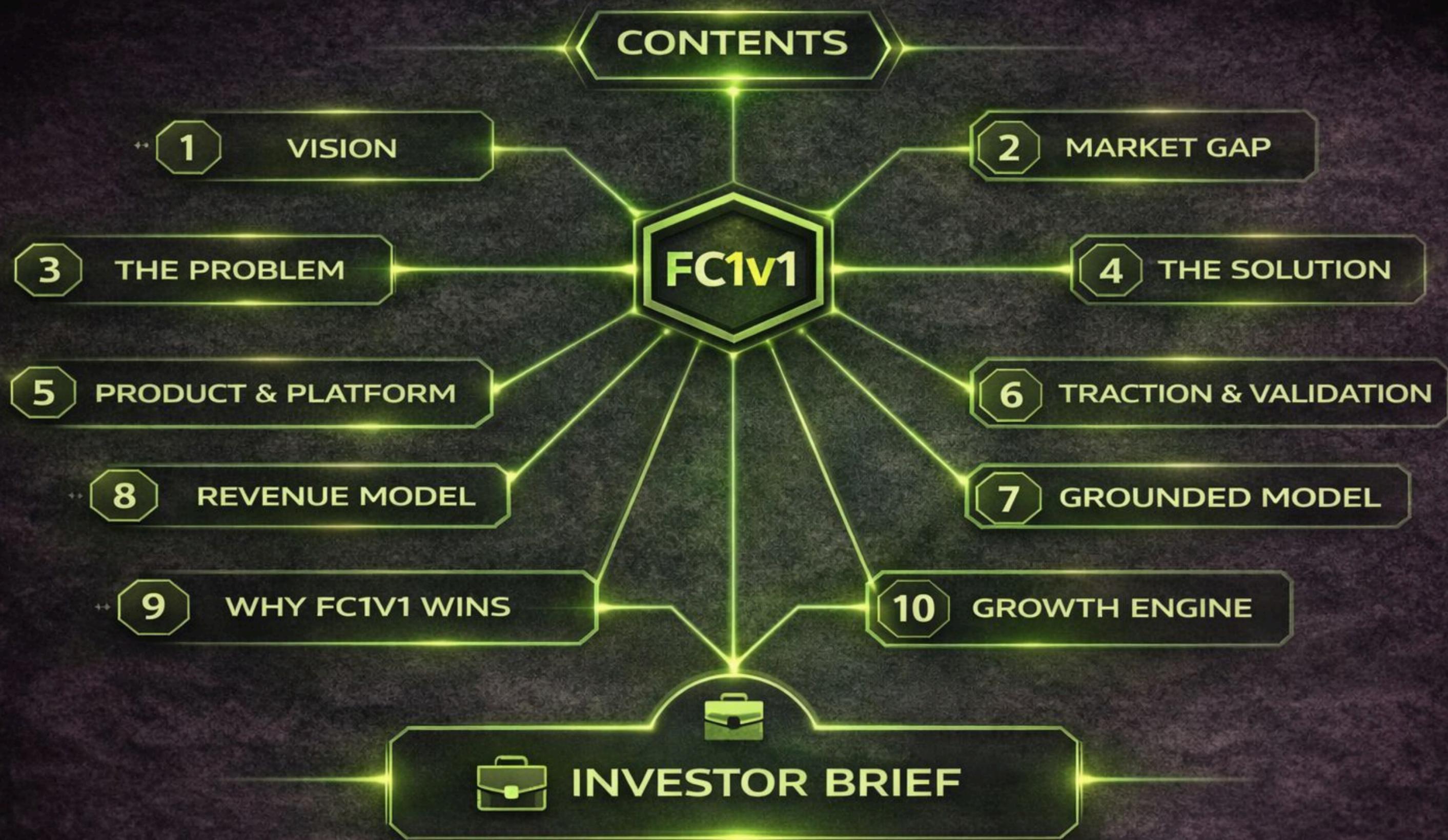


FC1v1

INVESTOR BRIEF

Founder: Odin.Fr





Vision



FC1v1

THE LEADING COMPETITIVE

1V1 PLATFORM

FOR FOOTBALL GAMERS WORLDWIDE

Real Stakes. Real Competition. Real Skill.

FC1v1

FC1v1 is the platform where football gamers compete for real stakes and real rewards.

FC1v1 is building the competitive infrastructure for real-stakes 1v1 football gaming — a mobile-first platform where players can instant match, compete, and earn in structured, secure challenges.



Instant Matchmaking

Seamless 1v1 pairing in seconds.



