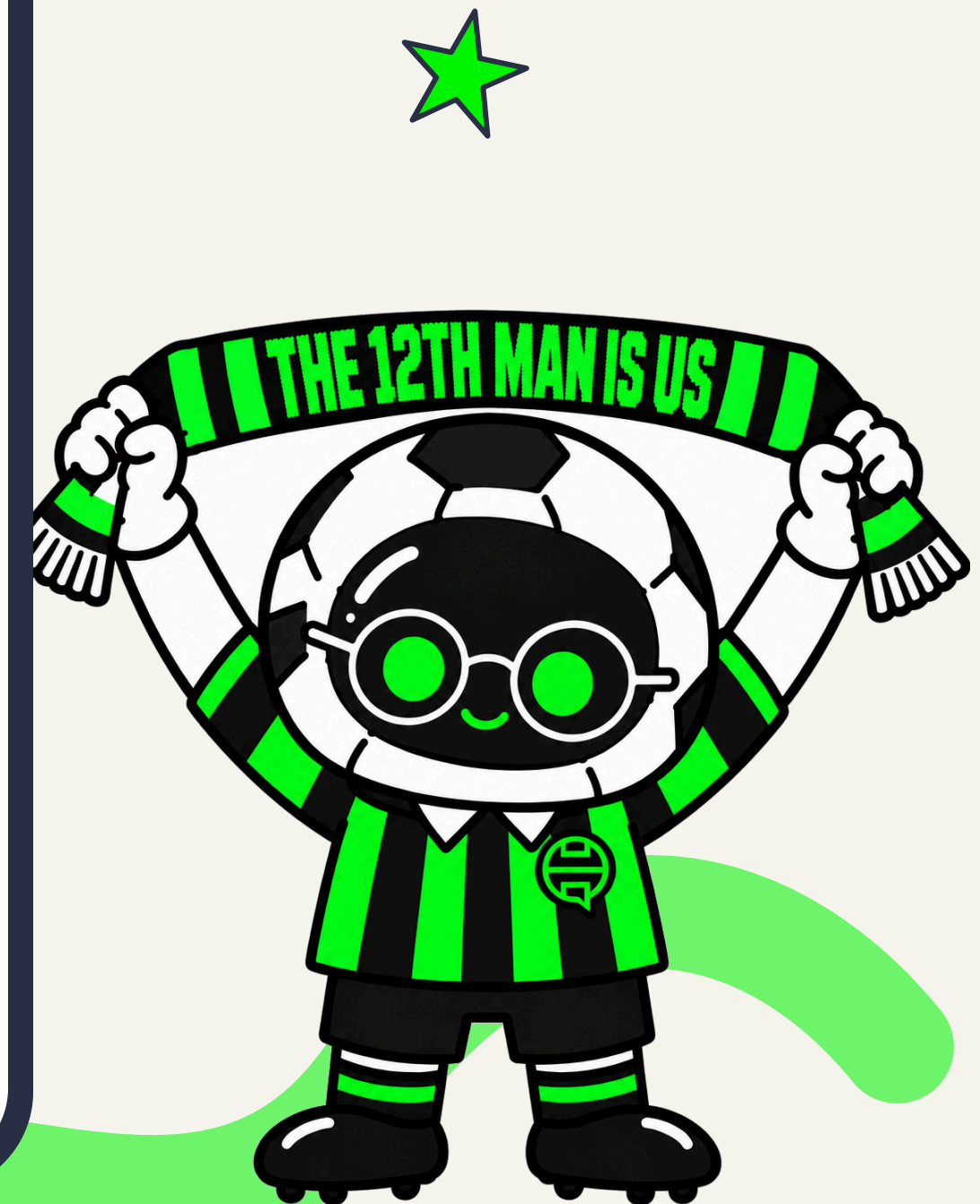
