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GROUP BUSINESS PITCH.

APRIL 2024

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BUSINESS PLAN

1. THE QUICK PITCH

We are currently in our third year studying Sports Management at the University of Wales Trinity Saint David. We have a passion for sports with several of us aspiring to be coaches, with many holding numerous football qualifications like the FAW C certificate and C Licence. Over the past three years studying Sports Management at university, we have learnt and developed many skills however still desire to develop further skills and qualifications. During our time at university, we have had the opportunity to work with a wide range of schools and children across Swansea, teaching them about a variety of sports like football and rugby. Additionally, we have studied and learnt a lot about girls and women's sports and the struggles faced by many on a daily basis. With our knowledge of football and the struggles females face in football, we have decided to create a website that includes videos and training sessions that can be used to develop skills. Additionally, we aim to inspire young girls and women to pursue careers within the footballing industry, whether that be as a player, first official or with the FAW. Whilst we are aware of other competitors that offer products like tactic boards, coaching journals and online virtual session plans, we aim to provide sessions that are suitable and fit the needs of all involved. Age and ability will be considered to successfully allocate the right subscription plans for customers. We understand that thigh and ACL injuries are more common among women, meaning that sessions can be designed to accommodate a range of different circumstances, Fox et al., (2020).

2. OUR PROJECT

As a business, we aim to target girls and women. Due to this, we have built our knowledge to understand more about young females and women. We have learnt that during menstruation, female fatigue drops meaning that coordination levels are poor along with slower reaction times and mood swings, Read et al., (2022). It was important to us that we learn about the monthly changes females' bodies go through to ensure that videos and live training sessions are accessible to all users. Another factor to consider was pregnancy. The Football Association (2009) stated that pregnant players shouldn't continue to play football past 12 weeks of pregnancy and shouldn't return until at least 2 weeks after birth. With this in mind, pregnant women would have access to our website to use at home to maintain fitness levels whilst carrying a baby or after birth, Culvin et al., (2021).

The FAW have set up a strategy called 'Our Wales: For HER'. This campaign aims to inspire and encourage girls and women across Wales to participate in football, watch football and work or volunteer within the footballing industry, Webber (2021). With this in mind, our aim of the project was to create a website that offers live training session templates that are available online. It was essential for our business to have an online public website with the hopes of providing a high-quality service that was easy to use and access, Chuang et al., (2016). To help with the struggles women and girls face within the industry, the live training sessions are targeted and tailored towards females across Wales to ensure that the type of content is tailored towards girls and women. Statistics show that 82% of women stated that they experienced discrimination in football in 2023, Women in football (2023). We aim to open new doors and opportunities for young girls and women across Wales, by applying knowledge learnt from the FAW C Licence and C Certificate courses and with through close partnership work with the FAW.

3. OUR PRODUCT

We offer live training session templates via our online website. Initially, our products will be tailored towards female football through a variety of different age groups. Wix Studio will be used to create a professional website. A couple of staff will be participating in each video to create successful and useful videos for all. At least two, 30-minute videos will be uploaded to the website. All videos will be recorded on a high-quality VEO camera with all videos being edited professionally using Adobe Photoshop. Subscriptions to the content will cost £20 for one bundle, £40 for two bundles and £50 for three bundles. To build our credibility and legitimacy we will partner with the FAW to advertise our platform by demonstrating transparency and professional leadership to our customers, Mind Tools (2024). We will sell multiple packages to various age groups including 8-10s, 11-13s and 14+. Packages of age and different abilities will be offered in order to ensure that participants are learning skills that fit their needs. Whilst there is a range of different pricing options, a free sample package will be offered initially to anybody interested with the aim of keeping them as a future customer. Although the website will be advertised with the FAW, advertisement through social media is an additional option due to benefits like engagement with a specific target audience and promoting customer service, Adobe Communications (2022). Furthermore, posters and leaflets will be handed out to local Schools in Swansea for a direct marketing approach. This will draw the attention of local football clubs, leisure centres and schools which will bring large groups of customers. Initially, girls and women will be our target audience to grow female sporting participation and to help females with the struggles they face within the sporting industry. Duggan et al., (2023), state that only around 19% of girls play football in comprehensive schools with only 41% of schools offering equal access to football in PE lessons. We hope that our advertisement strategies will help grow and promote football participation in schools by educating local schools on the importance of equal access to all in PE lessons.

