

Kickoff Club HQ

Mobile App Presentation

Vision

Kickoff Club HQ is the first gamified football education platform that combines learning, predictions, and real rewards into one engaging mobile experience.

App Overview

What is Kickoff Club?

A mobile app where football fans:

- **Learn** football through interactive video courses
 - **Predict** NFL game outcomes to earn virtual coins
 - **Build** their own football HQ with upgradable buildings
 - **Train** squad units to compete in seasons
 - **Redeem** coins for real merchandise
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Core Features

1. Learn - Video Courses

Screen: Course Library

- 15+ professionally produced courses
- Topics: Football fundamentals, positions, strategy
- Progress tracking with XP and achievements
- Earn 10 coins per lesson completed
- Tiered access (Free, Pro, Captain)

Screen: Lesson Player

- Full-screen video playback
 - Interactive quizzes
 - Bookmarks and notes
 - Next lesson auto-play
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2. Predict - Game Wagering

Screen: Predictions Dashboard

- Weekly NFL schedule
- Real-time odds and spreads
- Virtual coin wagering (10-100 coins)
- Win 2x your wager for correct predictions
- Free tier: 3 predictions/week
- Pro/Captain: Unlimited predictions

Screen: My Predictions

- Active wagers tracking
 - Win/loss history
 - Accuracy statistics
 - Leaderboards
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3. HQ Management - Base Building

Screen: HQ Overview

- Isometric view of your football complex
- 5 upgradable buildings:
 - **Practice Field** (increases training speed)
 - **Film Room** (boosts learning XP)
 - **Stadium** (match revenue multiplier)
 - **Weight Room** (squad stat bonuses)
 - **Headquarters** (unlock new features)

Building Mechanics:

- 5 levels per building
 - Costs scale: 100, 250, 500, 1000, 2500 coins
 - Visual progression from basic to elite facilities
 - Passive production (collect every 4-8 hours)
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4. Squad & Training

Screen: My Squad

- 5 Unit Types:
 - Offensive Line
 - Skill Positions (QB, RB, WR)
 - Defensive Line
 - Secondary (CB, S)
 - Special Teams

Training System:

- Select unit + stat to train (Attack, Defense, Speed)
 - Training duration: 1h, 4h, 8h, 24h
 - Energy cost scales with duration
 - Complete training to boost stats
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5. Seasons & Matches

Screen: Season Dashboard

- 16-game seasons
- AI opponent matching
- Real-time match simulation
- Win rewards: 50-200 coins + XP
- Season rankings and playoffs

Match Screen:

- Live score updates
 - Play-by-play commentary
 - Squad stats comparison
 - Post-game analysis
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6. Daily Missions

Screen: Missions Tab

- 3-5 daily challenges
 - Rarity tiers: Common, Rare, Epic, Legendary
 - Example missions:
 - "Complete 3 lessons" (50 coins, 100 XP)
 - "Make 5 predictions" (150 coins, 300 XP)
 - "Train units 5 times" (160 coins, 320 XP)
 - "Earn 1000 coins" (400 coins, 800 XP)
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7. Shop - Merchandise Store

Screen: Shop

- Real products (jerseys, hats, gear)
 - Coin-based pricing (500-5000 coins)
 - Subscription discounts:
 - Pro: 10% off
 - Captain: 20% off
 - Order tracking and fulfillment
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8. Profile & Stats

Screen: Profile

- User stats dashboard
 - Coins, Energy, Knowledge Points, XP
 - Achievements and badges
 - Login streaks
 - Subscription management
 - Settings and preferences
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 **Monetization**

Subscription Tiers

Feature	Free	Pro (\$9.99/mo)	Captain (\$19.99/mo)
Daily Coin Bonus	5	10	25
Course Access	5 courses	All courses	All courses
Predictions/Week	3	Unlimited	Unlimited

Shop Discount	0%	10%	20%
Energy Regen	1 per 5min	1 per 4min	1 per 3min
Training Slots	1	3	5

Virtual Economy

- Users earn coins through engagement
- Coins spent on shop items (real products)
- Company profits from:
 - Subscription revenue
 - Margin on merchandise
 - Sponsored content in courses

User Experience

Onboarding Flow

1. **Welcome Screen** - Brand intro with animation
2. **Sign Up** - Email/password + welcome bonus (100 coins)
3. **Tutorial** - Interactive walkthrough of core features
4. **First Lesson** - Guided course completion
5. **First Prediction** - Guided game prediction
6. **Home Dashboard** - Full access unlocked

Daily Engagement Loop

1. **Login** → Daily bonus coins
2. **Check Missions** → See today's challenges
3. **Make Predictions** → Wager on upcoming games
4. **Watch Lesson** → Earn coins + XP
5. **Train Squad** → Prepare for match
6. **Collect Buildings** → Passive coin generation
7. **Shop Browse** → Goal-setting for real rewards

Gamification Systems

Experience & Leveling

- XP earned from lessons, predictions, matches
- 100 levels with milestone rewards
- Unlocks: New buildings, unit types, features

Achievements

- 50+ achievements across all features
- Examples:
 - "First Win" - Complete first prediction correctly
 - "Scholar" - Complete 10 courses
 - "Architect" - Upgrade all buildings to level 5
 - "Perfect Season" - Win 16/16 games

Streaks

- Login streak bonus (25 coins/day)
- Prediction accuracy streaks
- Course completion streaks

Leaderboards

- Weekly prediction accuracy
 - All-time coins earned
 - Squad power rankings
 - Season win percentage
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Tech Stack

