



## **OUR SERVICES for a NEW INDOOR / OUTDOOR SOCCER CENTER**

### **HOW TO OPEN A SOCCER CENTER**

Want to open an indoor soccer center? MTJ SPORTS is the North American partner with WSBSPORT and together, we offer a wide range of services from the feasibility study of the project up to the training for managing it.

For our North American Customers, MTJ SPORTS together with WSBSPORT offers full services on building projects in order to open an indoor / outdoor soccer center:

- Searching for a site with full market study
- Designing a center
- Project and development management
- Funding
- Construction of fields and furnishings
- Promotion and Management

You can take advantage **of all or any combination** of our services.

### **BUSINESS PLAN & MARKET STUDY TO OPEN A SOCCER CENTER**

We want to be sure that your investment has the highest return!

WSBSPORT own indoor soccer centers and will offer you the operating experience we have gained to give your project the best chance of success. Using 40 key questions, we will help you think about and look for the necessary information before starting off on a project of this size.

The questions are based on experience; we won't administer a "standard" market study to create a nice-looking application for the bank or the investors.

Instead, we look for very specific information and metrics calculated from the top down to the smallest detail, in areas like Real Estate, Finance, Construction, and Marketing. We won't go looking for data – we want you to be the main player of this process – but we'll guide you as to what information to look for and how to analyze the results.

As for you and your profile, we'll only deal with specific points that are relevant to a manager of an indoor or outdoor 5 a side soccer center and a business owner.

The results of the investigation are condensed in a professional document that shows, in detail and with proof of facts, the potential of your project and that you can eventually use to start looking for a location, to raise funds or simply reassure yourself and your partners.



More specifically, the output of our work will allow banks and investors to have a full, accurate picture of the project and make a detailed assessment that could help you obtain financial support for your indoor soccer business.

## **SEARCH FOR A SITE TO OPEN YOUR INDOOR SOCCER CENTER**

It is no good imagining your future center before you find the ideal space and a sustainable land-agreement.

Our team of Worldwide brokers constantly survey specific markets to identify properties and buildings that meet our strict technical, economic, demographic and commercial criteria.

Properties are qualified based on zoning ordinances, restrictions on use, existing property conditions such as column spans, slab heights, existing infrastructure, parking, access to/from site and proximity to public transportation and/or major thoroughfares.

Indeed, these aspects will dictate the development of your overall project and lead to decisive choices for your future business, for example: type and number of fields, the capacity of the center, sports and other activities on offer, etc.

Once we identify one or several target locations, WSBSPORT will assist you in negotiating the best terms with the landlord and help you validate the perfect fit.

## **MANAGE THE CONSTRUCTION OF SOCCER CENTERS**

To open a soccer center needs accurate planning, precise timing and a rational allocation of funds: opening one month late will cause you to lose income.

But to plan well you have to control everything and steal valuable time from your personal training as a club manager.

Dealing with companies is a complicated job if: you're not an expert you need to be careful.

MTJ SPORTS and WSBSPORT can help you by working closely with local subcontractors and ensuring that the project meets the set completion date, specifications, and prices.

Development Management responsibilities will include the following tasks on behalf of the client, acting as the project leader and owner's representative:

- Overseeing master planning, site programming and concept design
- Preparing project budgets and scheduling (preliminary)
- Managing the detailed design phase
- Developing final cost estimates
- Overseeing design and cost value engineering (when necessary)



- Preparing project specifications and final construction schedule
- Overseeing design team obtaining all necessary permits and building approvals
- Selecting contractors & pre-qualification of key trades and subcontractors
- Managing construction process and cost adherence to project budget

## **SEARCH FOR FUNDING**

Having an extraordinary team and a solid project is essential to convince investors and banks to focus on you. Millions of dollars are waiting to be invested in your business in exchange for some action (and actions/shares)!

For example, the average global investment to open an indoor soccer center ranges from \$700,000 to \$2,500,000 and to get access to a bank loan you need roughly half the sum.

If you do not have this money, you could be helped by private investors. But for this, you should possess specific qualities and knowledge that can convince them that you are the right person for the success of the project.

Our team helps you develop a credible and realistic financing plan to build your project, in order to open an indoor soccer center and at the same time transfer the knowledge you need to convince your prospective investors, or the bank, that your project is solid, and that you and your team are the right people.

