

WHAT IS NEXTGEN FOOTBALL?

THE PROBLEM

- . TALENTED PLAYERS STRUGGLE TO GET NOTICED
- . LIMITED ACCESS TO SCOUTS AND FOOTBALL TRIALS
- . HIGH COST OF PROFESSIONAL COACHING
- . MANY PLAYERS LACK PROFESSIONAL CONNECTIONS

OUR SOLUTION

A MOBILE PLATFORM CONNECTING:
PLAYERS ↔ COACHES ↔ SCOUTS ↔ CLUBS

KEY FEATURES

- . PROFESSIONAL PLAYER PROFILES
- . MATCH-VIDEO UPLOADS
- . PLAYER STATISTICS
- . PERFORMANCE ANALYSIS
- . PERSONALISED TRAINING
- . VERIFIED COACHING
- . FOOTBALL TRIAL OPPORTUNITIES



USP, BUSINESS MODEL & LEGAL STRUCTURE

UNIQUE SELLING PROPOSITION

“PLAYER DEVELOPMENT, SCOUTING AND FOOTBALL OPPORTUNITIES IN ONE PLATFORM.”

WHAT MAKES US DIFFERENT?

- . COACHING
- . SCOUTING
- . PERFORMANCE ANALYSIS
- . TRIAL OPPORTUNITIES
- . PLAYER NETWORKING
- . PROFESSIONAL PROFILES

BUSINESS MODEL

- BASIC MEMBERSHIP — FREE
- ★ PREMIUM MEMBERSHIP — £9.99/MONTH

ADDITIONAL REVENUE

- . CLUB PARTNERSHIPS
- . FOOTBALL ORGANISATION PARTNERSHIPS
- . COACHING COMMISSIONS

LEGAL STRUCTURE

- . PRIVATE LIMITED COMPANY (LTD)
- . LIMITED LIABILITY
- . SEPARATE LEGAL IDENTITY
- . PROFESSIONAL STRUCTURE
- . SUITABLE FOR INVESTMENT



