



VERSUS SPORTS

*Partnering with The World's Greatest Brands
to empower fans and reshape the sports industry*



WE'RE FAN DRIVEN

*Versus Sports is not just a league;
it's a movement.*

We've crafted a world where fans aren't just spectators; they are influencers and decisionmakers -- **the true driving force.**

Our fan social engagement platform turns every game into a canvas for fan interaction, making every matchup, every contest, and virtually every significant league decision fan-driven.

We're inviting you to join us in ushering in a new era where the voices of the fans are not just heard; they echo throughout the league.





AUTHENTIC EXPERIENCES



The thrill of the game has always been about connection—yet, somewhere along the way, the distance between fans and the sports they love has grown. Leagues dominate the sport and its narrative, often to the detriment of the fighters.

Many fans view this **forced storytelling** as **inauthentic and “rigged.”**

At **Versus Sports**, we see a world where this gap is closed. Imagine a sports experience where fan choices drive contests, and their voices have the power to make careers. The fans’ passion and engagement directly shape the very future of the league.

That's the vision we're turning into reality.



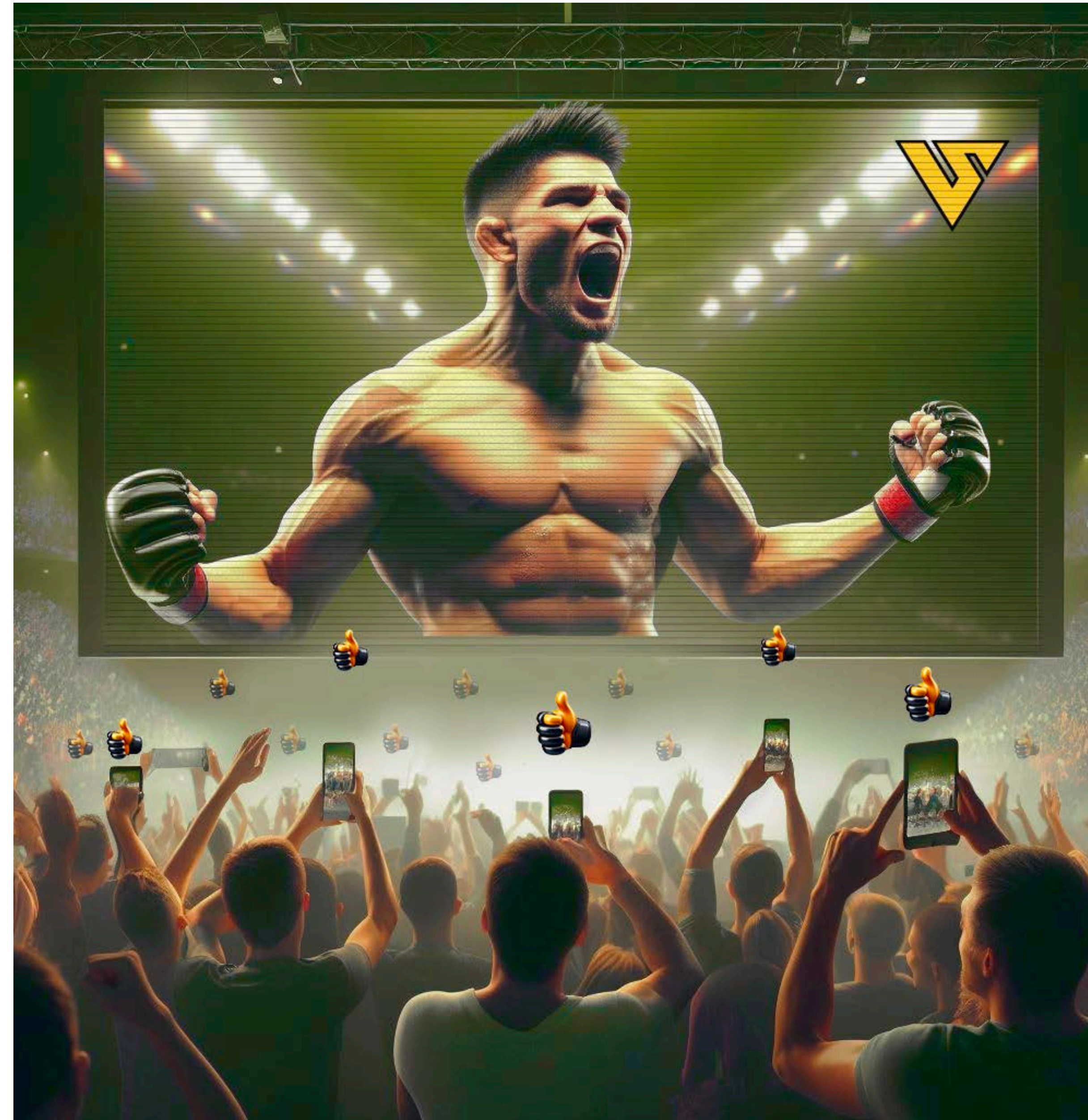
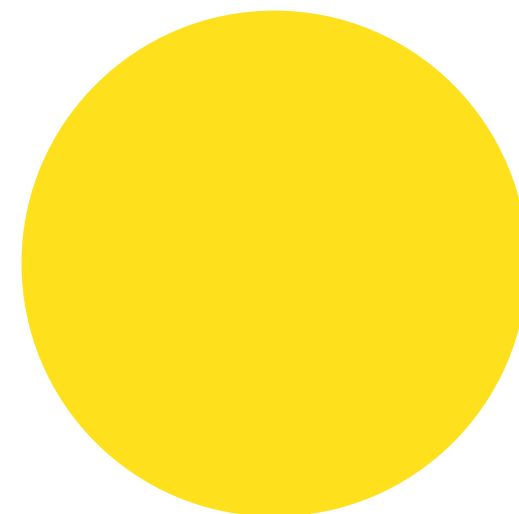
SOCIAL DEMOCRACY

