**FOR IMMEDIATE RELEASE**

*Cambridge United Becomes The First Club to Manage Player Contracts End‑to‑End Using Artificial Intelligence*

The new partnership will seek to utilize AI for drafting and reviewing contracts, including players, employees and commercial agreements.

**CAMBRIDGE, England** — **29 July 2025** —

Cambridge United Football Club today announced a partnership with Cambridge‑born legal‑tech pioneer **Genie AI**, making United the **first professional football club to manage all player contracts through AI agents\***. The move is expected to reduce external legal spend and shrink deal‑turnaround times with several player signings planned before the transfer window closes on 1st September at 19:00 BST.

Following recent major infrastructure investments including a new training ground and stadium buyback, Cambridge United continues to embrace Premier-League-level innovation, United handles a high volume of agreements behind the scenes, from sponsorships and catering to complex multi-party property agreements. Genie AI’s platform automatically drafts, reviews and tracks the club’s commercial obligations and uses the club’s pre‑approved language, surfacing clause variations and suggesting fixes in seconds.

Early pilots on supplier and player contracts indicate that legal review cycles could fall from weeks to days, freeing CUFC staff to focus more on player recruitment, innovation and fan‑experience. The partnership brings together two local Cambridge success stories and underscores the city's reputation as a hub for AI and innovation, with deep links between its tech scene and sporting institutions

“There’s a growing conversation about AI in Cambridge, in football and across the legal world. Partnering with a home‑grown innovator like Genie AI keeps us at the forefront,” said Alex Tunbridge, CEO of Cambridge United FC. “If we can keep the same legal quality while saving serious time and money, that’s exactly the kind of smart decision that lets us reinvest in players, facilities and our matchday experience.”

“Growing up in Cambridge, it’s an absolute pleasure to help the Club sign their players in line with the EFL regulations through the use of AI” added Rafie Faruq, Co‑Founder & CEO of Genie AI. “The challenges Cambridge United faces in managing contracts - ensuring accuracy, reducing turnaround times, and maintaining fairness - are shared by organisations everywhere. Our technology empowers themto focus on the pitch while Genie safely handles the paperwork.”

The Genie AI system will be rolled out across United’s this month, with player signings and sponsorships work slated as the live test cases. The partners plan to share results with the wider football community later this season.

**About Cambridge United FC**

Cambridge United Football Club is a professional football club based in Cambridge, England.

Founded in 1912, the U's have a proud history and a dedicated fanbase.

The club currently competes in League Two of the English Football League and is deeply committed to its values of community engagement, player development, and sustainable growth.

With a strong emphasis on its Academy system and a wide range of community initiatives delivered through its charitable arm, Cambridge United Foundation, the club strives to be a positive force both on and off the pitch, fostering a sense of belonging and pride across Cambridgeshire and beyond.

For more information, visit [www.cambridgeunited.com](http://www.cambridgeunited.com)

**About Genie AI**

Genie AI is the safest place to contract.

Its autonomous legal agents follow your playbooks and tap the world’s largest library of commercial precedents across 120+ jurisdictions.

Commercial teams draft, negotiate and sign faster—achieving **97 % accuracy on critical issues** with **92 % of suggestions accepted** by counterparties.

Genie remembers every clause you approve, tracks obligations automatically and gets smarter with each contract, saving users **4.2 hours per agreement** compared with manual Word edits.

Backed by **$20 million from Google Ventures, Khosla Ventures and leading lawyers**, Genie scales from self-serve plans for small teams to enterprise deployments in 40 + languages.

Today over **150,000 companies worldwide** rely on Genie to close deals with confidence.

Try 2 documents free at [genieai.co](https://www.genieai.co/) or [book a demo](https://meet.genieai.co/). Follow us on [YouTube](https://www.youtube.com/@genieai), [X](https://twitter.com/GenieAI), and [LinkedIn](https://www.linkedin.com/company/genie-ai).

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**Notes to editors**

\*No football club has publicly stated that it uses Artificial Intelligence for the specific tasks of drafting, reviewing, or negotiating player contracts.

**Methodology and Sources**

The research involved searching for public statements from football clubs, focusing on major leagues such as the Premier League, La Liga, and others, using keywords like "football clubs AI player contracts," "AI contract negotiation," and specific club names paired with "AI contracts." Sources included official club websites, news articles from reputable outlets (e.g., Sky Sports, The Guardian, ZDNET), and technology-focused platforms. The analysis also considered third-party AI tools marketed to football clubs, inferring potential usage based on their descriptions and case studies.

#### **Findings: Public Statements and Evidence**

The research identified no clear instances where a football club has publicly stated their use of AI specifically for the tasks of drafting, reviewing, or negotiating player contracts. While there are (rare) examples of AI being used in related areas that influence contract decisions (e.g. FC Barcelona), the direct application to contract management tasks remains unconfirmed by clubs.

The evidence leans toward AI being used for scouting, recruitment, performance analysis, and decisions impacting contracts, but not for the direct tasks of contract management.