MANAGEMENT TEAM

FOUNDER / CEO

BUSINESS STRATEGY • LEADERSHIP • INVESTMENT • PARTNERSHIPS



MARKETING MANAGER

SOCIAL MEDIA • BRANDING • CUSTOMER ACQUISITION

TECHNOLOGY MANAGER

APP DEVELOPMENT • CYBERSECURITY • MAINTENANCE

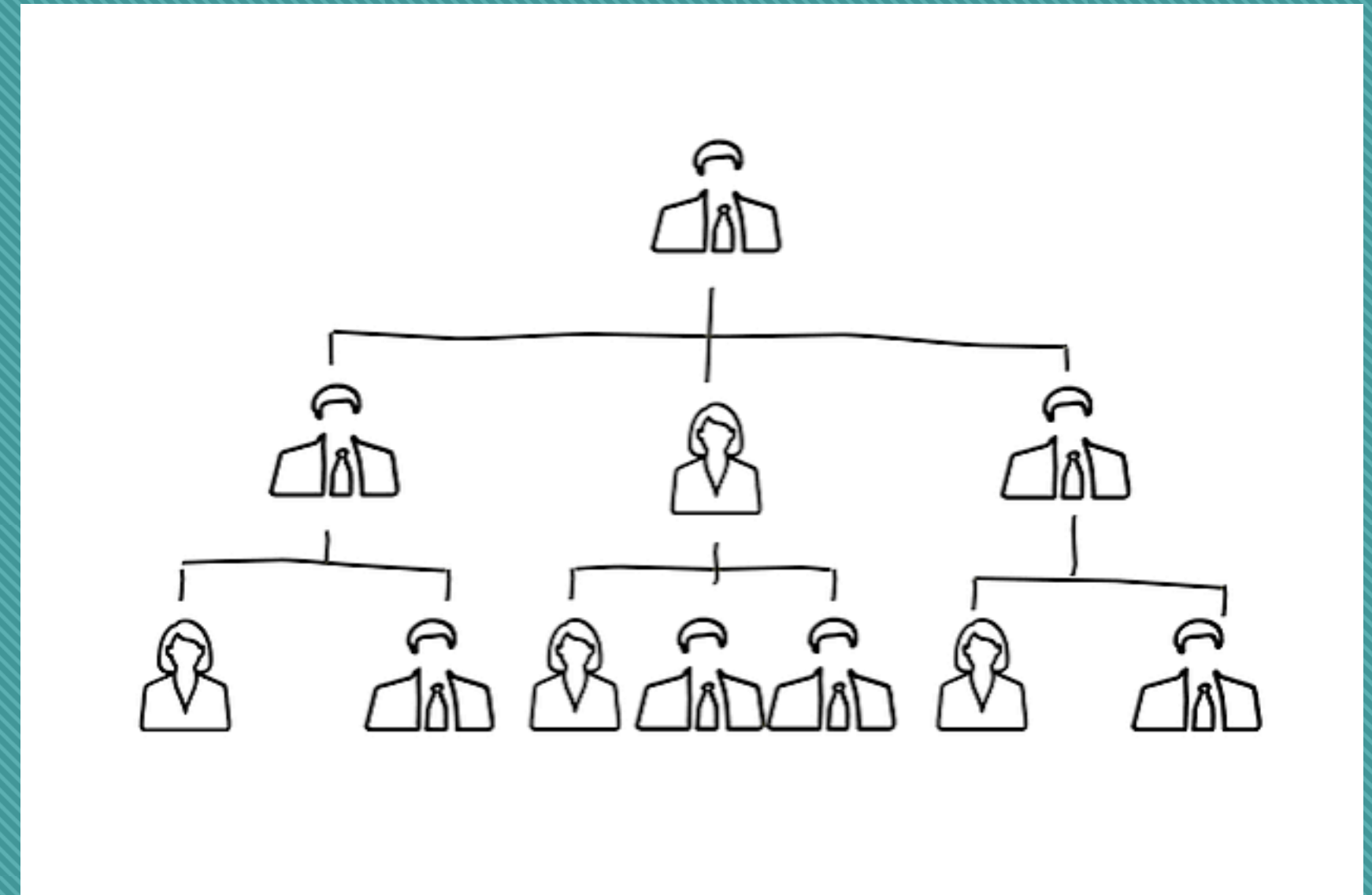
OPERATIONS MANAGER

COACHES • SCOUTS • PARTNERSHIPS • PLATFORM OPERATIONS



CUSTOMER SERVICE REPRESENTATIVES

USER SUPPORT • ACCOUNT MANAGEMENT • TECHNICAL ASSISTANCE



PESTEL Factor I

Political — Safeguarding

Why is it important?

- **Target market includes players aged 13–25**
- **Some users will be under 18**
- **Safeguarding must be a priority**
- **Verification procedures required**
- **Parental controls where appropriate**
- **Safe communication between users**

Business Opportunity

- **Partnerships with schools**
- **Grassroots football organisations**
- **Community programmes**

Impact

Safety + Trust + Reputation



PESTEL Factor 2

Legal — Data Protection

NextGen Football will collect:

- **Personal information**
- **Player statistics**
- **Match footage**
- **User account information**

