

# LEARN-BUILD-EARN-OWN MODEL

A pathway where participants learn through contribution, earn through progress, and grow into ownership.

This model helps participants build real experience by **contributing** inside ventures connected to **footballers**, their families and the wider business ecosystem around sport. It is designed to create a clear pathway where people learn **valuable skills**, support real projects, and grow through meaningful work linked to **footballers** and live commercial opportunities.



## LEARN

Build practical knowledge by working alongside active ventures linked to footballers and real business activity.



## BUILD

Take on real work, grow in skill and responsibility, and help develop ventures with tangible value.



## EARN & OWN

Progress through contribution, create measurable impact, and move towards equity, ownership or long-term participation in ventures connected to footballers and their business world.

**LEARN. CONTRIBUTE. EARN.**  
**GROW INTO OWNERSHIP WITH FOOTBALLERS**  
**AND REAL VENTURES.**