



The Challenge



Identify opportunities for new commercial programmes.

The Idea



Creating a cash-back scheme as a new revenue source

The Research



Validating the feasibility via academic literature and two surveys

The Results



Educate businesses on cash-back scheme and WHUF + implement the scheme while leveraging the West Ham brand

"Harnessing the power of football to maximize life-chances and inspire better futures for all"



FOUNDATION



**Loughborough
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