



THE FANDOME

www.therandome.com

FANDOM SOCIAL SERVICE

for geeks and fans worldwide



200 mln fans of popular culture worldwide and large entertainment business around them.

We found they are in pain by using a Facebook-like crutch networks to display their interests and have fun.

We offer the service that finally helps geeks and fans to express themselves through their love for fictional universes and characters.

We are already launched the beta-version and 5500+ geeks are excited and “fangasming” with us. The release version will be presented in May.

Now we need investment to scale our service to USA, Japan, South Korea and further. In 10 months we will attract at least 1 mln of fans across the world and 10 mln in 2 years.

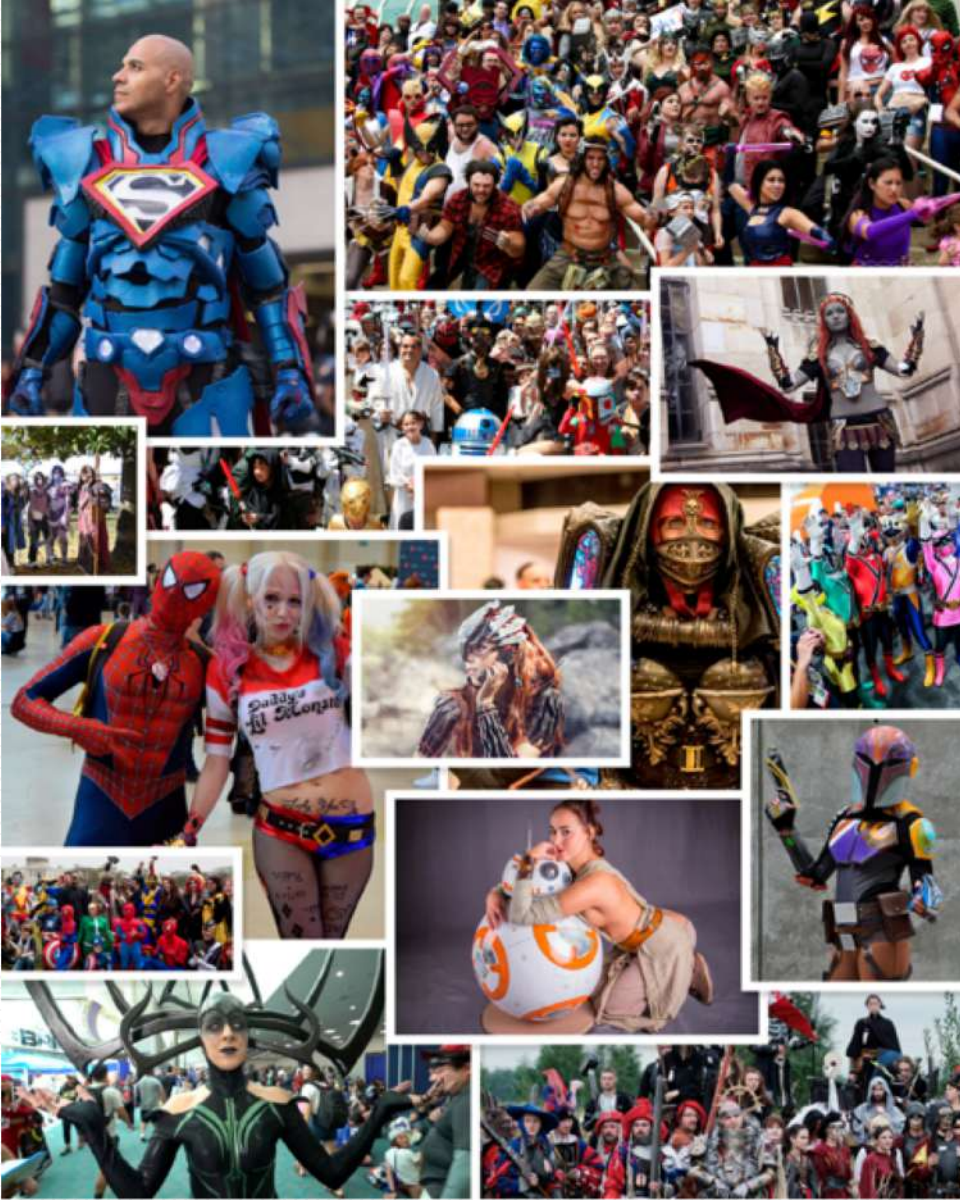
Our team is fully prepared to achieve all goals and have detailed strategy how to conquer the world.