4. THE MARKET

4.1 CUSTOMER PROFILE IDENTIFICATION

Football has become the most popular team sport among women in Wales. This refers to direct involvement in the sport, competition, and participation championships where women are involved. At this moment, there are over 11,000 registered female players in Wales, and the FAW's projected strategies aim to double the number of female footballers by 2026. (Webber, 2021).

In Wales, there are approximately 230 football clubs and accredited academies where girls and women train in various age groups (FAW, no date)

This is why our products are primarily aimed to parents of young female footballers, adult female players, as well as clubs and schools that have female football teams.

Our typical customers are girls and women from across Wales who are interested in football and are seeking inclusive and accessible training opportunities. They may vary in age from teenagers to adults, and their incomes may be diverse, but our offering aims to be accessible to all.

4.2 CUSTOMER LOCATION

Our main customers primarily reside in Wales, but our platform will be available to all women interested in football from various regions, also globally accessible via the internet.

4.3 CUSTOMER'S PROMPTS & MOTIVATION

We assume that our customers are motivated to make a purchase by their desire to develop in football and experience support and understanding regarding the challenges women face in the sports world. Our customers may choose our platform because of its inclusivity, accessibility, as well as understanding of the specific needs of women in football.

5. MARKET RESEARCH

5.1 MARKET NEEDS

In clubs where both men's and women's teams exist, the actions of the latter rely on structures previously established based on the activities of the men's team. This deprives the women's team of autonomy and independence (NEXTSPORTS, no date).

Steven Dillon (2023) describes that clubs place a strong emphasis on the development of female footballers, and more importantly, clubs should create an inspiring working environment for coaches and the aforementioned players.

UEFA (2022) mentioned that the standard of football skills among women has increased, but there is still considerable room for development even among professional players. An important need in women's football is also awareness related to injuries, pregnancy, and menstruation.

Aaron Fox (2020) in his article pointed out that women are more prone to ACL injuries than men, which is due to women's biological structure.

Read et al. (2022) demonstrated in their research that female athletes' performance decreases during the menstrual cycle. Other factors include changes in fatigue levels, mood, as well as poor reaction and coordination.

Assuming the significance of the information provided in the previous description and experience the market needs are:

Tailored training – access to customized football training sessions specifically designed for females to enhance gameplay skills.

Realistic Improvement – access to real footage analysis for a visual learning experience that aids in game enhancement.

Injury Prevention & Wellness Knowledge – provide additional value through packages that include insights on injury prevention and overall wellness.

Online Access – allow customers to access training sessions through the app or website.

5.2 MARKET SEGMENTATION

Demographics: The primary target demographics includes female of all ages who are interested in football training sessions prepared specially for them. This includes female football players, parents, clubs, schools and those looking to improve their skills in a female focused environment.

Lifestyle: Individuals who lead an active lifestyle and have a passion for football, seeking to enhance their skills through innovative and visual training methods.

Psychographics: Customers who are motivated to excel in football and are looking for a unique and effective training approach that uses real footage for gameplay analysis.

Behavioral: Customers who prioritize their physical fitness and are dedicated to improving their football skills.

We prepared our online platform to meet the specific needs and preferences of these market segments, offering a comprehensive training experience that goes beyond usually applied methods. This targeted approach also guides the company marketing strategies to effectively reach and engage with desired audience.

