

FIRSTPOINT★USA



**SUPPORTING ATHLETES ON THE
COLLEGE SPORT PATHWAY**



WHY CHOOSE COLLEGE SPORT? ↓



Competing and studying at college offers the best of both worlds. The opportunity to train like a professional athlete while at the same time working towards a degree that will open up doors for your career if you opt for a journey away from sport. It offers the chance to enjoy some of the best years of your life with teammates that will become best friends, coaches who will have a major influence on your career and working towards a common goal. You'll get to travel across the country, live with your buddies, share the highs and lows of a team, and earn the rewards of the hard work you put in.

You'll benefit from training and competing at some of the best athletic facilities in the country, being on the same campus as other athletic teams, being part of the college culture and living through some of those incredible experiences that

are unique to a college sports team environment. Student-athletes enjoy world class support from the coaching team and backroom staff, guidance and tutelage from the academic team, and athlete care provision from those employed to develop your physical and mental wellbeing.

By choosing to become a student-athlete, you'll be part of that fraternity for life. You can earn a place in the Hall of Fame, play your way into National Championships, etch your place in the history books and forever be aligned to your colors. College athletics can set you on the road to professional sport, or lay the foundations for a career in your chosen academic route. Whichever direction you decide on at the end of your four years, you'll have experienced the best of both worlds unique to student-athletes, and with the world at your feet for the next step of your journey.



SUPPORTING TALENTED ATHLETES ON THE COLLEGE SPORT PATHWAY



FirstPoint USA is the world's leading college sports consultancy, working with talented young athletes across the United States and internationally to support them through the college sport pathway.

Providing a hands-on, personalised service, we deliver a comprehensive package of support across different stages of the process, with a dedicated team on hand to guide you through it.

Trusted by coaches at the leading colleges across the country to identify talent, from Ivy League schools such as Yale, Dartmouth and Brown, to the powerhouse athletic programs of UCLA, Penn State, Duke and Florida, we have changed the lives of over 35,000 talented young sportsmen and women, empowering their futures and realising their potential.

Founded by University of Cincinnati Hall of Fame inductee Andrew Kean, FirstPoint USA is designed by athletes for athletes.

Our mission? To help greatness grow.

WHY WORK WITH FIRSTPOINT USA?

- 24 years of experience in college sport
- Athlete athletic assessment
- Dedicated college placement team
- Hands on, tailored support
- Vast network of collegiate coaches
- Expertise, insights and industry knowledge



DESIGNED BY ATHLETES, FOR ATHLETES

Our team of 300+ staff bring a wealth of experience from competing and coaching at leading colleges and globally renowned sports teams, each with an in-depth understanding of the recruitment, placement and scholarship brokering elements of the pathway.



Andrew Kean
CEO and Founder
University of Cincinnati



Jamie Berrisford
Head of Rugby
Liffe University



John Paul Boyle
Chief Operations Officer
Hartwick College



Ross Duncan
Chief Marketing Officer
Scottish Golf



Laura Lewis
Director of Olympic Sports
McNeese State University



Gavin Roger
Head of Athletic Recruitment
Baylor University



Kirsten Lawrence
Head of Talent Management
Campbell University



Rory MacDonald
Media Manager
Chelsea FC



Rob Burlew
Head of College Placement
University of Cincinnati



Susan Lang
Head of College Placement
University of North Alabama



Harvey Moyes
Academy Partnerships Manager
Northern Kentucky University



Beth James
Head of Admissions
University of Nebraska-Lincoln

TRUSTED BY PARTNERS

We are trusted by club partners, sports governing bodies and high schools to provide our support services to their athletes, from the Premier League and Major League Soccer to national team academies.



WHAT WE DO

A COMPREHENSIVE PACKAGE OF SUPPORT THROUGHOUT YOUR COLLEGE SPORT JOURNEY

1. ATHLETIC EVALUATION 

Athletic assessment by FirstPoint's college scouting staff. Evaluation of candidate's athletic level and potential to help determine potential college level. Feedback provided by FirstPoint staff.

