Fabian Ortiz Andrade

March 12, 2021

First writing assignment

Dr. Myatt

As a young child, you dream with playing for teams in Spain, Italy, England, and all over Europe. You see Real Madrid, Juventus, Manchester United and Paris Saint Germain and wonder, ‘how do these kids get an opportunity to be scouted.’ The plain truth is someone has a connection and a friend that helps get a young potential star into a world class team and they develop into the star that they were predicted to be. A lot of American soccer players who are really good at a young age don’t have that opportunity because soccer isn’t the biggest sport yet in the USA. Players like Christian Pulisic and Gio Reyna play at the level because their parents and grandparents paved the way for them and have connections to the European clubs they play at.

The company I work for and created is called: Soccer Scouting Agency. This soccer agency focuses on students ranging from ages 6 to 18. The main focus of this agency is to provide a network for these athletes to create an account and upload videos of them playing and be able to filter their positions and interests. In this ever-evolving technological world, being able to be seen by people all over the world is crucial as kids aspire to play in Europe and hope for the opportunity to even receive a three-day trial. In this informational essay I will go over the product and services it provides and also who the customers are and how we strive to give the user the best possible experience.

This company strives to provide athletes with opportunities to network to clubs, coaches and scouts all over the world. The product and service we provide is a data base for clubs to look at players in their respective positions and read about them while also being able to see them. We can provide products such as a portal for players to create their bios while also being able to put up their videos in physical copies and allowing clubs and scouts to request these physical copies and filling out a form of clubs that these players are interested in. As stated before, clubs can filter out players and positions that they are looking to fulfill. Next, I will talk about who the customers are and how we strive to give the user the best possible experience.

Customers are young athletes and their parents as the athletes will be under 18 and need their parents’ permission and approval to be able to create an account and upload their videos. There will also be a monthly fee of 10 dollars per month or 100 dollars per year. The reason for this fee is to be able to pay our employees for their extensive work done because they will be on call with clubs and will push for teams to give these players a tryout. Our customers are like family because we know the struggles and challenges that come up when it comes to playing at a higher level and being given a chance.