6. MARKETING STRATEGY

Social media campaign: We will implement targeted social media campaigns across platforms like Instagram, Twitter and Facebook to reach female football enthusiasts and athletes. These campaigns will feature real footage from training sessions, testimonials from satisfied users, and highlights of the unique visual learning approach offered by the platform. Collaborations with female football influencers and athletes will also be leverage for increase brand visibility and credibility within target demographics.

We decide to use internet as the main advertising platform as it will allows us to expand customer base.

As the research conducted by Semeradova (2018) indicate that the digital advertising sector is the most effective tool in achieving marketing and business goals.

Business Literature: To engage with target audience and make our brand more visible for them we plan to use the posters and leaflets as a part of our direct marketing strategies. We want to put promotional materials in schools, football clubs and other places visited by our potential customers.

Website Advertising : Promoting our initiative through advertisements on websites affiliated with organizations like FAW, The Welsh Football Trust, or Sports Wales is deemed as a fitting strategy. In addition, leveraging advertising platforms such as Google presents a tangible opportunity to expand our reach. Moreover, as our initiative progresses, the potential for establishing global partnerships becomes increasingly feasible.

Direct Marketing: Other methods we will use for advertising product involves direct marketing. Direct marketing entails reaching out to potential customers with the aim of directly promoting and selling our product or service to them. This approach allows us to establish direct communication channels and tailor our message to the needs and preferences of individual customers. We will employ email as our method of contact for direct marketing. Email marketing offers several advantages, including cost-effectiveness, the ability to reach a large audience quickly, and the potential for personalized communication. Additionally, email allows for easy tracking of metrics such as open rates and click-through rates, enabling us to evaluate the effectiveness of our campaigns. In terms of finding names and contact details of potential customers, we will utilize various strategies. This may include compiling a database of leads from our website sign-ups and social media followers.

7. COMPETITORS PROFILES

Competitor profile	Sports session planner	Coaches Zone
Who they are:	Virtual session plans online using 3D animations	Offer coaches tool kit
Where they are:	Online	Online
What they sell:	Session plans, training drills online	Coaching equipment, Training plan templates, animated training drills
How much it costs:	£55 per year	£29.99 (every 5 months or one-time payment)
How big the company is:	Very big, current partnership with top academies and national governing bodies that promote and use	Uk company but ships products worldwide
Strengths and weaknesses:	Strength: - Partnerships with a variety of major clubs and academies - Large database of training plans and drills - Already established coaching tool Weaknesses: - Virtual tools lack of real footage for demonstration	Strength: - Offers a range of products that will help coaches take sessions. - Offers an array of animated training drills. - Fast delivery of products within UK. Weaknesses - No live footage for demonstrations. - Not clear if animated drills are part of a subscription or if bought separately

8. OPERATION AND LOGISTICS

To create our platform, we would first need to buy all the equipment necessary for the filming and practical elements of the overall product, putting those to use by holding practical sessions and recording the footage. It will take approximately 56 days to capture all necessary footage for our product launch.

When the platform is underway, we aim to average 8 training videos per month. At our platform launch, we will look to have 8 videos live on our platform. Considering our LLandarcy 4G pitch hire, we will only have the pitch available to us for 52-hour-long sessions per year at a yearly cost of £1040. Leaving us with 1 session per week to produce 2 30 minute pieces of footage.

8.1 DELIVERY TO CUSTOMERS

Our product involves training local female footballers to gather and record footage of our sessions and market them to the wider world, we would do this using an app and website, that provides sessions and example videos catered to and designed for women who want online training tools, coaches that are looking to coach women teams or potentially parents who want to learn a few drills or techniques to teach their daughters.

There will be 2 weekly uploads of 30-minute videos per week, meaning 8 videos a month and 96 videos in a year. The videos will be edited throughout the week and released on Mondays, giving customers new content at the start of every week.

8.2 PAYMENT

Our platform will offer four different packages to our customers, a free, bronze trial package that gives you access to available videos for 3-5 days, this will be offered as an incentive for customers to first gain satisfaction with what our product provides before committing to a paid subscription. We will then offer silver and gold packages at varied prices, with Gold being the most expensive, and providing access to all our content.

