

SPOBI - Main Landing Page

Main Page copy:

[SPOBI logo]

[visual context - a clear, happy colourful shot showing your target market]

[main headline, h1]:

**You're The Hero.
Accept The Challenge.
Be The Best.**

[supporting headline, h2]:

The only sports management app that rewards your hard work

[3 icons/bullet points]:

- **Get Rewards For Your Efforts**
- **Track Your Data & Results**
- **Stay Connected**

[h3]:

Win prizes!

[body text]:

The first 10,000 users will be entered into a lottery to win 10 Smartphones and 500 fitness wearables.*

(NOTE: might need a terms & conditions statement at the bottom on the page)

[CTA buttons]:

Yes, I'm in! (links to a registration page - collect email for notification when app is ready)

Tell me more... (jumps to next section on page)

[body text]:

SPOBI launches in December 2018 - are you ready to **#changethegame** ?

----the fold----

[insert images of app in mobile]

(section 2)

[h2]:

The first battle is inside your head. Everything else you can share.

[h3]:

All sport is a team game.

[body text]:

Individual athlete or club member, you'll have a network of people around you for support and motivation. **SPOBI** means you can connect with each other like never before.

[icons/bullet points]:

- **Use SPOBICOIN to reward progress and achievements**
- **Track and compare your data and statistics**
- **Link to your Fitbit, iPhone, Android or desktop**
- **Manage teams, clubs and calendars**
- **Send messages, tips and reminders**
- **Connect to social media to share successes**

Forget about juggling chat channels, shared calendars, emails and social media. **SPOBI** brings all your personal activities and team pursuits together in one app, giving you complete focus on what you want to achieve.

And there's more. You'll be able to challenge your colleagues, teammates, club members and even your rivals.

You can push each other to break limits, set new records, out-play your competitors and become the best in your town, your region, or the country!

And when you put in the effort, you'll get something back...

[h3]:

Everyone can interact and benefit with SPOBI. Together, we can #changethegame

(section 3)

[h2]:

The challenges & the rewards

[body text]:

Whatever your level, you're working hard, training in unsociable hours and giving up your weekends.

You'll also be breaking records, setting new times, winning matches, posting personal bests and progressing through tournaments.

You should get something for what you do. This is why we invented our own currency:
SPOBICOIN.

[h3]:

Introducing: SPOBICOIN

[text]:

SPOBICOIN is at the heart of what **SPOBI** is all about. You can use it to motivate people, to support coaches and athletes, and to help everyone to achieve more. It's a digital unit for rewarding athletes and teams for their determination, hard work and successes.

Each **SPOBICOIN** is the equivalent of €0.40. You'll get a secure online wallet for your **SPOBICOINs**, so you can save them up, give rewards or exchange them as you want.

You and everyone in your team, club and network will be able to buy blocks of **SPOBICOIN** simply and easily using PayPal, or you'll be able to win **SPOBICOIN** by accepting challenges and being the best at what you do. Let's get started!

[h3]:

The Challenges

[body text]:

We all need a push. From the moment you and your teammates, club colleagues, training partners and friends join **SPOBI**, you'll be able to issue and accept challenges for each other, in exchange for **SPOBICOINs**.

- *"I'm going to score more than you next match"*
- *"I'll be faster than you this week"*
- *"I'll be the top penalty shooter in the region this month"*

What challenge will you throw down, or get given? How many **SPOBICOINs** is it worth?

Managers and parents can also get in the action. They can challenge athletes to:

- *"Finish in the top three next race"*
- *"Be the team's main scorer next match"*
- *"Set a new personal best this weekend"*

Anything can be a challenge. If you can track it and measure it, either from wearables or by a coach's manual entry, you can challenge it and get rewarded for it.

