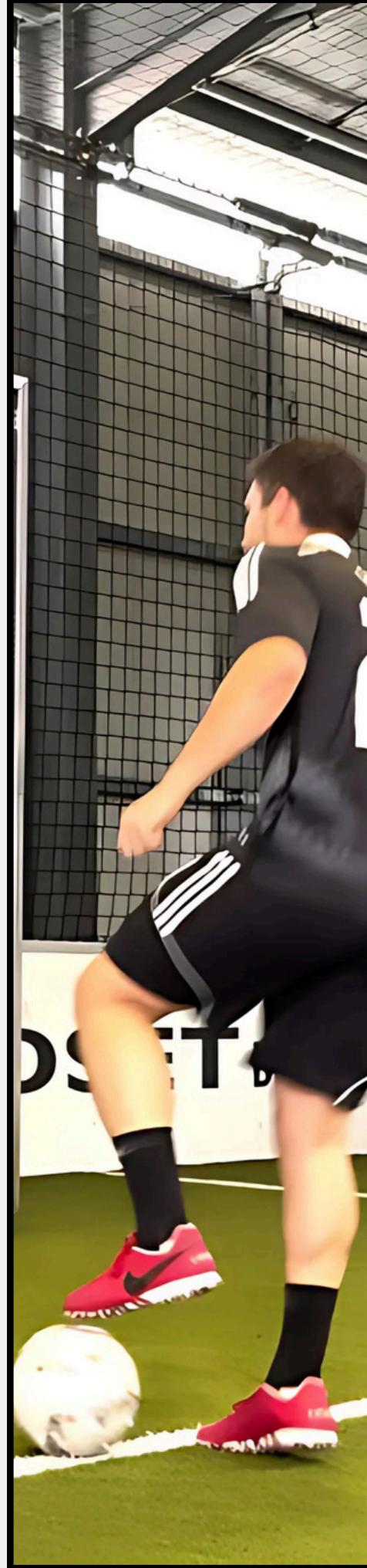


JULY 1<sup>ST</sup>, 2025



# Business Plan



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# Executive Summary

## VISION

to shape the next generation of football stars through AI soccer training, innovation, discipline, and exclusivity.

## MISSION

to provide top-tier mentorship and career development opportunities, helping players transition from grassroots to professional levels.

## PRODUCT

All Star Global Brands Ltd. is committed to developing world-class football talent through elite training programs, state-of-the-art facilities, and expert coaching.

## OVERALL INDUSTRY

The company operates through a structured training approach integrating sports science, tactical development, and mental resilience.

## LEADERSHIP

With a team of qualified football coaches, sports scientists, and tactical analysts, we provide a comprehensive environment for player growth.

## FINANCIAL STATUS

Revenue streams include training fees, sponsorships, facility rentals, and merchandise sales.

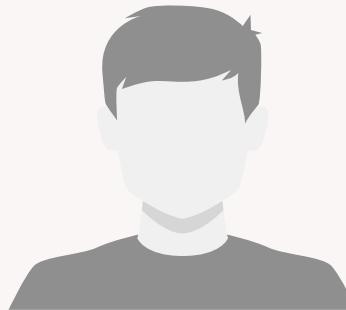
# The Organization



**PHIL IONADI**

## President

A results-driven leader with a background in player development, business strategy, and organizational management. Former professional player and national team representative.



**DOMENICO ALESSANDRO**

## Consultant

Expert in high-end residential construction, regulatory compliance, and project management. Brings financial acumen and strategic insight to the organization.



**MARCO BONOFIGLIO**

## Coach

A licensed soccer coach with 20+ years of experience developing elite players and leading high-performance programs. With a background in professional coaching, scouting, and player development, he is dedicated to helping athletes reach their full potential on and off the field.



