



CONNECTING SPORTS CLUBS WITH THEIR FANS

collectID

GLAUnited



The Challenge - Reaching and Connecting your Fans

Facebook engagement rate of brand pages **dropped 50%** (2017-2018)

Forbes, 2018

The average office worker receives **more than 120 emails per day**

Campaignmonitor, 2019

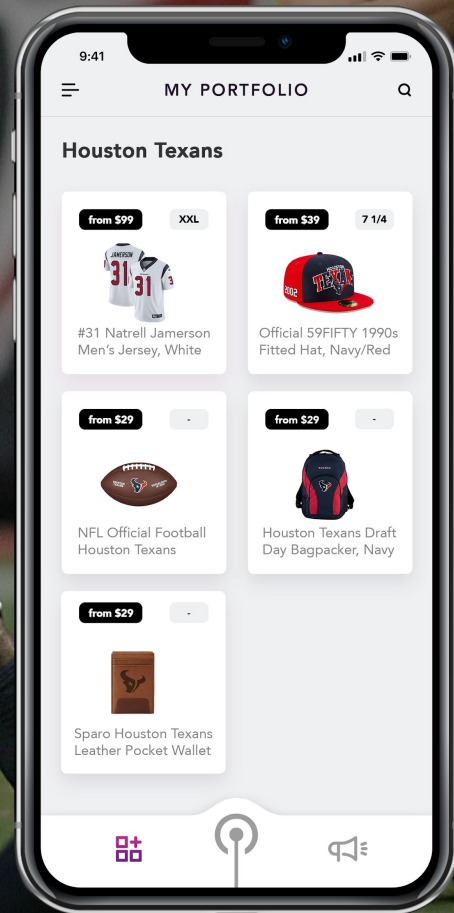
Across all formats, display advertising **click through rate is just 0.05%**

Smarterthings, 2019

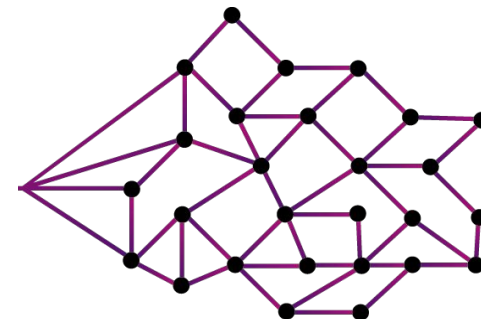
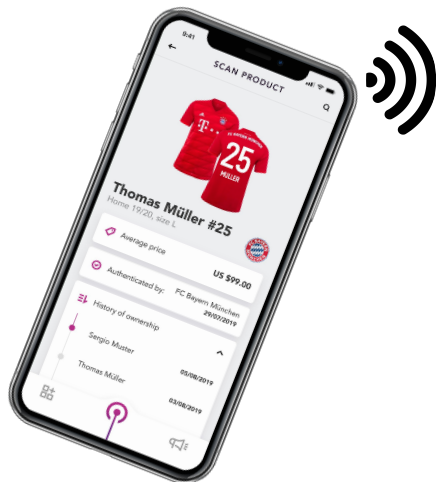
SOLUTION

Turn your Products into a Community-based Blockchain Ecosystem

Combine the digital and physical world of your
club and connect your fans and products



Blockchain and NFC-based Ecosystem



App

With the collectID app fans can easily verify the authenticity of a fan article, store it in their personal portfolio, and even trade it through the app. In addition, the app works as a community platform on which users can share content about their beloved items and interact with each other.

