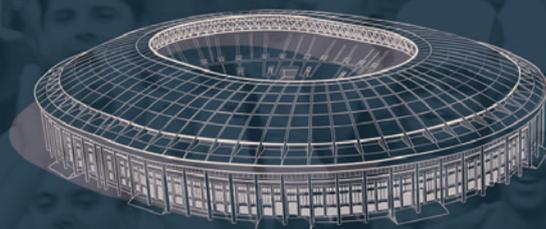


pollinate LIVE



Data has redefined performance on the pitch,
it's time for data to transform club performance off it

ENGAGE FANS
GROW REVENUES
OPTIMISE OPERATIONS



Introduction

Clubs have evolved from being just about teams and their fans to a modern business — the hub of an interconnected ecosystem of fans, communities and commercial partners. But today most clubs have a very limited and fragmented view of this ecosystem, and how they make the right decisions for future success.

Pollinate Live solves these challenges.

By leveraging powerful payments data, combined with other data sources via an advanced, cloud-based data platform — from fan activity, retail outlets, ticketing, online and in-match behaviours — every club has the holistic view they need to make the best possible commercial decisions for the club, to delight commercial sponsors, stadium and community partners, and to deliver a superb fan experience.

In the last few years, data has transformed performance on the pitch, in the stadium and on the court, let us help you use data to transform the performance of the whole club.

Fan Benefits

- Turn casual fans into super-fans with an engaging app: interact with fans during matchday and beyond, providing club news, dynamic content, loyalty rewards, offers and fan interaction
- Provide a frictionless and integrated payments solution, making purchasing easy for you and every fan
- Improved speed of service during your busiest periods with remote ordering – fans can pre-order and pay for food and beverages from their seats

Club Benefits

- Get a 360 view and understand the value of every fan and their interaction with the club
- All your fan data in one place, get insight and overview of performance
- Grow your revenues in F&B, ticketing, merchandising and shop by targeting existing and new fans across the UK
- Targeted ads from local merchant and sponsors
- Complete and integrated partner solution, enabling easy customer service

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The challenge today

Many clubs have great interactions with their fans, lively social media pages, well established match day experiences, a website and ecom store and often a sophisticated ticketing system. This means, as in many industries, the data is often in silos and difficult to access.

The result is that clubs have key data challenges:

Disjointed data and systems

Clubs have siloed data from vendors and activities, often sitting in separate systems and hard to match up for club or fan insight.

Not enough data points

No central data strategy or ability to collect, process and use all the available data.

Insecure and inconsistent data

Many data sources are in different, often 'raw' formats which are difficult to use or analyse systematically. They are also hard to manage in a secure, regulation-compliant way.

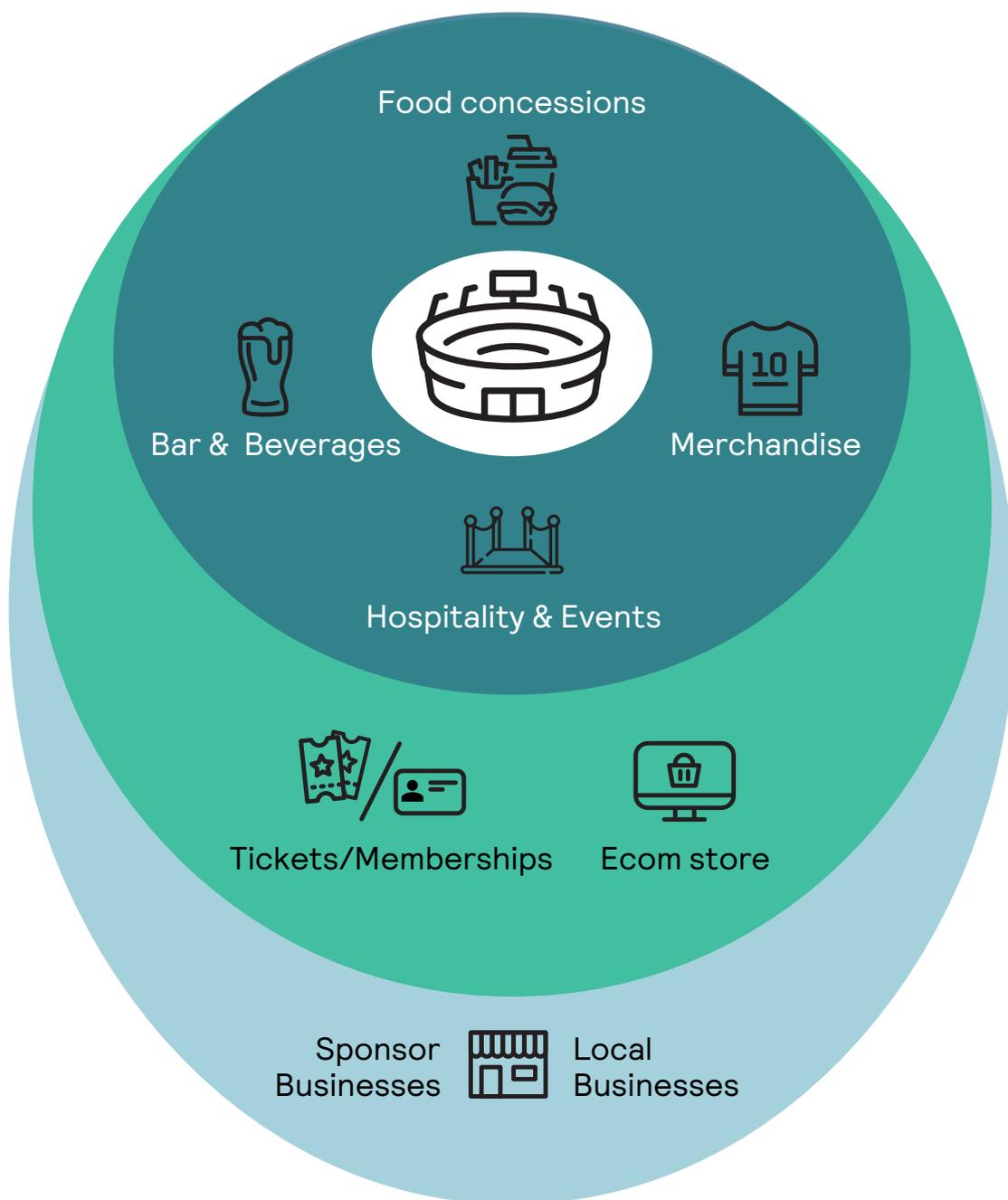
Today, clubs find it hard to:

