

INVEST IN CALEDONIAN BRAVES FC

## A wee Scottish football club with big dreams and big ambitions

[caledonianbraves.com](https://caledonianbraves.com)

Delaware City, DE



Sports

Sports Tech

## Highlights

1 First and foremost, you'll own a wee Scottish football club (for real!)

2 1,000+ owners from around the world

- 3 The Braves are on a determined path to compete alongside football giants like Rangers and Celtic
- 4 You'll be part of building a globally-diverse ownership community in football
- 5 You'll experience the highs and lows of football club ownership - Saturdays will never be the same
- 6 You'll help shape the future of the club by being involved on a variety of club matters
- 7 You'll get to enjoy exclusive ownership access to the players, manager, staff, and board members
- 8 Yes, you'll even get an ownership certificate that you can hang on your wall to impress your friends

## Our Team



**Christopher Ewing** Founder and CEO

Proud Scotsman, living in Paris with 20+ years of experience in soccer business as a player, coach and business owner.

Our club was formed with a clear vision and belief of football being owned by the fans; of football clubs as community assets that improve the lives of those who support them. Not only are we creating a global ownership community, we are also giving fans a voice. We are creating a true football democracy where every owner has an equal voice and an equal vote.



**David Fowler** Board of Managers

Proud Scotsman living in Amsterdam. Seasoned pro from the world of marketing

and strategy, having spent 13 years at FIFA where he was appointed head of brand and events.



### **Josh McLeod** Board of Managers

Proud Scotsman living in Melbourne, where he lectures in Sports Management at Deakin University. Josh is an experienced sport business research expert having worked on projects in India, the Middle East, Australia and the UK.



### **Suzanne Winters** Board of Managers

Highly experienced professional soccer player, having represented Scotland on 105 occasions. Won both domestic trebles in Scotland and England. McDonald's ambassador for women & girl's football.



### **Ricky Waddell** Head Coach

Widely regarded as one of Scotland's most talented coaches, holds the illustrious UEFA Pro License and has been head coach of the Braves for over eight years.

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## Pitch







## FROM HUMBLE BEGINNINGS

You may think that as Scotland's youngest senior club, we don't have much of a history to speak of, though you'd be surprised.

Although Caledonian Braves was formed in 2019, the club itself existed formerly as Edusport Academy. Initially created as a private football academy, Edusport Academy was founded to provide young French footballers the opportunity to combine football with education in Scotland during one year.

Created in 2011, the Edusport Academy successfully applied to join the pyramid via the South of Scotland League in 2014 and became the first club in the history of Scottish football to win promotion from the bottom of the pyramid when we won the League in 2017.

We also made history in 2015 when we won the South of Scotland League Cup. As holders of the League Cup, the trophy was displayed in the National Football Museum at Hampden Park from 2015-2017 as having 'documented contemporary football history' as the trophy was won by a team full of French nationals.

With over 800 fans from 30 different countries, a series of online votes gave birth to Caledonian Braves. A new club identity, with a new badge and a new home ground, Caledonian Braves were officially born when the SFA Professional Game Board ratified the name change on 20th June 2019.

Edusport Academy continues to exist as the Academy of the Caledonian Braves FC.



Scotland LOVES pro sports. Scotland DESERVES pro sports. This is our time.



## CLUB CREST

With several designs to chose from, our current club crest won an online vote and is now a proud part of our brand identity.

The crest embodies the exciting new chapter in the evolution of the football club.

The badge's composition is based on that of a shield, informed by its usage from brave Scottish warriors and the previous club crest of Edusport Academy.

The focal point of the crest is the mythical phoenix bird, a symbol of strength, power & class - representative of the rebirth and journey of the rebranded club. Its wings proudly span the shield - embodying the bravery and fight of the new brand.

At the heart of the badge, the Scottish Edusport ball - showcasing the clubs beginnings and proud history thus far being forever remembered.

## A Proud Scottish heritage? 🏴󠁧󠁢󠁥󠁮󠁧󠁿 Here's the best way to embrace your roots 🤔👉



## Join Over 900+ Owners

Caledonian Braves is a football club with a twist - it's owned by over 900 people from all over the world! These owners include well known soccer players, MLS celebrities, entrepreneurs, and even musicians. With most owners from the USA, the club has a strong international following.

