Football technology. From capability to commercial value.

A concise decision brief for club, federation and football-business leaders.

THE LEADERSHIP QUESTION

What changes when we buy this?

A technology can capture information, connect departments or create an experience. The useful test is whether that capability changes an accountable decision—and whether the result warrants the complete cost.

01 / ECONOMICS

Establish the baseline.

Name the problem and its current cost. Evaluate operating contribution alongside revenue potential.

02 / CAPABILITY

Follow the workflow.

Identify the people, connected systems, permissions and adoption needed to make the output usable.

03 / EVIDENCE

Test the exact claim.

Distinguish a supplier description, a deployment announcement and a measured outcome.

THE VALUE CHAIN TO EXAMINE

Capability
What the technology does

Operating change
What people do differently

Measured result
What improves, and at what cost

Scope: source-led synthesis and editorial evaluation prompts. No new club study, supplier testing or technology ROI estimate. Revenue, self-reported digital maturity and vendor capability are different kinds of evidence. Read the original sources before applying a benchmark.

Bring better questions to the next meeting.

A general evidence-review agenda. Adapt it to your organization’s decision, governance and professional responsibilities.

01 / Problem & baseline

What problem are we solving, for whom, and what is the current baseline?

02 / Decision & ownership

Which decision or workflow changes, and who owns adoption and the result?

03 / Evidence & scope

What supports this exact product and use—not simply the supplier’s wider brand?

04 / Integration & full cost

Which systems, people, permissions and ongoing costs are required?

05 / Measurement & review

What will we measure, over what period, and what would cause us to stop or change course?

06 / Continuity & exit

Can we retrieve our information and leave the relationship on workable terms?

DISCOVER → COMPARE → VERIFY

Use the Intelligence Simulator to compare published capability coverage against your priorities. Save a local decision brief, follow the sources and investigate the missing evidence. Priority alignment is not a vendor-quality score, deployment confirmation or predicted return.

Explore the Intelligence Simulator

READ WITH THE PRIMARY SOURCES

Deloitte Football Money League 2026 · 2024/25 top-20 revenue cohort

UEFA European Club Finance and Investment Landscape · finance context

FIFA Setting the Pace, fourth edition · self-reported data and digital maturity

Full analysis, figures, source limits and correction contact:

footballintelligence.io/football-technology-investment-briefing