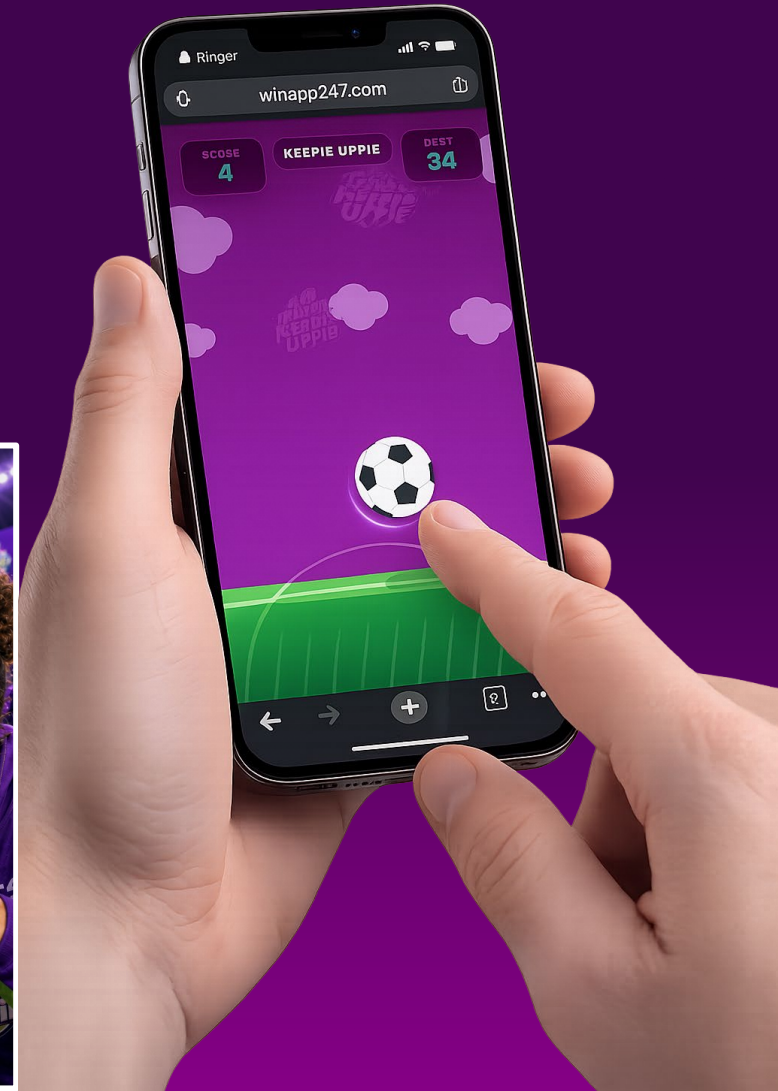


Team **Keepie Uppie™** — Addictive Play. **Viral Teams.** Endless Challenge...



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

MyTKU.com



TEAMS		PLAYERS
TOP 10 TEAMS		
#1	Arsenal 5 players · 41 plays · 44DF0002	349
#2	Lisa Del FC 2 players · 50 plays · AC941072	309
#3	Liverpool 1 players · 2 plays · 3E58AD7C	21
#4	Chelsea 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	
TOP 10 PLAYERS		
#1	Tom Arsenal · 11 plays	32
#2	Chris Arsenal · 11 plays	28
#3	Jamie Arsenal · 3 plays	26
#4	Delboy Lisa Del FC · 32 plays	19
#5	Lisa Lisa Del FC · 31 plays	18
#6	Trev Clark Arsenal · 6 plays	17
#7	Trevor 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.

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.

