



# FantoStar

adjarabet.com



## #STANDUP

### CAMPAIGN SUMMARY

Fan to Star is a simple tinderlike mobile app, which gives those who are looking to engage in sports activities an ability to arrange sports matches with their friends or random players nearby.

The app has a **surprising twist** – while arranging ordinary football, tennis, rugby or basketball game with your friends or random people, you may end up meeting and playing with the most famous Georgian athletes.

### CREATIVE INSIGHT

While you are either sitting in front of a screen with beer supporting your favorite team or attending sports matches at stadium, there's still a huge distance and difference between you and your beloved athletes. They are fitter, stronger, faster. How many times have you dreamt of being near them or even being one of them? It is hard to imagine you'll ever have an opportunity to **play side by side as equals**.

### OUR SOLUTION

While Georgian males aged 18-45, who love sports, are generally living sedentary lifestyles, our aim is to motivate them to **be one on the field** not on the chair.

We've created simple mobile app (platform) available for everyone across Georgia for free. FTS will give sports fans chance to:

- 1) **Be more active** – easily arrange games with mates or newly made friends. Lucky ones will end up playing with the most famous Georgian athletes;
- 2) **Become celebrity of their own** – climb up the leaderboard, get awarded by Adjarabet and get noticed by other users;
- 3) **Become a top player** – earn points by teaming up and playing sports, earn most points, get adjarabet.com credit monthly. Predict, bet, win.
- 4) **Share experience on social media channels**, add #standup to your photo/video and promote healthy lifestyle.

### HOW IT WORKS

You and your boys decided to play football but need more players? That's where we come in.

Our app will launch as an ordinary platform for meeting new people and arranging sports matches, however first users will quickly discover, that they're matched up with the most successful athletes: Zaza Pachulia, Guram Kashia, Mamuka Gorgodze, Merab Sharikadze, Nikoloz Basilashvili, etc. This is when we expect the application to go viral, photos & videos of playing along stars popping up on users' social media feeds.

The app will include: 4 sport categories, in which you can match up with friends or random nearby players (football, basketball, tennis or rugby); leaderboard; map (pins) of nearby stadiums, tennis courts, basketball courts, listing which are free and which spaces have fees. By the help of location services, the app will beep when matched players come together on one of the pinned locations – i.e. playing spaces, notifying players that their meeting has been verified and will be recorded in players' stats. Top 4 players will be awarded monthly by getting **500 GEL on their adjarabet.com account**.

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Giorgi Menabde

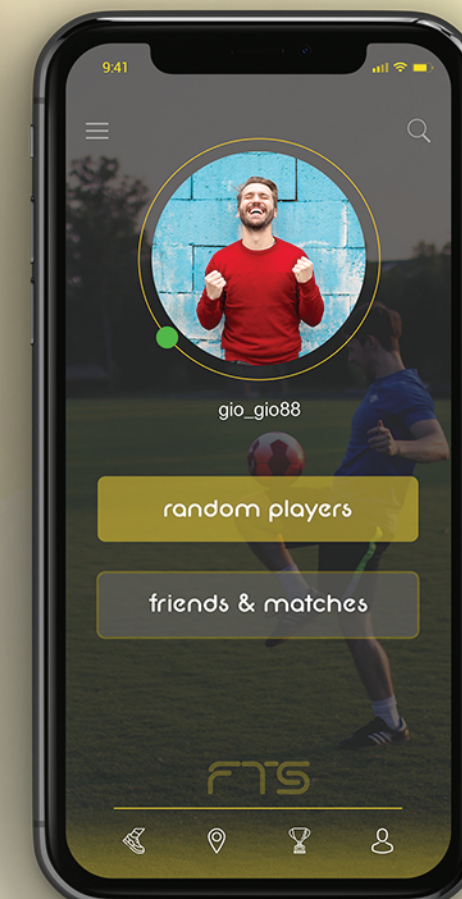
April 11 at 6:28 PM · 🌐

Can't believe it, today we played with Guram Kashia!!!! You're the best of the best, thank you!!!! adjarabet.com 🙌🙌 #FTS #standup



👍❤️😮 Elene Shengelia and 2.2K others

108 Comments 58 Shares



Distributing video ads of the most famous Georgian athletes playing with regular fans.



The most widespread social media network to target directly Georgian males aged 18-45 with sports interests.



Promoting visual content from #standup matches.