Consulting Services

5-a-side Soccer and Padel Projects

WSBSPORT™
YOU'LL NEVER WORK ALONE

Sofive Brooklyn, NY USA

Tennis club Cagliari, ITALY

SERVICE PROPOSAL

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Our goal is your business success!

Outline

We offer a broad range of services that help developers build a plan that can take their project from idea to opening day and beyond thanks to our experts in all phases of facility development.

Our mission at WSBSPORT is to ensure that your project is feasible and for those projects with favorable conditions, we make sure that your project is achieved, in addition to being qualitative, sustainable and generating short-term profitability.

Investment in 5-a-side soccer and Padel can return multiple social, health and economic benefits. Smart decisions need industry understanding and evidence-based planning.

Futbol Club Saint Louis, MISSOURI USA

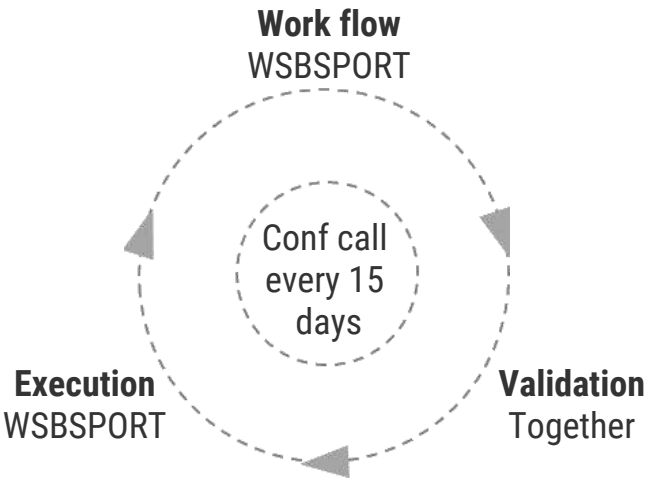
WSBSPORT is the ideal partner for developers who want to turn their 5-a-side and Padel facility concept into reality.

Our commitment is to improve communities through the development of high end sports facilities.

The
WSBSPORT Solution

Our solution helps you to validate your project thanks to a personalized support based on professional expertise and coaching from the beginning. If you are planning new 5-a-side and Padel facility, WSBSPORT has the industrie's best advisors and a library of analytical, forecasting, business planning, and development systems and models that allow you to accelerate the maturation of ideas into action.

Our market & feasibility study, financial forecasting and real estate study provide an accurate assessment of a project's potential to reach its revenue and financial goals.
The information generated from these reports is a key component in the process of securing funding partners for your development project.



WSBSPORT provides clients with our fundraising deliverables, which includes a Pitch Deck, a full Business Plan & high quality architectural concept renderings and sample layouts.
After 4 months of support, you will be able to present your project and substantiate it with investors and banks. The collaboration with WSBSPORT can also be extended once your complex is opened in order to assist you with the management.

Why
WSBSPORT ?

WSBSPORT is the only company in the 5-a-side soccer and Padel market with sufficient experience to provide the manufacturing and installation of the fields as well as professional advice and ongoing support for clients wishing to open a 5-a-side soccer ans Padel facility.

WSBSPORT worldwide

20+

Years of experience in 5-a-side soccer and Padel

100+

Complexes that have benefited from the advice of WSBSPORT

200+

Complexes equipped by WSBSPORT

Satisfied customers

> BEST 5-a-side and Padel fields
> FIRST CLASS service

Jean Damien Ladeuil, Owner of So Five Soccer Centers

A team of experts

Pierfrancesco Iazeolla
CEO
Experience : 28 years
Expert in project development and marketing strategies.

Miguel Bonilla
COO
Experience :15 years
Expert in sales and management

Luca Bartolini
Technical manager
Experience: 7 years
Expert in interior design and soccer fields installation

José Carlos Díez
Consultant
Experience: 9 years
Management Engineer

Crystal Wong
Consultant
Experience : 10+ years
Expert in Building Design & Project Management

