

Geneva, 12<sup>th</sup> November 2020

**Press Release**

**The FBA and Tonsser Join Forces to Unlock Potential**

The Football Business Academy and Tonsser have entered into an agreement that will see the Swiss educational institution and the Danish social scouting app for youth football players collaborate.

*“Joining forces with The FBA is a natural next step, as we look to expand the Tonsser family, in order to positively impact a key part of the football industry, the educational side. The values, entrepreneurial mindset and track record of The FBA speaks for itself and is perfectly aligned with our own. We look forward to see the impact we can drive together for the next generation coming through.”*

*- Jonathan Weng, Chief Marketing Officer, Tonsser*

*“We are pleased to welcome Tonsser to The FBA Family. Our shared ethos of disruption and empowerment aligns naturally, making this partnership a no-brainer. Tonsser’s impressive development to date has helped many young football players to achieve their dreams, which is exactly what The FBA has been doing on the business side for future leaders. Together, we’ll be able to continue amplifying our positive impact on the football industry.”*

*- Kristian Dobrev, Chief Partnerships Officer, The FBA*

The FBA is delighted to have signed an educational partnership with Tonsser. The Copenhagen-based company is the largest football player app and community, seeking to empower youth players to unlock their potential and compete at the highest level. With a presence in over 10 countries, it allows more than 1 million users to be discovered and help them get a second chance in football.

While most pro clubs are using a data driven approach when scouting players for the senior team, Tonsser steps in to provide a platform through which youth players are less exposed to the limitations of budget, coverage and information. Upon building their profiles and feeding statistics and videos into the app, players can connect with scouts and coaches either through the app or at various talent tournaments Tonsser’s teams play in against academy teams of professional football clubs.

As part of this partnership, Tonsser will welcome FBA Candidates for internship placements, giving them exposure into the industry while also being part of a rapidly growing tech start-up in football. Correspondingly, FBA Candidates will bring different international perspectives and ideas to the company, allowing it to benefit from fresh football business talent.

## **ABOUT TONSSER**

Tonsser is the leading football performance app whose goal is to create a democratized football world and offer every player equal opportunities, regardless of background, age and place of birth. Founded in 2014, the app makes it possible for player to build identify and capture their performance through stats and video to compare with the community and earn attention from both local and global clubs.

## **ABOUT THE FBA**

The Football Business Academy is a Swiss-based high level international educational institution whose goal is to accelerate the professionalization of the football industry and develop future leaders in the game. Founded in 2017, its flagship program – the Professional Master in Football Business – was co-developed with international football industry experts from around the world around one foremost objective: to provide Candidates with all the necessary tools and an optimal learning environment in order to succeed in this passionate and dynamic industry. Other partners of The FBA include Elche, Olympique Lyonnais, Servette Genève, Brighton & Hove Albion FC, Iterpro, and Fortuna Sittard.