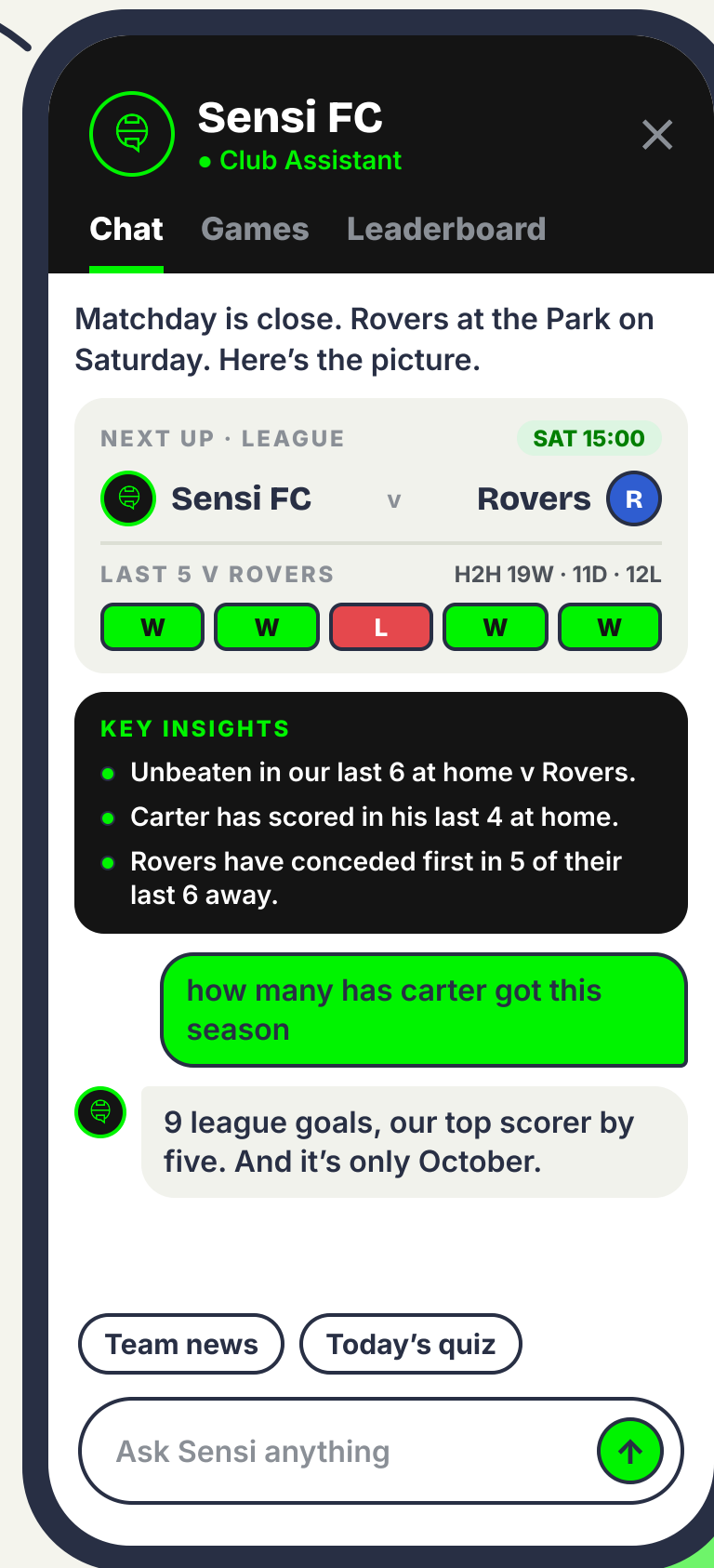




