



DISEO

My Data. My Choice.

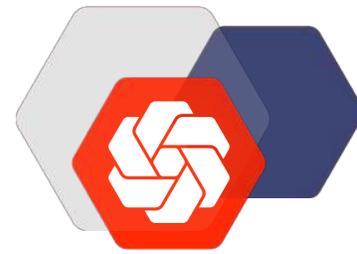
Ultimate Fan Engagement

Turn your fans into micro-influencers and engage with them on your own social media platform interconnected to the social platform of your sponsors and third parties.

Introduction Presentation for Sports Clubs

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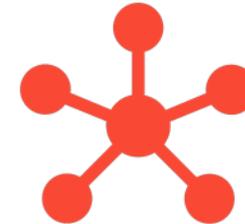
CHALLENGE Trends 2020: Social media influences buying decisions



Your sponsors have the same challenge that you have as a club. Sponsors are dependent on social media to engage with their customers.



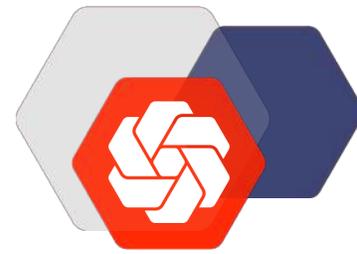
90% of social media users try to connect and reach out to brands or retailers on social media.



Consumers are 71% more likely to make a purchase based on a social media referral.

COVID-19 accelerated the need of your sponsors to target and digitally interact with their customers. Can you target for your sponsors on social media? No – you cannot – only when you pay. Not having the ability to target for your sponsors, drives them away from you to the Big Social companies.

SOLUTION Transferring Social Media Control and Income to Sports Clubs



Instead of following your fans to social media, attract them to your own social platform where they earn income from your sponsors to engage with them.

Current: Concentrated Power



You cannot target your fans locked in Big Social's Walled Gardens

DISEO: Decentralized Control



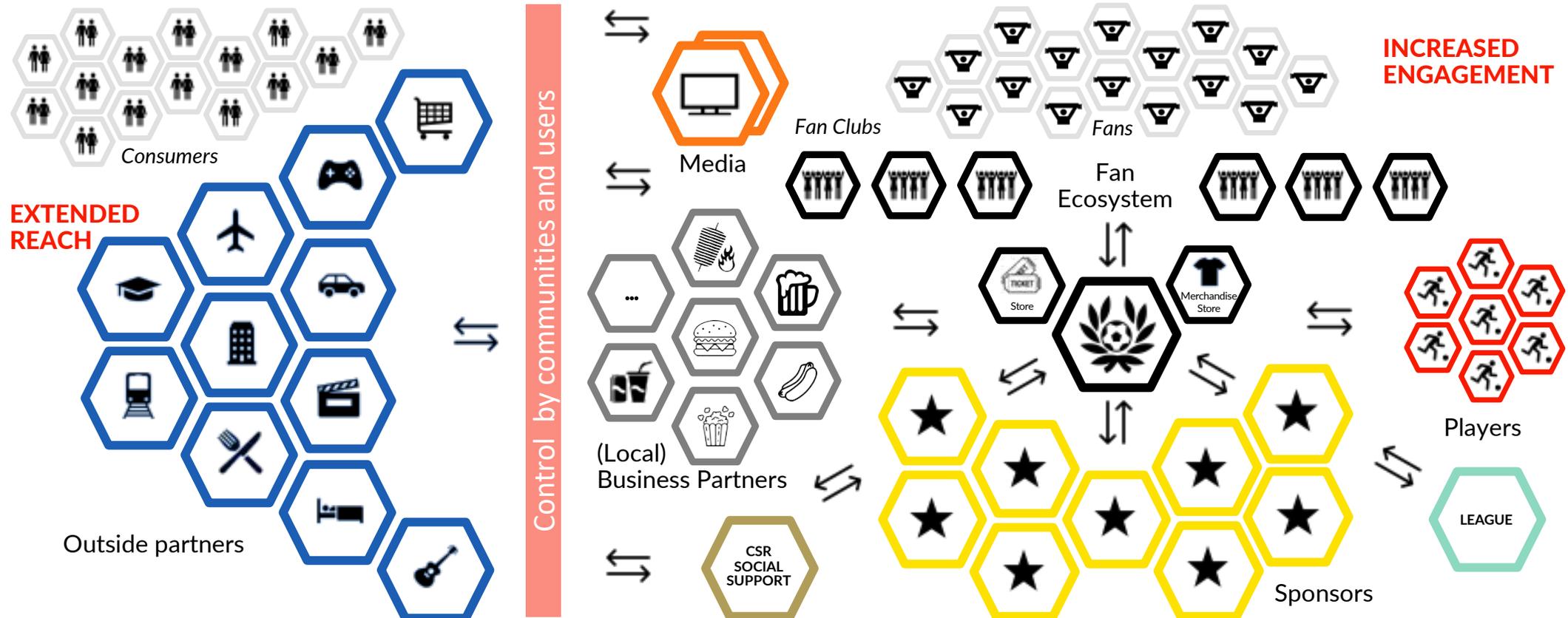
Sponsors pay your fans for engagement. You earn from each transaction done.

