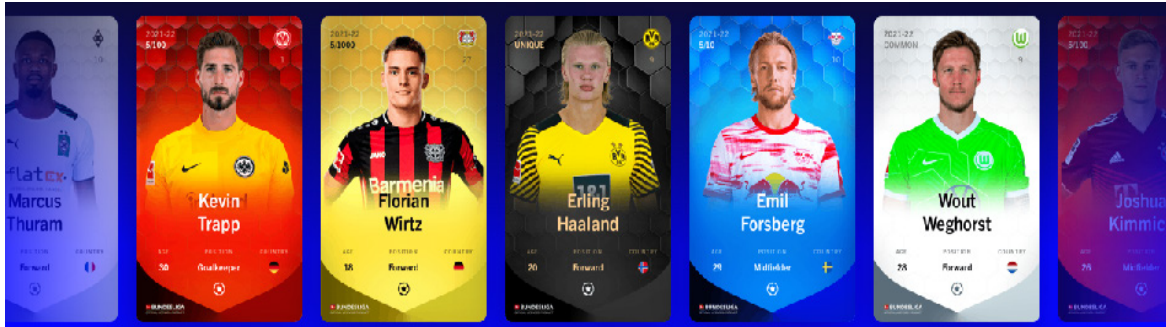
Weaknesses:

- Tokens only provide access to votes on trivial matters
- Isolates potential participants through exclusively using crypto purchase methods
- A token provides no ownership, is only a sign of support for the club

Sports Related NFTs

Sorare

Sorare founded in 2018, sells football trading cards (pictured below, taken from sorare.com) in the form of non-fungible tokens (NFTs), that can be traded on their platform and used to play "SO5", a fantasy football game.



The platform operates on the underlying Ethereum blockchain which comes with disadvantages including the payment of "gas" (i.e., transaction fees). Additionally, a single Ethereum transaction consumes as much electricity as an average US household uses in a working week. This is significant when the crypto market is being pressured to explore greener and more eco-friendly options.

Nonetheless, Sorare has 600,000 registered users. Monthly active paying users grew by 34 times between the second quarter of 2020 and the second quarter of 2021, with quarterly sales up 51 times over the same period. Sorare claims \$150 million worth of cards have been traded on the platform since January. In a 2021 funding round, they raised \$680 million, which puts its valuation at about \$4.3 billion.

Strengths:

- Demonstrates demand for NFTs, made for a purpose, in sport
- Integrated real life football performances into the gameplay function of the NFTs
- Integrated with existing crypto wallets like 'Metamask' for easier purchase access

Weaknesses:

- Uses Ethereum blockchain so users must pay gas fees when trading their NFTs
- Uses Ethereum blockchain so transactions consume high amounts of electricity

Sports Related NFTs

Dapper Labs - NBA Topshot

Founded in 2018, Dapper Labs wanted to utilise the “power of play” to deliver blockchain based experiences.

They launched NBA Topshot in October of 2020, a blockchain-based platform which allows fans to trade non-fungible tokens (NFTs) of officially licensed video highlights, in a similar manner to trading cards.

“Every night, an NBA star does something so amazing you need to watch the highlight on repeat. Now you can make those plays yours, all officially licensed by the NBA and minted on the blockchain in limited supply.” (nbatopshot.com/about)

Customers have the option purchase NFTs directly with their credit cards or by using cryptocurrencies as intermediaries, catering to a wider audience.

This has seen success with Dapper Labs now valued at roughly \$7.6 billion in a series D funding round announced on the 21st September 2021. The sales figures, \$700 million in less than a year, also point to NFTs being a potential revenue stream for football clubs that we are interested in exploring in the future.

On the 22nd September 2021, La Liga announced its partnership with Dapper Labs and intention to introduce Official NFT Collectible Highlights, from Summer 2022, showing the expansion of this concept into football.

Strengths:

- Demonstrates demand for video NFTs, as collectibles, in sport
- Has an established marketplace for users to trade their NFTs
- Bridged the crypto barrier to entry
- Transitioning to ‘Flow’ blockchain to mitigate Ethereum issues

Weaknesses:

- Dapper Legacy wallet uses Ethereum blockchain so users must pay gas fees when trading their NFTs
- Dapper Legacy wallet uses Ethereum blockchain so transactions consume high amounts of electricity

Case Studies

Chiliz Initial Coin Offering (\$CHZ)

Chiliz released their \$CHZ coin through the Ethereum (\$ETH) blockchain. The initial coin offering (ICO) occurred on 01/06/18.

ICO Supply = 3,066,666,666 \$CHZ

Hard Cap = 8,888,888,888 \$CHZ

ICO Price (per coin) = \$0.032 USD

67.26% of the coins sold after eight days (01/06/18 - 09/06/18) raising a total of \$66,000,000.

