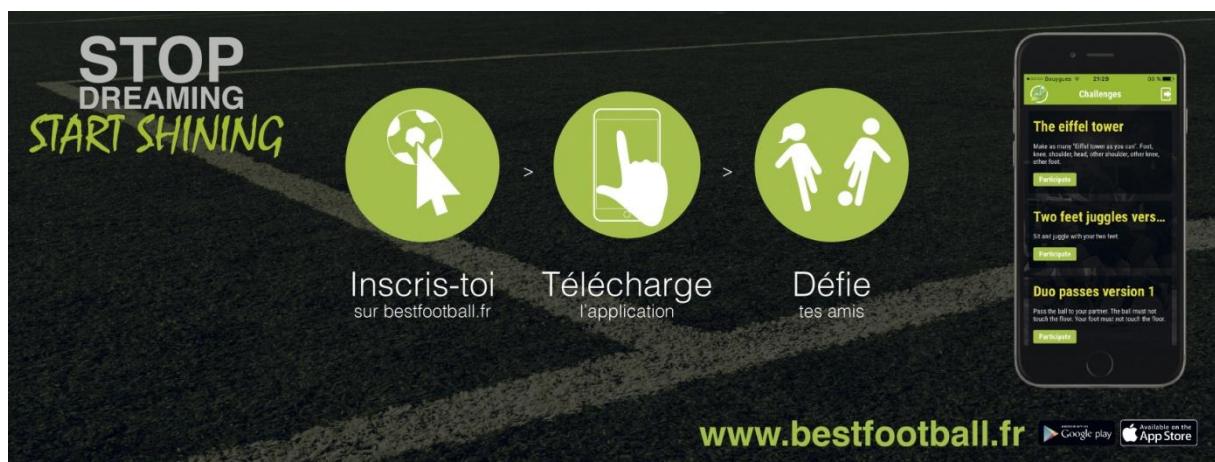


## **Bestfootball: The platform rewarding football players!**



“Stop Dreaming and Start shining”, Bestfootball slogan is an enticing invitation to soccer players from all around the world to put their football cleats on. This is the ambition of three young entrepreneurs who announced the launch of a mobile application ( bestfootball) and a website [www.bestfootball.fr](http://www.bestfootball.fr)

On one hand the website displays football challenges on the other hand Bestfootball mobile application allow users to record their challenges and to upload automatically their challenges on the website. Bestfootball users will be able to take part in the challenges offered, defy one another over any challenge and a ranking will be set up according to their results. A reward system will rewards our users thanks to brand partners of Bestfotball.



### **Restore the greatness of « the beautiful game »**

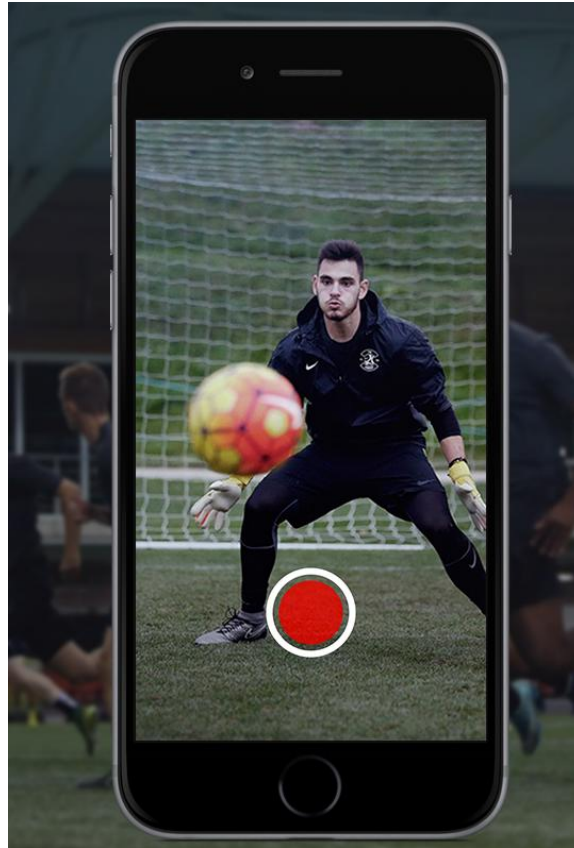
The conclusion is plain. Creativity, innovation and entertainment are less present in football. Results pressure outweighs football as a game even in the youth categories. We consider, passion, enjoying the game, risk taking and creativity should be at the forefront of the beautiful game. Based on this observation, Bestfootball was born. Bestfootball is an interface (mobile application and website) allowing football player to have fun while improving their skills and why not for the best players to get noticed.

