

COMPANY

BROCHURE 2018

STAY IN THE GAME

FOOTBALL

SOCCER



ISA

ELITE SKILLS ARENA

ROLANDO AARONS NEWCASTLE UNITED FC

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ABOUT ESA

Elite Skills Arena is a sports technology company, formed to penetrate the underdeveloped market of professional football training equipment. All of our products use revolutionary LED light and vibration software, to create targets for players to hit. Different light sequences are programmed as training modes to work on different attributes. They provide a competitive environment for users to challenge themselves, incorporating a scoring system and statistical feedback to keep players enthused.

All ESA products are based around the mantra of 'repetition', maximising training intensity for faster and more pronounced improvement. ESA has 3 underlying objectives:

- Continually advance and progress our products, to create and build value for professional football clubs and players using our technology.
- Bridge the gap between grass roots and professional football by providing a more affordable platform for improvement using the same technology endorsed by the pro's.
- Generate value for ESA through the sale, rental and provision of our products to various markets across sport.

Our authenticity will allow us to capture a strategic and defensible global market share, particularly in Europe and the emerging markets such as China, Russia and the USA.



INVENTOR

Founded by Eddie Mitchell, an ex-football chairman ambitious to continue working to develop the future of football, the concept of moving lights and circular design derived from a combination of a lifelong involvement in both sport and architecture. The long-standing principle remains that 10,000 hours of deliberate practice are needed to become world-class in any field. The products create a high intensity environment, working several attributes at the same time, to reach the elusive 10,000 hours.

Stemming from many years of subconscious analysis of traditional training and the inception of technological advances in other sports, the Elite Skills Arena concept was formed in 2014. Whilst the unique circular design has remained consistent, a variety of research and development projects working on aesthetics, materials, and software have transformed ESA's technology to become the most advanced and beneficial training aid available. The Founding chairman has worked tirelessly, trawling through 6 separate prototype models to finally arrive at the current range of football training products.

Since our first production level product was made available in summer 2016, ESA have sold over 60 units worldwide, to clients such as FC Barcelona, TAG Heuer and Adidas. It is upon these strong foundations we want to grow and expand for the future.

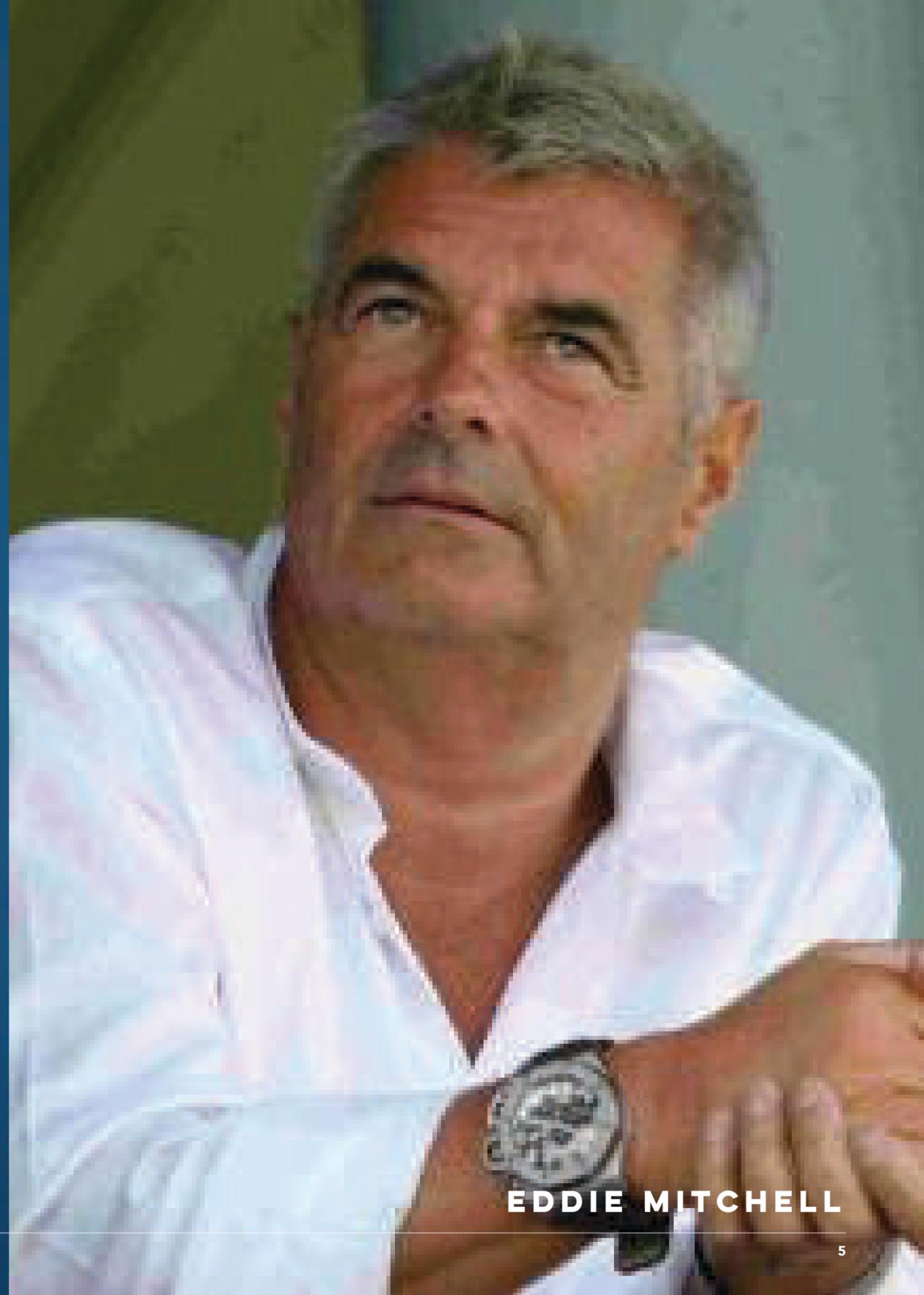
VISION

Elite Skills Arena will continue to grow and develop its vast product range, penetrating more markets at the elite end of the spectrum. Continuing in partnership with some of the leading clubs from across the globe, development will be a collective process to the end goal of providing a full range of training arenas fundamental to elite practice.

We will continually build value through our numerous international distributors, providing our advanced technology to all corners of the globe, where the sport of football is adored. As well as building a strong foundation in the UK and Europe as a fundamental aspect of elite training across the continent.