DISEO transfers targeting control and income with fair revenue sharing from Big Social companies to your own social platform for total fan engagement. Your platform is interconnected to the platforms of your ecosystem. This increases reach and attractivity for your fans.

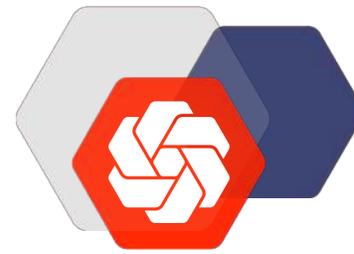
ECOSYSTEM Interconnecting all Partners of your Ecosystem



Sport clubs have complex ecosystems. DISEO enables clubs to connect with inside partners and outside partners and to monetize them all.



IMPACT The Magic of DISEO – Attracting Fans to Your Own Social Platform



Fans earn income from your sponsors; this attracts your fans.
Your sponsors increase their ROI, this attracts more sponsors.

Revenue share

by:

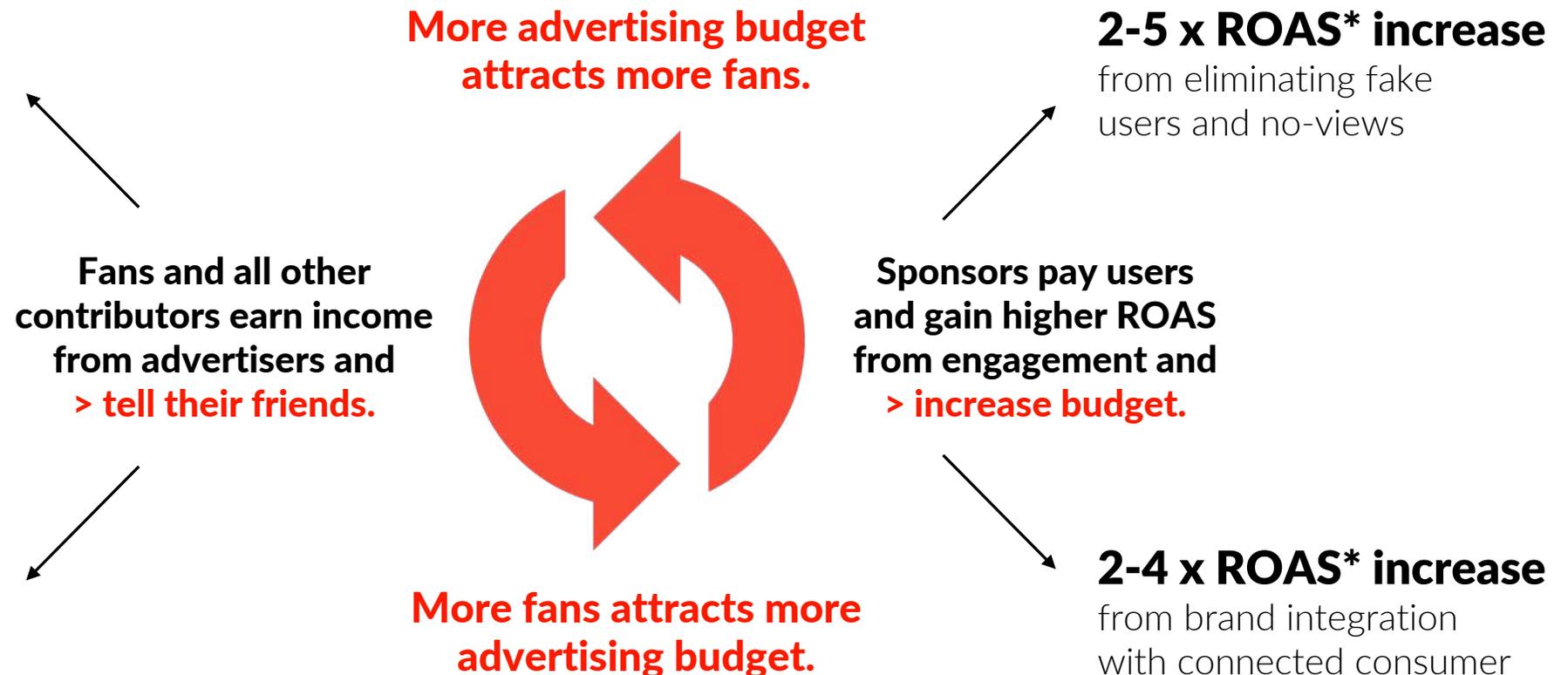
- Fan
- Players
- Club
- Introducer
- Agents
- Others ...

