



PICKZ

FOUNDING PARTNER OPPORTUNITIES

PARTNER WITH PICKZ

Help us make every gameweek worth playing for.

PICKZ GOES LIVE FOR THE PL SEASON

Pickz is a free-to-play football prediction game. Players predict every fixture, score points for accuracy, and climb weekly and season-long leaderboards with their mates.

The Premier League season is the biggest recurring audience moment in UK sport — 38 Gameweeks of appointment-to-play engagement.



GAMEWEEKS

A weekly reason to open the app from August to May

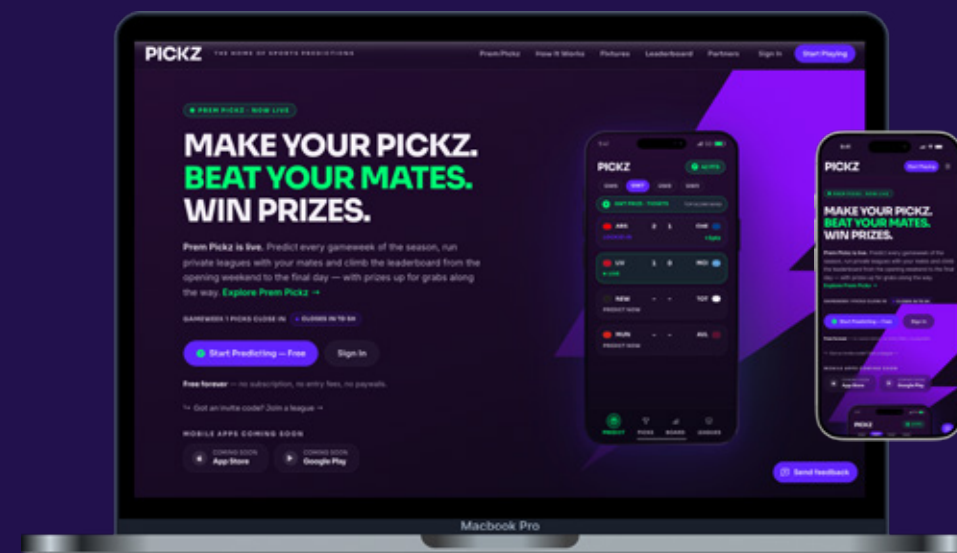


FIXTURES

Every match is a prediction, every prediction is a touchpoint

DESKTOP & MOBILE

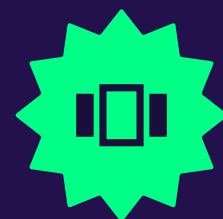
APP COMING SOON



PREDICT. COMPETE. CLIMB.

Free to play. No stakes. No gambling.
Just football knowledge, friendly
competition and prizes worth winning.

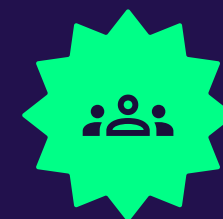
01



PREDICT

Players call the score for every
fixture before kick-off. Quick to
play, free to enter and easy to
make part of every Gameweek.

02



COMPETE

Create or join private leagues
with friends, workmates and
communities, while competing on
the overall Pickz leaderboard.

04



WIN

Top the Gameweek or finish the
season on the podium. Regular prizes
give players something meaningful to
compete for from August to May.

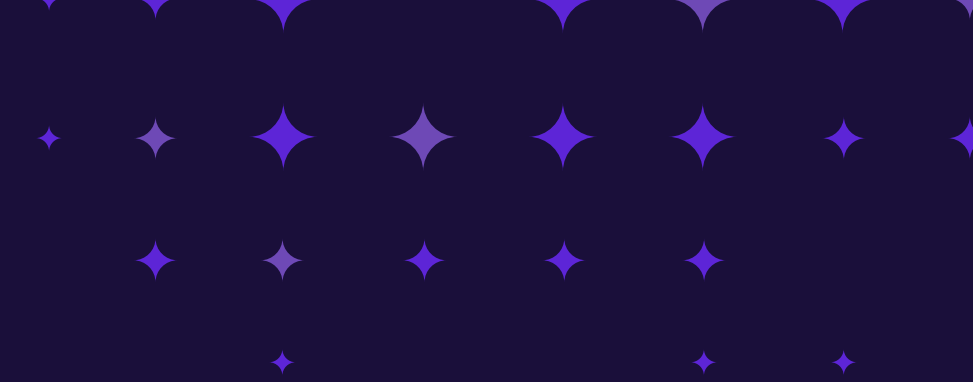
03



CLIMB

Every correct prediction earns
points. Players move through the
rankings as each Gameweek unfolds
and the season takes shape.

