

FIRSTPOINT★USA



**SUPPORTING PLAYERS ON THE
COLLEGE SOCCER PATHWAY**



CREATING LIFE-CHANGING OPPORTUNITIES FOR THE FUTURE STARS OF COLLEGE SOCCER

We are the world's leading college soccer recruitment consultants. For the past 25 years, we've changed the lives of over 40,000 talented young sportsmen and women, empowering their futures and realising their potential, while providing scouting services to over 2,500 universities and their respective sports teams and programs.

FirstPoint USA is recognised and respected by the country's top learning institutions. We are certified by the NCAA to secure academic and sporting opportunities to domestic and international students and trusted by high profile partners including MLS academies Philadelphia Union, Charlotte, Columbus Crew and Nashville, and Premier League clubs Arsenal and Fulham

With an experienced team of staff comprising former student-athletes and professional sportsmen and women, our team is dedicated to giving back to a new generation, sharing their insights and experiences of collegiate soccer.

At FirstPoint USA, we know the challenges and complexities that go into finding the best fit college for athletes. In the ever-changing landscape of college soccer, from the evolution of NIL to the transfer portal, our team of experts

is on hand to guide you and your family through the full college recruitment and placement journey. We do that hard work off the field to let you concentrate on the hard work on it.

Our mission? To empower potential and help greatness grow.



Certified by NCAA -
National Collegiate Athletic Association

Andrew Kean | CEO and Founder

WHY CHOOSE COLLEGE SOCCER

Playing soccer at university offers the best of both worlds. The opportunity to train like a professional while at the same time studying for a degree that will open up doors for your career if you opt for a journey away from sport. It offers the chance to enjoy some of the best years of your life with team-mates that will become best friends, coaches who will have a major influence on your career and working towards a common goal. You'll get to travel across the country, live with your buddies, share the highs and lows of a team, and earn the rewards of the hard work you put in.

You'll benefit from training and playing at the fantastic facilities available, being on the same campus as other sports teams, being part of the university's culture and living through some of those incredible experiences that are unique to a college sports team environment.

Student-athletes enjoy world class support from the coaching team and backroom staff, guidance and tutelage from the academic team, and player care provision from those employed to develop your physical and mental wellbeing.

By choosing college soccer, you'll be part of that fraternity for life. You can earn a place in the Hall of Fame, etch your place in the history books and forever be aligned to your colors.

College soccer can set you on the road to the professional game, or lay the foundations for a career in your chosen academic route. Whichever direction you decide on at the end of your four years, you'll have experienced the best of both worlds unique to student-athletes, and with the world at your feet for the next step of your journey.



SUPPORTING TALENTED PLAYERS ON THE COLLEGE SOCCER PATHWAY



FirstPoint USA is the world's leading college soccer consultancy, working with talented young players across the United States and internationally to support them through the college soccer pathway. Providing a hands-on, personalised service, we deliver a comprehensive package of support across different stages of the process, with a dedicated team on hand to guide you through it.

Trusted by clubs at all levels, we work with some of the leading academies in the US and UK, including Philadelphia Union, Columbus Crew, Nashville, FC Cincinnati, Arsenal and Fulham.

In delivering our services, we have changed the lives of over 40,000 talented young sportsmen and women, empowering their futures and realising their potential, while providing scouting services to over 2,500 American universities and their respective sports teams. Founded by University of Cincinnati Soccer Hall of Fame inductee Andrew Kean, FirstPoint USA is designed by athletes for athletes.

Our mission? To help greatness grow.



WHY WORK WITH FIRSTPOINT USA?

- 25 years of experience in college soccer
- Athlete playing assessment
- Dedicated college placement team
- Hands on, tailored support
- Vast network of collegiate soccer coaches
- Expertise, insights and industry knowledge

DESIGNED BY ATHLETES, FOR ATHLETES

Our team of 300+ staff bring a wealth of experience from playing and coaching college soccer and years of working in the industry, each with an in-depth understanding of the recruitment, placement and scholarship brokering elements of the pathway.



