



Connecting players

May 2023

# A small story : The French Queen of FIFA tournaments

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Black Widow is a 22 year-old mother.

One year ago, she had no community of players.

She started organizing online FIFA tournaments on The IFC.

Today, 1k+ players participate in her tournaments daily.

She owns the biggest French community of FIFA players on The IFC, connecting 10k+ people.



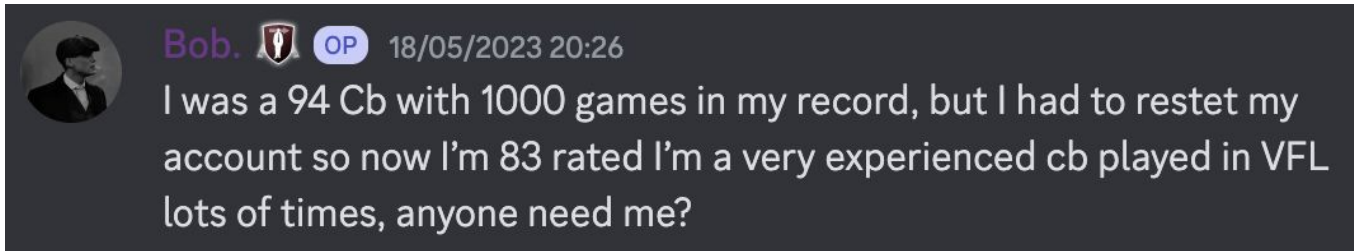
***Connect players to bring projects to life***

# Connecting with people in gaming is hard

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Every day, gamers post **thousands** of short ads like this to find their next team or engage in competitions:



Recruiting players in gaming is still like **online dating in the early 00's** :

**Random posts on forums.**

# The problem

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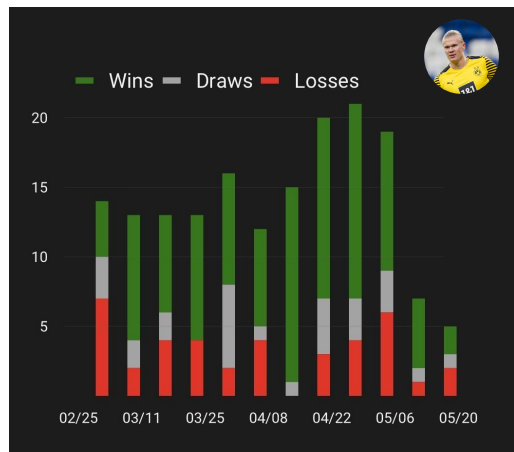
There is no effective, trusted way for players to find and connect with the right people online.

- Recruiting players with forum ads **fails**
- Contacting teams using online resumes **fails**
- Finding a competition for your level on social medias **fails**

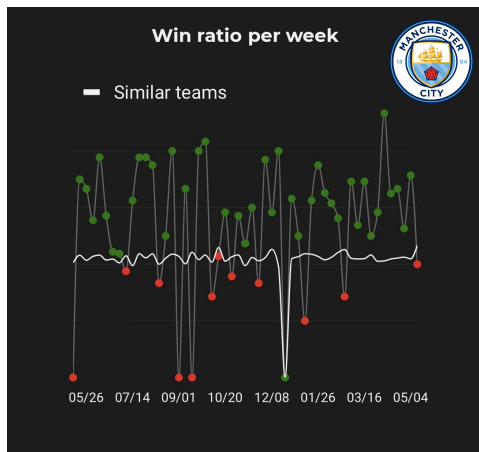
# Our solution : use data to match players with teams



We centralize online competitions and leverage the performance metrics we collect to build powerful analytical tools and match players with teams.



