INDUSTRIALIZING TALENT
ENGINEERING FOOTBALL

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.	**Revenue is anchored in real estate, hospitality, and proprietary data** — value that compounds independent of the scoreline.
Relegation erases value overnight: 30–60% of broadcast, sponsorship and transfer income gone at once.	**Land does not relegate**. The Football Citadel appreciates whether the club wins or loses.
No hard asset underneath. Club ownership is pure equity exposure to sporting outcome.	**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 Giacone, 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.

Friends & family round: **€50,000 committed of a €120,000 target** — before the first round has even preliminarily opened.

40%+ of the round funded ahead of preliminary public launch

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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	SEIS convertible note, 8% p.a.	20% discount at next priced round · founder wall · Digital founder certificate
Scout	€500 – €999	SEIS convertible note, 8% p.a.	Quarterly scouting report · Private investor community group
Architect	€1,000 – €2,499	Ordinary shares, Day 1	5% dividend on first club net profit · Quarterly live Q&A call with CEO · Advisory observer
Board member	€2,500 – €4,999	Preferred shares	5% preferred return p.a. · Collective board representative · Annual leadership dinner · Private quarterly briefing
Visionary	€5,000+	Senior preferred shares	Enhanced preferred return · Board observer seat · Founding Partner status

€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.

OPENS 23 JULY - ON REPUBLIC EUROPE

Set a reminder now. Allocations are filled in the order applications are received.