

Prospectus

Goal Gurus!



**Where A.I.
Meets
Football!**

www.goalgurus.co.uk



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Our email : team@goalgurus.co.uk

3. Executive Summary

NRG Digital Systems Ltd is at the forefront of AI-driven digital engagement in football. With nearly 100 registered club-specific domains—collectively referred to as the ‘100’ websites—our project leverages artificial intelligence to provide dynamic, automated content for fans worldwide.

Our AI chatbot technology ensures that each club site is continuously updated with the latest news, building an active and engaged user base. Our goal is to scale traffic, monetise through advertising and strategic partnerships, and position ourselves as the leading digital platform for football AI content.

Investment Opportunity

We are seeking strategic investment to accelerate our growth, expand content reach, and capitalise on key football events such as the 2026 World Cup in the U.S.

The investment will support:

Scaling Traffic Growth – Increasing user engagement to a target of 100,000 visitors across the 100 websites. This is a short-to-mid-term target to unlock ad revenue and attract major betting company affiliates.

AI Chatbot Expansion – Developing an AI agent to scale updates across the entire domain portfolio.

Human in the Loop Development – Hiring a dedicated web developer to assist project lead Gary Wilkie in refining and optimising AI-generated content across all sites.

Marketing & Monetisation – Establishing advertising partnerships and integrating betting affiliates.

Technical Development – Enhancing automation accuracy for club-specific insights and improving site infrastructure.

With £100,000 of UK SEIS funding already approved, we are looking for an additional strategic investor(s) to propel the project to the next level.

Already HMRC Approved for £100,000

With £100,000 of UK SEISS already approved through the HMRC advanced assurance programme.



Our Ref WMBC/I&R/9261107681/VCRT
Your Ref

Seed Enterprise Investment Scheme (SEIS) Advance Assurance

Company: NRG Digital Systems Ltd
Date requested: 15/12/2023
Proposed investment amount: £105500
Class of Shares: Ordinary

On the basis of the information you have provided, we believe we will be able to authorise the company to issue compliance certificates under Section 257EC(1) of the Income Tax Act (ITA) 2007 in respect of Ordinary Shares issued to individuals, following receipt of a properly completed form SEIS1. This provisional authorisation relates to the proposed investment amount above.



4. 50% Tax Relief for SEIS Investment: A Guide for UK Investors

The Seed Enterprise Investment Scheme (SEIS) is a UK government initiative designed to encourage investment in early-stage startups by offering significant tax incentives. This scheme is particularly attractive to investors looking to reduce their tax liabilities while supporting innovative businesses. Below, we outline the key tax reliefs available under SEIS and how investors can benefit.

1. Income Tax Relief

Investors in SEIS-qualifying companies can claim up to 50% income tax relief on their investment. This means that if an investor subscribes for £10,000 worth of shares in an SEIS company, they can reduce their income tax liability by £5,000. In the current or previous tax years. We are aiming to issue the shares shortly after the end of the 2024/25 tax year, with flexibility depending on investor timing. Meaning the anticipated tax relief will be available for either 2024/25 or 2025/26. Your income tax relief is restricted to the amount of tax you pay in that tax year.

2. Capital Gains Tax (CGT) Exemption

If an investor holds SEIS shares for at least three years, any gain on the disposal of those shares is exempt from Capital Gains Tax (CGT). This makes SEIS an attractive option for those looking to generate tax-free capital growth from their investments.

3. Capital Gains Tax Reinvestment Relief

Investors who have made a chargeable gain from another investment and reinvest it into SEIS shares can benefit from 50% CGT reinvestment relief. For example, if an investor makes a taxable gain of £20,000 from the sale of an asset and reinvests it into an SEIS-qualifying company, they can reduce their taxable gain by £10,000, leading to lower CGT liability.

4. Loss Relief

If the SEIS investment results in a loss, investors can offset the loss against their income tax or CGT liabilities. The relief is calculated based on the net loss after accounting for the initial 50% income tax relief. For example, if an investor invests £10,000 in an SEIS company and the company fails, the effective loss is £5,000 (after initial income tax relief). This loss can be set against income tax at their marginal rate. For a 45% taxpayer, the further relief would be £2,250, reducing the actual loss to just £2,750.

5. Tax Relief for SEIS Investment: A Guide for UK Investors continued...

5. Inheritance Tax (IHT) Exemption

SEIS shares qualify for Business Relief, meaning they can be passed on free from Inheritance Tax if held for at least two years at the time of the investor's death. This makes SEIS investments an attractive option for estate planning.

How to Claim SEIS Tax Relief

To benefit from SEIS tax reliefs, investors need to receive an SEIS3 certificate from the company they invested in. They can then claim reliefs through their Self Assessment tax return. For CGT reinvestment relief, the claim must be made separately through HMRC. Investors will receive their certificates following the official share issue, expected in Q2 2025 depending on investment timing.

Risks and Considerations

While SEIS offers generous tax incentives, it is important to note that investments in early-stage companies carry high risk. Many startups fail, and liquidity can be limited. Investors should ensure they understand the risks and consider seeking financial advice before investing.

Conclusion

The SEIS scheme provides a compelling opportunity for investors to support high-growth startups while benefiting from substantial tax reliefs. By understanding and strategically utilising SEIS tax incentives, investors can significantly reduce their tax liabilities while enhancing potential returns. However, careful due diligence is essential to mitigate the inherent risks of early-stage investing.