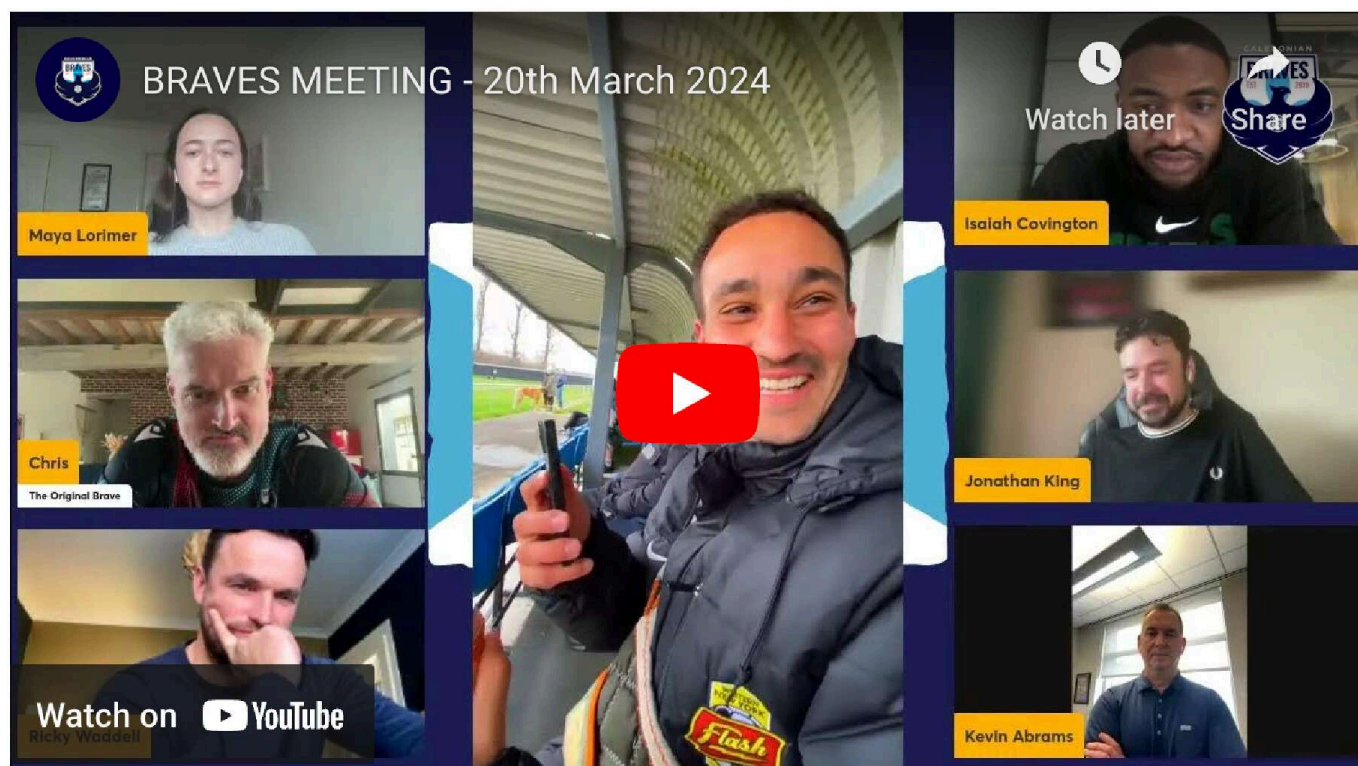
The club captivates fans with engaging content, offering behind-the-scenes glimpses into ownership life, captivating TikTok videos with **millions of views**, and a dynamic online presence that keeps supporters connected and inspired.



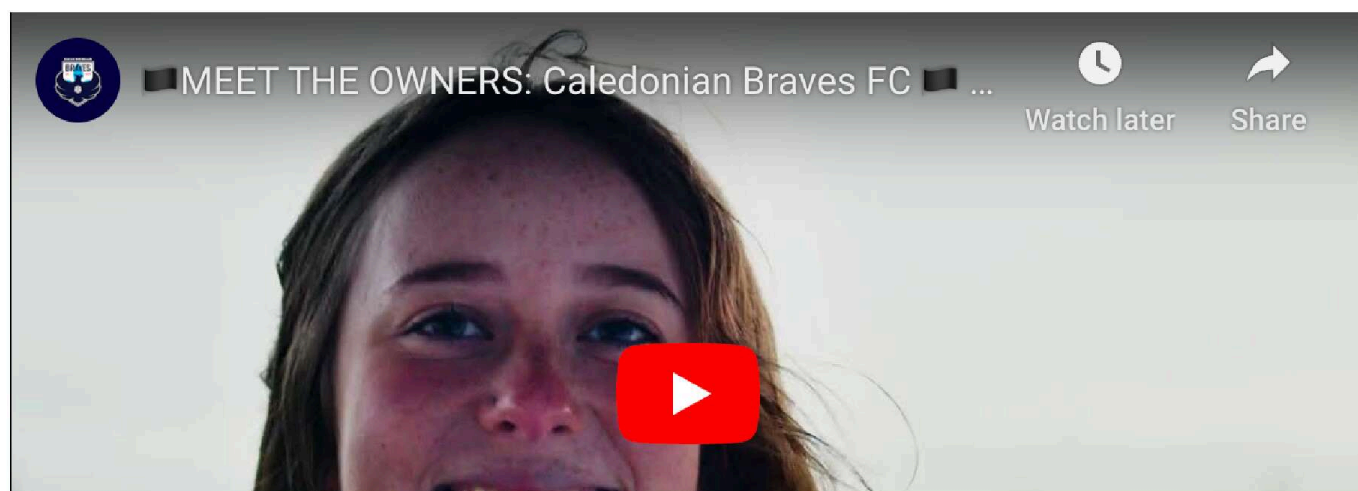
Here is our very first Owners Meeting, we were proud to be the first club on the planet to run a meeting with his global community of owners on StreamYard

Two of our newest owners made the journey all the way from America to watch us play! They documented their whole experience... 📌