Paris Saint Germain Fan Token Offering (\$PSG)

French football club Paris Saint Germain released their \$PSG token through the Socios app and \$CHZ cryptocurrency. The fan token offering (FTO) occurred on 28/01/20.

FTO Supply = 500,000 \$PSG

Hard Cap = 19,890,000 \$PSG

FTO Purchase Cap = N/A

FTO Price (per token) = Approx. \$2.77 USD

17.28% of the tokens (86,385 \$PSG) sold after 124 days (28/01/20 - 31/05/20) raising a total of \$190,047.



Case Studies

AC Milan Fan Token Offering (\$ACM)

Italian football club AC Milan released their \$ACM token through the Socios app and \$CHZ cryptocurrency. The fan token offering (FTO) occurred on 05/10/20.

FTO Supply = 500,000 \$ACM

Hard Cap = 19,960,000 \$ACM

FTO Purchase Cap = 5,000 \$ACM (per Socios.com user)

FTO Price (per token) = Approx. \$3.27 USD

100% of the tokens sold after 84 days (05/10/20 - 28/12/20) raising a total of \$1,635,000.

Everton FC Fan Token Offering (\$EFC)

English football club Everton FC released their \$EFC token through the Socios app and \$CHZ cryptocurrency. The fan token offering (FTO) occurred on 15/09/21 at 14:00 BST.

FTO Supply = 500,000 \$EFC

Hard Cap = 10,000,000 \$EFC

FTO Purchase Cap = 75 \$EFC (per Socios.com user)

FTO Price (per token) = Approx. \$2.77 USD

100% of the tokens were sold within four minutes raising a total of \$1,385,000.



Case Studies

Flamengo Fan Token Offering (\$MENGO)

Brazilian football club Flamengo released their \$MENGO fan token through the Socios app and \$CHZ currency. The initial fan token offering (FTO) occurred on 19/10/21 at 14:00 BST.

FTO Supply = 1,500,000 \$MENGO

Hard Cap = 30,000,000 \$MENGO

FTO Purchase Cap = 100 \$MENGO (per Socios.com user)

FTO Price (per token) = Approx. \$2 USD

The first half of the tokens (750,000) sold within 10 minutes to approximately 13,000 users.

Average tokens bought per user = 57 \$MENGO (\$114 spend)

The second half of the tokens (1,500,000) sold after two hours to approximately 29,000 users.

Average tokens bought per user = 51 \$MENGO (\$102 spend)

This decrease in average tokens bought per user is an interesting dynamic which shows the type of buyers change during the FTO. The early buyers were generally the biggest spenders and bought in as soon as they could. As the FTO progressed, it attracted more small transactions with particular interest from Brazilian users, spending around €2-€5. Based on the minimum wage in Brazil, this is equivalent to approximately 3-8 hours of work.

In context, if UK based users were to invest 3-8 hours of their wage (based on UK minimum wage) they would spend £25-£70. This highlights the amount of money individuals are willing to invest in fan tokens and the demographic range of potential users.

In conclusion, these case studies show the development in this market. Uptake rates have increased exponentially in recent times and will continue to do so as the space grows even further.

A close-up photograph of a person's foot wearing a blue and white sneaker, stepping on a white soccer ball with colorful geometric patterns. The background is a blurred outdoor field.

Tokenomics

Tokenomics Explained...	76
Tokenomics Breakdown	77
Multisignature Policy	79

Tokenomics Explained...

The term tokenomics refers to how the DAO is set up. Important attention should be paid to whether there is a hard cap, which means the number of tokens in circulation are fixed. Furthermore, the number of tokens distributed to seed investors, the core team, how much is set aside in reserve, and whether the tokens are burnable should all be considered by participants because they have an impact on price and value. The TFT DAO is based around a token for participation, it is a leisure token, not a meme coin or a pump and dump. Ownership allows ownership and participation in The Fans Together DAO.

We have set a hard cap of 10 billion tokens, as shown in the tokenomics breakdown. The community controls the 30% set aside and these are burnable, which means that if the DAO's revenue is sufficient and the community does not need to sell any more tokens, we can burn them in the future.

Fundraising schedule as follows:

- PRE ICO NFT SALE

This is not a time sensitive sale although supply is capped. Each level of NFT represents a number of \$TFT and contains vesting bonuses for participants based on length of hold for 6 or 12 months from purchase. This is aimed firmly at crypto early adopters and supporters of the project as it grows through its infancy. This carries the most risk for participants as a lot of milestones remain to be achieved, it also offers the best access price and long term bonus.

