



**ESA**  
ELITE SKILLS ARENA

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THE FUTURE OF FOOTBALL TRAINING

# COMPANY OVERVIEW

- Elite Skills Arena is an innovative sports technology company.
- Developing the world's most advanced football training aids.
- Our products use state-of-the-art LED lighting and vibration technology.
- Arena's situated at a host of major European clubs.
- Customers in three continents.
- Products tailored to all levels of professional and amateur football.



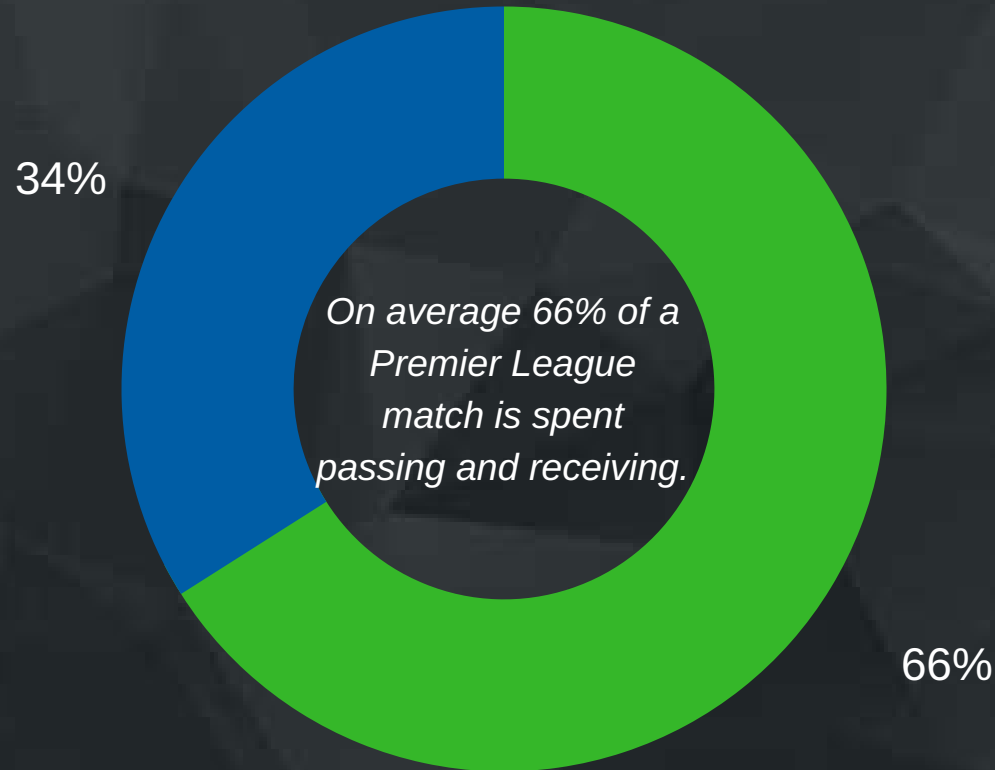
# THE ICON

- Unique circular design - ball always returns to player in the centre.
- Enables a player to have up to 90 touches in 1 minute of play. The same as a full 90 minute match.
- Light sequences (training modes) developed by professional coaches.
- Ideal for individual and small group training.
- Interactive environment to keep players enthused - creates a practice culture.
- Portable with 20 minute set up time - can be moved and stored if required.