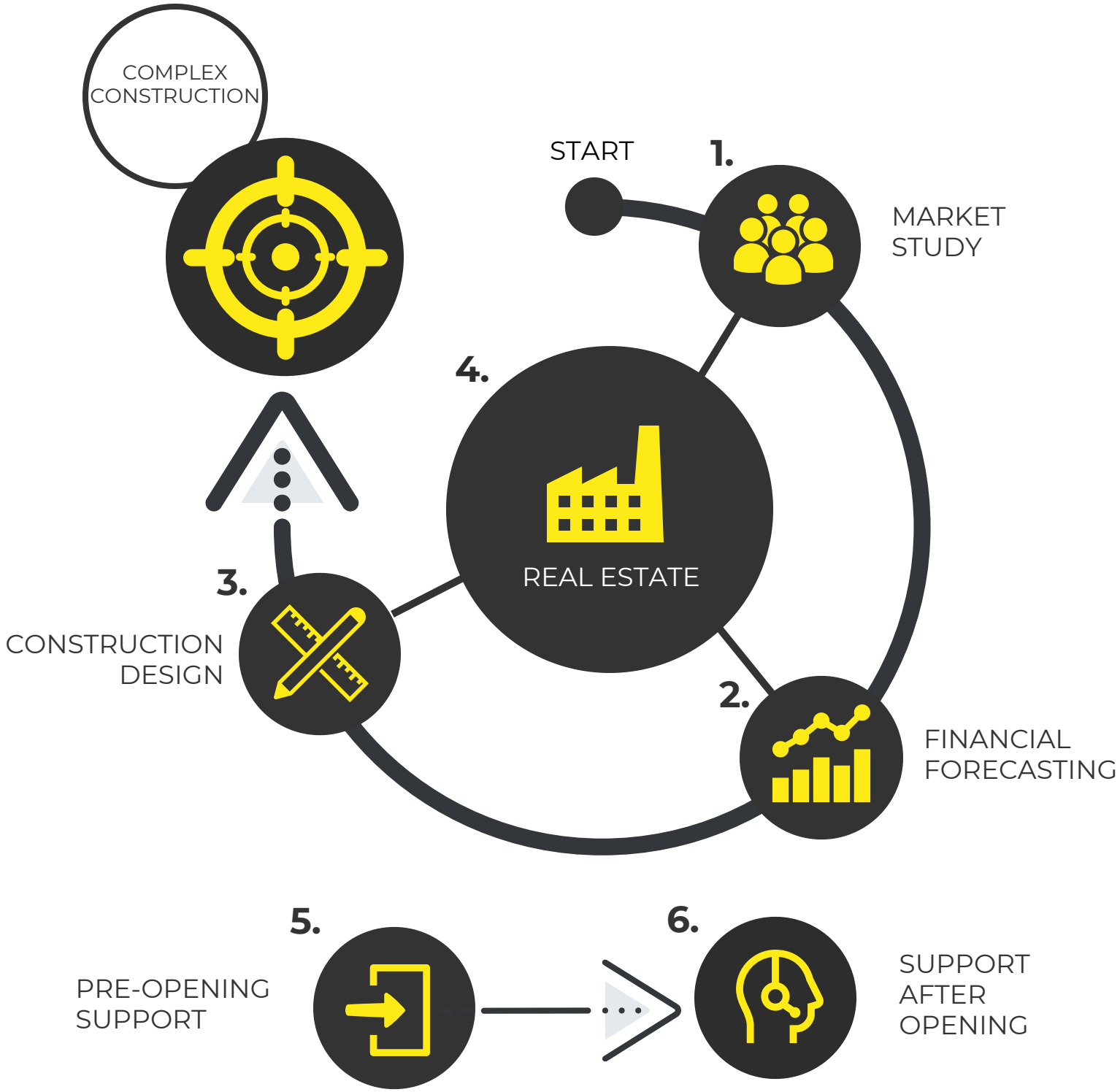
Alain Giaimo
Consultant
Experience : +20 years
Expert in Architectural design and construction management.

Areas of expertise

- Market research
- Financial forecasting
- Project management
- Funding
- Technical support
- Interior design
- Construction
- Management
- Real estate research
- Marketing
- Communication
- Supply & installation of soccer fields

The Process

Our consulting process has been proved over many years and is built in **six phases:**



Phase 1
Market Study

Through work on more than 200 projects, WSBSport has the expertise to develop successful **Sports Facilities**. That being said, not all of our market studies result in a positive recommendation to move forward. The local economy, over-saturation of the market, existing prices from local competitors, high costs of land or real estate, and many other factors contribute to determining whether or not a 5-a-side soccer/Padel facility can provide the necessary return on investment to move forward.

For those favorable scenarios, WSBSPORT's extensive experience will be an invaluable resource for those developers that are ready to enter this business.

Our work begin with a detailed analysis of market conditions that include:

- Client interview to determine project scope and pertinent data
- Comprehensive market research and statistical analysis
- Analysis of the local and socio-economic demographics
- Analysis of industry specific data
- Sports participation rates
- Local competitor analysis
- Identification of potential user groups and product mix
- Interviews with appropriate individuals and user groups to determine product mix and likelihood of success
- The optimal facility model (spaces and sizes)
- Feasibility study (an in-depth analysis of your business to prevent factors that may impact the long term viability of the project)
- Presentation of an executive summary and full narrative market report with appropriate attachments.

Phase 2
Financial Forecasting

This is a crucial component of receiving funding for your 5-a-side/Padel project and include a 5-year cash flow forecast with projected revenues by product, realistic projections related to your business model, an estimate of construction and start-up costs, direct and variable costs, facility and operating expenses, and the management or staffing model.

At the end of the financial study we provide a full business plan for investors and/or banks. Our experts will transform your concept of a sports complex into a financeable project and we will support you to secure key strategic partners, incentives and funding, searching sponsors and corporate partnerships.