Within 3 years we envisage around 2 million uses of our arenas per year (currently around 110,000), with an aim on aiding emerging markets, such as China and USA, to become the footballing superpower they aspire to be.

Through our distribution channels and individually in the UK, ESA will also provide a truly affordable high-quality experience for all young and aspiring football players. Through the medium of rental, events and finance purchase options. Amateur users will experience professional technology at a fraction of the price bridging the gap with the professionals. This will also help to further raise awareness of our product offerings.



EDDIE MITCHELL

ENDORSEMENTS

Arsenal FC and England international Jack Wilshere, visited ESA's HQ to train with the whole range of our products. Arguably the most technically gifted English player, Jack came to knock Adam Lallana off top spot of our professional leaderboard and give his opinions on the ESA range.

“

IF THE ICON WAS AROUND WHEN I WAS A YOUNGER PLAYER I WOULD HAVE USED IT ALL THE TIME. THE ICON WOULD HAVE IMPROVED MY TOUCH AND MORE IMPORTANTLY MY AWARENESS DURING MATCH SCENARIOS.

”

Jack endorsed our products and thought they would be great for younger players. However with the range of products we have, Jack felt first team players would also feel the benefits. Whether it is the ICON range or the Precision range, ESA has a product to improve any personal attributes to take in to match performances.

“

FIRST TEAM PLAYERS, LIKE MYSELF, WOULD DEFINITELY IMPROVE USING THE ICON. AS A TOOL ALL PLAYERS COULD REALLY IMPROVE DURING THEIR INDIVIDUAL PRACTICE.

”



ENDORSEMENTS

Liverpool FC and England international Adam Lallana, has been an ambassador of ESA since formation and visits the HQ often to use the range of specialised products we have developed. Branded by Gareth Southgate as the country's best player, during the England managers first year in charge, Adam has some of the finest ball control in the world and his style has even drawn comparisons to many Spanish internationals.

We asked Adam what he thought the benefits of using the ICON were and how our products could create more young English players with the ability to rival some of our foreign counterparts.

“

FOOTBALL IS BECOMING MORE DEMANDING TECHNICALLY AND THE ICON ALLOWS YOU TO PRACTICE YOUR RECEIVING ABILITY WHICH IS CRUCIAL IN THE MODERN GAME.

”

Adam was impressed by our product range and thought that they should appeal to all players with all abilities. He also recognised the difference the top players have when controlling the ball, with possession teams being built not only on good passing but also the ability to use both feet in receiving passes.

“

I FEEL THIS IS ONE OF THE MOST IMPORTANT ASSETS TO IMPROVE ON, THE WAY YOU TAKE THE BALL OFF BOTH FEET AND LET IT RUN ACROSS YOUR BODY. USING THE ICON CAN REALLY IMPROVE YOUR SKILLS.

”



ADAM LALLANA
LIVERPOOL & ENGLAND

ENDORSEMENTS

Everton FC and DR Congo international Yannick Bolasie bought his very own ICON during 2017 to help his recovery process and to get himself back up to match speed away from team training. In December 2016, Yannick suffered a severe knee injury which would keep him out for around a year. The injury came at a tough time as the midfielder had recently had a big move to Everton and was facing a lengthy spell on the sidelines.

Yannick's personality and drive meant that he was looking for an extra edge to his rehabilitation and so he purchased an ICON unit to assist in his recovery. The ICON is the perfect tool for any player coming back from injury as it gives you a competitive and measurable work-out which is risk-free of injury. ESA's database shows that, although now fully fit, Yannick still uses his ICON often before and after training.

“

THE ICON IS A GREAT TOOL TO GET BACK TO MATCH FITNESS. WHEN YOU CAN'T PLAY MATCHES IT CAN BE HARD TO GET BACK TO GAME SPEED. HAVING THE ICON REALLY ACCELERATED MY PROCESS.

”

Yannick also recognised the ability his ICON has not only for rehab training, but also for any extra individual player training. The repetition aspects of the arena means the a player can train as long or hard as they can, seeing results with scores and ability changes. A perfect tool for any moments a player needs to raise their performance.

“

I'M FIT AND READY TO PLAY NOW AFTER A LONG INJURY. I WILL STILL BE USING MY ICON FOR INDIVIDUAL TRAINING AND HAVING THE ICON IN MY GARDEN MEANS THAT, BEFORE PRE-SEASON, I CAN GET A HEAD START AWAY FROM THE TRAINING GROUND.

”



YANNICK BOLASIE
EVERTON & DR CONGO

ENDORSEMENTS

Wes Fogden is a former professional footballer having played for Brighton and Hove Albion FC, AFC Bournemouth, Portsmouth FC and Yeovil Town FC. After accumulating a number of serious injuries over his career, Wes decided to transition back to semi-professional football, recently playing his 200th game for Havant and Waterlooville FC during two spells. He is now part of the ESA team after recognising the quality and innovation of the products designed to improve players attributes.

“

I LOVE EVERYTHING ABOUT THE ICON RANGE AND THE PRECISION RANGE WITH THEIR TRAINING MODES. I FEEL THAT MY PERFORMANCE IN MATCHES HAS IMPROVED FROM USING THE PRODUCTS AND I'M IMPRESSED WITH HOW IT HAS MADE ME AWARE OF MY SURROUNDINGS IN GAME SITUATIONS.

”

Wes recognises the affect his transition from full time training to part time training has had and knows that using the ICON will help reduce this deficit. Wes is also a fundamental part of ESA developing new concepts and training sequences to improve player performance.

“

BEING SEMI-PROFESSIONAL NOW, WE DON'T TRAIN AS OFTEN AS PROFESSIONAL CLUBS BUT I FEEL EVEN SHARPER WITH MY FOOTWORK AND PASSING BECAUSE OF MY TIME SPENT IN THE ICON IN WHICH I CAN BE MORE INVOLVED IN A 2 MINUTE SESSION THAN A 90 MINUTE TRAINING SESSION.

”



ENDORSEMENTS

AFC Bournemouth and Republic of Ireland international Harry Arter has risen through the football league pyramid to the summit of professional football. Arter has become a Premier League player who is also recognised at international level with Ireland. Arter visited the ESA HQ to set his score in the ICON and also gave his thoughts on how our products can improve players.

“

AS A CENTRAL MIDFIELDER YOU NEED ALMOST EVERY ATTRIBUTE TO BE SUCCESSFUL AND THE ICON RANGE HELPS DEVELOP THESE SKILLS.