**We analyse players performances**



**We analyse club needs**



**We match profiles**

# Establishing networks : our key priority

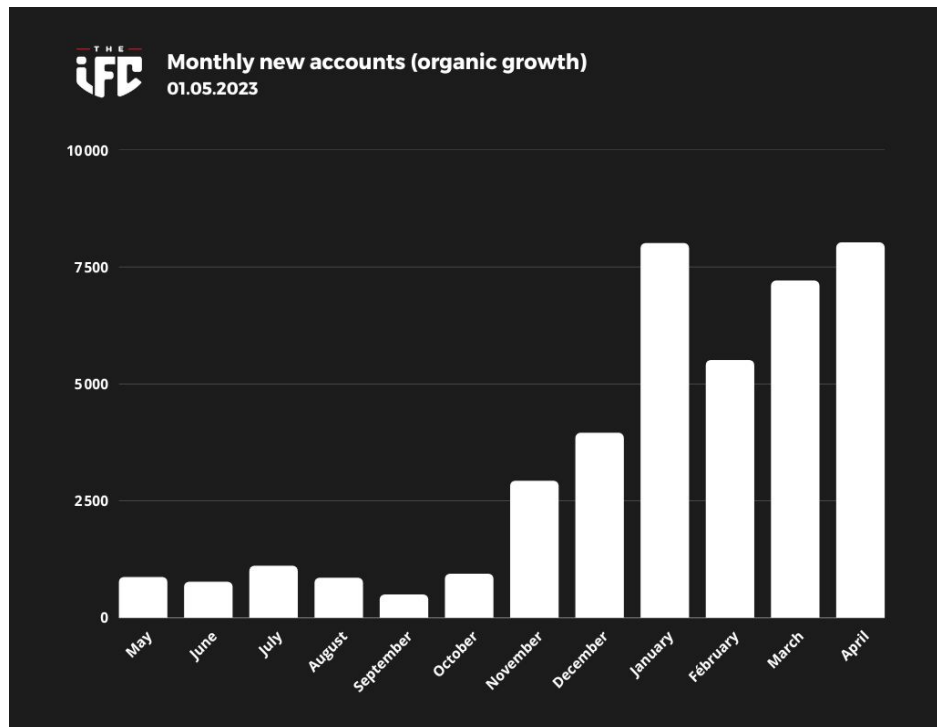


Just like any other social app, the key is the **network**. We started focusing on the most famous game, **FIFA**, and built the **world biggest network of players** for that game.

For FIFA, we connect :

- **130+ competition bodies**
- **5K+ clubs**
- **20K+ MAU from 170 nationalities**

THE IFC collects results from **2k+** FIFA games a week.



**We started by connecting FIFA players**

**Soon, we will connect any player on any game**



# Why now ? Gaming + Esports = Booming industries



**Gaming** and **esports** ( = competitive gaming) are booming industries. They **connect** more and more people with better **hardware**, better **softwares**, and more **social games**.

## Gaming industry

2022

2026

**\$167B<sup>(1)</sup>**  **\$320B<sup>(1)</sup>**

## Esports industry

2022

2029

**\$1.4B<sup>(2)</sup>**  **\$5.5B<sup>(3)</sup>**

- (1) [Techjury](#)
- (2) [Statista](#)
- (3) [Fortune Business Insight](#)

# Why now ? Esports is going mainstream and strategic



## Mainstream



The International Olympic Committee organized the **first-ever Olympic Esports Week** in June 2023 in Singapore.



**The IFC is the first European Esports start-up** to win the Future of Sports Challenge by Viva Tech and Global Sports Week 2023, among 200 candidates.