# BENEFITS



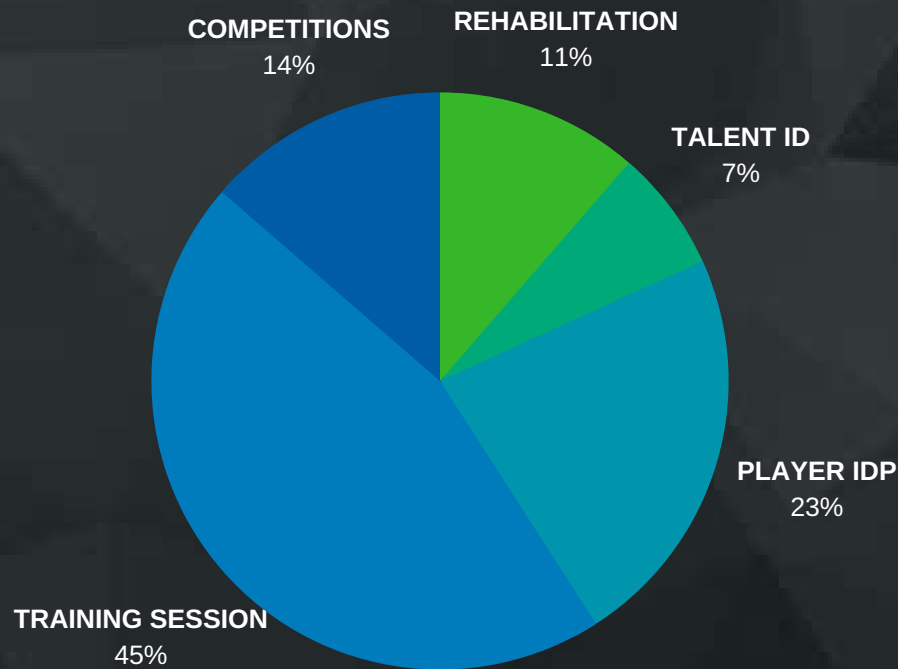
In professional clubs alone, ICON arenas have been used for over 20,000 games.

- ✓ **Passing and receiving**
- ✓ **Awareness and vision**
- ✓ **Cardiovascular fitness**
- ✓ **Ball control and balance**

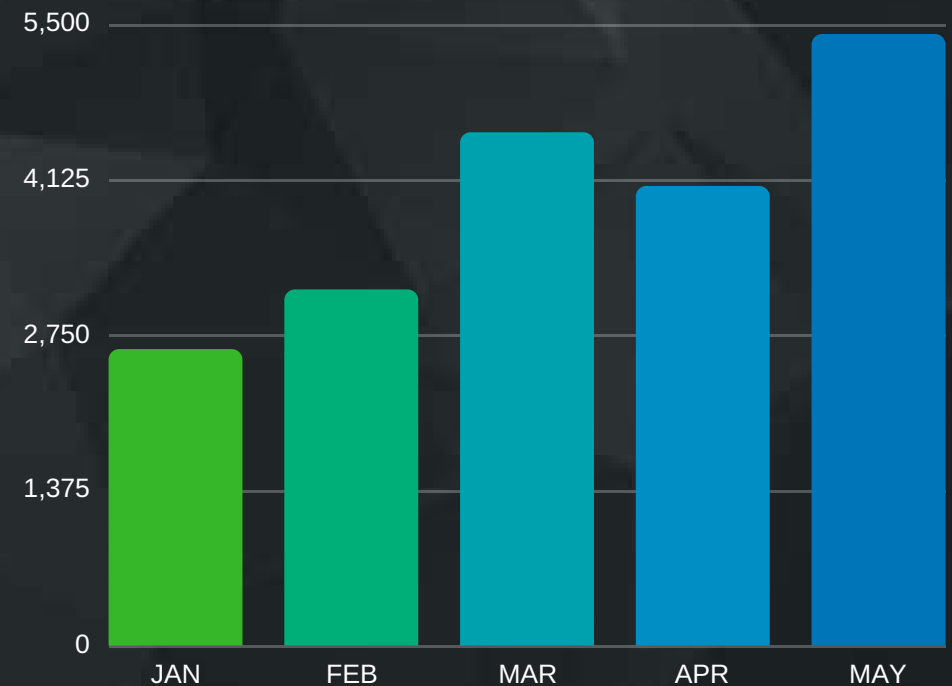


# ICON USAGE

## Club uses for the ICON



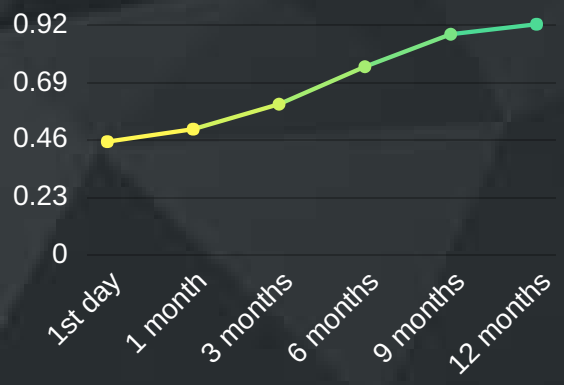
## Total Monthly ICON usage



*The ICON has generated over 1.5 million meaningful touches of the football in professional training over the last 6 months.*

