

# Bluetalk's TeamBlogger™

## the next level of fan entertainment



Founded in 2006, BlueTalk nv has rapidly evolved from innovative Bluetooth interactive marketing campaigns to vertical social networking. The company has created TeamBlogger™ – its flagship multi-sports social platform – to complement the internet and television as communication tools with billions of sports fans worldwide.

“We see a huge opportunity helping clubs – and individual players – reach out more effectively to their fans,” says Frederic Schroyens, BlueTalk Founder and CEO. “Players are already developing their own Twitter accounts – we’re at the forefront of bi-directional conversations with and among fans.”

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“The networking you can do in the Fast50 is priceless.”

Frederic Schroyens, CEO BlueTalk

The TeamBlogger platform fulfils the needs of both fans and clubs: the application offers the clubs a way to monetise their own fan community, while it brings the fans a lot closer to their favourite club. “If there’s one constant in life today, it’s the fact that a fan roots for his club throughout his life,” says Frederic philosophically. “We offer a one-stop-shop for fans that really want to connect with their club better than ever before.”

BlueTalk is currently tackling the main challenges to success: 1) closing contracts with clubs worldwide (for which they have a solution), and 2) educating the clubs on how to integrate social networking into their overall strategy – how to use Facebook, for instance, to drive traffic to the club’s site, instead of vice-versa.

### Think global and focus

What is Frederic Schroyens’ view on innovation in Belgium? And what advice would he give to other entrepreneurs? “We mustn’t be too modest in Belgium. A lot of Belgian entrepreneurs look only at the Belgian market. If you have a good idea, export it! Don’t be narrow-minded – think global. Plus, an entrepreneur needs to focus focus focus on his or her core business to make it grow.”

And what does he think about the Fast50 initiative?

“I think it’s a real good opportunity – but it all depends on what you want as a result of participating. It’s great for giving your company exposure. Being in the Fast50 is an acknowledgement, not only of your potential, but of your ideas. And it can help you attract the attention of venture capitalists. Searching for venture capital is so time-consuming, and the Fast50 exposure can accelerate that process. In addition to investors, you meet entrepreneurs with lots of experience – the networking you can do in the Fast50 is priceless.”