”

Arter, who has now played against some of Europe's best midfielders, recognises the difference between the division standard of players as he has climbed his way through the leagues. However, Arter believes that attributes can be taught in the ICON to attempt to improve the quality of player in the lower leagues and notices that certain elements can be taught on the training ground.

“

IT COMES DOWN TO AWARENESS AT PREMIER LEAGUE LEVEL. THE BEST IN THE WORLD KNOW THEIR SURROUNDINGS AND HAVE PICTURES IN THEIR MINDS OF WHERE THE NEXT PASS IS. THE ICON COULD GO ALONG WAY IN DEVELOPING THAT SKILL FOR ANY PLAYER.

”



ENDORSEMENTS

Real Madrid C.F. and Portugal international Cristiano Ronaldo, is the world's best player and will go down in history as arguably one of the greatest players to ever kick a football. Born on the island of Madeira, Cristiano has gone on to win nearly every team accolade in football and boasts 3 Ballon D'or's (world player of the year) awards.

On top of this, Cristiano is also a huge marketing tool with the image to go with the footballing ability. As a Tag Heuer ambassador Cristiano featured in the 'Don't Crack Under Pressure' campaign which also involved our ICON's. He took on the ICON and knocked off Jack Wilshere at the top of our professional leaderboard.

“

CAN YOU BEAT ME? YOU HAVE TO BE FASTER THAN ME, I DON'T CRACK UNDER PRESSURE!

”

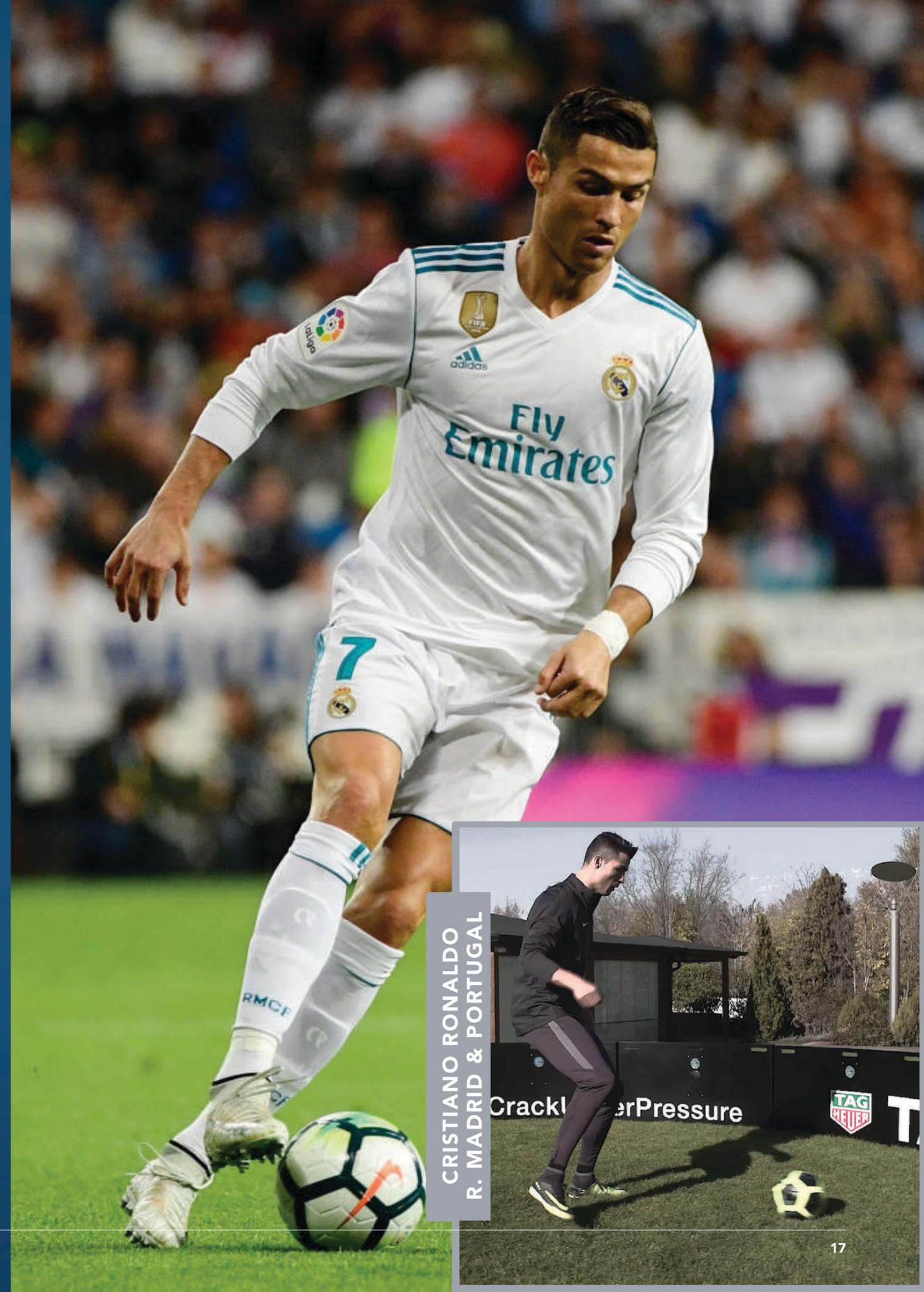
The huge score of 137 on Maestro was enough to catapult himself top beating Wilshere's 129. The stage was set in his back garden and the final video went viral on social media boasting over 2 million views on 433's instagram page. As a brand, ESA had a lot of success with the campaign, bringing a new audience from across the world to our products.

“

CRISTIANO RONALDO IS A SYMBOL OF FOOTBALL ALL ACROSS THE GLOBE. HE IS THE WORLD'S BEST AND HAVING HIM AT THE TOP OF OUR LEADERBOARD SHOWS THAT AS A COMPANY, WE CAN CONNECT TO AN AUDIENCE OF A HUGE NUMBER OF PEOPLE.

Samuel Roots, Head of Marketing - Elite Skills Arena

”



**CRISTIANO RONALDO
R. MADRID & PORTUGAL**

ENDORSEMENTS

Harry Redknapp is a retired English Premier League and International manager who has had great success over his career, winning the FA Cup and being voted as Premier League Manager of the Year. After building such a fantastic reputation, Harry was on the brink of being appointed England National Team manager. His experience and accolades make him one of the most respected English managers, who has coached all throughout the football pyramid.

Harry is also familiar with the ESA product range and believes the products are an ideal tool for training purposes.