2. INTERVIEW 

One-to-one interview with athlete and their family to determine academic and athletic aspirations. Review of candidate's academic background and intended major. Outline of recruitment pathway and key milestones.

3. TARGETING & MATCHMAKING 

Shortlist of targeted colleges based on client's academic and athletic aspirations and ability. Tailored recruitment strategy designed, implemented, and managed on client's behalf.

4. RECRUITMENT 

Concierge recruitment provided to client and their family. Including, but not limited to, coach engagement and communications, athlete marketing, college scouting, and scholarship brokering.

5. PLACEMENT 

Identifying best 'college fit', review of offers, and support with decision-making process provided to client and their family.

6. PASTORAL CARE 

Aftercare and pastoral support provided to client during the four years of their collegiate career, including assistance with Transfer Portal.



OUR COMPREHENSIVE PACKAGE



College Pathway Pro

\$5,450

Comprehensive athlete recruitment management	✓
Specialist college placement team providing strategic guidance throughout the entire college recruitment journey	✓
Research and shortlisting of best-fit university programs (academic & athletic match)	✓
Tailored recruitment roadmap	✓
Targeted athlete marketing and promotion	✓
Unlimited access to FirstPoint USA's digital recruitment platform	✓
Professional video editing and highlight reel creation	✓
NCAA compliant coach interaction and communication management	✓
Guidance on attendance at Talent ID events and camps	✓
Admission and application support	✓
NCAA Eligibility Centre guidance and assistance	✓
Guaranteed college offers	✓
Decision-making support for college selection	✓
Student-athlete pastoral care (4-year support)	✓



COLLEGE PLACEMENT TEAM



Our high touch tailored service provides athletes and their families with a dedicated College Placement Team to guide you through every step of the process and support your college sport journey and placement. With experience of working with thousands of college athlete prospects and a vast network of college coaches, our consultants deliver a comprehensive service, from the initial activation phase to marketing and promotion, and finally onto securing your commitment and being placed.

- Introduction and onboarding
- Regular calls with you and your family
- Academic review and eligibility guidance
- Collate your sporting achievements and performance data
- Build video footage to make your profile stand out
- Help with increasing your admissibility
- Attending showcase events
- Introductions to shortlisted college coaches
- Guidance on speaking with college coaches
- Liaising with coaches on your behalf to ensure they have every insight they need to consider you for their roster

PASTORAL CARE & TRANSFER SUPPORT



COMPETITIVE ADVANTAGES



At FirstPoint USA, we believe in an athlete-centred, hands on approach and we are here to help athletes and families every step of the way. From providing a dedicated college placement consultant to delivering four years of pastoral care throughout a student-athlete's college career, our comprehensive package of services set us apart from the competition.

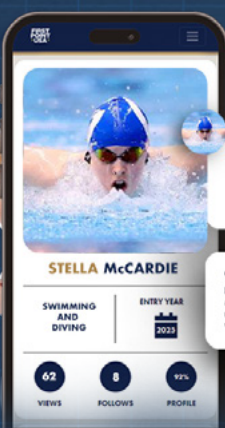
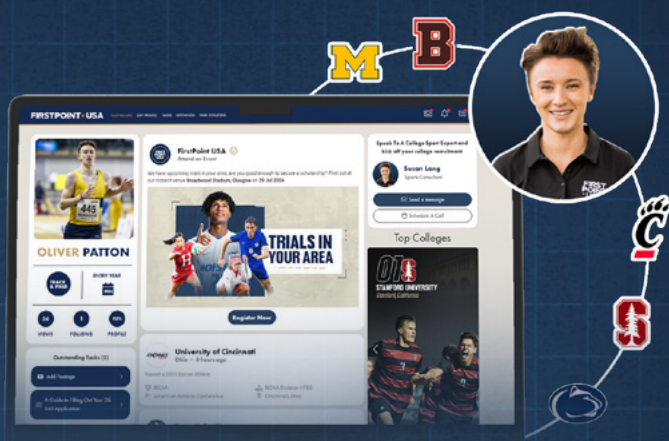
	FirstPoint USA	NCSA	Sports Recruits
Free Online Digital Profile	✓	✓	✓
College Sports Recruiting Platform	✓		
One-to-One Consultations with Student-Athlete and Parents	✓		
Athletic Evaluation and Assessment	✓		
General Guidance & College Recruitment Advice	✓		
Coach Engagement and Coach Communication Management	✓		
Tailored College Placement Service	✓		
Professional Video Editing & Highlight Reel Creation	✓		
Support, Guidance and Recruitment advice throughout the year	✓		
Dedicated College Placement Consultant	✓		
Athlete Marketing & Promotion	✓		
Coordination of College Coach attendance at Key Games and Events	✓		
NCAA Eligibility Centre - Guidance & Support	✓		
Student-Athlete Pastoral Care (4 Year)	✓		
Transfer Portal Guidance & Support	✓		