But what happens if your plan is credible and realistic, you have half the sum and you and your partners make a perfect team ... but you do not have access to bank loans because the project is not in your country of residence?

In this case, MTJ SPORTS and WSBSPORT can help you access alternative funds. We have a vast network of "angel" investors who can also provide mentoring and coaching in addition to money.

We will then evaluate your team and your project, and if there is potential, we will prepare an investment document not aimed at the banks, but at that proliferating group of professionals such as football players, lawyers, serial entrepreneurs – or better still, experienced entrepreneurs interested to help the next generation.

## **SMALL SIDED SOCCER FIELDS (5-A-SIDE, MINI-PITCHES, PORTABLE FIELDS)**

The extensive experience makes us the # 1 consultant on the market. In fact, the company originally created its reputation as a manufacturer and installer of indoor soccer fields and furniture for sports clubs. WSBSPORT soccer courts are the result of continuous experimentation started in the 90s. This allows us today to offer an impeccable product, with attention to the smallest details and built with the highest quality materials.



## **PERMANENT SOCCER PITCH, SEMI-PORTABLE PITCH AND PORTABLE MINI-PITCHES.**

Our Permanent Soccer Pitch is a standard structure, modular and easily installed. It is made of:

- Structural elements in hot-galvanized and oven-painted steel
- High resistance torsion-resistant MDF indoor panels, or 8/10 thick galvanized steel outdoor sandwich panels filled with high-density polyurethane foam
- Perimeter meshes in polyethylene and nylon, reinforced with high-strength fabric bands with 4 safety seams

Our Semi-Portable Soccer Pitch is a stand-alone structure still manufactured with the same quality materials and whose main advantage is flexibility:

- Suitable for all locations where it is not possible or not permitted to lay foundations.
- Used as a permanently installed facility, but can also be easily dismantled and reassembled at a new location.
- Modular construction using boards of different lengths makes it possible to set up playing areas of different sizes, larger or smaller.

Supplier to Neymar Jr's 5, the world's largest 5-a-side tournament, WSBSPORT'S Portable Mini Soccer Pitches are the perfect choice for clubs/academies that need a training tool which is effective and practical:

- Weather-proof design.
- No more running outside and losing time in your training sessions.
- Increasing skill sets by working in reduced space.
- Expose weakness.
- Additional goals.
- When not in use, the smaller board systems can be easily stored or transported on a regular car trailer.

## **TURF**

For the field, only the next generation synthetic turf is used and MTJ SPORTS and WSBSPORT is able to offer the most suitable product to the specificities of any individual project: monofilament or fibrillated products, variable height, with or without infill, etc.

The field, intended to last more than 10 years, is delivered turnkey and fully meets the safety regulations for sports facilities.

The materials used are approved by FIFA and National Football Federations all over the world.

Reputable customers in the industry rely on us: Fut5®, Jorkyball®, Futbol France, Fit Five Belgium, 5 Factory China, US5 Soccer, Futbol Club STL and Sofive in the US, just to name a few.



## **CUSTOMIZATION**

WSBSPORT is a company that works all over the world, which is why flexibility and effective customer service are key for us.

WSBSPORT soccer fields are modular and adapt to your project ensuring a high degree of customization even on an aesthetic level.

However, all the new solutions are rigorously tested in certified laboratories, depending on the country where it operates.

Forget the basic suburban soccer field, the product that we offer is something which delivers higher performance and quality. MTJ SPORTS and WSBSPORT aims to offer the best possible soccer experience by means of a series of accessories and automation devices that bring the practice of the game into a new dimension.

WSBSPORT'S 5 a side fields can, in fact, be equipped with different accessories:

- A system of cameras activated by a button on the players' wristbands that transmit the highlights of the match directly to your favorite social networks.
- Tempered glass walls illuminated with special LED bands.
- Latest generation electronic scoreboards.

These are just some of the endless possibilities of accessories that can make your playing experience much more engaging than what you are used to.

## **MULTI SPORT FACILITIES**

Not only indoor soccer. Over the years MTJ SPORTS and WSBSPORT has been attentive to the evolution of the market and today is able to provide and install courts and fields of many different sports: futsal, jorkyball, padel, squash, badminton, beach-soccer, lacrosse basketball, volleyball, for a complete custom designed facility.