- ICO

This will see the balance of the tokens not sold in the pre ICO NFT sale put to market, at this point any remaining NFTs will be burnt. This is aimed at completing the acquisition of the marquee football club. This will run as declared for a fixed period of time with an intensive marketing campaign to bring mainstream participation from all sports fans. This stage will have far less risk for participants.



Tokenomics Breakdown

Name: The Fans Together

Ticker: TFT

Blockchain: IOTA

Decimals: 0

Circulation:

Hard Cap: 10,000,000,000 (10bn) 100% minted at launch

Pre ICO NFT & ICO token sale: 35%

Retained for asset purchase via future token sale rounds: 25%

Contingency reserve: 10%

Marketing: 15%

Team: 5%

Seed: 7%

Advisory board: 3%

Supply:

Post ICO: 65%

Retained and burnable (as per DAO participant choices): 25%

Contingency retained: 10%

Team and seed public launch moratorium period: 12 months

The Tokenomics section has had a little refresh as things have changed around our planned ICO and FTO allocations and the method of going to market. This has seen the proposed two offerings merged and a slightly lower amount overall put up for sale initially.

The ICO and PRE ICO NFT sales see a combined offering of 35% of the mint, this sees an increase in the retained tokens to 25% from 20% for future fundraising.

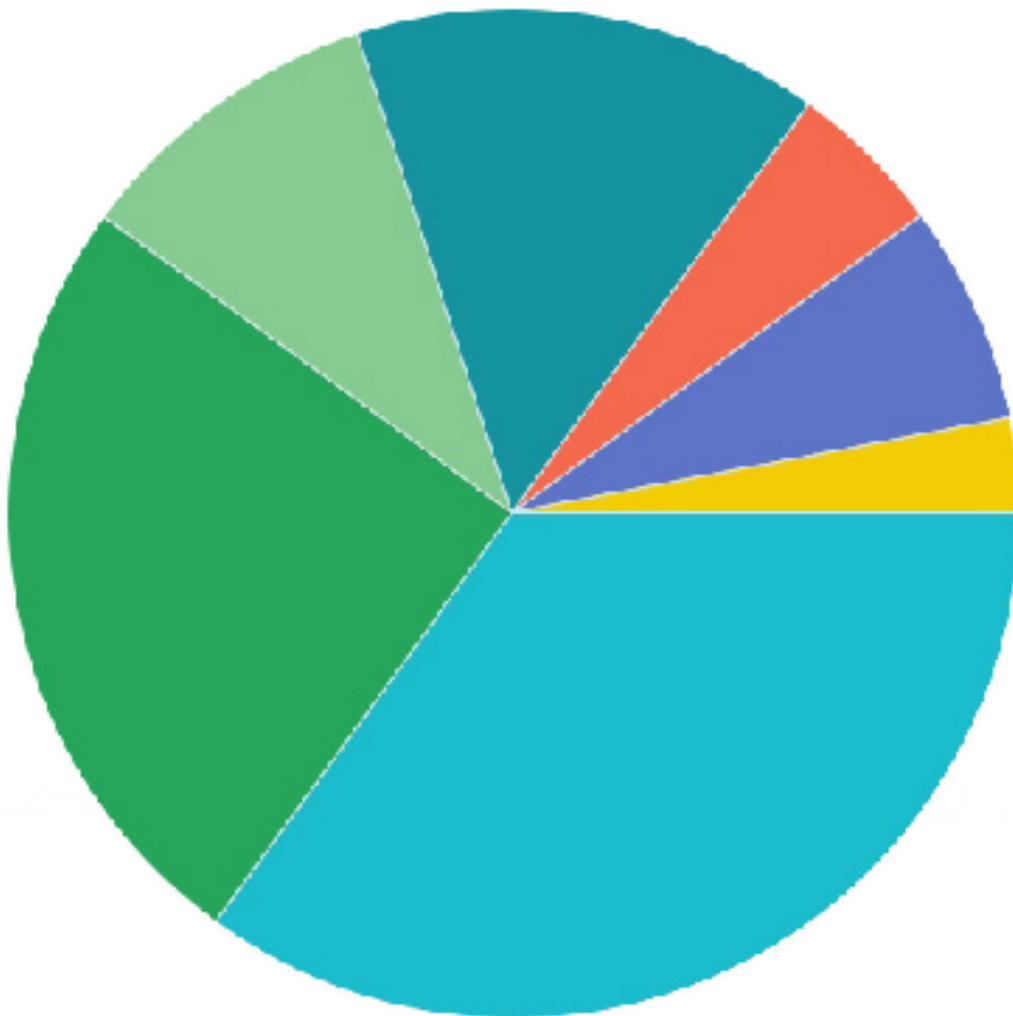
This is still envisaged to be used for an offering round that will be for a specific purchase. The DAO will be able to vote on this when the time is right and there is still the option to burn these too.