SUPPORT EVERY STEP OF THE WAY

At FirstPoint USA, we understand that pursuing college athletics is a monumental journey. That's why we are committed to providing unparalleled support and expertise at every single stage of your recruitment process. From our cutting-edge digital recruitment platform that connects you with top college coaches, to our dedicated college placement team offering personalized guidance, we ensure you receive first-class service from your initial assessment right through to your arrival on campus. Our comprehensive approach is designed to empower you, positioning you to fully maximize this life-changing opportunity both on and off the field.

Ongoing guidance
from FirstPoint's
dedicated team.



STELLA McCORDIE
Hi Coach, I'm delighted to see you've viewed my profile a few times. I'd love the opportunity to connect on a call to discuss opportunities with you.

COACH
Hi Stella. Yes, you'd be an athlete we are interested in for our '25 roster. Let me know some dates and times that would suit to chat.

Digital recruitment
platform that connects you
with top college coaches

Access to training,
marketing resources,
& professional tools.



TESTIMONIALS



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A huge thank you to the team at FirstPoint USA for the diligence and attention to detail throughout the whole process. They left no stone unturned gaining interest from a large number of prestigious universities in USA through their network.

- **Oliver Patton**

Track & Field - Oklahoma State University

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We've worked with FirstPoint USA for a number of years now and they are by far the No.1 agency we use for soccer recruitment. Their club academy partnerships are vitally important for us, meaning we can get access to some of the best talent coming through in the US and internationally. We've had some fantastic athletes through FirstPoint who have gone on to become star players on the Penn State team. That's only going to grow through their US expansion and benefit us in a big way.

- **Jeff Cook**

Head Coach - Penn State University Men's Soccer



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Throughout the whole process everything was explained to me fully and all my questions were answered. I really loved how everything was tailored to my situation and they were constantly looking for the best option for me. They went beyond the call of duty in assisting me and I'm super grateful. I was guided through communication with the coaches, the NCAA process, college application, visa application and right through to the departure for college checklist!

- **Rumbi Zimuto**

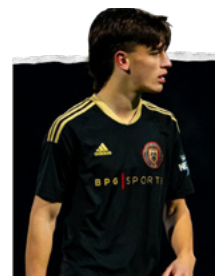
LaSalle University - Field Hockey

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We'd like to express our heartfelt gratitude for the invaluable support you provided in helping our son, Logan LaMaina, secure a spot with Akron University's men's soccer team. Your expertise and dedication made a significant impact on his recruiting journey, and we are truly appreciative. It was clear that FirstPoint had a comprehensive understanding of the recruiting process and a genuine commitment to helping Logan succeed.

- **Parents of Logan LaMaina**

University of Akron - Soccer



A PROVEN TRACK RECORD OF **SUCCESS**

FirstPoint USA have placed graduating athletes into the following high level NCAA universities in recent years:



LOGAN MONIZ
*DUKE UNIVERSITY
SOCCER*



ANNA FAULSTICH
*PRINCETON UNIVERSITY
FIELD HOCKEY*



LANCE NISBET
*UNIVERSITY OF TENNESSEE
TENNIS*



STELLA MCCARDIE
*UNIVERSITY OF CONNECTICUT
SWIMMING*



YANNICK KRAUS
*HARVARD UNIVERSITY
TRACK & FIELD*



CAMERON KEAN
*BROWN UNIVERSITY
RUGBY*



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