



PLAYASCHOOL

CHANGING THE GAME

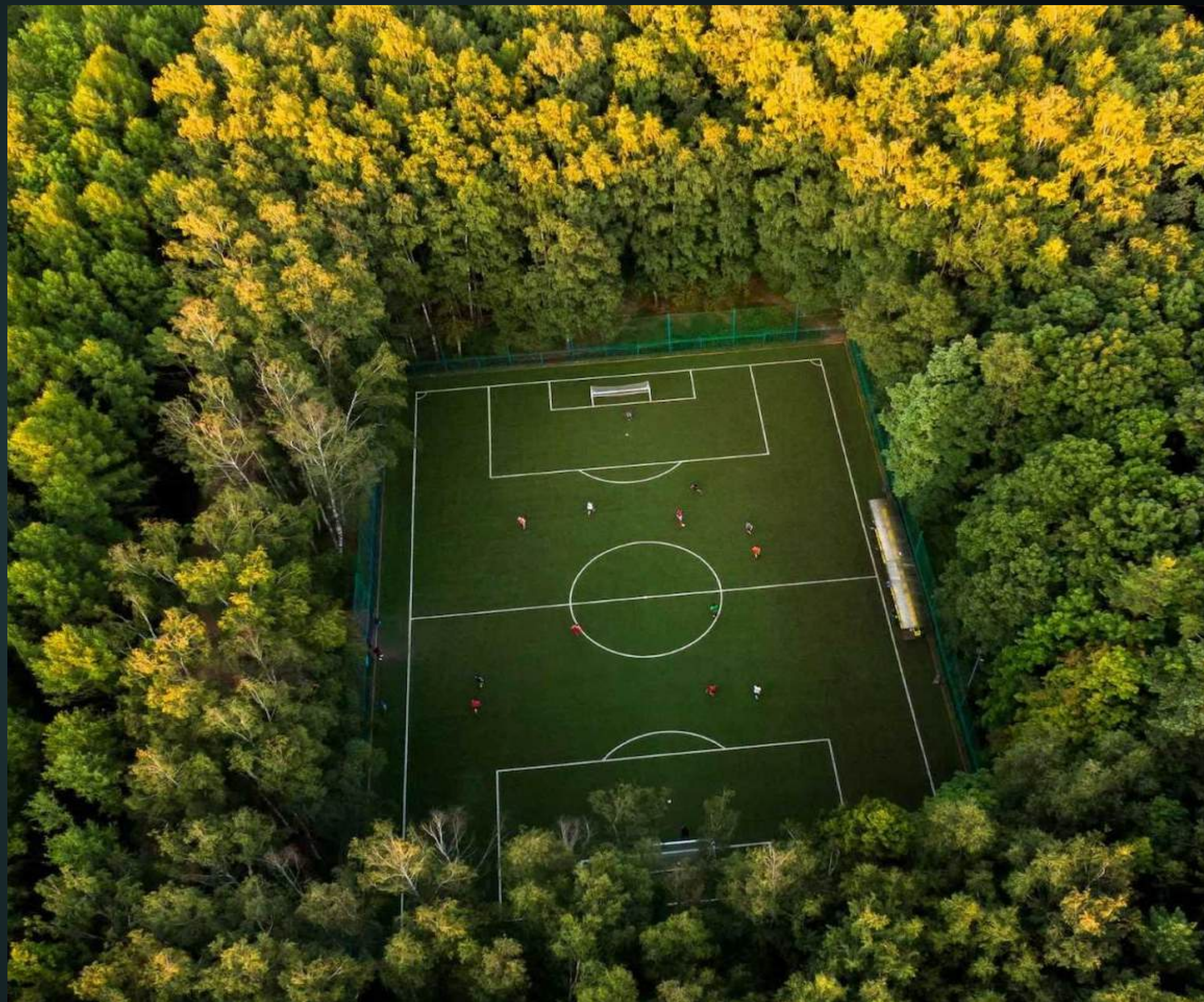
OVERVIEW PRESENTATION



ABOUT US

TRANSFORMING FOOTBALL TALENT DISCOVERY

PLAYASCHOOL IS A TECH-ENABLED PLATFORM THAT REVOLUTIONISES HOW EMERGING FOOTBALL TALENT CONNECTS WITH THE ENTIRE FOOTBALL ECOSYSTEM. WE FOSTER A COLLABORATIVE COMMUNITY THAT DRIVES PROGRESS THROUGHOUT THE ENTIRE FOOTBALL INDUSTRY.



KEY PAIN POINTS ACROSS THE INDUSTRY



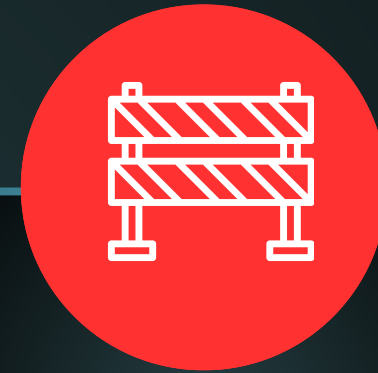
LACK OF ACCESS TO
DECISION-MAKERS



LIMITED OPPORTUNITIES
FOR PLAYER EXPOSURE



FRAGMENTED SCOUTING
PROCESS



HIGH BARRIERS TO ENTRY



LACK OF DIVERSITY IN THE
FOOTBALL INDUSTRY



LACK OF TRANSPARENCY
IN THE SCOUTING



EXPENSIVE & LABORIOUS
RECRUITMENT PROCESS



LIMITED ACCESS TO
INTERNATIONAL TALENT



FEW OPTIONS FOR YOUNG
PLAYERS TO MONETIZE



LOW EXPOSURE FOR
LOWER-LEVEL TEAMS

THE OPPORTUNITY

How do we address the problem?

- Empowerment & Visibility
- Streamlined Scouting & Recruitment
- Transparency & Feedback
- Accessibility & Revenue Opportunities
- Inclusivity & Industry Growth