**ENZO CONCINA**

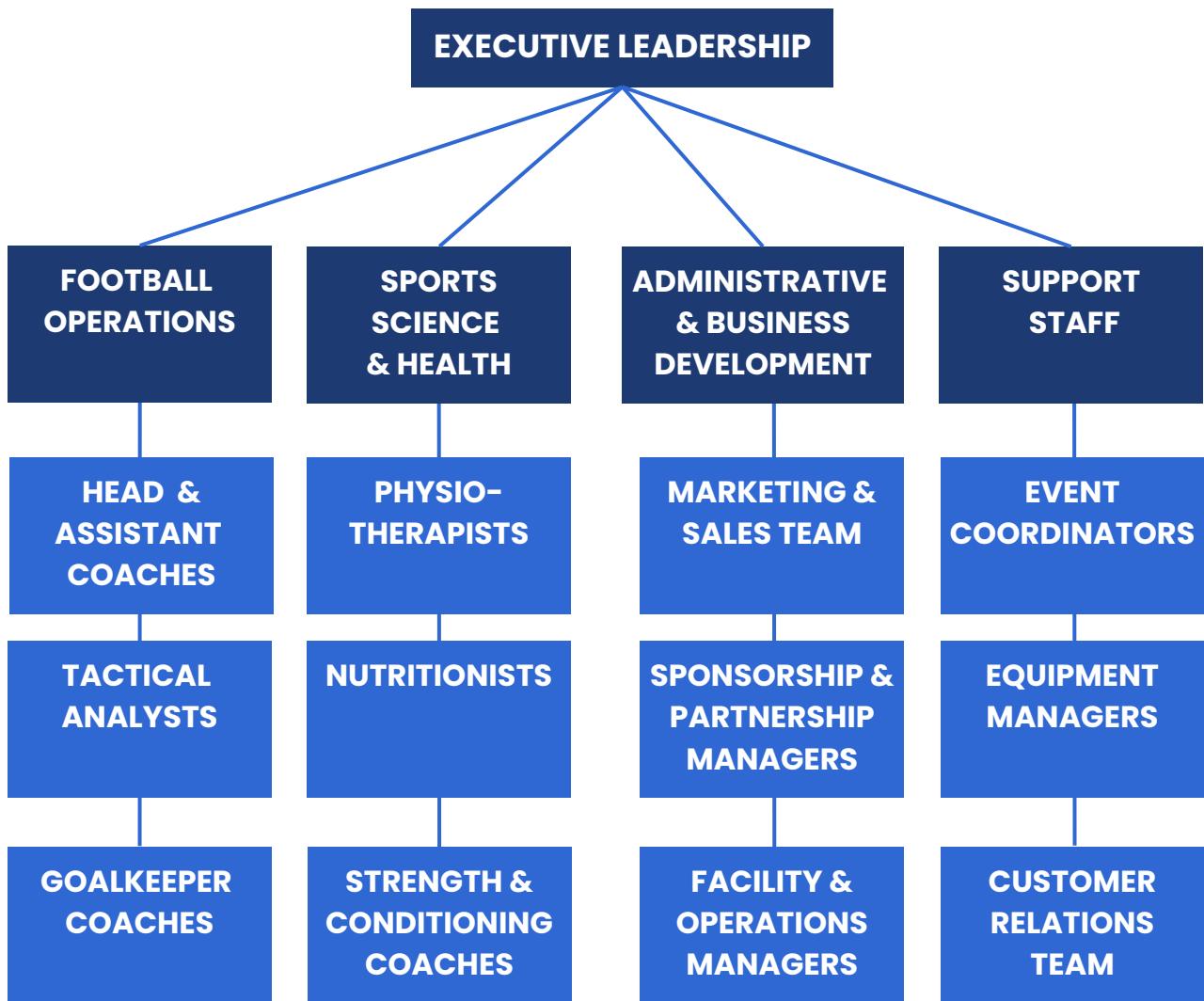
## Scout & Development

### Coach

A UEFA B-licensed coach with extensive experience as an assistant coach and senior scout at top clubs, including SSC Napoli, DC United, and Montreal Impact. A former professional player and Canadian national team member, bringing elite-level expertise to player development.

# The Organization

## MAP OF THE ORGANIZATION



# Business Description

All Star Global Brands Ltd. is a premier football development company offering specialized training programs, professional mentorship, and high-performance coaching. Our structured programs cater to young athletes, aspiring professionals, and elite players looking to refine their skills. With a team of qualified football coaches, sports scientists, and tactical analysts, we provide a comprehensive environment for player growth.



# Our Services

## ELITE TRAINING FOR SUMMER CAMPS

Comprehensive tactical and physical training sessions with AI training for soccer development.

## JUNIOR DEVELOPMENT PROGRAM

A structured training program for young athletes (ages 8-17 yrs) to develop technical skills and tactical intelligence.