6. Goal Gurus Investment Plan & Revenue Growth Model

Introduction: Building a High-Traffic, Revenue-Generating Portfolio

We can of course provide a much more detailed plan of how we intend to generate revenue streams and realise a return for investors but here is a general synopsis.

Our mission is to develop a network of AI-driven football club websites that attract significant traffic, create valuable engagement, and generate multiple revenue streams. With investment, we aim to accelerate growth, refine our AI capabilities, and leverage affiliate marketing, advertising, and sponsorship opportunities to maximize returns.

Projected Visitor Model for the 100 Club Websites

Our base projection assumes 1,000 visitors per month per club for the 100 club websites. However, top clubs with significantly larger social media followings will drive exponentially higher traffic, increasing overall revenue potential.

Club	Division	Facebook	Instagram	Twitter	Total Social Media Following	Estimated Monthly Visitors
Manchester United	Premier League	83,000,000	63,600,000	37,700,000	184,300,000	50,000
Chelsea	Premier League	55,000,000	41,900,000	25,600,000	122,500,000	40,000
Manchester City	Premier League	51,000,000	53,200,000	17,500,000	121,700,000	40,000
Liverpool	Premier League	47,000,000	45,400,000	24,400,000	116,800,000	40,000
Arsenal	Premier League	43,000,000	29,400,000	22,300,000	94,700,000	35,000
Tottenham Hotspur	Premier League	34,000,000	17,000,000	8,800,000	59,800,000	20,000
Celtic	Scottish Premiership	2,030,000	698,000	866,700	4,080,000	15,000
Rangers	Scottish Premiership	886,000	652,000	762,300	2,700,000	12,000

(Additional clubs factored into the detailed analysis).

7. Total Projected Traffic

Base traffic from 80 lower-tier clubs: 80,000 visitors per month (1,000 per club)

Enhanced traffic from 20 top English clubs: 400,000 visitors per month

Enhanced traffic from 10 top Scottish clubs: 100,000 visitors per month

Projected Total Monthly Visitors: 580,000+

Monetisation Pathways

Betting Affiliates (William Hill, Stake.com, etc.)

Revenue share (30% net revenue on sportsbook activity)

CPA (Cost Per Acquisition) deals bringing upfront payments per referral

Potential: If 0.5% of 580,000 visitors convert at a CPA rate of £50, this generates £145,000 per month

Advertising Revenue

Small & medium-sized businesses purchasing ad placements

Pay-per-click (PPC) and banner ad opportunities

Monthly sponsors for each club site

Projected: £50,000 - £100,000 per month as traffic scales

Sponsorships & Strategic Partnerships

Neil Taylor & Clair Lilley (Subway Franchise)
offering proof-of-concept advertising deals

Potential to onboard larger sponsors (e.g., Sky Sports, betting firms)



8. Merchandise & eCommerce

Shopify-hosted store (£25/month hosting cost)

AI-generated football kit designs for future seasons

Sales projections: £10,000 - £20,000 per month in early stages

Investment & Growth Acceleration

Core Development Costs:

Web Development: £80/hr (Marc Easen), £65/hr (Stuart Todd)

AI Agent Development & Automation

Monthly Infrastructure Costs (AWS, X Premium, Shopify, Insurance)

Impact of Investment (£100K Example Allocation):

Approximate Allocation Percentage Use:

Staff Costs 50% : Expand development team, AI automation growth.

Marketing Budget 20% : Boost traffic, acquire sponsors & affiliates.

AI Lab Rent & Infrastructure: 15% Secure permanent workspace.

Operational & Misc 15% :Server costs, legal fees, insurance.

Within 12-24 months, we expect significant traction in affiliate earnings & sponsorships

As domain authority builds, valuation of the portfolio increases (exit strategy: potential sale to larger media/sports brand)

The greater the upfront investment, the faster we scale and capture market dominance

9. Investor Opportunity:

Equity stake in a high-growth, AI-powered sports media platform

Early entry before peak valuation growth

Clear monetisation pathways with scalable revenue streams

Conclusion: With a structured growth plan, AI-driven engagement, and lucrative affiliate and advertising opportunities, Goal Gurus presents a compelling investment opportunity. The combination of strong traffic potential, a well-structured monetisation strategy, and scalable technology development ensures that early investors stand to gain a significant return. The more we invest now, the quicker we can build momentum and dominate this emerging market.

Next Steps for Investors:

Engage with our team for further financial insights

Discuss partnership opportunities

Secure an equity stake early before valuation increases.

10. Exit Strategy: Maximising Investor Returns Through Strategic Acquisition

While our primary focus is on building sustainable, revenue-generating assets through AI-driven football content and affiliate monetization, the ultimate high-yield exit strategy for investors is the potential acquisition of our portfolio and platform by a larger third party.

Why This Strategy?

Football is one of the world's biggest industries, and AI-driven content, coupled with strategic domain ownership, creates a rare, high-value digital asset. Large corporations in the sports and betting sectors actively seek to acquire ready-made platforms that offer:

- * High organic traffic & engagement across 100+ club-branded AI-powered websites
- * Integrated betting affiliate model with scalable customer acquisition pipelines
- * Exclusive ownership of premium .AI football domains that would be highly desirable for global brands
- * Proven audience-building methods, positioning us as a turnkey solution for a large media or betting company looking to dominate football AI content

Who Are the Potential Buyers?

