

*true stars
for true fans*



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ido.STARzn
**- the new mobile community application
for true fan engagement**

**PHYSICAL
INTERACTIONS
& LIVE
COMMUNICATION
WITH STARS**

**A FAN CAN
HARDLY BE
CLOSER TO HIS
IDOL**



short deck 2024 



OUR VISION

In a world in which the need to experience entertainment, community, information, knowledge, news and offers in digital worlds is constantly and rapidly growing, it is our mission to combine these needs with real physical and natural movement.

OUR PRODUCT

Through our unique phygital metaverse platform "ido.STARzn", esportido enables stars, teams and brands from the fields of professional sports and entertainment to build a personal, emotional and above all entertaining bond with their followers and fans — face-to-face, live, location-independent and digitally scalable.

OUR MISSION

It is our ambition to promote the innate instinct of physical movement in order to create a better balance between analogue and digital experiences for every generation.



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more movement
- more fun

BE NO ORDINARY FOLLOWER

INTERACT WITH YOUR IDOL

**LIVE AND IN REAL TIME
WE BRING YOU TOGETHER**



we.engage
FANS

- 01** Physical and emotional connection to real stars
- 02** Live Video Communication
- 03** in-game access to fan articles
- 04** Win real-life events with your stars
- 05** Movement that's really fun
- 06** live, in real time, from any location



we.engage
STARS

- 01** unrivalled revenue share model
- 02** own social media and interactive gaming platform
- 03** integrated shop integration (real and digital products)
- 04** customised loyalty solution
- 05** individual sponsoring integration
- 06** analogue and digital assets

IN ONE TEAM

in touch with Donnie Wahlberg

You could hardly be closer to your star,
your team and your brand!

ido.STARzn is a unique COMMUNITY and
HEALTH PLATFORM that enables FANS
to physically and live INTERACT with their
IDOLS.



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+ +
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RUNNING, RACING, CYCLING - JOINT ACTIVITIES

Control your avatar with your physical
performance together with your idol through
gaming worlds

02 AUTHENTIC EXPERIENCES AND REAL INSIGHTS

Experience exclusive content, your
idol takes you into his world

03 LIVE COMMUNICATION

See your star in live video feeds and be
the first to find out the best news

04 LIVE ENTERTAINMENT AND REALTIME GAMIFICATION

No boring fitness - physically immerse
yourself in the world of your star

05 INTEGRATED SHOPPING WORLDS

What can your star recommend?
Shopping in analogue and digital form

06 MOVEMENT IS REWARDED

Win exclusive events and experiences -
through your own physical performance

face to face



Revenue Share Opportunity

Donnie Wahlberg

Star Actor, Singer and much more
Instagram approx. 2.000.000 Follower
Tick Tock approx. 200.000 Follower

Calculation principle: Basically, we assume that the star (with cautious consideration) can move up to 1% of his existing followers into his challenges within the "ido.STARzn" app with interesting content.

Your fan will move!

We have the place to earn money with your content

Based on our revenue share model for "Fan Subscription" (50% of subscription revenue minus VAT and service provider fee)

VAT Germany: 19%
Service Provider
Fee (Apple or Google): max. 30%

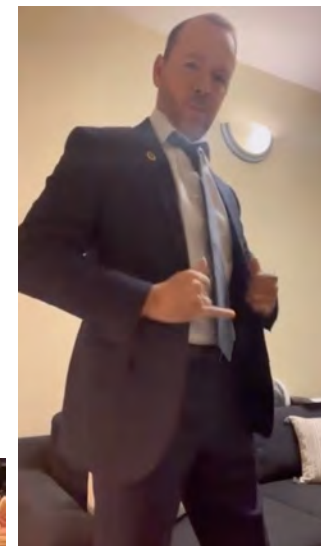
	NUMBER OF FOLLOWERS	RATE in %	SUBSCRIPTION in EUR	REVENUE SHARE in EUR / month (net)
STAR	2.200.000	1,00	4,99	32.288,24

Based on the above assumptions, the star receives a monthly payment of EUR 32.288,24 per month.

In addition, the star will receive up to 80% of the sponsorship income from his challenges.

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YOUR Content Examples

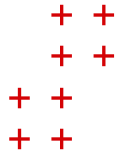


interesting insights



JOIN NOW





INSIDE **FACTS**



REVENUE MODELS

Generate sales together - profit together

Mat
aktuell aktiv als: Fan

ZU STAR WECHSELN

**Service Fee
(Client)**

coming soon Bill the Badger 4,99 € BUY	coming soon Fred the Red 4,99 € BUY	coming soon Jasko Gvardiol 4,99 € BUY
coming soon Kootje 4,99 € BUY	coming soon Leon 4,99 € BUY	coming soon Willi Orban 4,99 € BUY

PROFIL AVATAR ITEM SHOP **ABONNEMENTS**

**Subscription Model
(User)**

Revenue share of up to
50%
to our customers
(stars, teams, brands)

ido
STARzn

**Sponsoring
& eCommerce**

Revenue share of up to
80%
to our customers
(stars, teams, brands)

Teams and Partner

OPERATIONAL TEAM

Matthias Wengenroth
Chairman

Torsten Rohland
Finance

Shane Buchanan
Partner / Sales

Serkan Bükücü
Partner / Sales

Pascal Gurk
Partner / Sales

Deniz Incesu
Partner / Sales

Quirin Münch
Partner / Development

Daniel Feigenbutz
Partner / Strategy

Dr. Peter Görlich
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Bianca-Kim Foelscher
Marketing

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Advisor

Mike Huber
Advisor

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Unternehmer

Klaus Bühler
Partner Dornbach GmbH

Markus Grüner
CFO Dawonia

Karina Rohland
Bilanzbuchhalterin

PARTNER & SHAREHOLDER

ESSENTIO
Development

QM Interactive
Development

ML Marketing
Marketing

Markus Kraetschmer
Strategy

esportido

stars, teams and brands

esportido is currently in the onboarding process. Numerous customers have already signed contracts or are in negotiations (excerpt).

Star Avatars



teams and brands



individual players from the top football leagues



Various stars from the world of music and film



Please refer to our data room for the current verified status.

INTEREST?

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**WE LOOK FORWARD
TO GETTING TO
KNOW YOU**

ready
together



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