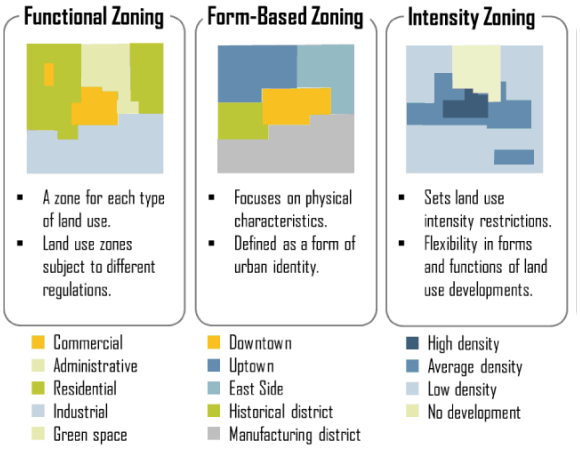
The development of this highly detailed document begins business development planning sessions, a deeply collaborative process led by your dedicated Project Development Advisor. Through these sessions, you and/or your team will review and clarify the vision and goals, establish key performance metrics, and identify potential project opportunities and challenges. During these sessions, clients have the opportunity to review "draft" level versions and ask questions or provide further direction before finalizing and preparing funding presentations.

During this delicate and fundamental phase our team of experts will help you through:

- Operational modeling
- Estimated revenues and total investment
- Loan and financial charges
- Depreciation of assets
- 5 years projected income
- Break even analysis
- Main financial ratios
- Project funding

Phase 3
Real Estate

Choosing a location is one of the most important aspects of starting a 5-a-side soccer and Padel business. It can dictate foot traffic, business atmosphere and long-term success for your business. Although many business mistakes can be corrected later, a bad location is sometimes impossible to repair. There are many things to consider when choosing a location for your facility like Building Structure, Demographics, Foot Traffic, Parking and Accessibility, Zoning, Competition, Other nearby businesses, Site's Image and History...



Our team of experts will support you through:

- Identification of real estate opportunities
- Conducting a thorough analysis of sites including identification of zoning ordinances, restrictions on use, permitting process, existing property conditions such as column spans, slab heights, existing infrastructure, HVAC, electrical service, parking, access to/from site proximity to public transportation and/or major thoroughfares.
- Analysis of strengths and weaknesses of selected sites
- Initial layouts and specifications to prepare preliminary estimates of development costs for chosen site

Phase 4
Construction Design

WSBSPORT has successfully built numerous sport venues in 14 different countries. Our experience with hands on day-to-day operations and a background in construction design and facility management give us a unique understanding of how a complex should be built and what construction needs to be considered to ensure profitability.

Construction design phase is the process by which a facility moves from a business plan or financial forecast to architectural layouts. The process is a collaboration between our Architecture, Design and Engineering services and the client (facility owner/operator).

Our team provides valuable direction and knowledge of the critical elements of facility layout and architectural design services.

Listed below is a partial but representative list of elements included in this 4th phase:

- **Preliminary drawings**: these are the initial plans for project prepared by our Architecture, Design and Engineering services. These drawings are NOT intended to be used for construction, but they are used for exploring design concepts, material selection, preliminary cost estimates, and a basis for the preparation of final working drawings. We will include concept drawings, design ideas, preliminary layouts, architectural floor plans, elevations, building sections, preliminary finish schedule and furniture layouts.
- Development and oversight of **complete project budget**.
- **Preliminary time frame**: The preliminary time frame depicts the key phases and durations of the works, with a projected start and end dates. A period for approval is allocated and will be discussed with the client at the program meeting.
- **3D Rendering**.

Note: We can work with your existing architect or we can help you select one so that when we have completed this phase, you and your architect can move forward with the final drawings of the project.

Phase 5
Pre-opening Support

The management of the complex is more important than its construction. The period of 6-12 months prior to the grand opening is one of the most critical phases in the development of the business.

In the start-up phase, WSBSPORT leads team development so the staff is recruited, hired and trained, the brand and marketing programs are established and activated, the human resources, financial and maintenance processes and other systems are implemented, the tournaments and leagues are organized and the opening is planned. Our team takes care of each of these tasks and processes so that the complex opens on-time, on-budget and on-brand.

Grand Opening GolaGol by Jordi Alba, Barcelona, SPAIN

This service centers around 10 primary areas:

- Organizational Development
- Operations Systems & Softwares Set-Up
- Local Marketing and Business Development Activation
- Local Tournament, Leagues & Events Program Development
- Grand Opening Events Planning
- Staff Placement & Training
- Assist with preparations of required sales materials
- Daily Operations Development

Phase 6
Support After Opening

This phase is designed to provide the guidance needed to generate better results, overcome operational challenges, and maximize marketing and business development opportunities. Our team review the facility's financials, forecasts and strategic plans, reports and communication policies as well as attend on-site user group meetings, staff engagement interviews, oversight/client interviews, and a thorough facility tour. The outcome of the study is a Performance Optimization Plan – a roadmap for the operating team to follow with critical insights into key areas such as:

- Organizational Structure/Staffing
- Operational Leadership
- Marketing & Business Development
- Technology & Systems
- Physical Facility
- Guest Experience/Reputation

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