It should be noted that all other areas remain the same and there is a contingency reserve still of 10%.

Token Circulation

Key:

- Pre ICO NFT & ICO Token Sale - 35%
- Retained for future assests - 25%
- Contingency Reserve - 10%
- Marketing - 15%
- Team - 5%
- Seed - 7%
- Advisory Board - 3%



Multisignature Policy

Gnosis is a multisignature wallet/vault for Ethereum based cryptocurrencies, where any outwards transaction must be pass a majority, by the members of the vault.

We are using it to store the club purchase funds for The Fans Together DAO. Due to the low gas fees, the funds will be held in the form of Matic/Polygon tokens. The Fans Together multisignature wallet is controlled by five members of the core TFT team. For any outwards transaction, a majority of the members (at least three) must authorize it, otherwise the transaction will be rejected and the funds will stay in the wallet.

The purpose of the multisignature wallet is to provide safety and reassurance that the funds are ringfenced and can be independently verified. We have the ability to add new members to the wallet and the power to change the policies with a vote. This means as the DAO continues to form and evolve, pods and committees can have wallets which can become part of the multisignature wallet, and then more people and groups can vote on the decisions relating to the club purchasing funds.

Contract Addresses

TFT Multisignature Wallet

0x841fC4CeCd2D6b296f50a71F5bAac1586F0CB21b

Core Team Addresses

0x9fb0C47b3c962F01f090C1eAeaB2734Bb4c2CeB0

0xe70abf99b6bd39e4b7a1F5a77f5277fEC2dC7800

0x04F2A62CDA9C15f88B62F40A864E11F2F0e70b31

0x0BF582F02f1758d71f1d8C8e373240224b52634D

0xe843681B3EA5b35a67578F35564280D1710FB44C



Finances

Expenditure	81
Expenditure Explained...	82
Revenue	83

Expenditure

Breakdown of fundraising rounds

PRE ICO NFT SALE REVENUE ALLOCATION

80% - Development
Regular overheads
Community growth

20% - RINGFENCED
Asset Acquisition

ICO - Initial Coin Offering ALLOCATION

50% - Marketing
Regular overheads
Product development

50% - RINGFENCED
Asset Acquisition

Club Purchases - RINGFENCED funds permitted use

5% - Max club deposit
95% - Club acquisition



Expenditure Explained...

It is crucial to gauge the steps defined by the roadmap and how funds are utilised for delivery of that schedule. In simple terms, the pre ICO NFT sale is 80% funding towards app and tech development, marketing, regular overheads and community growth. Funds raised at ICO reduces this amount to 50%. This provides liquidity for operations and a progressive growth in the treasury for asset acquisition as participation increases.

Funds for asset acquisitions are ringfenced for club purchase in multi sig wallets which are controlled by the DAO committees and participants. If the DAO failed to achieve its goals this would allow participants to be refunded to the extent of the percentages above at a minimum rate.

The increased risk profile for early participants in The Fans Together DAO, as with any DAO, means their price of participation is lower than later rounds of entrants and reflects this adjusted risk to bring the project to mainstream adoption. Also the development costs of the platform are traditionally front ended and this will be no different.

Any member can become involved in the finances of the DAO and can join the appropriate governance community initially on Discord for discussion. Ultimately they can define the systems used for financial protections for the DAO. In the immediate future, all funds require open voting to be displayed and 3 multisig participants - committees or core team for any amount to release those funds. For amounts over \$5k it additionally requires the DAOs tax advisors to ratify the transaction is valid.

There is no weighting of votes for one individual or another beyond the audit function of the tax advisors' oversight to verify those sums. The DAO participants will control the treasury in full.



Revenue

There is a balance to be achieved in engaging our community and increasing the value of the blockchain through marketing, sponsorship, acquisitions and the appreciation of assets through on field success. Our approach is to leverage our TFT holders' current purchasing and media consumption habits and switch them to use of our platform to increase TFT revenues and chain liquidity.

