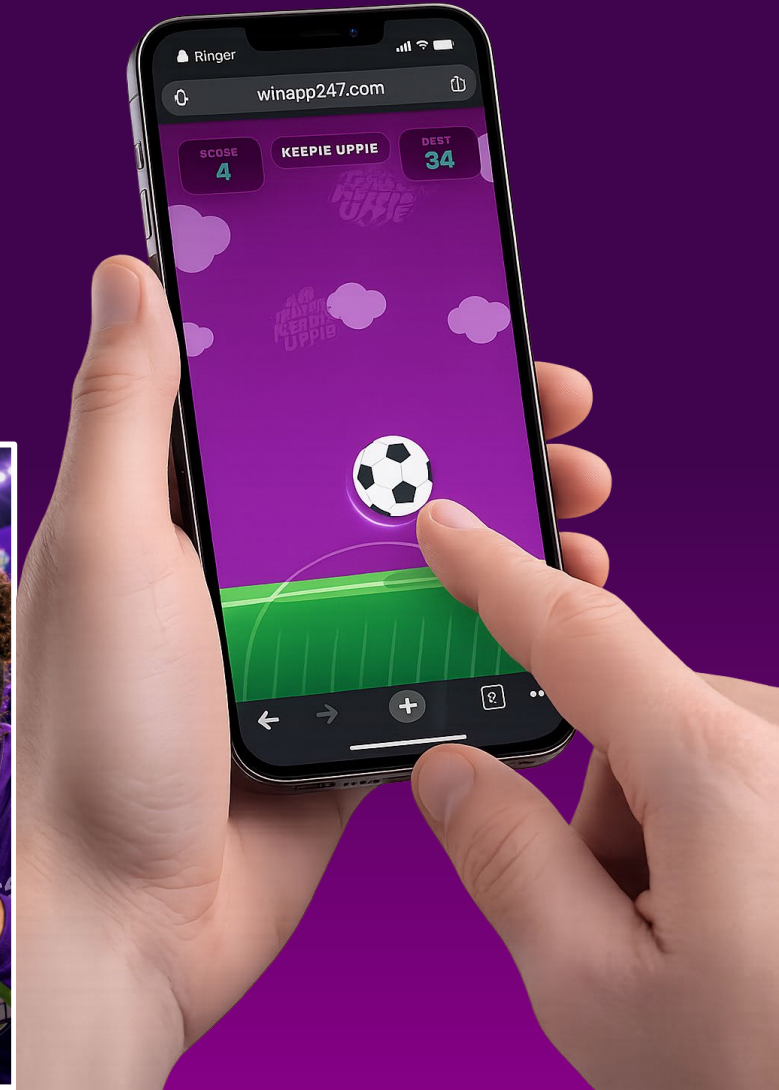


Team **Keepie Uppie**™ — Addictive Play. **Viral Teams**. Endless Challenge...



Team **Keepie Uppie™** — Premium Domain.

# MyTKU.com



TEAMS		PLAYERS
<b>TOP 10 TEAMS</b>		
#1	<b>Arsenal</b> 5 players · 41 plays · 44DF0002	349
#2	<b>Lisa Del FC</b> 2 players · 50 plays · AC941072	309
#3	<b>Liverpool</b> 1 players · 2 plays · 3E58AD7C	21
#4	<b>Chelsea</b> 1 players · 1 plays · B1531533	7

Built to be viral.  
**Built to share...**  
 Leaderboard motivation  
 Teams / Players

#### ACTIVE TEAM

**Arsenal**

Code: 44DF0002 · 554 pts · 6 players · 52 plays

<https://mytku.com/public/?team=44DF0002>

↗ SHARE

📄 COPY

CHANGE TEAM

TEAMS	PLAYERS	
<b>TOP 10 PLAYERS</b>		
#1	<b>Tom</b> Arsenal · 11 plays	32
#2	<b>Chris</b> Arsenal · 11 plays	28
#3	<b>Jamie</b> Arsenal · 3 plays	26
#4	<b>Delboy</b> Lisa Del FC · 32 plays	19
#5	<b>Lisa</b> Lisa Del FC · 31 plays	18
#6	<b>Trev Clark</b> Arsenal · 6 plays	17
#7	<b>Trevor</b> Arsenal · 19 plays	12

# Team **Keepie Uppie**™

Turning a simple mobile football challenge into an opt-in data, engagement and referral platform.