Bestfootball was developed around the concept of gamification, the perfect combination between learning and playing. The website offers plenty football challenges with pre-defined levels for each of those challenges. For instance for the challenge « juggle with your right foot» you need to juggle ten

**Bestfootball press release: 11/04/2016**

Press contact: [contact@bestfootball.fr](mailto:contact@bestfootball.fr)

times to reach the first level. For each level you will reach, you will obtain points. According of how many points you have earned, you will be given a status (Beginner, amateur, professional, expert..). Players can defy one another over any challenge and therefore they will be able to compare themselves with friends or players on the other side of the world.



**Encourage Bestfootball users to improve their game with rewards.**

Sport industry is characterized by the opposition between « sport leisure » and « sport performance ». BestFootball aims to be the link missing between performance and leisure by rewarding its users for their efforts. Those rewards will come from Bestfootball brand partners which will have the opportunity to sponsor some of the challenges.

When you are on Bestfootball, you always win. On one hand Bestfootball partners will benefit from a disruptive marketing campaign through the engagement of our users for the challenge our partner will sponsor. On the other hand Bestfootball partners will also benefit from a showcase page for their products on our website. Regarding Bestfootball users if they earn enough points they will be able to win the different gifts offered by our partners.

Bestfootball users who haven't taken part to any of the challenges or those who didn't earn enough points will also be rewarded through the "viewer" functionality. This functionality will allow them to assume the role of talent recruiters. They can predict who will win the challenge Bestfootball offer, and if they guessed it right, they will win a prize.

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## **Bestfootball: Innovative technological solution for Football freestylers**

Football is a passion but especially a powerful social force, which gathers population from different background to share intense moments. We are convinced that the digital world we are living in have a big part to play in the diffusion of football passion around the world.

Performance digitalization contributes to personalize user experience by improving its engagement. Our Startup has the ambition to support freestylers in the development of their community thanks to our platform.

Bestfootball enables freestylers offering tutorials on their website, YouTube channel or social network to interact with their community afterwise. Bestfootball mobile application enables freestyler's community to record and upload automatically on our platform their football skills they learnt through freestyler's tutorials. Freestyler's will have access to those videos on our platform and will be able to download it in one click.

Besides the fact that freestylers can interact directly with their community, Bestfootball platform creates a dynamic within freestyler's community channel thanks to the functionality « share your video ». This functionality enables freestyler's users to share their video in one click on their social network with freestyler's hashtag included.

### **Bestfootball Dreamteam :**

Behind Bestfootball there are three entrepreneurs forming one of the most prolific trio in Europe. Afters MSN ( Messi, Suarez, Neymar) BBC ( Benzema, Bale, Cristiano ) you will have to count on JNJ ( Jérémie, Nassim, Joris).

#### **Nassim, numéro 10**

Nassim Ezzakraoui in the daily life is an actuary. Most likely you don't know about that job and we don't mind. Actually more than analyzing risk, what Nassim like above all is to put his football boot on and dribbling on field. He played for Besaonçon academy and realized he is not improving as much as he wants to in a football club ( there you go Nassim we don't always have what we wants). On the other hand he realize that he learn much more playing alone or with his friends in the street. In 2013, while he is trying to get a football scholarship to play in the US he realize the lack of visibility a lot of young amateur players are facing. Bestfootball was born.

*Strenght : good reader of the game, ability to speed up the game*

*Position : CEO*

#### **Jérémie, numéro 9**

Jérémie Karege is working as a business manager for Capgemini (A French management consulting firm). He met Nassim in the US where he had a football scholarship and decided to join Nassim on Bestfootball adventure. His passion : Football. He played all over the world and despite not being a

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number 9 on the pitch, Jérémie is above all a number 9 in life! As any number 9 that respect its status he has one obsession, the goal! We are confident that jeremie will keep composure in front of what could be one of its most beautiful goal: Make of Bestfootball an interface recognized worldwide.

*Strenght : Intuition, Quick with the ball, know how to move without the ball*

*Position : COO*

**Joris, numéro 3**

Joris Hart is a graduate student in engineering and technical solutions for sports activities at Savoie university. His main passions are paraglider, soccer and web programming ( Yes between jumping in glider playing a soccer game Joris finds time to code Bestfootball website) ! Joris is a true entrepreneur; Bestfootball is already his third project. Joris first project was already about football (Geo-localization and set a game between friends), he also created his own platform services (creating website for individuals). He was seduced by the Bestfootball project and the philosophy behind. He became an associate in the Bestfootball project in October 2015.

*Strenght : meticulous, hard worker, team spirit*

*Position : CTO*