

Extract from a software client's sports pitch

██████████, within the platform, are building a module by which misinformation and pre-existing biases can be challenged. This is achieved by presenting members of the community with information that may run counter to their core assumptions. Supporters with one declared inclination have one series of arguments and data prioritised, and supporters with a different declared inclination another, to ensure that whichever bias community members have been exposed to, they can deliberate or liaise with the Club having engaged with a range of information. This challenges the echo chambers that modern social media creates.

Here's an example:

Let's say, following a proposed initiative by the board, that a perception exists within a large element of the fanbase that ██████████ management are disinterested in the on-the-pitch success of the Club, following the declared intention to invest €100,000 per year into expanding the Social Media team rather than into the transfer budget. The use of traditional media would limit the Club's response and give the appearance of the management telling the supporters what to think.

Instead, by discussing their rationale directly with supporters- who otherwise would never be able to consider this information ahead of any deliberations or vote- the Club can challenge prejudices and outline the perceived benefits and how it will enhance on-the-pitch success. By utilising all manner of illustrative and anti-bias tools, supporters can be shown the Club's rationale and have inaccurate pre-suppositions challenged

What the platform can provide here is not only the means by which the Club can **engage directly** as to why key decisions are important, taking fans with them, but also allows supporters a **day-to-day way to communicate** their concerns to the Club and develop their common voice. **It also gives ██████████ a powerful tool- the ability to anticipate fan needs.**

This all helps the club and supporter groups make better decisions, allows supporters to feel part of the club's consultative processes rather than presented at the AGM with *faits accomplis*, and ensures that rather than having an antagonistic relationship, or one where fans feel "managed" by the Club, the engagement processes become inherently complimentary whilst fans maintain their independence.

User 9- The Fan in Glasgow, New York, Alberta, or Hong Kong

As the lines outline, [REDACTED] first responsibility will always be for the match-going fan, the Sankt Pauli district, and wider Hamburg- football clubs that forget that they are grounded in a local community and its environment quickly lose touch with the fans' core- as clubs like West Ham United and MK Dons rapidly discovered in England.

However, by **integrating non-local fans into the fabric of the Club** and its community, [REDACTED] not only avert the crisis of identity that affects other football clubs, but also adheres closely to its own principles- to be tolerant and welcoming to outsiders, represent a way of life and an identity, and that no fan is privileged over another. There's a reason [REDACTED] currently enjoys a position as Germany's [REDACTED] biggest club in terms of merchandising, and the third most popular overseas, with fan groups in nearly every major European capital, North America, and Asia. Whether the fans are watching at the Zeitgeist Pub in Waterloo, the Brazen Head in Gorbals, or the East River Bar in Williamsburg, they want a way to connect to the Club.

Giving each of these fan communities a way to be integrated into the fabric of the Club, granting them the tools to better engage not only with each other, but fans in the [REDACTED] strengthens their engagement with [REDACTED] core identity, **deepens their support**, and- from a marketing perspective- **creates new revenue streams and opportunitites** overseas, building on past successes.

The fans will remain self-organising, using the platform as they wish. Being given the means by the Club to relate directly to [REDACTED] and liaise with other fans, only strengthens the [REDACTED] diaspora, and provides new revenue streams for the Club.