

Beat your Fanemy

Summary:

There are around 550,000 Georgians actively supporting popular sports, but most of fans are not physically active themselves. Hence, our goal is to encourage sports fans to move their butts and engage in physical activities on a weekly basis.

Insight:

A fan of your favorite team is your friend, while the fan of your team's rival team – is your fanemy. And fanemy can be anyone even your family member.

Exercise is boring, but playing is fun, especially when you are part of the team and you have someone to beat. So to encourage the sports fans to become physically active, we offer to become an fanathlete and join his/her favorite team squad and play the ultimate fanemy cup championship.

Solution

The Fanemy Championship app

Yeah, we know there are tons of fitness apps, but this one's different.

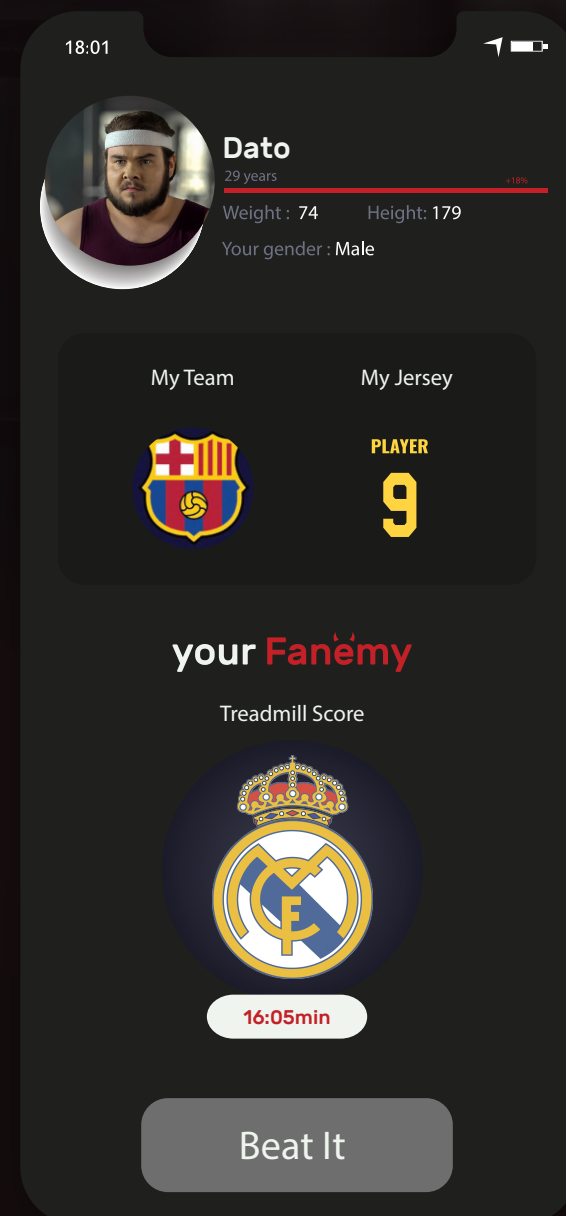
You register, select your favorite team, receive your unique jersey number and join it as an athlete. Then see who are your fanemies and go beat them.

App will show collective and individual achievements throughout the city for each team (like maximum distance walked around the lake for team Barcelona, stairs taken within for Real Madrid, or treadmill scores for Juventus).The mobile app can track all the activities and add it to your personal score and overall team achievement. The Fanemy Championship will take place constantly and will announce winners quarterly, semi annually and annually.We will design real cup for the annual winner squad, engrave it and send it to the real sports team.

How It Works

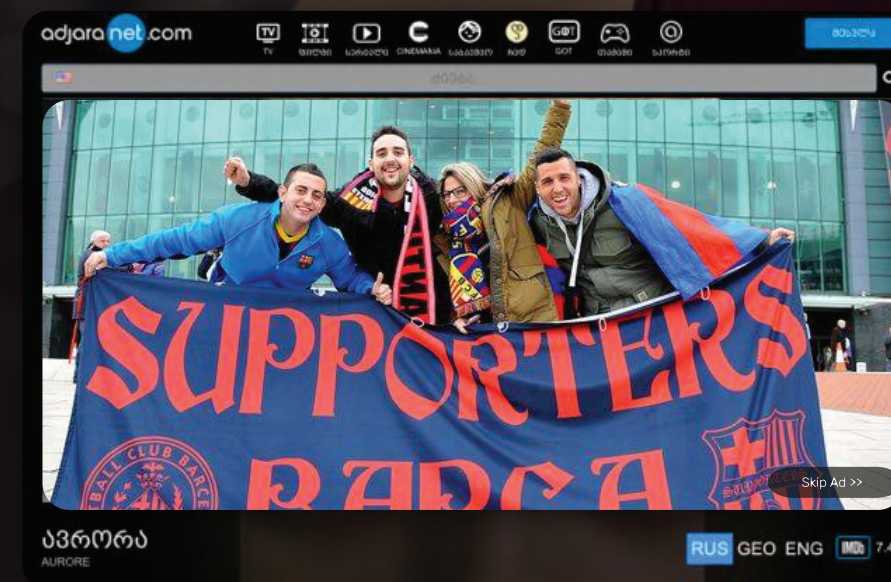
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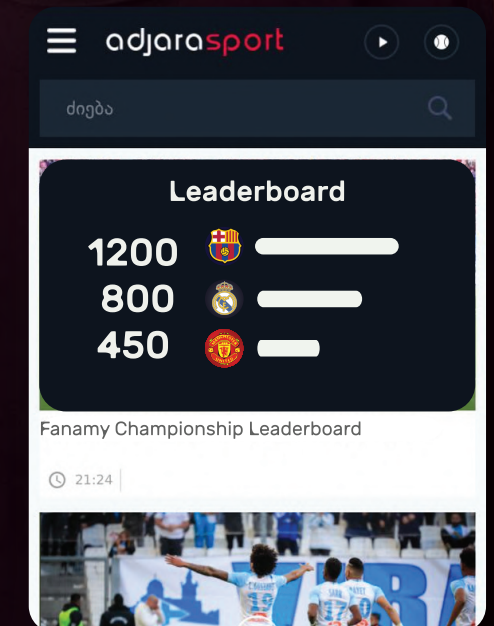
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We will film the cheering messages from the international fans of your team and target our perspective athletes through pre-rolls.



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The leaderboards and statistics will be reported through adjarasport's web page and social media.



Gyms will join to show their closest competitions for particular fitness machine.

Facebook Groups will be created for every team, to discuss strategies.

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