First-party GDPR compliant data capture, repeat-play mechanics and team-driven viral growth.

FIRST-PARTY DATA

REPEAT PLAY

VIRAL TEAM GROWTH

## Core commercial message

- A simple game mechanic produces measurable fan actions.
- Every session can generate profile, gameplay and referral signals.
- Team competition gives players a natural reason to return and share.



Product snapshot: Team Keepie Uppie mobile team-league screen.

# Executive summary

Keepie Uppie combines gameplay, opt-in GDPR compliant data collection and sharing into one lightweight fan-engagement product.

## PLAYER

### What the player gets

- Fast mobile challenge with instant restarts.
- Team identity and leaderboard competition.
- Shareable score moments and invite links.

## DATA

### What the platform captures

- Consent state and hashed contact identifier.
- Gameplay behaviour: scores, retries, streaks, rankings.
- Referral source, team joins and campaign attribution.

## REVENUE

### What the business can sell

- Sponsor activations and branded tournaments.
- Audience insights and CRM enrichment.
- Measured acquisition, retention and referral performance.

**Bottom line: Keepie Uppie is not just a game mechanic. It is a measurable acquisition and engagement layer that can support partners, clubs and sponsors.**

# Team **Keepie Uppie**™

## REWARD MOTIVATION

**Points = £.** Every point is converted to a £ value (set in admin). The top TEAM/PLAYER for set period receive this reward. Number of plays/period can be set in admin.

