

FEEDZ

THE OS FOR SPORTS CREATOR MARKETING

The Operating System for Sports Creator Marketing

*The AI layer between a team's fanbase and its commercial inventory —
confirmed with the Saudi Pro League and Manchester United. Pilots live summer 2026.*

THE ASK

\$2.5M SAFE · \$16.66M CAP (≈15%)

A Venture of The Wheelhouse Collective

Investment Prospectus · July 2026 · Private & Confidential — Not for Distribution

Executive Summary

FEEDZ is the AI operating layer between a team's fanbase and its commercial inventory — surfacing the fan creators clubs never work with, governing every campaign for brand safety and league compliance, attributing every sale, and earning a share of every unit of revenue it drives. Clubs know creator content beats owned and paid media on every metric; FEEDZ is the engine that lets them run it at scale.

4x

Higher CTR than standard paid social

\$5.78 : \$1

Return per dollar of creator marketing

+40%

Higher purchase intent vs brand media (Nielsen)

55%

Of fans discover clubs on TikTok / Shorts

Why FEEDZ Wins

- **Confirmed marquee partners, pre-round** — the Saudi Pro League (summer activation → full-season planning) and Manchester United (social-commerce test on the third-kit launch) are confirmed; Birmingham City (Tom Brady group) and Al Kholood FC are at 90%+.
- **A compounding data moat** — the aimi engine writes every campaign back to the dataset — the model gets smarter with every season, and no horizontal platform owns sports-governed attribution.
- **De-risked adoption** — pilots run zero-retainer on performance-based revenue share, removing club-side approval friction on campaign one.
- **External validation** — invited to the AI Futures Fund — equity funding, early access to Google DeepMind models, Google Cloud credits, and 1:1 technical mentorship.
- **Built-in distribution via TWC** — FEEDZ is the marketing driver across TXFL's 11 event nights, ELXR's creator commerce, and TRIVIO x OZD's professional events — reference clients horizontal competitors cannot match.

The Market

Layer	Size	Definition
TAM	\$100B	Five-year creator-economy spend in sport (\$44B/yr creator marketing, ~20% annual growth, \$600B+ sports industry)
SAM	\$3.2B	Governed, attributable sports creator marketing
SOM	\$211M	FEEDZ Year-5 revenue plan
+ Women's sport	\$10–15B	The fastest-growing TAM expansion in sport

The Product — aimi, the Intelligence Layer

Point FEEDZ at any team, any market, any sport. aimi surfaces genuine fan creators and scores them on affinity — not follower counts. Every post is brand-safe, every outcome attributable, and every season compounds the dataset.

Module	Function
Scout	Finds fan creators in any market, any language
Score	Ranks creators on fit and conversion propensity
Flow	Briefs, invites, approvals — governed workflow
Guard	Brand-safety screening before anything publishes
Signal	Attributes every sale back to creator and campaign
Learn	Writes every season back to the dataset — the compounding moat

The Commercial Model

- **Performance-based revenue share** — FEEDZ earns on revenue it drives — aligned incentives, no retainer friction, and a pricing model that scales with proof.
- **League-level governance** — compliance, rights, and brand-safety rules encoded per league — the feature horizontal influencer platforms structurally lack.
- **Land-and-expand** — kit launches and match-day campaigns land the club; season-long programs, sponsor amplification, and commerce expand the account.

Traction & Pipeline

Stage	Partners
Confirmed	Saudi Pro League · Manchester United
Advanced (90%+)	Birmingham City (Tom Brady group) · Al Kholood FC
Proposal / demo	F1 Saudi (proposal requested) · Crystal Palace · FC Bayern Munich
Warm introductions	Inter Milan · Tottenham · Newcastle · Chelsea · Frankfurt · Slavia Prague · MLSE · NASCAR · Red Bull Racing · Williams F1
Validation	AI Futures Fund invitation (Google DeepMind ecosystem)

The Five-Year Plan — Profitable From Year Two

Metric	Y1	Y2	Y3	Y4	Y5
Teams & clubs	4	19	40	76	142
Leagues	1	2	3	5	8
Creators activated	0.6K	4K	12K	28K	55K
Revenue	\$1.2M	\$20.5M	\$49.7M	\$109.5M	\$211.1M
Gross margin	58%	65%	64%	65%	66%
EBITA	(\$3.3M)	\$0.1M	\$7.4M	\$30.4M	\$69.7M
EBITA margin	—	1%	15%	28%	33%

Year 5 represents just 142 of the world's 40,000+ professional clubs and ~55K of the millions of fan creators already posting — the plan's ceiling is far higher than its base. Illustrative management estimates; not investment advice.