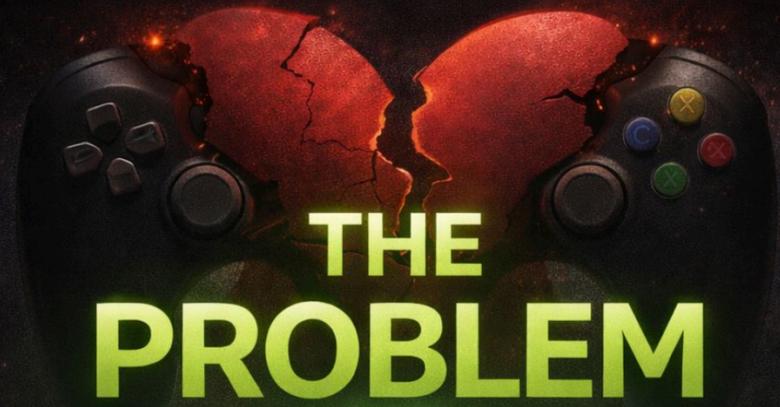
Secure & Structured

Transparent entry tiers, wallet system, and verified results.



Meaningful Rewards

Real stakes.
Real competition.
Real skill recognition.



**THE
PROBLEM**

Competitive 1v1 gaming lacks structure, speed, and trust.



No Simple Way to Play for Stakes

Football gamers who want real-stakes 1v1 competition must coordinate manually through social platforms.



Fragmented & Informal Systems

Most real-stakes matches are arranged through Discord, WhatsApp, or DMs — creating friction, delays, and inconsistency.



Trust & Verification Gaps

Without structured wallets, verified result handling, and oversight, disputes are common and trust is fragile.



No On-Demand Competitive Infrastructure

There is no instant, automated 1v1 real-stakes matching system built specifically for football gamers.

The demand for competitive 1v1 football gaming is real.
The infrastructure to support it is missing.

THE SOLUTION



FC1V1

FC1v1 is the On-Demand Competitive Infrastructure for 1v1 Football Gaming.

A mobile-first platform that enables instant 1v1 matching, secure entry tiers, structured moderation, and seamless real-stakes competition.



Enter a Tier

Players select Free or paid entry tiers (£5, £20, £100, £250).



Instant Matchmaking

Automated pairing connects two players in seconds.



Structured Play Window

Both players receive match details and a timed start window.



Verified Results & Payout

Human moderation confirms results. Winner credited securely to wallet.

FC1v1 transforms informal competition into structured, scalable infrastructure.

MARKET OPPORTUNITY

Competitive Football Gaming Is a Massive and Underserved Market



Global Football Gaming Audience

Millions of players actively compete in EA Sports football titles annually.



Online Competitive Play

A significant portion engage in online modes such as Ultimate Team, Clubs, and Friendlies.



Real-Stakes Demand

Players already compete informally for money — but without structured infrastructure.

TAM

Total Addressable Market

Global online football gamers.

SAM

Serviceable Available Market

Players actively engaging in competitive 1v1 online modes.

SOM

Serviceable Obtainable Market

Dedicated players willing to compete for structured real-stakes matches.

FC1v1 targets the most competitive segment of a globally passionate gaming community.

Early Signals Show Strong Demand for Structured 1v1 Competition

MARKET VALIDATION SIGNALS



Clear Player Demand

- ✓ Players already compete informally for real stakes via Discord, WhatsApp, DMs



Organic Conversations

- ✓ High engagement around competitive 1v1 formats & direct challenges



Defined Target Segment

- ✓ Competitive niche audience ready for structured matchups.

PRODUCT PROGRESS



Platform Architecture Defined

Tier system, wallet, moderation workflow



Mobile-First Experience Designed

Match → Confirm → Play → Payout Flow



Entry Tier Structure Finalised

Free + £5 / £20 / £100 / £250 Tiers



EARLY STAGE MOMENTUM



Growing Community
Interest



Tier Model
Validated



Web Platform Live
(FC1v1.com)



Mobile App Rollout
— Q2 2026

The behaviour already exists.
FC1v1 formalises and scales it.

BUSINESS MODEL

FC1v1 Monetises Competitive 1v1 Through Structured Entry Tiers

FC1v1 generates **revenue** by taking a **structured margin** from **paid entry tiers** while maintaining competitive prize pools.

Tier	Entry	Prize	Platform Margin
Free	£0	£0	£0
Tier 1	£5	£10	Margin built into structure
Tier 2	£20	£30	Margin built into structure
Tier 3	£100	£180	Margin built into structure
Tier 4	£250	£400	Margin built into structure

Higher tiers increase platform yield per match.

✓ Volume-Based Revenue Revenue scales with match frequency.	✓ High-Value User Base Dedicated competitive players drive repeat participation.	✓ Premium Tier Upside Higher stakes significantly per-match profitability.
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FC1v1 scales revenue through participation, not advertising.

