



# **TomorroW's Football**

Be part of the future

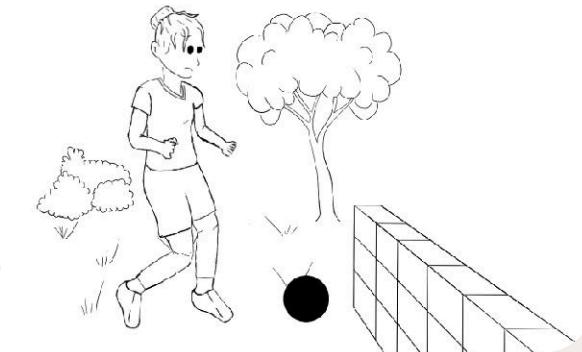
## **Web series - Coach like a woman**

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# Concept

To **encourage** young girls to consider a career in coaching, we have developed a web series that follows the early experiences of a young coach, Emily, within a women's football team, Iron Violets. This concept seeks to address the issue of underrepresentation and aims to **inspire young women** to envision themselves in coaching roles. The interviews will feature prominent female figures, highlighting and celebrating women's pathways within the world of football. Furthermore, the web series serves as an entry point into the **TomorroW's Football community**.

This web series has been conceived as a **black-and-white animated format**, with select key details highlighted in colour. All animations were created in-house using the FlipaClip software. The audio elements were sourced from Envato Elements, and the voiceovers were generated using ElevenLabs' artificial intelligence technology.



To support Emily in coaching her team, she will follow a series focused on **female figures in football**, available on the TomorroW's Football platform. Only a **short extract** relevant to the episode's theme will be featured during the episode itself. Quotes from the interviews may also be referenced at other points to enrich her reflections. The full interview will be available on the platform. A link will be provided within the episode as soon as the extract is shown, allowing viewers to access it easily.

Each season will feature a specific **quest**, enabling viewers to unlock **exclusive content**. These quests will be subtly integrated into the episodes.

For example, in the first season, viewers will be challenged to identify all the shirt numbers of our team and enter them in the correct order in the dedicated section of the platform.

# Characters

## The Carter family



**Emily Carter**

22 years old

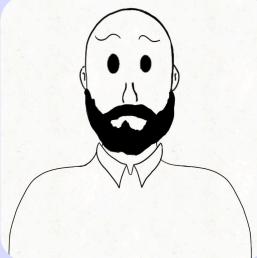
She used to play football before focusing on her studies for the past two years.



**Sarah Carter**

15 years old

Emily's younger sister. She has a passion for cars and is highly sensitive.



**Georges Carter**

45 years old

Emily & Sarah's father. He encourages them to believe in themselves and push their limits.



**Zoey Carter**

42 years old

Emily & Sarah's mother. She believes the best way to unite people is through a meal.

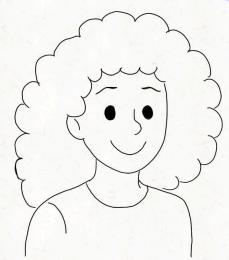
## The other key characters



**Abigail White**

22 years old

Emily's best friend. Scout leader, linking football and scouting to help both girls.



**Nicky Smith**

14 years old

Sarah's best friend. She's expressive and uplifting.



**Matthew Brown**

25 years old

The Titans's coach. He sees Emily as a threat because she is more promising than he is.



**Sofia James**

35 years old

Emily's mentor. She pushes her to become better by giving her advice.

# The main U15 teams



## Iron Violets

**Coach:** Emily Carter  
**Captain:** Maya, 14 yo  
**Goalkeeper:** Lilly, 15 yo

### Other players:

- Sarah Carter, 15 yo
- Tailor, 14 yo
- Nicky Smith, 14 yo
- Ella, 15 yo
- Daisy, 14 yo
- June, 15 yo
- Pearl, 15 yo
- Awa, 14 yo
- Lucy, 15 yo