Illustrative Return Math — \$1.5M Entry Within the SAFE

Milestone	Position Value	Basis
After Seed	\$4.05M	8.10% at \$50M post-money
After Series A	\$19.04M	7.62% at \$250M post (~12.7x paper on entry)
Exit (12× Y5 EBITDA)	\$64.6M	7.62% of \$848.4M (~43x pre-tax, before pool refresh)

Why the Cap Is the Bargain

- **Set before the season converts** — the \$16.66M cap prices FEEDZ before SPL and Manchester United pilots convert to full-season contracts — the obvious repricing events.
- **Category multiples at exit** — sports-tech SaaS with attribution moats exits at platform multiples; the return math above uses a conservative 12× EBITDA.

The Ask — \$2.5M to Run the Season and Scale

Term	Value
Ask	\$2.5M
Instrument	YC post-money SAFE
Valuation cap	\$16.66M post-money (≈15% at the cap)
Anchor structure	An anchor may take all or part; committed co-investors fill the balance as agreements close

Use of Funds

- **Season delivery** — flawless execution of the confirmed SPL and Manchester United pilots — the reference stories that convert the pipeline.
- **Engineering** — scaling aimi's six modules; attribution infrastructure; compliance build-out per league.
- **Sales & BD** — conversion of the warm-intro pipeline across the EPL, Bundesliga, F1, and North American properties.
- **Working capital** — runway through the Series A milestone.

The Team

Name	Role	Background
Tarek Ayntrazi	Co-Founder & Chairman	Former CEO, Starcom Mediavest Group (Publicis Media) MENA & Turkey; ex-McKinsey advisor
Hazem Abughazaleh	Co-Founder & CEO	Built platforms for Four Seasons, the World Bank & GM; led the F1 Saudi GP platform
Sam Mazzotta	Chief Product Officer	AI-driven product & growth; 20+ years scaling B2B and B2C platforms
Yanko Ivanov	Chief Knowledge Architect	18+ years in AI & knowledge graphs — Atlassian, NASA/JPL, Federal Reserve Board, PwC, BCG; leads aimi

Risk Register & the Closing Case

Risks & Mitigations

Risk	Mitigation
Pilot conversion	Zero-retainer performance structure removes friction; two confirmed marquee references de-risk the story
Client concentration	Multi-league pipeline plus in-portfolio clients (TXFL, ELXR, TRIVIO x OZD)
Adoption pace	aimi's attribution proves ROI campaign-by-campaign; DeepMind-ecosystem validation of the intelligence layer
Horizontal competitive entry	Sports-specific compliance and attribution moat; first-mover dataset compounds with every campaign

The TWC Multiplier

FEEDZ is the marketing driver of the entire TWC sports portfolio: it powers TXFL's creator/ambassador program across all 11 event nights, activates creator-led product storytelling for ELXR's DTC and corporate channels, and will drive athlete and academy-ambassador content around TRIVIO x OZD's professional tennis and padel events. Every TWC property is both a FEEDZ customer and a FEEDZ showcase — a built-in reference network no competitor can assemble.

Closing Timeline

- **NOW** SAFE open — anchor plus co-investors as legal agreements close
- **SUMMER 2026** SPL activation and Manchester United campaign live — the season underway
- **Q3–Q4 2026** Pipeline conversion: Birmingham City, Al Kholood, F1 Saudi proposal
- **2027** Series A window at ~\$250M post framing — multi-sport, multi-league scale

\$2.5M at a \$16.66M cap, with the Saudi Pro League and Manchester United already confirmed and a Google DeepMind-ecosystem invitation in hand — priced before the season that reprices it.

Prepared by The Wheelhouse Collective · July 2026 · Private & confidential; not an offer of securities or investment advice. Illustrative plans and management estimates throughout.