BUILT, TESTED, AND READY FOR LAUNCH



A FULL TOURNAMENT RUN END-TO-END

Pickz was tested across the full 2026 World Cup, using real fixtures, live scoring, leaderboards, player predictions and prize announcements.

104 fixtures. One complete tournament. A live environment that tested the product from opening game to final.

REAL PREDICTIONS, REAL ENGAGEMENT

118 active players made 9,282 predictions during the World Cup beta, averaging almost 79 predictions per player.

The beta proved that players didn't just sign up. They came back, made their Pickz and stayed involved throughout the tournament.

PICKZ IS READY TO GROW

The Premier League takes that proven behaviour and turns it into a 38-Gameweek season. Pickz is ready to grow through private leagues, player invites, shareable content, weekly communications, organic search, social activity and partner-led promotion.

118

ACTIVE PREDICTORS

9.3K

PREDICTIONS MADE

104

FIXTURES PLAYED

A PRIZE EVERY WEEK, A HEADLINE PRIZE ALL SEASON

GAMEWEEK PRIZES

38 winners a season — the top predictor of each Gameweek takes the weekly prize.

Weekly announcements in-app, by email and on shareable winner cards — 38 recurring brand moments.

SEASON PRIZE

One headline prize for the season champion — the reason players stay in the race from August to May.

The season sponsor is present all year: on the leaderboard, in the welcome flow, and at the crowning moment.

Podium prizes for 2nd and 3rd place are also available — see partner routes for how each slot can be taken.

WHERE PARTNERS APPEAR IN PICKZ

NAMED PRIZES

Named prize slots — “Gameweek prize, courtesy of [Partner]”

LOGO PLACEMENT

Logo and link on the Partners page and prize announcements

SEASON WINNER

Welcome dialog placement for the season prize sponsor

COMING SOON

WINNER EMAILS

Winner emails and shareable winner cards each week

COMING SOON

AFFILIATE LINKS

Affiliate links in the curated partner catalogue

COMING SOON

SOCIALS

Social content around Gameweek results and season milestones

OVERALL SEASON PRIZE PARTNER & PODIUM PRIZE PARTNER

Own a season-long presence in the game

Attach your brand to the competition itself — the season prize, a competition, or a recurring feature — with co-branded presence across the whole journey.

Best for brands wanting sustained visibility with a football audience rather than a single moment.

WHAT YOU GET

- Season-long co-branded placement in-app
- Presence in the new-player welcome flow
- Featured in weekly emails and the crowning moment for the winner
- First option on next season's renewal