Your club's own AI assistant.

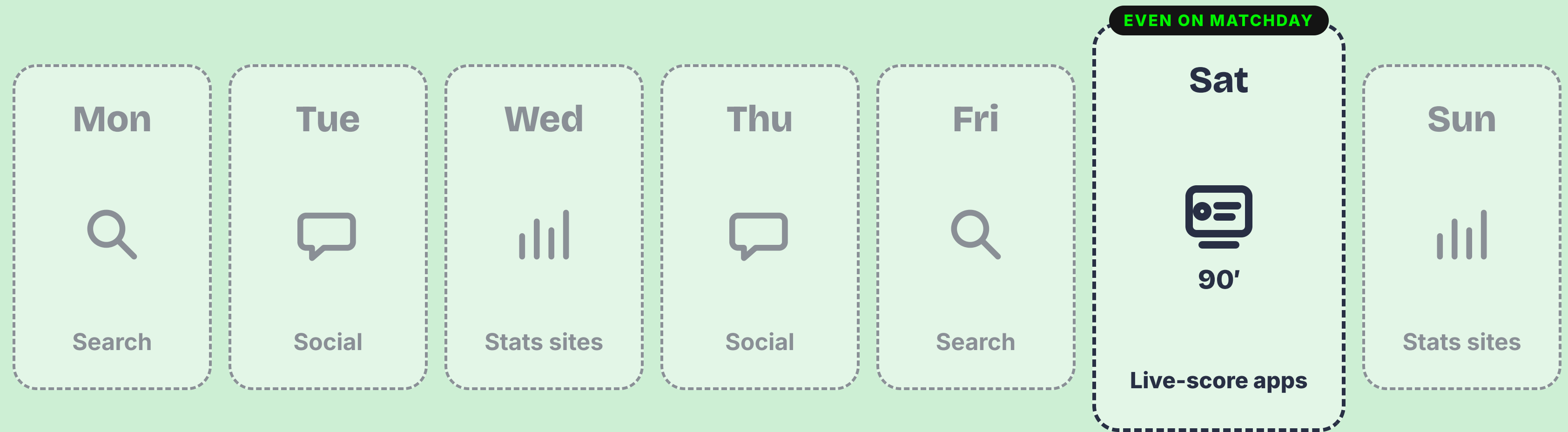
For sports clubs · inside your app and website



THE SHIFT

Matchday lasts 90 minutes. Your club lives all week.

Supporters follow their club all week. Even on matchday, most of that time is spent outside the club's own channels.



☐ Somewhere else: search, social, stats and live-score sites

On your club's own channels: **0 of 7 days**

WHAT IT IS

Your club's own conversational AI assistant.



01

Answers every supporter question.

Squad, fixtures, results, players and club history. It says "we", gets nicknames and typos, and replies in the supporter's language.

Squad

Players

History



02

Follows every match with them.

Before, during and after kick-off: form, live score and stats, live insights and the full-time story.

Before

Live

Full time



03

Brings them back every day.

Daily insights and mini games built on your club's data, with streaks and a weekly leaderboard.

Insights

Games

Streaks

Built on your data. Inside your app and website.