8.3 SUPPLIERS

For our product/platform to come to fruition we need to make a series of one-time payments, those payments are:

Adobe Photoshop (editing video content) - £262.

VEO camera (capturing footage) - £999.

As well as equipment purchases (Supplier Net world sport) – 12 pack Forza Footballs - £49.99.

A 50-pack of cones - £10.

A 10-pack of bibs - £6.99 X 4 = £27.96.

These purchases may need to be replaced further but for now, will only require one-time payments (cash will be put into a fund to replace equipment when necessary). Another would be the LLandarcy 4G pitch which we will be renting for an hour a week to host sessions for £20 per hour.

To get an active application up and running with 'Wix Studio', through a business growth package that aims will promote our product through algorithm manipulation and advertisements for £119 per month.

8.4 PREMISES

Our main base will be where we record our content, the LLandarcy 4G pitch, where we will record footage and conduct training sessions.

We will be able to take care of administrative work and editing from our homes.

8.5 TRANSPORT

Transport will only come into play for our coaches who will have to travel to and from LLandarcy.

All our coaches currently possess a driver's license, any coaches we look to hire in the future will require a driver's license to successfully apply.

8.6 LEGAL REQUIREMENTS

We would face increased statutory regulation as we would look to set Game Changers Academy up as a private limited company (plc), this would mean we would have to file our annual accounts and announce our returns by way of public record (FA: Club Structures (2015)).

This separates legal identity and in turn creates limited liability, meaning the company is liable for any legal or insurance problems, rather than us as the individuals that run it.

We also would require an up-to-date child protection policy if some of our volunteers are under 18, as well as a safeguarding policy that includes preventing, recognizing and responding to allegations of abuse and having procedures in place to prevent 'one to one' situation (i.e. one unsupervised adult with one unaccompanied child). Another important requirement is having all employee's DBS checked to ensure everyone is fully vetted before working with under 18's.

8.7 INSURANCE

The insurance policy from [Your Quote - Markel \(markeluk.com\)](http://markeluk.com) would cover equipment loss on the premises of LLandarcy 4G pitch, it would also cover the VEO camera both on and off the premises as well as property damage. The screenshot of insurance policy is available in appendix section (Appendix A).

8.8 MANAGEMENT AND STAFF

We currently have one qualified coach and three partners with 2 years of experience in coaching, all of whom are studying for a degree in sports management.

9. COSTS AND PRICING STRATEGY

Name	Quantity per batch	Price	Price per unit
Equipment			
Footballs	12	£49.99	£4.20
Cones	50	£10	£0.20
Bibs	40	£27.96	£0.70
Total			£87.95
One-time payments			
Adobe Photoshop		£262	
VEO camera		£999	
Total			£1261
Monthly Payments			
Venue			
Weekly		£20	
Monthly			£80
Yearly			£1040
App Promotion			
Weekly		£29.75	
Monthly			£119
Yearly			£1428
Total			£2468
Overall spend			£3816.95
Price of individual unit			£43.40
Gold subscription Price			£53 Yearly
Profit margin (%)			18.1%
Mark up			22.12

Excel sheet with calculations is available in appendix section (Appendix B).

10. SALES AND COSTS FORECAST

Within this section, we will discuss how we aim to make money within our first year. This will be shown through a summary of cost breakdowns which will then be a clear overview on our estimated profit within our first year.

FIRST YEAR ESTIMATE SALE:

All packages hold significant value. Therefore, we believe through the correct promotional strategy we aim to sell 100 bronze packages at a one-off price of £20. This package gives you an insight of all that is to offer in our packages for a limited time of 10-hour access with limited features, this package is ideal for a short-term goal or just an insight.

Silver package - we predict to sell 50 packages. Reasoning for this is we believe 50% of people will continue with us at Game Changers Academy, purchasing packages after their 10 hours of the bronze package is complete.

