Pro Evolution Performance
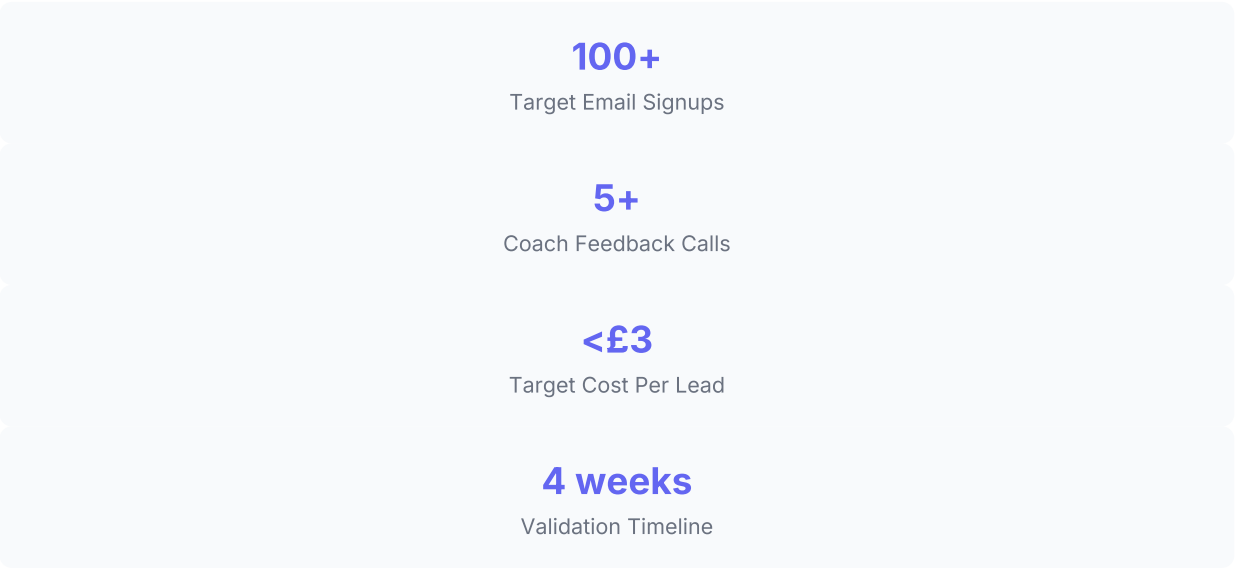
Marketing Strategy & Go-To-Market Plan

Prepared by SeventyTwo Agency

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Executive Summary

Pro Evolution Performance is an AI-powered iOS application that provides real-time biometric analysis for footballers. Using Apple's Vision framework and ARKit, the app transforms any iPhone into a precision motion capture device—democratising technology previously only available to elite clubs.

> **Objective:** Validate market demand before committing to full development by testing messaging, capturing leads, and gathering direct feedback from target users.

100+
Target Email Signups

5+
Coach Feedback Calls

<£3
Target Cost Per Lead

4 weeks
Validation Timeline

Target Market Segments

Primary: Academy Players & Parents

Age range: U16-U23 players in professional or semi-professional academy systems. Parents are often the decision-makers and payment source.

- Highly motivated to gain competitive edge
- Willing to invest in development tools
- Active on social media (Instagram, TikTok)
- Price sensitivity: Medium (£5-15/month acceptable)

Secondary: Serious Amateur Players

Adult players in semi-pro leagues, Sunday league players with ambitions, and fitness-focused individuals using football as their sport.

- Self-motivated improvement seekers
- Often train independently
- Data-driven mindset
- Price sensitivity: Medium-High

Tertiary: Grassroots Coaches

Youth coaches, school football coaches, and small club managers looking for affordable tools to improve their coaching.

- Time-poor, need efficient solutions
- Budget constraints (club or personal funds)
- Value objective feedback for players
- Price sensitivity: High (need clear ROI)

Demo Video Storyboard

A 45-60 second video designed for social media and the landing page. Purpose: demonstrate the technology and create desire.

The Problem

Visual: Player doing a skill move, coach watching with clipboard, looking uncertain. Maybe shaking head or shrugging.

Text overlay: "How do you measure improvement?"

Vibe: Slightly frustrated, old-school methods feel inadequate

Audio: Ambient training ground sounds, no music yet

Introduce the App

Visual: Hand holds up iPhone, camera pointed at player. App interface visible on screen. Clean, modern, techy.

Text overlay: "Pro Evolution Performance" + logo

Voiceover/text: "AI-powered biometric analysis for footballers"

Audio: Music kicks in—upbeat, modern, confident

The Magic

Visual: Screen recording of the app in action:

- Player performs a movement (pass, shot, turn)
- Skeleton/pose overlay appears in real-time
- Metrics populate on screen (angles, speed, balance)

Text callouts: Highlight 2-3 key metrics as they appear with subtle animations

Vibe: Clean, techy, impressive—this is the "wow" moment

The Insight

Visual: Results dashboard or summary screen showing session data. Quick cuts showing different players, different skills being analysed.

