



INTRODUCTION: PHASE 1.1

Welcome to Pro Elite Football Academy

We are building the best football academy in the world and we are delighted that you are interested in joining us on our journey.

In this Franchising Prospectus, you will gain insight into the opportunity as-well as what **next-steps** look like, for you.



- ⚽ Launched in 2016, by Coach Ali, Pro Elite Football Academy has become the largest privately owned academy in London.
- ⚽ Our mission to “inspire as many children as we possibly can”, meant that we had a decision to make: continue being privately owned & scale across the Nation, or Franchise and bring the best talent in as part of our ownership team and continue our mission.
- ⚽ With 5 successful Franchises launched (~2024), we are now ready to expand Nationwide.





- ⚽ Our model is designed to work **at scale**. With **defined age-banded classes**: you rarely will have to recruit for players.
- ⚽ Our classes are banded into the following age-groups:
 - 18 months – 3 years
 - 3 to 5 years
 - 5 to 7 years
 - Pre-Academy (U7's + U8's)
 - Foundation Phase (U9's – U12's)
 - Youth Development Phase (U13's – U16's)
- ⚽ Superstars join as a toddler and progress through the Academy, making life-long friends along the way.

- 🏆 Pro Elite have produced over 50 players who have signed at Professional Academies.
- 🏆 From those 50+, 32 started between the ages of 18 months + 3 years old!
- 🏆 Success brings opportunities. Coach Ali now combines Pro Elite with the Head Coach role of Arsenal's U8's, with Pro Elite highly regarded as one of the best private football academies in the United Kingdom.





- ⚽ Franchises are expected to scale to a minimum of **14 locations** within their territory, within 4 years.
- ⚽ To operate at 14 locations, Franchises will grow to a team of over 50 coaches
- ⚽ All 14 locations will mirror the age-banding of **18 months – 7 years**, with all football operations 7+ coming after being established as the leading toddler football academy in the Franchises community ~ usually after the 3rd location has hit capacity.

Marketing

Pro Elite's HQ is well-staffed with leading talent across all departments.

All digital marketing, social media coverage, website hosting and booking system hosting is done **internally at HQ**, with your input but not your execution.



1. Unified Social Media
2. Strong Results

As the brand grows, your brand grows.

Pro Elite currently have over 500,000 social interactions per month across all platforms.

There is only one social account, covering all locations, so you benefit from the brand strength and expertise behind content creation.





Coaching

You as the Franchisee will have day-to-day support from our Head of Coaching.

We help you recruit, train and up-skill coaches.

We provide all session plans.

We host quarterly training days for coaches across all locations, nation-wide.

You will have an open-floor to work with our Head of Coaching to provide ideas and tweak delivery so that we are consistent in our output across the nation.



Your role should become “Academy Director” as fast as possible.

We want you on the ground, “coach developing”. The system to scale is simple: Upskill coaches, fill the classes and open a new venue.

You repeat, improve and grow. With our full support and guidance.

Bookings

You receive full-access to our online booking system, so that parents can book trials, subscribe for the months ahead and purchase kits, all through the online system.



Gone are the days of invoicing, Whatsapping and chasing parents.

Our booking system handles all of the above and allows you to have more time in the sessions, to grow.





Community

In 9 months time, you will be the “go-to” icon in your community, for parents looking for elite-level coaching, regardless of their child's ability.

Your territory will be drawn out and agreed by both parties and then we will get to work.



You will be overseeing the development of thousands of young footballers and coaches.

Your time will be spent visiting and observing the sessions being put on under your banner and finding ways to improve the delivery and the value for each individual.



Initial Fee

Franchise Fee

£8,995.00 + VAT awards you the franchise, which comes with a full-set of equipment to get you started in your first location.

We then take 8% Royalties, meaning that our partnership split is 92% yours and 8% ours.



Return on Investment

Our Franchisees usually see a full ROI within the first 3 months, becoming profitable after month 4.