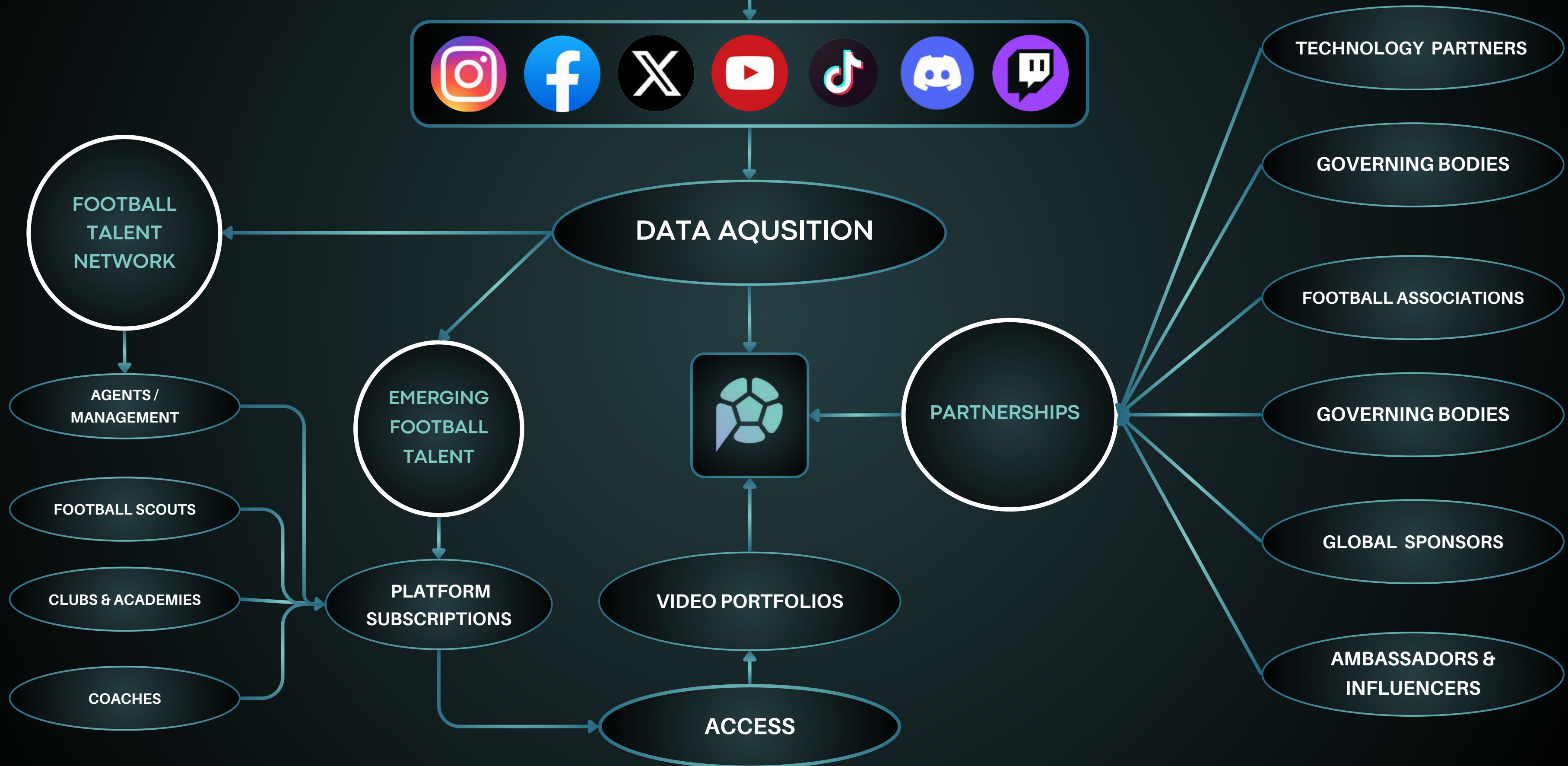


THE SOLUTION

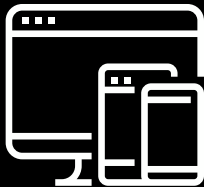
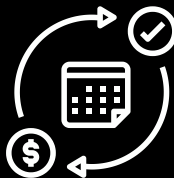
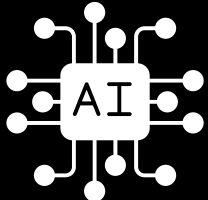
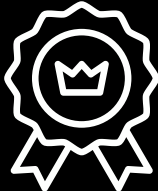
Here's why clients will choose us:

- Advanced Scouting Technology
- All-in-One Platform
- Dynamic Partnership Opportunities
- Tailored Player Development
- Monetisation Channels

THE MODEL



PRODUCT OVERVIEW

	PLATFORM	Playaschool connects emerging football talent with decision-makers (clubs, scouts, agents) by providing in-depth evaluations of players' mental, physical, and technical skills.
	SUBSCRIPTION TIERS	Two subscription tiers (Basic and Pro) cater to football talent and industry professionals, offering tailored features for each user group.
	AI & PATTERN RECOGNITION	Playaschool uses AI and pattern recognition to analyze user videos, identifying emerging talents by comparing them to top players. This offers a data-driven competitive advantage.
	CONTENT AND ENGAGEMENT	Regular live streams, podcasts, and events with football celebrities enhance user engagement on Playaschool's Twitch channel.
	BRAND SPONSORS	Playaschool offers custom sponsorship packages for global brands, aligning with brand goals and leveraging co-branded content, events, and audience data insights.
	BRAND AMBASSADORS	Superstar football ambassadors boost Playaschool's global visibility and engage football enthusiasts.
	FUTURE PLAYER CONTRACTS	Playaschool facilitates player-agent-club negotiations, earning commissions on successful contracts and offering negotiation and legal support services.