## The Titans

**Coach:** Matthew Brown  
**Captain :** Charity, 15 yo  
**Goalkeeper:** Brianna, 15 yo

### Other players:

- Felicity, 14 yo
- Jessica, 15 yo
- Lynn, 14 yo
- Poppy, 15 yo
- Ashley, 14 yo
- Sharon, 15 yo
- Rose, 15 yo
- Thelma, 14 yo
- Wendy, 15 yo



## The Falcons

**Coach:** David Wilson  
**Captain:** Emma, 14 yo  
**Goalkeeper:** Hannah, 15 yo

### Other players:

- Mia, 15 yo
- Ruby, 14 yo
- Madison, 14 yo
- Charlotte, 15 yo
- Grace, 14 yo
- Margaret, 15 yo
- Bella, 15 yo
- Audrey, 14 yo
- Sophie, 15 yo

# Season 1

## Synopsis

The Web serie Coach like a woman follows the journey of **Emily Carter**, a young and ambitious woman who takes the reins of the **Iron Violets**, a U15 girls' football team. After stepping away from her sporting career to focus on her studies, Emily embarks on a **new challenge**: coaching a team of passionate young girls, still lacking cohesion and direction.

Throughout the season, Emily faces the struggles of her first coaching experience: **self-doubt**, internal **team tensions**, challenges to her authority, and external obstacles such as sceptical parents and formidable opponents. She learns to balance firmness and kindness, realising that coaching is not just about managing the technical side of the game, but also about **guiding and building a strong team spirit**.

Through moments of self-reflection and growth, Emily finds her balance. The support of **her mentor**, **Sofia James**, and her family, particularly her **sister Sarah**, helps her realise that she is not alone on this journey. She also discovers a **network of female coaches** who inspire her to push beyond her fears and limitations.

As the Iron Violets team evolves, the girls learn to play together, support each other, and overcome their personal frustrations. Beyond the scores and victories on the pitch, it is the team spirit, perseverance, and personal development that become the **true successes** for Emily and her players.

The pivotal moment of the season comes with the team's first official match: a major challenge after months of preparation. Whether the result is a win or a loss, Emily and her girls know they've already **accomplished something important**. Their journey is just beginning, and together, they are ready to face the challenges ahead, on and off the pitch.

# Episode trailers

## Episode 1

### Interview part

Pia Sundhage : Head coach of the Switzerland women's national team



“What would you say to a young woman hesitating to become a coach?”

“Do you have any advice for a young coach?” (women's coaching 4)

### Animation part

Sarah is devastated: her football coach has moved away, and she thinks she will have to give up her passion. Her sister Emily, a former player, doesn't feel ready to take over despite their father's suggestion. She reflects on it, and when she sees Sarah and her friends playing, a realisation strikes her.

Driven by a surge of determination, she decides to give coaching her sister's team a try.

## Episode 2

### Interview part

Emma Hayes: Visionary redefining modern football



“How did your very first coaching session go? ” (Women's coaching 1)

### Animation part

Emily prepares for her very first training session, relying on YouTube videos and memories of past matches. But when Sarah and her friends arrive, it's total chaos – chatter, complaints, and zero discipline. Emily feels overwhelmed...

Until a conversation with her father opens her eyes: becoming a coach is something you learn. And when she stumbles upon her old notebook of drills, a new idea begins to take shape. What comes next is bound to be very different.

## Episode 3

### Interview part

Sonia Bompastor : Model of success



"Have you faced any difficulties in your role as a coach?" (Women's coaching 2)

"What are your hopes for the next generation of women's team coaches?" (Women's coaching 3)

### Animation part

Round two for Emily, who arrives with fresh ideas and a more fun training session. The mood lifts, and the girls start to engage... until a parent questions her legitimacy. Shaken but not defeated, Emily can count on Sarah's unwavering support. And this time, she lays the groundwork for a real challenge: an upcoming friendly match, and a team that still has everything to prove.

## Episode 4

### Interview part

Alisha Lehmann : Heart of a player



"How do you get yourself mentally ready and deal with the pressure before a game?"

### Animation part

Match day is approaching, and Emily steps up the training. The girls push through the drills, tensions slowly ease, and a true team spirit finally starts to emerge. But as the friendly match draws nearer, the pressure builds. Emily must find a way to calm the nerves... The team arrives on their opponents' pitch the real challenge starts now.