[h4]:

Set yourself new targets

[bodytext]:

After a month, you won't need to rely on your friends for challenges. Once **SPOBI** has had time to track your data, you can challenge yourself, and **SPOBI** will check it for a reward:

- *"I'll run 10k faster than last month"*
- *"I'll spend an extra 2 hours in training this week"*
- *"I'll be top scorer this match"*
- *"I'll swim 20 lengths faster than my personal best"*

Just set it - then go and get it!

And you'll notice something else: **SPOBI** gets in on the action too. The app is designed to respond to your data and set you challenges itself! Are you a cyclist? **SPOBI** might surprise you with a 10k route. Do it today and you'll get **SPOBICOINs** or even a present.

[h3]:

The Rewards

[body text]:

Remember, anyone can challenge or reward anyone else:

Athletes can reward Coaches

Families can reward Athletes

Teams can reward Managers

Coaches can reward Teams

... and more

As your **SPOBICOINS** stack up in your online wallet, you can use them to buy items to help you leap forward in your sporting career. You'll be able to choose from a whole range of products, equipment and services, like:

- Clothing
- Running shoes
- Wearables
- Sensors
- Smartphones
- Tablets
- Insurance
- Travel
- Tickets
- Specialist training
- ...and more

The choice is yours. What would you spend your **SPOBICOINS** on?

[h3]:

Coaches - fill in your team's stats and get paid!

[body text]:

We know you have to give up many mornings, evenings and weekends to support the athletes and sports you love. We've got a way to give something back to you and your teams.

We reward teams for all kinds of activity. Scoring, saves, tackles, timings, creativity, and more. After each game, you simply fill in the team sheet with the players who took part, and their scores for each category, to create a log of data you can track over time.

Twice a month, we'll send you **1 SPOBICOIN** per participating player or athlete, for you to store and use as you wish. After a while, you'll be able to see what items you could exchange your **SPOBICOINS** for, and get a little extra motivation for your team!

[h3]:

There's more: SPOBI awards!

[body text]:

Every month, **SPOBI** will put on its judge's hat and reward the top athletes and sportspeople in their categories and regions.

Have you been the top performer in your field? The best scorer or defender? Or were you the most creative? As your data and statistics are updated for your team and region, **SPOBI** will have a reward for you!

[h4]:

And also: Check Your SPOBI score!

SPOBI loves people who love their team and their sport. You'll get a score that reflects good attitude, hard work and contribution to your community.

A few things will contribute to your **SPOBIscore**:

- Number of followers
- Number of rewards - received and given
- Number of challenges accepted, won or lost
- Overall performance or improvement

And again, **SPOBI** will hand out rewards! You might get an amount of **SPOBICOINs**, or something for your sport - a hockey stick, running shoes, a shirt, or a wearable device.

What will it be? Join in, take part, and make your mark!

[h2]:

Be one of the first, and win prizes!

[body text]:

Act now! The first 10,000 **SPOBI** users will be automatically entered into a lottery where we have 10 Smartphones and 500 fitness wearables to give away. Winners will be announced at the end of the year.

Are you up for it?

[CTA button]: **Count me in!**

(Takes them to a sign-up page or pop-up - they give an email address to get notification when app is online.)

[Remember to create a thank-you email]

(section 4)

[h2]:

SPOBI is for...

[icon or image with each of next 4 headings]:

[h4]:

Coaches

[body text]:

Are your training methods working? Now you can see the data. Look at who is crushing targets, and who needs help.

[h4]:

Athletes

[body text]:

Want to be recognised for your hard work? Get yourself noticed and discovered while you meet and exceed your goals.

[h4]:

Club Managers

[body text]:

Need to save time and get more organised? You can make sure everyone is in the loop on schedules, news and events.

[h4]:

Family & Friends

[body text]:

Like to see your athlete's updates and show support? Send them rewards as they out-score rivals and set new personal bests!