- * Major Betting Companies (Bet365, William Hill, Stake.com, DraftKings, etc.)

These companies spend vast amounts on customer acquisition. Buying our platform could provide them with a ready-made traffic funnel, reducing their cost per acquisition (CPA) and allowing them to dominate AI-driven football content.

- * Sports Media Giants (Sky Sports, DAZN, ESPN, TNT Sports)

These networks constantly seek engagement-driven platforms to enhance their football coverage and improve their digital presence. Our platform, complete with AI-powered news, fan engagement, and affiliate revenue streams, aligns with their goals of expanding digital audience capture.

- * Tech-Driven Football Companies (Google, Meta, AI-focused sports startups)

The rise of AI-driven content generation means that data-driven football platforms are becoming valuable assets. Companies focusing on AI-generated sports journalism, analytics, and interactive content may view our project as a strategic acquisition to bolster their football-focused AI capabilities.

11. How This Benefits Investors

- * **Equity Appreciation:** As our user base, traffic, and revenues grow, so does the valuation of the business. Early investors will see the biggest return on their shares if a future acquisition occurs.
- * **Revenue-Driven Growth:** Unlike speculative tech startups, our business already generates revenue (betting affiliates, ads, AI content licensing), making it an attractive, low-risk acquisition.
- * **Scalability:** With 100+ club-specific websites, the entire portfolio can be seamlessly integrated into an acquiring company's existing digital ecosystem, adding immediate value.

The Multiplier Effect: The More We Invest, The Bigger the Exit Potential

Every £100K investment speeds up the AI development, traffic growth, and user acquisition—all of which significantly increase the valuation multiple when negotiating a future sale.

This means that investors who back the project now will be best positioned to maximize their return when we reach exit stage.

Conclusion: A Rare Investment Opportunity with a Clear Path to Exit

We're not just building a football media company—we're creating a highly valuable AI-driven sports content network. With a proven revenue model, exclusive digital assets, and a clear path to acquisition, this is a strategic opportunity to invest at the ground floor of a project that could ultimately be sold for a significant multiple in the near future.

12. Share Investments Available

15% (of the 17% available) issued for £100,000

Availability of investment

Investment Amount	Percentage of Share Capital	Tax Relief (50%)	Net Cost After Tax Relief
£1,250	0.19%	£625	£625
£2,500	0.38%	£1,250	£1,250
£5,000	0.75%	£2,500	£2,500
£10,000	1.5%	£5,000	£5,000
£20,000	3%	£10,000	£10,000
£50,000	7.5%	£25,000	£25,000
£100,000	15%	£50,000	£50,000

"Step Into the Future: AI-Powered Kit Concepts for 2029/30!" – Our AI can predict and generate futuristic designs of your club's home shirt, giving fans a glimpse of what's to come.



13. Our Progress and Call to Investors

NRG Digital Systems Ltd has successfully established and developed nearly 100 AI-powered football club websites, each generating real-time automated content to engage fans.

Key Progress Achievements

Secured a premium portfolio of .AI domain names for clubs across the Premier League, Championship, and Scottish Premiership.

Implemented AI-powered news updates that refresh daily for major league clubs and weekly for lower leagues.

Developed a prototype 'App Lite' version, which was successfully trialled during UEFA Euros 2024 with beta testing across:

- Newcastle United (Premier League)
- Sunderland AFC (Championship)
- Barnsley (League 1)
- South Shields FC (Non-League)

Google Analytics embedded on all major club websites to track user engagement and traffic.

Expanded the development team by onboarding Stuart, a football-savvy web developer, to support ongoing AI and website updates.

Integrated an AI chatbot into all sites to provide seamless fan engagement and news delivery.

Why Now? The Call to Investors

We have laid the groundwork, developed the core AI technology, and secured the domain assets. However, in order to scale up, drive traffic, and monetise effectively, additional investment is required. Funding at this stage will allow us to:

Boost traffic to 100,000+ visitors per month through marketing and engagement strategies.

Enhance AI capabilities by refining chatbot interactions and content curation.

Launch targeted advertising and betting affiliate partnerships to generate revenue.

Streamline automation with AI agents, reducing manual oversight and improving efficiency.

Following a successful initial round, we have extended the investment opportunity to accommodate further interest and strategic conversations with potential partners.

14. Strategic Acquisition of Football AI Domains

A key part of our investment was securing the primary .AI domain for as many professional football clubs as possible. Our approach mirrored each club's established web presence—if a club used a .com or .co.uk, we acquired the exact .AI equivalent (e.g., safc.com → safc.ai).

Where a primary .AI domain was already taken, we secured a strong secondary domain, ensuring we still hold valuable digital real estate in the AI space.

Why This Matters

- ✔ Primary domains position us as the go-to AI-powered platform for clubs.
- ✔ Secondary domains ensure club representation even where the primary was unavailable.
- ✔ A first-mover advantage in football's AI-driven digital future.

This strategic acquisition gives us a powerful presence across Premier League, EFL, and Scottish Premiership clubs, solidifying our place at the forefront of AI-driven fan engagement.



