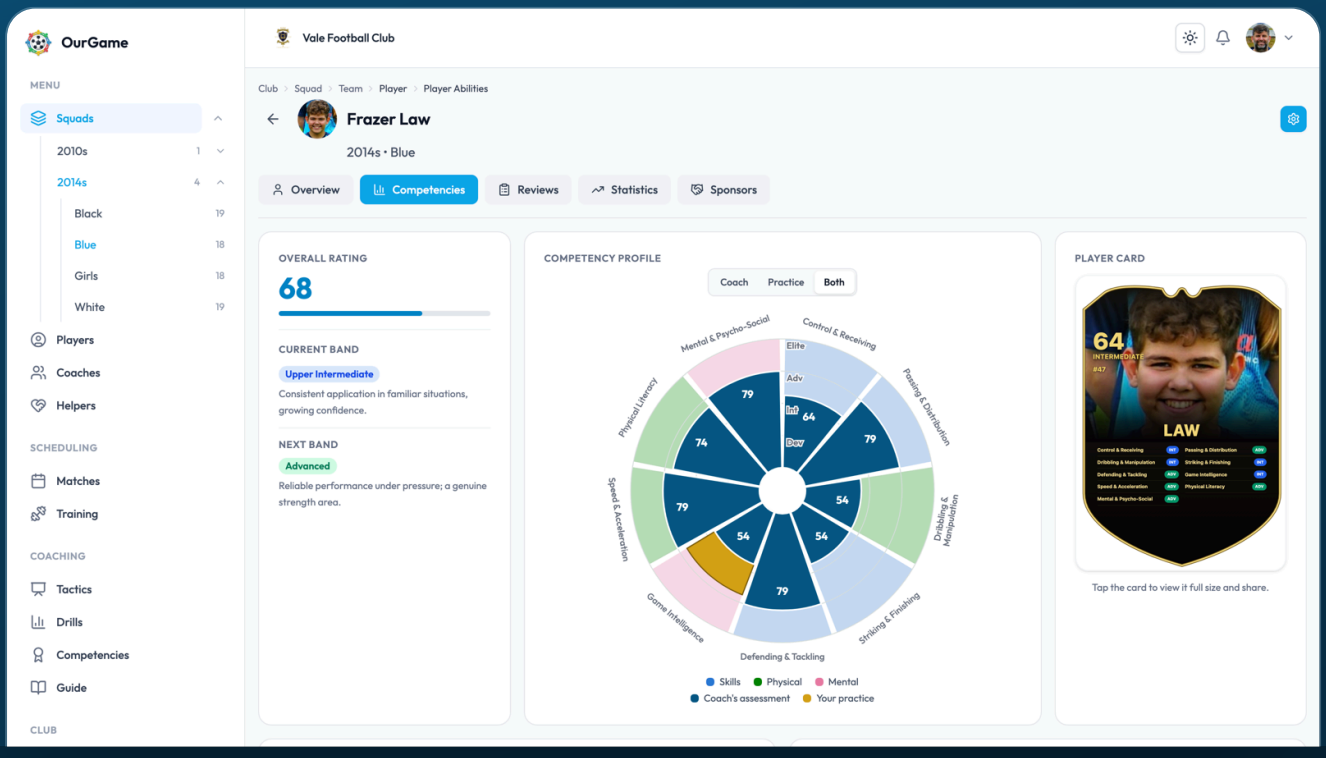
For every child who plays

Player development has been forgotten. Let's bring it back.

Grassroots football got expensive and complicated, and somewhere along the way the thing that matters most — whether a nine-year-old is actually getting better — was taken for granted. OurGame puts it back at the centre: one framework every coach shares, a plan every player can follow, and tools that grow with them from their first session to their first video review.

- A shared framework
- Three things a week
- Tactics as they grow
- Footage review
- The admin, handled



football.isourgame.com · michael@isourgame.com

Our Game Ltd

What we lost

The game got expensive. Development got forgotten.

Ask a grassroots coach what their week looks like and you'll hear about the WhatsApp group, the kit order, the pitch booking, the parent who hasn't replied and the league form that's due. Ask what their under-9s are working on this month, and there's a pause.

