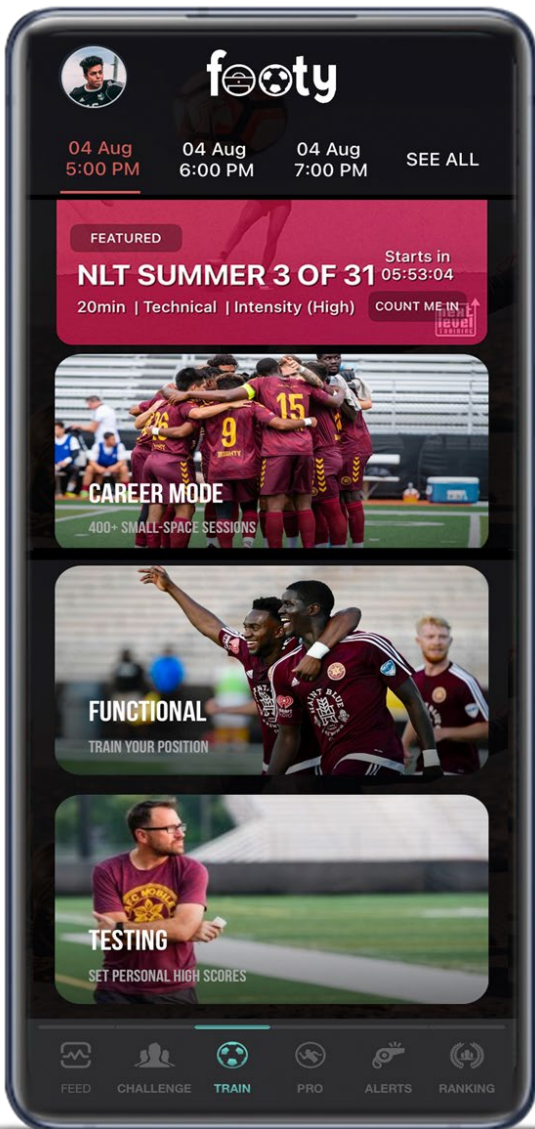


Footy App Overview

Driving adoption of your very own mobile player development platform



Footy App Overview:

This is an overview offered to programs for the player development services of Footy App. Footy Training is a very unique product that not only modernizes player development for players, but takes a club-centralized approach for the benefit of club directors and coaches. The goal is to build a relationship where your club, coaches and players can all benefit from your own platform.

A relationship with Footy Training includes the unique benefits listed below:

- **Player Development App with 2 subscription types for every age and level of players (*Training and Pro*)**
- **Curriculum of 7+ years with 600+ full-length technical and physical training sessions with *Training Variety* of customized programs, individual sessions, featured sessions and testing**
- **Club-Centralized platform** for Philosophy, Coaching Education, Protocol Documentation, Player Resources (Sports Psychology, Motivation, Leadership, Nutrition and Sleep) and scheduled 'Live' sessions
- **A *Coaches Platform* offering the most innovative coaching tools for Player Tracking (Sessions & Games), IDPs, Player Evaluations, Team Evaluations, Team Resources, Video Analysis and more...**
- **The most elaborate *College Placement Program* to help Club Directors, Parents and Players find their best-fit program.**
- **Social Media Platform** allowing players to video-challenge anyone in the club
- **Account Management Dashboard** for your Club Admin and Coaches for usage and data analytics
- **Implementation, Sustainability and Account Management:** A dedicated project manager is assigned to the club for full support, assistance and graphic design during implementation and sustainability.
- **Revenue-Sharing** partnership between Footy opens the possibility for club fundraising.

The document below goes into good detail of Footy's product and services. Technology is most definitely moving in this direction and we aim to give you the best technology for your players, parents, coaches and administration.