(4) [Press Release French Government](#)

(5) [Savvy Games invests in VSPO](#)

## Strategic



**GOUVERNEMENT**

*Liberté  
Égalité  
Fraternité*

**January 2023 press Release by the French Government:** “Make France a great Esports nation by 2025”.<sup>(4)</sup>

**Saudi's Savvy Games to invest \$265M in VSPO, a Chinese e-sports tournament operator**

By Pooja Rajkumari  
February 18, 2023, Updated on : Tue Feb 21 2023 05:26:56 GMT+0000

Saudi Arabia invests a lot in gaming & esports to **become the next great Esports nation.**<sup>(5)</sup>

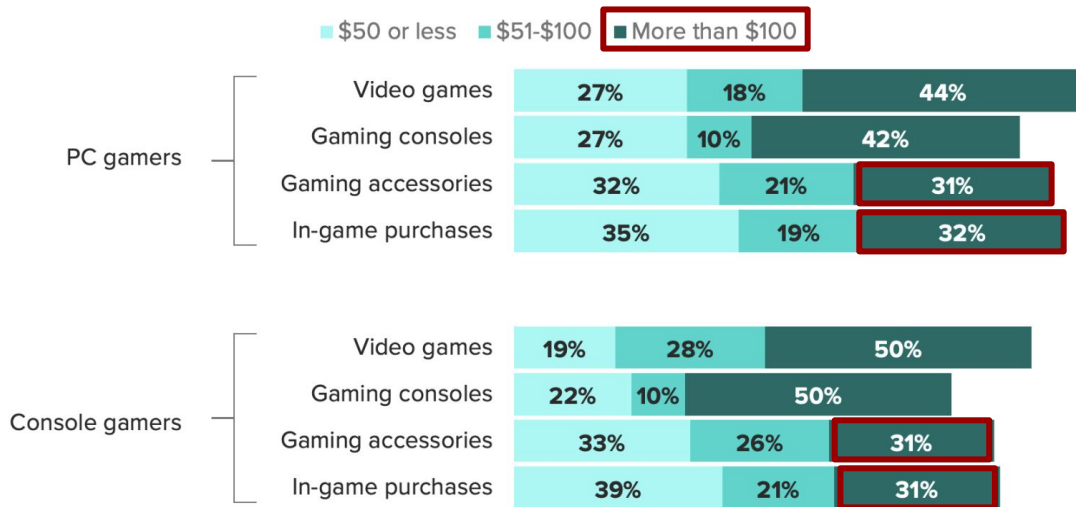
# Our addressable market : Hardcore gamers

There are **600 millions hardcore gamers**<sup>(6)</sup> worldwide.

They are always looking for **new teammates and are eager to connect with people** sharing the same passion.

They spend a lot.

## In-game purchases and accessories per year<sup>(7)</sup> :



Study conducted by Morning Consult, amongst 1,600 players playing 7+ hours per week<sup>(7)</sup>.

(6) [600 millions hardcore gamers](#)

(7) [Study by Morning Consult](#)

# Our platform



Our platform **centralizes** competition organizers, teams, and players.

People grow their project on The IFC, and **we connect them to the right profiles.**

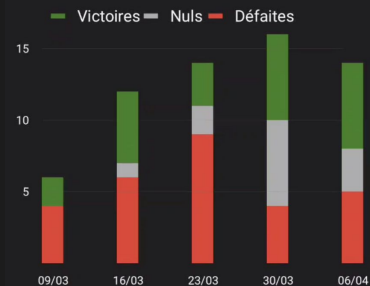
## Competitions : Organize your competition seamlessly

RB ELDORA DENSE	3 - 0	BrasilTeam	1	Alpha Esportss	24	8	8	0	0	9	1	8
PORTO REAL	04/04 02h00	Juventude EC	2	Vianense AC	21	7	7	0	0	9	1	8
American Latino	2 - 1	SO CANELA FC	3	Viking Warriors	21	7	7	0	0	9	1	8
Atlanta Gaming	0 - 3	MDB TEAM E-SPORTS	4	Aniquiladores FC	21	7	7	0	0	7	0	7
			5	Saqueadores	21	8	7	0	1	10	5	5

## Clubs : Manage your club efficiently

### Défenseurs

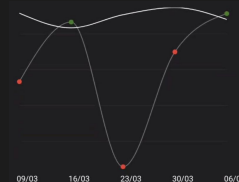
X-ramos-15	DC
Rider26000	DC
x_SanchezZ_10	DC
Barbarians_3	DC
BOYA	DC