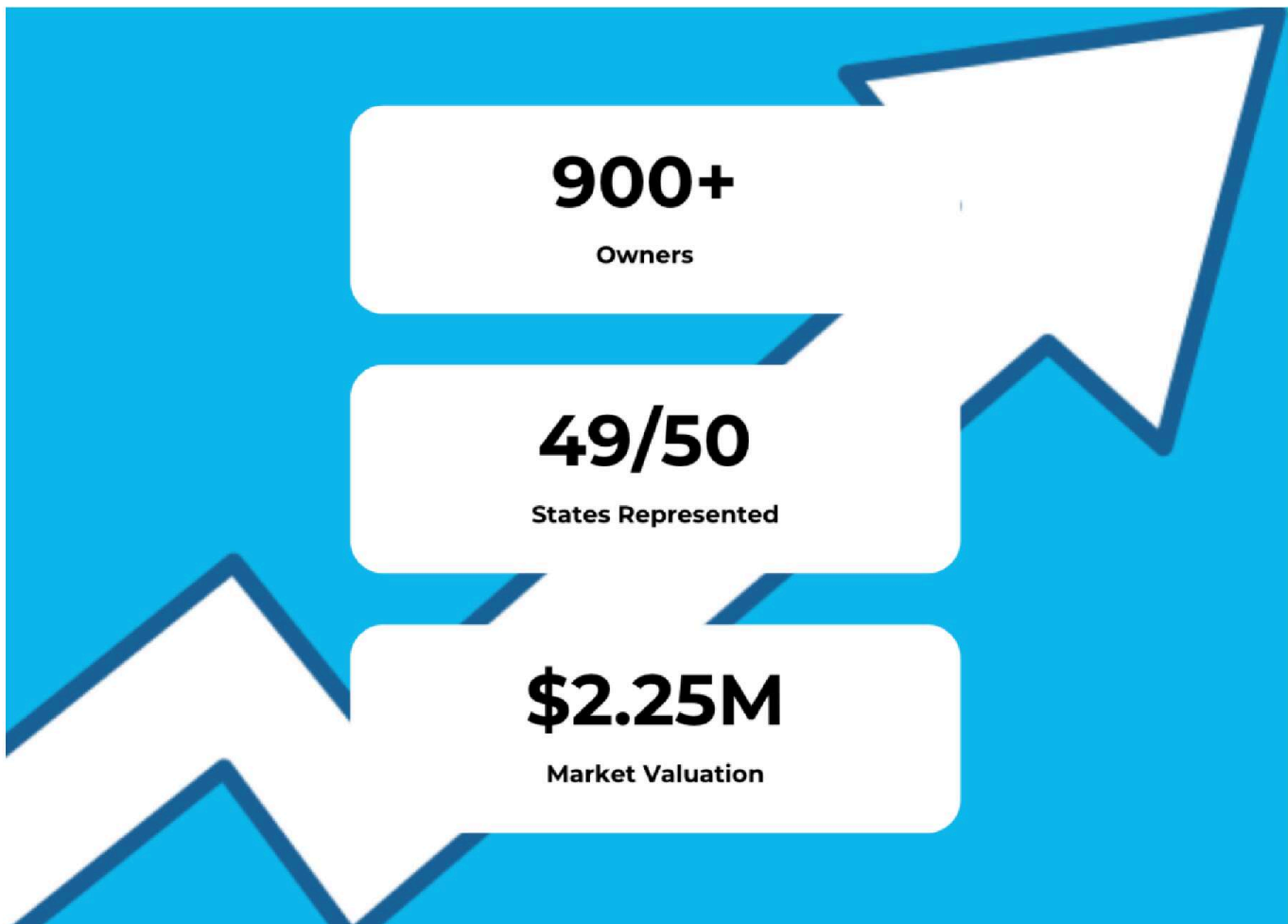
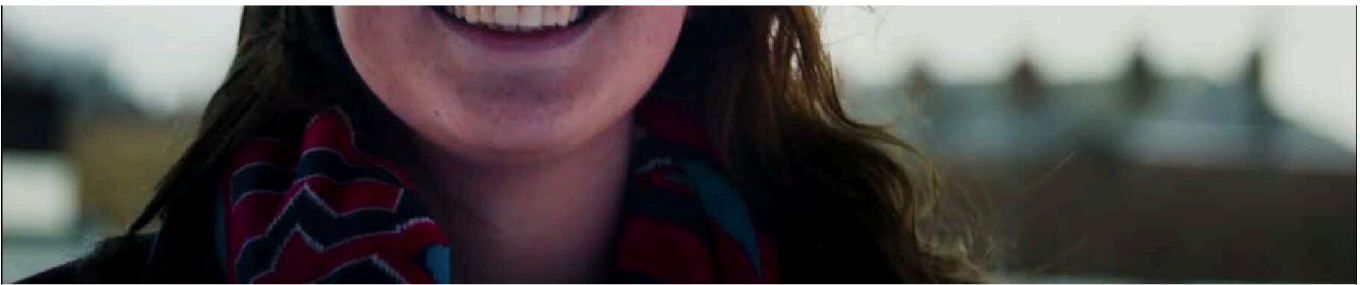
<https://www.tiktok.com/@thebravesfc/video/7271740762973310240>



Lead Investor Mujtaba Elgoodah travelled from Washington DC to visit his scottish football club and meet some of his co-owners.



