



crowdtransfer

# Bringing Football *back to you*

Participate in your club's success  
and have a real impact on Football!

# Annual Transfer Volume in Football:



# Annual Transfer Volume in Football:

*CHF 7.8 Billion*



# Annual paid UEFA Premiums:





Annual paid  
**UEFA Premiums:**

**CHF 2.8 Billion**



# Annual Revenue

## Top 10 Sports Clubs:



# Annual Revenue Top 10 Sports Clubs:

*CHF 6.2 Billion*



**Top 100**

**Sport Clubs:**

***Ownership Structure***



# Top 100 Sport Clubs:

## *Ownership Structure*

- 75% Privately Owned



# Top 100 Sport Clubs:

## *Ownership Structure*

- 75% Privately Owned
- 20% Private Equity



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- 4% State-Backed



# Top 100 Sport Clubs:

## *Ownership Structure*

- 75% Privately Owned
- 20% Private Equity
- 4% State-Backed
- 1% Fan-Owned (Green Bay Packers)



**crowdtransfer**  
provides a platform for **Fans** to  
invest in **Sport Clubs** by  
**CrowdLending with Credit Card**



# Our Motivation

## Lack of Success within the Club

### *Why not buy players for the club?*

*What started as a casual idea during a match turned into a real startup. We tested the concept with clubs and fans – and saw a market need.*

*Offering opportunities for fans to invest in their favorite clubs.*





# CrowdTransfer changes Sport

## *Mission & Purpose*

### **Sport Industry**

*Democratization of sports and strengthening underfunded and emerging markets.*

### **Sport Clubs**

*Transparent and compliant fundraising boosting fan engagement and loyalty.*

### **Fan Communities**

*Direct investment in athletes and teams, deeper connections to the team and exclusive rewards and unique personal experiences.*

# How it works:

## *Deal publishing*



# How it works:

## Investments



# How it works:

## *Funding Completed*

**100%** 



# How it works:

## Rewards





# Our Success Factors

## Team & Investors

### SWISS INVESTORS

During End 2023 and Mid 2024 we secured 2 financing rounds already. Enabling us to build our product, grow the team and start business development.

2.9 MIO CHF RAISED



### STRONG TEAM

#### Management



#### Business Development



#### Product & Technology





# Backed by FIFA and FINMA

## *Regulation & Compliance*

### ***Developed with FIFA***

We proactively informed FIFA and aligned our business model with their regulations. FIFA endorses our plans and has not identified any violations.

The FIFA logo, consisting of the word "FIFA" in a bold, black, sans-serif font, centered within a white rounded rectangular background.

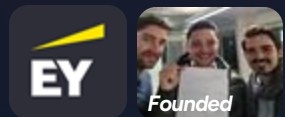
### ***Strong Regulatory Setup***

We set up a regulatory frameworks, contractual laws, and cross-country procedures, ensuring compliance AML, VSB 2.0, and FINMA. This was confirmed official by FINMA in April 2024.

The finma logo, featuring a red square with a white cross on the left, followed by the word "finma" in a blue, lowercase, sans-serif font, all within a white rounded rectangular background.

# Achievements

*Our last 12 months*



CrowdTransfer raised a total of 3M CHF Investment  
Ongoing Convertible Round



2023

Q1 2024

Q2 2024

Q3 2024

Q4 2024

CrowdTransfer  
Financing Round  
CHF 2.48 million!



Live since  
16. August  
1st success

Strong Media Coverage



Xhaka:  
Media deal &  
Investment

# Roadmap

## Next 2 years

- **5 new campaigns**  
available on Crowdtransfer

- **Launch CrowdHockey**  
with first hockey campaigns

01.-06.2025

- **Strategic Partnership** with  
**ÖFB & DFB** for WEURO 2025

- Setup **Legal Framework** for  
additional **EU Countries**

- Launch **new Features:**  
**Fantasy League & Marketplace**

- Enter **new countries** in EU

07.-12.2025

2026

- **Enter new Market** outside of EU  
(USA, Asia, Pacific)

- Enter **new Team Sports**  
(Basketball, Baseball, Cricket, F1)

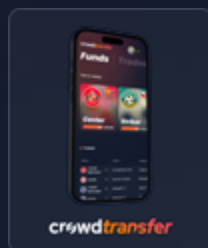
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## Revenue Model

