
PHASE 2 · FUTURE VISION

Every referee workflow, automated.

Ten modules that extend the Phase 1 AI Assistant and Smart Inbox into a full operational platform. Each module is illustrated on the pages that follow.

PROLOGUE · THE UNDERLYING PROMISE

Anything that a human **re-types or chases**, is on the table.

Phase 1 proves that AI can speak for Referee Abroad without drifting, on a shared knowledge base, with a staff review on every outgoing message. Phase 2 extends that same pattern to the rest of the referee lifecycle.

The following pages show one module per spread. Each mockup is built on real Referee Abroad data structures and shows what the screen would actually look like. Their purpose is to help us agree on direction before scoping and pricing each one.

The modules are priced separately after Phase 1 sign-off. There is no commitment to build all of them, no order is implied, and new ideas raised during Phase 1 are welcome in this list.

REVIEW-FIRST

No module sends a message without a human confirming it first, the same contract as Phase 1.

ONE KNOWLEDGE BASE

Every module reads from the same YAML source of truth. No drift across surfaces.

SCOPED PER ITEM

Each module gets its own scope and quote after Phase 1 sign-off, informed by real pilot usage.

BEFORE THE MODULES · HOW THEY ARE SIZED

How the module sizes are estimated.

Each module carries an S, M, or L size. The size reflects the scope of a module, not the hours spent on it. Four things move a module up or down:

- **Integration surface:** how many external systems it touches (WooCommerce, Stripe, Brevo, the insurance portal, a flight-data source).
- **Data dependency:** whether it runs on data we already hold, or on data still to be gathered across more than one season.
- **Interface footprint:** how much new dashboard or review surface staff actually use.
- **Review-loop complexity:** how much human checking the workflow needs before anything goes out.

A module touching one known system with a small interface lands at S; one spanning several systems, or leaning on richer historical data, lands at M or L. S: 1 to 2 working days. M: 2 to 3 working days. L: 3 to 5 working days.

Each module then carries one fixed price, set by its scope and listed in the Phase 2 agreement. The price locks on signature; if a listed dependency is missing at kickoff, or the work turns out materially larger than its described scope, the module is rescoped or re-quoted together, not charged at the listed rate.

01 Post-purchase upsell

PHASE 2

After a tournament booking confirms, the referee sees a tailored upsell panel. Official kit, premium accommodation, airport transfer. One click adds to the same order.

AFTER CHECKOUT · DONOSTI CUP 2026	
Complete your trip, Luca.	
Official RA referee kit	+ € 49
Tournament jersey, shorts, socks. Shipped before departure.	
Premium accommodation upgrade	+ € 180
Hotel Maria Cristina, single room, 5 nights.	
Airport transfer bundle	+ € 60
Arrival and departure, shared shuttle.	
Cart total	€ 539

How it works

- Triggers on the confirmation page, and in the confirmation email as a secondary link.
- Selection is driven by the tournament (country, dates, tier), not random.
- Every added line maps to an existing Stripe SKU, no new payment flow required.

02 Insurance auto-fill

PHASE 2

After a referee is booked, the Italian insurance platform is pre-filled with name, date of birth, passport, tournament dates, and role. Staff reviews and submits.

ITALIAN INSURANCE PLATFORM · PREFILLED

FIRST NAME Luca	LAST NAME Rossi
DATE OF BIRTH 1992-06-14	NATIONALITY Italian
PASSPORT NO. YA 1234567	TOURNAMENT Donosti Cup 2026
TOURNAMENT DATES 23-29 Jun 2026	ROLE Referee, class A

READY TO SUBMIT 8 FIELDS · 0 ERRORS · EST. 12 s

Why this matters

- Today, a staff member re-types the same information across RA systems and the insurance portal.
- Auto-fill removes the re-typing and moves the staff role to review and confirm.
- Same knowledge base, no extra data entry from the referee.

03

Profile-based referee matching

PHASE 2

"We need referees in Bosnia this summer, here is why this referee matches." A match score ranks candidates on experience, language, observer rating, and region fit, and prepares targeted outreach.

PROFILE MATCH · SARAJEVO CUP 2026 🍴🍴🍴

Top 4 referees matched by language BiH / HR / SR, elite experience, and region availability:

	<p>Ivan Horvat HR · 12 yrs · observer 9.5 · 3h travel</p>	speaks HR, EN
9.2	<hr style="border-top: 1px dashed #ccc;"/>	
	<p>Marko Jelić BA · 9 yrs · observer 9.1 · 1h travel</p>	speaks BiH, DE
8.9	<hr style="border-top: 1px dashed #ccc;"/>	
	<p>Sofia Kovač SI · 7 yrs · observer 8.8 · 4h travel</p>	speaks SL, HR, EN
8.4	<hr style="border-top: 1px dashed #ccc;"/>	
	<p>Stefan Petrović RS · 11 yrs · observer 9.0 · 6h travel</p>	speaks SR, EN
8.2	<hr style="border-top: 1px dashed #ccc;"/>	

4 OUTREACH DRAFTS PREPARED
AWAITING REVIEW

Scoring composition

LANGUAGE FIT


35 %

OBSERVER RATING		25 %
EXPERIENCE		20 %
TRAVEL DISTANCE		10 %
CONFLICT CHECK		10 %

04

Monthly personal briefing

PHASE 2

Every referee receives a personal email at the start of the month: what happened last month, what is coming up, and one tip from the knowledge base tailored to their upcoming tournament.