## PERSONALIZED NUTRITION

Individualized diet plans and high-quality supplementation guided by professional nutritionists.

## SPORTS SCIENCE & INJURY PREVENTION

Physiotherapy, injury recovery, and advanced training technologies to enhance performance.

## PROFESSIONAL DEVELOPMENT & CAREER GUIDANCE

Support for trials, contracts, and agent networking.

## FACILITY RENTALS & CORPORATE PARTNERSHIPS

Revenue generation through field rentals, sponsorships, and branded events.





# Market Analysis

## Industry Overview:

The demand for high-performance football training continues to grow worldwide, with increased investment in player development.

## Competitive Advantage:

Our state-of-the-art training facility, elite coaching team, and cutting-edge technology differentiate us from other academies.

## Target Market:

Youth athletes, aspiring professionals, and established players seeking specialized training.

## Growth Potential:

Expansion into additional training centers, partnerships with clubs, and digital training programs offer significant scalability.

# Marketing & Sales Strategy



## ONLINE PRESENCE

Website, social media marketing, and content-driven engagement to attract players and sponsors.



## PARTNERSHIPS

Collaborations with football clubs, schools, and professional scouting agencies.



## SPONSORSHIP & BRANDING

Establishing strategic partnerships with brands to secure funding and brand exposure.



## EVENTS & TOURNAMENTS

Hosting showcases and competitive leagues to increase visibility and engagement.

# Professional AI Soccer Development

## Technology & Equipment

All Star Global Brands' training system creates professional player development plans (PDP) for all skill levels by combining professional training with advanced sports technology:

- Wellness living All Star Global Brands player payment and scheduling App
- A-Champs electronic exercise enhancement equipment & App
- ACES Nation App for monitoring and tracking player development progression & college scholarship program
- BeOne Individual AI camera system for review of player performance
- All Star Global Brands Exercise Library
- Other technologies in development (GPS, RTK, AI, RFID, etc...)
- All Star Global Brands App coming soon!
- Equipment - balls, uniforms, dummies, pinnies, first Aid kit, etc.



# Professional AI Soccer Development

## Exercise Library – Attributes

Level	Skill	Part of Body	Part of Foot (R/L)
Basic U9	Ball Control	Foot	Instep
Intermediate U14	Dribbling	Thigh	Sole
Advanced U18	Receiving/ Touch/ Turn	Chest	Outside
Pro	Passing	Head	Inside
#Players		Equipment	Function
1	Shooting/ Finishing	Cones/poles	Foundational Basics
2	Goalkeeping	Walls	Fun
3	Performance/ Conditioning	AC Rox	Tactical – Attack Defend
4		AC Rebounder	Cognitive
8+		Goal	Technical
Self Training		Dummy	Physical (Agility Mobility)
		Ball	Psychological/ Psychosocial