Andrew Kean
CEO and Founder
University of Cincinnati



Bobby Clark
Player Consultant
University of Notre Dame



Stuart McCaffrey
Director of Sport
Hibernian FC



Peter Grant
Head of College Placement
Falkirk FC



Kirsten Lawrence
Head of Talent Management
Campbell University



Jake Williams
Sports Client Administrator
College of the Holy Cross



Murray Fraser
Head of College Placement
Trinity University



Susan Lang
Senior Talent Management Consultant
University of North Alabama



Jeremy Groves
Director of Soccer- Michigan
University of Kentucky



Tom Poitras
Director of Soccer - Kentucky
University of Hartford



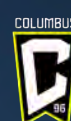
Sid Van Druenen
Director of Soccer – Ohio
IU Indianapolis



Scot Thompson
Director of Soccer – Oregon
UCLA

TRUSTED BY PARTNERS

We are trusted by club partners and governing bodies to provide our support services to players from the Premier League, USL, Major League Soccer, MLS Next academies, & beyond.



OFFICIAL COLLEGE RECRUITMENT PARTNER OF BROWN UNIVERSITY



BROWN

FirstPoint USA boasts an innovative partnership with Brown University, a first in college athletics, which positions us as Brown Athletics official recruiting agency.



Brown represents everything we value in the U.S. collegiate sport: academic excellence, athletic ambition, integrity, and a genuine commitment to the holistic development of student-athletes.

For FirstPoint USA, this partnership is a significant milestone. It aligns our international and domestic recruitment expertise with one of the most prestigious university brands in the world and provides us with a powerful platform to help talented student-athletes and families better understand the opportunities available through college sport.

- Andrew Kean, CEO and Founder

The partnership reflects a shared belief in the power of soccer to create academic, athletic, and life-changing opportunities for talented student athletes from across the US and around the world. Together, Brown Soccer and FirstPoint USA are helping shape the next chapter of college soccer - one built on excellence, opportunity and ambition.

Brown University men's soccer stands as the winningest program in Ivy League history, boasting an unmatched 20 conference titles. Nationally, the Bears have consistently competed against the country's elite, earning 27 NCAA Tournament appearances and advancing to the prestigious NCAA College Cup on three occasions. The road to professional soccer runs directly through Providence. Brown has established a premier pipeline to the next level, producing 28 Major League Soccer (MLS) draft picks and signings who have transitioned from student-athletes to professional standouts.



WHAT WE DO

A COMPREHENSIVE PACKAGE OF SUPPORT THROUGHOUT YOUR COLLEGE SOCCER JOURNEY

1. PLAYING EVALUATION 

Playing assessment by FirstPoint's college scouting staff. Evaluation of candidate's playing level and potential to help determine potential college level. Feedback provided by FirstPoint staff.

2. INTERVIEW 

One-to-one interview with player and their family to determine academic and playing aspirations. Review of candidate's academic background and intended major. Outline of recruitment pathway and key milestones.

3. TARGETING & MATCHMAKING 

Shortlist of targeted colleges based on client's academic and playing aspirations and ability. Tailored recruitment strategy designed, implemented, and managed on client's behalf.

4. RECRUITMENT 

Concierge recruitment provided to client and their family. Including, but not limited to, coach engagement and communications, player marketing, college scouting, and scholarship brokering.

5. PLACEMENT 

Identifying best 'college fit', review of offers, and support with decision-making process provided to client and their family.

6. PASTORAL CARE 

Aftercare and pastoral support provided to client during the four years of their collegiate career, including assistance with Transfer Portal.



OUR COMPREHENSIVE PACKAGE

Comprehensive athlete recruitment management	✓
Specialist college placement team providing strategic guidance throughout the entire college recruitment journey	✓
Research and shortlisting of best-fit university programs (academic & athletic match)	✓
Tailored recruitment roadmap	✓
Targeted athlete marketing and promotion	✓
Unlimited access to FirstPoint USA's digital recruitment platform	✓
One year's Access to SW7 Strength and Conditioning app with tailored S&C program	✓
Professional video editing and highlight reel creation	✓
NCAA compliant coach interaction and communication management	✓
Guidance on attendance at Talent ID events and camps	✓
Admission and application support	✓
NCAA Eligibility Centre guidance and assistance	✓
Guaranteed college offers	✓
Decision-making support for college selection	✓
Student-athlete pastoral care (4-year support)	✓

College Pathway Pro

\$5,450



THE IVY LEAGUE SCHOLAR-ATHLETE PROGRAMME

Our Most Exclusive Pathway to Elite US Universities

The Ivy League Scholar-Athlete Programme is FirstPoint USA's most exclusive and personalised service, meticulously designed for the world's most ambitious student-athletes. This programme is built for families seeking expert, one-to-one guidance through the most competitive tier of the college system, targeting the **Ivy League, NESCAC, and other highly selective universities** including Harvard, Yale, Princeton, Stanford, and Duke.