on:

- Promotion
- Services
- Shop Sales
- Subscriptions
- Donations

Integrated Wallet

- Real Money (Crypto)
- Instant 24/7/365
- Micro-transactions



LEVERAGE How your Sponsors Increase their Marketing Efficiency?



Sponsoring and promotion is fully automated. It attracts micro-sponsors. Increased efficiency attracts more sponsors which increases your income.

1

Your fans become micro-influencers of your sponsors. The more your fans influence, the more they earn.

2

Your sponsors sell their products on your social platform. They can directly measure the impact of advertising spent.

3

The products of your sponsors are visible on all DISEO-interconnected platforms. Extended reach = higher income.

4

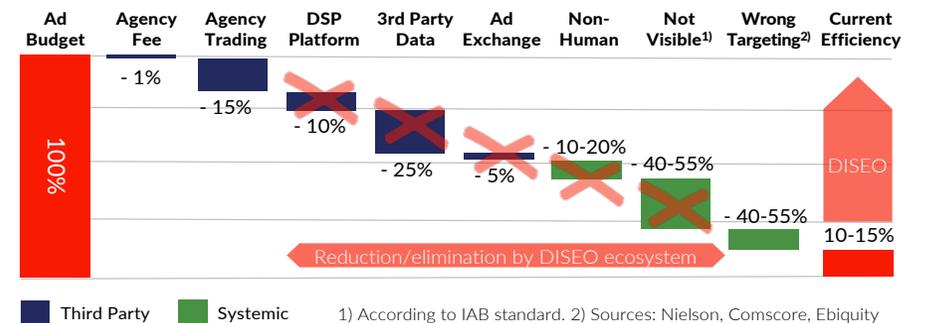
Your sponsors can target your fans based on fan activities of multiple profiles across all DISEO-interconnected platforms.

5

Fans only receive income when they have a wallet they receive after verification = there are no fake users!

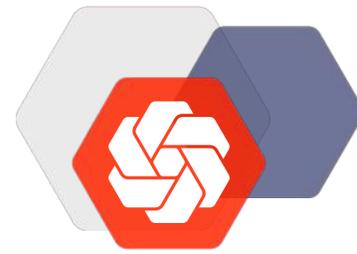
6

Fans only receive income when they click. This means sponsors only pay for promotion that has been seen.



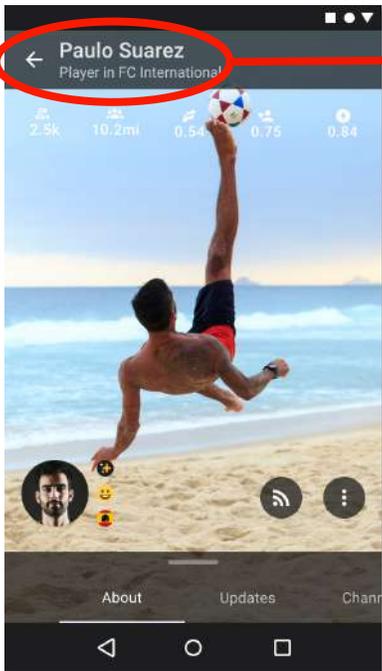
The more your sponsors increase their income with the same marketing budget, the more they increase their budget. Higher budget = higher payout to fans = higher revenue share for you as a club and also higher revenue share from players!