NFC Chip

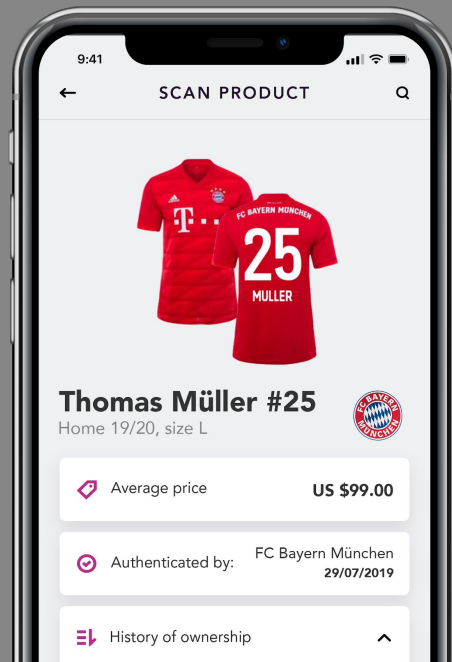
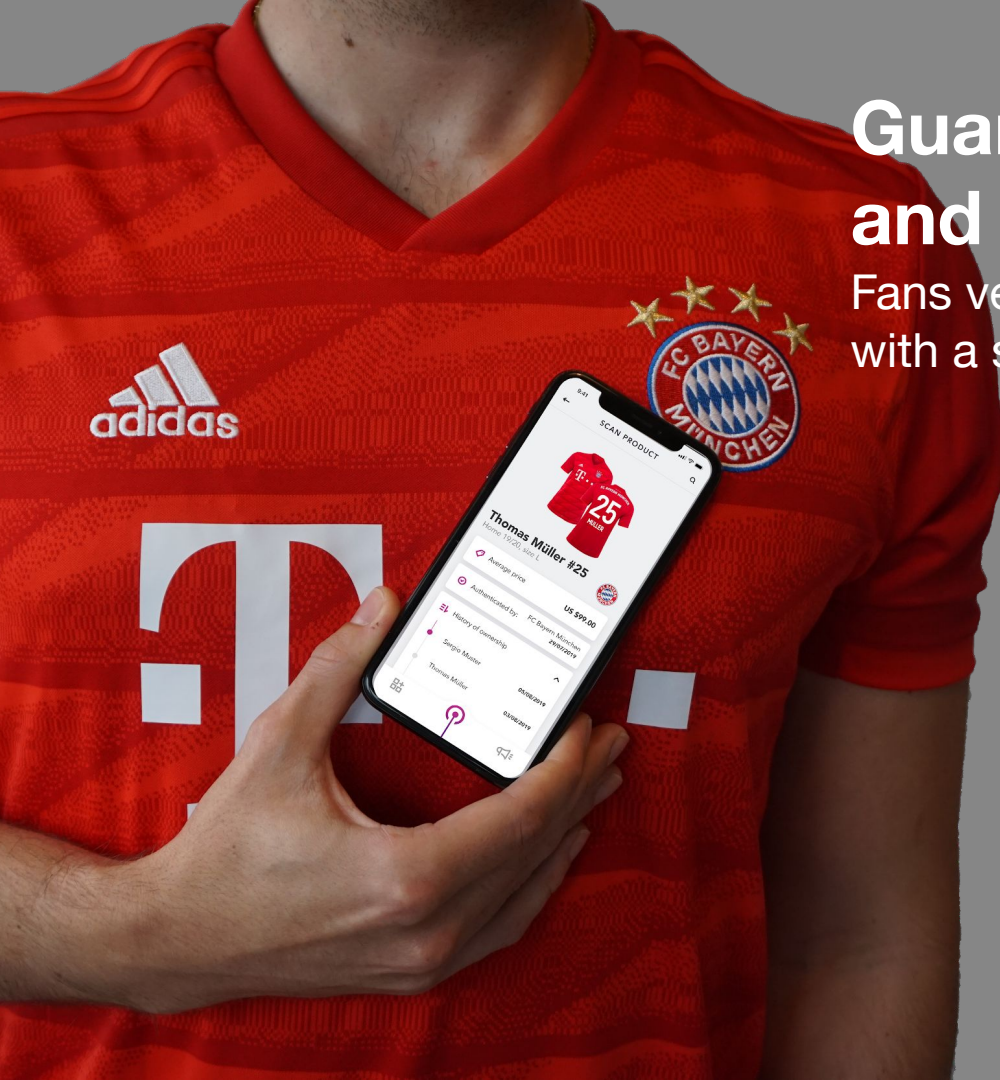
Each authentic fan article (e.g. a jersey) gets equipped with a collectID NFC (near field communication) chip that provides the product with an individual identification number (ID). The NFC chip contains a dynamic URL that prevents it from being copied and the chip cannot be removed without being destroyed.