Revenue splits will be precisely managed and are set out in the following defined areas:

- 0% of operating profits from individual clubs – We anticipate continuity with the traditional revenue streams of the clubs. We aim to augment them through increased exposure for each club brand as they are part of the TFT stable of worldwide sporting properties. The clubs should be cash rich and have flexibility to increase excellence through capital expenditure which is why 100% of the profits will be retained for each club to pursue the strategy they have been directed on.
- 20% of paid vote revenue will remain in TFT treasury to cover operations
- 100% of sponsorship deals for the TFT brand remain with the DAO
- 100% of marketing revenue from consumer purchasers through our platform or app and site ad impressions remain with the DAO
- 100% merchandise relating to TFT brand and commission derived on club sales of merchandise
- 50% of NFTs gross remains with the DAO - This is an area that will be part of a phase 2 augmentation of revenue and will be high class unique entities that have value. For example, this could be video clips of a certain goal, on field score, special move or celebration and also encompass things such as direct greetings or words said by one of the team's stars. These will be established as a commodity and generate revenue for the TFT chain.
- 50% of the TFT esports team profit remains with the DAO - This will be created and promoted globally to increase penetration of the brand.
- 100% of TV channel revenues will be entirely retained by the TFT chain



Marketing

Marketing Overview

84

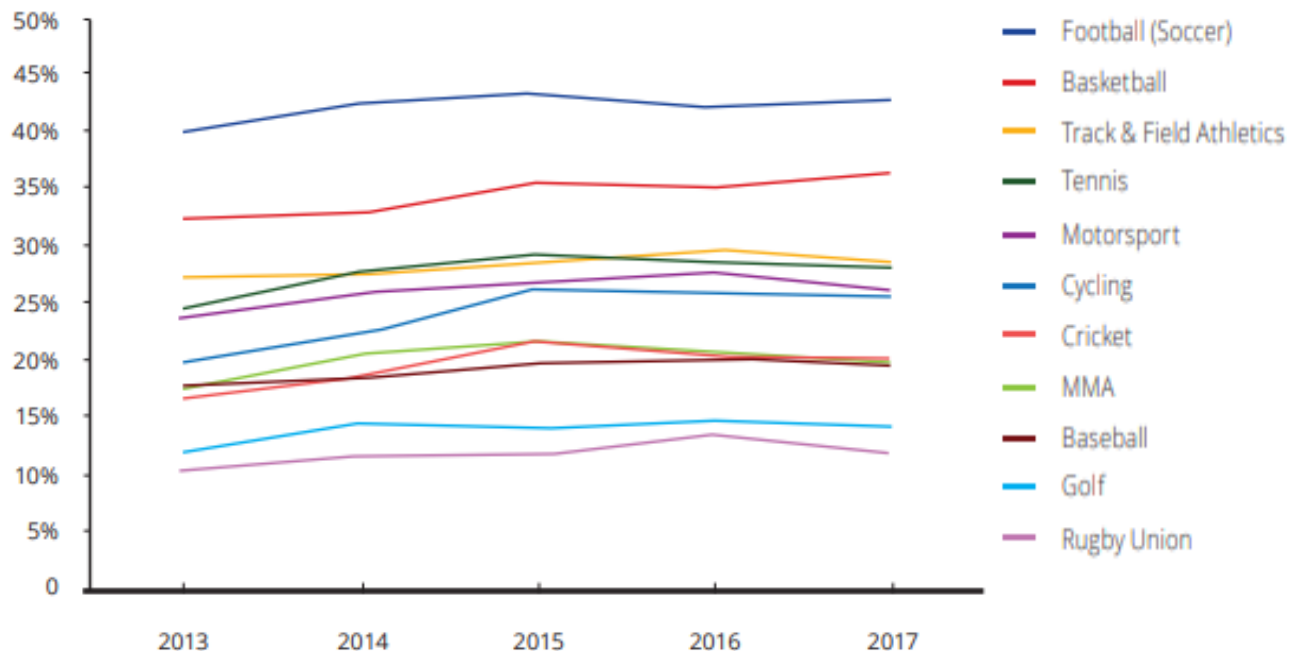
Marketing Strategy

85

Marketing Overview

Our marketing approach intends to use football as our initial focus as it is the most popular sport across the world. We believe this provides our project with the most exposure to the average sports fan. This is supported by the research of The Nielsen Company's 'World Football Report' published in 2018 (<https://www.nielsen.com/wp-content/uploads/sites/3/2019/04/world-football-report-2018.pdf>).

Nielsen's report gathered data from 18 different markets across the world to determine the interest in major sports. The data demonstrated an audience of over 40% of respondents from 2013 to 2017 were interested in football, with the 43% in 2017 equating to 736 million people. This is significantly higher than all the other sports included in the survey. Basketball received the second highest interest among these markets and was the only other sport to achieve more than 30%.



(Source: Nielsen Sports DNA. Figures represent results from surveys of 18 markets: Australia, Brazil (urban population), Canada, China (urban), France, Germany, India (urban), Italy, Japan, Malaysia, Poland, Russia (urban), Singapore (urban), South Korea (urban), Spain, U.A.E. (urban), U.K., U.S.)

Marketing Strategy

THE FANS TOGETHER

To grow trust in and exposure of The Fans Together to become recognised as a premium trusted sports brand across the globe.

