

# Outguess your *friends*.

*The daily soccer-prediction game built for the 2026 FIFA World Cup.*

Two matches a day, a handful of quick calls, under a minute. **No money. No betting. All bragging rights.**

## LAUNCH

# Jun 11

2026 World Cup kickoff — once every four years.

## 2022 WC AUDIENCE

# 1.5B

People who watched or followed the last World Cup — the largest shared-attention window on earth.

## ANGEL ROUND

# \$20K

First round · at **\$150K** cap. Min ticket **\$5K. Closes June 14.**

## APP AMBASSADORS

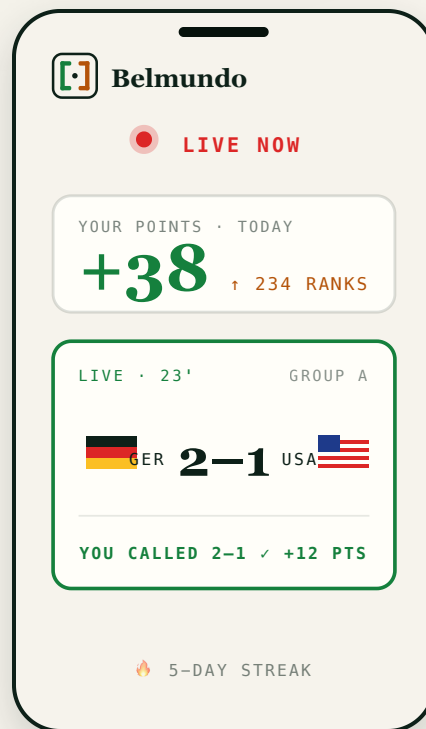
# 5

Soccer influencers, **200K–2M** followers. 5 % equity each · **25 % total**. Closes at #5.

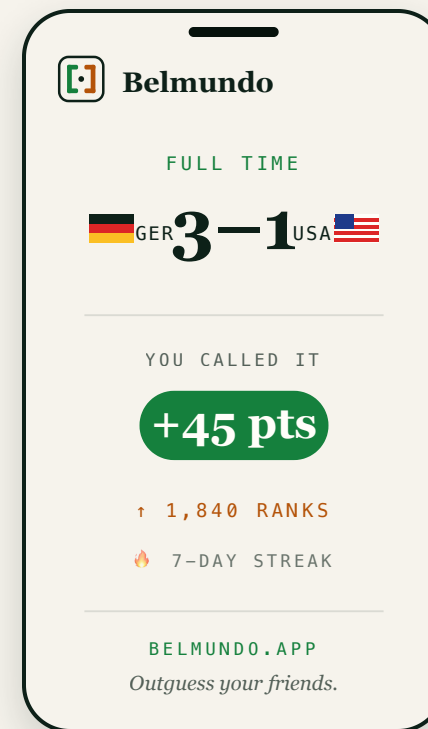
**Pick. Watch. Share.** *Tomorrow again.*



**01 Pre-match**  
**Pick your winner.**  
Two matches. A few quick picks.



**02 Live**  
**Watch the game.**  
Your score and rank, live.



**03 Full-time · share**  
**See the result.**  
Your score, your rank, your share card.

Two *KPIs* we're driving. *Then valuation.*

KPI 1 – USER BASE

100K

active app users within 6 months

5 huge soccer influencers → drive adoption → 100K users

KPI 2 – SUBSCRIPTION REVENUE

\$25K

monthly recurring revenue within 6 months

5 % of 100K users go Pro → \$5 / month each → \$25K / month

FRIENDS & FAMILY ROUND

\$20K

cap \$150K

Funds the activation.

Drives double-digit monthly growth.

10X

Y COMBINATOR ALUMNI / ANGELS ROUND

\$200K

cap \$1.5M

Y Combinator alumni (7 angels).

Trigger: 3 mo of double-digit monthly growth.

10X

VC ROUND

\$2M

cap \$15M

Lead VC.

Trigger: monthly revenue + retention.

100X

F&F → VC

01 \$20K activates 5 App Ambassadors.

03 Y Combinator alumni write the angels round.

02 Share-cards + invite-to-unlock drive 3 months of double-digit monthly growth.

04 Monthly revenue + retention → VC round.

## Four engines that *drive user acquisition*.

### 01 BUILT-IN WORD OF MOUTH

*Word of mouth isn't a channel for us. It's the product.*

Our free plan delivers so much value that users don't just use Belmundo — they recommend it. Every match ends with a one-tap share card. **Distribution baked in — not bolted on.**

### 02 EQUITY INFLUENCERS

*Skin-in-the-game influencers.*

5 soccer creators, **200K–2M followers each**. 5 % equity per seat, vested. Each runs their own creator-league inside the app. Trust + reach + alignment.

### 03 PAID INFLUENCERS

*Reach that scales with revenue.*

8–12 soccer micro/mid creators (50–200K, predictions-native), paid per post. **\$4–9K starter spend** — cluster expands every month as Pro revenue funds more reach. Multi-community simultaneous launch.

### 04 AFFILIATE MARKETING

*Every user is a recruiter.*

Every signed-up user gets a personal affiliate link. **30 % commission on every Pro subscription they refer** — paid every month for as long as the subscriber stays Pro. Tracking, attribution and payouts already built and live. **belmundo.app/affiliate.**



*3 months · double-digit growth, every month* → unlocks the **Y Combinator Angels Round**.

# Timing is *everything*.



## Michael Hensel

VISION · INVESTORS · INFLUENCER

Originated the concept. DACH soccer + crypto network.  
Active investor across consumer tech and sports.



## Simon Smaluhn

BUILD · PRODUCT

Co-founded **SeminarDesk** (200K+ users, **\$40M+ transactions**) & **Printora.ai** (AI-print infra, 500K+ partner reach). 50K-creator affiliate network.



## Tamir Oliver

SOCCER · CLUB & CULTURE

Owns his local football club. Lifelong hardcore fan. The soccer-purist voice the product is built around.

### // USE OF FUNDS

**Paid influencers** — 8–12 soccer micro/mid creators around kickoff

**Social-media account acquisition** — buy established soccer pages w/ engaged audiences

**Marketing & creative** — share-card seeding, short-form, paid ads

**Servers & infra** — hosting, live updates, traffic spikes

**Product & engineering** — final polish, prediction flow

**Operations** — legal basics, admin

**What's next:** launch before kickoff → prove daily engagement & sharing → convert Pro → raise the **Y Combinator Angels Round**. Potential strategic buyers: **ESPN, DAZN, Sky, FIFA-ecosystem partners**.

### // THE ASK

# \$20K

CAP **\$150K**

MIN TICKET **\$5K** · **CLOSING JUNE 14**

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