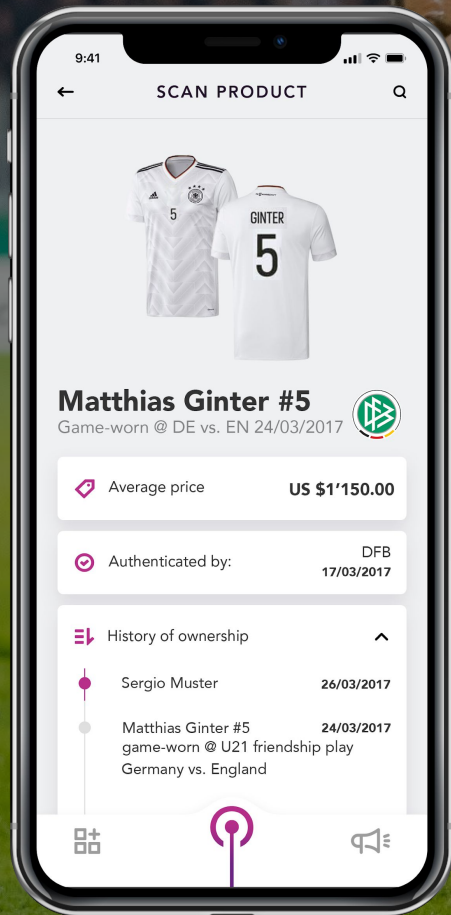
Blockchain Storage

Verified fan articles, together with their unique IDs, are securely stored on the blockchain and assigned to their respective owners. Since blockchain is a decentralized protocol verified by multiple parties, that provides immutable data storage, information cannot be changed without the consent of the respective owner.

Guarantee authenticity and protect your brand

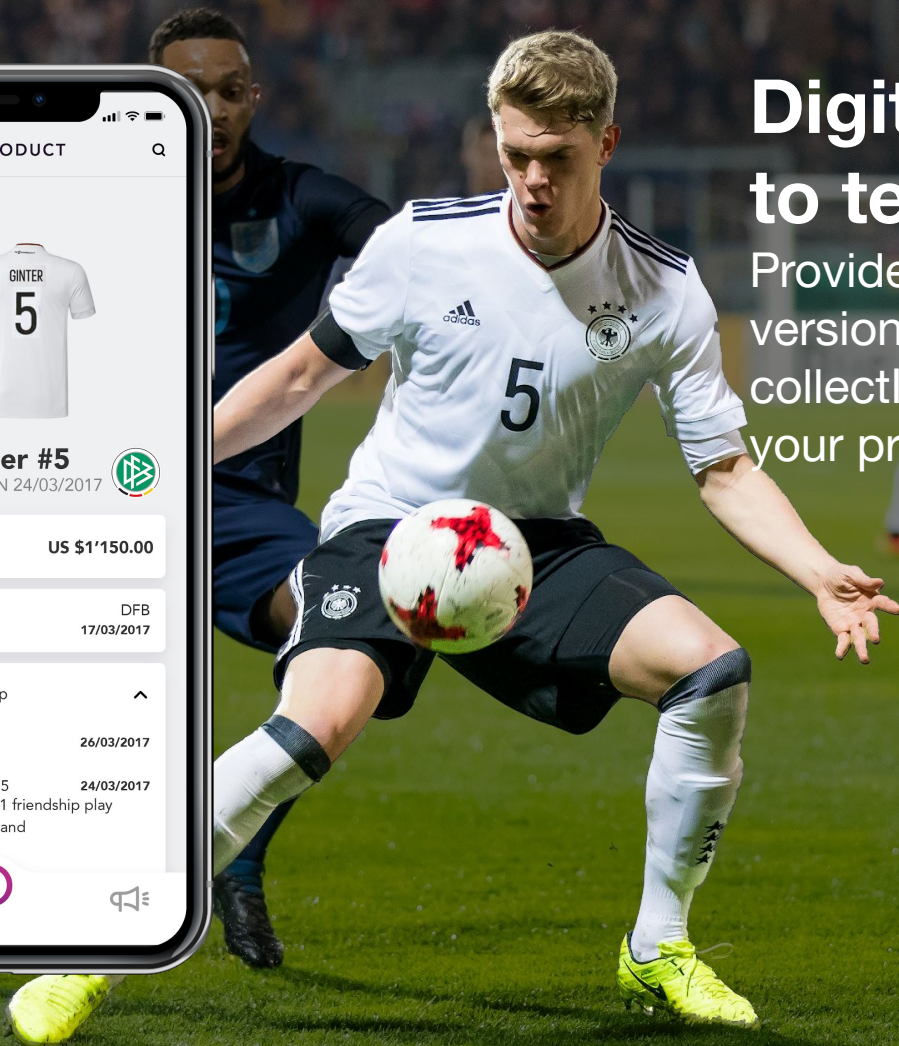
Fans verify the authenticity of your products
with a simple tap on their smartphones