PRINCIPLE Increase Sales through Attracting Connected Consumers*



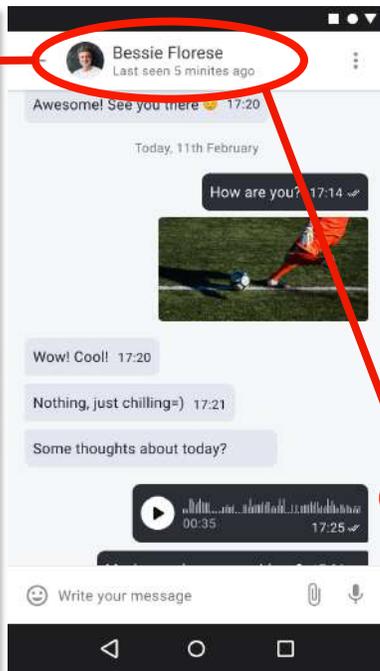
Your fans do on your social platform what they did before, but now they earn real money while supporting their favorite club – they will tell all their fiends!

Users communicate



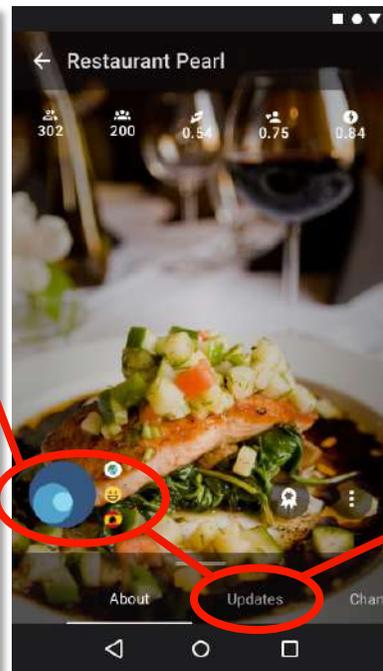
Users find their friends ...

with friends



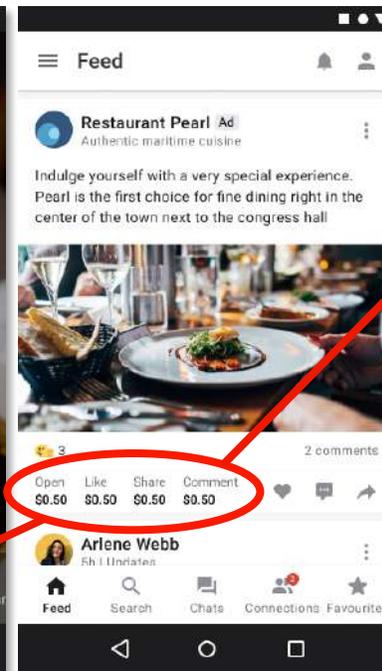
... to chat with them, they ...

engage with brands



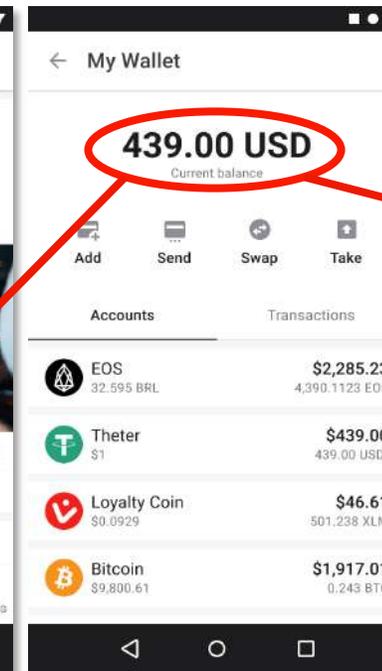
... recommend brands ...

earn income



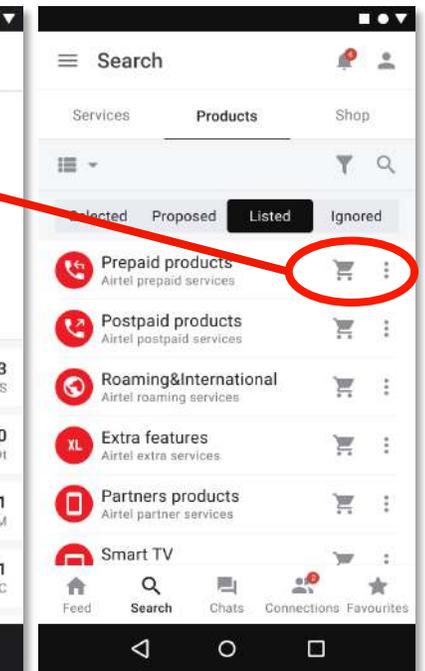
... for friends to engage ...

into their wallet

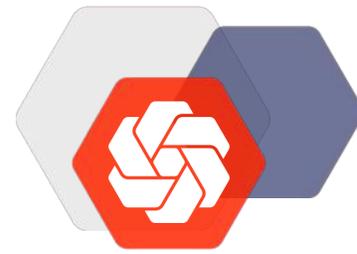


... making them earn ...

and buy products



... to use income for shopping.