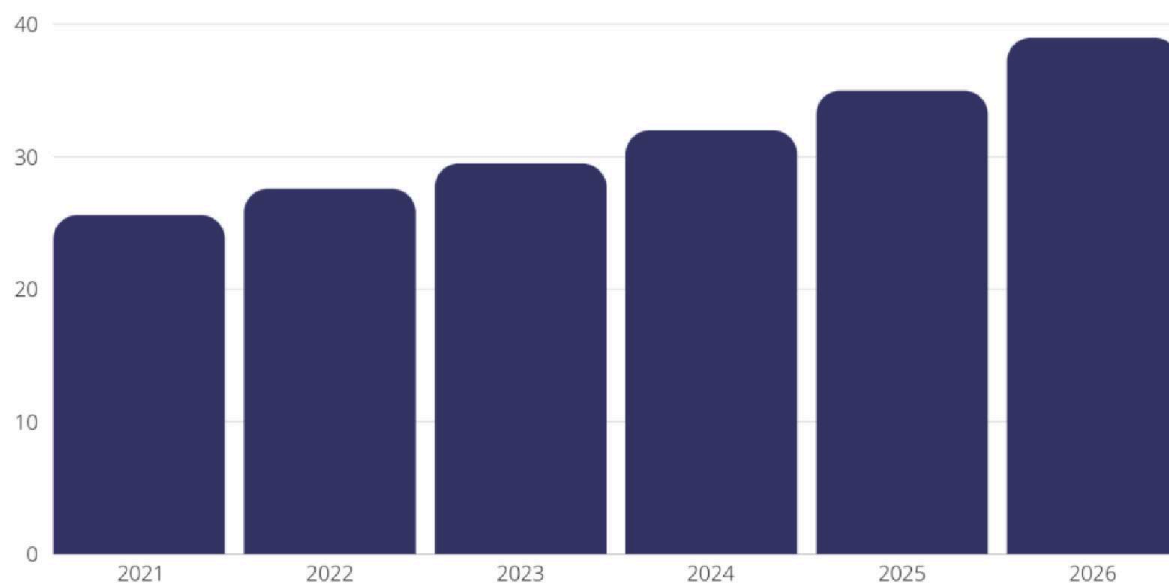




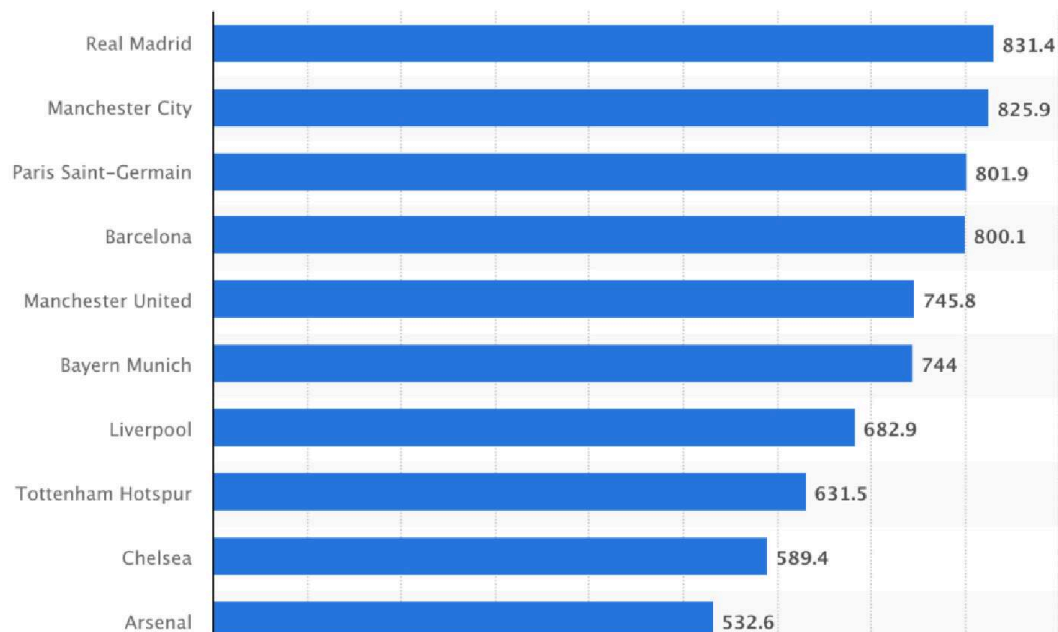
## How big the soccer market really is.

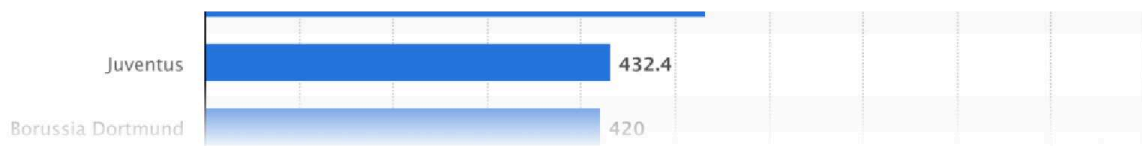
In the 2021/22 season, the value of the European soccer market was calculated at around 29.5 billion euros. This figure represents an increase on the previous season, as well as the size of the industry before the coronavirus (COVID-19) pandemic.