This will be achieved through growing a network of professional sports clubs owned and run by sports fans. Directed by the community and allowing individuals to choose their level of engagement.

Exposure to the brand will develop initially through an organic online community growth plan with master branding ultimately managed through a professionally run full media campaign as size metrics indicate and budget permits. Appointed respected spokespersons will assist to bring the project to the mainstream and cement The Fans Together into the sporting lexicon over the coming years.

SPORTS CLUBS

To grow audience share and devotees of the clubs' brands to allow them to augment revenues and income through increased exposure and loyalty. Increased eyeballs combined with professional agency marketing management to increase brand exposure.

This permits smaller clubs in niche sectors to leverage opportunities not normally available by being part of the TFT family with association to the main brand and the opportunities that brings for collective bargaining and group benefits. These are huge marketing opportunities for these small clubs to get mass exposure.





Acquisition Strategy

First Club Purchase	88
TFT Football Pyramid	89
Subsequent Assets	90
Sport Diversification	91



First Club Purchase


The first proposed asset to be purchased will be a football club in the UK. The scale of this purchase will be based on the success of the Initial Coin Offering (ICO) funds raised for this project.

Tier 1 - If we achieve 100% token subscription during the ICO then we will look to purchase a Premier League club.

Tier 2 - If we achieve 50% token subscription during the ICO then we will look to purchase a EFL Championship club.

Tier 3 - If we achieve 25% token subscription during the ICO then we will look to purchase a lower level EFL Championship club or an EFL League One club with significant history at the highest levels.

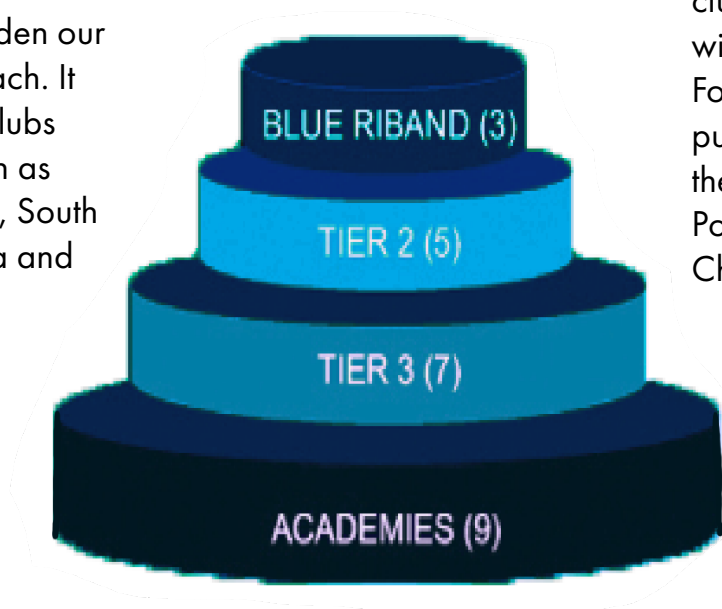
Tier 4 - If we achieve 10% token subscription during the ICO then we will look to purchase a club from EFL League One or below.



TFT Football Pyramid

BLUE RIBAND - Our blue riband tier will consist of three clubs from Europe's top five elite leagues. We will likely look to England, Spain and Italy for these acquisitions. One of these three clubs will be our initial marquee purchase which each subsequent acquisition is built around.

TIER 3 - Our third tier of clubs will widen our geographic reach. It will consist of clubs from areas such as Eastern Europe, South America, Africa and Australia.



TIER 2 - Our second tier will consist of five clubs from leagues with elite aspirations. For example, we may pursue clubs from the top divisions of Portugal, Netherlands, China and America.

ACADEMIES - Our final tier will be comprised of academies across our global reach including a focus on some specific areas.

We aim to complete the TFT Football Pyramid ten years after our initial marquee purchase.



Subsequent Assets

Asset purchases will be subsequently guided by the membership votes and will be across a myriad of sports funded by additional token sale (see Tokenomics) or revenue.

Currently the TFT DAO is working with a member to realise his vision to buy a basketball club in the European leagues that has a great opportunity for progression with increased fan support, participation and exposure. The budget is readily within reach and will widen our exposure rapidly to a bigger audience of sports fans.

We anticipate this plan for the basketball club and the wider general football club strategy of diversification to be endorsed by the token holders. Things will evolve as more members become involved and they may choose to follow our founding plan to build our pyramid of football clubs at different sporting levels and they may not. That is the hugely exciting aspect of the DAO as its future control is divested to members.

Ultimately our expectation is that the DAO will diversify with asset purchases being made in varied sports such as basketball and cricket, potentially with investments into F1 and other high profile motor sports. We are also hugely excited by the prospect of less globally popular sports such as rugby benefiting from being part of The Fans Together and finding new audiences.