“

THE ESA RANGE IS GREAT FOR EVERY PLAYER, FROM THE KIDS RIGHT THROUGH TO THE PROFESSIONALS. IT DEVELOPS SO MANY OF THE ATTRIBUTES REQUIRED TO BE SUCCESSFUL IN FOOTBALL.

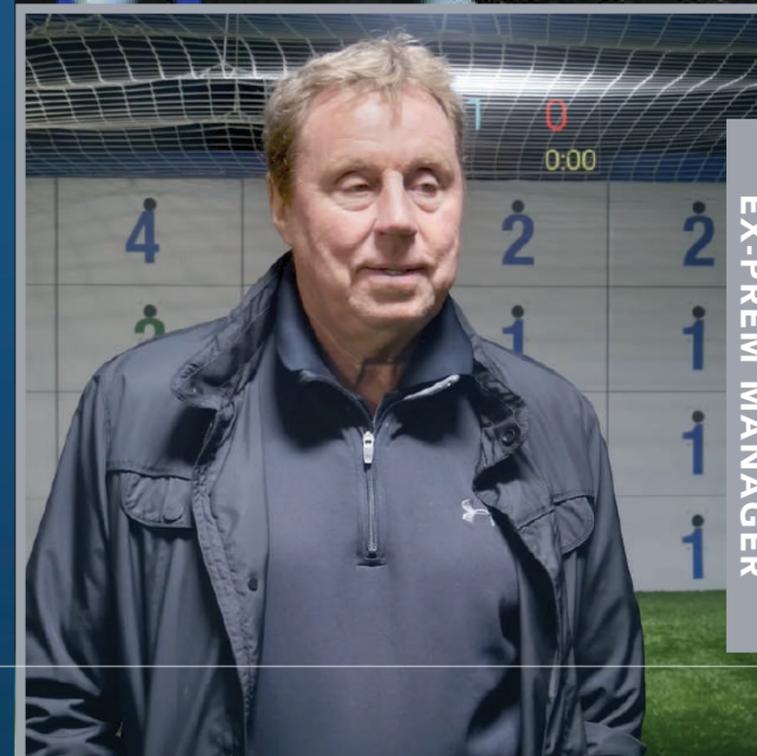
”

Harry also gave his thoughts to us on who he thought was the best trainer he has worked with. Although he believed the ICON would have fitted into any players routine, he felt specifically the players who spent more time improving themselves individually outside of training would utilise the products the most.

“

FRANK LAMPARD WAS THE BEST TRAINER I HAVE EVER SEEN. HE WOULD HAVE LOVED THE ICON AND SPENT HOURS IN THERE IMPROVING HIS GAME.

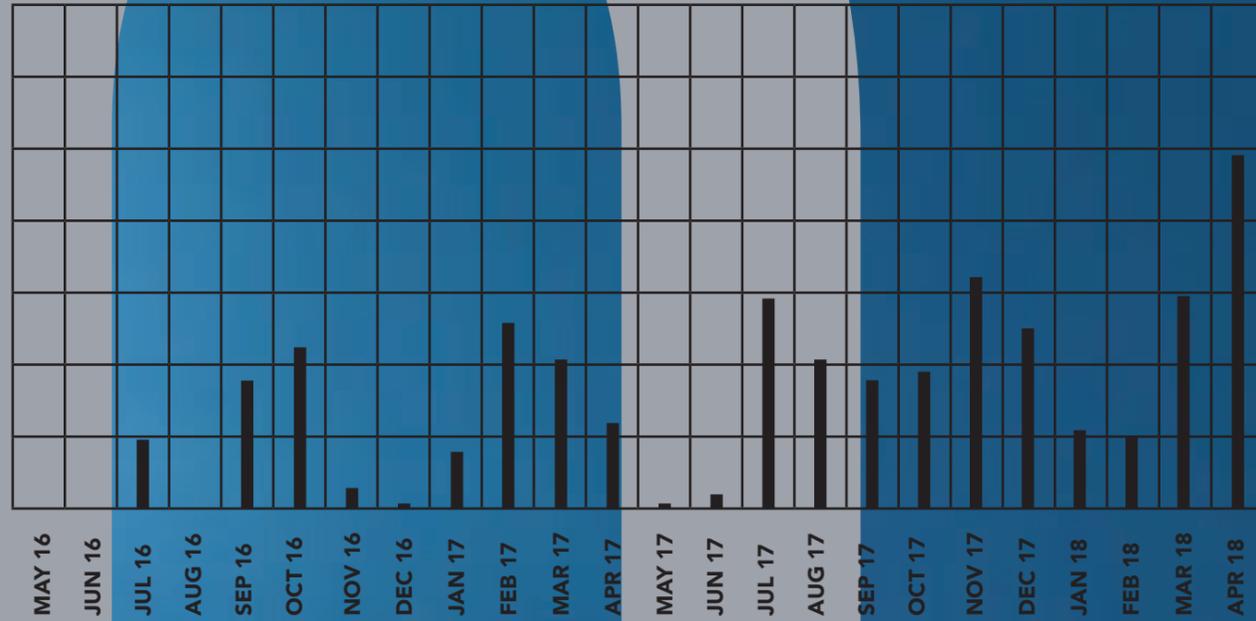
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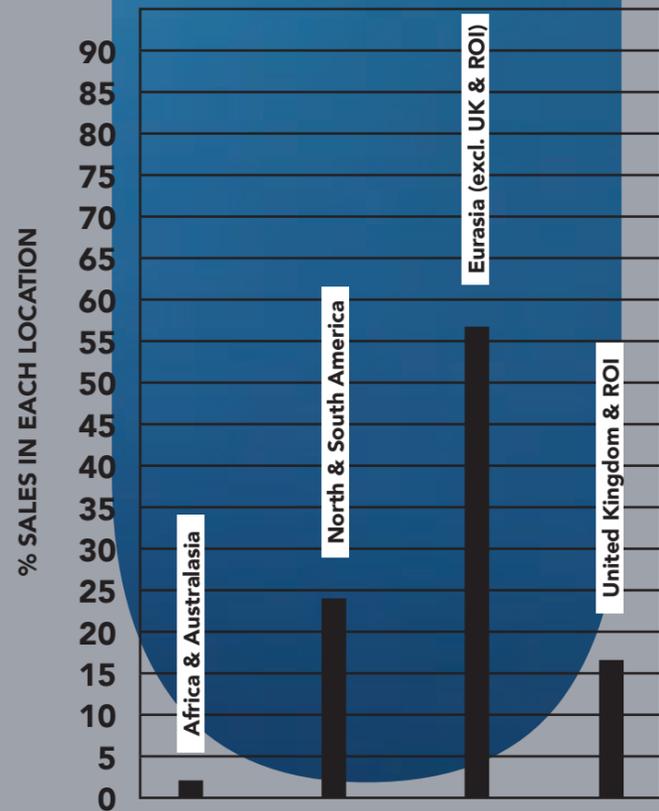
HARRY REDKNAPP
EX-PREM MANAGER