**\$29.5 Billion**  
**10.9% Projected CAGR**

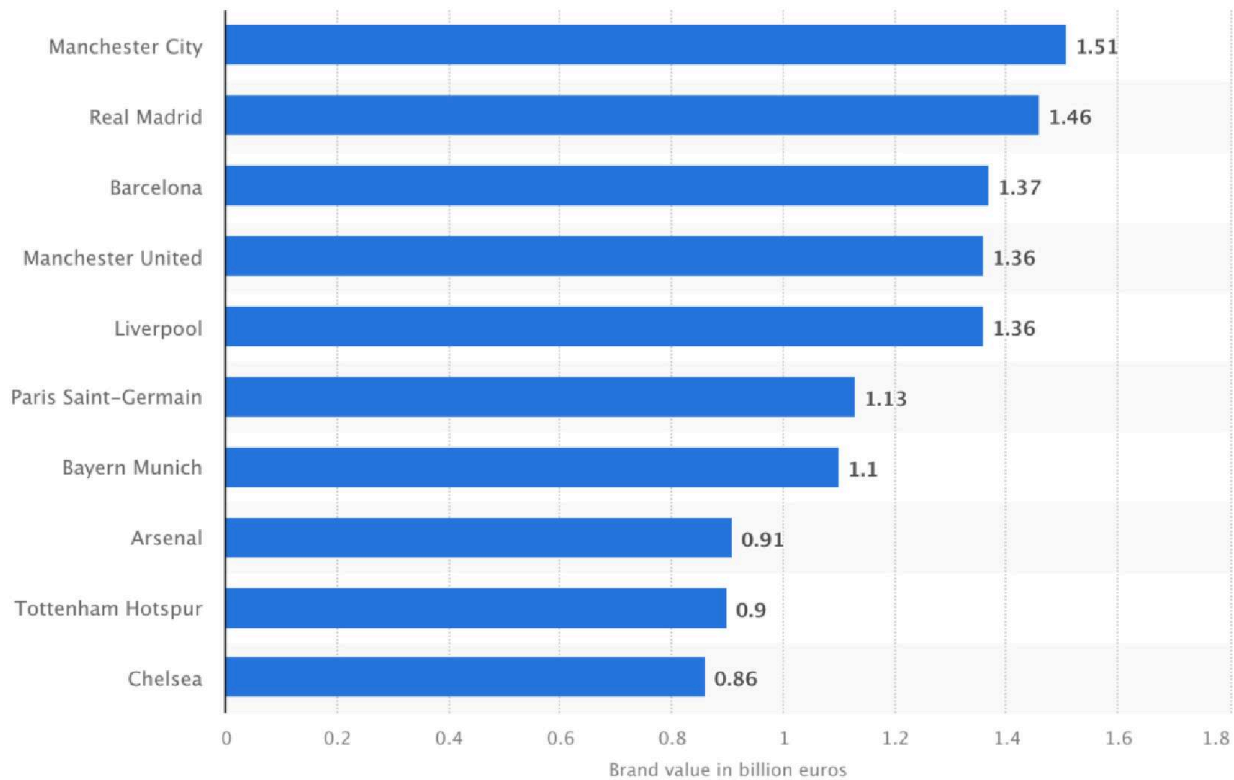


## Soccer clubs with the highest revenue worldwide in 2022/23 (in million euros)





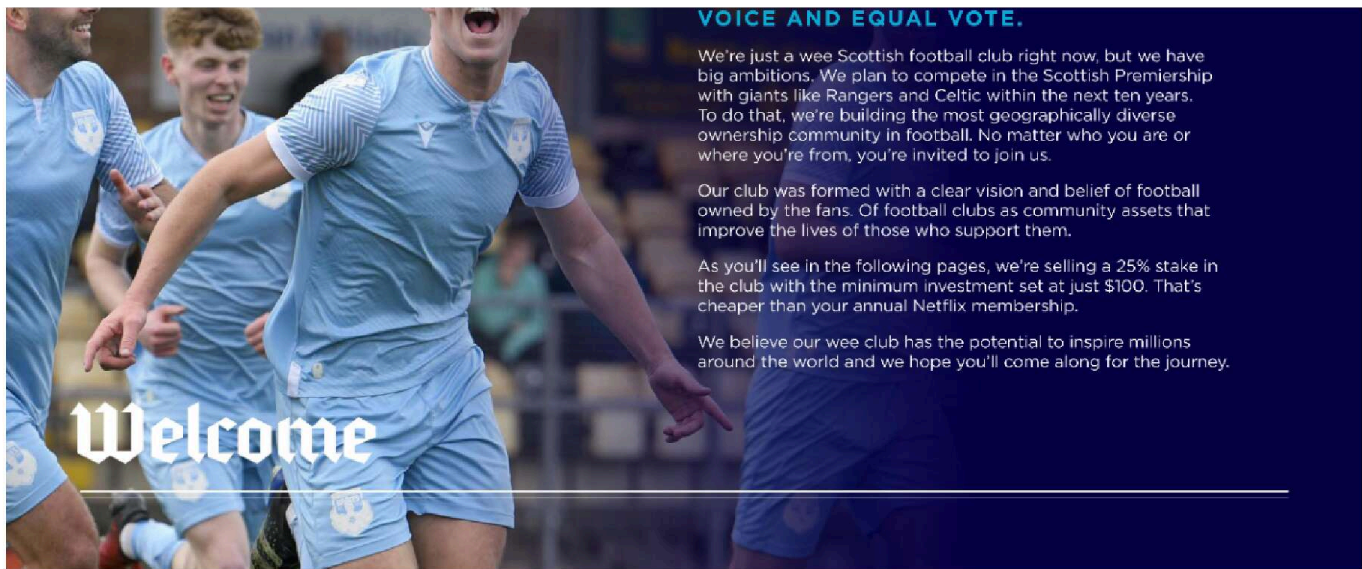
## Brand value of leading soccer clubs worldwide in 2023 (in billion euros)