The key is the DAO is led by the fans and the future is in their hands.



Sport Diversification

We are using football as a launchpad for The Fans Together because football is the global game with the largest audience who have an emotional attachment to it. However, we are also aware there are plenty of sports that people love and enjoy and are just as passionate about.

Our intention is that as the DAO proliferates and as our users proliferate, communities will form that focus on sports such as rugby league/union, cricket, basketball, MMA and any other sport you can imagine. While we hope The Fans Together will be headline grabbing and innovative, we also aim to save clubs from financial pressure and support clubs with exposure problems through our fan led community. We believe the vision of what we are doing will lead to a position where we are able to expand across the globe based on how the community wants to be directed.

The existence of the blockchain allows this diversification into other sports to be community led, rapid and for the DAO resources and expertise to be shared throughout the community.

Throughout all future expansion we intend to maintain the core principles and beliefs of The Fans Together. This includes fan ownership of sports clubs, fan engagement being at the forefront and progressive ideals for inclusion being advocated. We also aim for each sporting entity to emulate their own versions of the TFT Football Pyramid.

We anticipate this sport diversification to happen most frequently after 24 months. However, this diversification will always be made possible and will only increase over time as fans find our banner.



A close-up photograph of a person's foot wearing a blue and white soccer cleat, standing on a white soccer ball. The ball has colorful patterns in red, yellow, and blue. The background is a blurred green field.

The Team

The Core Team 93

Key Advisors 94

Affiliations 95

THE CORE TEAM



**MANNIE
ORISAWUYI**



**GEORGE
O'DEA**



**DAN
BARBER**



**DAVID
BARATO**



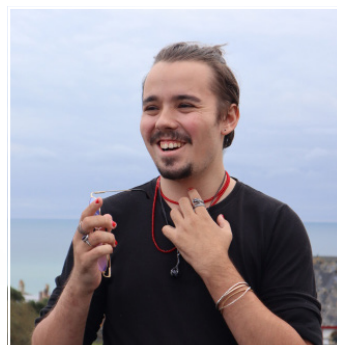
**BRITTANY
CHIPPENDALE**



**MANISHA
JAANVI**



**SIMON
WENTWORTH**



**IZAAC
MARSHALL**



**CHARLIE
WHYBORNE**



Key Advisors

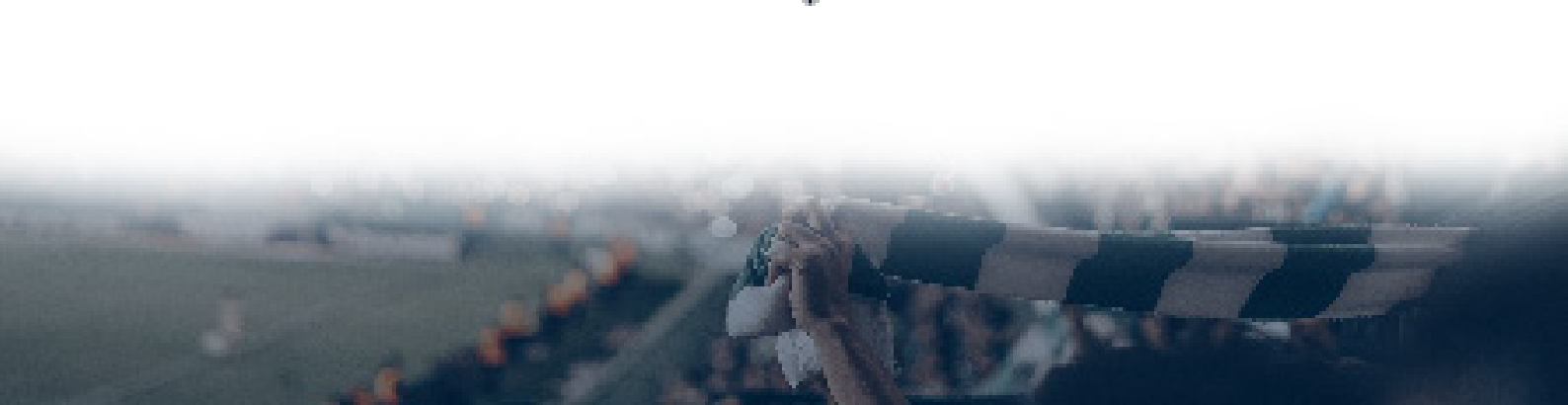
The Crypto Tax People

"The Crypto Tax People are Chartered Tax Advisers who specialise in the taxation of crypto assets.

We provide a service aimed at investors, accountants, asset managers and trustees and to anyone who wants (or needs!) to understand better the complexities of UK tax surrounding crypto assets.