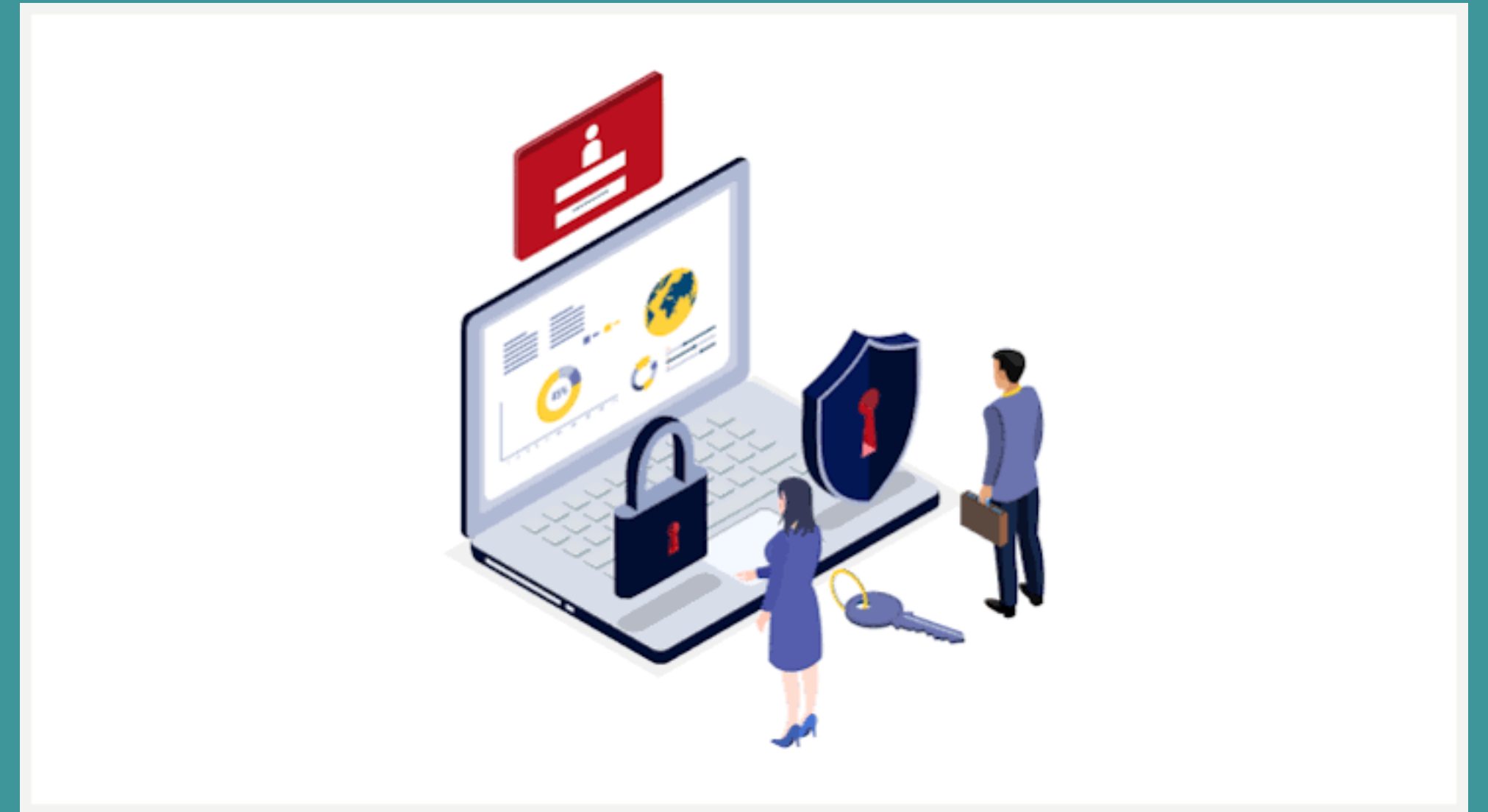
Key requirements

- **Secure data storage**
- **Privacy procedures**
- **Appropriate consent**
- **User data protection**
- **Permission for uploaded footage**
- **Compliance with applicable UK data-protection requirements**

Risk

Poor data protection could lead to:

Financial loss + Legal problems + Loss of customer trust



PESTEL Factor 3

Technological — Digital Innovation

 Smartphone technology

 Video analysis

 Cloud storage

 Artificial intelligence

 Performance analytics

Future Development

AI Player Analysis

- Automated performance evaluation

Personalised Training

- Individual training recommendations

Advanced Scouting

- Faster identification of potential talent

Challenges

- Cybersecurity
- Development costs
- Software maintenance
- Regular updates



Social Media Marketing

Target Audience

Football players aged 13–25

Main Platforms

TikTok | Instagram | YouTube

Content

-  **Training tips**
-  **Player success stories**
-  **Football content**
-  **Trial opportunities**
-  **Performance advice**
-  **Football challenges**

Example Campaign

“From Profile to Trial”

Create Profile → Upload Footage → Improve → Find Opportunity → Apply for Trial

Call to Action

“Create your FREE NextGen Football profile.”