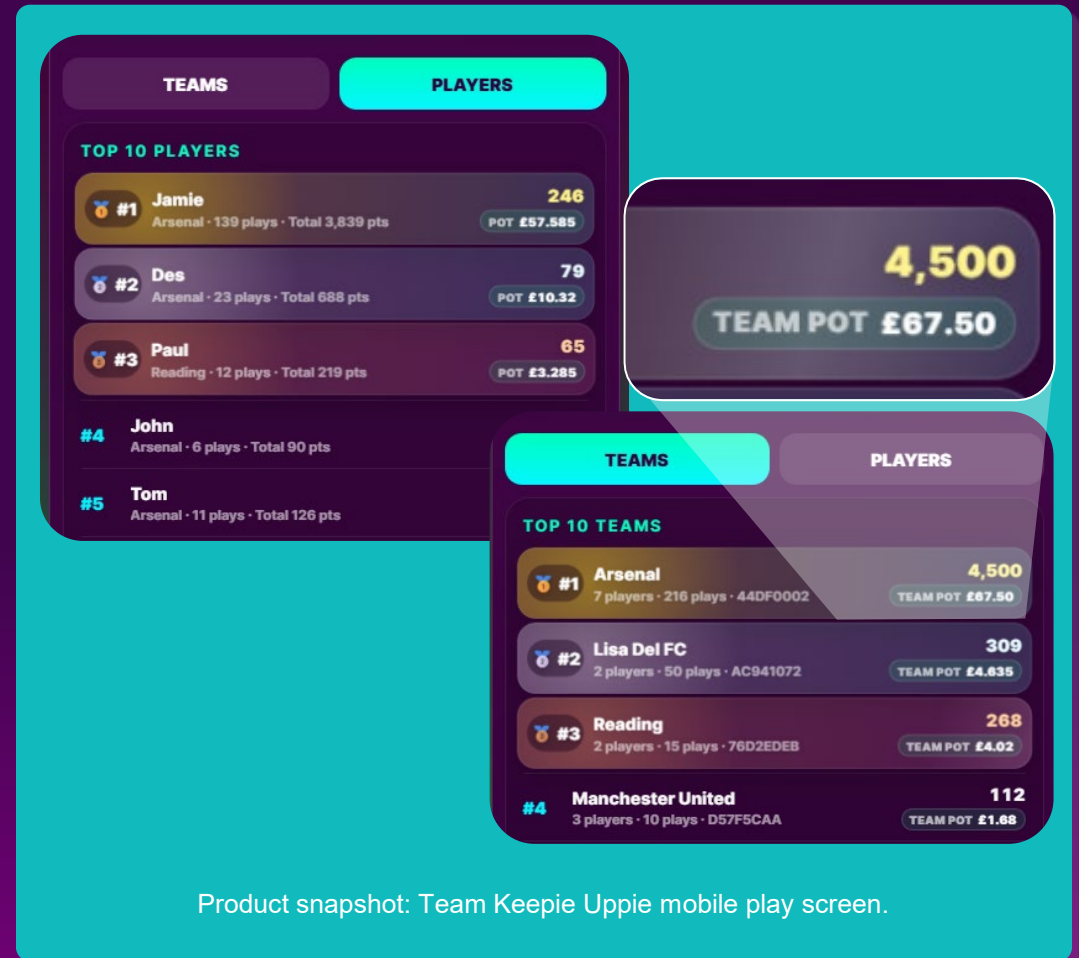
MOTIVATES

REPEAT PLAY

VIRAL TEAM GROWTH

### Total control on reward motivation and cost

- A simple game reward produces measurable fan actions.
- Every player can see their reward potential.
- Team competition gives players a natural reason to return and share.



Product snapshot: Team Keepie Uppie mobile play screen.

# How the platform works

A straightforward user journey makes the proposition easy to explain and easy to adopt.



## Product promise

Minimal friction: fast onboarding and immediate play.

## Engagement promise

Repeatable challenge: personal progress plus team competition.

## Commercial promise

Trackable actions: every registration, play and referral can be measured.

# First-party data collection

The platform can capture high-value signals while remaining privacy-aware and operationally practical.

## Signals captured

- Identity and profile: player name, team selection, consent state, masked or hashed email identifier.
- Gameplay behaviour: attempts, scores, personal bests, session length, streaks and difficulty milestones.
- Competition data: player rank, team rank, leaderboard movement and event participation.
- Referral data: invite link source, recruiter, team join path and share channel performance.
- Campaign data: partner code, acquisition source, conversion funnel and sponsor interaction.

## What sales and marketing teams can do with it

01

Segment audiences

02

Measure conversion

03

Report to partners

- Identify active players, high-frequency users and top referrers.
- Track which campaigns and teams drive registrations and play volume.
- Export sponsor-safe summaries and enrich CRM or email workflows.

Recommended governance: explicit terms, consent capture, minimal public identifiers, deletion/export workflows and sensible data retention.

# Repeat-play mechanics

The platform encourages habitual return visits through clear goals, short sessions and social competition.

## Why players come back

### Quick session length

Players can start a run within seconds, which lowers friction for repeat visits.

### Escalating difficulty

Every 10 touches the challenge becomes harder, creating tension and personal mastery.

### Near-miss psychology

Players can clearly see how close they were to a better score, prompting another try.

### Visible progress

Personal bests, daily streaks and leaderboard changes reward continued play.

### Social accountability

Contributing to a team score makes each run feel meaningful beyond the individual.

## Corporate framing

- This is best described as a repeat-play loop rather than a dark-pattern growth tactic.
- Short sessions and transparent rules make engagement feel skill-based and fair.
- Optional guardrails can include rate limits, anti-cheat checks and clear sharing controls.
- The commercial objective is retention and frequency, not harmful compulsion.

# Viral sharing and team growth

Referral mechanics are embedded in the product so each engaged player can recruit the next one.

## Share triggers built into the experience

- A personal-best moment creates a natural “beat my score” call to action.
- Team invite links let the sender grow the same team and receive visible credit.
- Leaderboard status and rank movement create screenshot-worthy social proof.
- Weekly or event-based tournaments add urgency to friend recruitment.
- Every referral can be attributed back to a player, team or campaign.

## Referral flywheel



### Why it scales

- Every new player can be tracked back to a source link or sender.
- Team context gives players a reason to recruit others into the same challenge.
- The result is a simple referral loop with measurable attribution.

# Commercial opportunities

The platform creates inventory, reporting and data products that can be packaged for partners.

## SPONSOR INVENTORY

### Sponsor inventory

- Branded daily or weekly challenges.
- Team-league tournaments sponsored by a brand.
- Reward drops, vouchers or prize-backed events.
- Sponsored share cards and leaderboard takeovers.

## MEASUREMENT

### Measurement

- Registrations by source and campaign.
- Attempts per player and return frequency.
- Referral conversion and team growth velocity.
- Redemption, click-through or partner conversion.

