

IDEA BOX for Johan Cruyff Arena and KNVB

Building and boosting an engaged (digital) fan community



agorize

Client context

Johan Cruyff Arena and KNVB, in cooperation with several EU football entities, were looking for **ideas** on building and connecting an engaged **digital fan community**, while providing fans with a personal experience. The goal was to connect fans to each other and their favorite professional club anytime, anywhere during grassroots competitions and world tournaments, using **digital tools, AR/VR.**

Agorize solution

Agorize ideation software - IDEA BOX - helped them challenge the world of start-ups, scale-ups, and established organizations to step up with solutions.

Leveraging Agorize's **SaaS platform**, Johan Cruyff Arena and KNVB assessed the best ideas and modern solutions for reimagining the football experience from **global innovators on a single platform.**

Results

Agorize's ideation solution offered a best-in-class participant experience; **53 startups and scale-ups from 21 countries** came to empower Johan Cruyff Arena and KNVB.

They came up with **42 proposals** and a broad range of **innovative solutions** that could simplify, replace or improve existing services; **three solutions were implemented in a client-facing environment.**

Objective

Continuous Improvement

Targeted audience

Startups, Scale-ups, Organizations

Location

Global

Industry

Sports

Year

2021

42

proposals

53

startups, scale-ups

21

countries



*If you want to know more,
book a call with us*