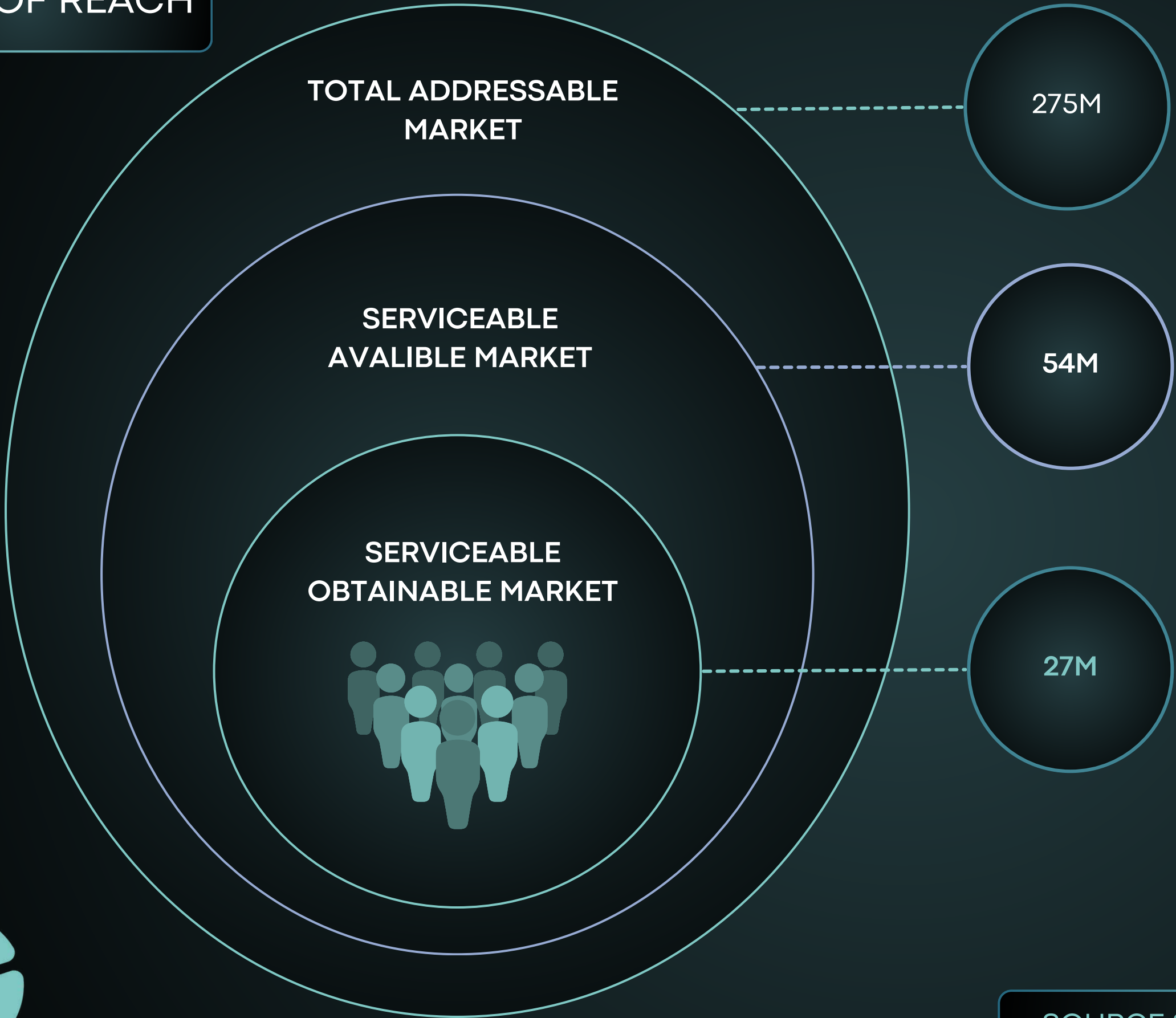
ALL-IN-ONE PLATFORM



TARGET CUSTOMERS

EMERGING FOOTBALL TALENT		PLAYERS (12-21)	• AMATEUR, SEMI-PROFESSIONAL & PROFESSIONAL • ACADEMY PLAYERS, ACADEMY GRADUATES • A GLOBAL FOCUS, WITH EMPHASIS ON UNDERREPRESENTED REGIONS (AFC & OFC)
FOOTBALL TALENT NETWORK		CLUBS & ACADEMIES	• PROFESSIONAL CLUB ACADEMIES • YOUTH DEVELOPMENT PROGRAMS • NATIONAL FOOTBALL ASSOCIATIONS • ELITE PRIVATE FOOTBALL ACADEMIES • REGIONAL AND GRASSROOTS CLUBS
		COACHES	• ACADEMY COACHES (PROFESSIONAL CLUBS) • SCHOOL/COLLEGE COACHES • GRASSROOTS TEAM COACHES • PRIVATE TRAINERS • NATIONAL YOUTH TEAM COACHES • ELITE DEVELOPMENT PROGRAM COACHES
		SCOUTS	• CLUB-EMPLOYED SCOUTS (PROFESSIONAL/AMATEUR) • INDEPENDENT SCOUTS (FREELANCE) • SCOUTING AGENCIES • REGIONAL AND NATIONAL TALENT SCOUTS
		AGENTS MANAGEMENT	• LICENSED FOOTBALL AGENTS • PLAYER MANAGEMENT COMPANIES • TALENT REPRESENTATION AGENCIES • INDEPENDENT PLAYER AGENTS
		MEDIA	• SPORTS BROADCASTERS AND TV NETWORKS • ONLINE SPORTS MEDIA PLATFORMS • FOOTBALL CONTENT CREATORS AND INFLUENCERS • PRINT AND DIGITAL FOOTBALL JOURNALISTS

SCALE OF REACH