Please feel free to contact for inquiries at info@footytraining.com

Sincerely,



Armand A. Dikranian
Founder

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1. Basic company information

1.1. Provide a brief company history.

Footy Training LLC was created in 2015 with the objective to modernize player development and help players reach the technical standards allowing them better chance to achieve their goals. In December of 2014, Armand Dikranian won a National Championship as an assistant women's soccer coach at Florida State University, initiating a movement towards giving back to the soccer community. For the next 3 seasons, 31 national team and professional players were joined to record content for a direct player-to-pro competitive training program. In 2017, the app finished final changes of all 5 technical programs for beta-testing. Footy App's rebuild was released in 2021 with club customization and social interaction. Footy continues to expand coaching and club features as the leading technology to connect all members of an organization for the enhancement of player development.

1.2. Footy Training Business Profile

Footy Training is privately held. Footy Training LLC, a Florida limited liability company, and the Footy Foundation, Inc., a non-profit organization, have separate and independent legal entities. The Footy Foundation, Inc., is currently in the pending process of a 501(c)3 status.

1.3. Provide point of contact for the purpose of this overview

Armand Dikranian, Owner

Email: info@footytraining.com

1.4. Company address

Footy Training LLC
863 Park Ave
Tallahassee, FL 32301

1.5. Company website

www.footytrainingapp.com

www.footyfoundation.org

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2. Footy Training App Product



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2.1. Footy 'TRAINING' subscription

Footy's 'Training' subscription is the technical training plan for users. It includes (i) all technical training programs, (ii) social challenges and news feeds and (iii) profile rating system with friending. The 'Training' subscription amounts to 500+ full-length training sessions that amount to 5+ years of curriculum. It is a fantastic service to the younger (ages 8-12) and recreational players whose sole focus is on technical development and social interaction for a positive experience.

1. Technical Player Development:

Footy Training offers 6 technical programs, all of different training styles.

(1) Career Mode:

In the Career Mode, users complete a **program** comprised of 400+ full-length training sessions. Players are placed in the level of curriculum most appropriate for their age with sessions progressing in difficulty thereafter. Sessions are of limited space and equipment and are ideal for ages 8-12+. Users train to unlock pro players in leagues & tournament competitions.

(2) Functional Program

Train in the specific position you play with the Functional Training Program. This program is ideal for older players (ages 13-21+) that are looking to master skill-sets of their position with **purposeful training**. The program has approximately 15-20 full-length sessions in each positions (CB, OW, CM, WP, Fwd). Positions are organized into topics, and sessions progresses in complexity. Sessions are small-group (2-4 players) and require field space to simulate game situations.

(3) Testing

The Testing Mode allows players to train outside of curriculum at their own pace for personal high scores. Users submit a score to receive a rating depending on their age. Testing scores impact the user's profile rating.

(4) Live 'Featured' Sessions

Live 'Featured' sessions bring a different engagement to training, where users can join scheduled sessions at specific days and time. These 20 minutes sessions are ideal to fit into a limited schedule. Additionally, club directors can upload their own sessions for only their players to view.

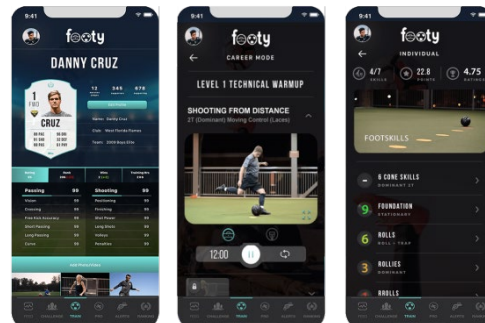
(5) Private Trainers

Users can browse through a variety of private trainers to complete their specific guided training sessions. This gives users even more flexibility and variety of training. Add private trainers across the franchise for anyone in the club to view.

(6) Learn

The newest feature allows for players to learn how to execute specific techniques. This program allows the user to view 'how to' tutorials, examples of application of technique in game situations and a learning series of training exercises.

Sample Footy 'TRAINING' Screens



2. Challenge Module

(1) **Public Challenges:** Footy's Challenge Mode gives users the ability to video challenge anyone in the world. Video challenges are then voted on in a news feed, and the users are notified of results after 48 hours.

