

# 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?

- 22 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*



**Callum Pritchatt**  
Head of College Recruitment  
*Penn State University*



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



**John Paul Boyle**  
Director of Operations  
*Hartwick College*



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



**Bernie White**  
Head of College Placement  
*Amherst College*



**Susan Lang**  
Head of College Placement  
*University of North Alabama*



**Gavin Penny**  
Head of College Scouting  
*Husson University*



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

## TRUSTED BY PARTNERS

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




BARÇA  
Residency Academy  
USA



# WHAT WE DO



## A 6-STEP SUMMARY OF OUR FULL SERVICE

**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. Written 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.

*\*Two packages available*

**6. PASTORAL CARE** 

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

*\*Two packages available*

### PRE-COLLEGE TIMELINE: 24 MONTHS

Can be done quicker, but we like to allow enough time to find the perfect match.



# OUR COMPREHENSIVE PACKAGE



|  | College Pathway Plus + | College Pathway |
|--|------------------------|-----------------|
|  | \$5,450                | \$3,950         |
| One-to-one consultation with Student-Athlete and Parents   | ✓                      | ✓               |
| Playing Evaluation and Assessment with Scouting Report   | ✓                      | ✓               |
| Academic and Eligibility Evaluation  | ✓                      | ✓               |
| Access to FirstPoint USA's Online College Soccer Portal  | ✓                      | ✓               |
| Guaranteed College Offers  | ✓                      | ✓               |
| Dedicated College Placement Team - Compliance, Admissions and Recruitment - Managing Entire Recruitment Process on Athlete & Families Behalf | ✓                      | ✓               |
| Research and Shortlisting of Targeted University and Soccer programs; Matching Academic and Athletic level                                   | ✓                      | ✓               |
| Tailored Recruitment Roadmap, Marketing Strategy, Design and Implementation  | ✓                      | ✓               |
| Coach Communication Management and Active Reference  | ✓                      | ✓               |
| Strategic Planning of Talent ID & Camp Attendance  | ✓                      | ✓               |
| College Visit Planning & Coordination  | ✓                      | ✓               |
| Admissions Guidance & Support  | ✓                      | ✓               |
| NCAA Eligibility Centre - Guidance & Support   | ✓                      | ✓               |
| Decision Making Support  | ✓                      | ✓               |
| Data Analysis - Performance Report   | ✓                      |                 |
| Video Editing and Highlight Reel Creation  | ✓                      |                 |
| Student-Athlete Pastoral Care - 4 Years  | ✓                      |                 |
| Transfer Portal Support  | ✓                      |                 |
| NIL Guidance and Support   | ✓                      |                 |



# COLLEGE PLACEMENT TEAM



Our high touch tailored service provides players and their families with a dedicated College Placement Team 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
- Help with increasing your admissibility
- Attending showcase events e.g. MLS Next Cup, Girls Academy, ENCL, 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 in-house 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   | ✓              | ✓    | ✓               |
| Full Access to Digital Recruitment Platform                                   | ✓              |      |                 |
| One-to-One Consultations with Student-Athlete and Parents                     | ✓              |      |                 |
| Live, In-Person Playing Evaluation and Assessment                             | ✓              |      |                 |
| General Guidance & College Soccer Recruitment Advice                          | ✓              |      |                 |
| Attendance at Player Training & Games   | ✓              |      |                 |
| Tailored College Placement Service  | ✓              |      |                 |
| Performance Data Analytics  | ✓              |      |                 |
| 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  | ✓              |      |                 |





# PERFORMANCE DATA & PLATFORM



Performance data is a vital component of a coach's recruitment strategy and that's why we work with our athletes to provide an in-depth analysis of a player's ability, fitness and key strengths. Data analytics are presented on a player's profile, allowing coaches to match what they're looking for to the players on our digital platform.



**FIRST POINT USA** **PLAYER NAME** **PLAYER BIO**

| PLAYER BIO             |        |
|------------------------|--------|
| POSITION               | LB/LW  |
| D.O.B                  | -      |
| SQUAD NUMBER           | 15     |
| TEAM                   | U17    |
| HEIGHT                 | -      |
| LEADING FOOT           | LEFT   |
| COURSE ENROLLMENT YEAR | 2025   |
| CURRENT SCHOOL YEAR    | JUNIOR |
| CUMULATIVE GPA         | 3.79   |

**POSITION**

**COMMENTS**

Michael is an attacking left back who likes to get forward at every opportunity.

He is an attack minded player in possession, looking to play forward passes when possible.

He attends YSC Academy High School in Pennsylvania and has a cumulative GPA of 3.79.

PRIMARY POSITION  SECONDARY POSITION **FIRSTPOINT-USA**

**FIRST POINT USA** **PLAYER NAME** **ACTION AREAS**

**MATCHES ANALYZED**

- V NORTH CAROLINA 20<sup>th</sup> AUGUST 2023
- V BETHESDA 6<sup>th</sup> OCTOBER 2023
- V TSF 23<sup>rd</sup> OCTOBER 2023
- V SALT LAKE 6<sup>th</sup> DECEMBER 2023

**ACTIONS V GAMES**

- 216 TOTAL ACTIONS
- 54 ACTIONS PER GAME

**POINTS**

**HEAT MAP**

**FIRSTPOINT-USA**

**FIRST POINT USA** **PLAYER NAME** **PASSING**

**Passing Success**

**Successful**

**Unsuccessful**

**FIRSTPOINT-USA**

**FIRSTPOINT-USA**

**RYAN KELLY**

**SPEAK TO A COLLEGE SPORTS EXPERT**

**Top Colleges**

**02 MISSOURI INSTITUTE OF TECHNOLOGY**

**FIRSTPOINT-USA**

**Profile Summary**

**Ryan Kelly**

**Your Profile**

Follow these steps to complete your profile

- Personal Details**  
Get more personal details including contact information so coaches can get in touch.
- Sports Details**  
Complete your sports details and learn how to get noticed by coaches. **+1%**
- Academics**  
Add your SAT, ACT, GPA and High School scores.
- School History**  
Update your school history to complete your profile.

# TESTIMONIALS



**TOMMY WILSON** Technical Director  
Charlotte FC

“ ”

The Club (Philadelphia Union) 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.

**JEFF COOK** Head Coach  
Penn State University Men's Soccer

“ ”

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.



**MAISIE BAKER** University of Miami  
Class of '18

“ ”

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.

**JULIAN KUHR** University of Wisconsin  
Class of '23

“ ”

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.



# COLLEGE PLACEMENTS



WE WORK WITH THE LEADING COLLEGE SOCCER PROGRAMS IN THE COUNTRY AND OUR RECENT PLACEMENTS INCLUDE ...



Stanford University



Harvard University



Princeton University



University of California, Berkeley



The University of California



Wake Forest University



Penn State University



Purdue University



Duke University



Yale University



Clemson University



The University of Alabama



The University of Tennessee



The University of Texas



University of Cincinnati



Dartmouth College



University of Kentucky



University of Michigan



Oklahoma State University



West Virginia University



firstpointusa.com  
info@firstpointusa.com



**FIRSTPOINT★USA**