We don't just facilitate recruitment; we manage a fully integrated journey that combines advanced academic strategy, elite athletic promotion, and four years of dedicated pastoral care.

This high-touch service is specifically tailored for student-athletes who demonstrate:



Exceptional Academic Profile:

Possessing high predicted grades, a rigorous course load, or equivalent GPA, ready to meet the highest academic standards.



Desire for Exclusive Support:

Seeking low-caseload, personalized attention for both the rigorous admissions process and the athletic recruitment cycle.



Total Commitment:

Highly motivated to excel at the demanding intersection of serious sport and world-class academics.



Credible Athletic Potential:

Competing at a level recognized by Top-30 universities.

The Foundation: Unmatched Academic Excellence

To gain an edge at highly selective universities, your academic profile must be flawless. We ensure this by integrating comprehensive SAT/ACT mastery into the core of your service through our exclusive partnership with Rockstar Tutors, a boutique NYC-based tutoring company founded by expert Andy Suzuki.



Rockstar SAT Tutoring: Built In

This is not an add-on; it is a fundamental pillar of the Ivy League Programme:

1:1 Dedicated Sessions

15 hours of one-to-one online SAT tutoring with a hand-picked, highly experienced Rockstar Tutor (typically 10+ years of expertise).

White-Glove Onboarding

Personal consultation with the Founder & CEO to define goals, plus a dedicated student call to ensure a perfect tutor match based on learning style.

Systematised Preparation

A fully structured, retention-based test-prep plan, personalized homework, a unique flashcard library, and full-length practice tests conducted under timed, official conditions.

Administrative Care

Full guidance on test-optional strategies, course choices, and target score ranges. We also cover the registration fees for up to two SAT sittings as part of your package.

Responsive Communication

A committed 24-hour email/text response policy from the Rockstar Tutors team ensures every question is handled promptly.

The Difference: Why This Service Stands Alone

While our College Pathway Pro package is comprehensive, the Ivy League Scholar-Athlete Programme is differentiated by four crucial features:

1. **Limited Cohort:** Access to a small, invite-only community of high-achieving student-athletes, granting exclusive workshop and community event access.
2. **Senior Consultant:** Guidance from a dedicated, senior consultant with a strictly capped caseload, ensuring more detailed focus and proactive guidance for your specific application.
3. **Built-in SAT Mastery:** Integration of 15 hours of top-tier, 1:1 SAT tutoring.
4. **Enhanced Recruitment Assets:** Superior video production and priority coach targeting tailored specifically for high-academic programmes.

Outcomes & Expectations

We do not guarantee admission to any particular university or a specific test score. Admissions decisions always rest with university admissions teams.

We do commit to:

- Providing the most comprehensive, personalised service FirstPoint USA offers
- Positioning you as strongly as possible to secure a best-fit university that matches your academic, athletic, and personal goals

IVY LEAGUE SERVICE

\$20,000

SERVICE FEATURES (Also inclusive of all the elements featured in the College Pathway Pro Package)

The first 15 hours of 1:1 online SAT tutoring with Rockstar Tutors, a boutique NYC-based tutoring company.

Personalized test-prep plan, homework, progress tracking, and lesson recap emails –
All facilitated by a tutor with around 10 years of SAT tutoring experience.

Full-length practice SAT tests under timed conditions.

Ivy/Top-30 admissions strategy: Deep-dive academic planning and university list building.

1:1 support on Common App personal essay and up to five supplemental essays.

Supervision of 8 individual university applications from our Head of Admissions.

Two professionally filmed matches.

A condensed “Ivy Reel” tailored for high-academic programmes.

Priority outreach to an agreed list of Ivy/NESCAC/top-30 universities, with
structured follow-up and tracking.

Dedicated senior consultant with a capped Ivy caseload.

Support with internships, summer opportunities, and early career or postgraduate planning.

Access to an Ivy cohort community – Q&A sessions with current
student-athletes and coaches at high-academic universities.

FIRSTPOINT USA TRANSFER SERVICE



The college sports landscape has undergone one of its most significant changes in recent years with the rise in prominence of the NCAA Transfer Portal. This has fundamentally rewritten the rules of how student athletes move between institutions and increasingly how coaches are building their rosters.

Previous rules on transfers meant that students were required to sit out their first year after transferring, however the establishment of a digital marketplace for transfers now gives student-athletes unprecedented freedom to move around.

While the transfer portal offers opportunity, it is also complex and crowded. Many athletes have entered the portal only to find that the “grass isn’t always greener” and often end up without a scholarship offer.