- **View their data**
- **Identify and understand their fans**
- **Build segmented marketing strategies**
- **Make commercial decisions based on data**
- **Manage data compliance, security and privacy issues**



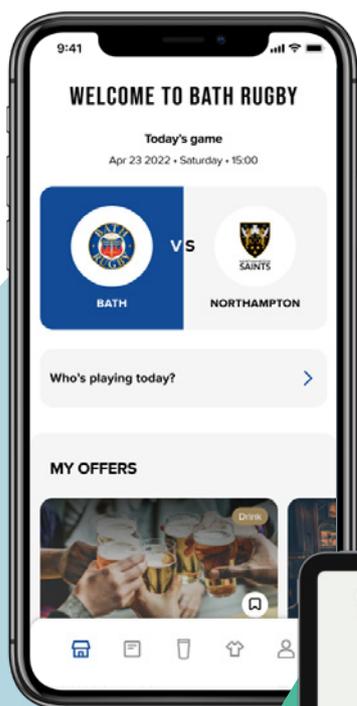
Fan & Club ecosystem

To really understand the club, data from many different activities must be captured and analysed, without compromising security, privacy or fan experience.



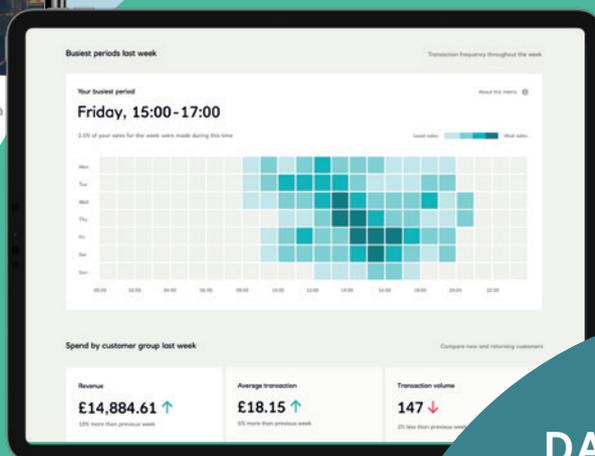
Closing the data gap

Pollinate Live comprises a data platform, club insights portal and a fan app that are designed to close the data gap for clubs, enabling better decisions to positively impact revenue and the fan experience.



FAN APP EXPERIENCE

CLUB DASHBOARD



A new way for fans to engage with their club before, during and after matchday:

- Fan engagement
- Loyalty
- Commercial opportunities

Leverage data to improve fan engagement
Insights and evidence to drive revenue
Analytics to ensure better decision making

DATA PLATFORM

Makes club's data more accessible
Insight & oversight of performance
360° fan view
Underpin commercial decisions (increase value of sales and sponsorships)
Secure and GDPR compliant



360° Fan View

Built using bank-grade cloud technology, the data platform combines multiple sources of data to give clubs better understanding of fan behaviour and their value to the club.



Data privacy built-in

With challenges in data security, privacy and regulatory compliance increasing every year, the Live platform is built with stringent controls on personal information and the best-in-class security infrastructure.

Simple, yet powerful insights

Commercial decision making can be transformed by accessing and understanding multiple views of club and fan performance.