CALEDONIAN BRAVES  
OWNERSHIP OPPORTUNITY

WE ARE THE CALEDONIAN BRAVES OF  
SCOTLAND AND WE'RE BUILDING A CLUB  
WHERE EVERY OWNER HAS AN EQUAL

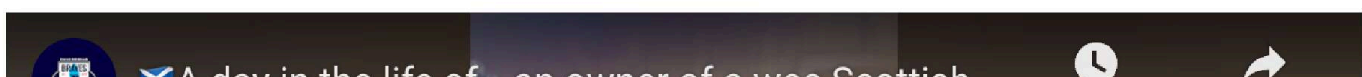


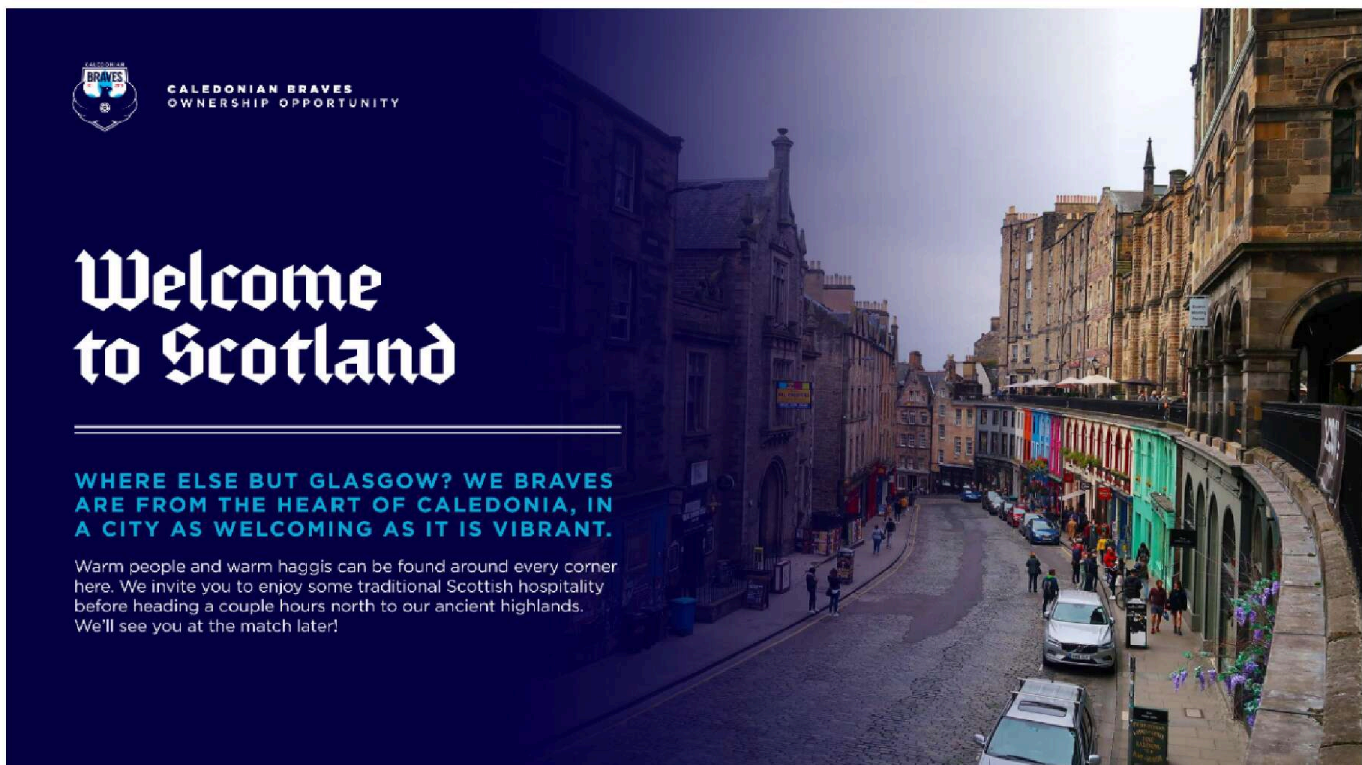
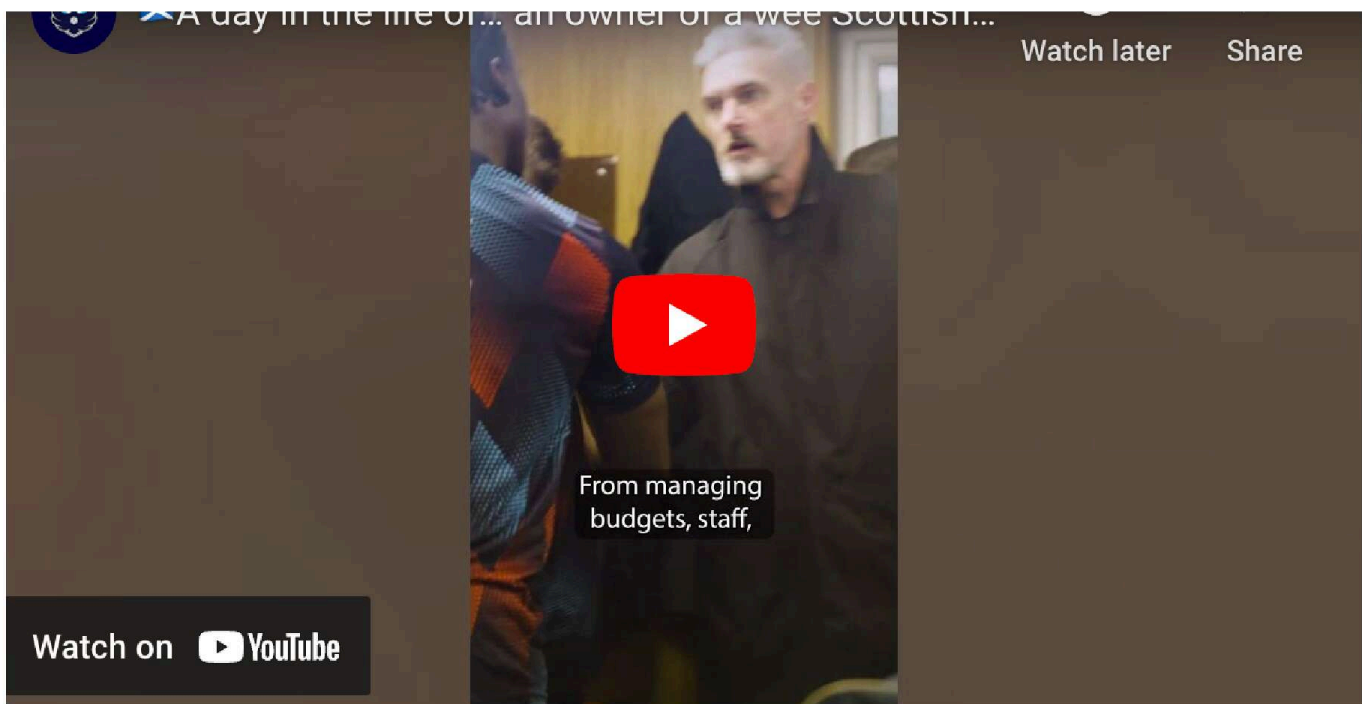


Caledonian Braves epitomize inclusivity and democracy within their ownership structure, fostering a club where each of the 900+ owners holds an equal voice and vote. This unique approach ensures that every individual's perspective is valued and contributes to the club's decision-making process. It's a testament to their commitment to transparency and shared responsibility. With this foundation of equality, the club aims to achieve ambitious milestones, including their aspiration to compete in the prestigious Scottish Premiership within the next decade, challenging traditional football powerhouses like Rangers and Celtic.

**Building a Club Where Every Owner  
Has an Equal Voice and Equal Vote!**

 **A day in the life of... an owner of a wee Scottish football club! 👉**





Timeline: We are just getting started! a long way, fam.





CALEDONIAN BRAVES  
OWNERSHIP OPPORTUNITY

# Our Journey

**2011**

Established as Edusport Academy.

**2015**

Won the South of Scotland League Cup. Runners up in Cree Lodge and Tweedie Cups.

**2017**

Won the South of Scotland League and promotion to the Lowland League.

**2020**

The documentary 'Braves Calling' aired on Scottish television. Also, became first club in Scotland to launch a fan engagement-dedicated app.

**2014**

Successfully joined the South of Scotland League becoming Scotland's newest senior football club and competitor in the pyramid system.

**2016**

Obtained National Club License, became full member of the Scottish Football Association (SFA), and won the South of Scotland League Cup for the second year running.

**2019**

Caledonian Braves are born and moved into their new home at Glasgow's outskirts. Its name, Alliance Park, was chosen by Braves fans around the world.