PRE-EXISTING MARKETING NETWORK

FOOTBALL MEDIA	161.10m
AMBASSADORS	446.50m
ESPORTS	200.38m
TOTAL	807.98M



ACTIVELY PLAYING FOOTBALL

SOURCE STATISTICS: SOCCERNET, FIFA, UEFA, CONCACAF, AFC, OFC, CAF, CONMEBOL, UNITED NATIONS

MONTHLY SUBSCRIPTION
EMERGING FOOTBALL TALENT

STARTER

FREE

- ✓ ABILITY TO CREATE A PROFILE
- ✓ ABILITY TO UPLOAD VIDEOS (LIMITED ACCESS)
- ✓ ABILITY SEARCH FTN NETWORK
- ✓ PROFILE VISIBLE TO THE FTN NETWORK
- ✓ PROFILE VIEWS & PROFILE SAVES (LIMITED ACCESS)
- ✓ NETWORK MESSAGING (VIEW ONLY)
- ✓ CONNECT WITH OTHER PLAYAS (LIMITED ACCESS)
- ✓ THE ABILITY TO REQUEST FTN MEMBER VIEW YOUR PROFILE (LIMITED ACCESS)

What's included?



PRO

\$9.99

- ✓ ABILITY TO CREATE A PROFILE
- ✓ ABILITY TO UPLOAD VIDEOS (UNLIMITED)
- ✓ UNLIMITED SEARCH OF THE FTN NETWORK
- ✓ PRIORITY PROFILE VISIBLE TO THE FTN NETWORK
- ✓ PROFILE VIEWS & PROFILE SAVES (FULL ACCESS)
- ✓ FULL MESSAGING ACCESS TO FTN NETWORK
- ✓ ABILITY TO REQUEST FTN MEMBER VIEW YOUR PROFILE
- ✓ MONTHLY PRIORITY PROFILE FEATURE
- ✓ CONNECT WITH OTHER PLAYAS (UNLIMITED ACCESS)
- ✓ ACCESS 4K VIDEO UPGRADE SOFTWARE

What's included?

