

# Kickoff Club HQ

## Mobile App Presentation

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### Vision

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

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### 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
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## 🎨 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
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## 🏆 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)

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

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*Document Version: 1.0 Last Updated: November 28, 2025 Platform: iOS & Android Framework: React Native + Expo*