**2022**

Achieved record league points total, most wins, and best goal differential while drawing record home attendance in game against Rangers B.

Meet The Team Behind Caledonian Braves!

Check what our found owner has to say below

<https://www.tiktok.com/@thebravesfc/video/7353680494413761825> 📌



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# Meet the Team



**CHRIS EWING**  
Founding Owner



**RICKY WADDELL**  
Manager



**DAVID WINTERS**  
Assistant Coach



**ROSS HALIBURTON**  
Goalkeeper Coach




**LEANNE GLATLEY**  
Head Physio

Meet our Head Coach, Ricky talks with BravesTV after we recorded a third straight victory this afternoon!







CALEDONIAN BRAVES  
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# Our Values


|   |   |  |  |
|---|---|--|--|
| <p><b>AMBITION</b></p> <p>We will never settle for mediocrity and will continually strive to become the best version of ourselves on and off the field.</p> | <p><b>FEARLESS</b></p> <p>We champion the bold and the brave. We will never be scared to challenge the status quo and fight for what we believe in.</p> | <p><b>EQUALITY</b></p> <p>We are many, though we are one. We are different, though we are equal. We will challenge inequality in all that we do, championing social justice.</p> | <p><b>DEMOCRACY</b></p> <p>Our strength is in our numbers, our diversity, and our shared vision. All members of our ownership community will have an equal voice and equal vote.</p> |
|---|---|--|--|

## WINNING ON & OFF THE PITCH


Signed Partnership with Cruyff Institute, Le Coq Sportif, Amnesty International, UN Goals for Football, and many more others, like the

ones below.






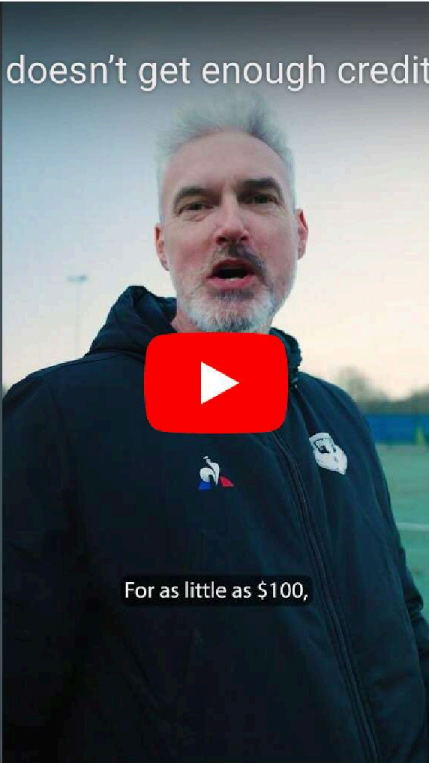
🏴󠁧󠁢󠁥󠁮󠁧󠁿 Scottish football doesn't get enough credit 🙌...




Watch later



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CALEDONIAN BRAVES  
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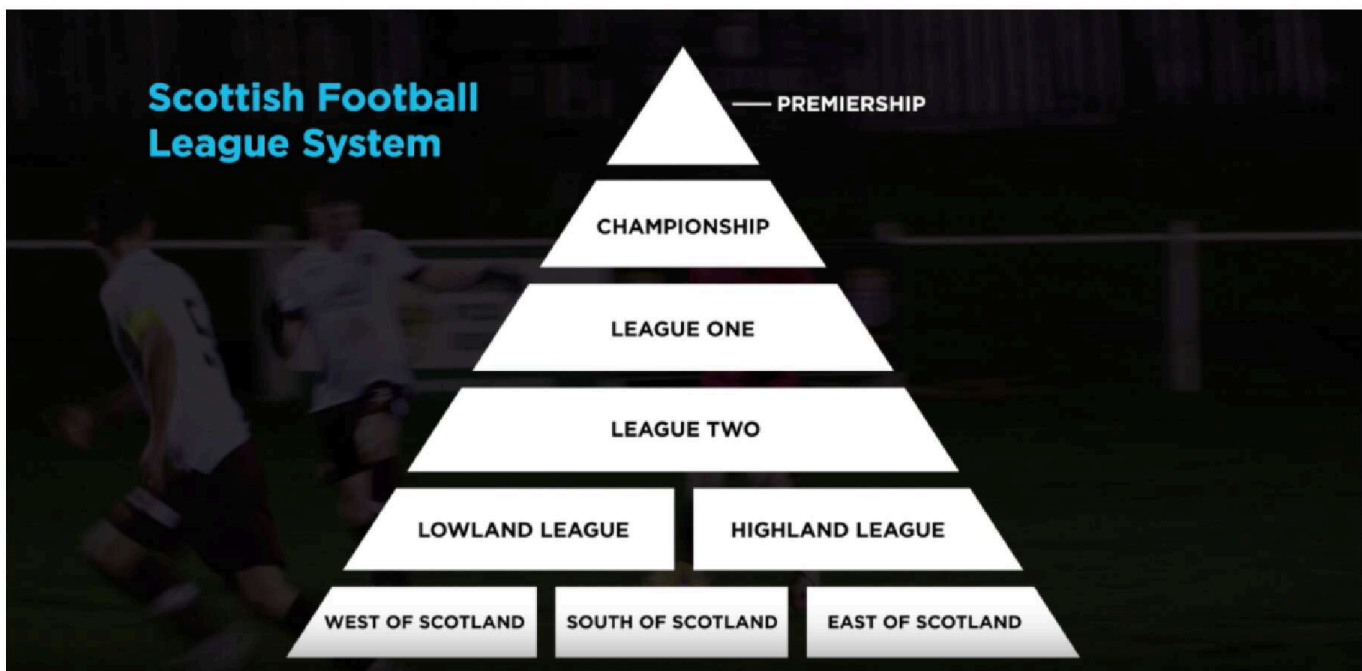
# Why Now?