## **FURNISHINGS FOR AN INDOOR SOCCER CENTER**

From MTJ SPORTS and WSBSPORT, you will always get creative ideas to decorate your indoor soccer facility within your budget.

Designing the soccer center: reception, changing rooms, floor coverings, etc.

We provide ideal solutions for indoor and outdoor soccer centers that are aesthetic, solid and inexpensive. Our technical service will provide the custom construction according to your plans and in accordance with the regulations in force for premises open to the public: reception, restaurant, and bar, lounge, pro-shop, changing rooms for men and women, area for disabled customers, offices, etc...



## **Flooring**

The choice of decorative material is a fundamental element to successfully complete the project. Our catalog also includes a wide range of floor coverings (parquet, PVC, linoleum, synthetic carpets, etc.). These products are aesthetically appealing and often inexpensive.

## **Reception / Snack Bar / ATM**

Our design solutions allow you to make the most of your center's reception space, allowing a single person to manage the store/snack bar/cash desk, and at a price much lower than a traditional snack bar counter.

## **Accessories**

A wide selection: clothes hangers, benches, lockers, wardrobes, etc. Hundreds of references exist for each configuration. Products that allow you to efficiently equip and complete any space.

## **Realization of a Sports Center:**

Dimensioning changing rooms, designing clubhouses, creating pro shops are all services that we offer.

- Realizations of rendered images to support your presentation dossier or communication channels;
- Develop the preliminary design of your sports center from A to Z in order to get permission to build;
- Support your trusted architect in the design of your sports center;
- Realize the preparation of your sports center, from the laying of flooring to coverings, to masonry works, all in compliance with the regulations in force for premises open to the public.

## **MARKETING AND CLUB MANAGEMENT ONCE YOU OPEN AN INDOOR SOCCER CENTER**

In our philosophy, each facility is like the totem in a Native American Village... and you are the Big Chief. You must become the reference meeting place for your tribe, and there are three factors of success for this: entertainment, entertainment, entertainment.

### **The opening of your indoor soccer center is a key moment.**

Make sure that your opening day will be a good start to your new business!

Once you open an indoor soccer center, you still can't relax. The first six months should be when you create your customer base. Our team of experts will help you design this schedule and look for the best means of communication, monitor your KPI's and your key assessment factors.



Ready to finally take a break? It's still not the time, because the best way to make your business last is to create loyalty with your best customers: by better preparing your whole strategy (CRM, HR, Services +, etc.), you'll be giving yourself better chances to become the meeting place for your whole region.

We constantly survey the market in search of new tools for our clients: video systems to catch and share the highlights of the matches, devices able to track the player's performance on the field, management tools for your leagues and ladders.

In addition, Shop in House, Summer Camps for kids, Championships and inaugural tournaments, videos, and statistics, Fit for Fun ... all programs that will help you succeed.

Our clubs can be designed to host eSports events and many other ancillary activities with your core business ... with the goal of making your customers active and happy.

Operating cost is also key to the profitability of your business.

We manage indoor soccer centers ourselves, all expenditure relating to managing your future business will be considered and there will be no hidden costs.

## **LEASE OPTION OF SOCCER MINI-PITCHES**

A successful center must meet specific economic criteria. The management of indoor soccer centers involves significant fixed costs that must be divided among a very large number of users. In addition, the costs of the realization of the commercial and service areas, i.e. clubhouse, locker rooms, restaurant/bar, as well as start-up costs, vary slightly with the number of fields.

Most of the turnover is generated in a restricted time slot, usually from 4 to 7 hours distributed between 5 PM and 12 AM on weekdays, while weekends are 8-10 hours per day.

This implies that if the population density allows it, the number of fields necessary to exploit the potential of facility is 8 or 10. But often you do not have the money to build 10 fields ... We have the solution. We can create a lease option\* of portion of the WSBSPORT soccer pitches to help you meet the financial criteria of the project and increase your revenues.

By lowering your investment against your income potential, your return increases further and you will have the opportunity, among others, to attract more investors.

<https://wsbsport.com/en/>

<https://www.mtjsports.com/indoor-soccer-systems>