



niche
pitch

kc cauldron

the voice of skc

section M1 through M9, NE side of the stadium

they tailgate before everygame

they stand, sing and support for all 90+ minutes
of the game

for whom

soccer lovers

not just a group of supporters - it is
based on the idea that every fan is a leader

who is not interested?



little Emma

_has never heard a curse word in her life

_soley came to the game for cotton candy

_has no idea what's going on in the game or what soccer even is...

_gets overwhelmed easily



Sean

_hates when people voice their opinion at games

_shy and kinda quiet, also kind of a narc

_really likes to focus intently on the game without much distraction



Sweet old Cynthia

_can barely hear

_it's her first game and she's just here with her daughter-in-law and her son, for gosh sakes. ...get this woman a hot dog!

_hates big crowds, and a lot of noise and chaos



chant-learning app

_purpose: to learn chants

_features:

interactive

says chant and records you saying it back

gives you feedback on how well your doing

tracks the chants you've mastered and have not mastered.

incentives: when you master one, gaining points to get fan gear or food at games using QR code

***provides service to new members or people who want to join as well as**





pregame/halftime app

_purpose: to keep fans engaged in the game atmosphere and provide interactive entertainment

_features:

games and quizzes, searches, about players, scores, and history of the SKC

ability to win prizes and free food coupons through out game

can link with other fans and discuss the game stats and trash talk the other team

incentives: when you master one, gaining points to get fan gear or food at games using QR code

***provides service to every member of the KC Cauldron**



**concessions at the
click of a button**

_purpose: to avoid the hassle of walking over a bunch of people, and waiting in long lines for food and drinks and missing the game!

_features:

provides info on current deals and coupons for concession items

provides 2-step process to ordering food and drink

enter your card information or select cash – and seat number

***provides service to every member of the KC Cauldron who is quenched or parched :-)**