## Episode 5

### Interview part

Swiss coach who has completed the J+S Foot Basic C training



"Have you seen any improvement in the way you coach after Basic C training?"

### Animation part

Up against the formidable Titans, Emily and her team are quickly brought back down to earth: the opponents are organised, confident... and the referee clearly isn't on their side. The result? A frustrating defeat. But giving up isn't an option. On the way home, Emily switches into analysis mode... and comes across a word that could change everything: development.

# Episode 6

## Interview part

One of the trainers of the Basic C course



“What is the most important aspect of this training course?”

“What value can a coach provide to players?”

## Animation part

Determined to improve, Emily enrolls in the Basic C coaching course. Surrounded by other aspiring coaches, she realizes she's not the only one with doubts. Through game formats, practical sessions, and strategy work, her confidence grows... and she finishes the course with a mentor, Sofia James, ready to guide her for what comes next. A new chapter begins.

# Episode 7

## Interview part

Sarina Wiegman : The Best, FIFA Coach for Women's Football 2023



“How can one earn the respect of the team?”

“Is it easier for a man to earn the respect of female players?”

## Animation part

Training resumes and everything seems to be going smoothly... until one player challenges Emily's authority. Tensions rise, and the young coach must find the right balance between firmness and kindness. A flashback to a pivotal moment with her former coach reminds her that setting boundaries is something you learn... and that respect is something you build.

# Episode 8

## Interview part

Patricia Gsell: Switzerland's first female goalkeeper coach



“What is the role of a mentor in coaching? ”

“To what extent does networking contribute to maintaining motivation? ”

## Animation part

Emily is doubting herself again. The urge to give up is creeping in... until her mentor Sofia invites her to a Tomorrow's Football event. There, while analysing a Euro match, she discovers a network of passionate women full of doubts, but also determination. For the first time, Emily realizes she's not alone and that with support, they can go far. Together.

# Episode 9

## Interview part

Frederikke Thøgersen : from Denmark to Itlay



“How can a genuine team spirit be fostered among young female players?”

“Do you have any special memories, key moments or proud moments to share?”  
(Anecdotes & bonuses 2)

## Animation part

On the pitch, the team is finally starting to find its rhythm.

But off it, two players clash threatening the group's balance. To address the tension, Emily organises a special workshop: no footballs, just post-it notes, small group discussions, and a large poster where each girl writes what she expects from a teammate.

Bit by bit, the tension begins to ease.

That day, the girls don't improve their technique... but they grow as a team.

# Episode 10

## Interview part

Giulia Dragoni: Italy's youngest World Cup player



“What can be learned from defeats during a match?”

“How do you envision the future of women's football?” (Being a woman in football 4)

## Animation part

A friendly match against the Falcons a team that should, on paper, be beatable.

But despite expectations, it's another loss for Emily and her players.

Frustration and self-doubt follow... until Emily realises something essential: the girls are proud to have played as a team.

It might not be a win on the scoreboard but it's a victory for the collective.

# Episode 11

## Interview part

Carla Ward: Manager of the Irish national team



“At what point did you realise that you could become a role model for others?”

“Do you have any advice for a young coach?” (women's coaching 4)

## Animation part

Emily receives an unexpected request: a local girls' team wants her to run a workshop.

On the pitch, she realises she has become a role model for these young players.

A new responsibility arises, but Emily feels ready to share what she has learned.

It's not just the game she's teaching... it's passion, perseverance, and the desire to grow together.

# Episode 12

## Interview part

Sabrina Wittmann: Head coach of German football



“Let us imagine a revolutionary new rule in the football of the future: which rule would you propose, and what would be the reasoning behind it?” (Anecdotes & bonuses 4)

## Animation part

After months of preparation, Emily's team is ready for their first official match. The tension is palpable, emotions are running high... but beyond the score, it's the cohesion and collective effort that matter. No matter the result, for Emily and her girls, this match is already a victory. The real challenge is now beginning to take shape on the pitch.