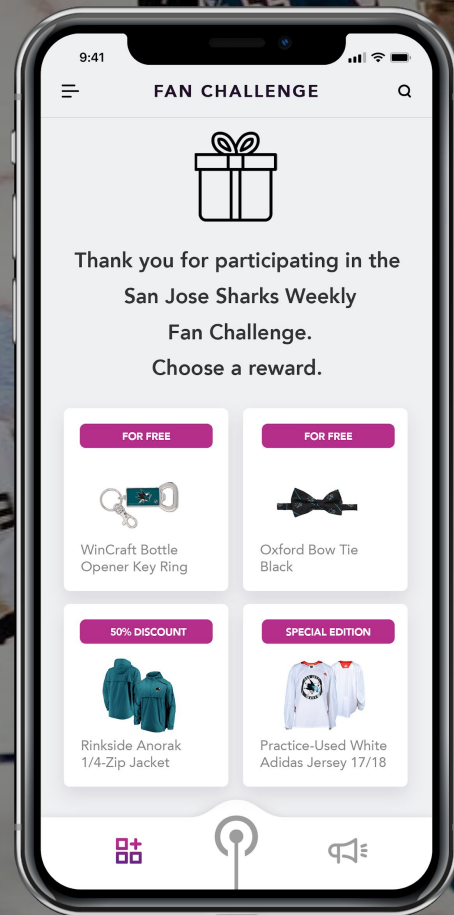
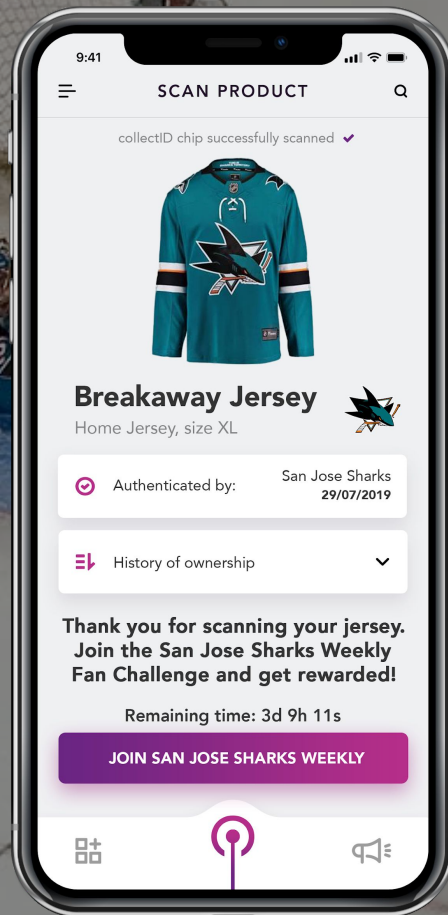
Digitize your products to tell stories with them