[h3]:

It's also for:

[insert other roles icons for sponsors, talent scouts, referees]

(section 5)

[h2]:

What you can expect

[suggest more images of the app as seen on mobile device]

[body text]:

We know what you need from a sports app, so we've made **SPOBI** functional, intuitive and very easy to use. You'll handle it like a pro in no time. Here's how **SPOBI** motivates you to succeed, whatever your sport or level of ability...

[each of below with image or icon]

[h4]:

Data tracking

[text]:

You'll get a new level of insight into your sport and exercise routine. You'll be able track your activity as well as your biometric data to see exactly what is working when, and where you can improve. **SPOBI** is compatible with iOS and Android, on desktop or mobile, and can link to your Fitbit or other exercise device. Set yourself challenges against your own previous best, or your rivals in your team or region!

[h4]:

Recognition for your achievements

[text]:

Likes, shares and smiley-face clicks are all nice, but they don't add to your bank. To give you payment for your hard work, we've created our own currency: **SPOBICOIN**. You and everyone in your network can motivate, encourage and congratulate each other for new top scores, fastest times and match wins with **SPOBICOIN** as the reward. You'll be able to give and receive challenges to push people to do better - and look out for challenges from **SPOBI** itself!

[h4]:

Communication

[text]:

The biggest headache for any club coach or manager can be communication. **SPOBI** is great for setting reminders and making sure messages reach every member of the group, so nobody forgets about their training, targets or next meeting. You'll also be able to give and receive advice, encouragement and feedback, exchange notes and celebrations - and even set up challenges!

[h4]:

Team & club management

[text]:

Juggling every aspect of running a sporting group can feel like training for the circus. **SPOBI** provides you with shared calendars, messaging and tracking systems all in one place to make everything easy. You'll be able to study your team's statistics, monitor schedules, confirm availability, set up alerts, make and send notes, and check payments. It's a powerful tool to help you and your team stay organised.

[h4]:

Social media connections

[text]:

Want to shout out about your personal or team's achievements, successes, and upcoming challenges? **SPOBI** links to your social media so you can easily post updates to your circle of friends, family and supporters. With everyone getting behind what you do, you'll feel unstoppable! And remember - the more active you are (both online and off), the more likely you are to get noticed.

[h4]:

Every sport covered

[text]:

We've made sure **SPOBI** is suitable for all kinds of sports - from hockey and football to boxing, running, swimming, athletics, wheelchair basketball and more. Whether you're working in individual disciplines or a team sport - on a track, pitch, court, or in water - you'll be able to set targets, benchmark against teammates and competitors, manage your schedule, set challenges and get rewards!

(section 6)

[h2]:

The SPOBI home team

[body text]:

[insert your profile photos]

Dimitri Kourasis

High-stamina CEO

Timo Keim

Top-scoring UX Specialist

Maria Pennanen

Fast-footed Business Advisor

Harris Takakis

Laser-targeted CFO & Lawyer

[h3]:

We're all in it because we want to #changethegame

(section 7)

[h2]:

Supporting your hard work

[h3]:

Our core mission is simple. To motivate athletes to be the best they can.

[body text]:

We've created **SPOBI** with a specific vision: to build an active, supportive network of athletes, teams, clubs and sports supporters where everyone gets extra motivation to improve and succeed.

We're doing this by reinventing the way we use data, communicate with each other, organise our efforts and celebrate our wins, whether personal or as a team.

[h3]:

SPOBI: Your partner in sports

[body text]:

Too many people have to use a mix of chat channels, social media, single-use applications, shared online calendars and email to keep their sports activity organised. It takes a lot of headspace and hard work to keep it going.

SPOBI brings all these functions together in one place, and combines them with comprehensive data tracking systems and the unique **SPOBICOIN** rewards scheme.

SPOBI shows you where you are excelling, and where you could do better.

SPOBI shows you when your next training session or match will be, and what times, scores or stats you need to beat.

SPOBI shows you advice, encouragement and feedback from colleagues, coaches and family.