15. Premier League Domains

The tables on the next pages relate to where each club were during the 2023-24 season when we first registered the domains. If a 'primary' domain for that particular club had already been registered (red cross) we registered the nearest suitable 'secondary' domain (green tick). Here are all of the domains we have registered and are currently developing. You can see the progress made by our A.I. bots by visiting each teams A.I. website with the following URL's.

Premier League Domains Table (Updated)

Club	Primary Domain (Registered Date)		Secondary Domain	
Arsenal	arsenal.ai (2017)	✘	arsenalfc.ai	✔
Aston Villa	avfc.ai (*)	✔	-	
Bournemouth	afcb.ai	✔	-	
Brentford	brentfordfc.ai	✔	-	
Brighton & Hove Albion	brightonandhovealbion.ai	✔	-	
Burnley	burnleyfootballclub.ai	✔	-	
Chelsea	chelseafc.ai (Taken - Registered 2016)	✘	-	
Crystal Palace	cpfc.ai	✔	-	
Everton	evertonfc.ai (*)	✔	-	
Fulham	fulhamfc.ai	✔	-	
Liverpool	liverpoolfc.ai (Taken)	✘	livfc.ai	✔
Luton Town	lutontown.ai	✔	-	
Manchester City	mancity.ai (Taken)	✘	mancityfc.ai	✔
Manchester United	manutd.ai (Registered 2021)	✘	manutdfc.ai	✔
Newcastle United	**nufc.ai ***	✔	**newcastleunited.ai ***	✔
Nottingham Forest	nottinghamforest.ai	✔	-	
Sheffield United	sufc.ai	✔	-	
Tottenham Hotspur	tottenhamhotspur.ai (*)	✔	-	
West Ham United	whufc.ai	✔	-	
Wolverhampton Wanderers	wolves.ai (Registered 2023)	✘	wolvesfc.ai	✔



16. Championship Domains

Championship Domains Table

Club	Primary Domain		Secondary Domain	
Birmingham City	bcfc.ai		-	
Blackburn Rovers	rovers.ai <i>(Registered 2018)</i>		roversfc.ai	
Bristol City	<i>(Clash with Birmingham City)</i>		bristolcityfc.ai	
Cardiff City	cardiffcityfc.ai		-	
Coventry City	ccfc.ai <i>(Registered 2023)</i>		coventryfc.ai	
Huddersfield Town	htafc.ai		-	
Hull City	hullcitytigers.ai		-	
Ipswich Town	itfc.ai		-	
Leeds United	leedsunited.ai *		-	
Leicester City	lcfc.ai		-	
Middlesbrough	mfc.ai <i>(Registered 2017)</i>		borofc.ai	
Millwall	millwallfc.ai		-	
Norwich City	canaries.ai <i>(Registered 2023)</i>		norwichcityfc.ai	
Plymouth Argyle	paafc.ai		-	
Preston North End	pnefc.ai		-	
Queens Park Rangers	qpr.ai <i>(Taken)</i>		qprfc.ai	
Rotherham United	themillers.ai		-	
Sheffield Wednesday	swfc.ai		-	
Southampton	southamptonfc.ai		-	
Stoke City	stokecityfc.ai		-	
Sunderland	saafc.ai		-	
Swansea City	swanseacity.ai		-	
Watford	watfordfc.ai		-	
West Bromwich Albion	wba.ai <i>(Registered 2020)</i>		wbafc.ai	

17. League 1 Domains

League 1 Domains Table

Club	Primary Domain		Secondary Domain
Barnsley	barnsleyfc.ai	✓	-
Blackpool	blackpoolfc.ai	✓	-
Bolton Wanderers	bwfc.ai	✓	-
Bristol Rovers	bristolrovers.ai	✓	-
Burton Albion	burtonalbionfc.ai	✓	-
Cambridge United	cambridge-united.ai	✓	-
Carlisle United	carlisleunited.ai	✓	-
Charlton Athletic	cafc.ai	✓	-
Cheltenham Town	ctfc.ai	✓	-
Derby County	dcfc.ai	✓	-
Exeter City	exetercityfc.ai	✓	-
Fleetwood Town	fleetwoodtownfc.ai	✓	-
Leyton Orient	leytonorient.ai	✓	-
Lincoln City	weareimps.ai	✓	-
Northampton Town	ntfc.ai	⬇	-
Oxford United	oufc.ai	✓	-
Peterborough United	theposh.ai	✓	-
Portsmouth	portsmouthfc.ai	✓	-
Port Vale	port-vale.ai	✓	-
Reading	readingfc.ai	✓	-
Shrewsbury Town	shrewsburytown.ai	✓	-
Stevenage	stevenagefc.ai	✓	-
Wigan Athletic	wiganathletic.ai	✓	-
Wycombe Wanderers	wwfc.ai	✓	-
















18. League 2 Domains

League 2 Domains Table

Club	Primary Domain		Secondary Domain
Bradford City	bradfordcityfc.ai	✓	-
Notts County	nottscountyfc.ai	✓	-
Wrexham	wrexhamafc.ai	✓	-

