Foocus Executive Summary

Confidential, November 2026

The company

Foocus is a sponsorship intelligence platform. We turn fragmented sponsorship data into trusted, cross-channel measurement and AI-driven recommendations, accessible through purpose-built dashboards, APIs, and AI agents.

Global sponsorship spend exceeds €100B/year, growing 10%+ annually. The measurement and analytics market is estimated at €5–8B. Despite this, most commercial decisions are still made on fragmented reporting and manual analysis.

Traction

- **€203K opening ARR** (NOK 2,299,200) entering January 2027, across **11 recurring customer relationships**. Opening ARR includes OBOS from January 2027 and excludes subscriptions ending in 2026.
- Historical growth achieved with **limited paid sales and marketing expenditure**.
- **Gross sales pipeline of NOK 15.66M**, NOK 4.93M (about €437K) probability-weighted.
- Paying customers across brands, rights holders, federations, clubs, and agencies in Norway, Sweden, and Croatia.

KEY ACCOUNTS

- **COOP:** expanded from NOK 110K to NOK 450K in annual contract value. Further portfolio expansion is potential upside.
- **OBOS:** NOK 595K annual recurring licence from 1 January 2027, plus a separate NOK 150K one-time onboarding fee.
- **GNK Dinamo Zagreb:** €24K annual contract. Foocus was selected in competition with established international providers.
- **Norwegian Alpine Ski Team:** NOK 168K annual recurring licence.
- **Norsk Toppfotball / Eliteserien:** ongoing commercial relationship since 2022.

ICP SHIFT

We have deliberately shifted our ICP from clubs to brands. Brands have higher willingness to pay (4–5x higher ACV), higher competence to self-serve, and lower churn. Average club contracts were NOK 100–150K. Brand contracts are NOK 450–595K on the same platform.

Our journey

- **2022:** Selected for StartupLab's accelerator programme. The SLIP investment enabled initial product development.
- **2024:** Selected for TheFactory Sportstech accelerator. Nordic Ignite invested, enabling Foocus to hire a dedicated CTO and rebuild the platform for scale.
- **2025–2026:** Commercial acceleration was delayed by an extended CTO absence. Founder capacity was redirected towards customer delivery and product development.
- **2026:** CTO back full-time, a more mature platform, substantially reduced operating costs and stronger commercial validation.
- **2027 onwards:** Transition from product development to scalable commercial execution and international growth.

Product

One intelligence engine, multiple interfaces. Teams, brands, agencies, and athletes access the same cross-channel data through workflows designed for their needs.

- **Cross-channel coverage.** TV, social, press, audio, and events, measured and valued in one system.
- **Contextual AI.** Our models go beyond logo detection. They understand placement, context, and what drives value.
- **MCP server.** Sponsorship data available inside AI assistants, in production with customers.
- **Foocus ROSTER.** B2B solution for agencies and athletes, an additional revenue and distribution opportunity.

Financials

Historical revenue (filed accounts): 2021 €150K · 2022 €212K* · 2023 €131K · 2024 €186K · 2025 €180K

January–October 2026 (unaudited management accounts): revenue NOK 1,963,562, EBITDA NOK –120,664, result before tax NOK –837,715.

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Projections, Financial Model 2027–2029 (€K)

Funded growth scenario	2027	2028	2029
Revenue	457	853	1,313
Exit ARR	642	1,084	1,598
EBITDA	–104	115	397
Commercial wins	21	26	32

Organic growth scenario	2027	2028	2029
Revenue	288	438	627
Exit ARR	358	535	747
EBITDA	24	57	201

The funded scenario is the investment case. The organic scenario shows a slower growth strategy with a lower cost base, subject to sufficient liquidity.

* 2022 includes Innovation Norway grant. NOK/EUR 11.30.

The ask

€300K seed round. The investment will accelerate commercial growth, international expansion, engineering capacity and product automation, while strengthening working capital.

Funded growth plan:

- One additional software engineer.
- Increased commercial capacity through dedicated support, marketing and founder-led sales.
- Performance-based international sales agents.
- Continued automation of onboarding, AI model configuration, reporting and customer delivery.
- Commercial rollout of Foocus ROSTER.
- Strengthened working capital.

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AI-native operating model. Foocus already uses AI agents across software development, testing, research, marketing, sales and internal administration. The ambition is to grow revenue substantially faster than organisational costs.

Pipeline upside: We are exploring a partnership and pilot with Estrella Football Group, a multi-club owner backed by V2 Ventures and Advanced Capital.

Ownership

Shareholder	Shares	Ownership
Glenn Odden Myklebust	18,000	55.96%
Kim André Rønning	6,000	18.65%
Lars Ole Høiby Rådgivning AS	6,000	18.65%
Nordic Ignite	1,717	5.34%
TheFactory Sportstech Fund	450	1.40%
Total	**32,167**	**100%**

Founders hold 93.3% of issued shares before conversion of outstanding financing instruments.

Outstanding convertible instruments: StartupLab SLIP (NOK 2M, NOK 18M pre-money valuation cap). Angel Bridge Loan (up to NOK 300K; the second tranche of NOK 100K is conditional).

Prior equity investments have been converted and registered. Nordic Ignite participated in the earlier investment round and made a follow-on investment in 2025.

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Team

Founder	Role
Glenn Myklebust	Strategy, commercial, product
Kim A. Rønning	Sponsorship analytics, measurement
Lars Ole Høiby	Sponsorship industry, network
Mark Poulsen	Technology, engineering

Contact

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