REVENUE MODEL



How FC1v1 Generates Revenue at Scale

CORE REVENUE STREAMS

FC1v1 earns revenue through:

- ✓ Platform fee on paid competition entry tiers
- ✓ Wallet float retention
- ✓ Future premium features (rankings, tournaments, priority match, merchandise)

REVENUE PROJECTION SCENARIO

- ✓ 100,000 Active Dedicated Users
- ✓ Average 8 Paid Matches Per Month
- ✓ Average Platform Fee Per Match: **£3**

£2.4M
Monthly Revenue

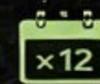
WHY THIS MODEL SCALES FAST

- ✓ High repeat behaviour (competitive loop)
- ✓ No physical infrastructure
- ✓ Automated matching system
- ✓ Scalable moderation workflow
- ✓ Global digital distribution



MONTHLY REVENUE

£2.4M



ANNUAL REVENUE POTENTIAL

£28.8M

Low operational overhead. High engagement frequency.
Recurring revenue engine.

Why FC1v1 Drives Consistent Repeat Play

THE COMPETITIVE LOOP



- Win → **Confidence** → Increase stake
- Lose → **Redemption** → Re-enter
- Close Match → **Rivalry** → Rematch

BEHAVIOURAL DRIVERS

- ✓ Skill improvement & mastery
- ✓ Ego & status recognition
- ✓ Real stakes increase seriousness
- ✓ Social challenge culture
- ✓ Structured competitive identity

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GROUNDING MODEL

- Casual User** → 1-2 paid matches per month
- Active User** → 2 paid matches per week
- Competitive User** → Multiple matches per week

Competition is not occasional – it's **habitual**.
FC1v1 structures and monetises that habit.

WHY FC1v1 WINS

STRUCTURAL ADVANTAGES & LONG-TERM DEFENSIBILITY



FC1v1 is not just a platform – it is building the default competitive layer for football gaming.

GROWTH ENGINE

HOW FC1v1 SCALES TO 100,000+ DEDICATED USERS

0 → 10,000

DEDICATED USERS
MINIMUM

MOMENTUM PHASE

- ✓ Web platform live (FC1v1.com)
- ✓ Early competitive pools activated
- ✓ Influencer seeding within EA Sports ecosystem
- ✓ Free tier onboarding → Paid tier conversion

Objective:

Establish early competitive density
& **repeat** play behaviour

10,000 → 50,000

USERS

EXPANSION PHASE

- ✓ **1v1 Invite Links** become standard challenge method
- ✓ **Rivalry & rematch loops** increase retention
- ✓ **Leaderboard visibility & competitive recognition**
- ✓ **Structured referral incentives**

Objective:

Make FC1v1 the default way
to settle competitive **1v1s**.

50,000 → 100,000+

USERS

SCALE PHASE

- ✓ **Mobile App Rollout (Q2 2026)**
- ✓ **Paid acquisition** once CAC validated
- ✓ **Strategic community partnerships**
- ✓ **Tournament & premium feature expansion**

Objective:

Compound growth through
retention & behavioural habit
formation.

FC1v1 scales through behavioural adoption, not dependency on heavy advertising.

A close-up photograph of a hand planting a small white seed into dark, rich soil. The scene is dimly lit, with a soft glow emanating from the text and the seed. The text 'SEED ROUND' is prominently displayed in the center-right of the frame, rendered in a bold, glowing yellow-green font. The background is a dark, textured surface of soil, and the overall mood is one of quiet determination and growth.

**SEED
ROUND**

£350,000

SEED INVESTMENT

SCALING FC1v1 TO 100,000+ DEDICATED USERS



40% - PRODUCT & AUTOMATION (£140,000)

- ✓ Mobile app development (Q2 2026 rollout)
- ✓ Backend automation infrastructure
- ✓ Security, wallet & payment system optimisation
- ✓ Match moderation tooling

30% - GROWTH & USER ACQUISITION (£105,000)

- ✓ Influencer seeding campaigns
- ✓ Performance marketing (post CAC validation)
- ✓ Referral incentives & wallet credits
- ✓ Launch activation campaigns

20% - OPERATIONS & MODERATION (£70,000)

- ✓ Match verification team
- ✓ Risk & fraud management systems
- ✓ Legal & compliance structuring

10% - STRATEGIC & RESERVE (£35,000)

- ✓ Contingency capital
- ✓ Platform improvements
- ✓ Expansion preparation

£350,000 ACCELERATES FC1v1 FROM SCALABLE PLATFORM TO CATEGORY LEADER.

WHY COMPETITION MATTERS



COMPETITION BUILDS MORE THAN WINNERS

- ✓ It drives skill development
- ✓ It builds resilience
- ✓ It creates identity
- ✓ It rewards discipline and passion

REAL STAKES CREATE REAL FOCUS

When something is on the line:

- ✓ Players elevate
- ✓ Attention sharpens
- ✓ Performance improves

Competition becomes *intentional*.



FC1v1'S POSITION

- ✓ Structured competitive environments
- ✓ Fair, verified outcomes
- ✓ A trusted space for passion-driven players

**FC1v1 IS BUILDING THE DEFAULT
COMPETITIVE LAYER FOR FOOTBALL GAMERS WORLDWIDE.**

**Competition fuels growth.
FC1v1 gives it structure.**

Let's Build the True 1v1 Platform for Football Gamers Worldwide

CHEERS!

Founder: Odin.Fr

FC1V1