That pause isn't a failing. It's what happens when volunteers with day jobs are handed a club to run and no structure to run it with. The knowledge exists — the FA frameworks, the coaching courses, the academy methods — but it lives in places a Tuesday-night coach can't reach. So development becomes instinct. It depends on which coach turned up, what they remember, and what they happened to do last week.

The children pay for that. Not in the obvious ways — they still play, they still love it — but in the quiet one. They could be getting better on purpose. Instead they're getting better by accident, if at all, and nobody can tell which.

Meanwhile the cost of playing keeps climbing, and what a family gets for it is a fixture list and a kit. A season passes. The child is a year older. Are they a year better? Nobody wrote it down.

Every child at every club deserves to be developed on purpose.

The knowledge is locked away

Frameworks and methods exist, but in academies and on courses. A volunteer coach works from memory and last week's session.

The admin eats the coaching

Fixtures, availability, kits, forms and chats take the evening. The part that actually develops a player gets whatever's left.

Nothing is written down

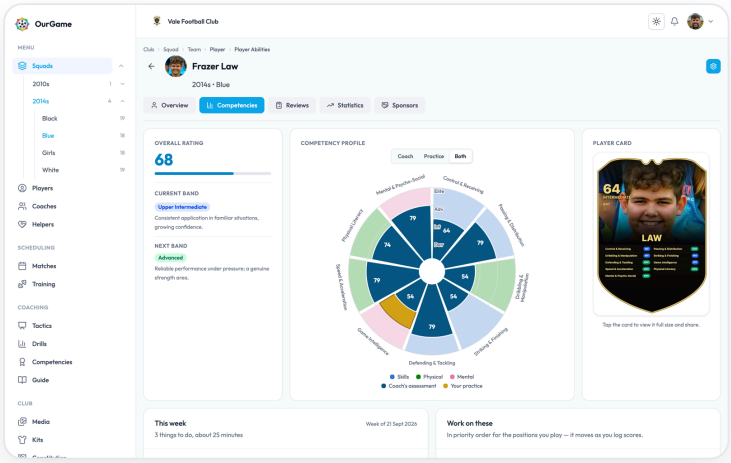
A coach leaves and their judgement leaves with them. A player moves age group and starts again as a stranger.

The framework

One language for every coach, so a player's story never restarts

Nine competencies. Four bands, from Development to Elite. Weighted for the game a child is actually playing, so a seven-year-old at 5v5 and a fourteen-year-old at 11v11 are each judged on what matters at their stage — by every coach, against one rubric.

- **Bands describe consistency, not talent.** The rubric says how reliably a skill lands, in language a parent can read — never a number pretending to be precision.
- **Upper and lower within a band**, so progress is visible long before somebody moves up. A child sees the next step, not a cliff.
- **One rating, everywhere.** The weighted score resolves to a single 0–99 figure that is the same on the web, the phone and the player card.
- **A continuous picture.** Assessed by one coach at eight and another at eleven, the child has one story — not two opinions that never met.



A player's profile: the nine-segment competency wheel, the current band, the next one, and the coach's assessment drawn beside the player's own practice.

Nine competencies

Control & receiving, passing, dribbling, striking, defending, game intelligence, speed, physical literacy, mental & psycho-social — with a parallel naming for goalkeepers.

Four bands

Development, Intermediate, Advanced, Elite. Each described in plain words, so a parent knows what "Advanced" means before they see it on a card.

Weighted by format

What matters at 5v5 is not what matters at 11v11. The framework weights each competency for the game the child is in, and re-weights as they move up.