19. Scottish Premier Domains

Scottish Premiership Domains Table

Club	Primary Domain		Secondary Domain	
Aberdeen	afc.ai <i>(Registered 2018)</i>		aberdeenfc.ai	
Celtic	celticfc.ai *		-	
Dundee	dundeefc.ai		-	
Heart of Midlothian	heartfc.ai		-	
Hibernian	hibernianfc.ai		-	
Kilmarnock	kilmarnockfc.ai		-	
Livingston	livingstonfc.ai		-	
Motherwell	motherwellfc.ai		-	
Rangers	rangers.ai <i>(Registered 2020)</i>		rangersfc.ai	
Ross County	rosscountyfc.ai		-	
St Johnstone	perthstjohnstonefc.ai		-	
St Mirren	stmirren.ai 		-	

20. Non-League & International Domains

Non-League & International Domains Table

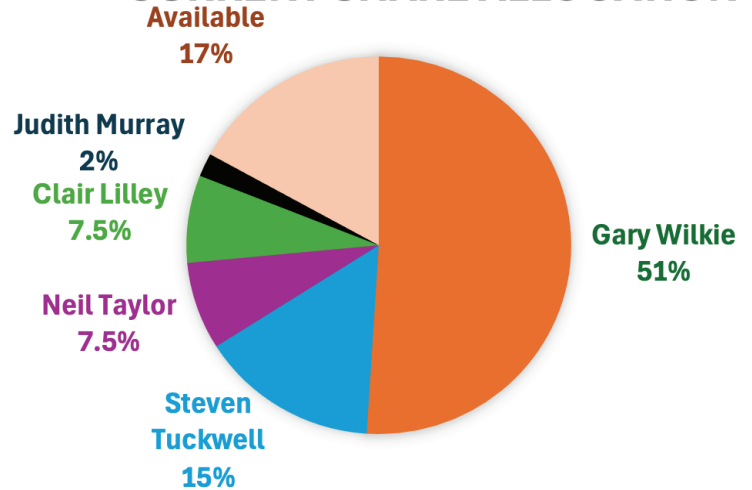
Club / League	Primary Domain		Secondary Domain
South Shields (Non-League)	southshieldsfc.ai	✓	-
Spennymoor Town (Non-League)	spennymoortownfc.ai	✓	-
Calgary Flames (NHL - Canada)	calgaryflames.ai	✓	-
Edmonton Oilers (NHL - Canada)	edmontonoilers.ai	✓	-
Toronto Maple Leafs (NHL - Canada)	torontomapleleafs.ai	✓	-
Boston Bruins (NHL - USA)	bostonbruins.ai	✓	-
Colorado Avalanche (NHL - USA)	coloradoavalanche.ai	✓	-

21. Existing Share Allocation and Stakeholder Bios

Existing Share Allocation and Stakeholder Bios
 NRG Digital Systems Limited - Share Allocation

Shareholder Shares	(%)
Gary Wilkie	51%
Steven Tuckwell	15%
Neil Taylor	7.5%
Clair Lilley	7.5%
Judith Murray	2%
Available	17%

NRG DIGITAL SYSTEMS LTD CURRENT SHARE ALLOCATION



Shareholder and Stakeholders Bios

Gary Wilkie - Director & Shareholder (51%)

Gary Wilkie, the Founder and Owner-Manager of NRG Digital, is the driving force behind this project. With 35 years of industry experience, he has led a talented team in delivering innovative digital solutions to a diverse clientele, including small businesses and industry leaders like Nissan.

A notable contributor to the government and SAGE Software-sponsored 'Digital Britain' report in 2022, Gary was part of the Houses of Parliament launch, further solidifying his influence in the digital sector. His hands-on approach in web development and client collaboration at NRG Digital reflects his commitment to digital excellence and cutting-edge solutions.

Most recently, Gary successfully completed a CMI Level 5 Management and Leadership course, using this very project as his core assignment, demonstrating his strategic vision and leadership capabilities in scaling innovative digital platforms.

22. Stakeholder Bios

Steven Tuckwell - Shareholder (15%)

Steven Tuckwell is a Chartered Certified Accountant and director of 1st Cloud Accountants and 1st Cloud Technology. Both businesses are renowned for their technical excellence and commitment to customer service.

His expertise extends beyond accountancy—he actively manages internal cloud systems and partners with leading software providers like Sage and Xero. Additionally, Steven's sponsorship of the 1st Cloud Arena, home to South Shields FC, reflects his dedication to community and sports development. With 30 years of experience and an extensive business network, Steven brings valuable financial insight and strategic oversight to the project.

Neil Taylor - Shareholder (7.5%) & Clair Lilley - Shareholder (7.5%)

Neil Taylor has an impressive background in the fast-food industry, transitioning from McDonald's Area Manager to the owner of 10 Subway franchises. His deep industry knowledge extends to national marketing strategy, where he played a pivotal role in Subway's steering group, shaping their branding and outreach.

Alongside his business partner and fellow shareholder, Clair Lilley, Neil brings an entrepreneurial spirit and operational expertise to the project, particularly in franchise growth and business development.

Judith Murray - Shareholder (2%)

Having worked alongside Gary Wilkie for 15 years as Office Manager at NRG Digital, Judith Murray has extensive experience in digital project management and client relations. Her deep understanding of the industry makes her a key player in the project's operational management.

Domain Stakeholders

23. Stakeholder Bios

Owen Murray M.B.E. - Domain Stakeholder

Owen Murray M.B.E., a retired businessman, played a key role in the early acquisition of five significant football domains. A former European and World Karate Champion, he transitioned his expertise into training public sector staff. His charitable contributions in Sierra Leone earned him an M.B.E.