Club performance

Insights & reporting to give club better view on performance
e.g., busiest times at various vendors, trends in average transaction value

Fan insights

- Create a segmentation of fans
- Identify most valuable fans
- Understand nudges to influence fan behaviours

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PLATFORM

Club data portal

Self serve access to data lake e.g. Download data sets, create data views

CRM integration

Integration to a CRM so segmentation data can be leveraged by marketing

The Fan App

The fan experience is the cornerstone of Pollinate Live, facilitated by a fan app which enhances loyalty, communications and convenience

Enable fans to collect loyalty points at club commercial touchpoints through card-linked tech

LOYALTY

REMOTE ORDERING

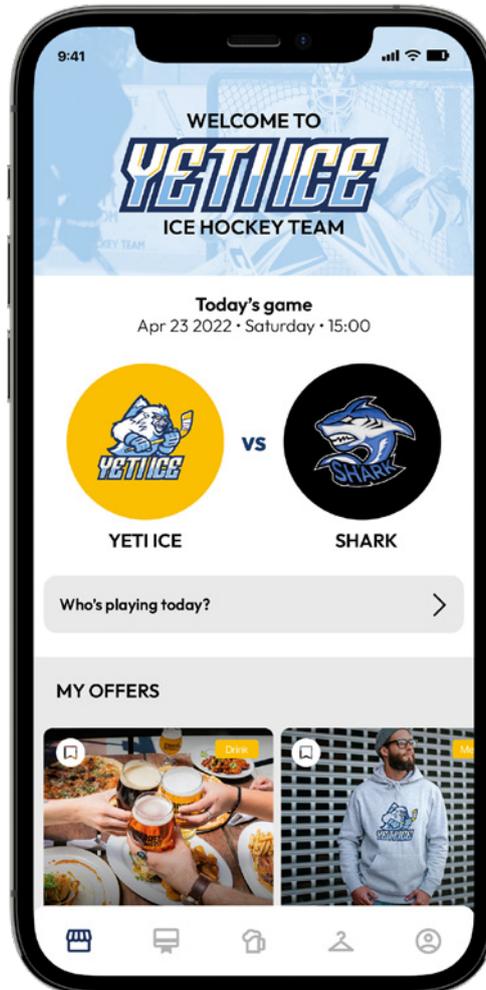
Buy food and beverages through app for pickup

Give club ability to deliver communications directly in app to fans

COMMS

CLUB CONTENT

Club news, content & social media feeds



A club branded app that builds a 360° view of fans through retail and behavioural data

Additional features that increase fan engagement

Offers

Personalised discounts and offers from the club and selected partners

Tickets

Store tickets and manage custody

Advanced content

Video, scores, fixtures, results and membership exclusive content

Gamification

Score predicting, man of the match, quizzes, raffles

The Fan Experience



01

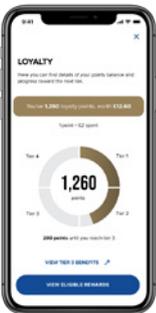
Fan downloads app and enrolls to club's loyalty by registering their card

- Easy and quick onboarding
- Fans can enrol multiple cards
- Fans can register later to retrieve points accrued against transactions they've already made

Fan gets notification that tickets are available

- Fan buys their ticket and earns loyalty points
- Fan downloads ticket to their phone
- Pollinate Live data platform will get ticket data on fan's purchase

02



03

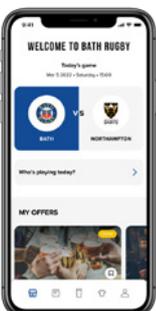
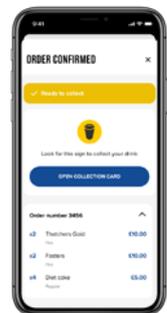
Fan arrives at the stadium and buys a drink, earns loyalty

- Fan earns loyalty against purchases in the stadium
- Pollinate live data platform will start to capture data on the fan's purchases and start building a 360° fan view

Fan pre-orders their half time drink to avoid the queues

- Fan places their order and pays on the fan app
- Fan picks up their drink from a dedicated stall once notified, giving a more efficient experience for the vendor and the fan

04



05

Fan catches up on content from the week's action at home

- Highlights and media
- Social content
- Articles and editorial content

Enabling Next Generation Club Performance

The connected economy, the rise of social media and fast growth of tech-enabled, 'digital first' start-ups is transforming the expectations of fans for a more multi-channel and on-demand sporting experience. Running slightly counter to this, especially with COVID, there has also been a greater appreciation for live events and experiences that cannot be replicated online. The successful clubs of the future will therefore need to combine the best of both, and that can only be done with the data to understand offline and online fan behaviour.

Pollinate Live not only combines the attractive features of loyalty, payment insights, fan experience and rewards, it adds in powerful additional payments data sources. This makes Live more powerful and more insightful than any other solution on the market.

Pollinate Live

Winning with data-driven experiences.





“Sports clubs are unique – part fan community, part business, part passion project. We can unify these different aspects with data and digital experiences that benefit all.”

AL LUKIES, CBE
CEO, POLLINATE

About Pollinate

Pollinate builds data driven digital experiences, with payments data at their heart. Founded in 2017, we are currently working across four continents with different banks to apply state of the art technology and data solutions for their business customers.

Our digital experiences are being used every day by thousands of merchants and consumers. Pollinate technology and IP enables multiple data sources to be securely combined and analysed to create amazing digital experiences and insights

The technology and expertise we developed for banks is now being used by the live sports sector in the form of **Pollinate Live**.



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For more details please email:
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www.pollinate.co.uk/live