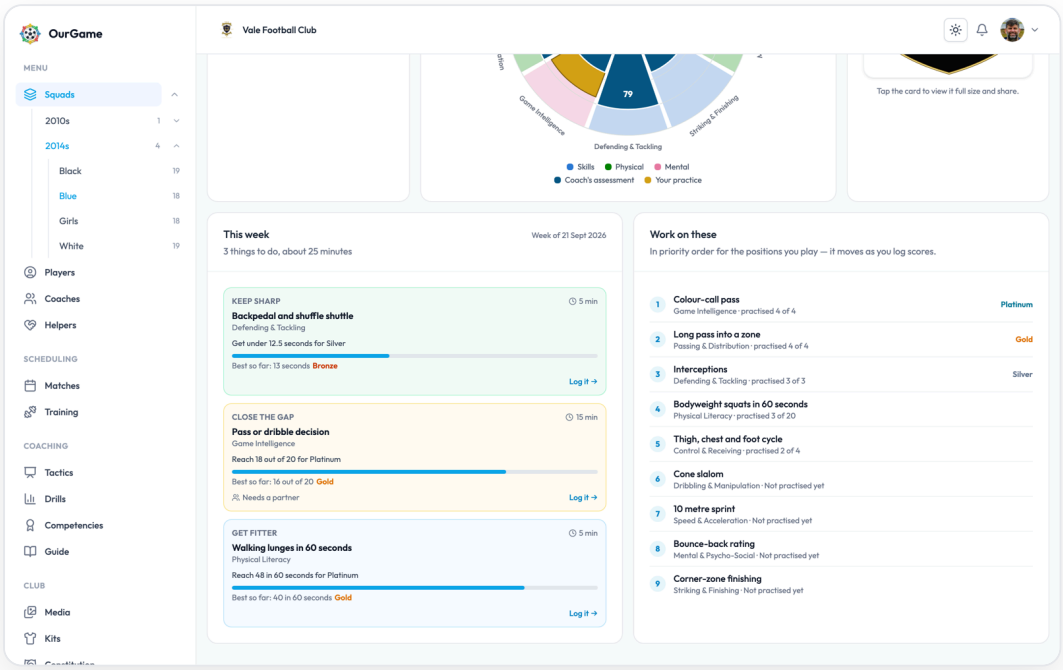
Your framework, or ours

The seeded frameworks are read-only templates — the starting point, not the rule. Clone one, rewrite the rubric text and the weightings to match how your club coaches, and every player at the club is rescored against it. The knowledge that used to live in one coach's head becomes the club's, in writing.

Development you can act on

Not just where they are. What to do about it.

An assessment tells a child where they stand. The roadmap tells them what to do on Tuesday: three named things a week, chosen for their positions and their gaps, about twenty-five minutes in total, each with its medal ladder — rebuilt every Monday from what actually happened.



Keep sharp

The nearest medal on a challenge they already know — the quick win that keeps the week moving.

Close the gap

The competency their positions most need, picked from their own assessment, not a generic list.

Get fitter

A fitness challenge sized for their age. Goalkeepers included, not handed the outfield list.

- **Skill tests are evidence, never authority.** A player logs a score; a coach verifies it. Nothing a player logs can move the band a coach set — but everyone can now see the practice happening.
- **Two shells on one chart.** The coach's assessment and the player's own practice drawn on the same scale, so a parent can watch effort land beside judgement.
- **Bronze, Silver, Gold, Platinum** on every challenge, and a club leaderboard per challenge that the children on it can actually see.

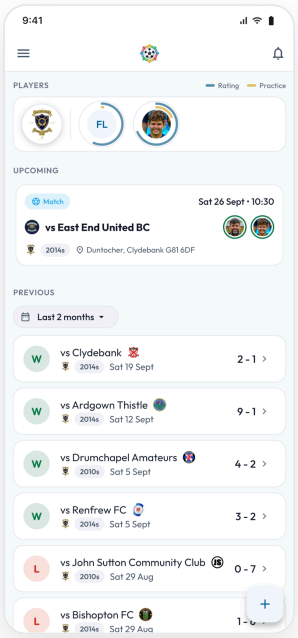
"What should they practise?"

Every parent has asked it. Every coach has answered "just get touches on the ball". Now the answer is specific, weekly, and theirs.

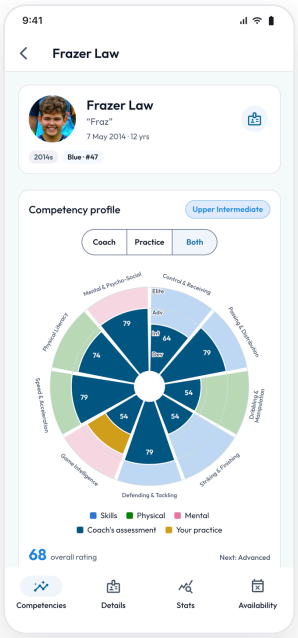
Buy-in

A team becomes a community when everyone can see the growth

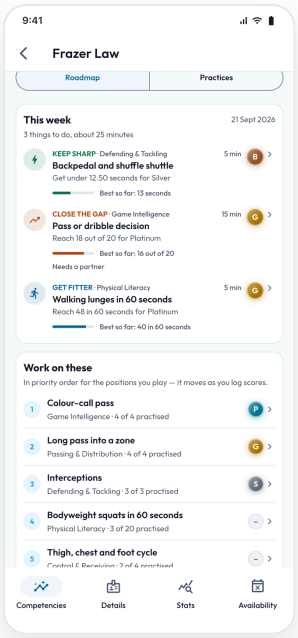
Development only sticks when the player, the parent and the coach are looking at the same picture — and looking at it for years, not a season. That shared picture is what turns a Saturday-morning team into something people belong to.