Despite a life-altering industrial accident, Owen pursued a successful career and holds legal ownership of the following domains:

TottenhamHotspur.ai

AstonVilla.ai

Everton.ai

Celtic.ai

LeedsUnited.ai

We have a legally binding rental agreement with Owen for the use of these domains in exchange for a revenue share generated from them.



24. Stakeholder Bios

Other Domain Stakeholders

Julie Anderson lives and works for Scotia Bank in Calgary, Alberta as an investment banker.

- NHL Ice Hockey Domains

Julie Anderson has acquired five NHL Hockey domains, expanding the project's reach into North American sports markets.

CalgaryFlames.ai

EdmontonOilers.ai

BostonBruins.ai

TorontoMapleLeafs.ai

ColoradoAvalanche.ai



Darran Swinburn - Non-League Domains

Darran Swinburn has acquired and maintains Non-League Spennymoor Town domains, supporting grassroots football engagement through AI-powered content.



25. Business Plan - Tranche 1 of Shares - Year 1

Year 1: Laying the Foundations for Growth

Over the past year, we have successfully established the core infrastructure of Goal Gurus, setting the stage for rapid development and expansion.

- ✔ Domain Portfolio Secured – We acquired a robust portfolio of AI-driven football domains, ensuring a strategic foothold in the digital football space.
- ✔ Trial & Refinement of the Goal Gurus League – We tested our league format during the Euros and refined the concept further with four select clubs, gathering key insights for future iterations.
- ✔ Club Engagement & Partnership Development – We held a promising initial meeting with non-league South Shields, where discussions remain open for future collaboration. With shareholder Steven Tuckwell holding naming rights at the 1st Cloud Arena and project lead Gary Wilkie maintaining a strong relationship with the club's Commercial Director, we are well-positioned to revisit this partnership once funding is secured.
- ✔ AI Chatbot Development & Integration – We successfully engineered and deployed our own AI chatbot capable of delivering automated news updates across all 100 club websites. While currently running on a universal prompt, we are now developing bespoke prompts to make content more club-specific and relevant.
- ✔ Website Infrastructure Complete – All 100 club websites are now live, styled in each club's unique colours, with AI-driven updates fully operational.
- ✔ New Developer Onboarded – A dedicated developer has joined the team and is currently being trained by Marc, allowing us to scale up our technical capabilities.
- ✔ Advancing AI Automation – We are now focusing on developing an AI agent to automate tasks across our 100 websites. Beyond internal use, we believe this technology could offer significant value to clubs themselves.
- ✔ Strategic Partnerships & Monetisation – We have been successfully approved as an affiliate with William Hill for betting promotions, unlocking a key revenue stream.
- ✔ Enhanced Social Media Presence – Our brand has gained official recognition, securing a verified blue tick on X (formerly Twitter), further strengthening our credibility.

With these achievements in place, we are now primed to accelerate development, enhance AI capabilities, and pursue deeper partnerships in Year 2.

26. Business Plan - Year 2 - Scaling AI & Website Automation

With Tranche 2 funding (SEISS) expected, our focus for this year is on scaling AI capabilities and advancing automation across our 100 club websites. This will involve transitioning from AI chatbots to AI agents, a quantum leap from single-task automation to multi-task, cross-platform AI execution—delivering dynamic, league-wide content updates in real-time.

Key Objectives for Year 2:

Dedicated Web Development Expansion – A full-time developer will work alongside project lead Gary Wilkie, accelerating AI-driven web enhancements and integrating automation across all club websites.

AI Agent Development – Moving beyond simple chatbot updates, our AI agents will be capable of autonomously managing multiple tasks across multiple websites and leagues, significantly enhancing engagement and content delivery.

Refining Monetisation & Partnerships – Expanding our existing William Hill affiliation while onboarding additional betting partners, further solidifying revenue streams.

Enhancing User Experience – Improving AI-driven fan engagement, refining club-specific content, and integrating more interactive features.

SEO & Traffic Growth – Implementing strategic marketing campaigns to increase website traffic, securing our position as a key player in the AI-powered football content space.

By the end of Year 2, we aim to fully automate content creation, optimise engagement strategies, and expand our affiliate partnerships—all in preparation for the global stage in Year 3.



"Tailored Club Updates: Serious When Needed, Playful When Possible" – Our AI understands the mood of the moment, delivering club news with the right balance of gravity or humor.

27. Business Plan - Year 3

Year 3: Capitalising on the 2026 World Cup

With our AI agents fully deployed and visitor numbers growing across our 100 club websites, we will leverage the global spotlight of the FIFA World Cup in the U.S., Canada, and Mexico to scale brand awareness and revenue.

🏆 Strategic Goals for Year 3:

Major Campaign Targeting England Fans – Riding the wave of national optimism as England enters the tournament among the favourites.

Expansion of AI-Powered Prediction Leagues – Following a successful Euros trial, we will scale up the Goal Gurus prediction league to incorporate multiple betting affiliates and engage fans on a larger scale.

Maximising U.S. & Global AI Interest – With the new Trump administration’s ‘Project Stargate’ AI initiative placing artificial intelligence at the forefront of global discussion, the World Cup presents a unique opportunity to position Goal Gurus as a leader in AI-driven football content.

