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# PREAMBLE

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Soccer's surge in popularity in the USA has created vast and evolving investment opportunities. Drawing on my deep-rooted experience in soccer, entrepreneurship and venture, I have crafted a strategic approach to navigate this burgeoning market. Each venture in my portfolio stands as a testament to an ability to recognize, invest in, and cultivate potential. Through collaboration and leveraging industry insights, my aim is twofold: to drive exceptional returns and to be an instrumental force in the growth of soccer in the U.S. I am not just part of the business of soccer; I aim to shape its future on a global stage.

# INVESTMENT THESIS

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- **MARKET OPPORTUNITY**

1. Major League Soccer club valuations have grown by 85% since 2019 but still lag behind NHL
2. Investment in semi-pro and youth soccer has increased over 50% since 2019
3. 63,000 Soccer Coaches in the USA. 20% Growth expected by 2028
4. Youth boys Participation up 17.2% Girls 10.7%

\*data from statistia and ussoccer

- **PRIORITIES**

1. **Significant Need:** There exists a clear demand within the soccer industry that isn't being met adequately.
2. **Limited Suppliers:** The number of entities meeting this need is sparse, offering a prime market entry point.
3. **Addressable Market Beyond Soccer:** Potential for scalability and application beyond the confines of the soccer industry.
4. **Mid to High Barrier to Entry:** Ensures that once invested, competitive pressures remain manageable.

**Exit Potential:** Clear strategies and pathways to achieve profitable exits.

- **RISK ASSESSMENT**

While the burgeoning nature of the soccer market presents ample opportunities, it's also fraught with risks like fluctuating fan engagement levels, regulatory changes, or economic downturns. I aim to mitigate these through diversification across different segments of the soccer industry.

- **ECONOMIC FACTORS**

With the steady rise in soccer's popularity, especially in regions previously dormant, there's an accompanying economic wave—both in terms of fan spending and infrastructural investments.

- **EXPECTED RETURNS**

Given the nascent stage of many ventures within the soccer market, the potential for high returns—leveraging first-mover advantage and rapid industry growth—is considerable.

- **TIME HORIZON**

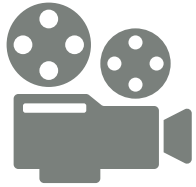
We anticipate a medium to long-term investment horizon, allowing businesses to mature, capitalize on the industry's growth, and achieve a favorable position for eventual exit. 5-7 years.

- **EXIT STRATEGY**

Depending on the individual company's trajectory and market conditions, exit strategies may include strategic sales to larger industry players, IPOs, or secondary sales to other investment entities.

# AREAS OF FOCUS

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**MEDIA**



**MENTAL STRENGTH**



**INSURANCE**



**TECHNOLOGY**



**TEAM OWNERSHIP**



**PLAYER DEVELOPMENT**

FOOTY ACCESS | MEDIA



- **INSTAGRAM**  
50,000 Followers  
4 Million+ Likes  
10 Million+ Views
- **TIKTOK**  
114,500 Followers  
65+ Million Views  
6.7 Million Likes

**YOUTUBE**

**76,000+**

BEHIND THE PLAYER SERIES

**100k+**

BEHIND THE CLUB SPOTLIGHT

**NEWSLETTER**

**2,400 | SUBSCRIBERS**

**26,000 IMPRESSIONS | 30 DAYS**

**59.8% OPEN RATE**

**WEBSITE**

**VISITORS**

**46,000 | 30 DAYS**

**SOCIAL VIEWS**

**11,800,000 | 30 DAYS**

# DRIP FC

- **INSTAGRAM**

Total Followers | 33,800

Total Likes | 171,486

Members | 1,700

Total Views | 2,763,313

- **TIKTOK**

Total Followers | 183,100

Total Views | 18,878,500

Total Likes | 6,565,284



**MENTAL GIANT | MENTAL STRENGTH**

# ASSESSMENTS

- **DISCIPLINE & CONSISTENCY**
- **MENTAL TOUGHNESS**
- **GOAL ORIENTATION**
- **ADAPTABILITY**
- **COACHABILITY**
- **RESILLIANCE**
- **COMPETITIVE SPIRIT**





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# EXIT STRATEGY

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**Aligning Investment and Exit Goals:** Regularly refine the venture fund's investment thesis to identify and capitalize on the most promising exit opportunities.

**Active Portfolio Management:** Monitor and guide portfolio companies towards achieving key performance indicators and market positioning that attract potential acquirers or prepare them for a successful public offering.

**Exit Readiness:** Collaborate with portfolio companies to ensure they are primed for exit, focusing on financial health, strategic positioning, and operational efficiency.

**Market Timing and Conditions:** Leverage in-depth market analysis to time exits perfectly, taking advantage of favorable market conditions and trends for maximized returns.

**Diverse Exit Channels:** Evaluate and prepare for various exit routes, including acquisitions, IPOs, and buybacks, to ensure flexibility and readiness to act when opportunities arise.

**Effective Execution and Communication:** Implement a seamless exit process with expert advisors while maintaining transparent communication with stakeholders to align expectations and showcase progress.



# Jeremiah White

As an accomplished executive and athlete, I've channeled my broad expertise in investment management, technology, and strategic consulting to steer numerous successful ventures. A common thread in my professional journey is the ability to discern growth opportunities, foster innovation, and ensure sustained profitability.

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