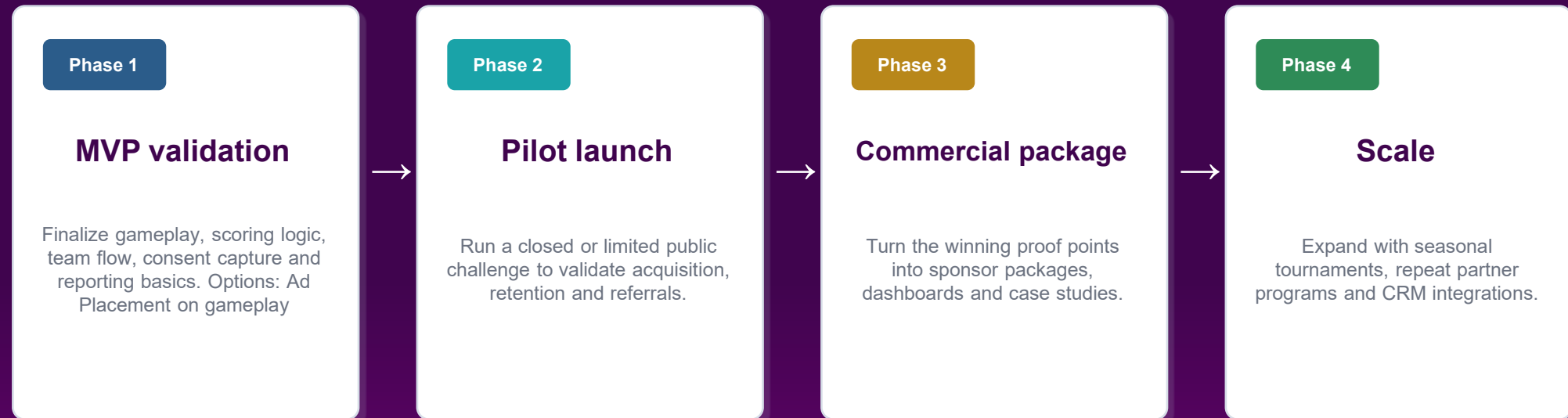
DATA PRODUCTS

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

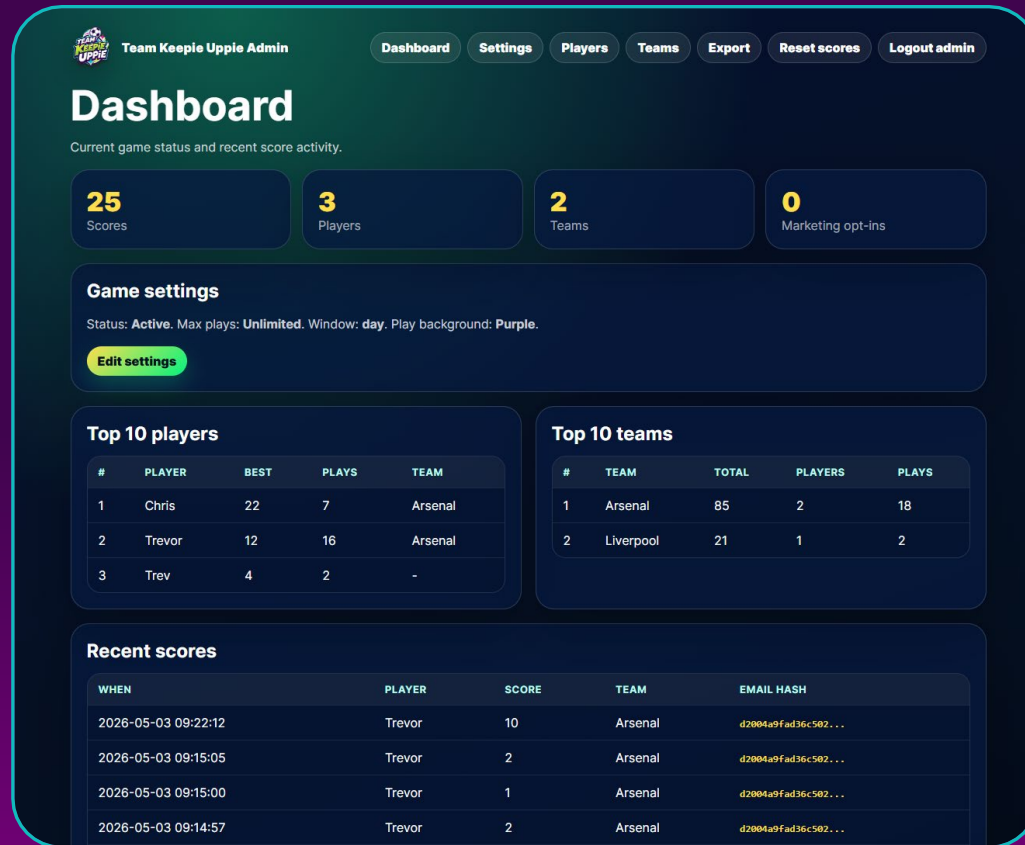
A practical rollout can move from MVP validation to a partner-ready commercial product.