(2) **Private Challenges:** Users can train against teammates before or after training via in-person challenges. Results of each match accumulates to an overall record as seen on the user profile.

(3) **Hashtag Videos:** Post your own 'skill of the day' with your very own club hashtag. This will allow users to post their training under your club's own training section.

3. User Engagement: Leaderboards, Starting XIs, Player Profile & Rating System

Leaderboard and Starting XI: Users earn 1pt for every 1minute trained. The leaderboard ranks users according to points earned and can be sorted via club, age, gender and duration. The Starting XI ranks players by position.

Player Profile & Rating System: Footy's User Profile has been designed user experience similar to Instagram and FIFA. User's are able to friend and challenge anyone using Footy, along with post profile pictures of their career. Additionally, Footy's Rating system mirrors FIFA, in specific categories and subcategories of skills to train. The more a user practices, the more his/her ratings go up in the specific categories trained. incorporates many features below to further engage usage.

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2.2. Footy 'PRO' subscription

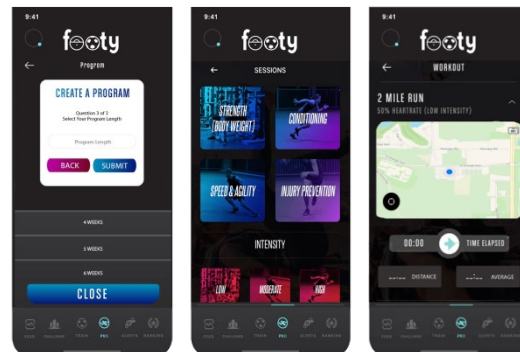
Footy's 'Pro' subscription is the technical training plan for users. It includes (i) all technical training programs, (ii) social challenges and news feeds and (iii) profile rating system with friending. The 'Training' subscription amounts to 500+ full-length training sessions that amount to 5+ years of curriculum. It is a fantastic service to the younger (ages 8-12) and recreational

1. Physical Training:

Players with a 'Pro' subscription have access to physical training Programs, Sessions and Testing with GPS.

- (i) **Programs** are customizable to the length (4-12 weeks) and goals (Conditioning, Strength, Speed/Agility) of the user. This is ideal to support a user's off-season physical development needs.
- (ii) **Sessions** are of full-length and can be completed at any time. Categories include strength, conditioning, speed, HIIT and Injury Prevention.
- (iii) **Testing** workouts serve as assessments to determine if users have met the physical standards for your program.
- (iv) **GPS:** Physical sessions also include GPS conditioning.

Sample Physical Screens



2. Tactical Program

Video Analysis is a feature that allows club directors and coaches the ability to upload (Pro/Team) video and tag a specific player, gender and age group for any of their players to view. This might be the most personalized way for a coach to take advantage of Footy's platform to help their players' continued growth.

3. Psychosocial and Lifestyle Programs

Footy's 'Pro module' also includes Psychosocial and Lifestyle player development resources of Sports Psychology, Leadership, Motivation, Nutrition, Goal-Setting and College Preparation. Additionally, clubs have the ability to upload their own content for only their players to view.

4. Individual Development Program (IDPs)

Create long-term player development goals by completing seasonal IDP plans. At the end of each 8-week term, players and coaches can check progress in IDP Reviews to serve as Player Evaluations. IDPs hold players accountable for their overall long-term development.

5. College Preparation Program

Players can utilize three programs (Resources, Schools and Checklist) to identify the best-fit school for them.

- (i) **Resources:** Players can browse through resources to understanding the best-practices and tips through the recruiting process.
- (ii) **Catalog:** User have access to an entire catalog of college programs to research, email coaches directly, and add to their top schools checklist.
- (iii) **Checklist:** Players can organize their preferred schools and rate each of their choices according to their own preference.

Sample IDP & College Prep Screens



Note: Coaches and Club Directors have access to view progress made in this program for each of their players.

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2.3. Footy 'COACHES' platform

The Footy App provides coaches all the tools to enhance player development for their teams. Coaches have access to (i) Footy App features (ii) an coaches admin dashboard and (iii) the most innovative on-field coaching tablet.

