



FUTBAK
BY SPORTBAK

HOW 5-A-SIDE AND SPORTS TECHS ARE SHAPING THE NEW FACE OF THE U.S. SOCCER MARKET





FOR MORE ENTERTAINMENT, MORE VISIBILITY
AND MORE EFFICIENT MANAGEMENT
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BENJAMIN SIMEONI
MARKET ANALYST & 5-A-SIDE SOCCER EXPERT
BEN@SPORTBAK.COM

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Soccer round the world : an old story !

1

Early 19th century

First soccer clubs emerge in British schools

1863

The Football Association (FA) is created



1904

International Federation of Association Football (FIFA) is formed in Paris



1848

« Cambridge Rules » are established

1872

First Football Association Cup is played in London

1930

First FIFA World Cup is held in Uruguay

Soccer is now the Number One sport in the world

Active players

240
million

1.5
million

Teams

300
000

Clubs

Does it really come from England ?

According to the sources, a first known example of a team game involving a ball occurred in old Mesoamerican cultures for over 3,000 years ago. The ball would symbolize the sun and the captain of the losing team would be sacrificed to the gods... thanks to the modern soccer for not having kept that rule...



2

Soccer in the USA, an incredible growth

The growth of the soccer in America is exploding !

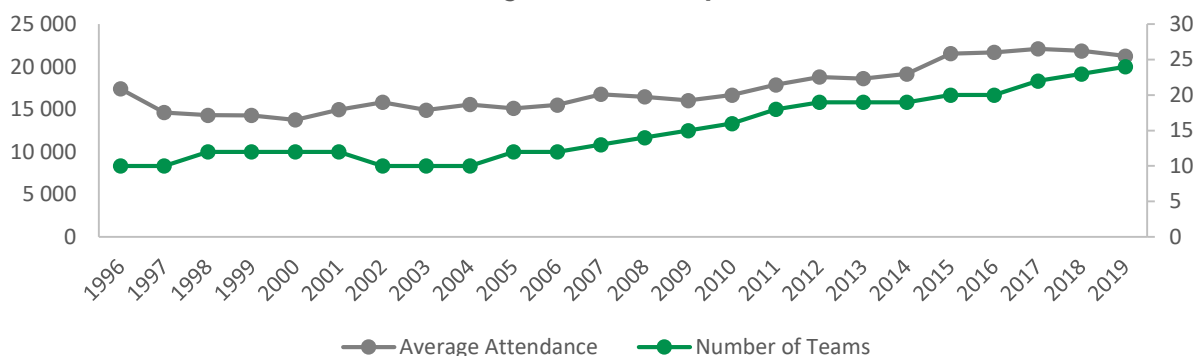
According to a 2018 Gallup poll, **7%** of Americans cited soccer as **their favorite sport** to watch, while 9% preferred America's pastime baseball.

*The **MLS**, as a **key driver** of the **spreading popularity***



As an evidence, the Major League Soccer (MLS) began play in 1996 with 10 teams and operated in the 2020 season with 26 teams and there are plans for new teams (Austin, Charlotte, Sacramento...). Moreover, during the 1997 season, MLS averaged an attendance of 14,619 fans per game whereas the 2019 season averaged 21,265 fans per game.

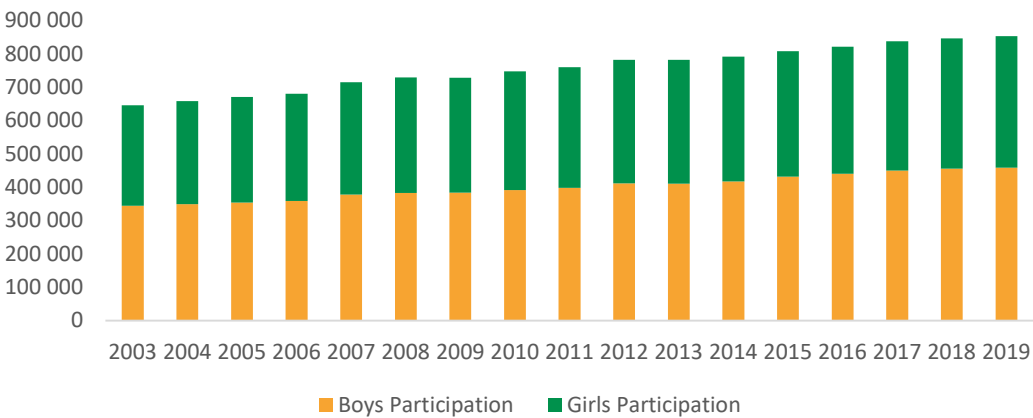
MLS Average Attendance per Game



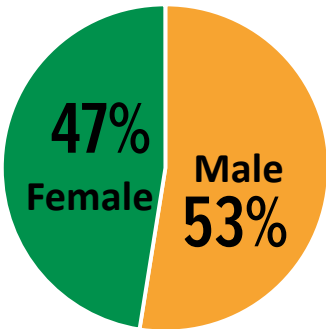
The top domestic league has experienced a **27%** rise in interest since 2012, according to a 2018 Nielsen study. Probably that some **famous players** like Thierry Henry, Zlatan Ibrahimovic and Wayne Rooney who play(ed) in the league contributed to that growth.

