



体育+互联网
Sports+Internet





Who are we?



Chengdu Wawaying Education & Technology Ltd., founded in 2015, is an innovative company that provides Sports Training and Cloud Services. We are specialized in youth football training by introducing the European Football Academy system. We prepare Chinese talented children to play a role on the biggest world stage. The headquarter of our company is in Chengdu, and we have set branch offices and R&D center in Italy. We are now cooperating with 85 schools, and serving over 1600 kids.

❑ Core Business - Footballing On Campus

In June 2016, Wawaying International Education seized the opportunity of national supports for football education to launched the program “Happy Football on Campus” - Football + English classes. All of our UEFA qualified coaches sent directly into cooperation schools will bring children not only football skills, and also a direct sense of the linguistic charm of English in classes. The U6, U8, U10, U12 system specially devised by Wawaying won widely recognition and plaudits from students and parents.

So far, Wawaying has received two rounds of capital financing from a Real Estate Firm and a Venture Capital Fund.



Why Liverpool, why us



Wawaying has currently the chance to make a deep impact into the football life of many Chinese kids. How? Due to the strong investment the local government is intending to spend towards youth football training, we now have the chance to start a new business model that will see our company in charge of training public schools' PE teachers and select and coach outside school the best students (up to 15-20 per category, from U8 to U16).

On top of this we will continue to operate as we started, going to schools, mostly kindergartens but also primary, providing football classes in loco for the kids that decided to adhere to our course, or to all the kids in the institution (at times the school decided to include football as part of their teaching curriculum).

Furthermore Wawaying is already legally authorized and certified for selecting foreign football coaches to public schools and provide football classes as part of the national scholastic curriculum.

As we mostly cooperate with schools, we currently not own a facility as a property, as we prefer to rent, when necessary. This will allow us to be easily reachable by a larger number of customers.

Another project we are currently discussing with the local Chengdunese government, is the chance to realize a football school, where the students will have the chance to not only be professionally coached but also to study sport related topics, from coaching to sport business management, so that they will be driven into a sport related career, in case they won' t be able to play football professionally. This project is in my opinion one of the best way of really investing into the future of football, but as it just started, it will take some time (estimated 18-24 months) to take place.

At the moment we are designing a football winter camp package for children and parents in Europe, that will include the visit of a football team, training sessions, tours, and a whole football game experience.

As previously explained, we are a young and dynamic company not afraid to be flexible towards customers requests, government guidelines, investments and cooperations

To expand not only economically, but also to grow technically and professionally, we believe that a cooperation with the most internationally successful English team, could be the best asset for making the next step into the fast growing Chinese football market.



Operation areas



Wawaying is now widely operating in the Sichuan province, but we are planning to shortly expand towards the nearby province of Chongqing. As the company is rapidly expanding, we aim to be present in the next few months also in the provinces of Yunnan, Guizhou and Guangxi



What we do?



Football for Kids!