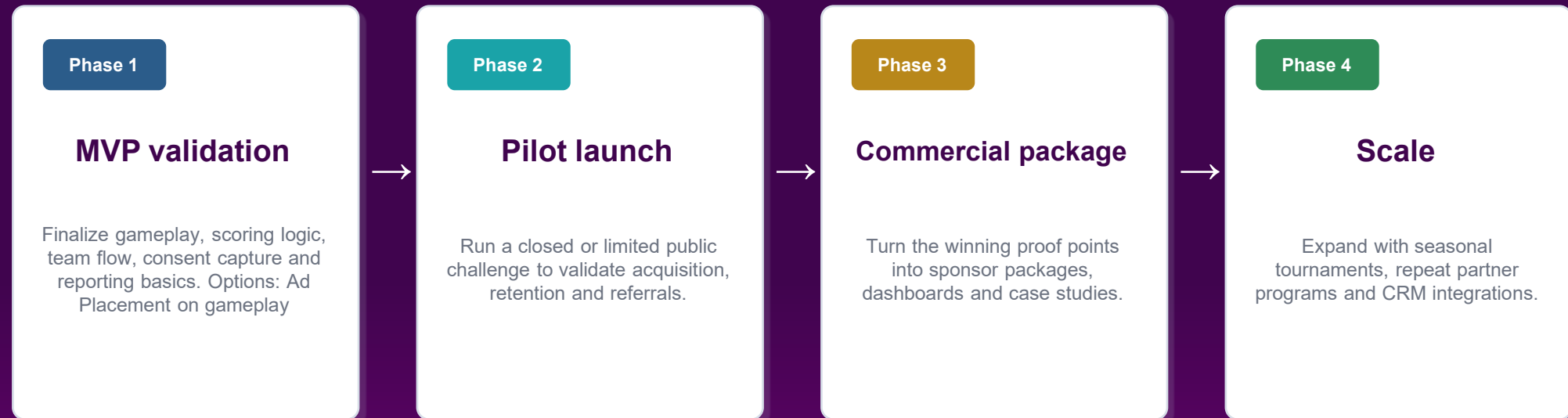
## DATA PRODUCTS

### Data products

- Active-player audience segments.
- High-value referrer lists.
- Team affinity and campaign performance views.
- Sponsor-safe dashboards and exportable reports.

# Recommended next steps

A practical rollout can move from MVP validation to a partner-ready commercial product.



**Closing view:** Team Keepie Uppie can be positioned as a compact digital platform that captures first-party data, drives repeat engagement and converts players into distributors for the brand or community.

# Full CMS Management

Admin platform to manage, measure and export data.

## Set parameters for play:

- Full control on number of plays per period
- Daily/weekly team/player challenges
- Win Pot – Active & set value £ per point

## Game settings

Control whether the game is open, play limits, leaderboard rows, the play-screen background, daily/weekly challenges, and win-pot values.

**Game active**

**Max plays per player**

100

Use 0 for unlimited. Enforced by hashed email.

**Play limit window**

Per day

**Public leaderboard limit**

10

**Play background**

Image background

Only changes the active play/canvas background. Image mode uses assets/backgrounds/stadium-default.jpg behind the canvas while keeping the moving clouds, logos, wind, and gameplay effects.

### Daily / weekly challenges

Show a daily player target and weekly team target on the play panel and standalone leaderboard.

**Challenges active**

**Daily score target**

50

Example: score 25+ today.

**Weekly team points target**

1000

Example: your team reaches 500 points this week.

### Win pot

Control the admin win-pot page. Turning this off hides prize calculations while keeping all stored scores unchanged.

**Win pot active**

**Point value**

0.02

Pounds per point, up to 4 decimal places. Example: 0.005 means each point is worth half a penny.

Save settings

# Full CMS Management

Admin platform to manage, measure and export data.

## Players

Players are grouped by email identity. You can search by player name, team name, exact email address, or email hash. Readable email is shown where encrypted email storage is enabled; older rows may only show the hash.

### Search players




Showing 1-11 of 11 players.

PLAYER	EMAIL	BEST	TOTAL POINTS	PLAYS	LATEST TEAM	MARKETING	LAST PLAYED	EMAIL HASH
Jamie	[redacted]	246	2,580	95	Arsenal	Yes	2026-05-07 21:55:34	80c59740e737e057edcdca44...
Des	[redacted]	79	688	23	Arsenal	No	2026-05-07 18:45:24	352235aa0e5632b13508eeFa...
Paul	[redacted]	65	184	8	Reading	No	2026-05-06 15:46:05	ed917337e28fcd558a793793...
Trevor	[redacted]	25	224	37	Arsenal	No		
Bob	[redacted]	29	77	5	Reading	No		
John	[redacted]	42	90	6	Arsenal	No		
Tom	[redacted]	32	126	11	Arsenal	No		
Trev Clark	[redacted]	17	30	6	Arsenal	No		
Chris	[redacted]	28	170	11	Arsenal	No	17:07:47	
Lisa	[redacted]	18	145	31	Lisa Del FC	No	2026-05-03 17:18:47	f5d213cc09047d5cc086dea5...