GROWTH Engaged Fans = Connected Consumers* = Increased Sponsor Value

Just imagine how many fans you attract with all their earning opportunities. It is gamification ... and they like it even more as you earn as well ...

Income from paid ads Income from posts Income from reviews Income from inviting Recommending income Income for request

Feed with posts and ads

Both author and viewer earn

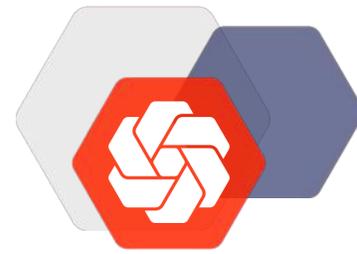
Create a review and earn

Tell-a-friend mechanism

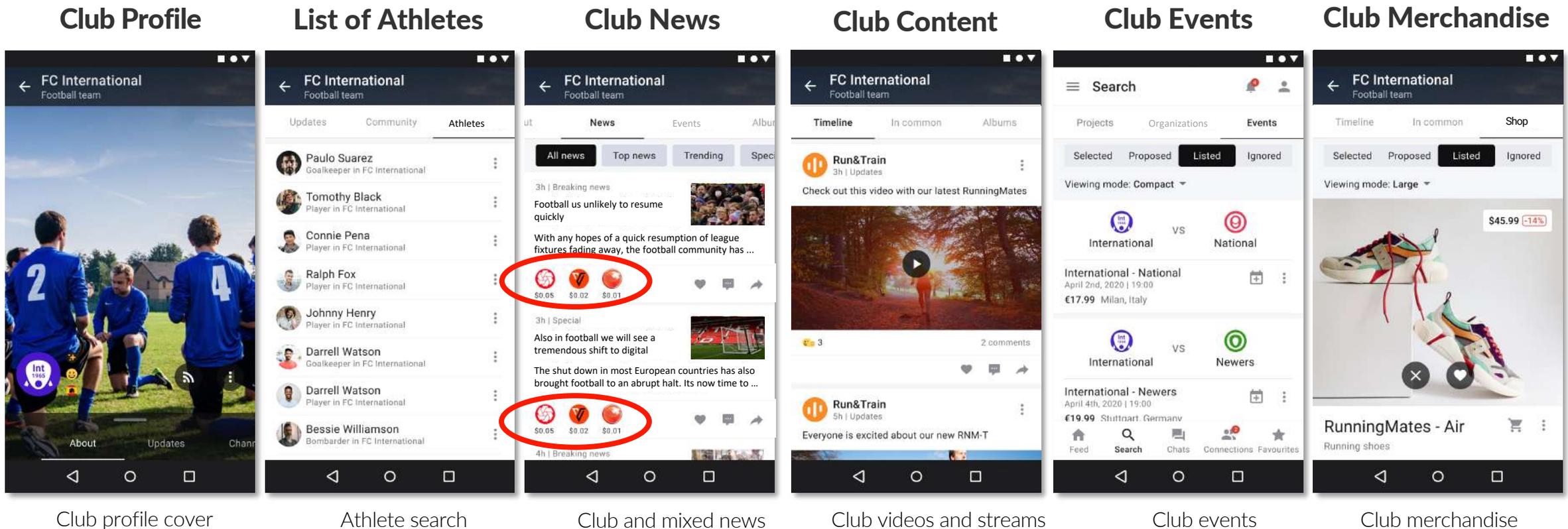
Recommending a product

Lead generation for brand

ENGAGEMENT Clubs Earn Income from Content, Merchandise, Ticket Sales, etc.



You increase your digital sales. In addition, you earn from revenues of your fans, athletes and sponsors. Facilitating fan engagement = increased revenues!



GAMIFICATION Gamification Increases your Income further



Fans earn real income and can spend it to support their favorite club.