On the dashboard. A parent's first screen: each child's rating and practice drawn as rings, before a single fixture.



In their pocket. The same wheel the coach uses, with the band, the next band and the practice shell.



This week. The plan travels with the player. A parent can see it, and a child can own it.

Measurable

Bands, ratings, medals, streaks. Not because numbers are the point, but because a child who can see the line move keeps pushing it.

Sustained

The record follows the player across seasons, age groups and coaches. At sixteen they can look back at eight and see the road.

Shared

The player card is theirs to show. The leaderboard is the squad's. Parents stop asking "how are they doing" because they already know.

When a parent can see their child getting better, they stop being a taxi service and start being a supporter.

The evolution

The coaching grows with the player

For years it should be the first touch, the practice and the confidence — and nothing more complicated than that. Only around thirteen does it become where to stand and why, and later still, reading a rotation before it happens. The tools have to grow with them, or the child outgrows the club.

6–12

Foundations

Competencies, practice, the roadmap. Touches, confidence, the basics done properly — for years, not weeks. Nothing tactical yet.

13–15

Shape and roles

Formations per format, positions on a real pitch, and the first tactical principles — in possession and out of it.

16+

Tactics and video

Rotations that animate on the pitch, and footage review — watching themselves, with a coach's time-marked notes.



A tactic: the base formation on a pitch, the principles for playing out and for a centre-back progressing with the ball, and the summary a coach wrote for it.

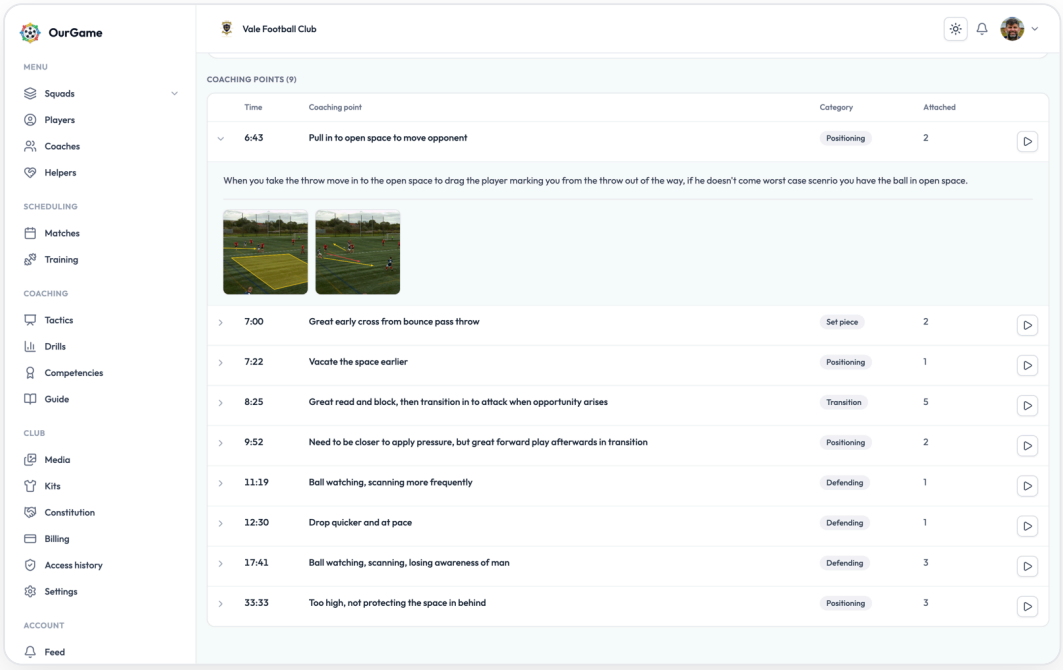
- **Formations per game format** — the shapes that belong to 5v5, 7v7, 9v9 and 11v11, not one set squeezed to fit.
- **Tactical principles** name the positions they apply to and the movement they ask for. A library of how *your* team plays, not a textbook.
- **Rotations.** Two to six positions tied into a group that circulates as a unit. Drawn as a loop whose dashes march in the direction of travel while the discs move — so a sixteen-year-old reads the idea off the pitch without a lecture.
- **On the phone too**, in landscape, the way a coach draws it.

