



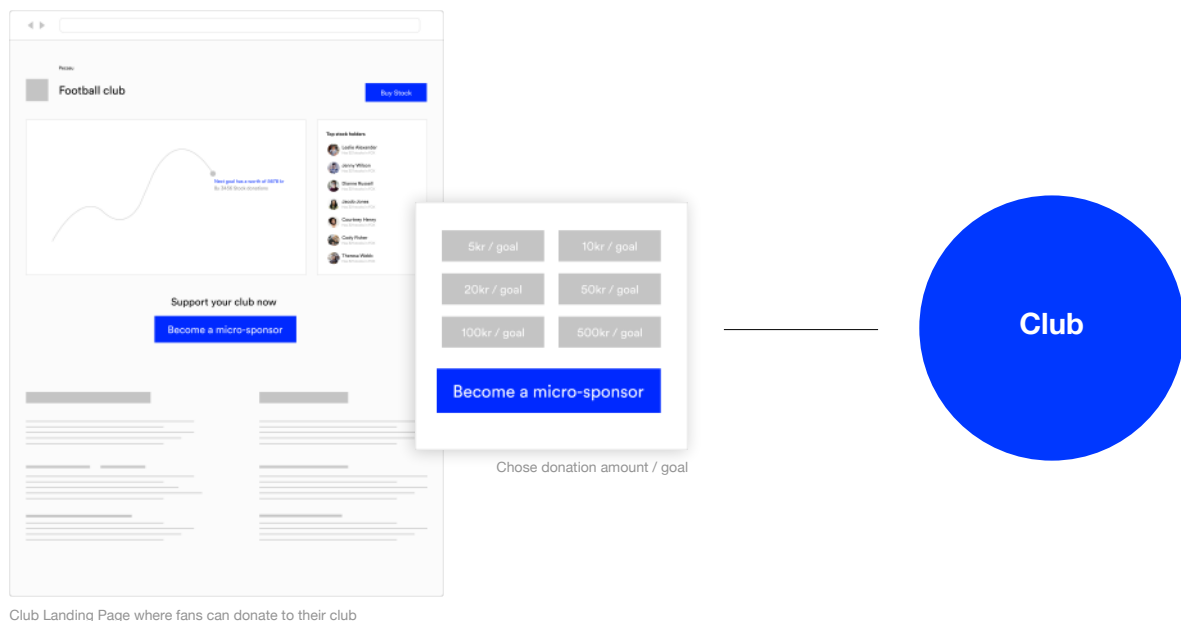
One is many

Turn fans into micro-sponsors for your club and receive money every time you score a goal to fund important club investments. The Pecasú platform gives fans the power to make a difference for your club!

Pecasú is an
online platform
that gives fans
the power to
make a difference
for their club.

A small monthly amount per fan from many fans can be a financial gamechanger for your club, with minimal extra effort from you. Together, we will reach out to your fans and tell them about the purpose and the concept.

How does it work?



The concept is quite simple: When your club needs help with a big expense – such as building a fan zone at the local stadium – we help the fans themselves get involved.

We set up a landing page with your club's colors and logo. The fans register and pledge an amount they will donate every time your club scores a goal during the season.

If a fan pledges € 1 per goal, and your club score 45 goals, the fan will donate € 45 per season.

With a fanbase of 50,000 fans, if we convince 5000 (10 %) to donate an average of € 1 per goal, this would mean € 225,000 for the club.

The fans can support your club, win monthly prizes, and share their support on social media, challenge friends, and hype their support for your club with status updates.

The Concept

The Fans

Become a micro-sponsor

- Become a micro-sponsor and donate money for each goal scored by the team
- Influence how their money should be spent
- See the donation become reality

Win Prizes

- Signed merchandise, VIP treatment and tickets, tickets for special matches

SoMe

- Share support, challenge friends, hype your support for the club with status updates

Rivalry

- Defeat your closest rivals and help the club win more support overall

The Club

Get micro-sponsor donations

- Reach out to the fans and tell about Pecasú
- Use donations and initiate purposes

Donate Prizes

- Signed merchandise, VIP treatment and tickets, tickets for special matches

Minimal effort
required

Sit back and
receive donations

The Platform

Club Landing Pages

Donations community

- Easy registration
- Strong Call To Action User Experience
- Donation module
- Internal and external rankings
- Winner Draw

Proof of Concept



Danish handball club 1

Active fans: 450

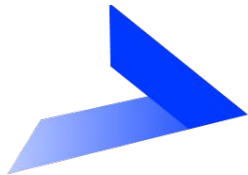
Earnings: € 31.584



Danish handball club 2

Active fans: 550

Earnings: € 36.960



Danish football club

Active fans: 400

Earnings: € 23.531

A simple solution to the club and their fans

**We set up a club landing page that
highlights the purposes you need
donations for**

**With your help, we create SoMe
Posts and emails to convert fans**

**We collect the donations and
maintain the solution**

We help issue prizes to the fans

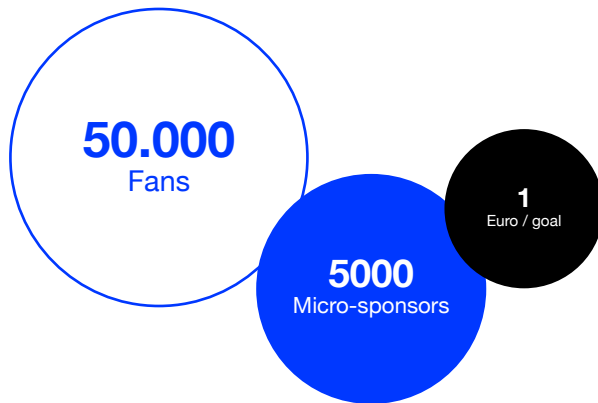
**The donations are transferred
directly to you**

So what's in it for the fans who sign up to **Pecasú**?

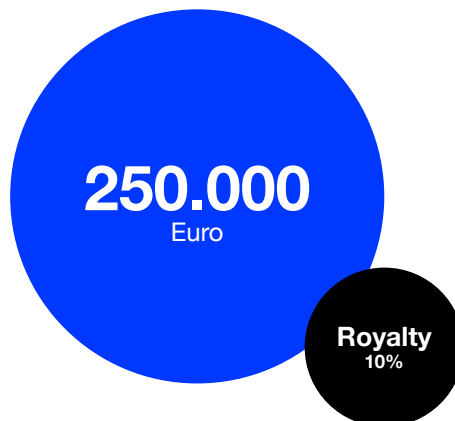
First and foremost, fans are passionate about their club. Now, via a small contribution per goal, or point, fans can make an actual difference for their favorite club and have a real impact.

Anytown F.C.

– a simple usecase



This year Anytown F.C.
managed to score **50 goals** total



With no start-up cost at all for
implementing Pegasus's products

Year 1: 10% Royalty on income generated through Pegasus Products.

Year 2: 10% Royalty on income generated through Pegasus Products + transaction cost