



# Footlab World

JAN.2025



## FOOTLAB Orange County Overview

**Footlab** is much more than a traditional football field or academy. It is the **world's first indoor football performance and training park**, seamlessly blending the excitement of eSports, real football, and groundbreaking technology, originating from Portugal and expanding globally. But what truly sets Footlab apart from anything you've experienced before?

At Footlab, we've created an environment where players of all ages and skill levels can **measure, train, and compete** in various interactive stations, all connected in a digital ecosystem. Each of these stations allows players to **track real-time performance data**, something never before possible on a field or through video games. It's not just about winning; it's about understanding and improving your technique, physical abilities, and even your mental health and well-being.

Our mission is clear: to **revolutionize football**. We offer an immersive experience where every player—whether a professional athlete or a first-time participant—can develop their skills in an environment that balances **high performance and entertainment**.

But Footlab isn't just for professionals. It's an **inclusive space**, designed for everyone. We offer programs for all ages, genders, and abilities, including those with physical limitations. Our goal is to promote **fun while fostering growth**, creating a **global, connected community** where competition transcends borders.

Footlab goes beyond football too. We provide young people with a comprehensive educational approach that includes **nutrition, recovery, and physical and mental health**, teaching how football can be a pathway to holistic well-being. Footlab is a true **hub of knowledge and development** for future sports talents.

Unlike traditional academies or video games, Footlab offers a **unique, real-world experience** where every kick, pass, and dribble are captured, measured, and improved. This is football for the future, where **innovation and passion** unite to create **unforgettable experiences**.

[Footlab Video](#)

## FOOTLAB Groups of Activities

Birthday parties & Events

Academy

Field Rental

Individual training sessions & challenges

## Facility Layout and Features

- **Activity Zones:**
  - **Skill Circuit:** A dedicated course where participants test and improve technical skills like dribbling, shooting, and passing. Advanced technology provides real-time feedback, helping players enhance their abilities.
  - **Performance Measurement:** Athletes measure speed, agility, and strength through high-tech sensors. Personalized feedback and an overall performance analysis are delivered at the end of the session, along with a scorecard summarizing results.
- **Field Rentals & Entertainment:**
  - **Indoor/Outdoor Football Fields:** Available for private rentals, youth training sessions, corporate events, or semi-professional matches. These fields will be open for reservations with both hourly and full-day booking options.
  - **Entertainment Spaces:** Designed for parties, gatherings, and special functions that include team-building exercises, gaming zones, and more.

## Special Events and Programming

### 1. Footlab Amateur League

A tournament aimed at fostering a global football community where players of all levels can compete, improve, and be recognized for performance and sportsmanship. The league spans three age categories:

- Children (6-12 years)
- Teenagers (13-17 years)
- Seniors (18+ years)

**Footlab World Final:** Winners from each category in performance, fair play, and content creation will compete in exclusive finals. The event also includes professional training sessions and brand interactions, reinforcing values like community and fair play.

### 1. Corporate Team-Building Programs:

- Customizable corporate events will be available, focusing on football-related team-building activities and performance analytics. These programs will be marketed to companies as part of their corporate wellness offerings.

### 1. Private Reservations and Functions:

- The facility will be available for **corporate functions and private events**. These can be booked in advance, with flexible packages for **participants** per event.
- Private events will include access to specific zones, with an option for add-ons like coaching sessions or football-related competitions.

## Proposed Special Events

FOOTLAB will host a variety of events to enhance community involvement and maximize facility utilization:

### 1. FIFA Club World Cup-Tournament – Summer 2025

Footlab will recreate the excitement of the FIFA Club World Cup by organizing a simulated tournament featuring the same teams, age groups, and schedule as the official event. This initiative offers participants an authentic experience aligned with one of football's most prestigious competitions.

Also during the FIFA Club World Cup, the facility could host related activities such as:

- Watch parties for key matches.
- Brand activations and football challenges tied to the event.
- Invitation-only workshops and tournaments for professionals or influencers.

NOTE: A couple of this events during the FIFA World Cup may exceed 300 attendees. Event plans will focus on security and crowd management, ensuring the City's preparedness.

### 2. Marketing & Brand Activation Campaigns:

- Collaborations with sponsors (like PUMA as main sponsor) to create branded events.
- Product launches and demos tied to football culture.

### 3. Youth Soccer Organization Hosting:

- Training sessions and workshops for local academies and clubs.
- "Skills Lab" days designed to assess and improve player performance.

### 4. Professional Engagements:

- Hosting professional or semi-pro team training sessions.
- VIP meet-and-greet events.

## Food Facilities

FOOTLAB will feature a “grab-and-go” food concept, offering pre-packaged snacks, beverages, and light meals. Catered food services will be available for special events. No full-service kitchen will be present onsite.

### 365 Open Days Program

The 365 Open Days Program is a cornerstone of Fiitlab's commitment to inclusivity, providing free access to individuals with disabilities every day of the year. This initiative ensures that Footlab is a welcoming and accessible space for everyone, fostering community engagement and equal opportunity in sports.

In addition to this, the program offers a variety of activities and events:

- **Daily Operations:**
  - Walk-ins for individual challenges, group training sessions, and casual play opportunities.
- **Seasonal Events:**
  - **Winter:** Indoor tournaments and warm-up clinics designed for all skill levels.
  - **Summer:** Outdoor tournaments, family-friendly events, and community days.
- **Community Partnerships:**
  - Collaboration with schools and youth clubs to provide tailored programs and events.
  - Dedicated days for underprivileged groups, enhancing access and inclusion.

This program highlights FOOTLAB's year-round dedication to creating an engaging environment where everyone, regardless of ability, can experience the joy of football.