# See what you are capable of

Meta Capability

# Case study: ELPEM Football

# The ultimate assist for your goals.

Academy quality assessment, coaching and development for everyone who wants to play and progress. More inclusive, completely individual and impactful beyond the game.

# Challenge

Ex-Premiership footballer and his business partner a Southampton Academy coach wanted to bottle up the benefits kids get at academy football and offer the same on scale at affordable prices to the grassroots football market.

## **Solution**

We established a concise strategy and developed prototypes for three distinct products:

Manager Insight: A platform empowering coaches to provide feedback on player development gaps.
Match Insight: Utilising game recordings for in-depth player performance analysis. The data from both products informs the prioritisation of training and development videos.
High-Tech Football Gyms: Offering state-of-the-art facilities for football training.

## **Impact**

We went on to lead the raise of a £3 million investment into the business.



#### **Summary of work:**

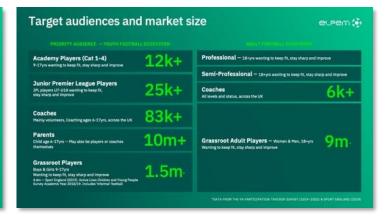
- Business modelling
- Marketing strategy
- Brand strategy
- Visual brand creation
- Online toolkit Click here for example (pw is football)
- Prototyping
- Platform development
- Investor presentations

#### Case study: ELPEM Football – Strategy & Marketing







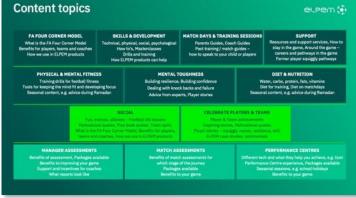


#### Case study: ELPEM Football - Strategy & Marketing









Case study: ELPEM Football - Brand Development









the ultimate assist

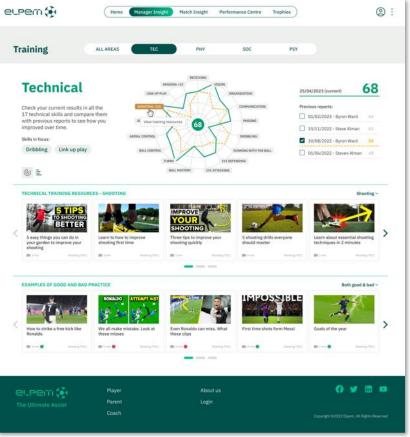




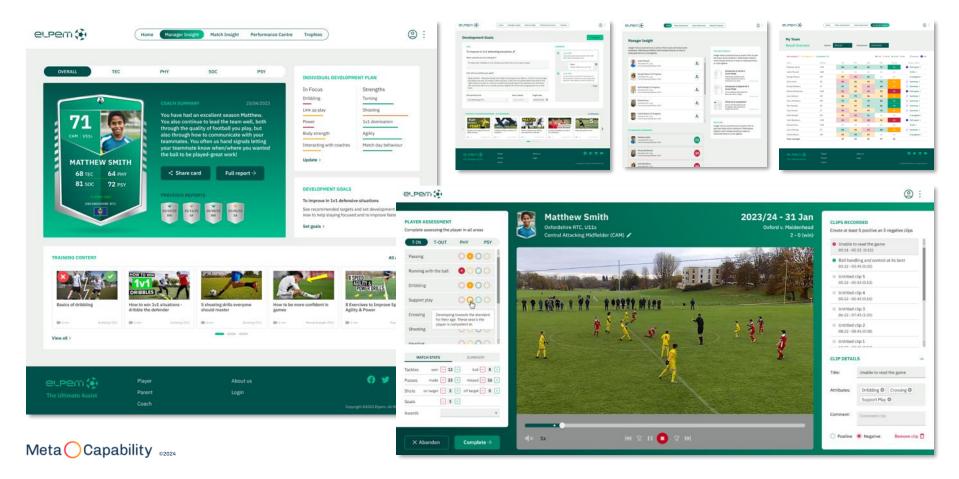


#### Case study: ELPEM Football - Concept Designs





#### Case study: ELPEM Football - Designed Platform Prototype



Case study: ELPEM Football testimonials

"Having played for football clubs like Newcastle, Southampton, and Bournemouth, as well as representing Northern Ireland, I am as excited about ELPEM as I was the day I signed my first Pro contract. Meta Capability played an integral role in turning my dream of ELPEM into a reality. Their expertise not only in product development and branding, but also in navigating the commercial landscape and engaging investors was truly impressive. Without their guidance and support, ELPEM would have remained just a dream."

Leon Best, Co-Founder – Premier League Footballer, Retired

"I've dedicated the majority of my career to academy football at Southampton FC. Meta Capability's capacity to grasp our vision and the demands of the market, crafting a holistic approach to player development, truly impressed me. We're eager to put this solution in the hands of grassroots players and witness the profound impact it will have on their passion for the game."

Ben Sainsbury, Co-Founder - Coach, ex Southampton FC Academy