That’s where FirstPoint USA can come in – with our expertise in navigating the transfer portal, combined with our extensive network of coaches, we provide a service which delivers a transfer portal support strategy to ensure you don’t get lost in the noise, increases your visibility, creates a targeted shortlist of realistic options and ensures you are following compliance requirements.



FIRSTPOINT USA TRANSFER SERVICE

SERVICE FEATURES - \$2,500

Dedicated College Placement Consultant

Access To Our Exclusive Athlete Portal

Sports Film Editing and Video Portfolio

Athlete Marketing and Promotion

Pre-Qualification of Athletic Eligibility

NCAA, NAIA & NJCAA Compliance Review

NCAA Transfer Portal Guidance

College Coach Communication Management

University Placement and Planning

Social Media Signing and Commitment Post

GPA Analysis and Calculation

Pastoral Care and Support



COLLEGE PLACEMENT TEAM

Our high touch tailored service provides players and their families with a dedicated College Placement Team member to guide you through every step of the process and support your college soccer journey and placement. With experience of working with thousands of college soccer prospects and a vast network of college soccer coaches, our consultants deliver a comprehensive service, from the initial activation phase to marketing and promotion, and finally onto securing your commitment and being placed.

- Introduction and onboarding
- Regular calls with you and your family
- Academic review and eligibility guidance
- Collate your sporting achievements and performance data
- Build video footage to make your profile stand out
- Enhance your eligibility for admission
- Attending showcase events e.g. MLS Next Cup, Girls Academy, ECNL, USL Academy
- Introductions to shortlisted college coaches
- Guidance on speaking with college coaches
- Liaising with coaches on your behalf to ensure they have every insight they need to consider you for their roster

PASTORAL CARE & TRANSFER SUPPORT



COMPETITIVE ADVANTAGES

At FirstPoint USA, we believe in an athlete-centred, hands on approach and we are here to help players and families every step of the way. From providing a dedicated consultant to our partner clubs to delivering four years of pastoral care throughout a student-athlete's college career, our comprehensive package of services set us apart from the competition.

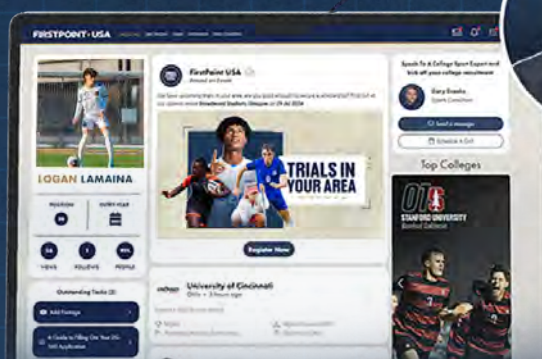
	FirstPoint USA	NCSA	Sports Recruits
Free Online Digital Profile	✓	✓	✓
College Sports Recruiting Platform	✓		
One-to-One Consultations with Student-Athlete and Parents	✓		
Playing Evaluation and Assessment	✓		
General Guidance & College Soccer Recruitment Advice	✓		
Coach Engagement and Coach Communication Management	✓		
Tailored College Placement Service	✓		
Professional Video Editing & Highlight Reel Creation	✓		
Support, Guidance and Soccer Recruitment advice throughout the year	✓		
Dedicated College Placement Consultant	✓		
Athlete Marketing & Promotion	✓		
Coordination of College Coach attendance at events	✓		
Guidance on attendance at Talent ID camps and key events	✓		
NCAA Eligibility Centre - Guidance & Support	✓		
Student-Athlete Pastoral Care (4 Year)	✓		
Transfer Portal Guidance & Support	✓		
One year's Access to SW7 Strength and Conditioning app with tailored S&C program	✓		



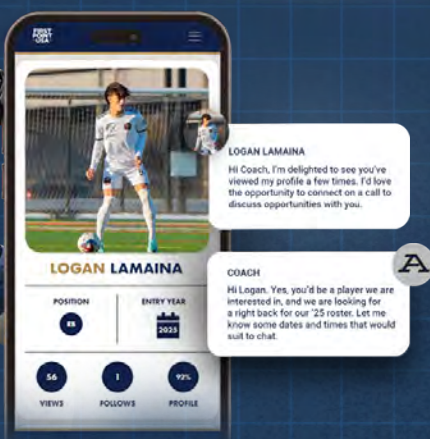
SUPPORT EVERY STEP OF THE WAY

At FirstPoint USA, we understand that pursuing college soccer in the USA is a monumental journey. That's why we are committed to providing unparalleled support and expertise at every single stage of your recruitment process. From our cutting-edge digital recruitment platform that connects you with top college coaches, to our dedicated college placement team offering personalized guidance, we ensure you receive first-class service from your initial assessment right through to your arrival on campus. Our comprehensive approach is designed to empower you, positioning you to fully maximize this life-changing opportunity both on and off the field.