And when you rise to the challenge and excel in your sport, **SPOBI** rewards you for it.

SPOBI is the most powerful sports management app on the market today.

And it's free.

Want in?

[h2]:

Ready to #changethegame ?

[CTA button]: **Put me on the list!**

(Takes them to the sign-up page or pop-up - notes as before.)

[small text]:

- First 10,000 users get a chance to win Smartphones or fitness wearables!
- No credit card needed.
- Customise your message preferences

(section 8)

[h2]:

Get in Touch

[body text]:

Do you have any questions? Shoot an email to info@spobi.net or message us on Facebook or Twitter. We'll be right back at you!

[insert links/icons to Facebook, Instagram/Twitter]

[Appropriate footer]

----END----



Continues...

Spobi.net – Community Values page

[h1]:

SPOBI Community Values

[h2]:

We have one core mission: to motivate you to be the best you can be

[body text]:

Whatever your role in sports - athlete, coach, player, team, manager, club, or family member - **SPOBI** is an active, supportive network where you can all give and receive extra motivation to improve and succeed.

All sport is a team game. Together, we can all excel at what we do. We just need to work as a team, and be true to our values.

[h2]:

What are the four key SPOBI community values?

[h3]:

Good Attitude

[text]:

Whatever your sport or discipline, you usually get out of it what you bring. Determination and perseverance are nothing without positivity and the vision of success. And play fair - the only person you cheat is yourself. So you suffer a setback once in a while? It's a learning experience. Get back up and try again. Remember, it's not the effort itself that will bring you happiness - it's the outcome. The result. Go get it.

[h3]:

Hard Work

[text]:

To get anywhere in sport, and in life, you need to put in the work. Shiny objects like the latest watch or sneakers are nice, but everything you really need to succeed is already inside you: determination, persistence and strength (mental and physical). Get in the arena, push hard, but stay safe - don't harm yourself or burn out! With the right practice and training, you'll be able to create exceptional results.

[h3]:

Contribution to the Community

[text]:

When you're poised at the start line or out in the field, you may feel like it's just you and your mind. But nobody is really alone, and working together in a positive way safeguards honesty and clarity. Mutual support means everyone benefits as they progress through their career in athletics or team sports, and it's up to you to give as well as receive. The more you grow your

community in **SPOBI**, the more your network expands and the more **SPOBI** will give back to you. Sharing is caring.

[h3]:

Respect For Your World

[text]:

It's good to keep in tune with your body, knowing when to push your limits and when to relax. It's also worth keeping in tune with your environment. Respect nature and our planet - avoid toxic chemicals and too much packaging, re-use or recycle everything you can, and always travel by foot, bike or public transport where possible instead of using a car. Being good to the world around you can also be good for you, too.

[h2]:

Giving you the kit to keep you focused

[text]:

SPOBI is a unique platform covering the four compass points of effective sports management:

[perhaps an icon with each of the below]:

[h4]:

Organisation

[text]:

SPOBI brings together all the apps and channels you need to organise your sports activity onto one platform.

[h4]:

Information

[text]:

SPOBI links with your fitness device to show real biometric and activity data. You'll get real value from seeing your progress and where you can improve.

[h4]:

Communication

[text]:

Keeping you in touch, so you never miss the latest news and successes, or the details for your next match or training session.

[h4]:

Celebration

[text]:

Success can be as a team, or simply personal. Through our rewards & challenges scheme - and **SPOBICOIN** - we celebrate your wins.

[body text]:

SPOBI is reinventing the way you can use data, communicate with each other, organise your efforts and celebrate your wins, whether personally or as a team.

[h2]:

Ready to #changethegame ?

[CTA button]: **Put me on the list!**

(Takes them to the sign-up page or pop-up - notes as before.)

[small text]:

- First 10,000 users get a chance to win Smartphones or fitness wearables!
- No credit card needed.
- Customise your message preferences

[Appropriate footer]

---- END ----

