



FairGame

Mission statement:

All competitions **deserve**
a fair game.



Three objectives

FairGame is a platform for children's youth sports tournaments.

With FairGame, we aim to prioritize the experience of the children. By using a specialized algorithm, the platform is trained with match results to determine the true strength of the teams, ensuring that our children receive fair challenges.

For organizers, FairGame ensures that games are scheduled efficiently, transforming many days of planning into just a few seconds.

The FairGame app provides parents and guardians with all the information in real-time.



Financing

We are looking for investors to grow with us in phases, we aim to raise 50 m. ISK for the first round.

Grants

2024: We have received Fræ funding of 2 million and are preparing an application for Sproti with Rannís for **Q4 2024..**

Growing

FairGame aims at international markets as it is built on a technical foundation designed to scale efficiently.

Opportunities for additional revenue streams with in-app advertisements and handling product sales at tournaments through the app, for example.

Other examples include the eSports and the FairGame Trainer, which assists with 'competitions' during practice sessions

Who is the buyer ?

Customers are tournament organizers and sports clubs.
Example stats for youth soccer tournaments :

 260 in Iceland

 44,000 in the UK

 215,000 in USA

Top-tier software developers.



Jón Levy Guðmundsson – CTO
20 years of experience in software development and a tournament organizer for many years.



Jóhannes Ólafur Jóhannesson - CEO
25 years of experience in IT
MBA from the University of Iceland.

- We have had a successful collaboration working together at the same company.
- Both have a sports background along with a passionate interest in the well-being of athletes in youth sports
- The team possesses exceptional ability in software development, with the goal of making development speed one of our strongest weapons against competition.