”...THEFANDOME is the One to rule them all.”¹

¹ Reference to the inscription on the One Ring from *The Lord of the Rings* by John R. R. Tolkien.

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GEEKS ARE FANS OF FICTIONAL WORLDS WHO CAN'T LIVE WITHOUT THEIR HOBBIES AND INTERESTS.

- ❖ eSports Players
- ❖ Gamers
- ❖ Bloggers
- ❖ Board Gamers
- ❖ Anime Lovers
- ❖ Cosplayers
- ❖ Fans
- ❖ Reviewers
- ❖ Crafters
- ❖ Fan Artists
- ❖ LARPer
- ❖ Furries
- ❖ Model Makers
- ❖ Comicsists
- ❖ Fic Writers
- ❖ Otherkin
- ❖ Otaku
- ❖ Mangaka

WHAT'S IT LIKE TO BE A GEEK OR FAN?



You consume production of popular culture created over the past 50 years.



You identify yourself with a fictional universe or a certain character.



You actively express your passion to fan community.



FAN AND GEEKS ACTIVITY IS BASED ON THE 3 CORE NEEDS:

1. Expression of one's passions and interests in various forms.
2. Surrounding oneself with information and items related to favorite fandoms and hobbies.
3. Uniting and emotion sharing with like-minded people.



THERE'S A WHOLE DIGITAL ENTERTAINMENT INDUSTRY FORMED AROUND GEEKS AND POPULAR CULTURE
Its turnover is more than \$200 billion per year¹



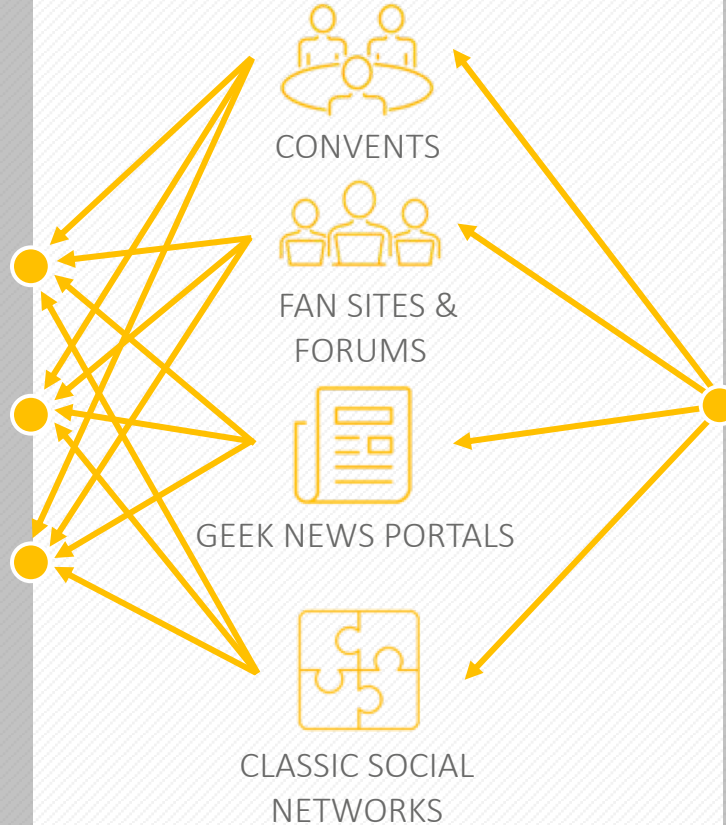
BUT THE BUSINESS AIMED AT FANS AND FANS THEMSELVES
HAVE SEVERAL FUNDAMENTAL PROBLEMS...

¹ based on NEWZOO'S 2017 REPORT stats

² All trademarks, logotypes and brand names of products and companies are copyrighted by their owners.

PROBLEMS OF FANS

- Limited possibilities for self-expression.
- Forced use of many various sites for the same goal.
- Lack of geek features on usual social networks.



PROBLEMS OF BUSINESS

- Target audience fragmentation.
- Complex advertising campaigns splitting among hundreds of various places.
- Difficulty in understanding and monitoring of consumer sentiments.

MOVIE STUDIOS



COMICS



BOARD GAMES



VIDEO GAMES



ACTION FIGURES AND TOYS



TV SERIES AND SHOWS



eSPORTS



THEFANDOME – FANTECH SOCIAL NETWORK FOR GEEKS, FANS AND THEIR INTERESTS

- ❖ Global united fandoms.
- ❖ Dozens of features for self-expression.
- ❖ Very accurate targeting for advertising campaigns.
- ❖ Big Data stats for consumer behavior analyses.
- ❖ Fanmanagement aimed at enjoyment of interaction with like-minded people.