1. Footy App Coaching Features

Club directors and coaches are linked their players to enhance player development and club synergy. Club Directors have access to upload resources into a Coaching Education Platform to help with the education of their coaches. Also, coaches have access to the Player Tracking and Individual Development Plans features.

- (i) **Coaching Education Platform** allows the director to connect with their coaches by uploading Club Philosophy, Coaching Education Sessions and other Resource material to fully educate coaches of the club brand.
- (ii) **Player Tracking Data Analytics:** Coaches can input and track player performance and workrate in practices and games. Notes can be sent to players. Data can be viewed over different time segments and hold players account for their development.
- (iii) **Player and Team Evaluations** gives coaches and club directors a very organized approach to uphold age group standards and expectations for each team and all players. These features are designed to ensure that developmental checkmarks are reached for each season.
- (iv) **Video Analysis:** Coaches have the ability to post team and pro videos for any specific player(s) to view. Club directors can post club-wide examples of performance standards per age-group. The video analysis program is a fantastic tool to help coaches differentiate their instruction to their players.
- (v) **Scouting Reports and Post-Game Analysis** gives coaches of the collegiate and professional levels a platform that facilitates opponent analysis and match reporting. Coaches can share scouting reports amongst all staff and players that include: starting lineups, keys to success, data analytics, player profiles and video analysis.
- (vi) **Oversight of Individual Development Plan and College Placement Programs:** Coaches and club directors are linked to the accounts for each of their players. This allows them the ability to track players' progress for IDPs and College Placement for more efficient player/parent goal-setting meetings.
- (vii) **Physical Programming:** Coaches and directors have the ability to post their own strength and conditioning physical program to specific players. Programs can be customized by length in weeks and training per week while including session types of (i) sets and reps (ii) timed (iii) GPS and (iv) testing. This is the perfect platform to make sure your players are fit and training in the off-season.