Gold package – Our prediction for this package is to sell a minimum of 40 within our first year. This package is regularly updated, with many features.

Premium bundle – This package is our greatest package with all packages in 1 with all features. This is perfect for a family with children with different ages. With a one-off payment we predict to sell 25 in our first year as it will be perfect for a family or an individual looking for long-term development as it will be regularly updated. This package would be heavily promoted during the Christmas gift buying season as it's when families tend to spend more on others.

The Forecast table is available in appendix section (appendix C).

Following our first-year breakdown we predict to make a profit of £5,800, from our four packages.

This is heavily influenced by our first-year expenditure being so high as a new business. Therefore, our second year we aim to spend less on One-time purchases as we would've already purchased them in our first year. Which allows us to increase our profit margins, with the same customer base as year 1.

11. BACK-UP PLAN

Every attempt that we undertake at Game changers academy is approached with a mindset that is characterized by commitment and resilience. We are strongly of the belief that every challenge presents an opportunity for innovation and progress, despite the fact that the path to achievement may be entangled with a number of twists and turns. If a particular strategy or innovation does not produce the expected result, we view this incident as an opportunity to learn, adapt, and progress.

Our dedication to excellence goes beyond simply accomplishing our short-term objectives; rather, it is about laying the groundwork for our long-term success and the ability to continue successfully. We are aware that there is a possibility that the process of empowering female athletes and reshaping the landscape of women's football will be met with obstacles along the road. Nevertheless, our unwavering faith in the capabilities of each and every player, as well as our unwavering commitment to our objective, is what drives us to confront and triumph over any obstacles that may come our way.

For the purpose of ensuring that Game changers academy continues to be at the forefront of female football development, we will continue to innovate, collaborate, and push limits even in the face of negative circumstances.

12. BUSINESS WORDS EXPLANATION

Vision

The vision of Game changers Academy is to be a trusted business that females can rely on which stems from the unique challenges and opportunities faced by female football. Historically, football has been predominantly a male dominated, with fewer opportunities and resources available to girls who wish to excel in the sport. By positioning themselves as a trusted entity, the academy aims to create a safe, supportive, and empowering environment where females can pursue their passion for football.

Target Market

Parents/Guardian often play a significant role in deciding their children's extracurricular activities, including sports participation. They are typically the ones who research options, make enrolment decisions, and provide transportation and financial support. Therefore, winning over parents/guardians is essential to attracting participants to the academy.

Strapline

“Breaking barriers & scoring goals”.

Breaking barriers – This phrase “Breaking barriers” highlights the academy's commitment to overcoming obstacles and challenges faced by female athletes in the football world. Women have encountered various barriers including stereotypes, lack of opportunities and unequal treatment. By emphasizing “Breaking barriers”, the academy signals its dedication to creating a more inclusive and equitable environment where all aspiring female footballers can thrive, regardless of gender, background, or ability.

Scoring goals – Beyond just playing the sport, “scoring goals” symbolizes achievement, success, and progress. It represents the academy's goal of helping female players reach their full potential, both on and off the field. Whether it's mastering new skills, achieving personal milestones, or competing at higher levels, the academy aims to empower girls and women to set ambitious goals in football and beyond.

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APPENDIX

APPENDIX A:

Your Quotation

Based on your answers, we can offer you the cover shown below. Please select or deselect to tailor your package to your personal needs.