MONTHLY SUBSCRIPTION FOOTBALL TALENT NETWORK

INDIVIDUAL

\$29.99

- ✓ ABILITY TO CREATE A SINGLE LICENCE PROFILE
- ✓ FULL ACCESS TO TALENT POOL NETWORK
- ✓ FULL MESSAGING ACCESS TO NETWORK
- ✓ PLAYER COMPARISON TOOLS
- ✓ HOLD ABILITY TALENT FOR NEGOTIATIONS LICENCES
- ✓ SAVE FAVOURITE PLAYAS AND RECEIVE ALERTS WITH NEW UPLOADED
- ✓ DEDICATED ACCOUNT MANAGER FOR SUPPORT AND CONSULTATION
- ✓ ADVERTISING AND BRANDING INTEGRATION ON THE PLAYA PLATFORM
- ✓ BETA ACCESS TO NEW FEATURES
- ✓ CORPORATE ENTERPRISE TEAM SUITE BRAND FILTERED ANALYTICS VIEW

What's included?

ENTERPRISE

\$99.99

- ✓ ABILITY TO CREATE A CORPORATE PROFILE & ADD MEMBERS
- ✓ FULL ACCESS TO TALENT POOL NETWORK
- ✓ FULL MESSAGING ACCESS TO NETWORK
- ✓ PLAYER COMPARISON TOOLS
- ✓ HOLD ABILITY TALENT FOR NEGOTIATIONS LICENCES
- ✓ SAVE FAVOURITE PLAYAS AND RECEIVE ALERTS WITH NEW UPLOADED
- ✓ DEDICATED ACCOUNT MANAGER FOR SUPPORT AND CONSULTATION
- ✓ ADVERTISING AND BRANDING INTEGRATION ON THE PLAYA PLATFORM
- ✓ BETA ACCESS TO NEW FEATURES
- ✓ CORPORATE ENTERPRISE TEAM SUITE BRAND FILTERED ANALYTICS VIEW

What's included?