# Professional AI Soccer Development

## Trainer Development Plan

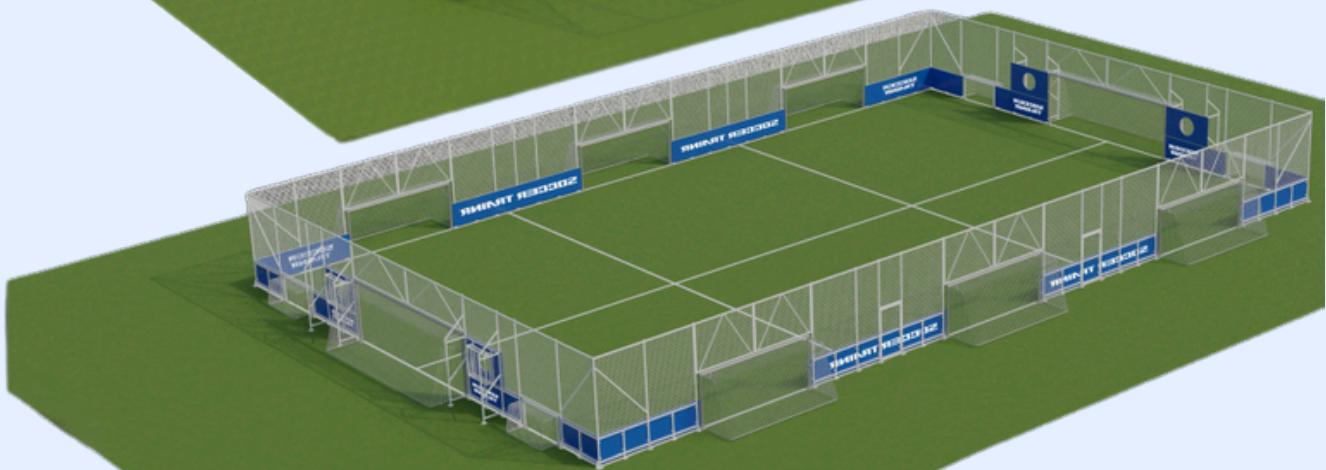
Time	Skill	Part of Body	Part of Foot	# Players	Equipment	Function
15 minutes Outside Arena	Speed Training Feed the Cats Atomic Workout	Foot	Multiple	1	Various	Physical (Agility Mobility)
15 minutes Zone 1	Ball Control	Thigh	Multiple	1	Ac Rox Dummy	Foundational Basics
15 minutes Zone 2	Receiving/Touch/Turn	Chest	Inside Outside	2	AC Rox	Tactical -Attack Defend
15 minutes Zone 3	Passing	Head	Inside Outside	4	AC Rebounder	Cognitive
15 minutes Zone 4	Kicking/Finishing		Multiple	1	Walls Goal	Technical
15 minutes Outside Arena	Cool Down injury prevention		Multiple	1		Physical (Agility Mobility)

## Trainer Exercises



# Professional AI Soccer Development

## Soccer Training Arenas



# Professional AI Soccer Development

## Professional Trainers:

- Full-time trainers
- 40+ hours per week of player development time
- Minimum 2+ trainers at all times per arena
- Fully trained by professional trainers' team
- Dedicated to All-Star Global Brands system
- Committed to maximizing player development
- Experienced former coaches, college and/or pro players
- Provide encouragement and feedback to all players
- Responsible for weekly player development programs
- Manage all aspects of player development within the All-Star Global Brands System

## Operational Process:

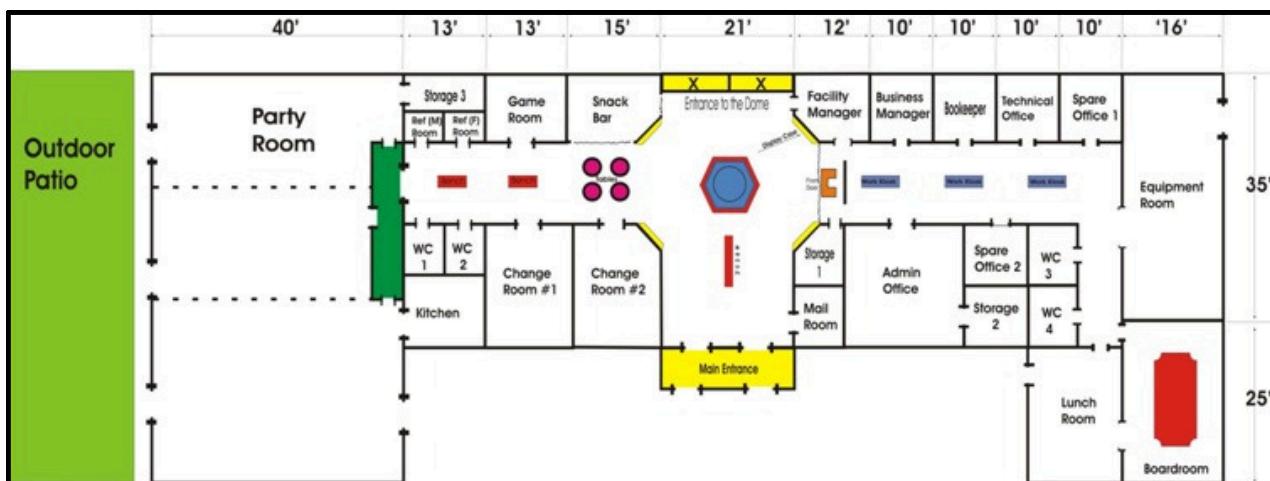
- Players pay \$129 monthly fee for 4 weekly sessions of 30 minutes each.
- Sessions are grouped by skill level when possible
- Schedule is based on Trainer, Player, and Club availability
- Players sign up, pay, and schedule their sessions on our App
- Trainer creates a player development plan by age, gender, zone
- Trainer sets up equipment in each zone for each day/session
- 4 Zone - 4 players/zone plus 2 goalies, total 18 players (15 min. each zone)
- 6 Zone - 4 players/zone plus 2 goalies, total 26 players (10 min. each zone)
- Session includes 15m speed training, 60m session, 15m cool down
- 1 Trainer does speed training, both in arena, other does cool downs