Expected Revenues

Averages achieved in the last 4 years

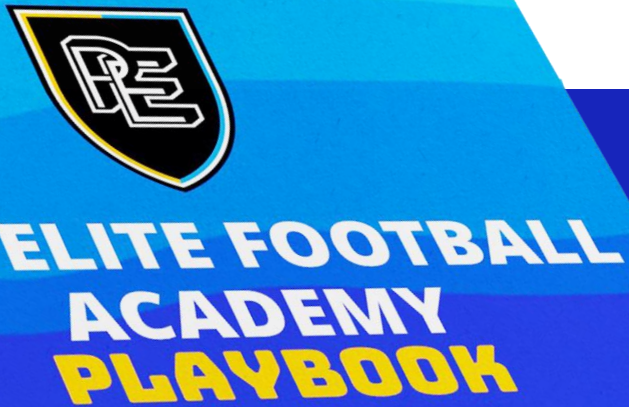
Year 1: £60,000 Revenue, £22,000 EBITDA

Year 2: £80,000 Revenue, £30,000 EBITDA

Year 3: £115,000 Revenue, £41,000 EBITA

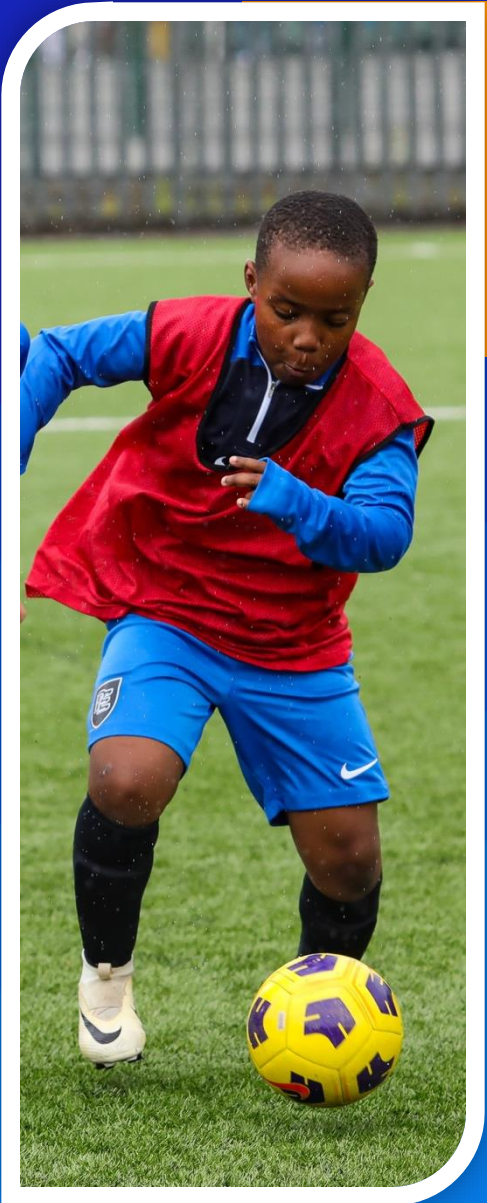
Year 4: £225,000 Revenue, £80,000 EBITDA

*Our Flagship is currently in year 8, a full-financial break-down will be given after NDA Signed and in the Franchise Disclosure Document.



OUR PROCESS

1. INTRODUCTORY CALL (our team will qualify you)
2. OPERATIONS CALL (with our CEO)
NDA to be signed
3. UNIT ECONOMICS CALL (with our CEO)
Franchise Disclosure Document will be sent
4. TEAM MEMBER CALL (with our Head of Coaching)
5. FRANCHISEE CALL (with one of our current Franchisees)
6. CONFIRMATION DAY (you visit our HQ and sessions, final meeting with our CEO before decision)



INTRODUCTION CALL

A member of our team will be in touch to organise a 15 minute introductory call to qualify you as a candidate.

Please prepare to answer:

1. Your current Financial Situation and Liquid Capital
2. Timings, how and when you prepare to launch if successful
3. Previous football or teaching experiences
4. Why you have chosen **Pro Elite Football Academy**

THANK YOU!

In the mean-time, please check us out on all social platforms:

Instagram/Facebook: @proelitefootballacademy

TikTok: @proelitefootballacademy

YouTube: @proelitefootballacademy

LinkedIn: @proelitefootballacademy

X: @proelitetweets