Unique features for
geeks and fans:

THEFANDOME

34/34

facebook

7/34

fanpop

17/34

GEMR

10/34

Amino

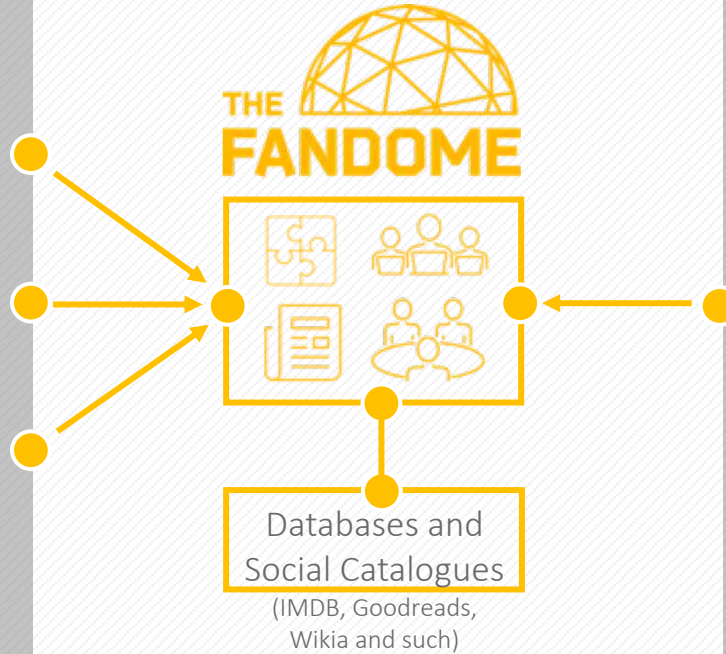
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Pinterest

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SOLUTION FOR FANS

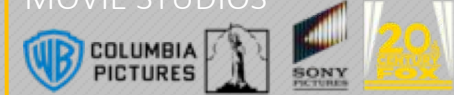
- All geek hobbies and interests at one place.
- Dozens of unique ways for self-expression.
- More than 40 features Facebook, Reddit or VK do not have.



SOLUTION FOR BUSINESS

- Target audience research on a large and representative sample of fans worldwide.
- Highly effective targeting of marketing efforts.
- Big Data tools.

MOVIE STUDIOS



COMICS



BOARD GAMES



VIDEO GAMES



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TV SERIES AND SHOWS



eSPORTS



POTENTIAL MARKET VOLUME

Potentially Available Market

2 billion people...



...by different statistics agencies are engaged with video gaming community and modern TV shows & Movies.

Total Target Market Volume

200 million of Fans...



...from all over the world are involved into popular culture: playing video & board games, watching fantasy TV shows, reading fiction books etc.

By other words they are impressed by modern hobbies.

Available Market Volume

50 million Geeks...



... in next 5 years will receive a THEFANDOME social service for theirs hobbies they wanted to use.

Available Market Volume

500'000+ companies...

... of Digital Entertainment Market are potential customers of THEFANDOME's commercial services.

CORE PLAYERS ON THE ENTERTAINMENT FANTECH SERVICES MARKET

Potential Partner



Fan Lore Sourcebook

- ❖ 234,7 million unique visitors per month;
- ❖ 58,4% - mobile traffic.

Monetization Model:

- ❖ Banner advertising sale.

- No detailed fan profile.
- No fan socializing.
- No FanTech services.

Direct Competitor



Fan Communities' Apps Creation

- ❖ 540 communities' apps on iOS.
- ❖ ~ 10 000 000 installations on iOS and Android over the last 3 years.

Monetization Model:

- ❖ Paid expanded app customization;
- ❖ Advertising in apps.

- No centralized fan service.
- No detailed fan profile.

Key Competitor



Fan Communities Creation

- ❖ 9,86 million users per month.

Monetization Model:

- ❖ Advertising within the system;
- ❖ Premium accounts sale.

- Weak FanTech services.
- No hobby organizer.
- No social cataloging features.

CURRENT STATE OF THE PRODUCT

We have already developed and launched the service approved by 5000+ geeks during the closed testing.

Our product provides fans with features and tools for self-expression Facebook, VK, Reddit and other social networks do not have.