Closing view: 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.



Team Keepie Uppie Admin | Dashboard | Settings | Players | Teams | Export | Reset scores | Logout admin

Dashboard

Current game status and recent score activity.

25
Scores

3
Players

2
Teams

0
Marketing opt-ins

Game settings

Status: **Active**. Max plays: **Unlimited**. Window: **day**. Play background: **Purple**.

[Edit settings](#)

Top 10 players

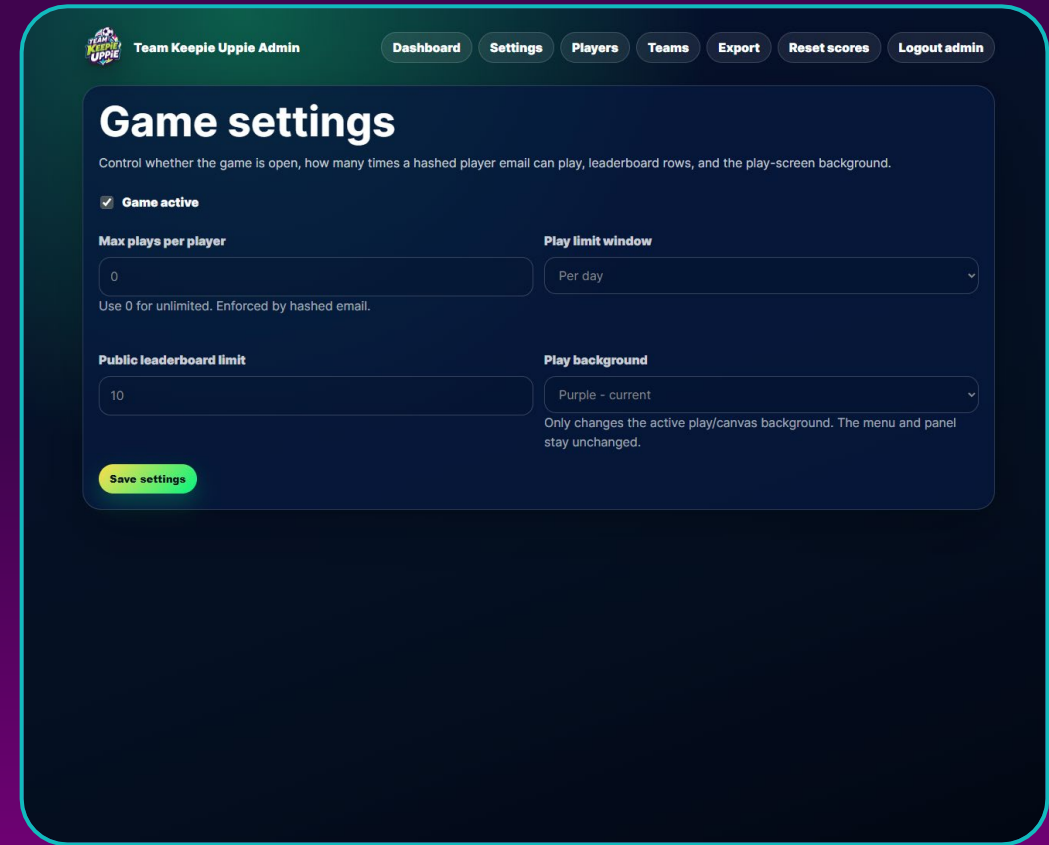
#	PLAYER	BEST	PLAYS	TEAM
1	Chris	22	7	Arsenal
2	Trevor	12	16	Arsenal
3	Trev	4	2	-

Top 10 teams

#	TEAM	TOTAL	PLAYERS	PLAYS
1	Arsenal	85	2	18
2	Liverpool	21	1	2

Recent scores

WHEN	PLAYER	SCORE	TEAM	EMAIL HASH
2026-05-03 09:22:12	Trevor	10	Arsenal	d2004a9fad36c502...
2026-05-03 09:15:05	Trevor	2	Arsenal	d2004a9fad36c502...
2026-05-03 09:15:00	Trevor	1	Arsenal	d2004a9fad36c502...
2026-05-03 09:14:57	Trevor	2	Arsenal	d2004a9fad36c502...