GAMEWEEK PRIZE PARTNER

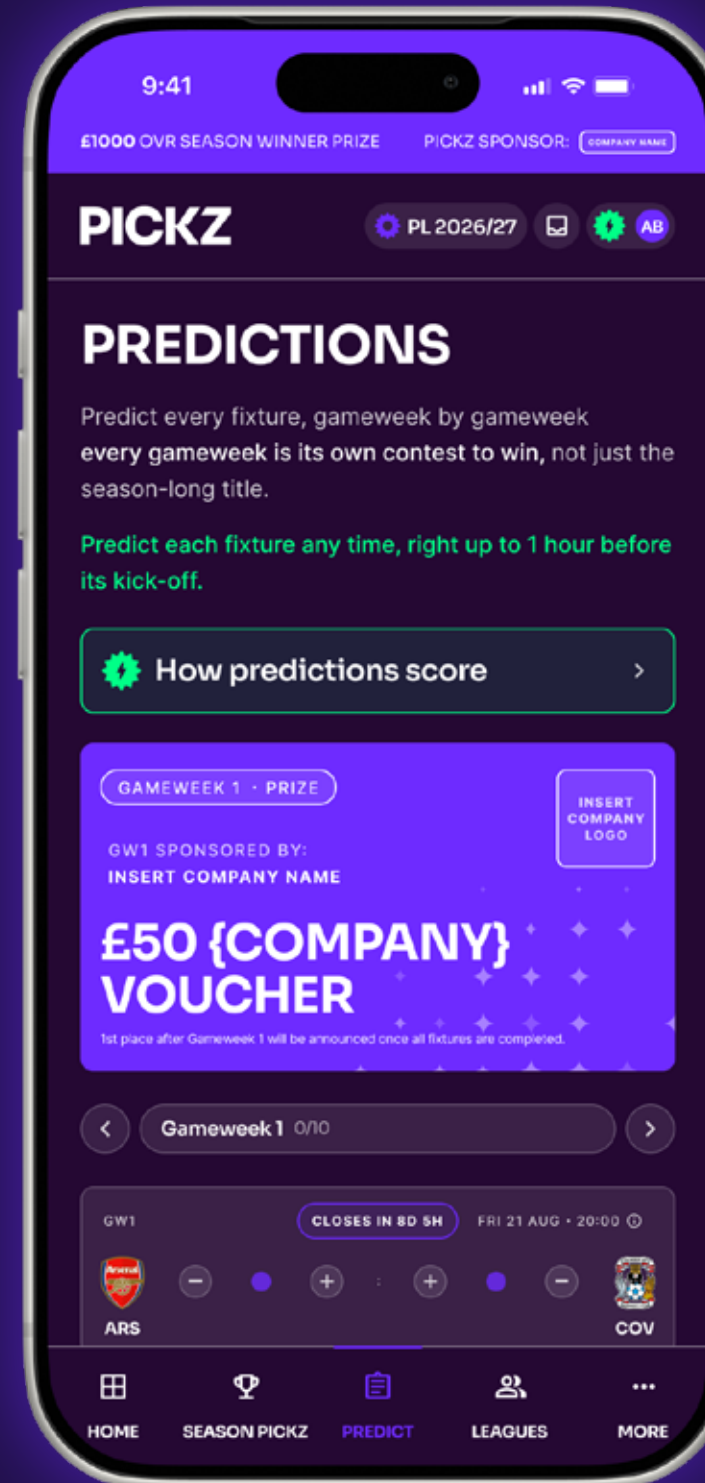
Put your product in the hands of winners

Supply the prize for a Gameweek — your product becomes the thing players compete for all week.

Best for consumer brands with a product worth winning: merch, food and drink, experiences, subscriptions, tickets.

WHAT YOU GET

- Named prize slot with your branding
- Winner announcement in-app, by email, and on share cards
- Logo and link on the Partners page
- Fulfilment handled by the Pickz team



THREE WAYS IN, SIDE BY SIDE

PRIZE PARTNER

Commitment
Product or prize per slot

Presence
One week to a full season

Best for
Consumer brands with a product worth winning

COMING SOON

SPONSOR

Commitment
[Commercial terms to be agreed]

Presence
Season-long, across the whole journey

Best for
Brands wanting sustained football visibility

COMING SOON

AFFILIATE

Commitment
Performance-based, tracked links

Presence
Always-on catalogue placement

Best for
Retailers, services, and licensed 18+ brands

WORKED EXAMPLE - ILLUSTRATIVE

ONE GAMEWEEK WITH A PRIZE PARTNER

MONDAY	TUESDAY, WEDNESDAY & THURSDAY	FRIDAY	SATURDAY & SUNDAY	MONDAY
PRIZE ANNOUNCED This week's prize goes live, presented by the Gameweek Prize Partner across Pickz and player communications.	BUILD THE GAMEWEEK Players return to check fixtures, make early Pickz and compete with their leagues as anticipation builds towards the weekend.	GET YOUR PICKZ IN Deadline reminders bring players back before kick-off, creating another high-intent partner touchpoint.	FOLLOW THE ACTION Fixtures play out and players return to follow results, check their Pickz and watch the leaderboards change.	WINNER CROWNED The Gameweek winner is announced, with the partner featured across the winner moment, email and shareable content.