Engagement

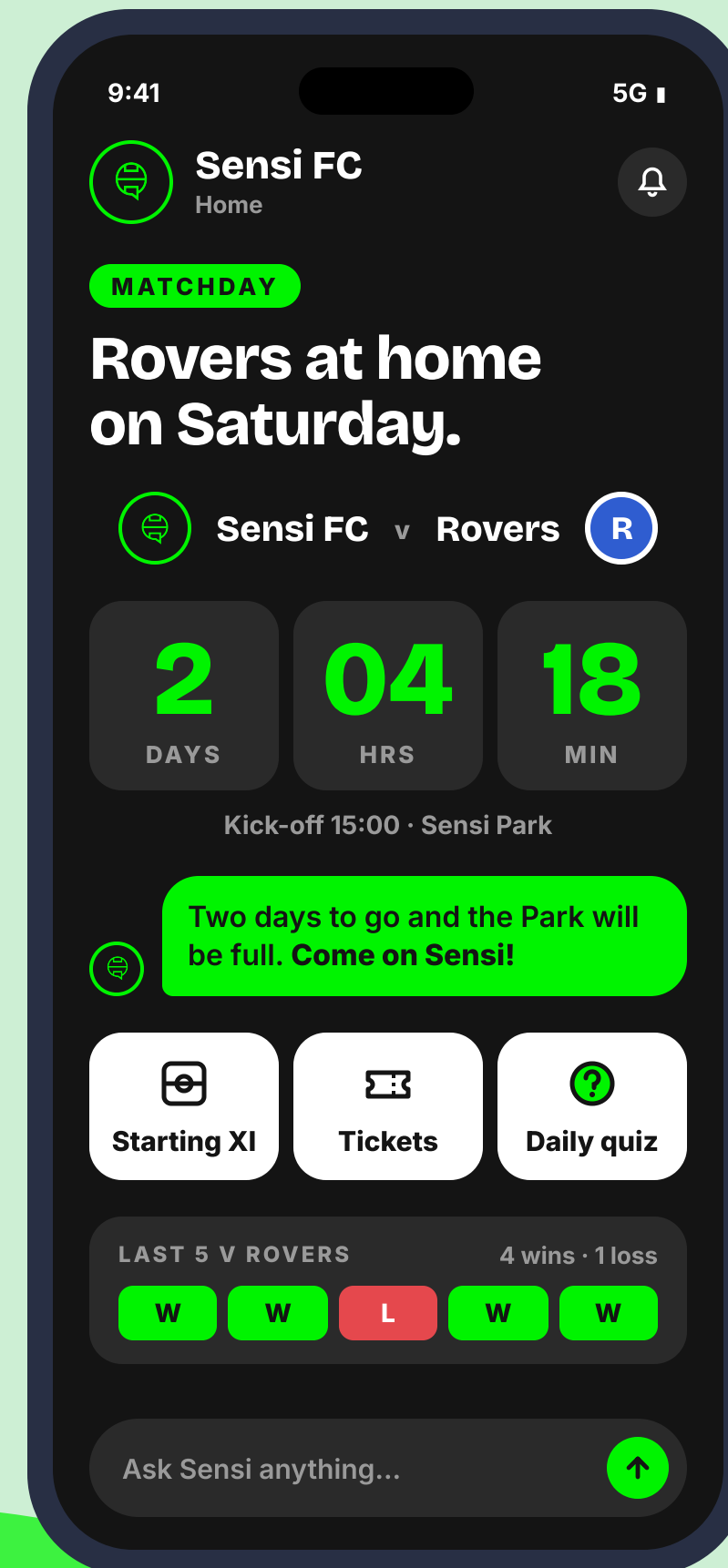
Retention

Belonging

MATCHDAY HOME

A first screen that follows the matchday.

Open the app and matchday is waiting: a countdown, a line in the club's voice, the last five against today's opponent, and tickets one tap away.



Countdown

Days, hours and minutes to kick-off.

Club voice

An opening line that sounds like us.

One tap

Line-up, tickets or the daily quiz.

One match. Three moments. One experience.

BEFORE

Form, head to head and storylines worth following.



IN 2 DAYS

SAT 15:00 · SENSI PARK

 Sensi FC

V

Rovers 

OUR FORM

ROVERS AWAY

W

W

D

W

L

L

D

L

W

L

HEAD TO HEAD

42 played

19

WON

11

DRAWN

12

LOST

Top scorer

Carter · 9 goals

Team news

Carter fit · Reyes back

Milestone

Carter 3 from 50 club goals

◆ KEY INSIGHT

Rovers have conceded first in 5 of their last 6 away games.

◆ STORYLINE

Unbeaten in 6 at home v Rovers. Win and we go second.

How do we match up with Rovers?



DURING

Live score, stats and insight as the game turns.



LIVE 67'

REFRESHED EVERY 60S

 Sensi

2-1

Rovers 

23'

 Moreno

1-0

41'

 Rovers equalise

1-1

58'

 Ellis Carter

2-1

58%

Possession

42%

6

On target

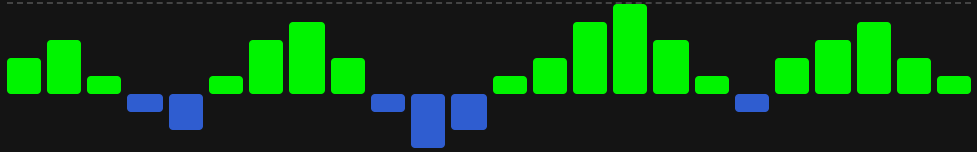
2

1.42

xG

0.61

MOMENTUM



◆ LIVE INSIGHT

Moreno has 48 successful passes, the most on the pitch so far.

Are we creating chances?



AFTER

Full-time story, match stats and ratings.