We understand the requirements and pressures to keep up-to-date with the technical tax issues so we offer a first rate, clear and informative subscription service to provide regular updates and access to us on the ever-changing landscape of crypto assets and their taxation.

This will equip you with the facts, action points and risk areas you need to be aware of so you can best advise your clients and for investors investors to understand their obligations and any planning options and where relevant, know when to get a specialist involved." (www.linkedin.com/company/thecryptotaxpeople/)



Affiliations

Show Racism The Red Card

We have affiliated with Show Racism the Red Card (SRtRC), the UK's leading anti-racism educational charity, formed in January 1996.

"Show Racism the Red Card is an anti-racism educational charity. We aim to combat racism through enabling role models, who are predominately but not exclusively footballers, to present an anti-racist message to young people and others. Show Racism the Red Card acknowledges that racism changes, as do the experiences of Black, Asian and minority ethnic communities in the UK. Our message and activities therefore need to be able to respond to such changes as and when appropriate.

We achieve this through:

- Producing educational resources
- Developing activities to encourage people, including young people, to challenge racism
- In parts of the UK, challenging racism in the game of football and other sports."

(<https://www.theredcard.org/>)



A close-up photograph of a soccer player's foot wearing a blue and white cleat, standing on a white soccer ball with colorful geometric patterns. The background is a blurred grass field.

Glossary

Glossary

50+1 rule - a club must hold more than 50% of its own voting rights, in order to play in the Bundesliga. This means the club's members, the fans, retain a majority ownership stake.

AGM (Annual General Meeting) - the yearly gathering of a company's interested shareholders.

Blockchain - a digital database containing information (such as records of financial transactions) that can be simultaneously used and shared within a large decentralized, publicly accessible network.

DAG (Directed Acyclic Graph) - a way of structuring data, often used for data modelling, and increasingly as a consensus tool in cryptocurrencies. Directed acyclic graphs consist of vertices and edges. There are no blocks, unlike in a blockchain. Instead, transactions are recorded as vertices, and these are recorded on top of one another.

DAO (Decentralised Autonomous Organisation) - an organisation that is represented by a computer program, is completely transparent, has total shareholder control and no influence of the government.

dApps (Decentralised Applications) - digital applications or programs that exist and run on a blockchain or peer-to-peer network of computers instead of a single computer, and are outside the purview and control of a single authority.

DLT (Distributed Ledger Technology) - the technological infrastructure and protocols that allows simultaneous access, validation, and record updating in an immutable manner across a network that's spread across multiple entities or locations (blockchain is an example of this).

Fan points - points earned by interacting and engaging in the TFT app.

Fan ranks – significant landmarks which occur at different levels of fan points accumulation. These dictate your position in the TFT fan leaderboards, and the higher the rank you are, more rewards and prizes open up to you.



Glossary

KYC (Know your Customer) - a set of standards used within the investment and financial services industry to verify customers, their risk profiles, and financial profile.

Leveraged buyout - the acquisition of another company using a significant amount of borrowed money to meet the cost of acquisition. The assets of the company being acquired are often used as collateral for the loans, along with the assets of the acquiring company.


NFT (Non-fungible token) - a unique and non-interchangeable unit of data stored on a digital ledger. NFTs can be used to represent easily-reproducible items such as photos, videos, audio, and other types of digital files as unique items. These use blockchain technology to establish a verified and public proof of ownership.

SLO (Supporter Liaison Officer) - a person (or people) within a football club functioning as a bridge between the club itself and supporters of the club.

Smart contract - a self-executing contract with the terms of the agreement between buyer and seller directly written into lines of code.

Sportswashing - when an individual, group, corporation, or nation-state uses sport to improve its reputation and public image.



A close-up photograph of a person's foot wearing a blue and white soccer cleat, standing on a white soccer ball. The ball features colorful geometric patterns in red, yellow, and blue. The background is a blurred grassy field.

Appendix

Appendix

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www.linkedin.com/company/thecryptotaxpeople/ (page 88)

holograph.digital/digital-experience/ (page 89)

www.linkedin.com/company/holograph-ltd (page 89)

Additional Resources

IOTA Community Interactive Graph - graphcommons.com/graphs/e6806379-20b1-48e8-9f6d-d99525d79b2e



Donation Links

Let's make it happen!

Iota Wallet



iota1qpe4wwxmea8nqzafrp4q3lgnj2xycr-
5j9awx0hmqhe6pytw0zc0vycxcqrk

ETH, ERC, POLY etc
Wallet

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191dE16213f064B4d



BTC Wallet



38eSxYimwaadHFPaL1Ea8XC8sgqHj5G3g1