With Versus Sports, the fantasy becomes a reality.

Fans gain the unparalleled power to call the shots – from matchups to defining the compensation of the fighters.

We blend ***the adrenaline of MMA, fantasy leagues' strategy, and social media's connectivity*** to create an immersive sports universe.

Our platform doesn't just increase fan engagement; it transforms fans into the lifeblood of the sport.





Our model combines the two most popular sports in Brazil, football and MMA.

This combination creates a new product for an existing fan base, increasing fan engagement and loyalty while generating extraordinary revenue.

We've crafted a world where fans aren't just spectators; they are influencers and decision makers – the true driving force.



Our **fan social engagement platform** turns every game into a canvas for fan interaction, making every matchup, every contest, and virtually every significant league decision **fan-driven**.

Creating a real world fantasy sport where fans interact with and actually control the athletes.












The biggest difference in this model is that unlike current MMA events these are team based.

The teams are originally created by licensing the brands of existing teams with existing fan bases.



For example, in Brazil, this includes the largest soccer teams. Thus, a percentage of the existing fanbase will convert to MMA just to support their team and existing MMA fans who already have a team has a way to combine their passions.

Digital Rankin - Brazilian Soccer Teams² Ago/23

| Brazilian Teams | Fans # ¹ | X | Instagram | Facebook |
|---|---------------------|------------|------------|------------|
|  Flamengo | 45,28M | 10.219.510 | 17.100.000 | 13.375.263 |
|  Corinthians | 32,20M | 7.713.863 | 9.400.000 | 11.112.073 |
|  São Paulo | 17,03M | 4.864.406 | 5.000.000 | 6.800.000 |
|  Palmeiras | 15,37M | 3.758.617 | 4.700.000 | 4.857.065 |
|  Santos | 4,57M | 3.105.984 | 2.300.000 | 3.800.000 |
|  Grêmio | 6,64M | 3.101.138 | 2.600.000 | 3.400.000 |
|  Vasco | 8,72M | 2.688.304 | 2.300.000 | 3.130.324 |
|  Atlético -MG | 4,36M | 2.606.638 | 2.500.000 | 3.437.400 |
|  Cruzeiro | 6,44M | 2.577.955 | 2.300.000 | 3.000.000 |

1. <https://blogdofla.com/fla-colunas/resenha-de-boteco-flamenga/ranking-das-maiores-torcidas-do-brasil/>

2. https://www.espn.com.br/blogs/rodrigobueno/819817_apos-duas-recentes-pesquisas-de-torcida-conflitantes-veja-o-alcance-dos-times-nas-midias-sociais



Live MMA events
where fighters will represent one of the main Brazilian soccer teams.

A Reality TV show
on the daily lives of the fighters with online interaction.

An App
based on blockchain technology where users can decide and influence decisions on many aspects of their teams.

TV Shows
with live broadcast of the events.

Merchandising
sales that will drive revenue, brand awareness and community.

We create a full ecosystem where every element creates revenue, interaction, enhances community and promotes the other element.