## Players : Track your performances daily

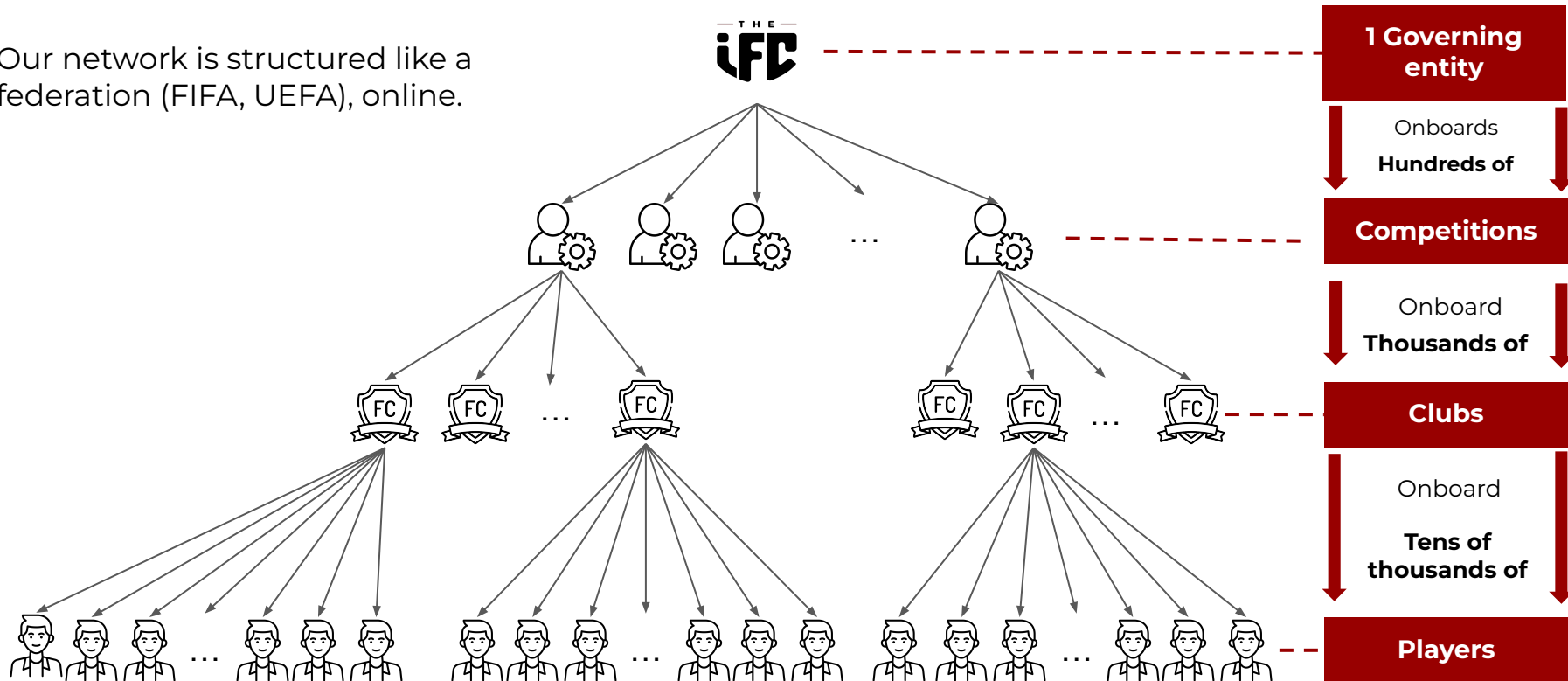


DT CHRYS GAM



# What makes us different : Network effect and The IFC ranking standards

Our network is structured like a federation (FIFA, UEFA), online.



