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A MEXICAN SOCCER TEAM MANAGED BY ITS FANS

 PUBLISHING & MEDIA

In Mexico, the Murcielagos FC soccer team reportedly has no coach or trainer; instead, it's managed entirely by its fans.

It's been a few years since we've had occasion to mention a [crowd-funded and managed soccer team](#), but it looks like the concept is still going strong. In Mexico's state of Sinaloa, the [Murcielagos FC](#) soccer team reportedly goes a step further by having no coach or trainer; instead, it's managed entirely by its fans. Participating in the Mexican second division, the Murcielagos FC has no staff trainer or coach leading the team's efforts, according to a [report](#) on A Bite Of. Rather, whenever there's a key decision to be made, choices are posted for supporters to vote on. The fans can vote online or via text message on everything from game tactics and team configuration, to player selection and in-game substitutions. They can even vote to decide which players will be awarded bonuses. Given the extent to which fans can be emotionally invested in their favorite teams, tapping that passionate enthusiasm through a crowd-managing scheme can make good sense. A similar approach, however, is not unheard-of in the [corporate world](#). How could your brand benefit from a taste of something similar? Spotted by: Pablo Castelo

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