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Overview

NextGen Football was created to assist prospective football players in becoming more well-known, performing better, and gaining access to possibilities in the football industry (FIFA, 2023). The company concept tackles a frequent issue that gifted athletes encounter: restricted access to football trials, professional coaching, scouts, and career development chances. Due to a lack of professional connections or a venue to display their skills, many players find it difficult to get noticed.

The company will function as a subscription-based mobile application that links football organisations, players, coaches, and scouts. Users will be able to discuss their football accomplishments, display statistics and qualities, submit match film, and establish professional player profiles. Clubs and scouts will be able to find possible talent more quickly as a result.

Access to verified one-on-one trainers, customised training plans, football trial opportunities, performance analysis, and connection with football experts are just a few of the features that the site will offer. NextGen Football will employ a freemium membership model in which users may access basic functions for free, while premium members will pay £9.99 a month for perks including verified profiles, unlimited video uploads, comprehensive analytics, and first access to chances.

In order to safeguard its founders from responsibility and boost its reputation with investors, NextGen Football will function as a Private Limited Company (Ltd). A founder/CEO, marketing manager, technology manager, operations manager, and customer service representatives will comprise the first management team. By expanding access to football possibilities, the company also prioritises social sustainability. Many teenage athletes lack professional networks or cannot afford pricey academies. NextGen Football seeks to establish a more egalitarian pathway for players by offering inexpensive digital access to coaching, scouting, and trials. In order to help underprivileged players, the company will also look to collaborate with neighbourhood associations and grassroots clubs.

Market Analysis

Football players looking for chances to develop their abilities, obtain recognition, and advance in the sport make up NextGen Football's target market. Young, ambitious football players between the ages of 13 and 25 who want to play at the professional, semi-professional, academy, or university levels make up the main clientele. However, amateur and adult players who wish to improve their skills, get coaching assistance, or take part in competitive possibilities will also find the site useful.

Football coaches, scouts, academies, and clubs make up a supplementary target market. While scouts and clubs may more effectively find prospective talent by using player profiles and match footage, coaches can utilise the platform to market their services and draw in new customers.

Social media and digital technology have a growing impact on the football industry (McKinsey & Company, 2022). These days, players use internet platforms to demonstrate their skills and develop personal brands. However, rather than explicitly assisting with the growth of football careers, current platforms are frequently made for broad social networking. This opens up a market for NextGen Football to offer a dedicated platform that is solely concerned with player development.

Pestel Analysis

Political Aspects

NextGen Football may be able to expand its user base through collaborations with community programs, schools, and grassroots football organisations. However, as many users will be under the age of 18, the business must take kid protection requirements into account. To protect young players, the platform must put in place suitable safeguarding rules, parental restrictions, and verification procedures. (Football Association, 2024)

Economic Aspects

Customers' willingness to pay for football development services is influenced by the state of the economy. Some players are unable to afford professional scouting programs, private coaching, and traditional football schools. With a monthly subscription model, NextGen Football offers a more cost-effective option.

Social Aspects

By giving gifted players from many backgrounds access to opportunities that might have previously required personal connections, the platform promotes inclusivity. By giving grassroots athletes access to coaching resources and awareness, the company also promotes community development.

Technological Aspects

One of the key elements promoting NextGen Football is technology. Players can upload match footage and get performance feedback thanks to advancements in smartphone technology, cloud storage, artificial intelligence, and video analysis (Deloitte, 2023).

AI-powered player analysis, automated skill evaluations, and tailored training suggestions are possible future advancements.

However, in order to safeguard customer data and deliver a dependable service, the business must consistently spend in cybersecurity, software development, and system maintenance.

Environmental Aspects

Despite being a digital company, NextGen Football has the potential to support environmental sustainability. In traditional scouting, players and scouts frequently had

to travel long distances for trials and observations. The tool can cut down on needless travel by facilitating online conversation, video analysis, and digital player profiles.

Legal Aspects

A number of regulatory criteria, including data privacy laws like the General Data privacy Regulation (GDPR)(Information Commissioner's Office, 2024), must be met by NextGen Football. The business must make sure that data is maintained securely because users may contribute movies, performance data, and personal information. The platform must also make sure that users have permission to share movies and take into account copyright concerns pertaining to submitted match footage.