# EXHIBIT A:

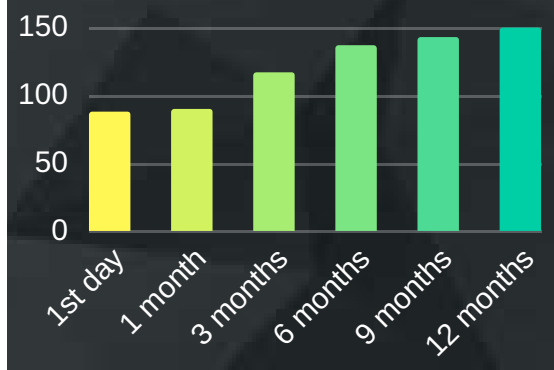
- Regular ICON user in 1-2-1 sessions.
- Semi-professional player
- 22 year old, Defender/Midfielder



*Passes per second of play using the ICON for 1 hour per week on the PassFinder Training Mode.*

# EXHIBIT B:

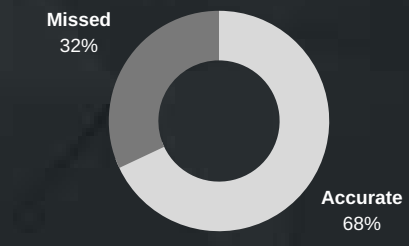
- Regular ICON user in professional training.
- AFC Bournemouth Striker
- 17 years old




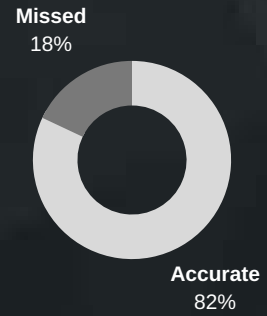
*Score Improvement on Maestro training mode across 12 month period, using the ICON for 5 minutes per day.*

## Season prior to using the ICON

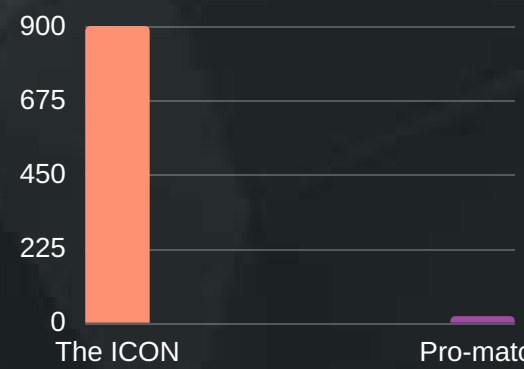
## Season whilst using the ICON



Match passing %  
Assists 



Match passing %  
Assists 



*Average Touches per 15 minutes of training in the ICON vs in a match situation.*

# FURTHER DEVELOPMENTS

- *ESA have developed more training aids to provide the same revolutionary technology in different formats.*
- *Same mantra remains of repetition.*

