**Incentives for Supporter clubs / groups so that they can drive MatchComment to their members:**

* Allow matchcommment users to show their MatchComment activities to contacts on their existing social networks like facebook, twitter and foursquare e.g. 'Check in' to match.
* Develop a white label smart phone app for sport team, league, player supporter group / network (order of preference is html, nokia, bb, android, iphone)
* Supporter groups / networks will be able to:
  + Engage and organise their members and interact with other supporter groups
  + Supporter group owners will take a revenue share from the following activities (wallet, ticket sales, fan swag / gear, virtual goods, air time sales, loyalty, travel)
  + Supporter groups owners organise and post events for members
  + Supporter group members can organise their 'sportbook' with a timeline of events they watched or attended.
* Make available a public MatchComment available api for websites and developers to plugin to in addition to the widget generator.
* Incorporate content for sports, leagues, teams and players from wikipedia api, google news api or other sport portals.

**Current development roadmap: (not in order of preference)**

* Improve navigation, design and key features of main site
* Build widget generator and white label features
* Integration into social media and networks
* Matchcomment social network layer
* Smart phone native application development (android, iphone, blackberry)
* Matchcomment advertiser and affiliate engine
* MC administrator and user update tools for updating content and sport events
* MC comments advertising engine
* MC sport team database
* MC player database (integrate into wikipedia)
* MC search engine (integrate into wikipedia)
* Measurement and analytics tools
* For users to share on MC link for sport websites (to share articles, media or links from external website to MC)
* Ranking and reward for top MC users
* MC sportbook user personalisation
* Integrate automatic logs for leagues to show positions of log teams (automatically calculate log positions when league is complete)
* Prediction league - for predicting games
* Games - simple sport related contests
* API development application development layer for developers to harness matchcomment tools and base
* Allow users and supporter clubs to create their own custom leagues and matches for sports and use matchcomment to capture the details
* Integrate caching strategy to speed up application loading time using MEMCACHE
* GEO location of matches