Total investment to the date has reached \$300'000+, thousands of men-hours, and it's not the limit, because we and our partners are sure in THEFANDOME.



4000 hours of research and analytics



1000 hours of design work



4000 hours of programming and product testing



1000 hours of page making



1000 hours of content creating

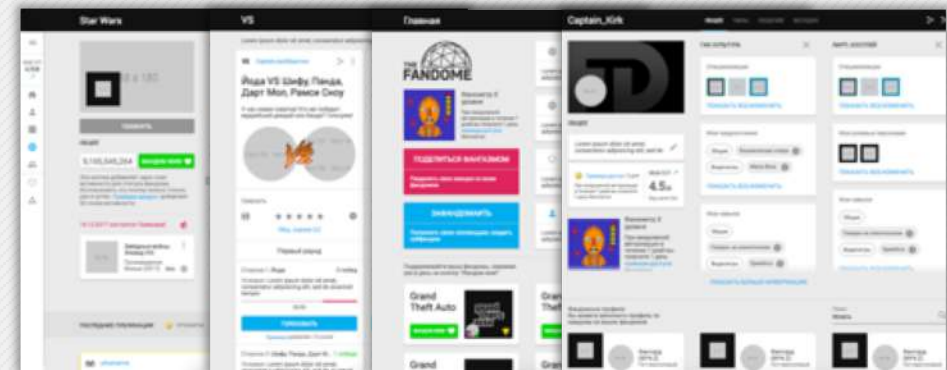


A WHOLE LIFE OF PERSONAL GEEK EXPERIENCE

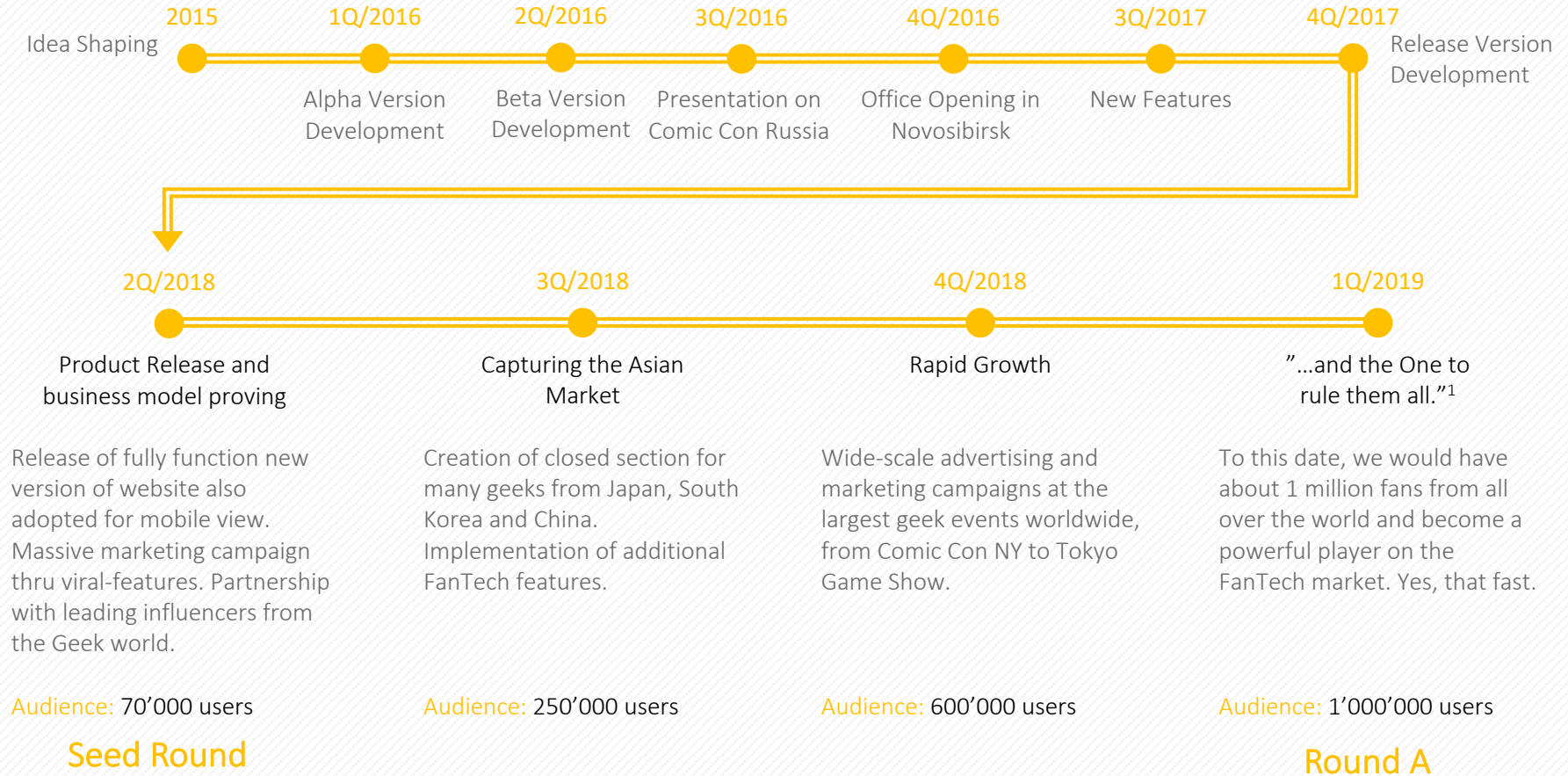
THE AVAILABLE NOW SERVICE:



THE NEW VERSION SCHEDULED FOR MAY-2018:



KEY MILESTONES



¹ Reference to the inscription on the One Ring from *The Lord of the Rings* by John R. R. Tolkien.

To achieve additional investments for seed round we will prove our business model on the largest markets with the most popular fan communities.

FOUR MAIN GOALS TO PROVE OUR PRODUCT:

40k – 70k
registrations

DAU – 20%-10%
from total users

From 2 to 5
weekly visits by
one user

Decrease of User
Acquisition Cost

- ❖ 35 fandoms will be included in the first wave (Star Wars, Star Trek, Doctor Who and specialties of Anime, Comics, Video Games, etc.).
- ❖ Advertising campaign in USA, Korea, Japan and China.
- ❖ Special viral features for promotional purposes in Asian markets.
- ❖ Partnership with popular geek bloggers and influencers in USA and Asia.
- ❖ Launching the “Virtual State for Geeks and Fans” concept.

PROPOSAL TO INVESTOR & CAPITALIZATION PLAN

We offer you to invest into our project during SEED ROUND once we proved our business model or now under special conditions.

Invest during SEED ROUND:

**15% of THEFANDOME Project
for \$1'000'000**

Special condition: Invest \$650'000 by convertible note with 10% discount during ROUND A. Also with primary right to invest more under common conditions.

PRE-SEED ROUND NOW

Audience:
5500+

Profitability:
\$0/month

Capitalization:
\$2'000'000
(according with pre-seed)

SEED ROUND JULY 2018

Audience:
40k – 70k+

Profitability:
\$0k-\$5k/month

Capitalization:
\$6'600'000

ROUND A IN 12 MONTHS

Audience:
1'000'000+

Profitability:
\$100k-\$300k/month

Capitalization:
\$11m - \$40m

ROUND B IN 2 YEARS¹

Audience:
10'000'000+

Profitability:
\$1m-\$2m/month

Capitalization:
\$300m+

ROUND C IN 5 YEARS¹

Audience:
Up to 50'000'000

Profitability:
\$15m-\$40m/month

Capitalization:
\$2,5b+

¹ Based on the methodology for calculating by SAAS FUNDING in 2016.

INVESTMENT CASES OF SIMILAR PROJECTS

To understand approximate investment potential of our project, please look at the projects which raised their funds in the last 5 years. These companies offer services for the same audience as we do, work in digital entertainment and social network area.



Web Site and Mobile App for Bookish Fans.
www.goodreads.com

SEED	Nov. 2007	\$750k
ROUND A	Dec. 2009	\$2m

Acquired by Amazon

Main Investors: True Ventures and many Angels.



Online Community and Marketplace for Fans.
www.gemr.com

SEED	Nov. 2014	\$2,5m
ROUND A	Dec. 2015	\$4,9m
ROUND B	-	-

Capitalization: ~\$10mln

Main Investors: James B. Hawkes (Eaton Vance Corp.), Gary Sullivan



Mobile App Platform for Hobbies.
www.aminoapps.com

SEED	July 2014	\$1,7m
ROUND A	Sept. 2015	\$6,5m
ROUND B	Dec. 2016	\$19,2m

Capitalization: ~150mln

Main Investors: Union Square Ventures, Venrock, Google Ventures



Collaborative Media Platform for Geek Hobbies.
www.wikia.com

SEED	Jan. 2004	n/a
ROUND A	Mar. 2006	\$4m
ROUND B	Dec. 2006	\$10m
ROUND C	Nov. 2012	\$10m
ROUND D	Aug. 2014	\$15m

Capitalization: ~300mln

Main Investors: Bessemer Venture Partners, SV Angels, IVP



Japanese social networking service for geeks.
www.mixi.co.jp

Capitalization: \$2,5bln (IPO)

KEY SUCCESS FACTORS



Early Adopters



Unique Demanded Content



High Capacity Assessment from the Partners

1

We have already developed the product which demand is confirmed by 5000+ of geeks and fans.