One prize, a full week of branded touchpoints repeated up to 38 times a season.

BUILT FOR MORE THAN THE PREMIER LEAGUE

Pickz already ran a full World Cup, and the platform is built to add competitions — cups, international tournaments, and other sports — without starting from scratch.

Founding partners get first option as the audience and calendar grow.

WORLD CUP 2026

BETA RUN COMPLETED



PREMIER LEAGUE 26/27

LIVE AT LAUNCH



FUTURE COMPETITIONS

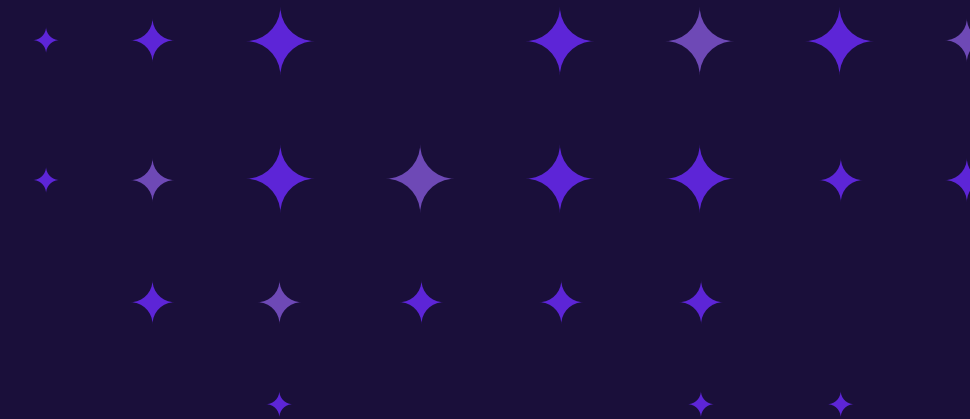
ROADMAP TBC

CHAMPIONS LEAGUE

NFL



BECOME A PICKZ FOUNDING PARTNER



STEP 01

Tell us which route fits — prize partner, sponsor, or affiliate

STEP 02

We agree the slot, the creative, & the season timeline together

STEP 03

Your brand is live in Pickz for the 2026/27 PL season

GET IN TOUCH

 contact@pickz.co.uk

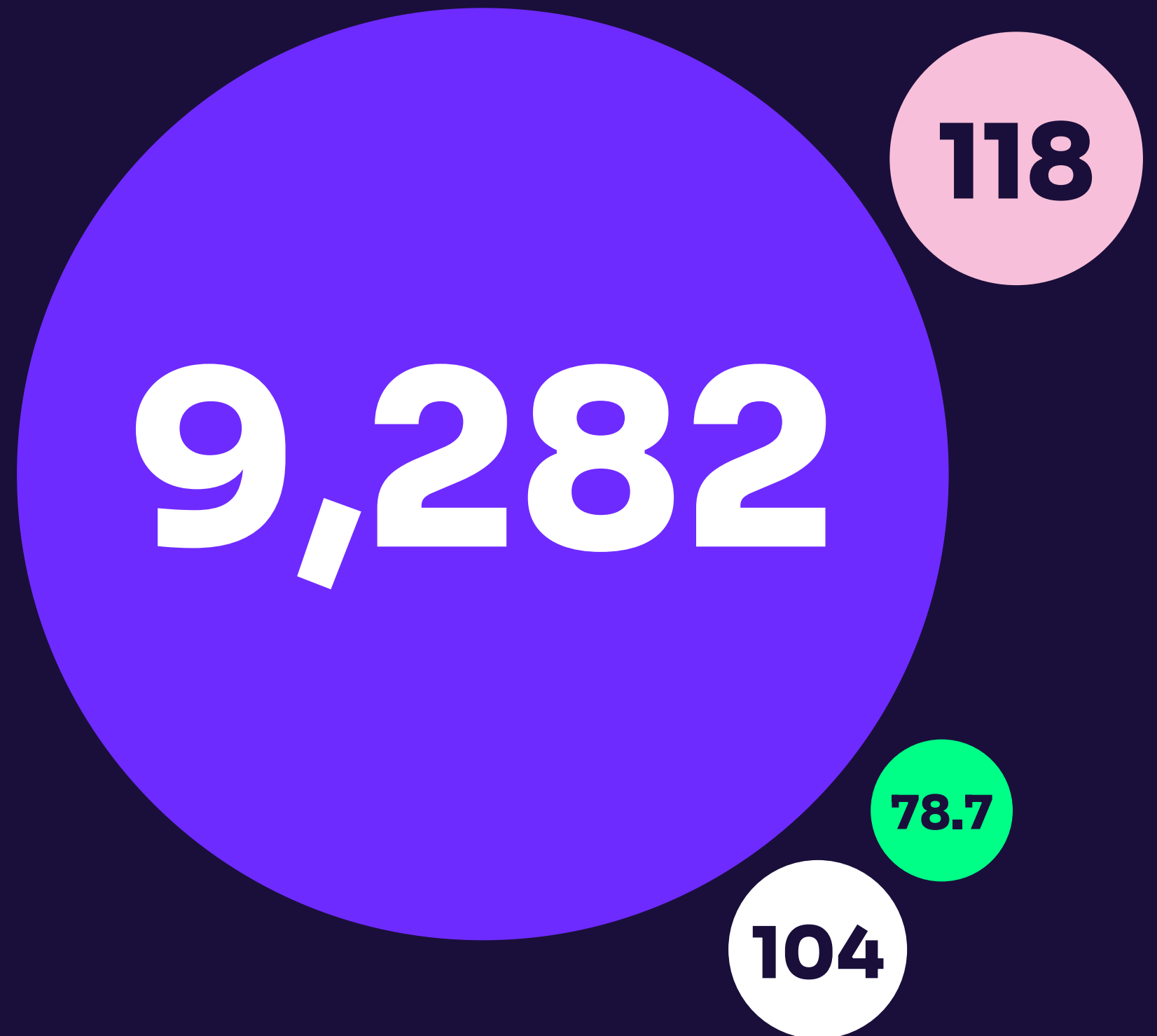
 or visit: pickz.co.uk/partners

REAL PLAYERS. REAL PREDICTIONS. REAL BEHAVIOUR.

The World Cup beta proved Pickz could turn football interest into active participation.

Across 104 fixtures, 118 predictors generated 9,282 player-made predictions — with the average player making almost 79 picks across the tournament.

- PLAYER-MADE PREDICTIONS
- ACTIVE PREDICTORS
- PREDICTIONS PER PLAYER
- FIXTURES PLAYED



BUILT WITH EXPERIENCE BEHIND IT

PICKZ x STUDIO INTER

Pickz has been developed with Studio Inter, an independent brand consultancy and design studio with extensive experience across brand strategy, digital products, UX/UI and web development.