Sample Tracking & Scouting Report Screens

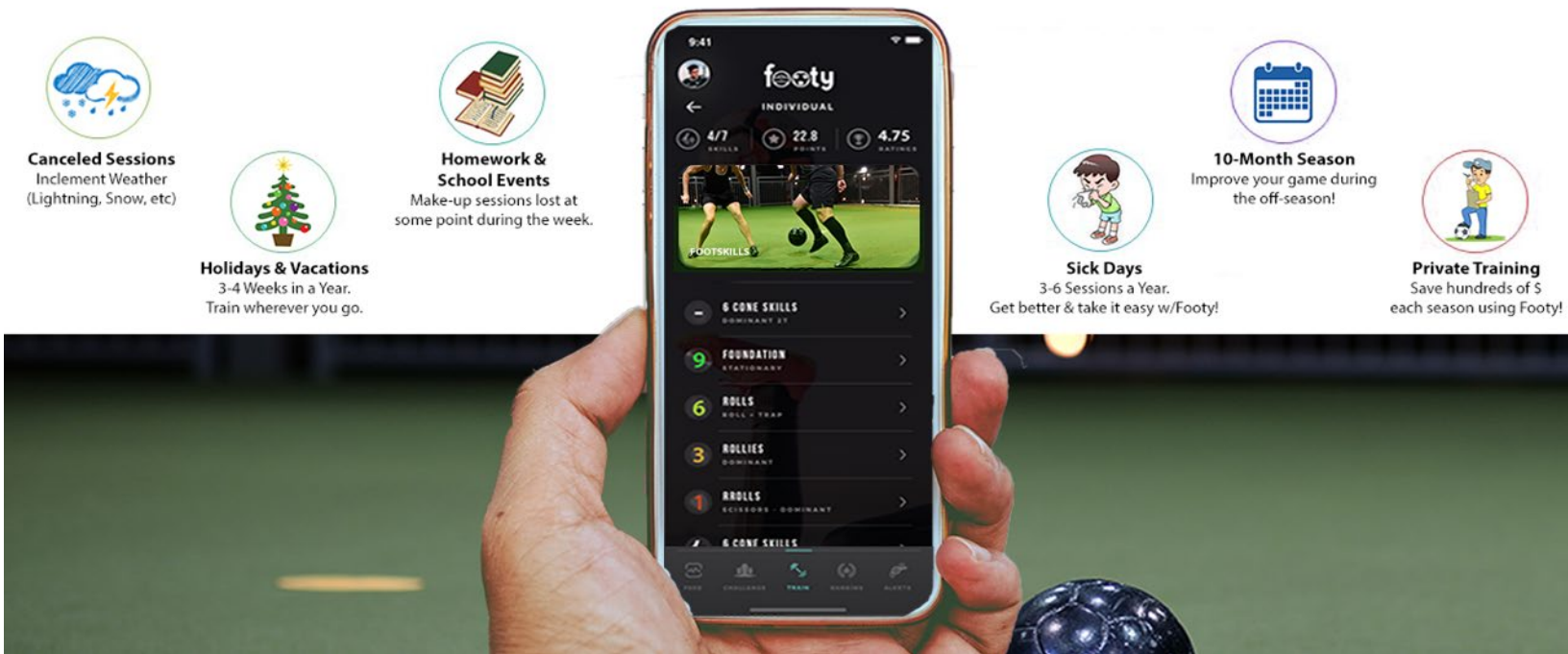


2.4. Footy 'ADMIN' Dashboard

Club Administration access is given to the Director and Coaches of the club to view the website portal of features. Club Admin has permission to upload any resource (Club Documents, Sports Psychology, Leadership, Nutrition, Sleep and College Preparation). The portal can also be used to upload and schedule 'Featured' sessions for only their players. Club Admin and Coach Admin can also use the portal for the Player Tracking program in addition to all Footy App usage.

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3. When to use Footy Training



- 1. Players Don't Train Enough:** Several publications have noted that it takes a person 10,000 hours of purposeful training in order to achieve mastery in that area. The percentage of soccer players that reach this goal prior to their professional or college age is at a minimum. Because only so much time can be spent on team training and players do not train enough on their own, we miss this mark. Additionally, any extra training done is often too inefficient for much benefit!
- 2. Common Excuses from Training (An Automatic Return in Value):** As much as we all would like, coaches do not get 100% player attendance at every training session. A player may miss anywhere from 5-20 sessions each year due to various circumstances that may be out of our control. This allows Footy Training to become an immediate return in value. **Canceled training due to inclement weather** is the most common! Whether it be because of temperature, snow, lightning, hurricanes and so on, often good chunks of time is missed. We all get **sick** from time to time, some more than others. But it is safe to say that at least a few sessions may be missed due to illness. **Holidays and vacations** typically take 3-4 weeks from the year. Even if you are on break, you can still take Footy Training anywhere you go! Ever get frustrated when a player backs out of a session because of the prom? Special events, **school homework**, exams and church services are all reasons that may prevent a player from team training. For 2 months out of the year, teams are in **off-season** and away from team training. A fantastic opportunity to improve technically in preparation for the next season.
- 3. Most Determined Players (Save \$\$ to supplement Private Training):** Footy Training is a perfect product for your most ambitious players. Families will freely spend hundreds of dollars with private trainers. Save your parents \$\$ by using Footy rather than paying for individual private training sessions.
- 4. Bottom-Tier Players (Playing Time):** For the player that is technically behind the rest of the team, Footy is a perfect way to help the coach improve on that player's form. Now coaches have a reason to justify playing time and place accountability on the player for their own improvement!

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4. Implementation

4.1. Reason for an Implementation Strategy

In our partnership, it is our hope that as many players as possible take advantage of the services that the Footy Training app has to offer. The manner of which we roll-out our product to Club Name becomes very important. We'll work hand-in-hand to develop a process that will prepare and transition implementation of Footy.