Frontend

- **Framework:** React Native + Expo
- **Language:** TypeScript
- **Navigation:** React Navigation 6
- **State:** React Context API
- **UI:** Custom component library

Backend

- **Database:** Supabase (PostgreSQL)
- **Auth:** Supabase Auth
- **Storage:** Supabase Storage (videos, images)
- **Real-time:** Supabase Realtime

Services

- **Payments:** Stripe (subscriptions)
 - **Video Delivery:** Supabase Storage + CDN
 - **Analytics:** Custom event tracking
 - **Push Notifications:** Expo Push
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Competitive Landscape

Direct Competition

Sorare - Sports NFTs + Fantasy

- Similarity: Gamified sports engagement
- Difference: We focus on education + real merchandise vs NFTs






Underdog Fantasy - Pick'em predictions

- Similarity: Game predictions
- Difference: We add education layer + broader engagement

Unique Value Proposition

We are the **ONLY** app combining:

1.  Football education (video courses)

2.  Gamified learning (Duolingo-style)
3.  Game predictions (virtual economy)
4.  Base building (HQ management)
5.  Squad training (RPG mechanics)
6.  Real merchandise rewards

Inspiration from proven models:

- **Duolingo** - Daily streaks, missions, XP
 - **Clash of Clans** - Building upgrades, training
 - **Fantasy Sports** - Predictions, leagues
 - **Masterclass** - Premium video education
 - **Fetch Rewards** - Points → Real products
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Growth Strategy

Phase 1: Launch (Months 1-3)

- Soft launch to 1,000 users
- Focus on retention metrics
- Iterate based on feedback
- Goal: 20% weekly active users

Phase 2: Scale (Months 4-9)

- Influencer partnerships (football creators)
- App Store optimization
- Paid acquisition (Facebook, Instagram)
- Goal: 50,000 users

Phase 3: Expand (Months 10-12)

- Add more sports (basketball, baseball)
 - B2B partnerships (team stores, leagues)
 - Community features (leagues, chat)
 - Goal: 250,000 users
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Key Metrics

User Engagement

- **Daily Active Users (DAU):** Target 25%
- **Session Length:** Target 12 minutes
- **Retention D30:** Target 40%

Monetization

- **Free-to-Paid Conversion:** Target 5%
- **ARPU (Average Revenue Per User):** Target \$3/mo
- **LTV (Lifetime Value):** Target \$180
- **CAC (Customer Acquisition Cost):** Target \$30

Content

- **Course Completion Rate:** Target 60%

- **Prediction Accuracy:** Typical 52-55%
 - **Shop Conversion:** Target 8%
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Current Status



Completed

- Mobile app architecture (React Native + Expo)
- Authentication system (Supabase)
- Database schema (8 tables, 10 functions)
- Course video player
- Prediction system
- HQ building mechanics
- Squad training system
- Seasons & match simulation
- Daily missions (17 templates)
- Shop integration



In Progress (3 days)

- Visual assets from Antigravity (graphics team)
- Building illustrations (5 levels × 5 buildings)
- Unit sprites (5 types × 3 states)
- Background artwork (5 scenes)



Next Steps

- Beta testing with 50 users
 - iOS App Store submission
 - Android Play Store submission
 - Marketing website launch
 - Influencer outreach
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Visual Examples

App Icon

- Football helmet with HQ skyline
- Colors: Navy blue, electric green, white
- Modern, bold aesthetic

Color Palette

- **Primary:** Navy Blue (#1E3A8A)
- **Secondary:** Electric Green (#10B981)
- **Accent:** Gold (#F59E0B)
- **Background:** Dark Gray (#111827)
- **Text:** White (#FFFFFF)

Typography

- **Headings:** Bebas Neue (bold, condensed)
 - **Body:** Inter (clean, readable)
 - **Stats:** Roboto Mono (numbers)
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Target Audience

Primary: Casual Football Fans (18-35)

- Want to learn football but intimidated
- Enjoy mobile games (Clash, Candy Crush)
- Follow NFL casually
- Value achievements and progress

Secondary: Die-Hard Fans (25-45)

- Already knowledgeable
- Play fantasy football
- Want deeper engagement
- Will pay for premium content

Tertiary: Parents & Educators

- Teaching kids football
 - Looking for structured learning
 - Value educational content
 - Will subscribe for family
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Contact & Next Steps

Ready to See the App Live?

1. Download Expo Go on your phone
2. Scan the QR code provided
3. Experience all features in real-time

For Investment/Partnership:

- Pitch deck available
 - Financial projections ready
 - Demo accounts provided
 - User research data available
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Appendix: Technical Details

Database Schema

- **users** - Profile, coins, XP, subscription
- **courses** - Video metadata, difficulty
- **lessons** - Individual lesson content
- **predictions** - Game wagering records
- **buildings** - HQ infrastructure
- **squad_units** - Player unit stats
- **missions** - Daily challenge tracking
- **seasons** - Match history

API Endpoints

- `/auth/signup` - User registration

- `/auth/signin` - User login
- `/courses` - Course catalog
- `/predictions` - Game predictions
- `/shop` - Merchandise store
- `/missions` - Daily challenges
- `/squad` - Unit management

Security

- Row Level Security (RLS) on all tables
- JWT-based authentication
- Encrypted video streaming
- PCI-compliant payments (Stripe)

Kickoff Club HQ *Learn. Predict. Build. Compete.*

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