COMPANY SALES

MONTHLY SALES REVENUE



YEARLY SALES GROWTH %



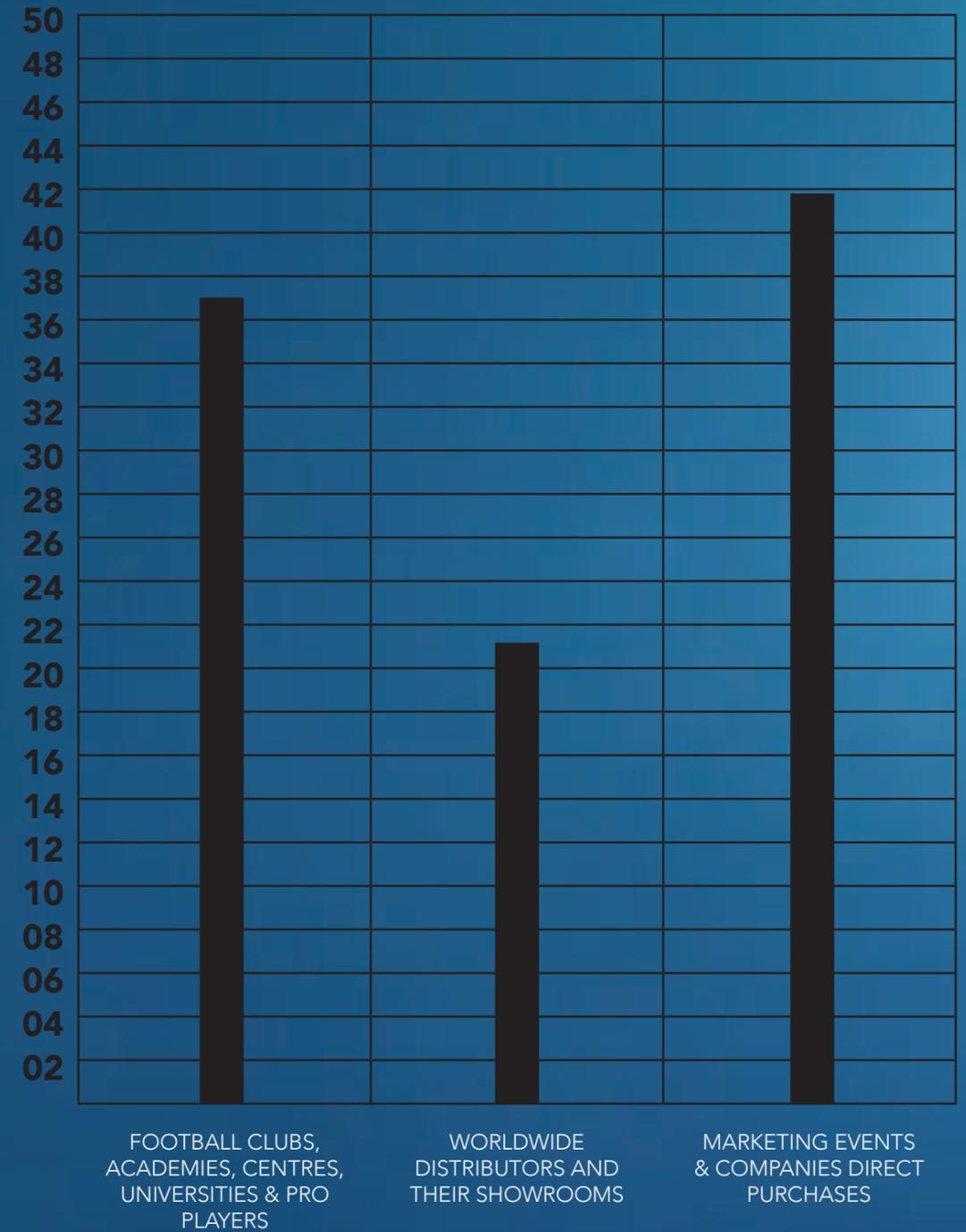
ABOVE: Shows an emerging pattern of stability and increasing growth/sales.

RIGHT: Highlights which markets our sales have been made in to date, and also provides a brief introduction to markets we feel can be targeted with the investment.

LEFT: Illustrates our presence across the globe. With the percentage of ESA units sold in different locations.

A full breakdown of sales forecasts and prior year accounts can be provided on request. Please contact ESA direct with the information at the bottom of the document.

MARKET SALES %



OTHER MARKETS WORLDWIDE

PRIVATE SCHOOLS, FITNESS CLUBS, 5/6 A-SIDE CENTRES, PURPOSE-BUILT SOCCER CENTRES, UNIVERSITIES, FOOTBALL COACHES & FOOTBALL LEISURE COMPLEX'S

OTHER SPORTS

WE ARE ALREADY WORKING ON CONCEPTS FOR HOCKEY, BOXING AND SHOOTING. AS WELL AS PROPOSALS IN PLACE FOR CRICKET, ICE HOCKEY AND SQUASH.

PATENTS & TRADEMARK

ESA have embarked on getting a worldwide patent for the ICON, with the UK secured, Europe accepted and the USA pending. In the Summer of 2018 we will select the countries in Europe specified as the locations where our patent will be in force. We also have plans to gain protection in Russia and China, with an urgency to eventually secure a worldwide patent with the product becoming ever more popular. The efforts made to secure patents for the ESA products, demonstrate our belief that they will have a long-lasting positive effect on the football market. The ESA range is unique and offers little competition. Progression with innovative ideas has always been at the forefront of the business. The Patent protects a football training apparatus, with the description: Football Rebound Wall with Target System.

It is also our aim to apply for a trademark and protect our brand as it grows in stature. With the quality of clients and ambassadors we have it is key to secure this to establish ourselves as the training product provider.