SWOT evaluation

Strengths

NextGen Football's distinctive set of offerings is one of its key advantages. NextGen Football integrates player profiles, coaching, trials, scouting, and networking into a single application, in contrast to many other platforms that concentrate solely on video analysis or team management.

The subscription model, which generates recurring revenue and gives customers access to reasonably priced football development services, is another asset. By giving participants who might not have professional connections more access to opportunities, the platform also promotes social sustainability.

Weaknesses

NextGen Football will have difficulties gaining users and establishing credibility as a new company. Enough players, coaches, and scouts must actively use the app for the platform to be successful.

Before making big profits, the company will also need to make large investments in marketing, security, and technology development.

Opportunities

Football is a worldwide sport with millions of ambitious players, making international expansion a significant possibility.

To boost income and brand recognition, the business might also form alliances with football associations, academies, and sports companies.

Threats

Social media platforms and rivalry from well-known sports technology businesses pose the biggest risks. Similar services may be developed by larger businesses with more funding.

Competitor Analysis

There are several different companies that operate in a similar market;

Hudl is a widely used sports technology platform that provides video analysis tools for teams and coaches(Hudl, 2024). However, it is mainly focused on team performance rather than helping individual players find opportunities.

Veo provides automated camera technology and AI-based football recording systems. (Veo, 2024). While it helps teams analyse matches, it does not provide a complete player recruitment network.

Tonsser is one of the closest competitors because it allows young footballers to create profiles (Tonsser, 2024), share performances, and connect with football opportunities. However, NextGen Football aims to differentiate itself by combining recruitment, coaching, trials, and performance development into one platform.

Marketing Mix

Product

A mobile application that offers players a full football development service will be made available by NextGen Football. Users can connect with coaches, create professional football profiles, submit match film, view player attributes and statistics, and find football trials.

Both a paid subscription plan and a free membership option will be offered by the application.

Advanced features including unlimited video uploads, player performance analysis, verified profiles, exclusive trials, and direct communication with coaches and scouts are all available to premium users.

Price

A freemium pricing model will be employed by NextGen Football. This strategy increases user adoption and raises platform awareness by enabling users to access fundamental functions for free.

The monthly cost of the premium subscription is roughly £9.99.

Place

Major app shops, such as the Google Play Store and Apple App Store, will distribute the app digitally. This eliminates the need for physical facilities and enables NextGen Football to reach users worldwide.

Before branching out into nations with robust football traditions, such as Europe, North America, and portions of Asia, the company will first concentrate on the UK football market.

Promotion

The target audience is quite active on the internet, thus digital marketing will be a major emphasis of promotion. The business will leverage social media sites like Facebook, Instagram, YouTube, and TikTok (Statista, 2024), to highlight football opportunities, player success stories, and training tips.

By collaborating with football content producers and former players who may advertise the platform to their audiences, influencer marketing will also be deployed.

People

The people involved in delivering the service will influence customer trust. Coaches listed on the platform will need verification to ensure they have appropriate qualifications and experience. Customer support staff will assist users with technical issues and account management.

The company will also work with football professionals, scouts, and analysts to improve credibility.

Process

The user journey will be simple and easy to follow. Players will create a profile, upload videos and performance data, and connect with coaches, scouts, and clubs. Users can apply for trials, book coaching sessions, and upgrade to premium subscriptions for additional features.

Physical

Despite being a digital service, NextGen Football needs to establish credibility through effective branding. A polished website, application design, validated profiles, client testimonials, and player and coach endorsements will all be part of this.

Financial plan

To create the application, advertise the platform, and pay for initial operating expenses, NextGen Football needs £75,000. The money will come from grants for sports or technological innovation (£10,000), angel investment (£50,000), and founder investment (£15,000). Angel investing is appropriate since it offers access to industry contacts, business knowledge, and starting funding.

The primary first-month costs consist of:

Expense	Cost (£)
App development	30,000
Marketing	7,000
Website and technology	5,000
Legal and insurance	3,000
Staff and operations	8,000
Equipment and reserves	7,000

Total	60,000
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The company will make money through agreements with clubs and football bodies, coaching commissions, and premium subscriptions (£9.99 per month). This concept keeps gamers' access affordable while generating recurring revenue.

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