Together, we can challenge the status-quo and become a boon for changing times. As like-minded fan investors, you have the ability to shepard the Braves forward. Yes, we are offering equity in a football club, but also in a tale. A shared vision of inclusivity, democracy, potential, and ambition.



# What's next for the club.

Caledonian Braves have big dreams for the future. With a diverse and passionate ownership base driving them forward, the club aims to climb the ranks and secure a spot in the Scottish Premiership within the next decade.



Competing alongside giants like Rangers and Celtic is no small feat, but with their commitment to excellence on and off the pitch, coupled with strategic partnerships, a strong fan base and incredible owners like yourself, Caledonian Braves are determined to make their mark on Scottish football's biggest stage.







## EDUSPORT ACADEMY

Although Caledonian Braves was formed in 2019, the club itself existed formerly as Edusport Academy. Initially created as a private football academy, Edusport Academy was founded to provide young French footballers the opportunity to combine football with education in Scotland during one year.

Created in 2011, the Edusport Academy successfully applied to join the pyramid via the South of Scotland League in 2014 and became the first club in the history of Scottish football to win promotion from the bottom of the pyramid when we won the League in 2017.

Based in Glasgow, Scotland, and in Malta. With a proven track record and 10 years of experience, our aim is to provide a life changing experience combining education with sport.

The programmes allow our students, not only to discover a new country and culture, though to continue their studies whilst constantly developing their sport in professional conditions. The programmes include English language courses with an internationally recognised qualification, and daily training, both on the pitch and in the gym to which our players have unlimited access, all in the centre of Glasgow, one of Europe's most attractive cities, or in the Mediterranean climate of Malta, for an unforgettable student experience

Our aim is to provide the best environment to allow our people to develop professionally, personally and athletically.

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EDUSPORT ACADEMY



Watch later



Share



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**PEUPLE**

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Watch on  YouTube



CALEDONIAN BRAVES  
OWNERSHIP OPPORTUNITY

THERE IS AN IMBALANCE IN  
FOOTBALL. FIVE BILLION PEOPLE  
FOLLOW THE GAME WORLDWIDE,  
YET IT'S RUN BY A VERY SMALL,  
AND PRIVILEGED PORTION OF  
THEM. THAT HAS TO CHANGE.

We believe that the sport and its clubs should not  
belong to those who have the most money. It should  
belong to those who care for it – the fans.

Proximity to Scotland does not matter. We want  
you to help run the club, no matter where you are.  
You will help make the decisions, chart our course  
up the pyramid, and shape our club identity. This is  
the people's game, returned to the people.

**Giving Football  
Back to Fans**



CALEDONIAN BRAVES  
OWNERSHIP OPPORTUNITY

**Perks**

NOT ONLY WILL YOU OWN A  
WEE SCOTTISH FOOTBALL CLUB,  
YOU'LL ALSO HAVE ACCESS TO  
EXCLUSIVE PERKS.

#### INVESTMENT TIERS

**\$100**

1 share + Ownership toolkit + welcome pack

**\$200**

2 shares + ownership pin + patch/sticker pack



#### ALL OWNERS RECEIVE

- Ownership certificate
- Invitation to ownership community on Slack
- Voting rights on club matters + strategy
- Invitation to Annual General Manager's Meeting

**\$500**

5 shares + authentic jersey

**\$1,000**

10 shares + 1-on-1 Zoom call with a coach/player

**\$10,000**

100 shares + Braves locker room experience in Glasgow

**\$50,000**

500 shares + Season Tickets for life

**\$100,000**

1,000 shares + Once-in-a-lifetime Scotland experience  
*Braves player for a day, weekend stay in a Scottish castle, and private distillery tour + Name permanently on display at Alliance Park (and all future stadiums).*

**NOTE:** Every tier package comes with everything from the tier(s) below it in value.

*Voting rights are proxied to the lead investor (see Form C for details).*



CALEDONIAN BRAVES  
OWNERSHIP OPPORTUNITY

## The Board

The board will be responsible for developing the club's strategic plan and providing oversight of the operational staff. The ownership community of fans will appoint two directors to represent them on the board in a democratic nominations process.

Formal board meetings will be conducted 4-6 times per year via video call. The annual general meeting (AGM), where voting on board positions takes place, will be available for all owners to attend each year. Attendance is welcome in Scotland in person or via video call from anywhere worldwide.



CALEDONIAN BRAVES  
OWNERSHIP OPPORTUNITY

## The Players

**01**

#### ZAC BUTTERWORTH

Midfielder  
Age 22, Stirling

“The Braves are a community club. We are willing to run through walls for each other and just want to see the club and each other as players progress and play at the highest level possible.



**04**

#### JACK DUNCAN

Defender  
Age 22, Edinburgh

“It's the best dressing room I've been in without doubt. I think a lot of the boys having shared experiences of being let go by some of the top academy setups in the country brings a sense of togetherness and we are grateful to Braves for giving us that second opportunity in football.



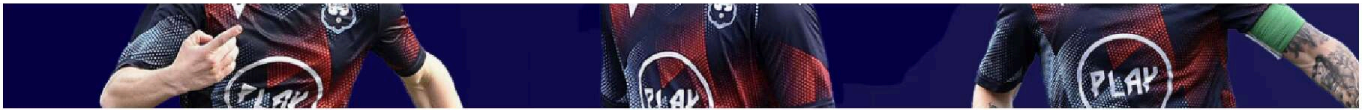
**03**

#### JAMIE WALKER

Defender  
Age 22, Glasgow

“The boys are aware of the ambition the club has off the pitch and this motivates us to aim high on the football field.





CALEDONIAN BRAVES  
OWNERSHIP OPPORTUNITY

# Closing Statement

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Ours is a universal story and compelling mission to anyone who enjoys sport. This is a revolutionary moment. With your help, the Caledonian Braves will become a democracy, with every success enjoyed together and every decision shared.

Invest and you will write fresh lines in football's oldest yarn. The world's game belongs to the world: it is time to take it back.