Enhanced Commercial Partnerships – Strengthening relationships with betting affiliates, advertisers, and potential club partners, driving increased revenue.

This year marks the crossover from development to full commercialisation, with a focus on high-traffic engagement, AI-driven interactivity, and investor returns. Our AI-powered football content will not just follow the World Cup—it will shape the conversation, delivering real-time insights, predictions, and analysis at scale.

🚀 By the end of Year 3, we anticipate significant commercial returns, positioning Goal Gurus as a dominant force in AI-driven football content.



28. Cashflow

NRG Digital Systems

Financial Forecasts

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>	<u>Total</u>
Income						
Loans/Overdraft	15,000	0	0	0	0	15,000
Share issued	120	0	0	0	0	120
EIS Issue 1	8,900	0	0	0	0	8,900
EIS Issue 2	0	100,000	0	0	0	100,000
Domain Sale	0	0	45,000	0	0	45,000
Website Subscribers	0	6,000	10,000	16,000	26,000	58,000
Advertising Revenue	2,500	8,000	40,000	64,000	102,000	216,500
Affiliate Commissions	0	20,000	52,000	135,000	351,000	558,000
Merchandise Commissions	500	12,000	19,000	30,000	48,000	109,500
Club Partnerships AI Fees	0	8,000	48,000	77,000	123,000	256,000
Research and Development Credit		3,000	16,000	23,000	43,000	85,000
	27,020	157,000	230,000	345,000	693,000	1,452,020
Expenditure						
Overheads - Rent,	3,000	8,500	8,500	25,000	26,000	71,000
Licensing and Branding Costs	0	6,000	15,000	24,000	33,000	78,000
Domain Purchase/Renewals	9,000	2,000	8,000	2,500	11,000	32,500
AI development	8,000	30,000	40,000	50,000	60,000	188,000
Website development	2,300	29,000	34,800	55,680	100,000	221,780
App Development	2,400	8,000	24,000	72,000	72,000	178,400
Professional fees	500	2,500	3,000	5,000	10,000	21,000
Other Costs	750	15,000	24,000	38,000	61,000	138,750
Interest	750	750	750	750	375	3,375
Corporation Tax	0	0	0	0	18,893	18,893
Loan Repayments	0	0	0	7,500	7,500	15,000
	26,700	101,750	158,050	280,430	399,768	966,698
Surplus Funds	320	55,250	71,950	64,570	293,233	485,323
Accumulated Cashflow	320	55,570	127,520	192,090	485,323	
Profit and Loss Summary						
Accounting Profits (-Loss)	-23,700	-44,750	71,950	72,070	300,733	376,303
Accumulated Profit (-Loss)	-23,700	-68,450	3,500	75,570	376,303	
Balance Sheet Summary						
Asset - Cash at Bank	320	55,570	127,520	192,090	485,323	
Liabilities - Loan	-15,000	-15,000	-15,000	-7,500	0	
	-14,680	40,570	112,520	184,590	485,323	
Represented by :						
Share Capital	9,020	109,020	109,020	109,020	109,020	
Accumulated Profit (-Loss)	-23,700	-68,450	3,500	75,570	376,303	376,303
	-14,680	40,570	112,520	184,590	485,323	

This cash flow forecast is provided for informational purposes only and is based on estimates, assumptions, and market conditions that are subject to change. It does not constitute financial, investment, or legal advice, nor does it guarantee future performance. Actual results may differ materially due to various risks and uncertainties. Potential investors should conduct their own due diligence and seek independent professional advice before making any investment decisions. Neither NRG Digital Systems Ltd nor its affiliates accept any liability for reliance on this forecast.

29. SWOT Analysis - Strengths

Diverse Revenue Streams

The platform is designed to generate income from multiple sources, including:

Affiliate advertising with sports betting companies and other relevant brands.
Potential for merchandise sales through club-branded AI-driven content.
Subscription models for exclusive access to premium features.

Having multiple revenue streams ensures resilience against fluctuations in any single source of income.

AI-Powered Targeted Content

Our AI chatbot system generates niche-specific content for each club, tailored to their fan base. This attracts engaged users and encourages repeat visits, increasing ad revenue and monetisation potential.

Affiliate Marketing & Betting Partnerships

By partnering with sports betting companies, the platform can earn commissions through affiliate deals, providing a steady, passive income stream.

Potential Update:

We are shifting more focus onto affiliate betting revenue, which may be more lucrative than direct merchandise sales.

Subscription Model

Exclusive AI-driven content and personalised features can create a membership-based community, driving recurring revenue from loyal users.

Potential Update:

We may need to refine how we structure subscriptions and incentives for users to subscribe.
Strong Market Timing & Perception of AI

The AI-driven sports content market is booming, with interest growing ahead of the 2026 World Cup.

The branding of "AI" itself is a powerful marketing tool, drawing in early adopters and football enthusiasts eager for tech-driven insights.

30. SWOT Analysis - Weaknesses

Initial Investment and Operating Costs

Scaling up requires:

Hiring a dedicated web developer to automate AI content delivery.

Marketing budget to drive traffic and monetisation.

Ongoing AI system maintenance to ensure accuracy and avoid misinformation.

