

Primarily, IFFE will earn money by selling licenses to all types of practitioners within the FIFA Esport scene. With the help of a license, the organization or individual in question is able to work within their respective areas within the FIFA Esport scene. By joining IFFE, there are also many benefits that vary depending on the categorical group in which you apply for a license.

* IFFE will also invest in an online store where gaming accessories for Esportathletes will be sold.

* IFFE will also apply for permission to start the first and only FIFA Esport betting ever, betting matches on a coupon.

(The betting will not be run through the platform of IFFE, but will be placed on an individual website.) A small marketing box will always be on website of IFFE. IFFE seriously addresses ethical approaches in all aspects of betting development and prioritizes responsible betting before many betting customers.

* Another service that IFFE is considering is to get a payment number for an eventual customer service by phone.

- At present, no other sales activities are planned to be conducted. However, IFFE may receive additional revenues through other costs for players in the FIFA Esport scene.

Licensing costs and parts of the betting revenue will always be reinvested in the operations of the federation.

All of the mentioned services that IFFE undertakes to pursue in addition to licensing are services that will be available for purchase by anyone who finds the page.

There is no competition in the main business area.
If the idea succeeds, IFFE will monopolize the industry and the license intake.

The professionalism of IFFE and what we do for the FIFA Esport and its scene will hopefully show that the demand for being a part of IFFE will remain strong. IFFE estimates that the demand development of becoming a part of IFFE by becoming licensed by us will increase as more and more individuals and organizations in different categories of actors in the FIFA Esport scene choose to join. This because the requirement to join IFFE to be a part of the FIFA Esport scene will become clearer the more people who choose to join. IFFE therefore considers that the benefits offered to the various actors in the FIFA Esport scene are sufficient to achieve strong demand development.

IFFE is also expected to be a leader in the betting business of the FIFA Esport and have great potential to succeed with the internet store.

Betting on the vast majority of Major Esports except for FIFA is available. Request for betting on FIFA Esport have come but the only existed betting on FIFA Esport matches that has been available was for a single year when odds were on FIWC playoffs.

IFFE will create a bigger request for betting at FIFA Esport as a comprehensive reorganization of FIFA Esport competitions will be conducted to enable this. By implementing live scores and sending competitions live directly from the federation's website, interest in betting will increase even more. IFFE's elevation of the entire FIFA Esport scene will generally also contribute to a greater interest in betting at FIFA Esport.

IFFE is expected to be the first with this business and thus we have a great chance of being a leader there in the future too.

Betting exists for most of the largest Esports and the FIFA Esport is getting bigger and more popular now than ever before with rising prize sums and more competitions created by EA Sports and FIFA. We witness interesting times with the FIFA Esport as more and more players are signed by real football clubs.

What IFFE is going to do is to create a bet voucher named Top 10's where matches are to be betted on in a 1x2 system where 10 correct matches are the most you can get.

Regarding the internet shop and sales of gaming articles, there is a relatively high level of competition, but what IFFE is going to focus on is items that there are high demand for exclusively for the FIFA Esport. This will make the shop enough niched. In addition, we have the advantage that the internet shop is located on the website of the federation, a website that will get a lot of traffic only through all licensed users.

These are examples of products I'm interested in selling:
Fifa Esport Articles:

* Pwnage energy drinks to sell: At a longer game session, the blood sugar curve can go down a lot, especially if you play late. This drink makes you more focused and contains natural vitamins that do not adversely affect health as regular energy drinks. In addition, according to the reviews, a very good drink.
Pwnage has exclusive rights to this first Esportdrink.

* Gaming Glasses to Sell: Due to the artificial blue light that goes through screens, after long activity, many get dry or runny eyes, headache and sometimes even eye cramps and blurred vision as a result. Sleep disorders, cataracts and worsening of the yellow spots are also possible. These issues have increased significantly as people are more and more on displays. Gunnar's various eyewear counteract these problems and provide clearer viewing when viewing screens as well as contributing to improved focus, enabling you to focus better. (expensive insecure purchases - may be a future issue)
Gunnar has exclusive rights.

* Cord to handset to sell: The common cord most uses are short; 1.5 m. These cords are 3 meters. The handset must be charged relatively often and then when the PS4 is on by

inserting the cord into the controller. Many do not want to sit as close as with a short 1.5m cord. Most people do not think about it or know that there are even 3m cords. There are external chargers that you can put in your hand control when you do not play, but most people do not have a those. This is a wired solution that feels wireless because you do not need to be near the TV.