4.2. Keys to Footy App Implementation

- **Identifying Targeted Users:** We have adapted curriculum extensively to apply well to players of all ages and levels. It is our hope that a club would want to grant all users access, however, we would need to learn more about all perspectives.
- **Engaging Administration:** We'd like to work cooperatively with your key administration to engage, influence, and drive implementation, using the right people, send the right messages, and help increase program visibility and usage by players.
- **Communicating for adoption and usage:** We will work with you to create an integrated communication strategy that considers your time and players, as well as the messaging and activities required to manage the implementation process. We'd like to use club influencers to deliver key messages for the most effect. Our end goal is to promote alignment with Footy and build user awareness, understanding, and ownership for the implementation that follows.
- **Analyzing the effect of the implementation:** We will capture the organizational impacts affecting the end user and teams. This assessment is a key link needed to help leaders and administration groups understand how changes will truly affect the organization and mitigate concerns. This will guide us in creating powerful, relevant communications; tailored training; and other key activities to for successful sustainability.

4.3. Implementation Plan

Our methodology for large scale organizational implementation has five stages: Strategy, Design & Assess (Alignment) and Construct, Implement, Operate & Review (Readiness). The plan is outlined below to drive implementation. Embedded within we focus on the Alignment, Implementation Readiness blocks.

Alignment:

Promotes a shared vision and alignment across the organization, which is critical to the success of the implementation initiative and realization of benefits.

Activities	Key Deliverables
<ul style="list-style-type: none">• Focus leaders on overall vision• Enable effective sponsorship and communications• Engages club admin for buy-in and commitment	<ul style="list-style-type: none">• Case for Implementation• Leadership Materials• Club Administration Management Plan

Implementation Readiness and Go-Live

Assesses the club's readiness and capacity for implementation, from people, structure, and process perspective in order to establish the foundation for the implementation plan and identify ongoing barriers to adoption.

Activities	Key Deliverables
<ul style="list-style-type: none">• Identify who will be impacted and how• Identify adoption risks to be mitigated• Help identify any pockets of resistance• Inform how ready the one is for the implementation	<ul style="list-style-type: none">• Distribution of Trial Accounts• Initial assessment recommendations• Go-Live assessment

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5. Sustainability Plan

5.1. Reason for a Sustainability Plan

We understand that player development does not happen overnight. It is a process needing time and commitment. In our partnership, we'll work hand-in-hand to implement incentivization strategies to drive sustained longterm user rates. As a result, Footy becomes a cultural part to the club. More than theoretical, our effects of change last.

5.2. Keys to Footy App Sustainability

- **Build a Routine:** There is enough variety of gamification and training styles so that training does not become stale. A routine using each of the training types will not only help vary the training, but give opportunity for sustainability.
- **Support from Coaches, Managers, Parents and Admin to Drive a Tipping Point:** Not all players are equally intrinsically motivated. Some players will not need any push from outside influence, but others may. People make decisions based off what is deemed necessary and accepted. The coach's job is to find the tipping point for full team usage.
- **Incentivization Strategies:** Once a tipping point is established, there still needs to be enough engagement and incentivization to sustain usage for longterm effects. The figure below lists incentivization strategies to keep players training!

Sustainability:

Gauges needs and create activities to operationalize the implementation program and sustain the usage.

Figure: Our Sustainability strategies are designed to help you make Footy last!

SUSTAINABILITY MAKING IT STICK

A LONG-TERM PLAYER DEVELOPMENT PROGRAM
MUST BE CONSTRUCTED WITH A FOUNDATION
THAT SEEKS INTRINSIC ROUTINE

- PLAYER PROFILES**
MAKE USERS FAMOUS
WITHIN THE GAME
- FIFA-INSPIRED RATINGS**
EARN TROPHIES, MEDALS
POINTS AND BADGES
- SOCIAL MEDIA**
SOCIAL COMPETITION
IS CONTAGIOUS
- TRAIN FOR A CAUSE**
TRAIN TO FUND FOR YOUR
CLUB'S SCHOLARSHIP
RECIPIENT
- SEASONAL AWARDS**
RECOGNIZING TOP
PERFORMERS FROM EACH
TEAM

Thank you.

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