Influencer & Football Partnerships

Potential Partners

- **Football content creators**
- **Former professional players**
- **Football coaches**
- **Grassroots clubs**
- **Football academies**
- **Football organisations**

Strategy

Partner promotion



Increase brand awareness



Free app downloads



More player profiles



Larger football network



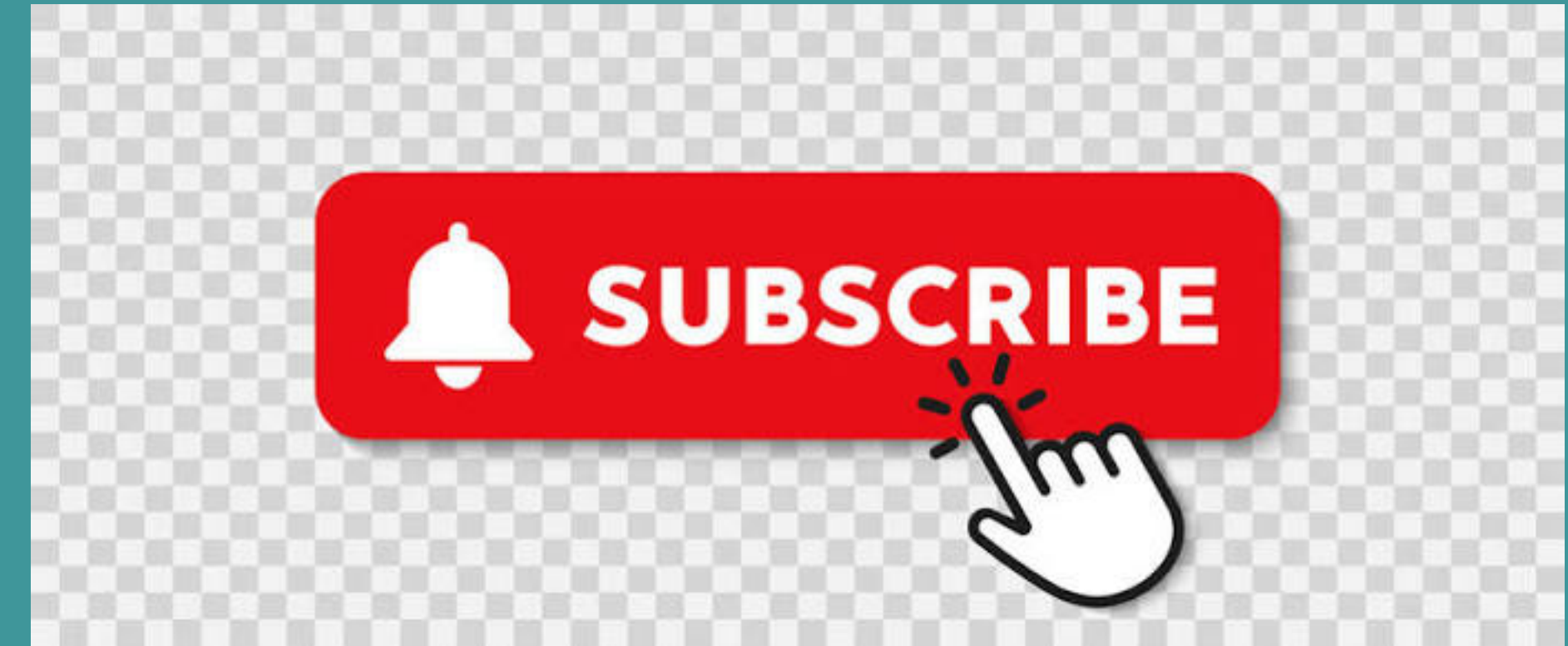
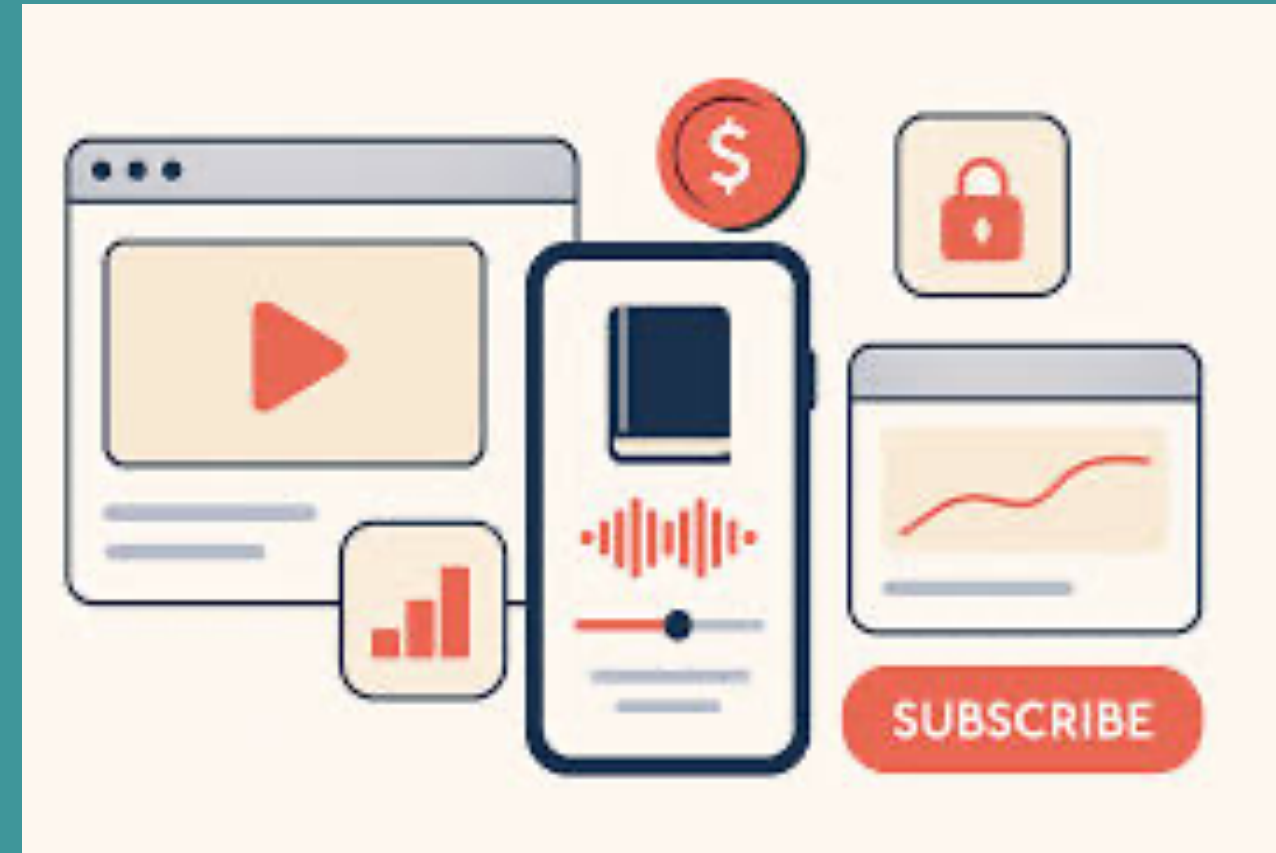
Premium subscriptions