English
英语

Soccer
足球



Improvement
成长



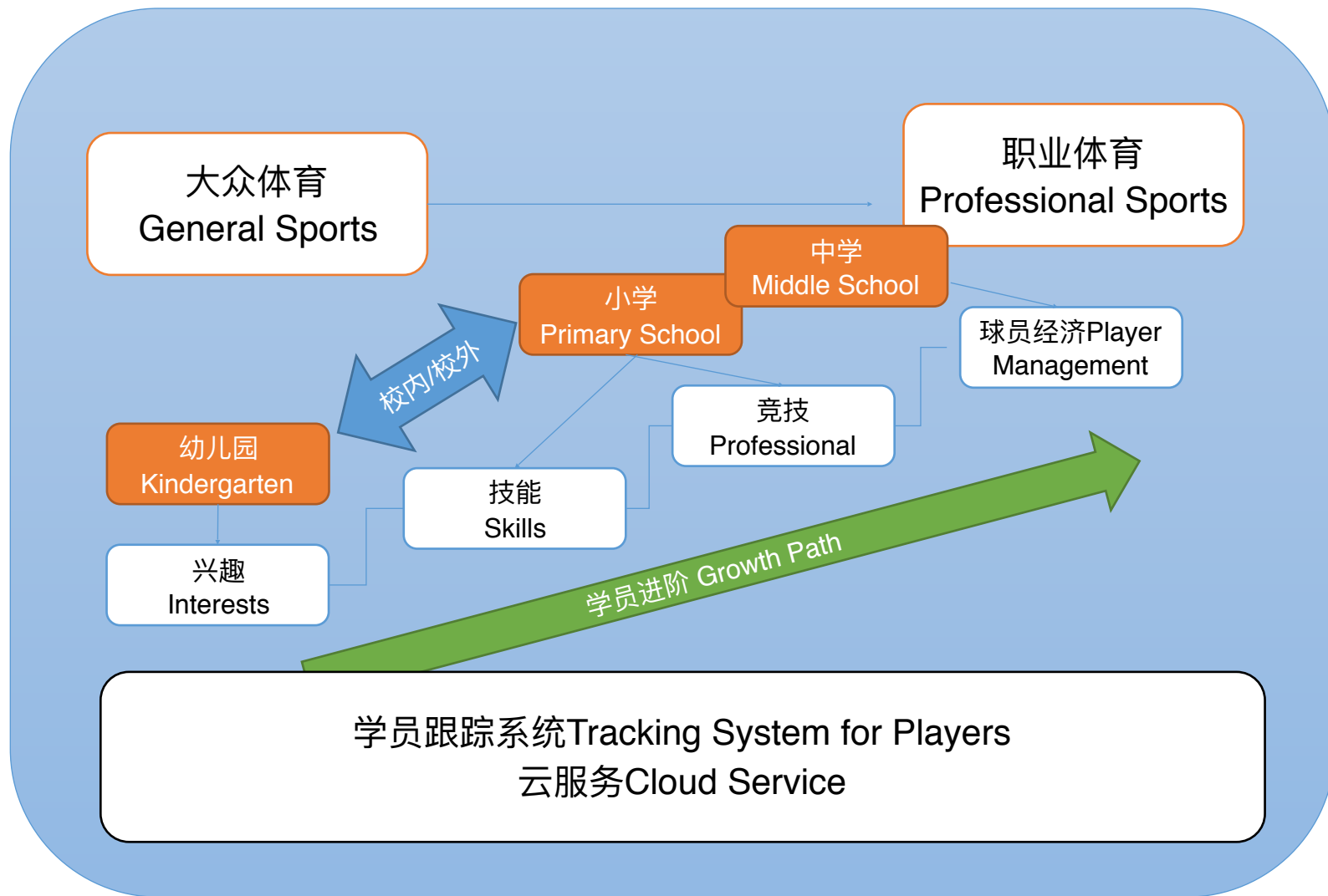
What we do?

B2B2C, provide direct access to end-users through cloud services and ensure high quality off-school services.

- The system manages users through online payment and course, tracking services to track customer activities and provide a secondary development of end-users.
- Internet + Sports create chances for sport products to directly reach more customers.



Business Model



校园足球 In school training:

- Pre-school: Excluded from National Education System (NES). Aim to make profit in scale
- Primary & Middle school: A part of NES. Aim to transfer traffic.

校外足球 Extra curricular training:

- Field: At least one pitch per city. (long-term renting or self-built)
- Sales: Regional partnership. (sharing profits creates strong motivation)
- Curriculum: Qualified UEFA football coaches. (To grasp local customers needs of English + Football courses)