OTT Broadcasting: Amazon

Linear Broadcast Television: Globo, Band and Record TV

Telecom: Claro, Vivo, Oi

Major Car Manufacturers:

Major Sporting Leagues:

Major Liquor Companies:

Sportsbook Companies:

iGaming Companies:

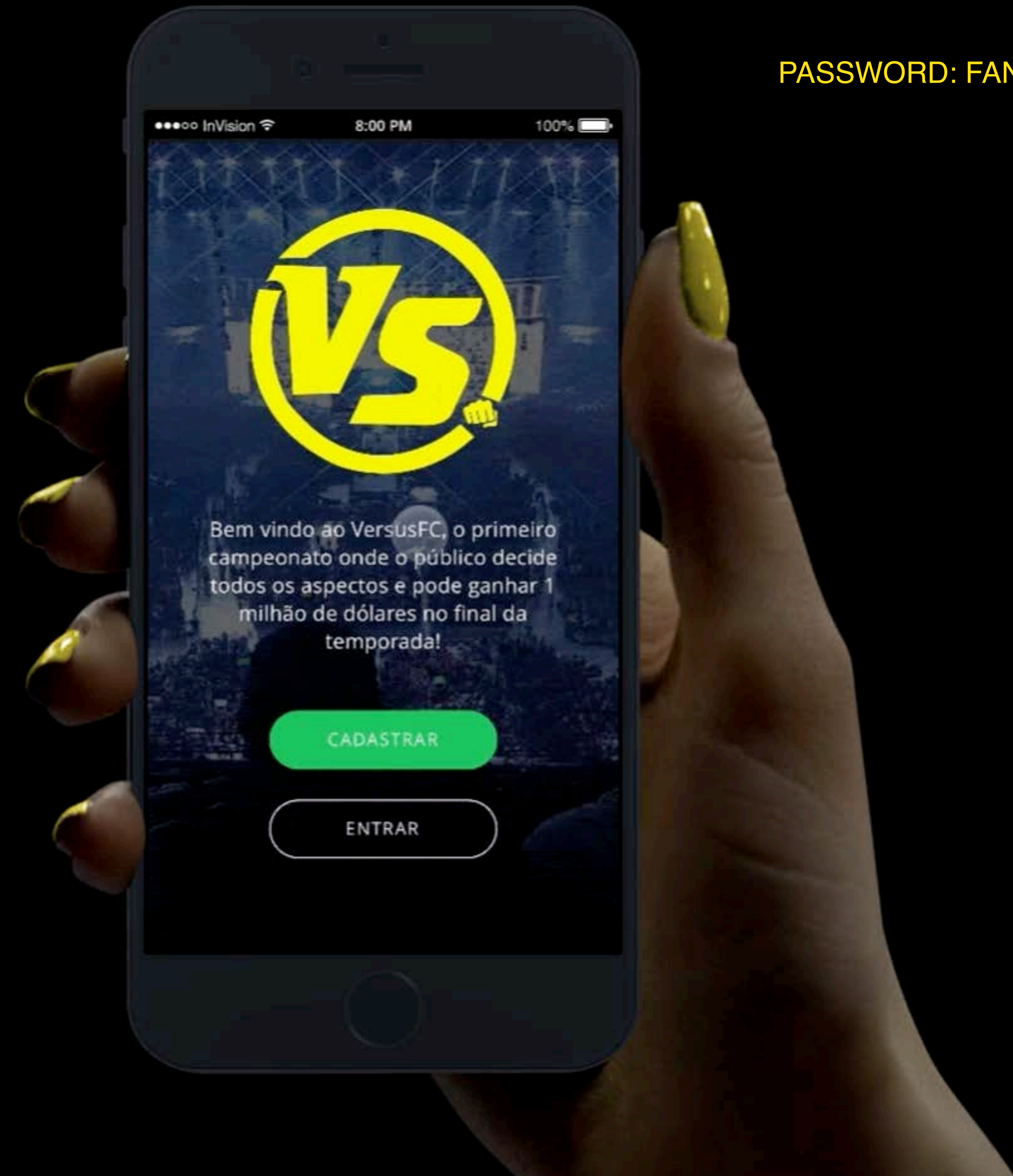
A model based on a familiar and logical model for Brazilians, South Americans, Europeans and the testing world, except the US.



The video demonstrates the app's key features for the combat sports market in Brazil.

- The Fan Base system, with meta tracking, allows fans to control the teams, nominate and eliminate fighters, and choose matchups.
- Fans are rewarded for posts and engagement in the platform and tracked as the basis for the fan leaderboard.
- Fan Forums allow team members to communicate, buy products, and engage in promotions.
- The app provides a portal for fans to gamble on contests.

PASSWORD: FANS DECIDE





Opportunities

Brazil's top eight football teams have 150M fans dedicated to their clubs.

Fans' spending on their clubs **grew 8%** in the first 6 months of 2023 compared to the same period of the previous year.¹

Shows like UFC generate more than USD 200M per year.