PERSONAL BRIEFING · 1 APRIL 2026

Luca, your April with Referee Abroad

FROM NOREPLY@REFEREEABROAD.COM · TO LUCA.ROSSI@GMAIL.COM

Ciao Luca, here is your recap for March and what is coming up next month.

MATCHES OFFICIATED	7
HOURS ON THE PITCH	19.5
OBSERVER SCORE AVG.	8.8 / 10
TRAVEL REIMBURSED	€ 218

Up next

23
JUN

Donosti Cup 2026
San Sebastián, Spain · tier A · 6 nights

Tip of the month. Book the 6:10 a.m. airport bus from Bilbao, it drops you at the tournament hotel 40 minutes before check-in opens. Cheaper and faster than the official shuttle.

What is in it


- Stats from the last month, sourced from the booking and observer data you already collect.
- The next booked tournament with practical details, not just a date.
- One KB-derived tip chosen to match the upcoming tournament location.

05

Cheap-flight cold outreach

PHASE 2

A Skyscanner-style monitor watches a small set of referee origin / tournament city pairs. When a fare drops below a threshold, the system drafts an outreach email to the matching referee segment.

FLIGHT TRIGGER · LHR → LIS 

TRIGGER FARE	€ 64 one-way, 9 Jun 2026
THRESHOLD	€ 80
MATCHED TOURNAMENT	Lisbon Summer Cup, 12–18 Jun 2026
AUDIENCE	142 English referees, 18+, not booked
DRAFTS PREPARED	142 AWAITING REVIEW

Preview of the draft
Subject: Lisbon tournament in June, flights from London at € 64

Hi Tom, London–Lisbon is currently showing as € 64 one-way on Ryanair for 9 June. The Lisbon Summer Cup runs 12–18 June and there are still 4 open spots for elite referees. Interested? Reply here and I will hold a spot for 48 hours.

Design notes

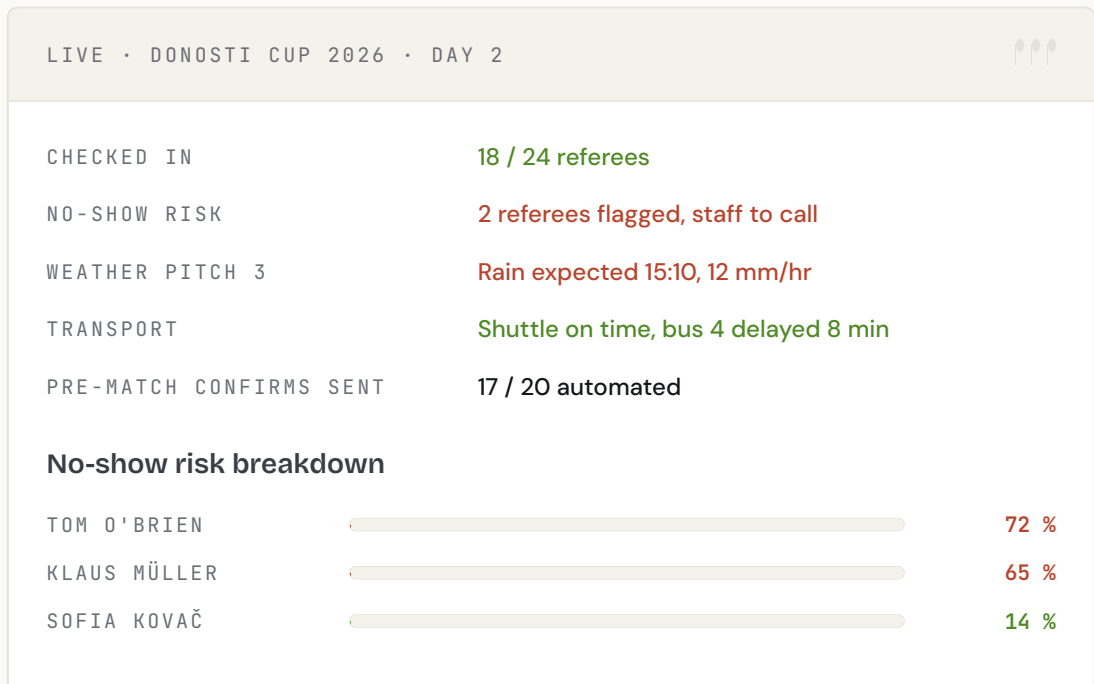
- The fare threshold is set per route, RA staff controls it.
- Never sends automatically, drafts land for review before any mailshot goes out.
- Opt-out honoured per referee and per tournament, one click in the email.

