



COOPERATIVE FOOTBALL CLUB THE CROWD

Together we are going to buy a professional European football club. We will manage the club together by merging the worlds of football, gaming, media and technology. Thanks to a membership we will bring the traditional association model into the 21st century... An engaged community is the future foundation of any club!

Football is the most beautiful sport there is. As a football fan you share your passion for the sport and you play the game against another group of enthusiasts. It is the ultimate experience. Nevertheless, we want to improve football.

We notice that nowadays professional football seems less and less about the love for the game. Big money and commerce are taking over.

We believe that football belongs to everyone and with the cooperative football club we have found a fair and transparent model that can counterbalance immoral big capital. With us every member is supporter, manager and owner in one.

Together we know more, we have more and we can do more!

An active membership that pushes our club forward. Together we determine our (transfer) policy, our (team) strategy and (club) values.

A transparent football club that implements high tech solutions. We will extract and share all information in real-time so we can make better decisions together.

Gamified governance so we can maximize the return on our 'crowd capital' by tapping into our shared knowledge, skills, resources and network.

We recognize the current state of football and do not claim that we can change the world just like that. We do believe we can perform at least as good as current commercialised models / owners. Either way, we don't play football for the money, but for the love of the game!

THE FUTURE OF FOOTBALL



Be an active member of your club, anywhere and anytime. Together we determine our (transfer) policy, our (team) strategy and (club) values. You can access all data and information via your phone. In real-time*.

Some implementations:

- Crowd decisions
- VR cameras on the bench
- Live half-time speeches
- Real-time statistics
- Extensive video analyzes
- Professional data reports
- Expert opponent evaluations
- Engaging community tools

*Football Manager for real :-)

JOIN NOW AND RECLAIM THE GAME AT [FCTHECROWD.COM!](http://FCTHECROWD.COM)

CROWDFUNDING

We crowdfund our idea by raising capital from our members through a cooperative in exchange for tradable (status) certificates. In addition, each member of the association pays a monthly membership fee (€ 12 p/m). This way we create commitment while collecting the money over time.

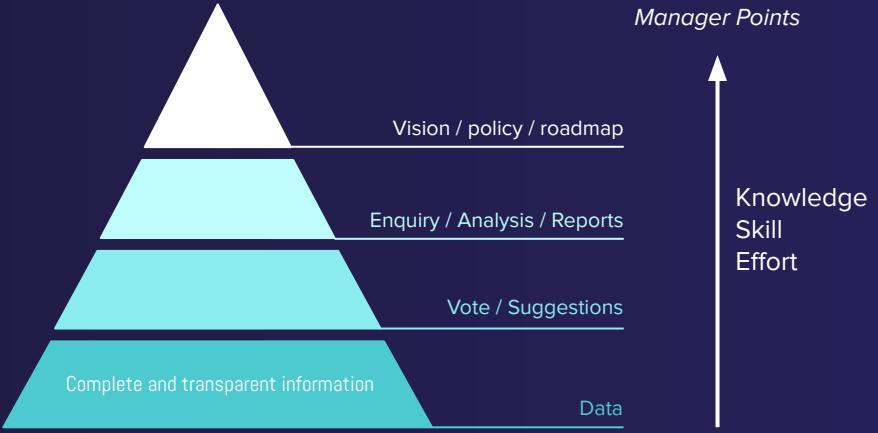


CROWDMANAGING

Our Gamified Governance Model rewards knowledge, skill and effort with manager points. On the basis of those manager points you climb up within the association.

Your input counts.*

* Especially in this phase. If everyone adds a little bit of value to the plan, we can limit each other's input (time) and risk (money), while the power of our plan and the chance of success increases with each member!



JUST-A-FAN TO MEMBER-MANAGER PLAN

!!! Acquisition Club !!!

	VALIDATION	CRYSTALLIZATION	REALIZATION
GOVERNANCE (creates)	Association (Membership)	Cooperative / Crypto (Certificates)	Market (Membership + Cert.)
MEMBERS (decide)	Critical Mass (Marketing)	Processes (Activation)	Crowd Capital (Participation)
CLUB (evolves)	Exploration (Market)	Negotiation (Candidates)	Reorganisation (Structure)
TECHNOLOGY (steers)	Structure (Model)	Creation (Development)	Implementation (Solutions)

TOGETHER WE'LL WATCH THE FUNDS RISE. WHICH AMOUNT WILL BE ENOUGH TO BUY WHICH CLUB?

We will reserve 85% of the funds strictly for club purchase. No club, most of your money back guarantee!