



Land does not relegate. Bricks and mortar do not miss a penalty.

Football is the world's most-watched sport and one of its worst-performing asset classes — a single result can erase a season of commercial value overnight. We built the platform that removes that risk: real estate and AI infrastructure underneath the club, generating **returns 365 days a year, whatever happens on the pitch.**

€20–30bn

Untapped real estate value sitting
inside European football

27% CAGR

Growth of AI in sports technology
(Grand View Research, 2024)

€2.0–2.5bn

Target platform valuation at full
portfolio maturity

The old model



The Football Factory model

Results drive everything. Win Saturday, value up. Lose, sponsors call. Capital is hostage to 90 minutes.

Relegation erases value overnight: 30–60% of broadcast, sponsorship and transfer income gone at once.

No hard asset underneath. Club ownership is pure equity exposure to sporting outcome.

Revenue is anchored in real estate, hospitality, and proprietary data — value that compounds independent of the scoreline.

Land does not relegate. The Football Citadel appreciates whether the club wins or loses.

AI-driven football and real estate platforms build a systematic compounding edge.

"I spent many years closing deals across European football, watching clubs destroy investor value — with a single red card, a missed penalty, an injury in minute 87. I decided to build the infrastructure that should have been there from the beginning. Not a club. A system."

Edoardo Giaccone, Founder and CEO. Largest individual shareholder.

Three Engines. One Platform.

Real Estate

Every club is anchored by a **Football Citadel** — stadium, hospitality, retail, and residential real estate that appreciates 365 days a year, independent of results.

Sport Innovation

A **four-club pipeline** — Factory, Bridge, Platform, Flagship — modelled on the multi-club playbooks that built City Football Group and Red Bull's football network.

Tech & AI

A **proprietary football and real estate platform**, built with one of Italy's leading AI labs, designed to be licensed to clubs worldwide.

Already **executing**.

- UK crowdfunding vehicle incorporated and parent company in final stages of setup — this is a **live operating group**, not a plan on paper.
- Full **16-person founding leadership team** under contract, with senior experience at the likes of FC Barcelona, Juventus, FIFA, AC Milan, City Football Group, etc.
- **Top-10 global law firm** retained for real estate bond structuring.
- 130,000 sqm site identified in Portugal for the **first Football Citadel**. Political alignment secured; formal proposal being submitted to local authorities.
- **Deal for first club is agreed** — zero debt, zero liabilities confirmed in preliminary due diligence. Final contracts currently in legal drafting.

The Offer

Five ways in. One platform: Republic Europe · ECSP Regulation (EU) 2020/1503 ·
€120,000 target · €10m premoney.

Tier	Entry	Instrument	What you get
Supporter	€100 – €499	Ordinary shares	20% discount · founder wall · founder scarf/pin
Scout	€500 – €999	Ordinary shares	20% discount · quarterly scouring report · founder edition jersey · fbeach football day
Architect	€1,000 – €2,499	Ordinary shares	20% discount · 5% dividend on first club net profit · construction site tour · advisory observer
Board member	€2,500 – €4,999	Ordinary shares	20% discount · 5% preferred return p.a. · collective board representative · founder leadership dinners
Visionary	€5,000+	Ordinary shares	20% discount · enhanced preferred return · board observer seat · lifetime access you + guest

€10m is the price **before** the assets are priced in

The valuation steps up to €12m the moment our regulatory and municipal milestones clear — and again at Series A, once the first club is acquired and land options are signed. Investing at launch means investing at the earliest, lowest point on that curve.

in future rounds, TFF will offer the flexibility to tailor each investment to the investor's specific needs and commitment size. Depending on the amount invested, TFF will evaluate the issuance of Notes with progressively increasing yields, as well as Preferred Shares with enhanced remuneration returns.

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