



Empowering Sponsorship

## Filmily is paving it's road to the championship!

We are delighted to announce that we have been selected for the prestigious 1. FC Köln HYPE Start-up Accelerator Program.

With partnerships in four continents, HYPE Sports Innovation has built the first global sports innovation start-up accelerator network, hosted by academic institutions and sports clubs.

The HYPE SPIN Accelerator helps start-ups from all over the world to convert their ideas into a bona fide innovation and solution, showcase it on the world stage and offer various opportunities to connect, learn from and interact with industry leaders.

2019 saw 124 applications from 33 nations, all competing over two days for one of 10 places on the program.

The goal of the program is to support innovative young companies who are using their ideas to change the world of sports.

*"Through the startup program, we want to promote not only creative young entrepreneurs in the sports sector, but in the best case as a club benefit from innovative business concepts," says 1. FC Köln CEO, Alexander Wehrle.*

We will be showcasing Filmily with top teams in the Bundesliga. Giving us the opportunity to broadcast our fan engagement platform to the largest football stadium audiences on the planet.

It will give Filmily access to the worlds leading sports investors and VCs.

Ian Kenny, Filmily's CEO: *"We are in the middle of our second round of funding so the credibility and opportunities that the 1. FC Köln HYPE Accelerator Program will deliver are priceless. We are all incredibly excited to have been selected."*



# About

## Filmily

Filmily achieves something **never** managed before.

Using our technology, we collect video content recorded from thousands of mobile phones and use deep analytics to understand everything about it. Our algorithms automatically create amazing branded content for event owners and their sponsors to share on social media.

Put simply, we join fans with brands.

## Hype

HYPE impacts people's lives through the power of sport and innovation.

With the leading sport innovation ecosystem in the world – 40,000 members including clubs, brands, investors, federations and start-ups. Our outreach to global partners across every sector in the industry is unrivaled.

HYPE's business model is to leverage this platform to grow from the surging needs of the sports industry to innovate.

## 1. FC Köln

With almost 110,000 members, 1. FC Köln is the fourth largest football club in Germany. Shortly after its founding in 1948, 1. FC Köln became known for being a pioneer in the professionalisation of football. The club's first President, Franz Kremer was one of the instrumental figures in the inception of the Bundesliga.

To this day, innovation is a core value of the three-time Bundesliga Champions and four-time German Cup Champions. The club has regularly been one of the first football clubs to adopt new technologies. For instance, Virtual Reality or digital payments. The club's sophisticated use of social media has been award-winning.

**Find out more about Filmily here:**

[www.filmi.ly](http://www.filmi.ly)