The UFC claims to have **50 million fans** in Brazil⁷

Brazil is the second country where people spend more time in front of screens, reveals research⁵ and have fallen in love with the Reality Show genre.

MMA-based reality shows have already succeeded in the Brazilian market, with **one show earning USD 40M in rights fees.**

Brazil is the third largest consumer of social networks worldwide.²

YouTube, Facebook and Instagram are the networks most accessed by Brazilian users, with a reach of 96.4%, 85.1% and 81.4%.

Online Betting Survey: 46.5% of Brazilian consumers have already placed sports bets in 2023.⁴

Sports betting market targets **billion-dollar revenue** in Brazil in 2023⁶

More than two-thirds of e-Sports fans are interested in sports betting.

For **74% of Brazilian** respondents, sports betting increases the entertainment of a tournament.

1. https://www.espn.com.br/futebol/brasileirao/artigo/_/id/12643084/flamengo-palmeiras-topo-estudo-revela-torcidas-mais-gastam-futebol-brasileiro-2023-veja-lista
 2. <https://forbes.com.br/forbes-tech/2023/03/brasil-e-o-terceiro-pais-que-mais-consome-redes-sociais-em-todo-o-mundo/>
 3. <https://www.meioemensagem.com.br/marketing/fas-de-esports-se-interessam-por-apostas-esportivas>
 4. <https://blog.reclameaqui.com.br/apostas-online-46-5-dos-consumidores-ja-apostaram-em-2023/>

5. <https://sagresonline.com.br/brasil-e-segundo-pais-em-que-pessoas-passam-mais-tempo-em-frente-as-telas-revela-pesquisa/>
 6. <https://www.lance.com.br/lancebiz/mercado-de-apostas-esportivas-mira-faturamento-bilionario-no-brasil-em-2023.html>
 7. https://www.sportspromedia.com/news/ufc-fight-pass-brazil-streaming-dtc-bandeirantes-band/?zephrr_sso_ott=0gFw0V



JOIN THE **REVOLUTION**

You are invited to be at the forefront of this combat sports revolution.

Together, we can reach this passionate, vocal audience, shape entertainment's future, and extend its reach into new markets.

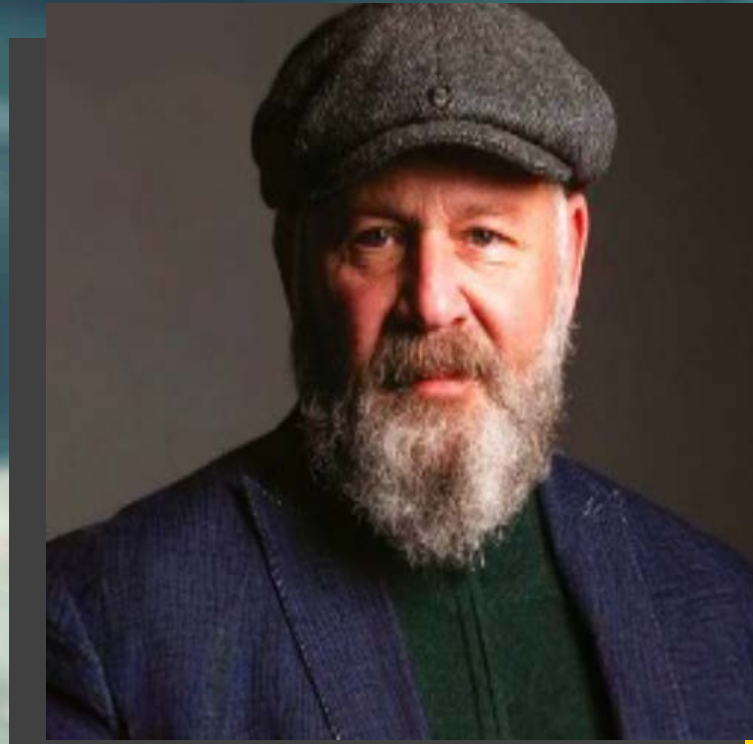
A partnership with Versus Sports means more than sponsorship; it's a chance to be woven into the fabric of an electrifying, fan-driven narrative.

Let's redefine sports together.



TOM HUGGINS

Tom Huggins has been involved in MMA since UFC 1 and has promoted events around the world for 30 years (including companies such as UFC, IFC, EFC, MARS, XFC and AFC). Has lived in Brazil for the last 17 years.



STEPHEN CRYSTAL

Stephen A. Crystal, is a seasoned expert in the global gaming industry. With over 30 years of experience, he represents, advises, and invests in gaming clients worldwide, specializing in casino, sports betting, and iGaming.



POWERED BY  **SCCG**



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