☒ **Public Liability and Employers' Liability** **£131.04**
Protection against ongoing liabilities of the public or damaging their property, or injuring a volunteer/employee

Public Liability Limit: £5,000,000
For £10,000,000 limit, call us on 0800 640 6400

Employers' Liability Limit: £10,000,000 [Show details](#)

☐ **Professional Indemnity and Trustees Liability** **£22.40**
Protection against mistakes you make when providing advice or services to others, and for your actions as a trustee

☐ **Legal Representation and Employment Disputes** **£201.00**
Helping you with employment disputes, official investigations and other various matters

☒ **Property Damage** **£57.12**
Covers your premises and contents

Sum Insured
Total: £00
Buildings sum insured: £0
Computer Equipment which stays within the confines of your premises only: £0
Other items and equipment which stay within the confines of your premises, only **which are stored** in a self-contained steel storage/shipping container: £0
Other items and equipment which stay within the confines of your premises only, **but not stored** in a self-contained steel storage/shipping container: £00

[Show details](#)

☒ **Portable Equipment** **£28.00**
Covering your portable equipment away from your home or office

Sum Insured: Total: £999
Portable computers/ electronic and business equipment: £999
Gold or silver articles, cups, trophies, medals or memorabilia: £0

[Show details](#)

☐ **Money and Personal Assault** **£22.40**
Protection if you lose money or are injured in a robbery or attempted robbery

☐ **Cyber & Data Risks** **£44.80**
Helping you when you're victim of a 'cyber attack'

☐ **Fidelity** **£56.00**
Protection against dishonesty or fraud by volunteers or employees

☐ **Occupational Personal Accident** **£29.12**
Helping your volunteers and employees if they are accidentally injured in the course of your activities

Annual Premium **£216.16**
(includes IPT 12.0%). Spread the cost of your policy for free – switch to monthly payments. Need to pay by cheque? Call us on 0800 640 6400, quoting reference 737852

[CONFIRM & CONTINUE](#)

[EMAIL QUOTE](#)

You will be able to review all details before paying

[BACK](#)

Payment options

Quotation Reference 737852

Monthly ☐

Annual ☒

☒ Public Liability and Employers' Liability: £131.04

☒ Property Damage: £57.12

☒ Portable Equipment: £28.00

Annual Premium: **£216.16**

(includes IPT 12.0%). Spread the cost of your policy for free – switch to monthly payments.

[CONFIRM & CONTINUE](#)

[EMAIL QUOTE](#)

You will be able to review all details before paying. Your quotation is valid for 30 days.

[Policy wording](#)

[Summary of cover](#)

[Important information](#)

Why insure with us

☒ Established over 25 years

☒ 24hr legal advice helpline

☒ Access to legal document hub

☒ Instant policy documents

☒ Dedicated claims service

☒ Easy payment options

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APPENDIX B:

Name	quantity	price	Price per unit	
Equipment				
Footballs	12	£49.99	£4.20	
Cones	50	£10	£0.20	
Bibs	40	£27.96	£0.70	
		A: Total = £87.95		
B: One time payments				
Adobe Photoshops		£262		
VEO Camera		£999		
		Total = £1261		
B: Monthly Weekly	Monthly	Yearly		
Venue	£20	£80	£1,040	
App promo	£29.75	£119	£1,428	
		Total = £2468		
		C: Overall spend = £3816.95		
3816.95+87.95 (C+A)		D: Price of individual unit = 43.40		
		E: Gold Subscription price = £53 yearly		
53-43.4= £9.60		F: Profit Margin= £9.60		
9.60÷53 = 0.18 x 100 = 18.1%		G: Profit margin (%)= 18.1%		
9.6÷43.4 = 0.22 x100 = 22.12		H: Mark up = 22.12		

APPENDIX C:

Name	Quantity per batch	Price	Price per unit
Equipment			
Footballs	12	£49.99	£4.20
Cones	50	£10	£0.20
Bibs	40	£27.96	£0.70
Total			£87.95
One-time payments			
Adobe Photoshop		£262	
VEO camera		£999	
Total			£1261
Monthly Payments			
Venue			
Weekly		£20	
Monthly			£80
Yearly			£1040
App Promotion			
Weekly		£29.75	
Monthly			£119
Yearly			£1428
Total			£2468
Overall spend			£3816.95
Price of individual unit			£43.40
Gold subscription Price			£53 Yearly
Profit margin (%)			18.1%
Mark up			22.12

(Income £9,700 - Expense £3,816.96 = £5,883.04)