Set daily/weekly challenges

## Game settings

Control whether the game is open, play limits, leaderboard rows, the play-screen background, and daily/weekly challenges.

### Game active

#### Max plays per player

Use 0 for unlimited. Enforced by hashed email.

#### Play limit window

#### Public leaderboard limit

#### Play background

Only changes the active play/canvas background. The menu and panel stay unchanged.

### Daily / weekly challenges

Show a daily player target and weekly team target on the play panel and standalone leaderboard.

#### Challenges active

#### Daily score target

Example: score 25+ today.

#### Weekly team points target

Example: your team reaches 500 points this week.

# Full CMS Management

Admin platform to manage, measure and export data.

## Teams

Manage and review team totals. Resetting scores keeps teams and share links intact.

Placeholder text regarding permissions and team results.

**Search teams**

Team name or share code  Search Export teams CSV

Showing 1-6 of 6 teams.

TEAM	CODE	TOTAL POINTS	PLAYERS	PLAYS	EMAIL TEAM	CUSTOM EMAIL	ASSIGNED PLAYERS
Arsenal	44DF0002	3,120	7	159	<span>Email all players (7)</span>	<span>Configure Feedback</span>	<span>Show assigned players (7)</span> <span>Email all (7)</span>
							Jamie · 89 plays <span>Best 105</span> <span>Email</span> Des · 8 plays <span>Best 79</span> <span>Email</span> John · 6 plays <span>Best 42</span> <span>Email</span> Tom · 11 plays <span>Best 32</span> <span>Email</span> Chris · 4 plays <span>Best 28</span> <span>Email</span> Trevor · 37 plays <span>Best 25</span> <span>Email</span> Trev Clark · 4 plays <span>Best 17</span> <span>Email</span>
Lisa Del FC	AC941072	309	2	50	<span>Email all players (2)</span>	<span>Configure Feedback</span>	<span>Show assigned players (2)</span>

Email players or teams  
Opt-in compliant

## Export data

Exports are CSV files. Readable email addresses are included for new rows where an update may only contain the email hash.

### Scores

All score submissions with consent and team fields.

Download scores CSV

### Players

Grouped player export with readable email where available.

Download players CSV

### Teams

Team totals and share codes.

Download teams CSV

Export data for play and teams

Reset scores to start new challenge period

## Reset scores

This clears saved score data so leaderboards can start again. By default, existing teams and share links are kept.

**Current scores: 285**

**Current teams: 6**

Also delete all teams and share links

Only tick this when you want a full competition restart. Players will need to create or join teams again.

Type **RESET SCORES** to reset scores only, or **RESET SCORES AND TEAMS** if the team reset option is ticked.

Permanently reset selected data

Take a full database backup before using this in production.

# Full Analytics

Total tracking from play to user and team.

## Analytics

CMS analytics from score data plus lightweight gameplay event tracking when the Phase 2 migration is installed.

### Reporting range

Range: Last 30 days | Custom start: dd/mm/yyyy | Custom end: dd/mm/yyyy

Showing the last 30 days. Current game mode: **Demo live**

<b>444</b> Scores submitted Average 21.7 - best 442	<b>11</b> Players 11 new - 11 repeat (100.0%)	<b>6</b> Teams with scores 8,698 team points	<b>9,624</b> Total points All score submissions in range
<b>2</b> Marketing opt-in players 18.2% of players in range	<b>£192.48</b> Player pot exposure Using current point value: £0.02/point	<b>£173.96</b> Team pot exposure Based on team-assigned score points	<b>£366.44</b> Combined exposure view Player + team views may represent separate prize pools

### Gameplay event tracking

Event analytics are tracked with hashed identifiers and are designed to be fire-and-forget so they do not block gameplay.

<b>20</b> Events tracked 1 sessions - 1 identified players	<b>4</b> Game starts 4 ended - 4 saved	<b>0</b> Share actions 0 teams created from tracked events	<b>1</b> Bonus hits 0 queued - 0 uploaded later
--	--	--	---

Demo events in range: 0 invalid-demo - 20 demo-live.

