Customer Case Study: Molde FK x MCP

Foocus
2026

Molde FK x Foocus MCP

Customer case study

The challenge

Professional football clubs manage dozens of sponsor relationships. Each sponsor expects regular reporting on the value they receive. Preparing these reports is manual, time-consuming, and pulls commercial staff away from selling.

Molde FK wanted to change how they work with sponsor data. Not just faster reports, but making sponsorship intelligence accessible to everyone in the organization through the AI tools they already use.

What Foocus did

Molde FK connected Foocus to their AI workflow through the MCP (Model Context Protocol) server. This makes all of Molde's sponsorship data available inside Claude, the AI assistant their team already uses daily.

No new interface to learn. No dashboards to log into. Staff ask questions in plain language and get answers drawn directly from live Foocus data.

EXAMPLE 1: INSTANT SPONSOR REPORTING

A staff member needs a report for Wenaas, one of Molde's sponsors:

> "I need a report for Wenaas's sponsorship with Molde. Create a quick graphic showing the value and visibility Molde has delivered to Wenaas this year."

The AI pulls live data from Foocus and generates a complete report in seconds:

- **NOK 1.54M** in media value year-to-date
- **413** logo exposures across TV, press, and social
- **462,000** TV viewers across 17 broadcasts
- **1.77 million** press reader opportunities
- Channel breakdown: TV 72%, Press 13%, Instagram 12%, Facebook 4%
- Monthly trend chart showing value per channel

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What used to take hours of dashboard work and PowerPoint formatting happens in a single question.

EXAMPLE 2: PERFORMANCE ANALYSIS

> ”Which game was Wenaas most exposed in this year?”

The AI queries Foocus and returns a ranked table of matches by media value, TV exposure time, and audience reach. But it goes further:

- Identifies that Molde vs. Brann (18 July) delivered the highest value at NOK 212,742
- Notes that all top matches were home games, suggesting stadium signage is the primary driver
- Flags that social and press exposure is not tied to specific matches, so TV rankings tell only part of the story
- Recommends pulling visual evidence from the top match before using the data externally

This is not a dashboard query. It is analysis with context, caveats, and next steps.

EXAMPLE 3: NEW SPONSOR PROPOSALS

Molde used Foocus data through the AI to generate a complete partnership proposal for BYD, the electric car manufacturer. The AI combined Foocus exposure data with external market research (BYD’s position as Norway’s #7 car brand, +46% sales growth) to build a data-driven pitch.

The proposal was generated in minutes, not days. And because it draws from verified sponsorship data, every claim in the pitch is backed by evidence.

The outcome

Foocus MCP is in production at Molde FK. It is part of their broader strategy to build an “AI brain” for the club, connecting sponsorship data with other operational data across the organization.

The result: commercial staff spend less time preparing reports and more time building sponsor relationships. Every sponsor question has an instant, data-backed answer.

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Why this matters for investors

1. **MCP is not a feature demo.** It is in production at a paying customer, used for real commercial decisions.
2. **It changes the user relationship.** Foocus moves from a tool you log into to infrastructure that is always available. That makes the product stickier.
3. **It scales without scaling headcount.** One MCP connection replaces hours of manual reporting per sponsor, per month. For a club with 10+ sponsors, this is significant operational leverage.

Molde FK is a Foocus customer. MCP integration is live in production. Contact: Glenn Myklebust, CEO, glenn@foocus.ai

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