2

We spent 3 years and a substantial sum of our own funds to carefully research the target audience, conduct a lot of polls and 2 mass testing of the product.

3

THEFANDOME is a truly unique product with interesting FanTech features those will be enjoyed by any passionate person in this world.

4

We offer handy tools for delicate work with audience (Big Data, accurate targeting by interests, advertising stats) those are attractive to business from the entertainment industry.

5

We are well-prepared! And know what to do at each stage of development from technical aspect to legal issues.

Heads of the project are enthusiastic, honorable and dedicated to their business specialists, as well as passionate fans, just like the target audience of the product.



Evgeniy Gololobov
CEO, Founder

Mastermind of THEFANDOME.

Has been working on the project since 2015. Researches the audience, generates internal content and features of the site.

Is passionate about geek culture (thanks to iconic *Star Wars* and *Star Trek* franchises), philately, video games, natural sciences and music since childhood.

Nowadays, he's well-versed in hobbies and interests area and love to do worldbuilding (creation and detalization of fictional universes).

Being a fan himself, Evgeniy sees each piece of the project from the audience point of view.



Alexey Grigoriev
CFO, Co-Founder

The main financial and legal expert of the project with 15 years of experience in the field of jurisprudence and own agency managing.

He was the first who believed in THEFANDOME in 2015 and invested in the idea along with the Founder.

Interested in Greece mythology, loves to read: especially urban fantasy and sci-fi.



Eduard Mirchev
CMO, Co-Founder

In the past, the Head of the Marketing Department and CFO in working with international market in the large holding IQDEMY Int.

Organized more than 10 exhibitions worldwide, participated in many mass events and knows how to manage the crowd.

In 2016, joined THEFANDOME's team on the rights of Co-Founder and Marketing and PR Manager.

Passionate fan of *Babylon 5* and board game player (has been playing in CCG with like-minded friends for the last 15 years).

LEAD PARTERS AND MENTORS OF THE PROJECT



Vladislav Mirchev
President of IQDEMY Holding

Provides investment and advising support to the project. Runs a large holding dealing with development and implementation of printing solutions.



Jon-Andri Mantel
Managing Partner

IPR legal adviser in EU and Switzerland.



Yan Cheng Wang
Managing Partner

Evangelist of the project in Asia region. Expert in promotion of mass expensive projects in China.



Evgeniya Davidyuk
Project Ambassador in Japan

Cosplay model, popular Japanese blogger, anime voice actress.



Alexander Lyskovsky
Founder of Alawar

Businessman, Investor and Manager of IT Startup Fund Coion. Provides the project with mentoring support. Official adviser of thefandome.com



Jules Farkas
Managing Partner

Evangelist of the project in USA and Europe. Helps to prepare THEFANDOME for launching on the USA territories.



Konstantin Kruk
Managing Partner

Evangelist of the project in North America. Frontliner.



Simon Szeto
Managing Partner

Evangelist of the project in Hong Kong. Prepares PR-campaign for THEFANDOME in China.

TECHNICAL TEAM OF THE PROJECT

Thanks to these enthusiastic people inspired by THEFANDOME, the project will certainly achieve its goals.



Katerina Kondrenko

Chief Editor



Mikhail Volkov

Frontend Lead Programmer



Kirill Kuznetsov

Technical Partner



Maxim Shpak

**Lead Project Manager and
Advertising Expert**



Maria Plusnina

Lead Layout Designer



Alexander Marchuk

Technical Partner



Timur Bazarov

Lead Designer



Yury Moroz

Designer



Vasily Evstegneev

Lead Programmer



Alexey Permyakov

Layout Designer



Exceptional passion over popular culture –
business on a global scale.

If you interested in this project, want to become a partner or invest in us,
fill free to contact:

Eduard Mirchev
Co-founder

e.mirchev@thefandome.com