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POELLATH advises The Football Company on seed funding round of EUR 2.5 million

Munich-based start-up The Football Company (“TFC”) has successfully closed a EUR 2.5 million seed funding round.

Dreamcraft Ventures, a Danish venture capital firm that invests primarily in tech start-ups in Scandinavia and Germany, led the round. In addition, BLN Capital, DapperLabs and Web3 Studios, as well as various business angels participated, including professional soccer players such as Joshua Kimmich (FC Bayern Munich) and Cesc Fabregas (AS Monaco).

Brothers Ante and Josip Kristo founded TFC in September 2020. Founding investors were former Bundesliga players Robert and Niko Kovac. The company sells digital fan merchandise for the digital soccer world. Anyone who buys a jersey, sports bag or cap with the logo of their favorite club in real life can also purchase this as a fan of the fantasy soccer version of their club in the form of tokens, which represent analog goods as 3D objects and with which users can equip their avatars. TFC generates its revenue by issuing digital collectibles that can be traded on the TFC marketplace. Fans can purchase these items, add them to their collection and earn rewards by managing a squad of players in an experience based on real-world sports performances. The company says it is the world’s first soccer metaverse based on avatars and licensed digital collectibles and competitions. The community has 25,000 users to date and is growing rapidly.

POELLATH advised The Football Company on the financing round with the following team:

- Christian Toenies (partner, M&A/VC, Munich)
- Nico Fischer (partner, tax law, Munich)
- Markus Döllner (senior associate, lead, M&A/VC, Munich)
- Sebastian Gerlinger (counsel, M&A/VC)
- Stefan Weinberger (senior associate, tax law, Frankfurt)

About us

POELLATH is a market-leading international business and tax law firm with more than 150 lawyers and tax advisors in Germany. We stand for high-end advice on transactions and asset management. We offer legal and tax advice from one source. In our selected and highly specialized practice groups, we not only know the law, but shape the best practice in the

market together with our clients. National and international rankings regularly list our professionals as leading experts in their fields.

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