COUNTRIES WITH ICON PATENTS

ALBANIA, AUSTRIA, BELGIUM, BULGARIA, SWITZERLAND & LIECHTENSTEIN, CYPRUS, CZECH REPUBLIC, GERMANY, DENMARK, ESTONIA, SPAIN, FINLAND, FRANCE, UNITED KINGDOM, GREECE, CROATIA, HUNGARY, IRELAND, ICELAND, ITALY, LITHUANIA, LUXEMBOURG, LATVIA, MONACO, FYR MACEDONIA, MALTA, NETHERLANDS, NORWAY, POLAND, PORTUGAL, ROMANIA, SERBIA, SWEDEN, SLOVENIA, SLOVAKIA, SAN MARINO, TURKEY

COUNTRIES WITH ICON PATENTS PENDING

UNITED STATES OF AMERICA



■ COUNTRIES WITH ICON PATENTS GRANTED ABOVE IN GREEN
■ COUNTRIES WITH ICON PATENTS PENDING ABOVE IN AMBER



RUSSIA WORLD CUP ICON

DISTRIBUTION NETWORK

With the ever-increasing demand for our products from countries outside the UK. ESA have built strong territorial links in 4 continents to maintain a competitive advantage and market our training aids to the most crucial footballing markets. At present we have 11 distributors in locations including China, Russia, Germany, Australia, and the USA.

We ensure that all our distributors have extensive product training at ESA HQ to replicate the quality of information translated to clients all over the world. They are all also required to have an ICON from which they can provide demonstrations and trials to prospective clients. On the right are the locations we have within our distribution network around the world, we are always looking to expand to other countries.

Our distributors and UK agents have accounted for over 35% of the total sales made by ESA.

AUSTRALIA
CHINA
FRANCE
GERMANY
HONG KONG
NETHERLANDS
RUSSIA
SAUDI ARABIA
SPAIN
CHICAGO, USA
LA, USA



■ COUNTRIES WITH ELITE SKILLS ARENA DISTRIBUTORS ABOVE IN RED

PARTNERS

FC Barcelona

We have a great relationship with Barcelona, and some of our newer product developments have been created by their own coaches. Barcelona help us by creating new products and concepts to be used by their various teams and also other clubs worldwide in the future. At present we are working on a wireless circuit system for the rehabilitation of their first team players. They currently rent a 12 metre ICON and have now for 18 months, demonstrating their belief in our products.

Southampton FC

ESA are a supplier of training equipment to Southampton FC, and work closely with their coaches, sports science personnel and analysts to improve our training aids. Currently, Southampton are using a new concept, the ICON V2, at their training campus and will be providing their feedback on the product for development. Both ESA and Southampton are committed in the development of football and the time spent with our products is a strong testament of Southampton being a forward thinking club.

Liverpool FC

The club trialled the ICON for 9 months last year, with Liverpool FC's coaches adding invaluable knowledge aiding ESA by creating new training modes and database developments for the ICON arena. Liverpool have plans for a new training ground, whereby they intend to incorporate the ICON on a permanent basis.

Ipswich Town FC

Ipswich have purchased an 8M ICON for their training ground which is used regularly for team exercises and individual development training. We also get various PR and promotional benefits from Ipswich including hosting filming days and interviews.

Recognising that the USA is potentially ESA's most prosperous market, we've established a number of partnerships with clients across America. At present we have facilities in Florida, California, Wisconsin and Illinois, where we have agreements for potential clients to go to view the products. All these facilities are set up as soccer centres open to the public and are attracting lots of players. The facility in California alone has seen their ESA products used over 25,000 times in the past year.

TAG Heuer

ESA have a mutually beneficial relationship with Tag Heuer, the world-renowned watch maker. Having purchased an initial ICON in August 2016, TAG have now purchased 12 units, for their subsidiaries worldwide, and use the ICON at events in South America, North America, Europe and Asia. Alongside this, they have provided ESA with numerous marketing and PR benefits, including the footage of current World Player of the Year Cristiano Ronaldo using the ICON.

Adidas

We have worked with Adidas in a number of ways since an initial event in the USA with our LA distributor. The Base in Berlin, an Adidas centre open to the public, purchased 2 ICON 6M's stacked on top of each other, to feature in the on site gym. The top stack is also being taken off and used at events, showing the ICON's versatility. As well as this, we have had a number of other arrangements with Adidas to date, building on our relationship.

FIFA World Cup Organising Committee (Russia)

With the 2018 World Cup fast approaching, we have sold ICON's to the official World Cup organising committee to be used for marketing purposes. At present there is an ICON 4M on the World Cup Roadshow, touring each host city before ending in Red Square where it will remain for the full tournament. Each weekend the product has been used over 1000 times in each location.

We've also been able to work with other high profile clients such as AIA, The Premier League, Fulfill Nutrition and New Balance.

AMBITIONS FOR THE FUTURE OF SPORT

Although our products have an obvious effect on current professional players and staff. It is our ambition to help develop the young players of tomorrow to set a new standard of how the game should be played. Our products will enable aspiring players to maximise their progression by getting more touches of the ball and working on more game realistic scenarios than ever before.

We've welcomed a number of young players into our 'ICON Boys' program where we provide our equipment for them to use, to assist in their development. The arenas bring an enjoyment to training, meaning the youngsters want to use them again and again.

Once we have finalised products for other sports, it will also be our goal to aid in the development of young athletes across several sports - embracing the digital era and using technology to become the best. We want to leave a lasting legacy in sport.

EXAMPLE ESA TRAINING SESSION

The below provides an example of how a drill in the ICON can benefit a player's progression:

Player One starts with the football, when the countdown is up, they then pass the ball to Player Two. Player Two has to control the ball and pass it onto the next Player calling for a pass, which is represented by a flashing light. This has to be done as quickly and accurately as possible. The roles are then reversed with Player One controlling the ball from either the flashing light or another pass from Player Two. This drill incorporates many integral elements of a match situation. Communication is required and players learn that they have to be productive with the ball, not only when passing but also controlling. This mirrors a match, where the best teams who control the game and possession, focus heavily on these three elements.

This exercise, which can be developed with the introduction of moving light targets, in one minute can give players up to 30 passes each. The ICON has been built around concentrated training, where players can have more passes in the ICON for 3 minutes than they would, playing central midfield, in a 90-minute match. The training drill scenario above is two player Pass Finder in the ICON 12 metre. Adding the element of two players training in the ICON at once adds the need for strong communication, which plays a huge role in team sport. The ICON is the world's most advanced football training aid and comes in six sizes, giving players a different range of pass and a different type of training, whether this is individual or team orientated.