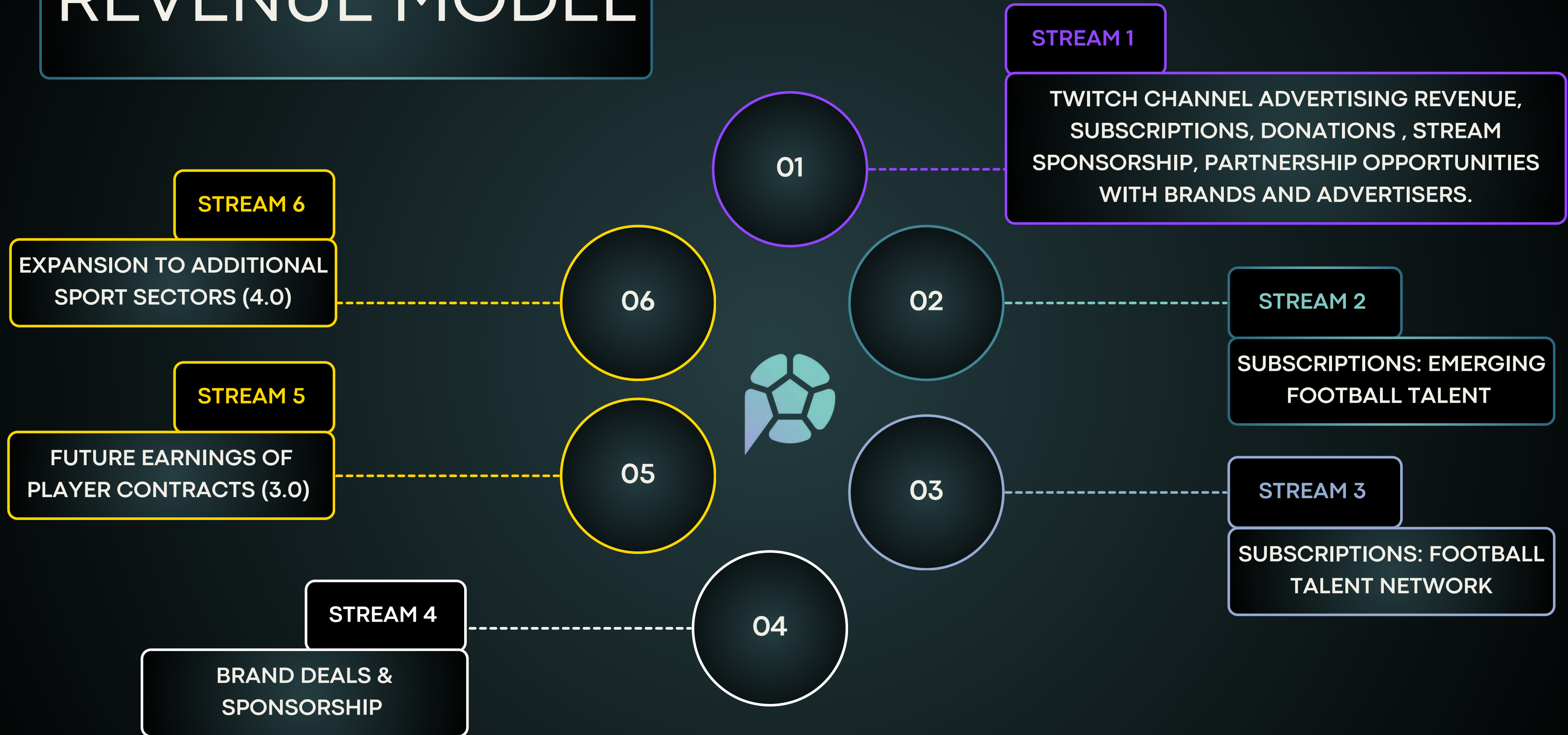
CORPORATE

\$500

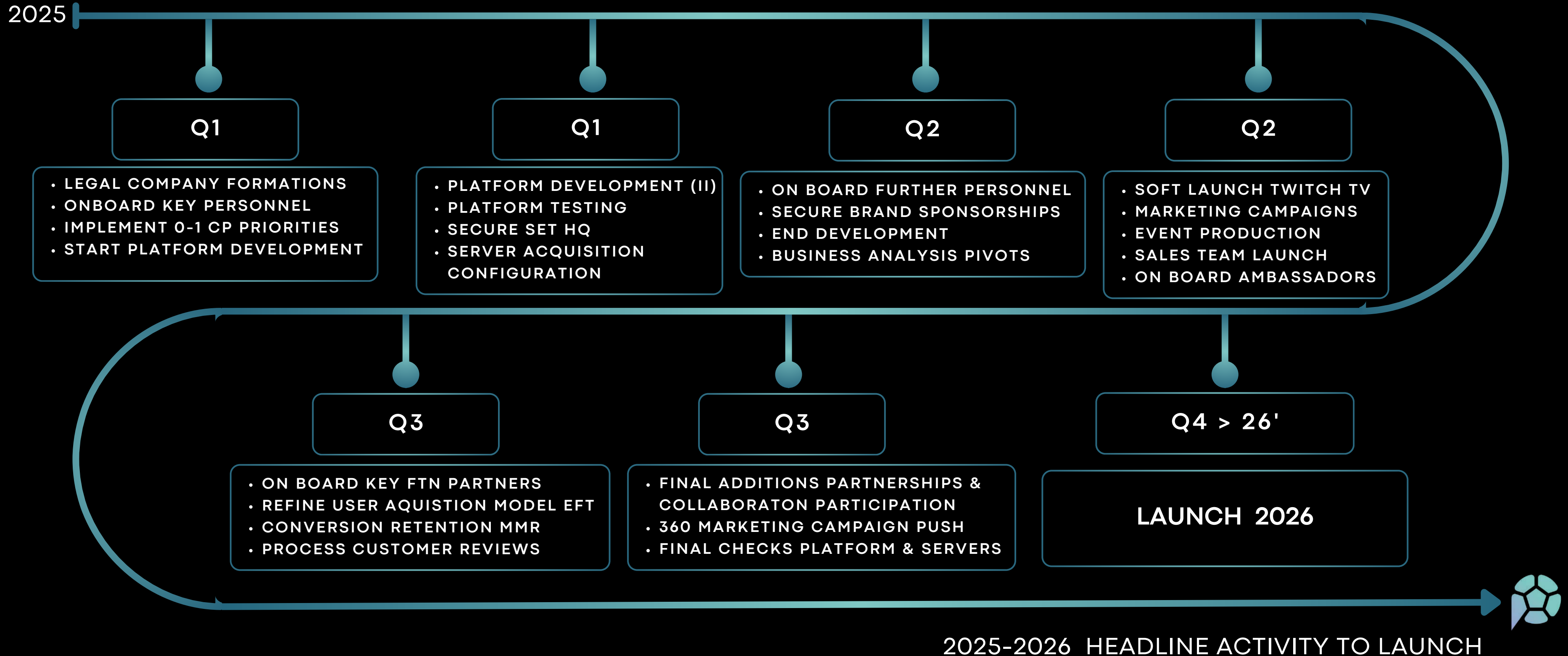
- ✓ ALL FEATURES INCLUDED IN ENTERPRISE
- ✓ UNLIMITED COMPANY LICENCES
- ✓ CORPORATE ENTERPRISE TEAM SUITE
- ✓ BRAND IDENTITY SITE INTEGRATION
- ✓ WEB DEV SET UP TECH & SUPPORT
- ✓ DEDICATED ACCOUNT MANAGER FOR SUPPORT AND CONSULTATION
- ✓ BRAND FILTERED ANALYTICS VIEW
- ✓ ANNUAL EVENT INVITATION AND 100 EFT LICENCE KEYS
- ✓ PRIORITY ADVERTISING AND BRANDING ON THE PLAYASCHOOL PLATFORM