Foundations until thirteen. Shape after. Rotations and video when they're ready. The same app, the same player, the same record.

Watching themselves

Feedback a player can actually watch

Older players learn most from seeing themselves. Academies have known that for decades. OurGame brings it to grassroots: a coach reviews a game's footage and leaves time-marked coaching points — a moment, a note, an annotated still — that a player can open on the bus home.



A coaching point, opened: at 6:43, "pull in to open space to move opponent" — the note explains the throw-in, and two stills from the footage show the space to take and the run to make. Nine of these in one review, each categorised, each a tap from the video.

- **Request it, get it, rate it.** A parent or coach commissions a review of a game's Veo footage. A reviewing coach delivers it when ready and releases it once the requester has seen it. Both sides rate each other.
- **A parent can commission one for their own child** — focused on that player, and nothing else.
- **Positioning, transition, defending, set pieces.** Every point is categorised, so a season of reviews reads as a pattern rather than a pile of notes.
- **Share it with the squad** when a lesson is everybody's.

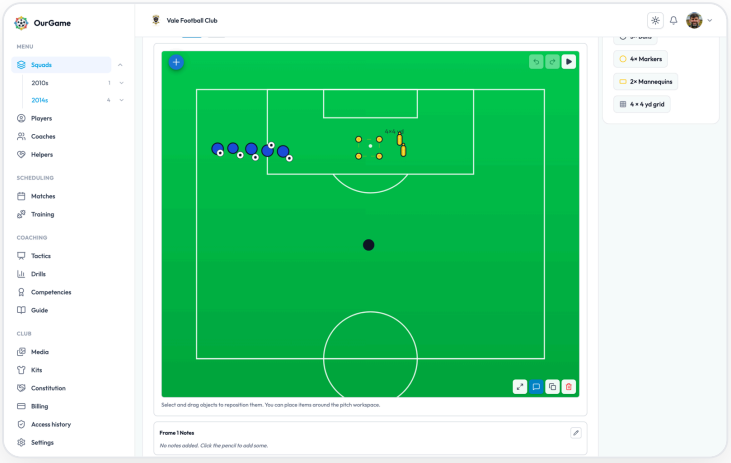
The academy tool, at the grassroots price

Video analysis used to mean a full-time analyst and a budget. Here it means a coach with an evening, a Veo link and a phone — and a sixteen-year-old who finally understands what "drop quicker" looked like from the outside.

For the coach

Build the session, not the spreadsheet

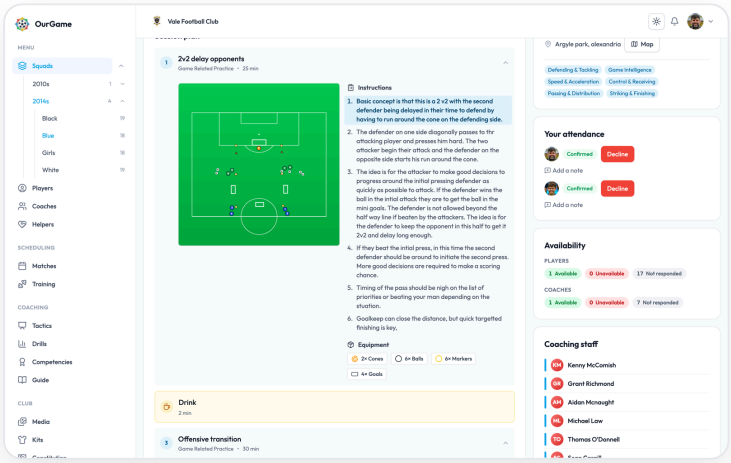
A coach's evening should go on what the under-10s need next week, not on remembering what the cone layout was. Drills, diagrams, session plans and feedback in one place — and a library that stays with the club when the coach moves on.