Zedlabs is the major actor who sell them.

* Key rings to sell: Many have more than one key, and such important things should be gathered in one and the same place. If you want to attach them to any band or just hang them up, key rings are the best option. A key ring along with multiple keys also brings weight to make you hear if you lose your keychain. Can be sold to IFFE employees or licensed. Available in very many places, but not with IFFE printing.

* Hand cream to sell: FIFA Esportathletes, like for athletes in many other Esports, gets sweaty hands during competitive matches. This means a deteriorated grip for the hands that sometimes slides slightly and the fingers that can slide away from the joystick in particular. This can be felt by all FIFA Esportathletes, and is something that mainly affects console players. All of this gamergrip counteracts, something that most people do not know or at least use.

Sold out of gamergrip.

* Joysticks to Sell: Even if sweaty hands help your fingers slip from the joystick, that's not always the problem. Rounded joysticks also make your fingers easier to slip away, especially in cases where they are exhausted, which all controls get quite fast as the asperity disappears and they become slippery. Although the PS4 controls are an improvement with the more bulged joystick, the problem still exists. The solution is joysticks with a stiffness that consists, with edges for better feel and special bulges that contribute to this and the fingers do not slip away. This is not a problem that everyone feels partly because everyone is not sweating so much or the same way, partly because controls are not always exhausted as fast. Many also appreciate the joystick with recess because it gives a better feel along with the small bulges. Works sometimes with rounded joystick. Also, as in the case, for example, circular circles that go into control, these are often made on a material that is not affected as much by sweat.

Sold out by most stores, basically by anyone who sells modified hand controls. However, joysticks can not always be bought separately but must be purchased with a brand new control. This is because you have to mix yourself with the control to insert new joysticks, or if you go to a store that does it for you.

* Sweatshirts to sell / football / Esport: The integration that the real football has been doing towards the FIFA Esport recently makes barriers blurred. The FIFA Esport is becoming more and more accepted as an Esport while the FIFA Esport gets bigger and more and more accepted among football fans. Selling both real footballshirts and FIFA Esportshirts from the football teams with Esport teams are driving this interest further.

Selled by club teams and various dealers. Clubs will need to license themselves before partnership for this is possible.

I will start by contacting the companies or the organization. Then I hope to market them into their respective sales pages, I get a percentage gain on purchases that go through links from my site and that there is also a discount code on my page that makes the purchase cheaper for the customers that makes this more interesting. Will also promote articles with special focus on the FIFA Esport.

When there is an economic opportunity, I'll start taking " risk " and buying in gaming articles niched for the FIFA Esport by purchasing as much as possible outgoing items with unknown brands but qualitative. The articles need not be out of date with old models and there must be limited numbers so that too much competition can not exist as there are many online stores focused on gaming items.

Once I have received some money, I want to get the opportunity to buy things from companies cheaply so I can sell more expensive. This is an opportunity when I know there is such a big demand. The company is being promoted to their pages with other gaming / e-mail articles that they have or other articles for the FIFA Esport, which I do not offer. As casual gaming is very popular and widespread, among professionals, they don't need to only have FIFA Esport articles in the assortment.

The companies earn on being associated with a large federation as IFFE and have marketing on a site with as much traffic as IFFE is expected to have.

Basic marketing to reach out to people:

IFFE will primarily market on key hubs where FIFA Esportathletes is located, as on web pages and communities provided by competition distributors, admins and team coaches. These we also want to start cooperating with and let us be licensed from us. We will focus on promoting ourselves with all the important hubs on web pages that are located within the FIFA Esport scene. Sometimes it may be about visible partnerships, sometimes about news writing, sometimes about advertising sites. We also hope that different media, regular news media and e-sports media will write news about us. We will promote IFFE through our social media platforms. We will also promote ourselves through our website and appear high on Google search engine. IFFE will also showcase live events such as Dreamhack.

Probably also WeSC will market IFFE through Direct Sports Network or other channels. For more information about DSN: (www.dsngo.com).

A possible contribution is directly necessary for this idea to be realized.

A contribution will be used primarily for payment of a website where I collaborate with www.webbhjaltarna.se in Jönköping. It will also be used for trademark protection and the possible start-up of a stockcompany and international protection and registration. The money will also be used for marketing costs and costs for live scoring and betting licenses.

If there are certain requirements regarding what the contribution shall be used to more than for the website, I am prepared to take these into account.