

# FIRSTPOINT★USA



**SUPPORTING PLAYERS ON THE  
COLLEGE SOCCER PATHWAY**





# WHY CHOOSE COLLEGE SOCCER?



Playing soccer at university offers the best of both worlds. The opportunity to train like a professional while at the same time studying for 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 team-mates 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 playing at the fantastic facilities available, being on the same campus as other sports teams, being part of the university's 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 player care provision from those employed to develop your physical and mental wellbeing.

By choosing college soccer, you'll be part of that fraternity for life. You can earn a place in the Hall of Fame, etch your place in the history books and forever be aligned to your colors.

College soccer can set you on the road to the professional game, 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 PLAYERS ON THE COLLEGE SOCCER PATHWAY



FirstPoint USA is the world's leading college soccer consultancy, working with talented young players across the United States and internationally to support them through the college soccer 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 clubs at all levels, we work with some of the leading academies in the US and UK, including Philadelphia Union, FC Cincinnati, Arsenal and Fulham.

In delivering our services, we have changed the lives of over 35,000 talented young sportsmen and women, empowering their futures and realising their potential, while providing scouting services to over 2,500 American universities and their respective sports teams. Founded by University of Cincinnati Soccer 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 soccer
- Athlete playing assessment
- Dedicated college placement team
- Hands on, tailored support
- Vast network of collegiate soccer coaches
- Expertise, insights and industry knowledge

# DESIGNED BY ATHLETES, FOR ATHLETES

Our team of 300+ staff bring a wealth of experience from playing and coaching college soccer and years of working in the industry, 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*



**Bobby Clark**  
Player Consultant  
*University of Notre Dame*



**Stuart McCaffrey**  
Director of Sport  
*Aberdeen FC*



**Peter Grant**  
Head of College Placement  
*Falkirk FC*



**Kirsten Lawrence**  
Head of Talent Management  
*Campbell University*



**Harvey Moyes**  
Academy Partnerships Manager  
*Northern Kentucky University*



**Murray Fraser**  
Head of College Placement  
*Trinity University*



**Jack Ross**  
Advisory Board  
*Newcastle United FC*

## TRUSTED BY PARTNERS



We are trusted by club partners and governing bodies to provide our support services to players from the Premier League, USL, Major League Soccer, MLS Next academies, and beyond.





# WHAT WE DO

## A COMPREHENSIVE PACKAGE OF SUPPORT THROUGHOUT YOUR COLLEGE SOCCER JOURNEY

### 1. PLAYING EVALUATION

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

### 2. INTERVIEW

One-to-one interview with player and their family to determine academic and playing 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 playing 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, player 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 players and their families with a dedicated College Placement Team member to guide you through every step of the process and support your college soccer journey and placement. With experience of working with thousands of college soccer prospects and a vast network of college soccer 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
- Enhance your eligibility for admission
- Attending showcase events e.g. MLS Next Cup, Girls Academy, ECNL, USL Academy
- 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 players and families every step of the way. From providing a dedicated consultant to our partner clubs 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	✓		
Playing Evaluation and Assessment	✓		
General Guidance & College Soccer Recruitment Advice	✓		
Coach Engagement and Coach Communication Management	✓		
Tailored College Placement Service	✓		
Professional Video Editing & Highlight Reel Creation	✓		
In-Person Support, Guidance and Soccer 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	✓		

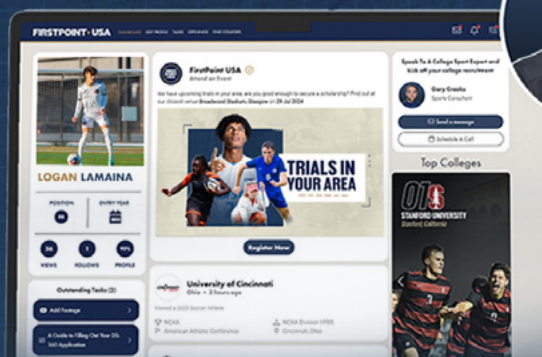




# SUPPORT EVERY STEP OF THE WAY

At FirstPoint USA, we understand that pursuing college soccer in the USA 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.



Digital recruitment  
platform that connects you  
with top college coaches



Access to training,  
marketing resources,  
& professional tools.



# TESTIMONIALS



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The Club needed the right level of expertise and experience to deliver this important service for us. We knew FirstPoint had a fabulous reputation internationally and their hands on approach, coupled with their extensive network of coaches, gave them a significant edge over other agencies. The feedback we have had from families since they started has been terrific and their team has been doing a brilliant job for us. We had no hesitation in recommending them to other MLS academies and clubs.

**- Tommy Wilson**  
Technical Director - Charlotte FC

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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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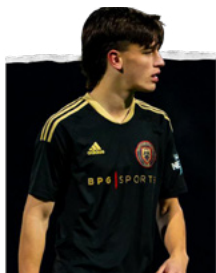
FirstPoint were great in guiding me through the whole process, a lot of which I didn't know about, and I couldn't have done it without them. The recruitment process was really smooth and having said I always wanted to go and live in a big city, to be recruited by Miami was amazing. The university had everything and incredible facilities for the players. I definitely became a much better player during my time there. I played with a fantastic bunch of teammates and now have friends from all over the world as a result.

**- Maisie Baker**  
University of Miami

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From the start of the process through to the end, FirstPoint USA's service was first class and I'm so grateful for the work they did in securing me a place at Wisconsin, one of the leading teams in the country. The team are so knowledgeable, and the Talent Management team did a brilliant job in connecting me with some great coaches. They watched me play, they're very proactive and it felt very personalised to what I needed.

**- Julian Kuhr**  
University of Wisconsin



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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

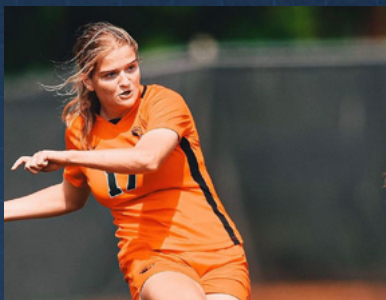


# A PROVEN TRACK RECORD OF SUCCESS

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



**FREDDIE BELL**  
*PENN STATE UNIVERSITY*



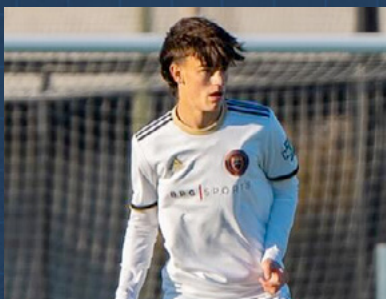
**KATIE GODDEN**  
*OREGON STATE UNIVERSITY*



**RITTER SUNDBY**  
*XAVIER UNIVERSITY*



**KARIN MUYA**  
*UNIVERSITY OF NOTRE DAME*



**LOGAN LAMAINA**  
*UNIVERSITY OF AKRON*



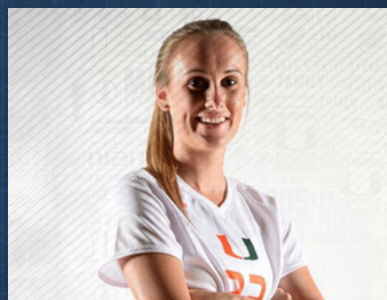
**DANIEL CAREY-EVANS**  
*DARTMOUTH COLLEGE*



**LOGAN MONIZ**  
*DUKE UNIVERSITY*



**DANNI ISAAC**  
*UNIVERSITY OF KENTUCKY*



**EMILY AULD**  
*UNIVERSITY OF MIAMI*





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