## PRECISION WALL

## ICON Q

## ICON LEGACY





# PROBLEM SOLVED

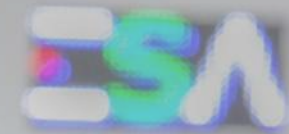
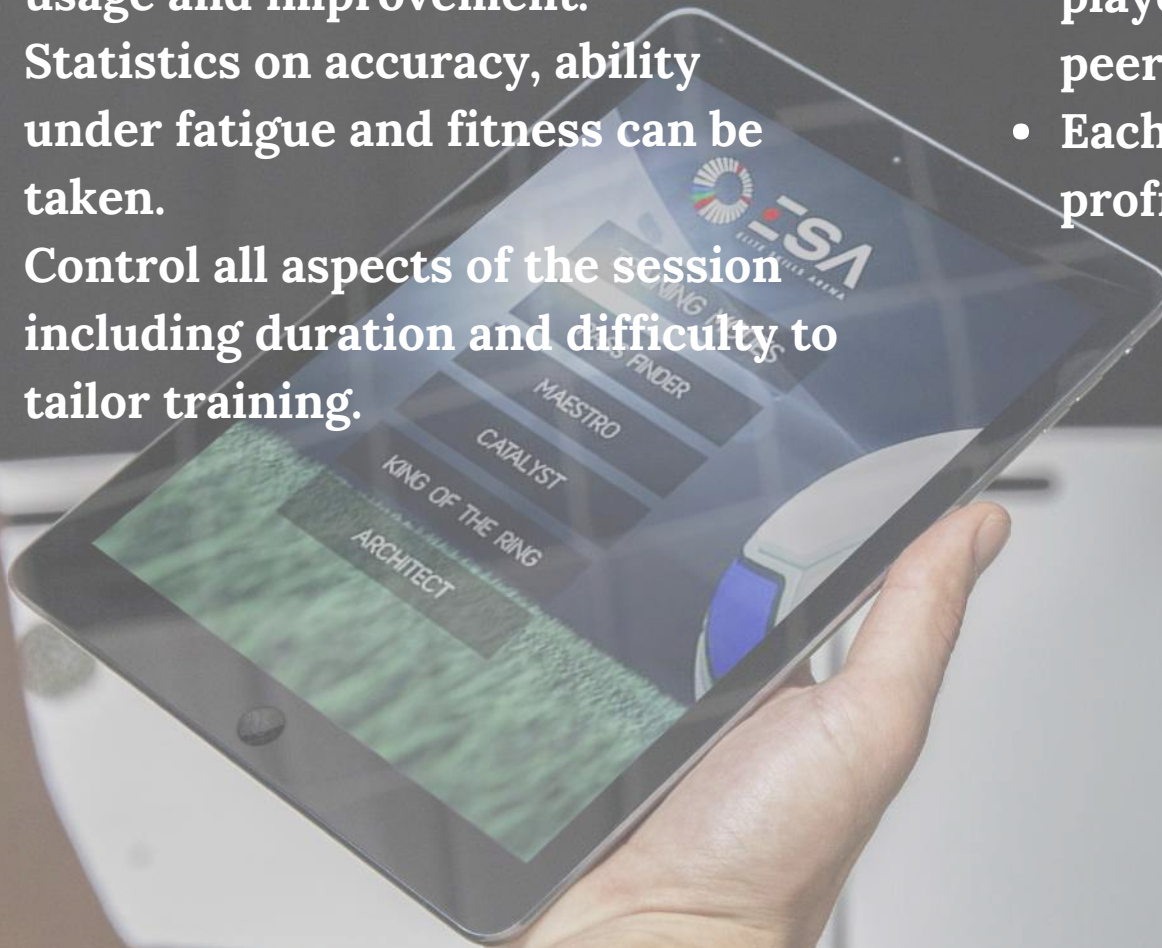
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- Training tools, specifically developed to aid match-specific attributes, fitness and rehabilitation.
- Whilst challenging, crucially the arenas are competitive and enticing to use, helping to create a practice culture.
- A 1% increase in player development can translate to enormous incomes for a club which make the cost to purchase an arena negligible.



- The ESA Mobile Application provides data feedback on all our products.
- Coach and player can actively track usage and improvement.
- Statistics on accuracy, ability under fatigue and fitness can be taken.
- Control all aspects of the session including duration and difficulty to tailor training.

- Our products are statistically proven to improve a player's attributes
- The ESA Leaderboard allows players to compete with both their peers and idols for the hi-scores.
- Each player has an individual profile to monitor progress.



# PROFESSIONAL FEEDBACK

*“The involvement of the ICON is reflective of our efforts to be forward thinking in our approach to player development.”*

*- Edd Vahid, Head of Coaching, Southampton Football Club*

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*“Nowadays football is becoming more demanding technically, the ICON is brilliant for developing young players.”*

*- Adam Lallana, Liverpool FC & England Midfielder*

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*“From using the ICON, I feel a lot more confident on the ball in match situations, my touch and awareness have improved massively. Training with the ICON over the last three months has taken my whole game to another level. ”*

*- Ash Pope, AFC Bournemouth U18's.*

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**ISA**

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