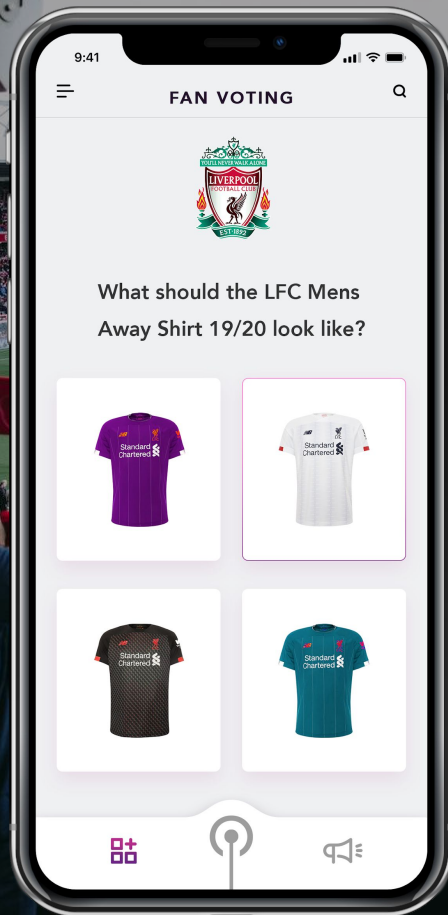
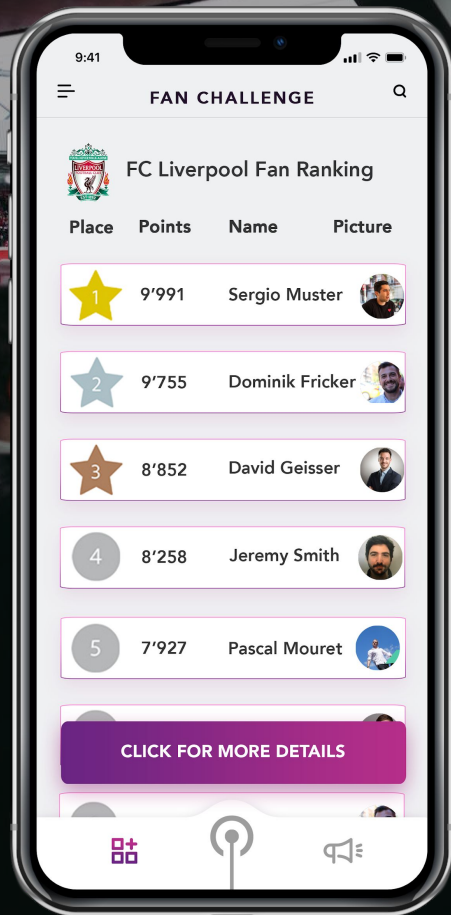
Provide your fans access to a digital version of their beloved fan items and collectiD guarantees the authenticity of your products and their stories



Create tomorrow's fan experience

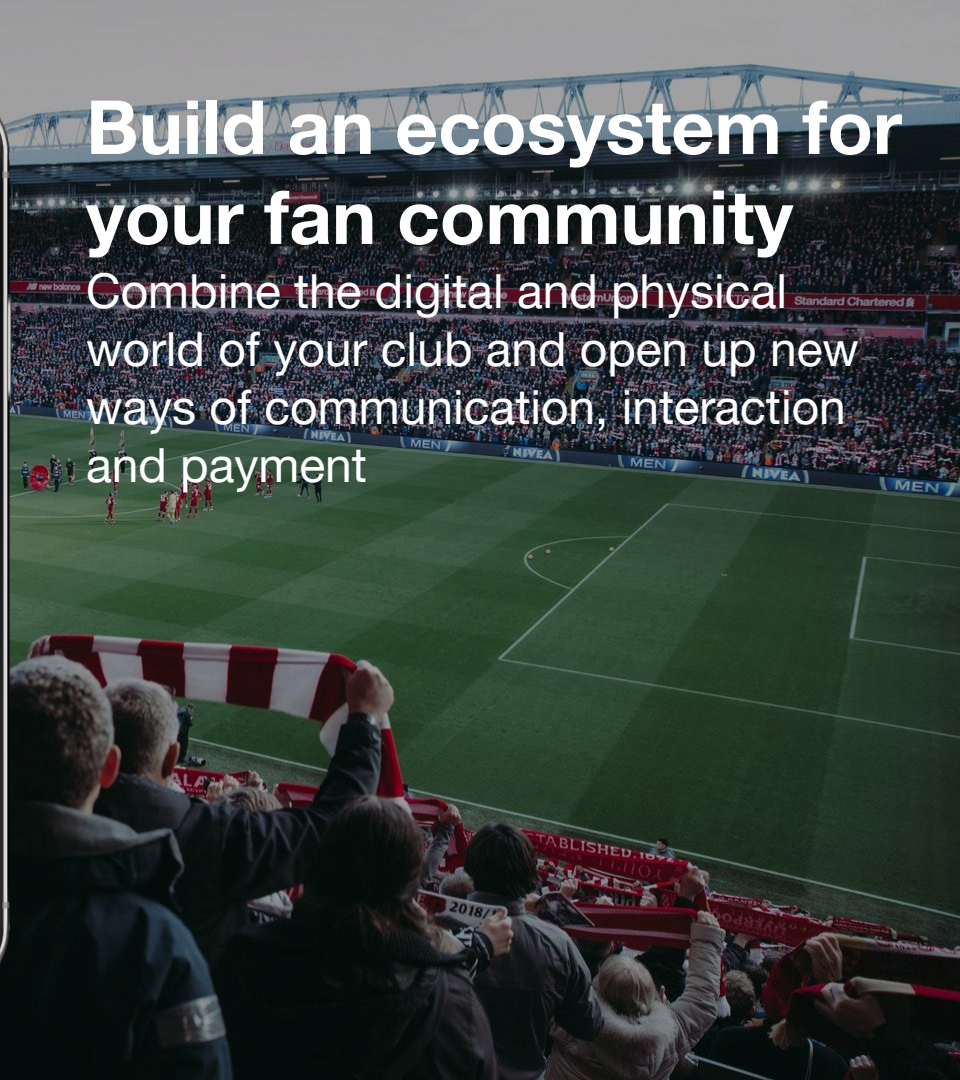
Extend your fan experience beyond the PoS by connecting relevant content directly to your products