# Facilities

## **FACILITIES:**

Bar/Grill	40 x 60	Facility Manager	12 x 10
Storage 3	13 x 6	Business Manager	10 x 10
Ref Room (Male)	6 x 6	Book Keeper	10 x 10
Ref Room (Female)	6 x 6	Technical Office	10 x 10
Spare Room 2	13 x 10	Spare Office	10 x 10
Spare Room 1	15 x 10	WC 3	9 x 8
WC 1	6.5 x 8	WC 4	9 x 8
WC 2	6.5 x 8	Spare Office	10 x 9
Kitchen	13 x 10	Admin Office	10 x 9
Change room 1	15 x 18	Mail Room	9 x 8
Change room 2	15 x 18	Storage 1	9 x 8
Equipment room	15 x 20	Boardroom	16 x 25
Fitness Gym	16 x 35		

## MAP:

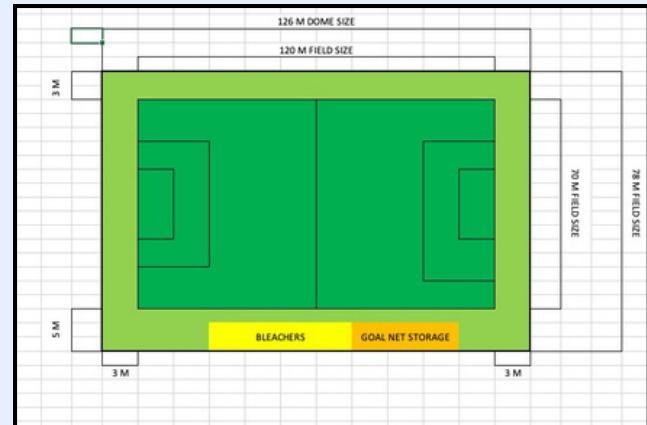


# Projected Site & Field Layout

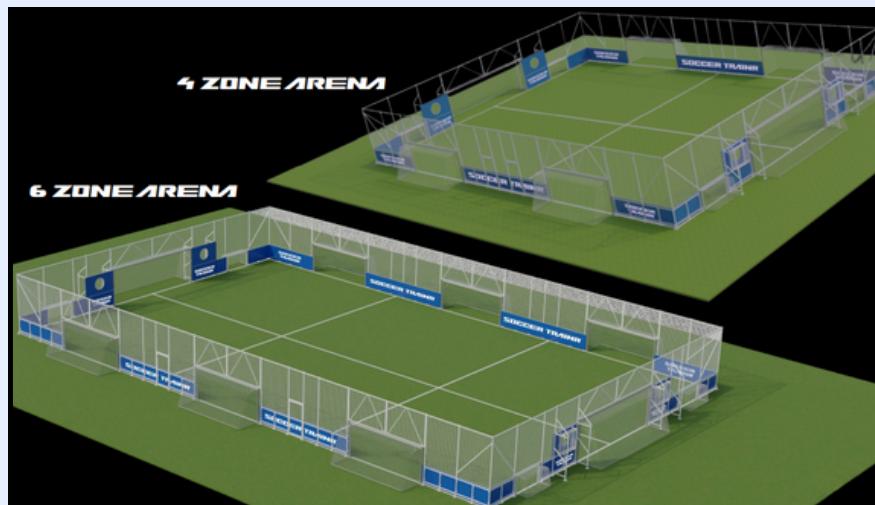
**PROJECTED SITE:**



**FIELD LAYOUT:**



**HOW ITS EXPECTED TO LOOK LIKE IN THE FUTURE:**



# Financial Plan

## STARTUP FUNDING REQUIREMENTS

To establish our flagship indoor AI-powered training facility, All Star Global Brands Ltd. requires a capital investment of:

Capital Requirement	Estimated Cost (CAD)
Metal-Framed Indoor Facility (Core Build)	\$10,000,000 – \$12,000,000
Grading, Paving, and Site Preparation	Included in above estimate
Construction Management & Consulting	\$250,000 – \$300,000
Equipment & Fixtures (Training, Fitness, Tech)	Included
Working Capital (Initial 12–18 months)	TBD
<b>Capital Raise (Investor Equity or Convertible Note)</b>	<b>\$2,500,000 – \$5,000,000</b>

*This investment covers structural development, basic outfitting, and operational readiness, enabling launch by late 2026 or early 2027.*

## REVENUE FORECAST (YEARS 3–5)

Revenue is projected to grow across multiple streams once operations are stable.

Revenue Stream	Year 3 (CAD)	Year 4 (CAD)	Year 5 (CAD)
Player Training Subscriptions	\$138,000	\$207,000	\$276,000
Facility Rentals	\$300,000	\$450,000	\$600,000
Sponsorship & Partnerships	\$250,000	\$250,000	\$250,000
Tournaments	\$120,000	\$120,000	\$120,000
Corporate Events	\$120,000	\$120,000	\$120,000
Merchandise Sales	\$75,000	\$90,000	\$110,000
<b>Total Revenue</b>	<b>\$1,003,000</b>	<b>\$1,237,000</b>	<b>\$1,476,000</b>

*Player training assumes \$11,500/month in Year 3 with growth in subsequent years. Other rent-based income is factored into facility rentals.*

# Financial Plan

## DIRECT COSTS (COGS)

Based on industry benchmarks, direct costs (including training tools, uniforms, and facility utilities) are projected at ~10% of gross revenue.

Cost Category	Year 3	Year 4	Year 5
Cost of Goods Sold	\$100,300	\$123,700	\$147,600

## OPERATING EXPENSES (YEARS 2–5)

Recurring operational costs including human resources, marketing, insurance, and maintenance are estimated as follows:

Expense Category	Year 2	Year 3	Year 4	Year 5
Staff Salaries	\$400,000	\$500,000	\$600,000	\$650,000
Marketing & Advertising	\$60,000	\$75,000	\$90,000	\$100,000
Utilities & Energy	\$80,000	\$95,000	\$105,000	\$110,000
Facility & Equipment Maintenance	\$30,000	\$40,000	\$50,000	\$60,000
Insurance & Professional Fees	\$25,000	\$30,000	\$35,000	\$40,000
Misc. / Contingency	\$15,000	\$20,000	\$25,000	\$30,000
Total Operating Expenses	\$610,000	\$760,000	\$905,000	\$990,000

# Financial Plan

## PROJECTED NET PROFIT BEFORE TAX

Based on industry benchmarks, direct costs (including training tools, uniforms, and facility utilities) are projected at ~10% of gross revenue.

Financial Metric	Year 3	Year 4	Year 5
Revenue	\$1,003,000	\$1,237,000	\$1,476,000
COGS	\$100,300	\$123,700	\$147,600
Gross Profit	\$902,700	\$1,113,300	\$1,328,400
Operating Expenses	\$760,000	\$905,000	\$990,000
Net Profit Before Tax	\$142,700	\$208,300	\$338,400

# Financial Plan

## PROFIT & LOSS STATEMENT (PROJECTED)

P&L Item	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	–	–	\$1,003,000	\$1,237,000	\$1,476,000
COGS	–	–	\$100,300	\$123,700	\$147,600
Gross Profit	–	–	\$902,700	\$1,113,300	\$1,328,400
Staff Salaries	–	\$400,000	\$500,000	\$600,000	\$650,000
Marketing & Advertising	–	\$60,000	\$75,000	\$90,000	\$100,000
Utilities & Energy	–	\$80,000	\$95,000	\$105,000	\$110,000
Maintenance & Repairs	–	\$30,000	\$40,000	\$50,000	\$60,000
Insurance & Legal	–	\$25,000	\$30,000	\$35,000	\$40,000
Misc. / Contingency	–	\$15,000	\$20,000	\$25,000	\$30,000
Total Operating Expenses	–	\$610,000	\$760,000	\$905,000	\$990,000
Net Profit (Pre-Tax)	–	(\$610,000)	\$142,700	\$208,300	\$338,400

# Sponsors