Use our products and we firmly believe you will become a better player and more comfortable with the ball, in a sport which is becoming more technically demanding.



JOSH TOOP
SOUTHAMPTON FC YOUTH

PRODUCT OVERVIEW

All of our products use LED light and vibration software to create targets for players to hit. Different light sequences are programmed as training modes to work on different attributes. All can be used inside or outside. Using our data interface as well, all scores are tracked and statistics provided for players.

The ICON Range –

The ICON –

The ICON is ESA's flagship product, and the initial concept created. Its unique circular design creates the repetition element, with players getting up to 80 touches of the ball in 60 seconds. The ICON comes in a range of diameters from 4M to 12M, and is used by clients from professional clubs to global organisations.

From the basic ICON we have developed a number of premium versions incorporating various benefits.

The ICON Velocity - Enables the use of the Liftball – Football Squash game, and well suited to gyms.

The V2 ICON – Designed for professionals, is the basic ICON incorporating several additional extras. Such as Press Panels where a player must run and touch a light instead of using the ball – simulating losing possession in a game, or beams which must be broken by dribbling with the ball.

ICON Fast Feet – This arena has been designed for several purposes. Mainly from a retail, events and activation point of view. The Fast Feet takes up minimal space but provides a truly unique experience for consumers to interact with a brand.

ICON Q – All the technology of the ICON, but a quarter of its size - more accessible and easier to transport. Perfect for lower level academies and coaches.

The Precision Range –

Full Size Precision Wall –

Creating a variety of challenging shooting drills, the Wall is designed to develop attacking attributes. Made of 28 panels, the Wall is the exact dimensions of a Full-Size goal. Points are scored for accurate hits. Main target is purpose built soccer academies.

PRECISION Goal –

The Precision Goal is a smaller version of the Wall, and is mainly aimed at soccer centres and for events and activation. Our focus for this product is to reinvent small-sided football, by replacing the traditional goals with an interactive experience for players. 2 Precision Goals connected remotely, can control a 5 a side soccer game, counting the score, the time and allocating points for each team. This product can be made to any size, but we have versions at the exact dimensions of a 5 and 6 a side goal.

Wireless Development –

Our most recent development is wireless panels which can be operated up to 30M apart. A wireless system for football can be used to create virtually any drill, similar to bounce boards. But has the feature of monitoring performance and challenging a player on different levels. Within the Wireless system there are 'Pass through Panels' where a player must pass the ball through a beam to set the light off, as well as Press Panels as described above, punishing a player for giving away possession. Because the panels can be placed apart, set up time is 5 minutes and Wireless systems are a lot more affordable. As a result of this, the development will likely be our most popular product when it is brought to market in May 2018. We expect the wireless development to also have several uses in other sports.



**MA'KEL CAMPBELL
FULHAM FC YOUTH**

THE TECHNOLOGY

Basic function

An ESA system consists of a set of target lights and sensors, which are all controlled by a dedicated central computer (or "main controller").

Generally, the target lights can indicate an area, after which the sensing system can detect whether that area has been struck by a ball or other object, or whether another area has been struck in error. The main controller then runs a game based on this information.

On the ICON system, the area in question is a single panel (or "segment") of a system, of which there are usually 16 or 24, depending on the geometry of that system. Each panel has a single target light, a sensor and a small computer. Some of the larger, more complex systems have two master panels linked together.

One of the panels in a system is designated a "master", and the rest are "standard". The master provides power to all the standard panels and communicates with them using a high speed serial communications link, which forms a complete loop around the system. Using this loop, the master can instruct individual standard panels to do various tasks - such as setting the target lamp to a particular colour. The master also receives messages from the panels containing information such as the intensity of any impacts that are detected by the sensor. The master unit contains the main controller that coordinates all these messages, communicates with the user and runs the games. The master unit also contains the LED display used for displaying scores/times, and also the battery charging systems.

Development

Development of our products has taken over 100,000-man hours to perfect, we acknowledge that no product is the finished article and so work tirelessly with our developers to further advance our products.

Our lead software developers, GH Lighting have over 30 years' experience in coding and developing software. They have spent nearly 4 years perfecting the reliability and quality of ESA's systems to provide an interactive and accurate interface for training. GH have created a remote access function to diagnose issues from anywhere in the world direct from ESA HQ. Their latest development of a leaderboard and statistical analysis function provides an extra dimension which accelerates ESA to the forefront of technology in sport. We continue to work with GH on the further development of our training aids.

Other System features:

Fully integrated speaker system, and LED scoreboard.

Web based interface to control the products, accessible on any device.

Each product has its own unique ID and wifi network, enabling remote connection and client data protection.

Further functions tailored to different markets: Leaderboard, player statistic database, pay to play RCID Card system.

Wireless products now available, where separate panels can be placed up to 30M apart and connect through radio frequency.



ESA USER INTERFACE

COMPANY TEAM

EDDIE MITCHELL - Director/Founder

Eddie Mitchell has 40 years experience in running his own business. He has built over 1000 homes in Dorset and Hampshire with a strong connection with his community. Eddie has also had experience in running football clubs, once being owner of AFC Bournemouth. He guided the club from League 2 to the Championship and was responsible for bringing much needed investment into the football club.

Eddie's passion is football, aiming to leave a lasting legacy in the way technology can be used to improve the next generation of players. This gives any players the opportunity to improve themselves as much as they desire with ESA's training arenas specifically designed around individual training.

BRENDA MITCHELL - Head of Accounts

Married to Eddie for over 20 years, Brenda has worked alongside Eddie for 30 years and is responsible for controlling the company's accounts and helping with our general direction. Brenda has been company secretary for ESA since formation back in 2014.

Brenda has worked on all of Eddie's business ventures since 1988, offering help and support along the way. Both Brenda and Eddie are dedicated in making ESA the success they believe it will be, and with support from their family, they continue to enjoy working together.

JOSH MITCHELL - Director

Josh is Eddie's and Brenda's second youngest son and has worked closely with ESA since formation. Josh has propelled himself in the business world and enjoys running his own investment company Silver Arrow. Josh founded the Silver Arrow Group in 2008 and has grown 3 profitable businesses in the property sector from scratch. He has a passion for innovation and technology and in 2014 was the seed investor into a technology start up 'Silver Arrow Systems' which has raised several million pounds in funding and operates across the UK and Italy.

Investing money into ESA, Josh is a company shareholder and regularly sits in on board meetings to discuss the business and the best possible avenues for the company to take.