Example

A former professional footballer promotes NextGen Football through an Instagram or TikTok video showing young players how to improve their chances of being noticed.

Key Benefits

Reach + Trust + Credibility



Funding Requirements

£75,000 Funding Required

Funding Sources

Initial Costs

Remaining Funding

£15,000

- ➡ **Working capital**
- ➡ **Contingency**
- ➡ **Unexpected early-stage costs**



Source	Amount
Angel investment	**£50,000**
Founder investment	**£15,000**
Sports/technology grants	**£10,000**
TOTAL	**£75,000**

Expense	Cost
App development	£30,000.00
Marketing	£7,000.00
Website & technology	£5,000.00
Legal & insurance	£3,000.00
Staff & operations	£8,000.00
Equipment & reserves	£7,000.00
Initial expenditure	**£60,000**

Why Angel Investment?

Why £50,000 from an Angel Investor?

Financial Support

- **Helps fund application development**
- **Supports marketing and launch**
- **Provides early-stage working capital**

Business Expertise

- **Strategic advice**
- **Business experience**
- **Growth planning**

Industry Connections

- **Football clubs**
- **Scouts**
- **Coaches**
- **Sports organisations**

Long-Term Benefit

Investment + Knowledge + Network



Conclusion

The Problem

Talented players struggle to gain visibility and access opportunities.

The Solution

One platform connecting players, coaches, scouts and clubs.

Our Competitive Advantage

Development + Coaching + Scouting + Opportunities

Business Model

FREE membership → £9.99 Premium → Partnerships & Commissions

Funding Required

£75,000

Our Vision

“To create a more accessible pathway for talented football players to develop, be discovered and achieve their football ambitions.”

Thank You