Studio Inter brings the commercial, brand and digital experience behind Pickz, helping shape the identity, user experience and technology that turns the idea into a live, scalable product.

That means partners aren't backing a concept waiting to be built. Pickz is already a working platform, supported by an experienced digital team and built with the infrastructure to develop as its audience, competitions and commercial partnerships grow.

[STUDIOINTER.CO.UK](https://studiointer.co.uk)



Studio Inter has worked across start-ups, SMEs and established organisations, bringing together strategy, creativity, digital experience and technology.

BRAND

Strategy, positioning and identity built for a distinctive consumer brand.

DIGITAL

UX/UI and digital product experience focused on making Pickz simple and engaging to use.

WEB & TECH

A live platform designed to support competitions, players, partners and future growth.

GROWTH

SEO, analytics, content and digital marketing experience built into the long-term approach.

OUR PROCESS HAS BEEN EMBRACED BY MORE THAN 1,200 BUSINESSES



YOUR POINT OF CONTACT FOR PICKZ PARTNERSHIPS



VINCE MORAN, DIGITAL DIRECTOR

Vince leads Pickz's conversations with prospective partners and will be your direct point of contact throughout the process, from the first discussion and identifying the right partnership opportunity through to activation.

📧 contact@pickz.co.uk

📞 07786 565747

🌐 pickz.co.uk

**Thank you for taking the time to
read our pitch deck.**



PICKZ