## Analytics graphs

Visual trend graphs for the selected reporting range. Tables below remain available for exact values and export-style review.

### DAILY PLAYS

### NEW PLAYERS

### DAILY POINTS

### CUMULATIVE POT EXPOSURE

### EVENT FUNNEL

Page loads	3
Game starts	4
Game ends	4
Scores saved	4
Shares	0

### TOP TEAMS

Arsenal	7,113 pts - £142.26
Reading	1,799 pts - £35.98
Lisa Del FC	309 pts - £6.18
Manchester Un...	112 pts - £2.24
Liverpool	21 pts - £0.42
Chelsea	7 pts - £0.14

# Full Analytics

Tracking sharing and viral metrics.

### Share activity

Share analytics use existing `share_copied` and `share_started` events, so this section works from the current Phase 2 event table without another migration.

**1**  
Share actions  
0 copied · 1 native/shared

**1**  
Sharing sessions  
50.0% of tracked sessions shared

**1**  
Sharing players  
1 teams generated share activity

**20.0%**  
Share rate vs game ends  
20.0% vs saved scores

#### SHARES OVER TIME

1 shares

#### SHARE FUNNEL

- Game ends  5
- Scores saved  5
- Share actions  1
- Sharing sessions  1

#### TOP SHARING TEAMS

**Arsenal**  1 shares · 1 sessions

#### SHARE METHOD SPLIT

**0**  
COPIED LINKS

**1**  
NATIVE/SHARE STARTS

#### Top sharing teams

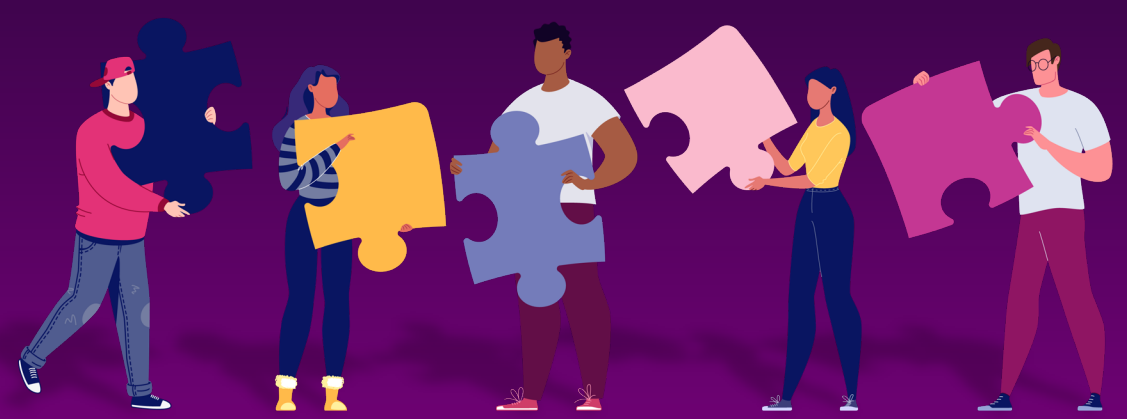
#	TEAM	SHARES	SESSIONS	PLAYERS	COPIED	NATIVE
1	Arsenal 44DF0002	1	1	1	0	1