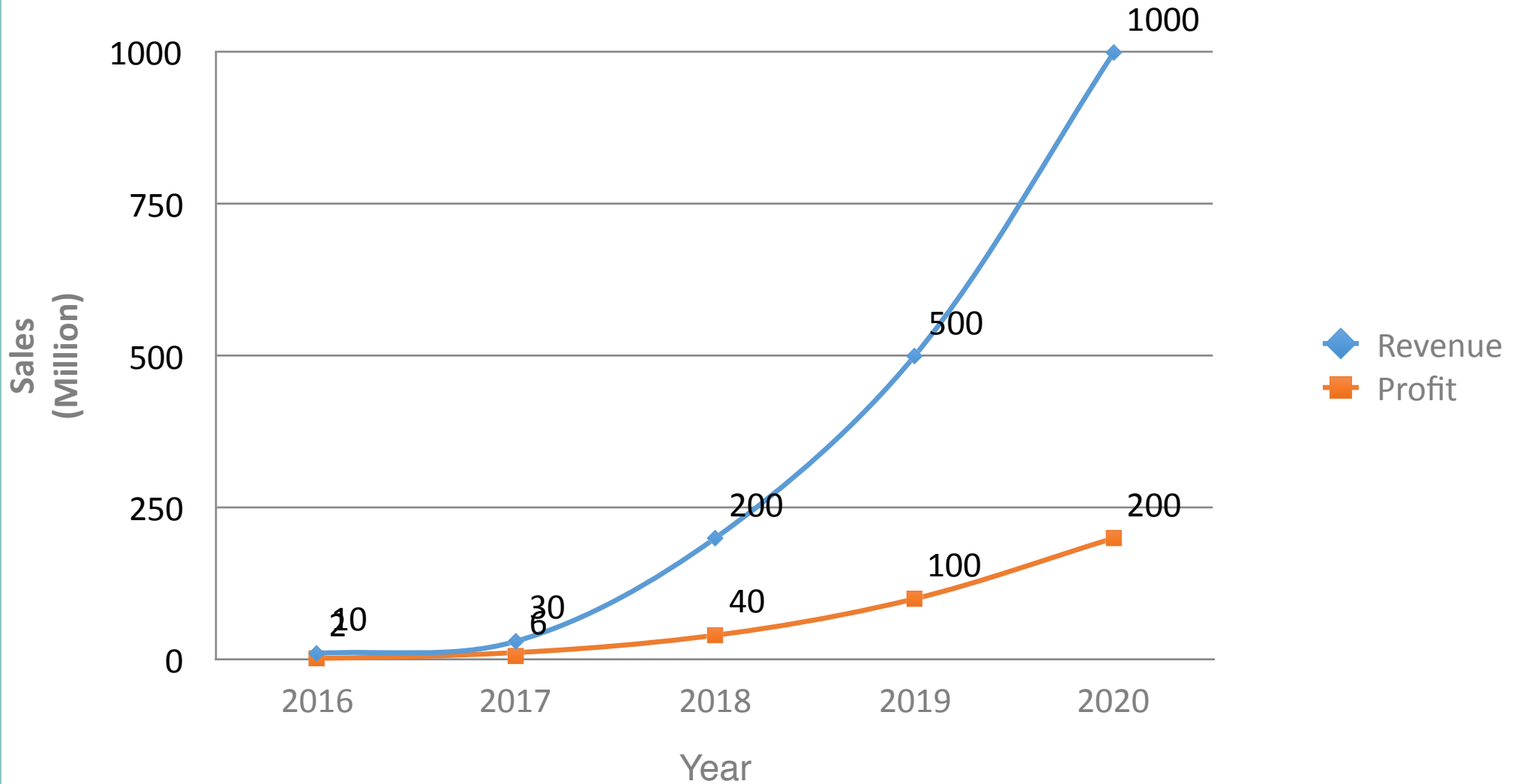
Player Management



- ✓ Professional players is generally managed by friends or family, and the low amount, makes it difficult to scale. However, the Chinese national policy offers the opportunity to grow youth training, which makes it a huge potential market.
- ✓ China is currently far behind Europe in youth training. Many children in Europe are dreamong of becoming a professional football player, as it brings high income and popularity.
- ✓ The current range of cost for training a young player is from 50 to 100 million RMB in China, but the sale of young players could reach 30 million to 100 million Euros



Financial Forecast



Wawaying team is confident towards the market prospects. It is expected to make 30 million revenue in 2017. In the next five years, we will build a youth sport matrix including over 50 cities, and generate 1 billion in revenues and 200 million in profits.

Frank Pu Wen

Born in China in 1981



Several years of experience working in Northern Europe, then back to China 7 years ago working for the Lenovo investment group.

Frank is the owner and CEO of Wawaying, his ideas and innovative thinking, mixed with the talent and experience gained through his working years, made the company grow at a very fast rate. Numbers speak clearly, in the first semester of football classes sales campaign, Wawaying signed with more than 80 between kindergartens and primary schools, for we coach more than 1600 kids.

Michele Carafoli

Born in Italy in 1985



Played in local semi-professional teams in his youth, since the age of 7, involved in coaching young kids since the age of 17.

9 years of international football team managing, sport education experience, in Italy, Australia and China (main focus on kids 4 to 12 years old)

Technical director for Wawaying, coaches manager and also branding consultant. The bridge between the Chinese players and the European coaches. Thanks to him, Wawaying is now also an authorized internship center of the Sport Science University of Bologna and plenty of other cooperations will soon take place.

Partnerships and cooperations

LEGEND
CAPITAL
君联资本

Legend Capital Investments

University of Bologna



中国平安
PINGAN
保险·银行·投资

Ping An Insurance

Hi Coffice Office Space

侠客岛
新空间服务商



Italian Football Federation



Thank you