Team Keepie Uppie Admin | Dashboard | Settings | Players | Teams | Export | Reset scores | Logout admin

Game settings

Control whether the game is open, how many times a hashed player email can play, leaderboard rows, and the play-screen background.

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.

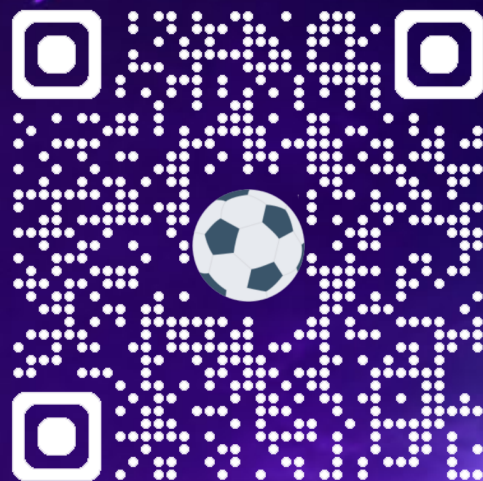
[Save settings](#)

Try It Out

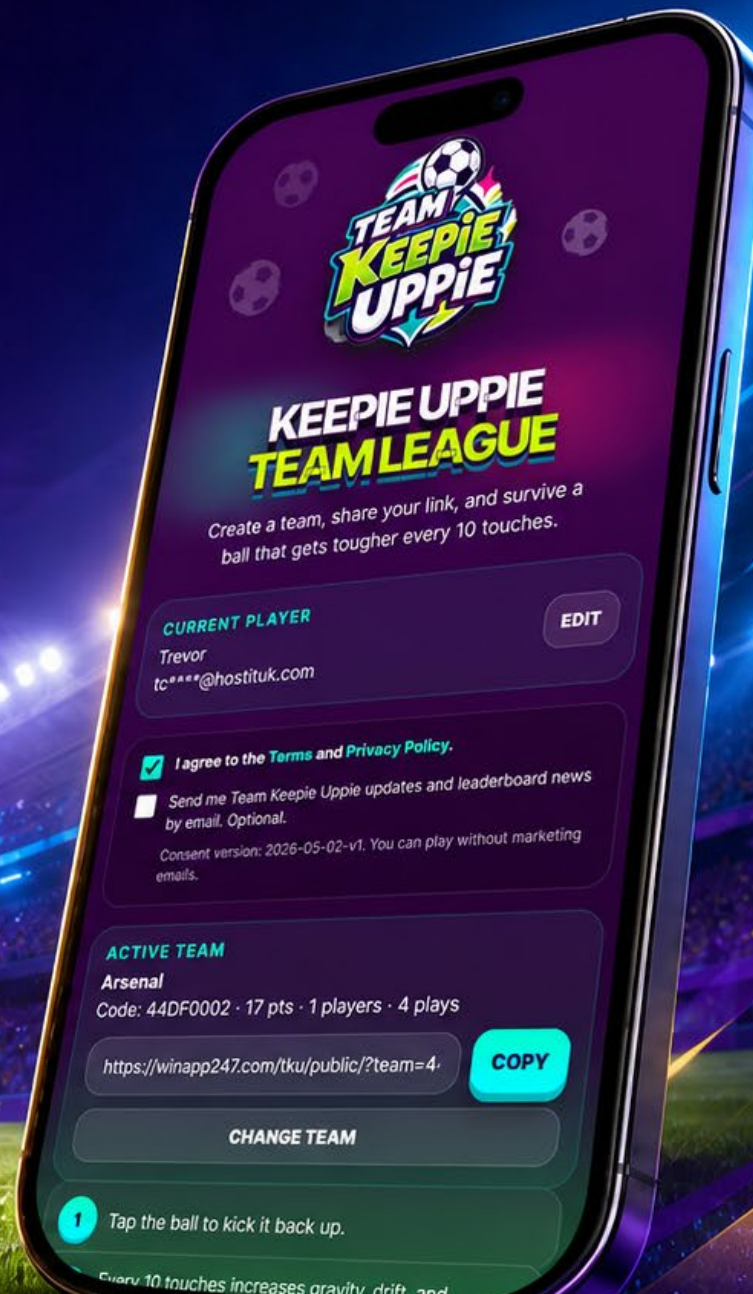
Scan or click QR Codes to view.



Team share link (Arsenal)



Direct



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white label deployment
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