 Potential Update:

With investment, we can build the "human-in-the-loop" automation, reducing long-term operational costs.

Dependency on External Affiliates & AI Accuracy Risks

Betting partnerships & ad revenue are external dependencies. If commission rates change, revenue may fluctuate.

AI-generated content accuracy needs human oversight to avoid errors in match previews, stats, or team updates.

 Potential Update:

The AI chatbot has improved, but manual oversight is still necessary for fine-tuning.

We need to demonstrate how we validate AI-generated content for credibility.

Market Competition & Differentiation

Traditional football content sites (BBC Sport, Sky Sports, club-run sites) dominate traffic.

Standing out requires unique AI-driven insights, beyond just automated match previews.


 Potential Update:

Our focus has shifted from prediction leagues to AI-driven content engagement.

31. SWOT Analysis - Opportunities

Affiliate Expansion & Sports Betting Partnerships

UK sports betting is a multi-billion-pound industry.
Becoming a registered betting affiliate unlocks high-value commissions per sign-up.

 Potential Update:

This is now a key part of the business model—focusing on traffic & conversions to attract high-value betting partners.

World Cup 2026 Growth Potential

The U.S. market will see a huge surge in football engagement during the 2026 FIFA World Cup. AI-powered content will appeal to a growing American audience looking for data-driven insights.

 Potential Update:

We can leverage this event to scale traffic, making the sites more attractive to investors & advertisers.
Strategic Partnerships & Club Engagement

Football clubs & fan groups may see value in AI-driven digital engagement.
Potential to license AI chatbots to clubs as a paid service.

 Potential Update:

Should we reach out to clubs directly, or continue focusing on building traffic first?

32. SWOT Analysis - Threats

Affiliate Commission Changes & Policy Risks

Betting commissions & advertising rules can change, impacting revenue streams. Regulatory shifts (e.g., UK gambling laws) may affect affiliate approval & ad policies.

Potential Update:

We should diversify monetisation beyond betting affiliates alone.
Emerging Competition & Club-Owned Media

Football clubs may launch their own AI-powered platforms, reducing our unique advantage. Bigger media sites (ESPN, Sky Sports, etc.) may introduce AI-generated football content.

Potential Update:

We need to strengthen our niche appeal—e.g., AI-driven fan interaction & prediction tools.
Subscription Fatigue

With many paid content models, users may hesitate to pay for football-related AI services. Free platforms like BBC Sport & club sites may reduce appetite for paid AI content.



33. How to Invest and how it works :

If you have been given this by your financial advisor please contact them to make the investment.

If you are making a direct investment, please make the investment to the following bank account :

Bank Name : TSB

Bank Account Name : NRG Digital Systems LTD

Bank Sort Code : 77-29-01

Bank Account Number : 00170507

Reference : Your surname followed by initial.

Then please complete the investors screen on the website/ :

<https://www.goalgurus.co.uk/invest>

We will acknowledge the investment within 3 business day via the email address provided.

AT THIS POINT YOU HAVE ONLY DEPOSITED THE FUNDS FOR THE SHARE ISSUE AND WILL NOT OWN A STAKE IN THE BUSINESS

Frequently asked questions.

When will the share issue take place ?

The share issue is anticipated shortly after the 6th April 2025 tax threshold, with timing flexible depending on overall investment levels. It is at this point you will become a shareholder in the business and you will be sent your share certificates on issue. The SEIS3 form (to claim your tax relief back) will follow after clearance from HMRC shortly afterwards.

What if we don't get £100K funding by the closing date ?

You will still be issued the shares which you subscribed for the percentage subscribed for. We will then look for additional investment for the remaining available shareholding.

team@goalgurus.co.uk

34. What if you are over subscribed by the closing date ?

We will issue the shares on first come first served basis. So, the earlier your investment is subscribed the more likely you will get in. Any over subscribed money will be returned or an opportunity to purchase any future share issues if and when they become available.

How will I know how my investment is doing ?

We aim to report every three months about what has been achieved in that quarter. You will receive a set of financial accounts every year shortly after the year end and will be able to attend a AGM.

Can I sell my shares to anyone ?

Yes – These are unrestricted stock and can be sold to anyone. However, selling your shares if you have claimed SEIS within three years will have tax consequences. You should seek professional advice before the transactions.

Will the company close after the three year period ?

No – It is intended the business will continue to trade. The three year limit is a rule set by HMRC for the minimum length of time for investment to get tax relief. You will continue to be a shareholder and receive your share of any dividend payments as long as the company is trading etc.

How much tax relief will I get?

The tax relief is restricted to the amount of tax paid in the year in which you are making your claim. So, for example if you make SEIS investment of £5000 you are entitled to tax relief of £2500, therefore in either of the tax years you must have paid a total of £2500 in tax year. This can not be split across two separate tax years. It must be claimed in one tax year. If you wish to split across two tax years please make two separate investments.

35. Investment Risk

As with any SEIS investment you have the potential to lose all of your money. Should the business not be able to generate sufficient revenue to cover costs in the future or sell its intellectual property then it may mean the business would close with no return to the shareholders. However you can write you net loss off for tax purchases and obtain up to 45% further tax relief.

Do I need to be active in the company ?

No - This is a purely passive investment, however we are more than happy to answer any questions which you may have throughout your ownership.



GET IN! GET ON! OR MISS OUT!



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