



EIFLEAGUE – Euro Immigrants Football League Pitch Deck – Seed Investment The First Multicultural Football League in Europe.

1. The Problem

- Lack of opportunities and visibility for immigrant players in Europe.
- Under-representation of immigrant communities in official leagues.
- No competition that blends sport, inclusion and digital engagement.

2. The Solution

- Official football league for immigrants in Europe (men and women).
- Exclusive scoring system rewarding fair play and social integration.
- Digital broadcasting and fan engagement.
- Community initiatives: youth academy, cultural projects, inclusion programs.

3. Market Opportunity

- 10M+ immigrants in Europe.
- Football is the #1 global sport.
- Growing markets in sports streaming and fan engagement.
- High demand for inclusive sponsorship opportunities.

4. Product / Model

- Annual tournaments (men and women).
- Multiplatform streaming.
- Merchandising (jerseys, kits, digital).
- Talent academies and licensing.

5. Business Model Revenue sources:

- Sponsorships & naming rights.
- Broadcasting & media monetisation.
- Merchandising.
- Ticketing & events.
- Crowdfunding & donations.
- Youth academy licensing.

6. Competitive Advantage

- First multicultural league in Europe.
- Trademark registered in the UK (classes 25, 35, 41).
- Exclusive scoring system promoting inclusion.
- Hybrid model: sports + digital + social impact.

7. Go-to-Market Strategy

- Phase 1: Launch in London (inaugural Cup).
- Phase 2: Expansion to other UK cities. •

Phase 3: Franchises and tournaments across Europe.

- Communication via digital campaigns, embassies and community partnerships.

8. Financials (3 Year)

Year	Revenue(£)	Note
1 Year	120,000	Pilot season, awareness
2 Year	350,000	Expansion to UK cities
3 Year	750,000	European escale-up

- Investment Requested: £250,000
- Break-even: End of Year 2
- ROI: 2.5x by Year 3

9. Impact & ESG

- Promotes cultural and social inclusion.
- Gender equality (men's and women's football).
- Youth development and community empowerment.
- Strong alignment with ESG values (diversity, equality, impact).

10. Team

- Founder: Edson Tarram (concept, brand, structure).
- Advisory board with community and investor representation.
- Registered as a Limited company in London (Companies House no. 16619417)