### Pay-in Phase



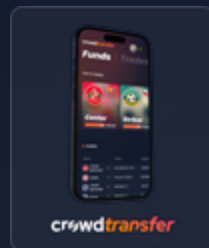
+2% Fee >>



+2-5% Fee >>



### Pay-out Phase



+2% Fee >>

+2% Fee >>



2% Trade Fee

Clubs (10% of Market)  
**750**

X

Ø Deal Size:  
**EUR 500'000**

X

Ø Yearly Deals  
per club: **2**

X

Ø Platform Fee  
**% 10**

=

**EUR 75 Mio**

# Our Traction - 2024

## KPI in the App

User Accounts

270

Ø Invested per Fan

390 CHF

Onboarded Clubs

2



## Football:

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Clubs in Testing\*

10



Clubs Committed\*

9



Strategic Projects

2



## IceHockey:

crowdhockey

Clubs committed

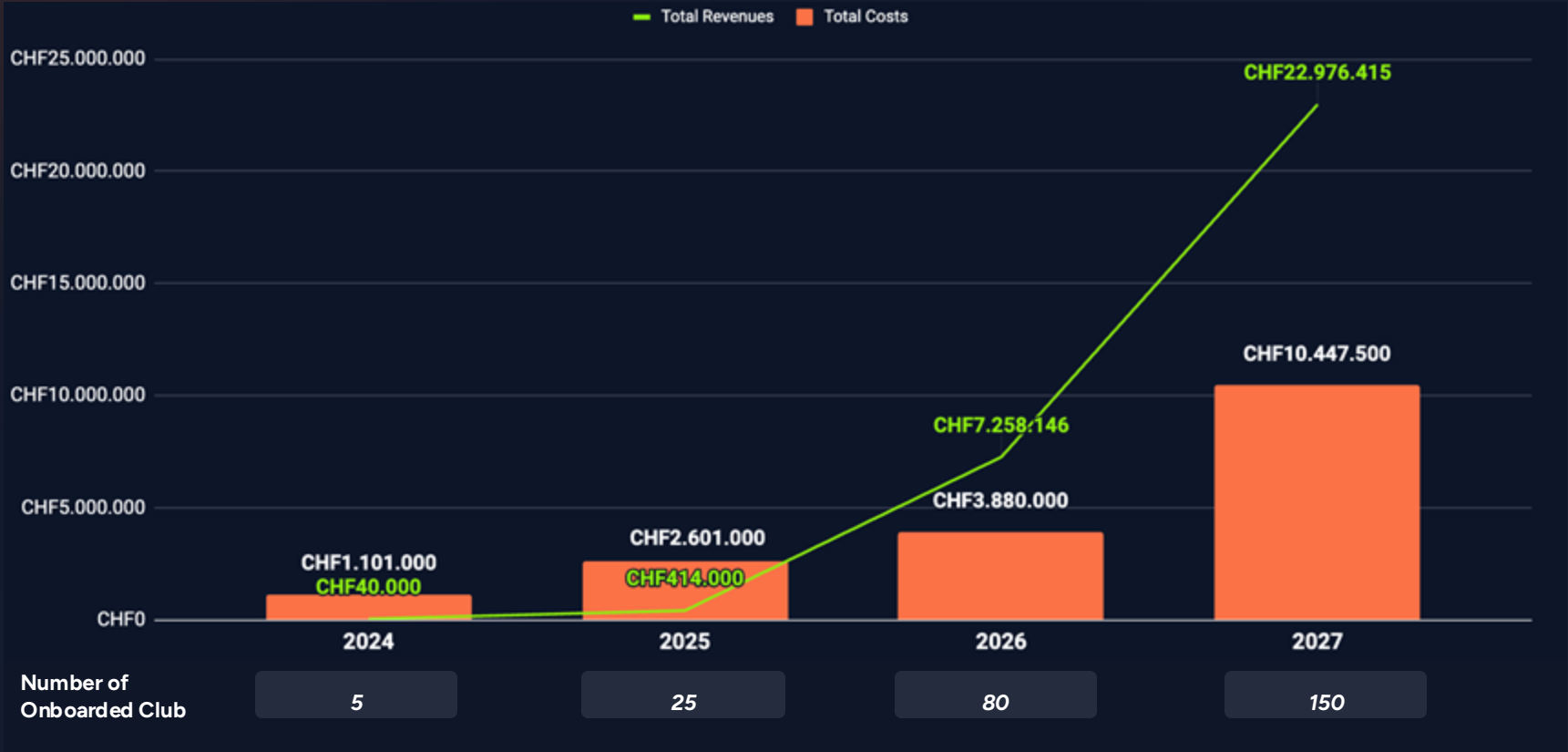
5

Strategic LOI signed

4



# Financial Forecast 2024 - 2027



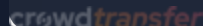


# Foundation for Sustainable Growth

## *Partners & Distributors*

### mühlemann+ popp

- VC & Startup Accelerator
- Supports in platform development
- Supports in business development
- Minority shareholders

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A **majority stake** of CrowdTransfer remains with the **three co-founders**:

Leroy Bächtold, Roger Grossenbacher and Richard Lauper.

Additionally, we collaborate closely with our minority shareholders **mühlemann+popp** and **onchainlabs**.

### onchainlabs

- Blockchain consulting and web3 technology provider
- Support our web3 use cases
- Minority shareholder

# Venture Leaders

*Join our UK Liftoff!*

## Already strong interest from Clubs



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## UK Legal Setup started



## Seed Round Opportunity

Valuation: CHF **21 MIO**

To raise: CHF **4.1 MIO**

2.42M committed



1.68M open

- Boost UK market entry & internalization
- Increase marketing & business dev.

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Bringing football back to the fans

# crowdhockey

Empower the Game: Unite, Invest, Triumph



CrowdTransfer AG  
Oberneuhofstrasse 3 - 6340 Baar  
[football@crowdtransfer.io](mailto:football@crowdtransfer.io)