#### Top sharing players

#	PLAYER	SHARES	SESSIONS	TEAMS	COPIED	N.
1	Trevor d2004a9fad36...	1	1	1	0	1

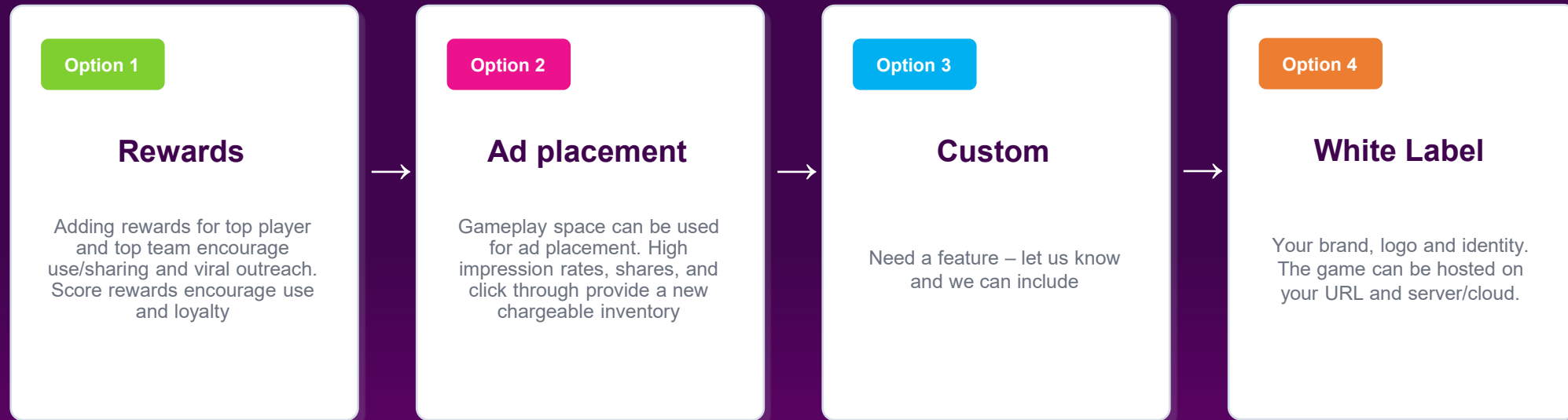
#### Daily share activity

DATE	SHARES	SESSIONS	PLAYERS	TEAMS	COPIED	NATIVE
2026-05-23	1	1	1	1	0	1



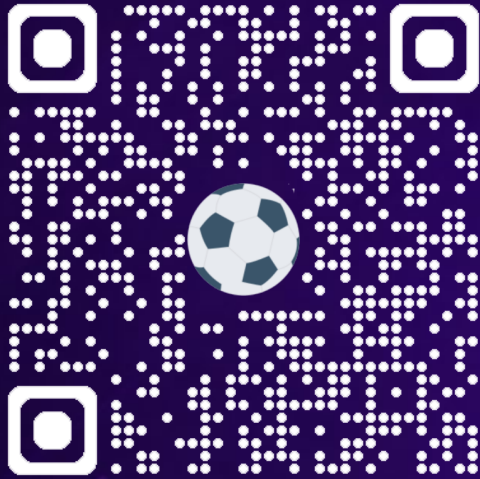
# Customised Functionality

We can adapt the game to meet your criteria and requirements.

