

Branding Design Brief

Skora Brand:

We are a young Sports Tech software as a service (SaaS) start-up operating an AI-powered platform to help aspiring soccer players worldwide find their own personalized path to professionalism. We do this by offering them customized career pathways recommendation and relevant opportunities based on their individual circumstances, and level.

Vision & Mission:

The problem in the football industry is that there are over 150 million aspiring football players in the world with only approximately 200,000 professional positions worldwide. At sKora, we aim to solve this by digitizing the flawed sports agent business model using an AI-powered platform that would provide realistic guidance and opportunities for those underserved players. sKora aims to be a catalyst of change in the sports industry for both genders in soccer, aspiring to be at the forefront of guiding aspiring football players towards their best potential within the industry.

Our Industry:

The sports industry is one of the biggest businesses. How big? It is commonly considered to be more than \$500 billion, with some estimates running up to \$1.3 trillion. The industry consists of many different activities, from food sales to multimillion transfer fees. The business features various participants from owners (athletes, clubs, leagues, and federations) to sports agencies, sponsors, investors, and broadcasters.

Competition:

Includes established Sports Agencies, however, no major direct competition exists, as we are serving the young aspiring football players directly, and helping them reach the professional level.

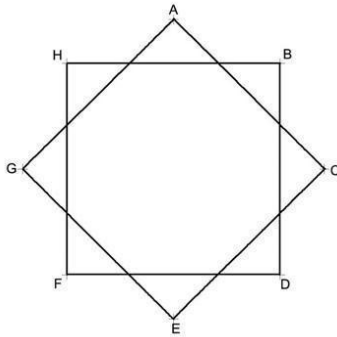
Skora's Values:

For our company to provide guidance to aspiring football players in the purest and clearest way, sKora itself must align and hold steadfast to its own self path of success. This is done through the recognition, embodiment, and practice of our own company values with each other and our customers.

sKora was born out of Kora Stars, a classical sports agency seeking undiscovered hidden gems to become football stars. In Kora Star's 8-year journey, and after working with thousands of players from around the globe, it discovered only one undeniable star. Below is a symbolic 8-pointed star of learned principles, to be gifted down to sKora, as the representation to of our company values today.

sKora Star

Our star is a sign of our company. It's our guide of being a great company and the foundation of our organization. Our company values and by-laws are representative on each of the corners of the sKora star.



Values

- A. _____ Care – to show caring and mercy to every player and their dream.
- B. _____ Patience – to stay patient on the course of our path.
- C. _____ Truthfulness – be clear, truthful and straightforward in our path.
- D. _____ Loyalty – loyal to our path, cause and our goals.
- E. _____ Modesty – every success that we have comes from our respect for human dignity.
- F. _____ Generosity – use our platform and knowledge to better lives.
- G. _____ Gratitude – through both successes and failures we find our blessings to stay grateful.
- H. _____ Secrets – frustrated, or burning with excitement, we keep company secrets in our hearts.

Target Audience:

Our target players are mainly 16-32-year-old females/males worldwide aspiring to play professional soccer with an emphasis initially on the MENA region, emerging and developing countries. Our target audience include high school students, and university students that play football regularly and follow celebrities as role models, and keep up with latest soccer updates and news. Typically, the audience are trying to figure out their career options, at this age, and play football for their schools, and many have played in football academies.

Problem(s) to be solved:

Improve brand perception, build credibility and trust with investors and stakeholders, and our target audience, and achieve consistency and coherency in the brand's communications and messaging.

What is to be delivered?

- **Professional Logo:**
 - o A simple yet powerful iconic, memorable, and relevant logo that speaks about our brand's value, and conveys our energy and culture to our customers and the world. This needs to reinforce the human connection we have in striving to guide and help each player find their dream. It should convey the technological edge, human connection and trust, and the opportunity/growth aspect. We would like this to be a foundation for a fully fledged brand identity system which includes a pattern, and a persona for the AI agent that works with each player in finding their path to their dreams.

Perquisites:

Professional and creative agency or individual, with an extensive portfolio, covering technology (SaaS) and web branding projects. Candidates with sports specific branding experience are preferred.

When? We are looking at a timeline of around 3-5 days

Additional information:

Website: skoratech.com

Instagram/Facebook: [skora.tech](https://www.instagram.com/skora.tech)

Linkedin: [sKora Tech](https://www.linkedin.com/company/skora-tech)