# Network effect and The IFC ranking standards



**Powerful network effect**



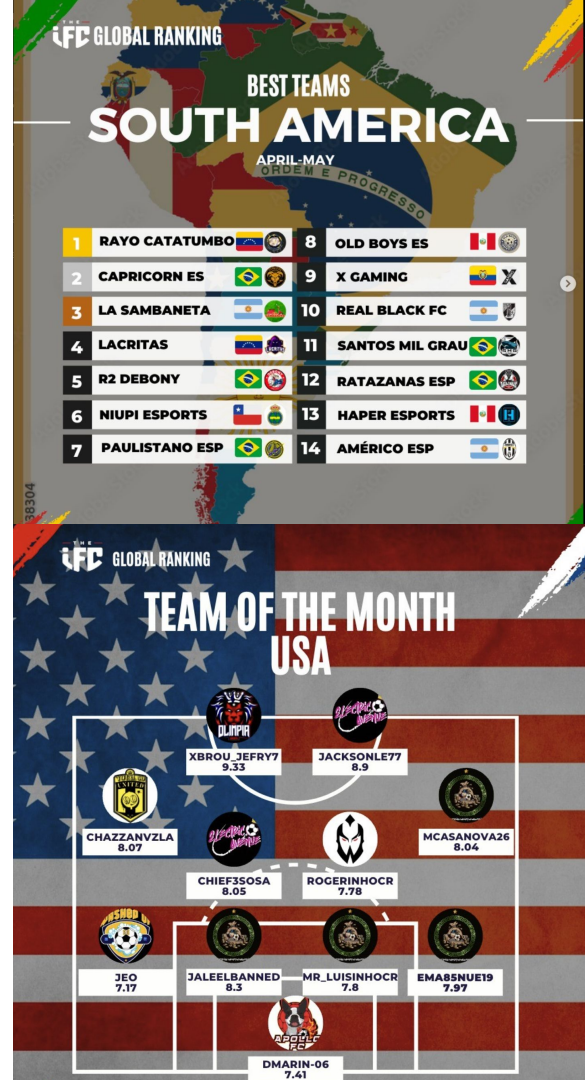
**Global community**



All teams and players ranked under the same **IFC ranking standards**



**High retention**

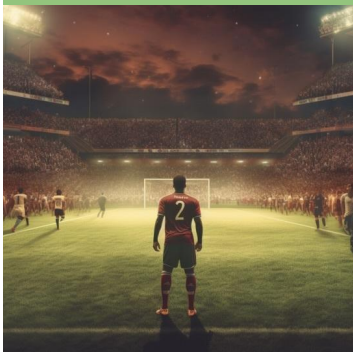


# Business model : Freemium & Subscriptions (summer 2023)



Subscriptions improve your chances to connect with the right people. **3 levels of subscriptions :**

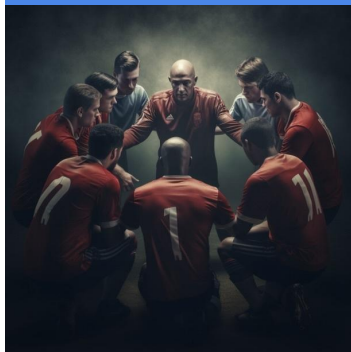
## PLAYER



Improve your chances to connect with the right club and **become the next Mbappé of esports !**

5.99\$/month

## CAPTAIN



Recruit the best players, track performances and **take your team to the top !**

12.99\$/month

## EXPERT



Unlock unlimited access to all of The IFC data and **scout the next generation of talents !**

23.99\$/month

# Founding Team

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**Tristan Lécuyer - Co founder & CEO**  
*ESCP Business School*

Esports dynamics expert. He organized and manage hundreds of online esports tournaments throughout the last 3 years. He built an online network of competitions gathering 50k+ players.



**Antoine Bertrand - Co founder & CTO**  
*Centrale Paris & Cornell University*

Web & mobile software engineer, product management and devops expertise.  
He led the development of a scalable platform used by thousands of players monthly.



Thank you for reading, feel free to contact us to know more !



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[THE IFC on IOS](#)



[THE IFC on Android](#)