



FRANCHISE PACK 2027

TURN YOUR LOVE OF SOCCER INTO YOUR OWN BUSINESS

Run your own Soccer Strikers kids soccer franchise in your area, with a proven school-based model, a structured curriculum, a registration app and a brand parents already trust.



soccerstrikers.co.za

WhatsApp 072 391 5698

**BASICS TO
BRILLIANCE**

ABOUT US

FROM ONE COACH'S DREAM TO ±30 SCHOOLS

Founder Jaen van der Walt grew up in a small town in Mpumalanga. He loved soccer, but his school had no soccer pathway, and when he started playing again in Grade 10 he had to fight to catch up.

That experience led him to start Soccer Strikers in 2020: structured, fun soccer lessons for boys and girls aged 3 to 13, right at their school, so no child misses out on the game.

Today our coaches teach at around 30 schools in Pretoria. Franchising is how we take "Basics to brilliance" to the rest of South Africa.

**2020**

Founded in
Pretoria

±30

Schools we coach
at every week

3-13

Ages of the boys
and girls we coach

30 min

One lesson a week,
at school

OUR VISION

A nationwide footprint that empowers South African youth through football, for healthier communities and lifelong participation in sport.

OUR MISSION

To deliver structured, fun, school-based soccer programmes that develop skills, character and a lifelong love for sport.

THE BUSINESS MODEL

A SIMPLE MODEL THAT WORKS

We bring soccer to the children, at their school, during the school day or aftercare. Parents pay a monthly fee per child, and you build a steady base of recurring income one school at a time.

STEP 1 - DEMO LESSON

We run a fun demonstration lesson at the school so the children can try it.

STEP 2 - LETTERS GO HOME

Each child takes a registration letter home, and parents sign up on the Soccer Strikers app.

STEP 3 - WEEKLY LESSONS

One 30-minute lesson a week, February to November, at a time the school allocates.

STEP 4 - GIFTS & SOCCER DAYS

Quarterly Soccer Strikers gifts and termly Soccer Days keep families excited and talking.

Every lesson, ready to go**5 MIN**

Warm-up

20 MIN

Skill of the week: drills from the coaching manual

5 MIN

Game time

WHY IT WORKS

- No venue to rent
- Monthly recurring income per child
- Daytime hours that suit family life
- No extra driving for parents
- Low overheads: a car and a kit bag
- Grow by adding schools and coaches

YOUR FRANCHISE PACKAGE

EVERYTHING YOU NEED TO START

**Your own territory**

A protected area with its own list of target schools.

**The Soccer Strikers brand**

Use of our name, crest and "Basics to brilliance" in your area.

**Curriculum & coaching manual**

Our four-term programme for ages 3–13, every lesson planned.

**Initial training**

Classroom training plus shadowing our coaches at Pretoria schools.

**Registration app**

Parents register and pay on the app, so your admin stays light.

**Starter equipment kit**

Balls, cones, bibs, agility ladders, mini goals and coach kit.

**Launch marketing pack**

School presentation, registration letters, flyers and social posts.

**Website & social media**

Your area on our website and support on our Facebook and Instagram.

**Soccer Days**

Bring your players to our termly Soccer Days and festivals.

**Ongoing support**

Regular check-ins, refresher training and new drills every term.

OUR STANDARD

Every Soccer Strikers coach has a police clearance, Form 29 Child Protection Register clearance, SAFA accreditation and NQF 4 or higher. We help you get your team there.

INVESTMENT

WHAT IT COSTS TO GET STARTED

TOTAL ONCE-OFF INVESTMENT

R100 000

excl. VAT

ITEM

AMOUNT

Franchise fee

Territory, brand licence, training, curriculum, app set-up

R75 000
Starter kit & launch pack

Equipment, coach kit, gazebo and banner, printed letters, launch marketing

R25 000
Total
R100 000

Monthly fees

10%

Management fee

Of the lesson fees you collect each month.
Covers the app, curriculum updates, training and support.

2%

Marketing fund

Of the lesson fees you collect each month.
Builds the brand, website and social media for every franchise.

Also plan for

- Working capital for your first three months (we suggest R20 000 to R30 000)
- Reliable transport to your schools
- Your clearances and SAFA coaching course
- Public liability insurance

THE AGREEMENT

A 5-year franchise agreement, renewable. You'll receive our disclosure document at least 14 days before you sign.

All amounts exclude VAT. Final terms are set out in the franchise agreement and disclosure document.



IS IT FOR YOU?

- You love soccer and working with kids
- You want to run your own business
- You're a coach, teacher or sporty parent
- You want hours that work around family
- You have schools in your area in mind

WHAT YOU'LL NEED

✓ A police clearance

✓ Form 29 Child Protection clearance

✓ SAFA accreditation (or willing to get it)

✓ NQF 4 (matric) or higher

✓ Your own reliable transport

✓ The investment and working capital

YOUR ROLE AS A FRANCHISEE

- Build relationships with schools
- Run demo lessons and sign up players
- Coach, and later hire your own coaches
- Keep parents informed and happy

NEXT STEPS

YOUR ROAD TO KICK-OFF

1

Enquire

Fill in the form on our website or WhatsApp us.

2

Meet the founder

Chat with Jaen about your area and watch a lesson in action.

3

Review the documents

We send our disclosure document and agreement at least 14 days before signing.

4

Sign and secure your territory

Your area and target schools are reserved for you.

5

Training

Learn the curriculum, the school process and the app with our team.

6

Kick-off

Demo at your first schools and start your weekly lessons.

LET'S TALK

Jaen van der Walt, Founder

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