



Cynopsis Webinar Materials

Johannes Waldstein Bio:

Johannes Waldstein is the Founder and CEO of FanAI, Inc. FanAI is the first sponsorship data platform to connect audience data to real purchase outcomes through bottom-of-funnel sponsorship metrics. Through a combination of fan data and purchase, social, and streaming data, FanAI's technology improves sponsorship and digital media effectiveness across the sports & entertainment industries through its sales-attribution technology. FanAI works with brands, agencies, and sports and entertainment rights-holders. Founded in 2016, FanAI has raised over \$12 million in funding, with a recent series A round led by Japanese conglomerate Marubeni Corporation.

As a big data expert and a lifelong fan of competitive sports and esports, FanAI is the culmination of two of Johannes' passions. A serial entrepreneur, he has founded four other startups that tackled marketplace issues surrounding data, mobile payments, and sports tech. As a Product Manager at dunnhumby, the world's largest loyalty data sciences company, Johannes helped build data platforms that provided 360° customer insights for some of the world's largest global agencies and brands, including retail chains such as Best Buy, Home Depot, Tesco, and Macy's.

Johannes Waldstein Headshot:



FanAI Logo:

Attached to email.

Webinar Outline:

Overview: Johannes will discuss the move from sports to esports with NASCAR and iRacing in a webinar on Cynopsis' platform to discuss the state of sports and entertainment in early 2020.

- Problem: In the age of COVID-19, what can brands do given that sports have come to a halt?
- Solution: Rights holders and brands are moving to esports (ie. NASCAR teaming up with iRacing to put on the Grand Prix events, with brands like Coke and Air Jordan getting coverage.)
- Takeaways:
 - What platforms are your customers going to? Twitch, Netflix, Tik Tok, etc.

- How do you as a brand create content and conversation on those platforms?
- What rights holders, influencers, games, and/or content creators can you partner with to create content on those platforms?
- How do you continue to add value to the lives of your customers during this time of uncertainty?