FULL TIME

SENSI PARK · 31,204

 Sensi

2-1

Rovers 

Moreno 23' · Carter 58'

MATCH STATS

1.86

xG

0.74

58%

Possession

42%

14

Shots

7

512

Passes

298

9

TOP PERFORMER

Ellis Carter

8.4

Moreno 7.9

Reyes 7.6

Okafor 7.2

◆ THE STORY

Three points at the Park and Carter the difference again. Fifth home win in a row.

How did we look today?



Between matches → next up, table, form.

Off-season → season review, transfers, records.

RICH ANSWERS

Answers become experiences.

Not plain text: player cards, scorers, the table and head to head, in the club's own voice.



who's top scorer this season

TOP SCORERS · 2026/27

1	Ellis Carter FW	9
2	Luca Moreno MF	4
3	Sam Okafor FW	3

 Carter's out on his own. Nine already.

[Carter's season →](#)

how do we do v rovers usually??

OUR RECORD V ROVERS

42 P	19 W	11 D	12 L
---------	---------	---------	---------

Last meeting

Won 2-1 at home

 We've won more than we've lost, and Saturday's at ours.

[Get tickets →](#)

where r we in the table

TABLE

	P	GD	PTS
1 Kingsbridge	8	+12	21
2 Ashford Town	8	+9	19
3 Northgate	8	+6	18
4 Sensi FC	8	+10	17
5 Rovers	8	+4	16

 4th, a point above Rovers. Win Saturday and we go second.

[Saturday's preview →](#)