SAM FREEMAN - Director/Head of Operations

After joining ESA in 2015, Sam has the experience of being part of the company since its developmental stages, and now knows the company inside out having been a fundamental part of its growth over the past 3 years. Sam graduated from Southampton University with a First Class Honours Degree in Accounting and Finance.

He now works directly with all of ESA's distribution network as well over 30 current clients including FC Barcelona and Adidas. Whilst being an avid Chelsea fan and a season ticket holder at Stamford Bridge for over 15 years, Sam's passion for Football overlaps with his extensive knowledge of the products and the company as a whole.

SAMUEL ROOTS - Head of Marketing

Leaving University with a BA (Hons) degree, Samuel joined the company at the start of 2017 and has soon settled into a demanding role as Head of Marketing. This involves being in charge of the ESA website, social media and all other marketing aspects the company produces.

With a strong interest in football, Samuel uses his design skills to boost sales and awareness of the brand in the industry. Samuel also has over 5 years experience in a customer service role, which helps the company build connections to new clients and ensures strong customer relations.

JULIE WILDE - Head of Sales

One of Eddie's longest serving employees, Julie has a vast experience in sales and is driven by being involved with the logistical aspect of the business. She is largely responsible for securing a European patent for the company's flagship product, the ICON, by working closely with lawyers specialising in product protection.

Julie is a welcoming face to meet when visiting the ESA headquarters and gives a thorough account of what ESA is all about. Working specifically with Eddie for over 20 years, Julie heads up our sales team and is the first point of contact for all online enquires.

WES FOGDEN - Head of Football Development

Our newest team member at ESA, Wes has been brought in to help continue development of programs for the various different models of the ICON range. As Head of Football Development, Wes is responsible for giving sound football know how when demonstrating the product and has a strong understanding of the benefits our arenas can have. He is also key in the development and improvement of our football products. And works closely with our club partners.

On top of this, Wes aids Head of Operations Sam Freeman in any sales or enquiries we receive, often acting as a first point of contact for Sam. Wes also has a good reputation in the football industry, which assists in our sales pitches to clubs.

CHRIS FITZGERALD - Technical Support

Having worked with Eddie for 25 years, Chris has been responsible for building some of Eddie's national award winning homes. Chris has a large history in properties but has also worked on Eddie's sporting ventures including the development of AFC Bournemouth's much needed ground improvements.

Moving to ESA, Chris is responsible for the coordination of the products the company sells. This includes delivery dates, organising subcontractors and quality control. On top of this, Chris is a part of our technical support team for clients and Chris is a constant factor in decisions when it comes to the build of new machines.

MARK SOUTHERN - Technical Support

Mark is Eddie's longest employee with over 27 years of experience working for Eddie's companies. Mark is one of ESA's backbone members of staff who is responsible for assembling the products and overseeing the testing of the products, so they are ready before shipment date.

Mark also works with the Marketing department in adding livery and designs to customer ICON's. These designs can be extravagant and it is Mark's job to make sure the livery is added to the product correctly. Mark has worked alongside Chris for 25 years and has a deep interest in football being a big Liverpool supporter.

CLAIRE TYRRELL - Accounts Manager

Claire qualified as an accountant in 2002. She worked for six years in practice before switching to the work industry in 2003. Since then she has worked at the level of finance manager in various sectors including retail, sports, construction and hospitality both in the UK and Australia.

Claire currently lives in Somerset with her husband, three boys and a cocker spaniel, and has been providing freelance financial support for Elite Skills Arena since its inception.

MARKET

PROFESSIONAL TRAINING

Little needs to be said about the global dominance of football as a sport. However, technology wise, football is far behind other sports in adopting technology to better the performance of its players. There are 907 professional football clubs in Europe alone, with other continents such as North America and Asia seeing huge rises in participation figures and football revenues. Between 2017 and 2021, growth in the global football market is expected to be driven by emerging markets. Soccer is the fastest growing sport in the USA and China, two key markets for success. We are well positioned to take advantage of this with multiple distributors in both locations.

265 million people worldwide play football, an increase of over 9% since 2000, a total of 4% of the world's population. Whilst the majority of our products may be out of a purchase price range for the majority of the market, our offerings such as purpose-built ESA facilities, rentals and events, provides revenue making options for all aspects of the market. With growth of 18% in female participation worldwide since 2000, our products can help to inspire the development of the female game, in an enjoyable but challenging environment.

Competition –

Footbonaut: Cost £2 million +

Developed in Germany, the Footbonaut is a four-sided ballfeeding machine. Placing a player in a cage of 16 metres squared, it fires footballs at a player with varying angles. The footbonaut has 64 targets, and the player must then pass it into one of the goals which lights up. Like ESA, the Footbonaut has been designed around repetition. Currently in 5 clubs internationally.

Limitations

- One dimensional only offers passing
- Almost 100 times the price of the ICON
- Limited to only the most elite clubs in the world, limited growth.

MARKET FOR FOOTBALL EVENTS AND ACTIVATION

Competition –

Robo Keeper / Speed Tracking Devices / 1 v 1 arenas

Not as sophisticated, no leaderboard or friendly interface.

No benefit of actually training and improving players.

Very one dimensional – either score or don't – not going to encourage people to use again

Pricing not significantly different.

Other Sports & Activities

With our advancements into other sports it allows us to enter additional markets with a lack of professional training equipment. Hockey, shooting and Boxing are the main sports we have focused on to date, and there is still a sizeable market opportunity in these fields. It provides us with the opportunity to create value for multi-sports clubs and centres, purchasing products for uses in a number of different sports, all using the same technology.

We are also currently in discussions with several FEC distributors about the potential opportunities of selling our products in the Family Entertainment Centre markets such as theme parks, sports parks etc. Both for the football products and those for other sports.



STAY IN THE GAME



WITH AN EVER-GROWING AUDIENCE, AND INCREASING REVENUES, ESA WANT TO EXPAND QUICKER AND FURTHER. BY JOINING FORCES WITH THOSE WITHIN THE GAME OF FOOTBALL, WE CAN PUSH ESA'S PRODUCTS ACROSS THE WORLD AND MAKE THEM A NECESSITY FOR ALL PROFESSIONAL CLUBS, EVENTS AND MARKETING COMPANIES, ACADEMIES AND SOCCER CENTRES. WE ARE OFFERING THE OPPORTUNITY TO INTERESTED INDIVIDUALS TO BECOME A PART OF ESA, EITHER THROUGH FINANCIAL SUPPORT OR ENDORSEMENT.