A direct impact on the soccer participation

High School Soccer Participants per Year



A key indicator for measuring the popularity is the high school soccer participation. It is still growing from 658,817 in 2003 to 853,182 in 2019 which represents a total increase of 31.95% on the period.



The male/female percentage is constant on the period and shows how the soccer market is promising.

A flourishing market

24,472,778

Number of people who play soccer at some level in the U.S.

3,055,148

Youth players officially registered with U.S. Soccer programs in 2014
Up by 89 percent since 1990

2026

The 23rd FIFA World Cup will be hosted by the United States !

3

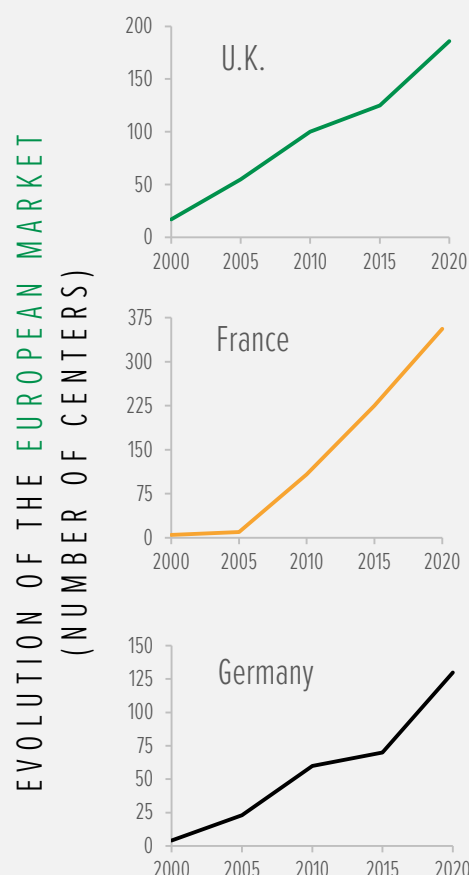
5-a-side soccer – the new way to play soccer

1993

in the U.K. the number of 5-a-side soccer players exceeds the number of classic soccer players

Born in the 1940s in Brazil with futsal, it is experiencing a second youth for 20 years with the emergence of private centers in Europe, lead by United Kingdom.

5-a-side soccer is played on small artificial grass pitch with small goals and a reduced game duration.



Why is 5-a-side soccer so popular ?

More touches

4 times as many touches in 60 mn of 5-a-side as in a full 90-minutes game of 11-a-side soccer.

No stop-start annoyance

FIFA found that the ball is out of play for a whopping 34% of the time in 11-a-side football! In a 5-a-side with barriers around the pitch ? 0%.

Better for fitness

In 60 mn of a 5-a-side game players run nearly 80% of the distance they would have run over a full 90 mn of 11-a-side !

Easier to organise

Finding 5 players for a team is always easier than trying to find a team of 11.

Better facilities

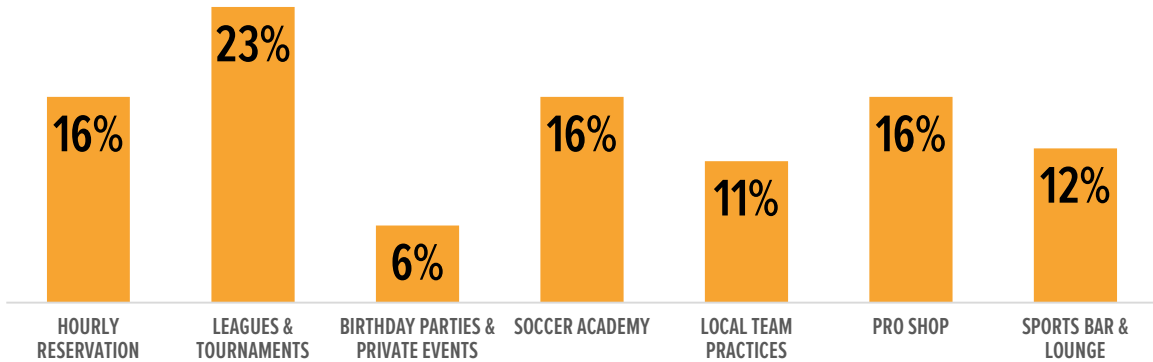
Less dependent on weather, they are well lit for evening soccer and many of them have a bar allowing players to enjoy with teammates after the game.