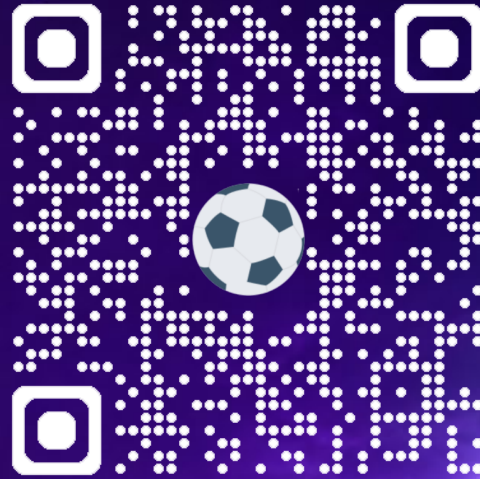


# Try It Out

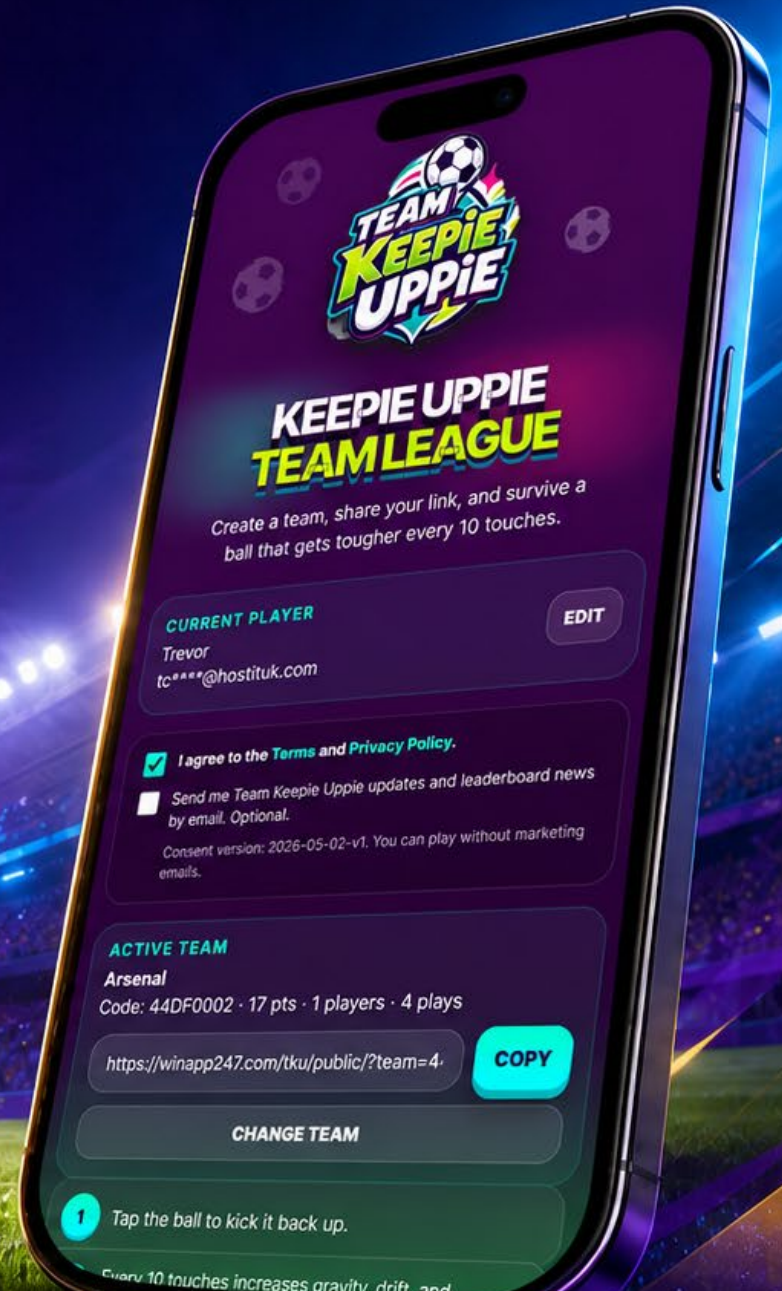
Scan or click QR Codes to view.



Team share link (Arsenal)



Direct



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Design, build, concept and delivery.

Portable platform ready for  
white label deployment  
under agreed license




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 the independent witness®

**PROOF OF COPYRIGHT OWNERSHIP**

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<b>REGISTERED BY</b>	<b>Trevor Clark</b> <small>(Trevor Andrew Clark)</small>
<b>ADDITIONAL COPYRIGHT OWNERS</b>	<b>Trevor Clark T/A TC Digital</b>
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<b>WORK TITLE</b>	<b>Team Keepie Uppie</b>

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SHA256 FILE HASH: 51bc7ed0518ab0191a9b089391582d33cc0377a9170fd918d9fd056f4aaac615

22114020526S078\_image1.png  
SHA256 FILE HASH: ef18d33734bd24c31cdd6809c5bd313d336b349bb3c0265c7951af5c512c4383

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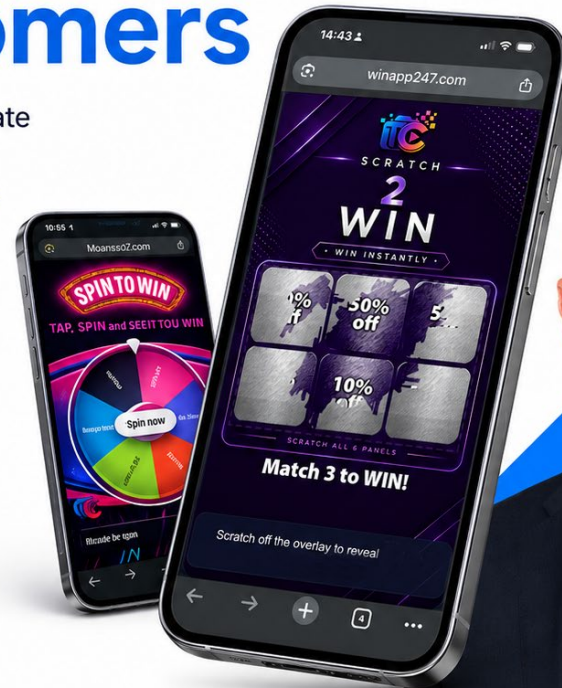
# I can help you connect with customers



Helping brands create stronger customer connections across **mobile.**

## Services

-  Engagement Technology
-  Motivated Gamification
-  Customer Activation
-  Innovation Strategy



**Connect with Trevor Clark**

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