The drill builder: players, balls, markers, mannequins and a measured grid, drawn frame by frame so the drill animates rather than sits still.

- **Animated diagrams.** Drills are built as keyframes, so players and the ball glide between steps. Any coach can pick it up and run it.
- **Build one from a video or a picture.** A clip from a coaching account, a photo of a whiteboard — turned into a drill with its steps and notes.
- **A drill belongs to a person, not a club**, so a coach keeps their library when they move age group — and can share a collection with the next coach in one go.
- **Session plans** with warm-ups, water breaks and focus areas that flow back into every player's roadmap.

- **The feedback loop closes.** A session names its focus areas; the roadmap shows each player what the club is working on; the assessment records whether it landed.
- **Attendance** per session, beside the match RSVPs, so the coach knows who was there for what.
- **A team of coaches, one library.** The session a Tuesday coach ran is there for the Thursday coach to see.



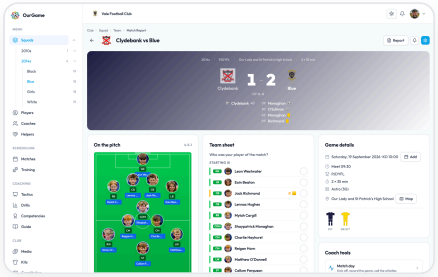
A session plan: a drill with its diagram and equipment, a water break, and the next drill's instructions — with who's coming, beside it.

A coach who leaves takes their knowledge with them. A drill library stays.

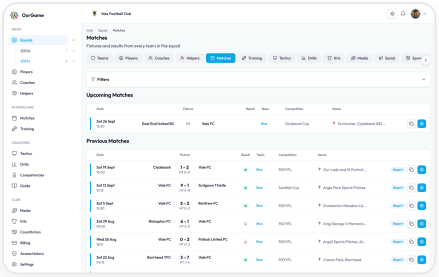
The bonus

Everything else — so you can coach

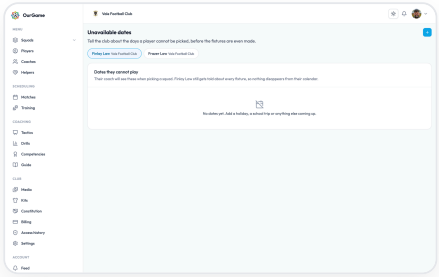
None of this is the point. It's what makes the point possible. Fixtures, availability, match day, kits, sponsors, notifications and permissions are all here and all quick, so the admin takes minutes and the coaching takes the evening.



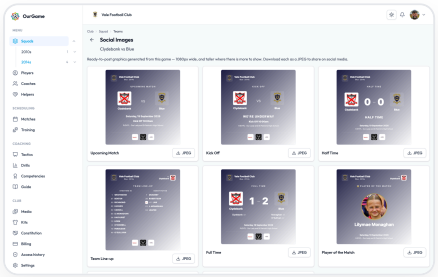
Live match day: goals, cards and subs as they happen, pushed to every parent.



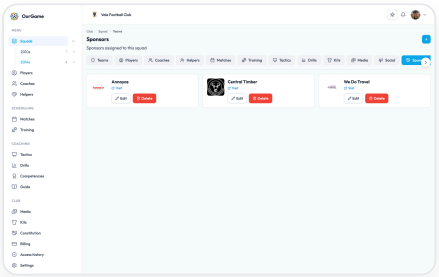
Fixtures and results for every team, with kits, venues and RSVPs.



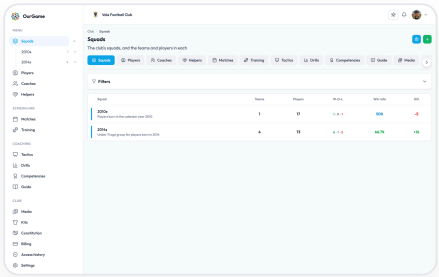
"Away in July" — said once, marked on every fixture it touches.



Full-time, line-up and goal graphics for social media, ready to post.



Sponsors on the published report and the graphics, by team and by player.



The club at a glance, with permissions scoped per squad and an access history.

Supporters' player of the match

The team sheet is the ballot. Line-up players and their parents vote; the coach's award sits beside it, never merged.