Text overlay: "Track progress. Identify weaknesses. Train smarter."

Vibe: Confident, professional, results-focused

Scene 5: 45-55s

Call to Action

Visual: Logo animation, landing page URL prominently displayed

Text: "Join the early access list"

End card: QR code or short URL (e.g., pep.seventytwo.agency)

Audio: Music fades, clean ending

Website Structure

Landing page designed for conversion. Single goal: capture email addresses.

Live at: seventytwoagency.github.io/PEP-Website

Page Sections

Hero Section

- **Headline:** "See What The Eye Can't"
- **Subhead:** "AI-powered biometric analysis that turns every training session into data"
- **Visual:** Animated phone mockup showing the analysis in action
- **CTA:** "Get Early Access" button → email capture

Problem Section

Header: "Coaches Guess. Data Knows."

Three pain points with icons:

1. **Invisible Progress** — Improvement is invisible until it's too late
2. **Time-Consuming Review** — Video review is subjective and slow
3. **Elite Tools, Elite Prices** — Pro tech is locked behind pro budgets

Features Section

Six feature blocks showcasing capabilities:

1. Real-time Pose Analysis (17-point tracking, 60fps, any lighting)
2. Objective Metrics (angles, rotation, balance, stride)
3. Progress Tracking (session comparison, trend analysis)
4. Instant Replay (slow-motion with data overlay)
5. Movement Templates (compare to ideal form)
6. Native iOS Experience (SwiftUI, buttery smooth)

How It Works

Three-step visual process:

1. **Record** — Point your iPhone at the player
2. **Analyse** — AI processes movement in real-time
3. **Improve** — Get actionable insights instantly

Services Section

Position SeventyTwo Agency as more than just an app:

- **Pro Evolution App** — The flagship product (Coming Soon)
- **Academy Integration** — Enterprise deployment for clubs
- **Performance Consulting** — Analysis and programme design
- **Custom Development** — Bespoke sports tech solutions

Early Access CTA

- **Header:** "Be First In Line"
- Email capture form
- Promise: Early access + founding member pricing

Marketing Channels

Channel	Action	Success Signal	Budget
Instagram / TikTok	Post demo clips with #footballtraining hashtags	Engagement, DMs, saves	Organic
Football Twitter/X	Share with grassroots coaching community	Retweets, quote tweets, interest	Organic
Reddit	Post in r/bootroom, r/footballtactics	Comments, upvotes, questions	Organic
Direct Outreach	Contact 5-10 academy coaches for feedback	Willingness to do a 15-min call	Time only
Facebook/Instagram Ads	Targeted video ads to football interest groups	Cost per email signup <£3	£50-100 test
YouTube	Longer-form demo + explanation video	Views, comments, click-through	Organic

Key Principle: Start organic to test messaging and find what resonates. Only spend on ads once you know which content performs best.

Success Metrics

Before committing to full development, we need clear signals of demand:

100+
Email signups from small ad spend

5+
Coaches willing to do feedback calls

<£3
Cost per lead (healthy interest signal)

"When?"
Qualitative feedback focus

Qualitative Signals

Pay attention to the language people use:

- **Strong signal:** "When can I get this?" / "How much?" / "Can I beta test?"
- **Weak signal:** "That's cool" / "Interesting idea" / likes without comments

Implementation Timeline

Week 1: Assets & Launch

- Landing page live (completed)
- Create 30-60 second demo video from storyboard
- Set up email capture backend (Mailchimp/ConvertKit)
- Create social media accounts if needed
- Write 5-10 organic posts for different platforms

Week 2-3: Organic Push & Testing

- Post demo video across all organic channels
- Engage with football coaching communities
- Reach out directly to 10 coaches for feedback
- Monitor engagement, note what resonates
- Start small paid test (£50-100) on best-performing content

Week 4: Review & Decision

- Analyse all data: signups, cost per lead, engagement
- Conduct 3-5 feedback calls with interested coaches
- Document learnings and market feedback
- Make go/no-go decision on full development

Next Steps

Immediate Actions

1. **Email capture setup** — Connect landing page to Mailchimp or ConvertKit
2. **Custom domain** — Point a memorable domain to the GitHub Pages site
3. **Demo video production** — Record footage and edit per storyboard
4. **Analytics** — Add Google Analytics or Plausible to track signups

Content to Create

- 30-60 second hero video (per storyboard)
- 5-10 short clips (10-15 seconds each) for social
- Before/after comparison graphic
- Coach testimonial video (once you have beta testers)

Questions to Answer in Feedback Calls

- How do you currently track player development?
- What's the biggest frustration with existing tools?
- What would make you pay for a tool like this?
- How much would you expect to pay? (monthly/yearly)
- Would you want this for individual players or teams?