

# BENCHED

## Two-Page Business Pitch

*A confidential football-community platform focused on early intervention, accountability, and mental wellbeing.*

### The opportunity

Footballers and football businesses often experience avoidable stress after receiving poor professional guidance, misleading advice, or damaging media treatment.

Benched creates a trusted closed-circle environment where members can surface concerns early, discuss them confidentially, and identify recurring patterns before those issues become personal, commercial, or mental-health crises.

### What makes Benched different

- Private by design: a vetted internal community for open and candid reporting.
- Evidence-led: issues are reviewed, categorized, and escalated through a structured internal process.
- Balanced: those named are offered a right to respond, explain, and redeem themselves.
- Wellbeing-first: the model addresses stress at the source - poor advice, confusion, reputational pressure, and unresolved disputes.



*Illustrative campaign image*

<b>Problem</b>	<b>Solution</b>	<b>Impact</b>
Stress compounds when players feel unsupported, overcharged, misled, or publicly mischaracterized.	A moderated closed-circle review and accountability program with confidential discussion and controlled publication.	Reduced pressure, improved decision quality, better support networks, and stronger trust across the football ecosystem.

# Business model and execution

<b>Offer</b>	<b>Member access</b>	Subscription-based access for vetted players, families, agents, clubs, and trusted advisers.
<b>Service layer</b>	<b>Case review and moderation</b>	Internal triage, pattern analysis, discussion management, and response handling.
<b>Trust layer</b>	<b>Right-to-reply protocol</b>	Named parties can answer concerns, clarify facts, and demonstrate corrective action.
<b>Growth</b>	<b>Partnerships</b>	Player groups, alumni communities, legal/financial educators, and mental-wellbeing partners.

## Target users

- Current and former footballers seeking a trusted sounding board.
- Families and close advisers who need a safe escalation route.
- Football operators, investors, and community leaders who want higher professional standards.

## Go-to-market

- Phase 1: Private pilot with a hand-selected football network and strict membership controls.
- Phase 2: Build anonymized insight reports and education content around common risk themes.
- Phase 3: Expand into a recognized accountability and prevention platform across the football community.

## Safeguards

- Confidential intake and moderated discussion rules.
- Evidence review before any name is published.
- Structured right of response and redemption pathway.
- Clear separation between internal discussion, public statements, and wellbeing support.

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**Protecting players. Reducing avoidable stress. Raising standards across football.**