

**FRANCHISE
BECOME AN OWNER**



THE ORGANISATION





WHO WE ARE

Coach Ali Coach H

Coach Ali created Pro Elite Football Academy in 2016 and was joined by his brother **Coach H** in 2017. The pair complimented each-others strengths, leaning on Ali's experiences at both Tottenham Hotspur and more recently, Arsenal where he leads up the U8 coaching team at Hale End. On the flip side, Coach H is one of the most respected toddler football coaches in the country and together they believe that every single child should have access to top-level coaching, regardless of their ability level.

Coach Ali and Coach H have built a reputation for delivering football experiences that are inclusive, fun, and development-focused — values that continue to define the Pro Elite brand today. In 2023, they realised that their reach locally was limited. They had already maximised all of the venues in North London and had build the largest private football academy in the area, so decided to Franchise.

Since then, Pro Elite Football Academy are closing in on their 10th Franchise Location, taking the total number of facilities to 30.

The ultimate objective is for Pro Elite to be the best football academy in the world, underpinned by how it makes children feel when they experience a session.





WHO WE BECAME

That same original venue has now grown into the **largest private football academy in London**, recognised across the region for its excellence both on and off the pitch.

Today, the flagship franchise location boasts:

Over **1,500 players** attending weekly sessions

A coaching team of more than **55 fantastic people**

A high-performing operation generating **7 figures** in **annual revenue**





THE MISSION

Pro Elite is well on its way to achieving its mission — but this journey can only continue by partnering with individuals who share the same vision and passion.

Football is a feeling. It's the joy, confidence, and connection that children experience when they play. That feeling is what fuels the academy's purpose every single day.

But this mission is bigger than any one team or location. Every young person across the country deserves access to that same sense of belonging and excitement.

By launching a Pro Elite franchise, you have the opportunity to bring that experience to your local area — and in doing so, become a trusted pillar in your community.





**TURN YOUR
PASSION INTO A
PROFESSION**

YOUR OPPORTUNITY

The Opportunity We Offer

As a franchisee, you'll become the heart of football in your chosen community. You'll run **weekly football sessions** throughout the year, engaging young players, nurturing talent, and creating a positive environment for growth and enjoyment.

Your programme will also include exciting **holiday camps every half term and summer**, contracts within schools so that you can run their PE lessons, weekly birthday parties and the opportunity to make extra revenue from all of our brand merchandise.

Support Every Step of the Way

You're never on your own. Our **Headquarters Team** works with you side-by-side to grow both **your coaching delivery** and **your business performance**. From session quality to customer experience, we help you deliver the highest standards in everything you do.

Better still, **we handle all your digital marketing for you** – so you can stay focused on what matters most: **your players and your community**.

Freedom, Flexibility & Fulfilment

One of the biggest advantages of joining our academy is the ability to **create a work-life balance that suits your lifestyle**. Whether you want to build a full-time football career or run sessions alongside other commitments, the choice is yours.

With our proven model, passionate network, and powerful support, you'll have everything you need to make your academy a local success.





THE INVESTMENT

Your initial investment will be **£8,995 + VAT**.

This includes a full-set of equipment for you to start, plus your full initial launch marketing, the cost of your training and the set up of your franchise business.

Once launched, there is an **8% royalty, a £200.00 +VAT management fee and a 2% national marketing fund contribution**, all paid monthly.

This fee covers the cost of the high level of support that you will receive from our Franchise Launch Team during your Launch Phase and the our internal support structure led by Coach Ali and Coach H. It also includes **all digital marketing management, your booking system, all in-bound enquiries and also all social media coverage**.

Whilst the initial fee is markedly lower than many of our competitors, we appreciate that the franchise fee is still a significant financial investment and for this reason we are able to advise on funding sources available.



REVENUES & PROFITS

Based on our Flagship Franchise.

£1,111,349.88

Revenue, projected for year
2025/2026.

41%

Net Profit Margins

£238,627.32

Net profit projected for year
2025/2026.



REVENUES & PROFITS

Averages for our existing Franchisees.

£171,376.57

Revenue, based on average
Franchise performance.

40%

Net Profit Margins, based on
average Franchise
performance.

£68,018.68

Profit, based on average
Franchise performance.



NEXT STEPS

OPERATIONS CALL

After this, you can request an operations call with our management. You will also receive the full Franchise Disclosure Document to read through.

COACHING OBSERVATION

We will organise a coaching observation, to see you in action.

ONBOARDING DAY

Come down to our HQ for a full onboarding day; this includes your full launch programme, coaching training led by Coach H and observing one of the Flagship sessions in action.

LAUNCH

You launch your first venue!