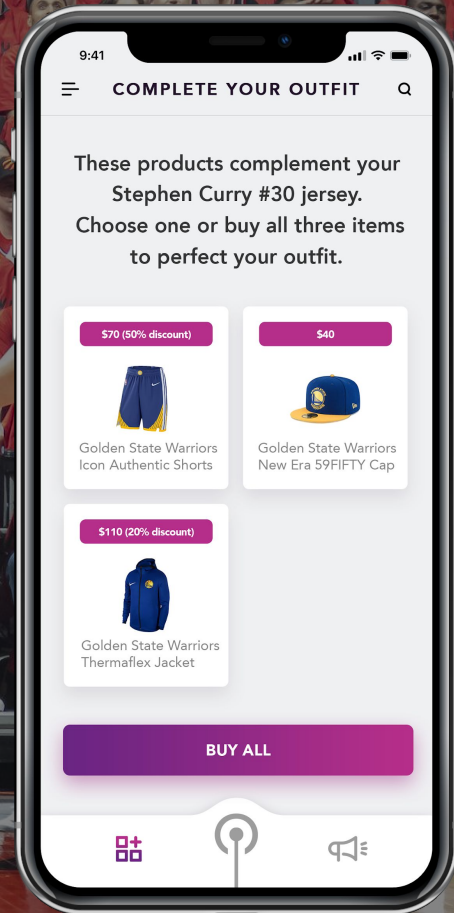
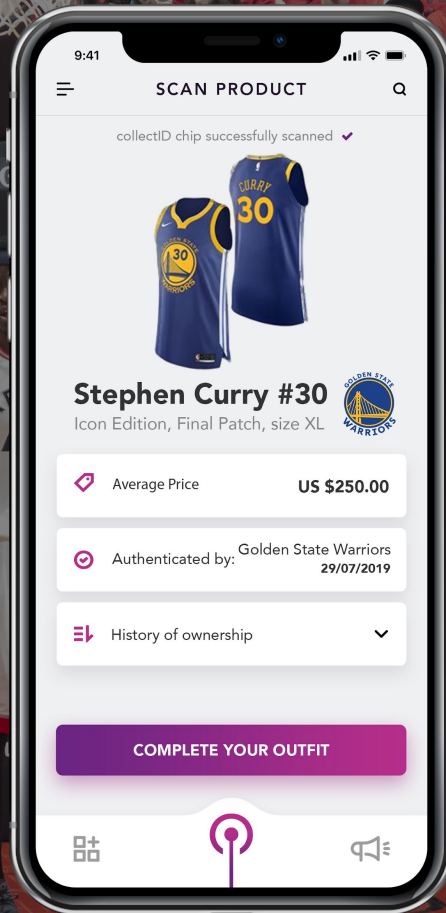


Build an ecosystem for your fan community

Combine the digital and physical world of your club and open up new ways of communication, interaction and payment



**Drive sales directly
from your products**
by simply scanning them with the
smartphone and reward your most
loyal fans



Gain data and insights about your fans

Gather extremely valuable first party data about your fans, their products and their usage behaviour





Grow customer awareness through online content



Create touchpoints through social media and the website



Increase food sales with an ordering platform



Enhance the live experience with jumbotron content



Get customer behavior insights through first party data. Create loyalty programs to develop a long term relationship

collectID

Awareness



Attention



Purchase



Services



Loyalty



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Are you ready to digitize your products?

collectID GLAUnited



geisser@collectid.io



+41 79 389 86 18



www.collectid.io



linkedin.com/company/collectid



samuel@gla-united.com



+41 79 471 52 55



www.gla-united.com



linkedin.com/company/gla-united-agency/