No season, no break

5-a-side leagues run all year round making sure players do not ever have to spend some time apart with the game they love.

5-a-side soccer – many sources of revenue

3

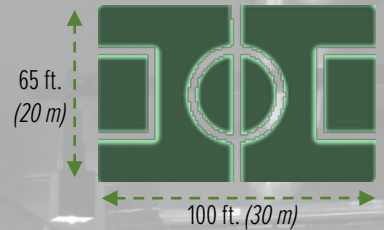


All the benefits of the 5-a-side soccer make the population of centers and the different offers there really diversified. It makes there are many sources of revenue. **72%** of the direct income comes from **soccer activity**.

*How to give a **complete experience** centered on 5-a-side ?*

Quality Fields

Provide 5-a-side fields with **nice turf**, high quality rebound walls and a net surrounding the field.



The Lounge / Sports Bar

It is **the heart of the soccer center**. Players are able to relax before and after the game, meet other players, enjoy snacking and use or buy other services in the center.

Innovation and Communication

Show to your players **your center is on the top !**
Performance tracking, personalized video, mobile app, live leagues... soccer players want fun but also **performance** and no loss of time ! Moreover you and your team need to **gain time and visibility**.




4

Technology : satisfy your players...

Leader on the market of 5-a-side soccer, FutBak provides high-technology tools allowing to offer the best experience to soccer players and facilitate the center's life management.



The 3 Golden Rules

For a soccer center manager, they are three Golden Rules : **acquire players** , **retain players** , **keep players longer**  after the game. Satisfy those rules and you will have the best and most profitable soccer center ever. For that, you need good and innovative **services**, good **communication** and a **time efficient management**.

Feel the FutBak experience



Provide the best service for your players by offering them all of their game stats and a complete database of their performance in your center on the FutBak App !

It's up to them to play and give everything to make their team win !



Professional Statistics

All the game's statistics for your players are at your fingertips with FutBak. Let your players track their performances and plays, share them and make fans !

Personalized Video Records



FutBak provides personalized video after each game. An hour of video is nice to watch... but nothing is better than watching your own personalized game highlights !



The Game Sheet

Use the FutBak tablet and note all of the details of the game live during your league games. It is so simple !

The goal scorers, the assists, the fouls... all of that is done simultaneously in your center and on the FutBak app !

Best times after the game

Game replays in the Lounge



After the shower, it's time to begin the debates...

FutBak offers to rewatch the game, the best actions and all the stats of the games directly on the screen at the bar.

This is time for drinking and snacking !



5

... and facilitate your business !

Easy and efficient management



Live Leagues and Tournaments



Tired of spending a lot of time organizing your leagues ? You stopped tournaments because of the hassles ? Let FutBak handle this for you !

This is the best tool for organizing leagues and tournaments. Your players will be able to track the results day after day.

All the rankings, player ratings, top 5 and team results. It has all been designed to not only save you time but to also make your players fall in love with it.

And visibility on social media !

The Instagram of soccer



Creating your community of supporters, following your favorite players, FutBak is the first soccer social network worthy of the name !

Players can post their game sheets, stats, game videos on their news feeds and receive likes, comments and shares.

Complete and intuitive, it's an incomparable database for scouting players that is powered by the players themselves.





SOCCER IN THE U.S. KNOWS AN INCREDIBLE GROWTH, LED BY MLS AND EUROPEAN SOCCER INFLUENCE. MORE TEAMS, MORE FANS, MORE PLAYERS, MORE SOCCER BUSINESSES.

FOLLOWING THE TWENTY YEARS OLD EUROPEAN TREND, 5-A-SIDE SOCCER IS SPREADING FAST AND WILL PROBABLY SEIZE THE SOCCER MARKET SOON WITH THE EMERGENCE OF MORE 5-A-SIDE SOCCER CENTERS.

THE MARKET IS CHANGING AND THE SOCCER CENTER SERVICES HAS TO FOLLOW A MARKET WITH NEW KINDS OF PLAYERS : PERFORMANCE ORIENTED, MORE CONNECTED.

FUTBAK IS THE LEADER OF 5-A-SIDE SOCCER CENTER SERVICES. WE KNOW WHAT PLAYERS WANT AND WHAT SOCCER CENTERS MANAGERS NEED. EXPERT IN SPORTS TECHS, WE HAVE THE MOST INNOVATIVE SERVICES FOR CENTERS : PLAYERS' STATISTICS, PERSONALIZED VIDEOS, DEDICATED MOBILE APP FOR PLAYERS, GAME REPLAYS DISPLAYED ON SCREEN IN THE LOUNGE...

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PLAY 'N' LIVE

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