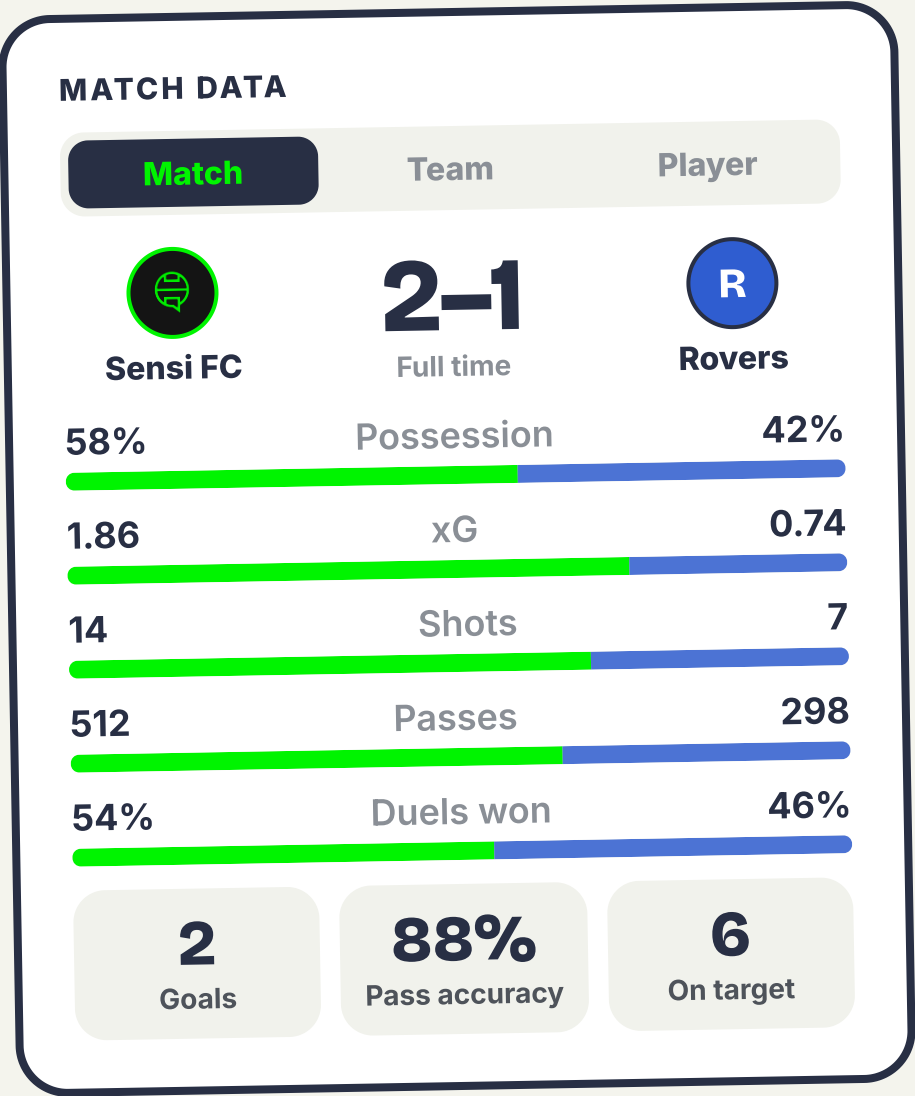
MATCH INSIGHTS

From match data to match stories.

After every match, raw match, team and player data becomes insight supporters actually read, written in the club's voice.

WHAT IT WRITES

- Match stories
- Player ratings
- Momentum
- Standings commentary
- Records and milestones



◆ AI-GENERATED INSIGHT

 **Carter decides it again at the Park.**

Sensi controlled the ball and the chances at the Park. Moreno opened it, Rovers hit back before the break, and Carter's ninth of the season settled a game we never looked like losing.

 **PLAYER OF THE MATCH**
Ellis Carter · 1 goal, 4 shots, rated 8.4

 **KEY INSIGHT**
Our xG of 1.86 is our best this season, and Rovers managed only 2 shots on target.

 **WHAT IT MEANS**
Five home wins in a row, a point off second.



CLUB HISTORY

Your history, always on.

Streaks, records, milestones and on-this-day moments, straight from the club's own records.

-  A reason to visit every day
-  A deeper bond with the club
-  Moments supporters share



ON THIS DAY 9 OCTOBER 2014

We came from 2-0 down to beat City 3-2.

12
YEARS AGO
TODAY

 **3-2** 

Sensi FC v City
Sensi Park · 31,204

- | | | |
|-------|---------|-----|
| ○ 12' | City | 0-1 |
| ○ 30' | City | 0-2 |
| ● 55' | Hughes | 1-2 |
| ● 71' | Adebayo | 2-2 |
| ● 89' | Hughes | 3-2 |

Watch the goals →

Share the moment

CLUB RECORD

14 home wins in a row
Set in 1998/99. Still standing.

MILESTONE WATCH

Carter's 50th club goal is 3 away.



THE WHOLE WEEK

A reason to come back every day.

Something new from your club every day, not only on matchday.



MON



Recap

TUE



Daily quiz

WED



Mystery player

THU



Head to head

FRI



Preview

SAT

VS ROVERS



Matchday

SUN



Weekly winner

Days a supporter opens your app or website

ILLUSTRATIVE

Without Club Assistant

M

T

W

T

F

S

S

With Club Assistant

M

T

W

T

F

S

S

DAILY GAMES

Play today. Build your streak. Come back tomorrow.

Daily games built on your club's own data, with points, streaks and a weekly leaderboard.



BEAT THE GRID

3 of 9

Find a player for each row and column.

	SENSI FC	R ROVERS	HT HARBOUR
Keeper	DR	+	MK
Scored v City	+	+	+
U-21 cap	LM	+	+

6 guesses left

★ +270 pts

MYSTERY PLAYER

Clue 3 of 5

Who is today's player?

?

Forward

Left-footed

Wears an odd number

HIGHER OR LOWER

Round 4

More league goals this season?

Ellis Carter

Goals

9

Luca Moreno

Goals

?

▲ Higher

▼ Lower

DAILY

Mystery Player

Higher or Lower

Daily Quiz

Beat the Grid

Career Path

Guess the XI

MATCHDAY

Score and first scorer

Starting XI

Stat Ladder

Player of the match vote

...and more

Weekly leaderboard

Sensi FC · resets Sunday

1	sensi_til_i_die	1,240
2	south_stand_kid	1,180
3	terrace_talk	1,095
14	you ▲3	860

12-day streak

✓

✓

✓

✓

✓

M

T

W

T

F

S

S



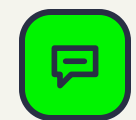
YOUR BRAND

Your crest. Your colours. Your voice.