What's included?

REVENUE MODEL



PROJECT TIMELINE





OUR TEAM



FOUNDER CEO
LUKE WAITE-WILLAMS



CO-FOUNDER CTO
MARCIN RDEST



CO-FOUNDER CCO
GLEB NAZARENKO



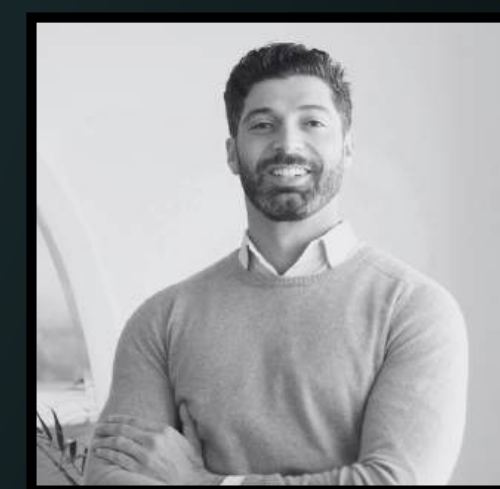
AMBASSADOR
THIERRY HENRY



HEAD OF FOOTBALL
DARREN DEIN



BRAND DIRECTOR
LISA ROKNY



HEAD OF PRODUCTION
AJ AMER

FUTURE TARGETS



G L O B A L S P O R T S M A R K E T S





TM



Luke Waite-Williams



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