Four languages

English, Welsh, Spanish and Portuguese — per person, not per club, including every notification the club sends.

Roles, properly

Fifty-three permissions bundled into roles and granted at club, squad or team level. A helper reaches their squad and nothing else.

Structure for the admin, so the evening goes on development.

What it could mean

A generation developed on purpose

None of this needs a bigger budget, a new coach or a better pitch. It needs the knowledge that already exists to be written down, shared, and put in front of the right people every week.

For a player

They leave every season better than they arrived, and they can see it. Not "played a lot", not "had a good year" — a band, a rating, a medal, and a plan for next week.

For a club

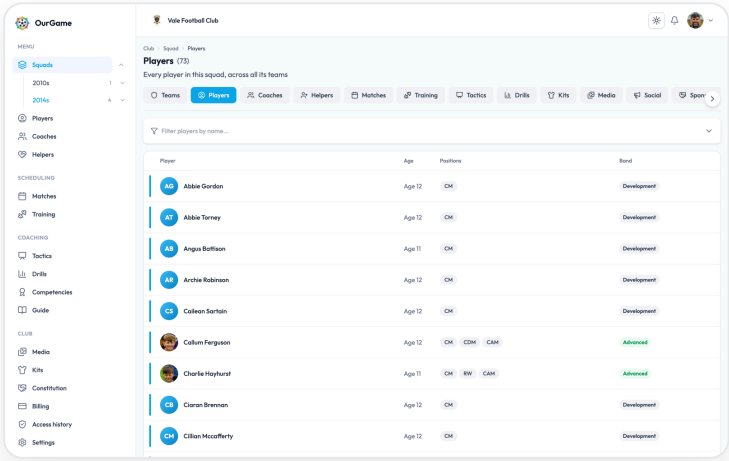
The knowledge stays. When a coach moves on, the framework, the drill library and every player's history don't go with them. The next volunteer inherits a club, not a blank page.

For the game

If every grassroots club developed players with intent, the next generation wouldn't depend on who happened to turn up on a Tuesday. That's not a slogan. It's structure, given to the people who never had it.

The game got complicated. Getting better at it doesn't have to.

We built OurGame at a real club, for the volunteers who run it — because we watched good coaches drown in admin while the children they coached got better by chance. Every coaching feature is included from day one. Put one squad on it and see what a season looks like when development is the point.



A squad, every player with their band and rating — the whole picture, on one screen, for the first time.

Player development was never a luxury. It was just never given a structure. Now it has one.

Getting started

Interested? Get in touch.

We're setting clubs up by hand for now — no form, just a conversation. Tell us a little about your club and we'll get you started.

EMAIL

michael@isourgame.com

A line or two is enough: the age groups you run, how many teams at each, and who coaches them. We'll help you shape the squads, import the players and get the first fixtures in.

1. Email us

Tell us how the club is shaped. No form to fill in.

2. We set it up together

Squads, teams, players and the first fixtures — with you, not for you.

3. The season starts

Every coaching feature from day one: the framework, the plans, the drills, the phone app.

Before you ask

Common questions

Do we need to be an academy to use the framework?

No. It was built for volunteer clubs. The seeded frameworks work out of the box; clone and rewrite one if your club coaches differently.

What do parents and players need?

An invite link and the phone app. They see fixtures, their child's development picture, this week's plan, and a vote for player of the match.

Can a player's practice change their band?

No — only a coach can set a band. Practice is drawn beside it so everyone can see the effort, but the judgement stays a coach's.

How does a footage review work?

A coach reviews a game's footage and delivers time-marked coaching points with annotated stills. The platform brokers the request, the delivery and the release; a parent can commission one for their own child.

Is our data safe?

Medical and contact details are stored securely and access is permission-based, narrowed to the teams a coach works with. We never run ads against children's data.

Can we bring our squad in?

Import players by CSV in one go, and export rosters back out for your league whenever you need them.

Put one squad on it. See the season.

Get in touch and we'll set your club up. We'll help you shape the age groups, import the players and get the first fixtures in — then watch what a season looks like when development is the point.

Get in touch — michael@isourgame.com

See every screen — isourgame.com/gallery

The app — football.isourgame.com

OurGame also builds **Football Cards** — an online grid game for club fundraising and sponsorship. footballcards.isourgame.com

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