White label

Your crest, club name and four brand colours.



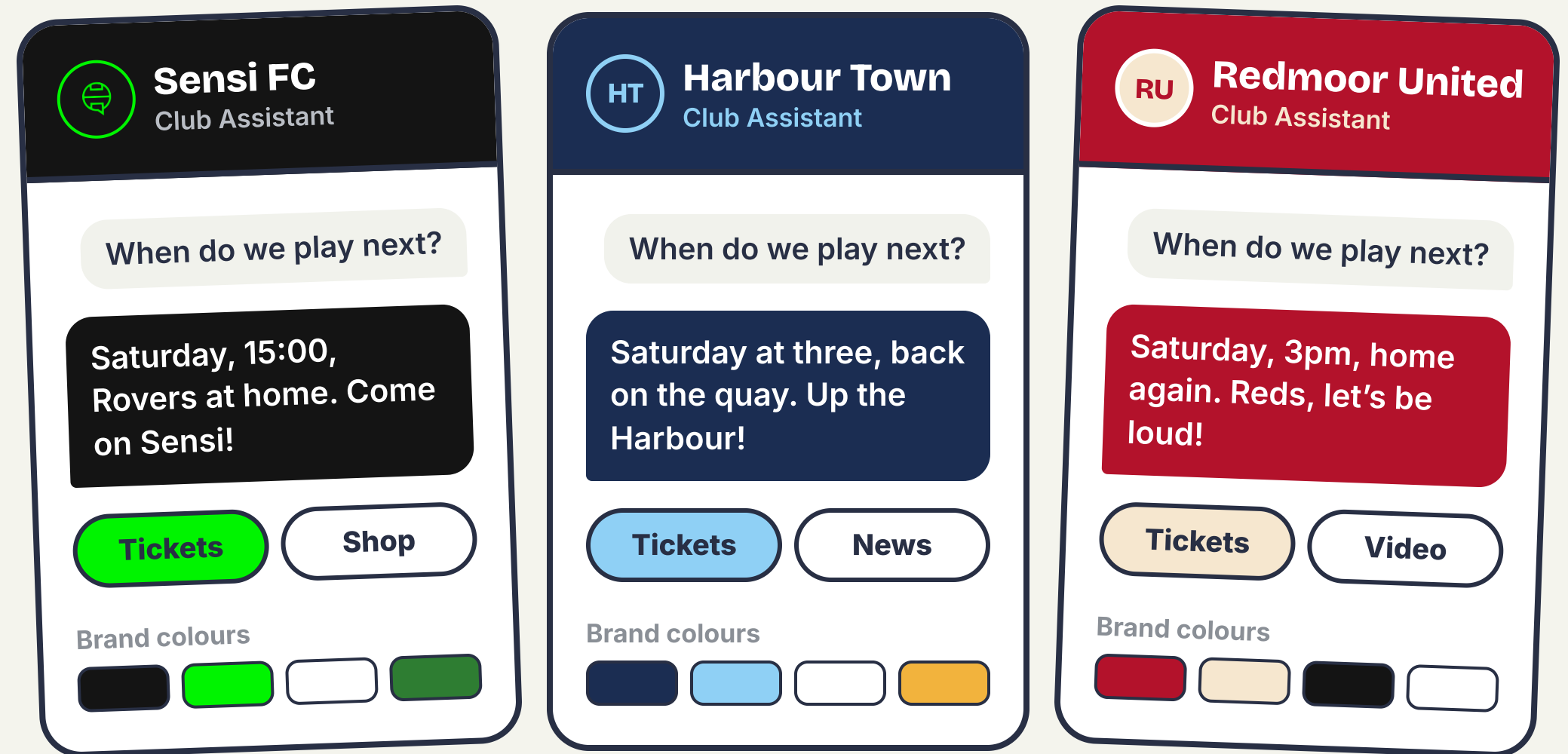
Voice profile

Your tone, nicknames and topics to avoid. It says "we" and gets slang and typos.



One tap onwards

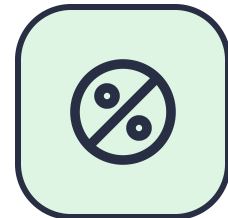
Chat to tickets, shop, news, app and video.



