



COOPERATIVE FOOTBALL CLUB MANIFESTO

Football is the most beautiful sport there is. We share passion for the sport and you play the game against another group of enthusiasts. It's the ultimate experience, you win and lose together. In a sporty way.

Nevertheless, we want to improve the game.

We notice that nowadays professional football seems less and less about the love for the game.

Investment companies own half of the clubs in England, billionaires the other half. International competitions have become beacons of commerce, some clubs are selling training camps, star player salaries and transfer fees are completely over shooted, players are sometimes owned by several third-parties, and fans see their favorite sport moving behind paywalls. There is a complete infrastructure and culture of people and organizations that take advantage of the popularity of the game for the wrong reasons. The importance of players, clubs, but especially fans, seem to come in second place or are ignored completely.

We believe that football belongs to everyone and with the cooperative football club we have found a fair and transparent organisational model that can counterbalance immoral big capital. A cooperative football club is a club where the members are the supporters, managers and owners in one. We envision a future where football is collective competition between groups of like-minded people.

By using the crowd capital of our members, we have access to a huge network (members) from which we can obtain all the skills (remote work), knowledge (transparency) and capital (membership fee) that we need to compete at the highest European level. Together we know more, have more and can more!

A well informed multitude makes better decisions. By implementing high tech solutions we will extract and share all information in real-time. Together we determine our (transfer) policy, our (team) strategy and (club) values. Matches and training sessions are broadcasted live and we gather all statistics real-time. Being a well informed collective, we will make better decisions. You can be involved in your club wherever and whenever you want. We need your opinion and your voice matters.

Functions within the club are fulfilled by members. To prevent the creation of a new 'old-boys network', specific functions cannot be carried out by the same members for more than an X number of years. Our members' network of knowledge, skills and capital must flow continuously. We must learn from and build on each other's experience. That way, every member stays involved and we can keep raising our game as a team. Winning and losing will never be the same again.

Visiting a stadium physically is the best way to experience the ambiance of a match. However, stadiums have a limited capacity. When a stadium is full, the rest of the fans are dependent on (usually) paid TV channels. By using AR/VR and the latest technology we ensure that everyone can enjoy the ambiance inside the stadium. Or even sit on the bench with the rest of the team and experience the speech in the dressing room. All in real-time.

We play football with our hearts and minds. We recognize the current state of football and do not claim that we can change the world just like that. But football should be fair and should belong to everyone. Together we will deploy our own crowd capital with different standards. We are giving a new meaning to Financial Fair Play and together we will do what we can to counteract excesses. We don't play football for the money but for the love of the game.

We will find ways to literally and figuratively compete with the establishment by using the shared knowledge and skills of our members. Thousands of ideas lead to more than one solution.

We strive for high standards and values, on and off the pitch. Winning is important, but for us that will always go hand in hand with sportsmanship, entertainment and fun. Time waste, schwalbes and comments on the referees are not appreciated. We trust on our own wit and strength.

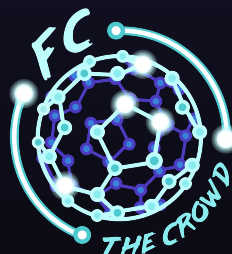
We respect our opponents and each other. Ethnicity, orientation and preferences do not affect sports performance. These are values that CFC The Crowd stands for and that every player and every member will commit to, sign for and be adhered to.

We believe that sportsmanship, involvement and the combined strength of all members will make our club thrive. Thanks to technology it is now possible for the first time to realize this dream, this is the moment.

It will not be easy to change the world of football, but when we do, this model could be a blueprint for other organizations. For other sports clubs, but also for companies and politics all over the world.

Our goal is to create a fair and transparent cooperative football club that involves its supporters / managers / owners as much as possible while still creating a high performance football organisation that competes at the highest level.

Do you want to be part of our movement and write football history? Join now and reclaim the game!!



"You have to shoot, otherwise you can't score."- Johan Cruyff

JOIN NOW AND RECLAIM THE GAME AT FCTHECROWD.COM