06

Tournament Command Center

PHASE 2

A single screen for tournament day. Referees check in by QR. A no-show risk score flags who to call. Weather and transport alerts push to staff in real time.



Signal sources

- Check-in events from the QR app.
- Weather: Open-Meteo, same provider as the IDB dashboard.
- Transport: public transit APIs per city.
- No-show risk: historical behaviour plus current signals (check-in time, reply latency).

07

AI match-assignment engine

PHASE 2

For knock-out rounds, the engine proposes referee trios. Conflicts with nationality, clubs, or recent assignments are flagged automatically. A human confirms with one click.

PROPOSED ASSIGNMENTS · DONOSTI CUP 2026 · FINALS DAY	
U17 FINAL	Rossi (IT) · Dupont (FR) · Silva (PT)
U17 SEMI 1	Müller (DE) · Novak (SI) · Fernández (ES)
U17 SEMI 2	Lopez (ES) · Kowalski (PL) · O'Brien (IE)
U19 FINAL	Jelić (BA) · Horvat (HR) · Petrović (RS)
CONFLICTS FLAGGED	0
CONFIDENCE	94 % (based on 312 past assignments)

Criteria: experience 30 %, observer rating 25 %, language fit 20 %, recent-assignment spread 15 %, conflict-free 10 %. Weights are editable per tournament.

How it differs from spreadsheets

- Conflicts are detected, not forgotten. Same-country pairings, same-club exposure, repeat trios.
- Reasoning is shown. Each proposal lists the top three contributing factors.
- The final call stays with RA. The engine suggests, the staff approves.

08

Sponsor impact report

PHASE 2

After each tournament, a one-page branded PDF is generated per sponsor. Reach, social views, kit choices. Sent directly to the sponsor contact, with a link to the underlying data.

SPONSOR REPORT · ADIDAS · DONOSTI CUP 2026

Your tournament in numbers.

TERMINUS REACH	142,000 impressions
SOCIAL VIEWS (RA CHANNELS)	1,040,000
ADIDAS KIT CHOICES	280 / 312 referees
PHOTO ASSETS DELIVERED	48 editorial, 220 social
REFEREE TESTIMONIALS	12, embedded on page 1
FORMAT	PDF, A4, branded, 1 page

Auto-generated within 72 hours of tournament close. Sent to the sponsor contact with a secure link to the raw numbers and source screenshots.

What RA gets

- Every sponsor gets the same quality of reporting, from Adidas to a local accommodation partner.
- Data sources are traced per metric, so sponsors can verify the numbers if they ask.
- Renewal conversations start with a number, not a story.
- **The PDF is sent to the sponsor contact automatically within 72 hours of tournament close, with a staff review before it goes out. Zero manual reporting effort, every sponsor, every tournament.**

09

Sales analytics with demand-triggered outreach

PHASE 2

Year-on-year bookings per tournament and per country. If a tournament is tracking below last year's curve at the same weeks-to-kickoff mark, a draft outreach email is prepared for the right referee segment.



Why this matters

- Right now, soft demand surfaces only at the end, when it is too late to react.
- Weekly comparison against last year's curve catches soft tournaments 4 to 8 weeks earlier.
- The outreach is narrow, to the segment most likely to convert, not a mass email.

10 AI inside the RA mobile app

PHASE 2

The same knowledge base and rules, now inside the referee's phone. Push notifications replace a share of the cold outreach emails and raise same-day response rates on time-sensitive messages.

PUSH NOTIFICATION · DAY BEFORE TRAVEL	
NOTIFICATION	"Your kit arrived at Hotel Maria Cristina. Front desk holds it under your name."
QUICK CHECK-IN	Enabled, QR on lock screen
OFFLINE MODE	Tournament docs + policy pages cached
SHARED KB	Same YAML, no drift with website
RESPONSE-RATE LIFT	Expected +35 % vs email (industry benchmark)

Dependency note

- This module is gated by the future Referee Abroad mobile app being in production.
- Once the app exists, the assistant embeds via a native SDK that re-uses the same endpoints as the web widget.
- No duplicate content authoring, a single knowledge base feeds web and app.

PHASE 2 · OVER TO YOU

Everything here is on the table.

Phase 2 is not a single quote, it is a menu. The ten modules on the previous pages all share one thing: each one turns a workflow that today costs staff time, or a missed booking, into revenue. Every referee moment becomes a sales moment, in the right language, with a staff review before anything goes out.

"Anything that today involves a human re-typing information, chasing a referee, or manually stitching data between the website, the inbox, and the insurance platform is on the table. If a workflow can be described, it can be built into the same knowledge base and review-first pattern as Phase 1. The goal is simple, sell as many tournaments as Referee Abroad can deliver."

Pick the module that pays back the fastest, we scope it together, and we get it live. From there, the next module is selected based on the clearest expected payback, informed by real usage data from the modules already in production.

This is not a closed menu. Other workflows can be automated and scoped in the same way. If something in your week feels repetitive, or a sale slips because no one had time to follow up, that is a candidate for Phase 2.

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COMPANION TO

RA Phase 1 Offer

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