TRUST

Brand-safe by design.

Safe to carry your club's name on every answer.



No odds, no forecasts

No betting odds, no predictions and no guessed line-ups.

Will we win on Saturday?

We don't do predictions. Here's our form:

W W D W L



Verified data only

Every number comes from verified sports data. Language models are the interface, not the source.

Ellis Carter
League goals, 2026/27

9

✓ Verified match data



Private by default

Supporters play under private nicknames. No personal data stored.



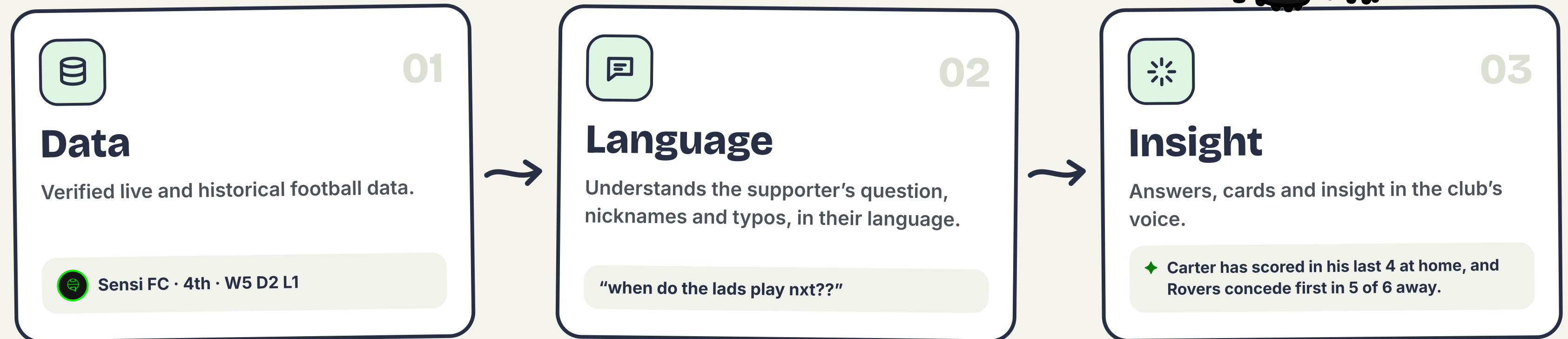
south_stand_kid
Shown on the leaderboard



No real name, email or phone number.

HOW IT WORKS

From football data to a real answer.



COVERAGE



200+
leagues and tournaments



Live
and historical



Multilingual
in the supporter's own language

VALUE FOR THE CLUB

Built for your club.

Every feature serves the relationship between your club and its supporters.



Engagement

Supporters spend more time in your own channels.

Your app

Your website



Retention

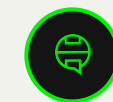
Games and streaks bring them back between matches.

Matchday streak



Belonging

Your voice and your history deepen the bond.



"Come on Sensi!"



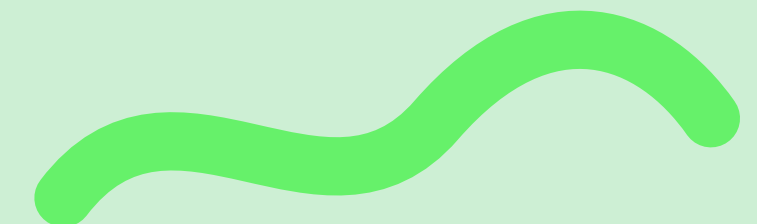
Revenue

One tap from chat to tickets and the shop.

Get tickets →

Shop

Your channels. Your supporters. Your relationship.



GO LIVE

Live on your site and app in four steps.



01

02

03

04



Voice profile

Your tone, nicknames, history
and chants, set once.



Branding

Your colours, crest and name
on every screen.



Embed

Drop it into your app and
website with a light snippet.



Games on

Daily games, streaks and
leaderboards go live.

Thank **you.**

Let's build your club's digital home, together.

solutions@sensiblestats.com · sensiblestats.com