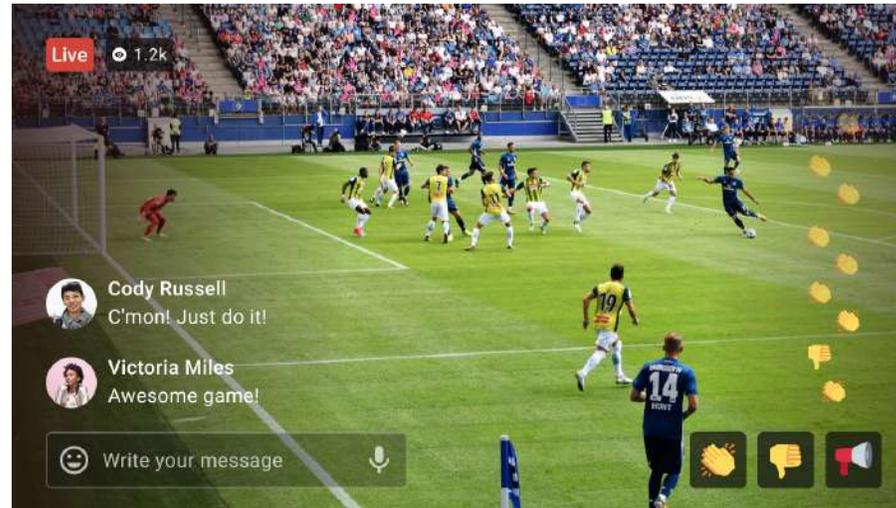


Integrated
Wallet

Player

VIP Fans

Live Fan Chat



Integrated Chat

Integrated Cheering

Live-Streaming

Sponsor Integration

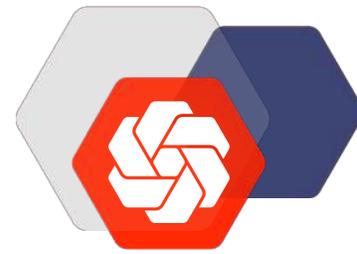
Earning

- Engagement with brands
- Bringing friends to platform
- Cash back from purchases
- Commission on purchases

Spending

- Chatting with players
- Send gifts to club
- Purchase merchandise
- Shopping from partners

BENEFIT Your Own Social Platform: Control, Engagement, Income, Reach



On your own social platform* you integrate your entire ecosystem. You expand your reach. Sponsors pay to leverage your income.

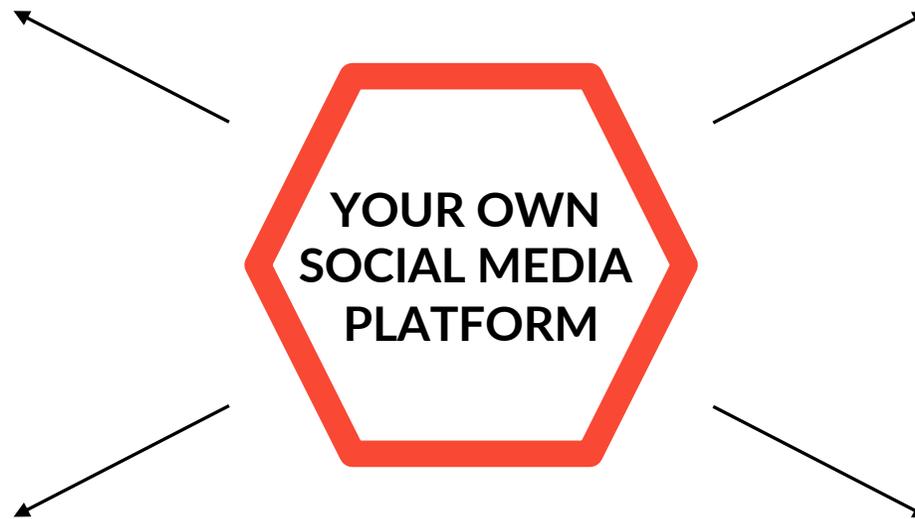
Increased income from merchandise sale

Increased income from content sale

Increased income from adding revenue sources

Increased income from extended reach

Maximized Fan Engagement



Revenue share from fans

Revenue share from fan clubs

Revenue share from players

Revenue share from sponsor sales

Ecosystem Integration

Let us build the future of fan engagement together!



DISEO

My Data. My Choice.

DISEO

Decentralized
Social Commerce

INNOVATION

Blockchain Identity
Fair Value Share
Data Control

SUPPORT

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