Ongoing guidance
from FirstPoint's
dedicated team.



Digital recruitment
platform that connects you
with top college coaches



Access to training,
marketing resources,
& professional tools.



NAME, IMAGE, LIKENESS



Olivia Dunne
13.6m social media followers

Historically, within NCAA-governed collegiate athletics, student-athletes have been restricted in their ability to make money during their tenure at their chosen institution. More specifically, NCAA athletes have been prohibited from profiting off their name, image and likeness in the same way that their professional counterparts have. Until recently, when legislation changes created a huge opportunity for student-athletes.

What is NIL?

Quite simply, an athlete's "Name, Image and Likeness" are the three key components that make up an individual's legal "right of publicity" in the US. This covers anything from their face appearing on an advert or social media post, an avatar representing them in computer-generated form within a video game or even something as simple as their name appearing on an item of clothing.

NIL legislation has moved the goalposts and given the green light for individuals to monetize their NIL rights in line with state laws, school and conference requirements which all have their own additional policies in place to adhere to.

Businesses across America are now investing millions of dollars in student-athlete and college team endorsements, with many universities now employing NIL specialists to help their students maximize the opportunity. From sports apparel to restaurants, car manufacturers to soft drinks, brands are throwing significant money behind college athletes, targeting those who have a large social media following and engaging content creation.

"The NIL landscape represents a transformative shift in the intersection of college sports and marketing. With the growing influence of digital platforms, student-athletes are becoming central figures in brand promotion, leveraging their online presence to engage with audiences who are more glued to their phones than ever before." Forbes Magazine

NIL has been a game-changer for elite level college athletes, and in 2026 the top ten earners brought in between \$3m to \$5m of NIL income. Leading the way is University of Miami quarterback Darian Mensah, whose NIL valuation is an incredible \$6.5m, while Louisiana State University gymnast Livvy Dunne generated an estimated \$10m in NIL income through her portfolio of endorsement deals during her college career.

By developing your own personal brand, ensuring your social media presence has a professional look and embracing content creation, the sky is the limit for your NIL earning potential.

TESTIMONIALS



“

The Club needed the right level of expertise and experience to deliver this important service for us. We knew FirstPoint had a fabulous reputation internationally and their hands on approach, coupled with their extensive network of coaches, gave them a significant edge over other agencies. The feedback we have had from families since they started has been terrific and their team has been doing a brilliant job for us. We had no hesitation in recommending them to other MLS academies and clubs.

- Tommy Wilson
Technical Director - Charlotte FC

“

Our partnership with FirstPoint USA is hugely beneficial, allowing us to access some of the best soccer talent coming through the US and internationally. The team has vast experience of working with and preparing student-athletes, ensuring they are a best fit match for our program both athletically and academically. Brown University has had some fantastic athletes coming through FirstPoint who have gone on to be great assets for our programs on and off the field, and we are excited to be strengthening our relationship with them.

- Chase Wileman
Head Coach - Brown University Men's Soccer



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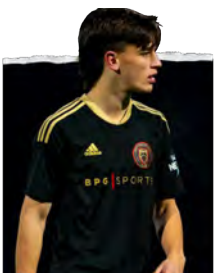
FirstPoint were great in guiding me through the whole process, a lot of which I didn't know about, and I couldn't have done it without them. The recruitment process was really smooth and having said I always wanted to go and live in a big city, to be recruited by Miami was amazing. The university had everything and incredible facilities for the players. I definitely became a much better player during my time there. I played with a fantastic bunch of teammates and now have friends from all over the world as a result.

- Maisie Baker
University of Miami

“

The staff at FirstPoint USA were extremely helpful in helping us to navigate what was a new landscape for us. Your touch points were extremely productive and kept us very informed with every school. We had a dedicated College Placement Consultant who communicated with us regularly and put a lot of time into the process. The team were instrumental in us narrowing down our options and providing us with the necessary information. You are very much appreciated. I recommend you and FPUSA to all families!

- Family of Ashton Bryant
Nashville SC Academy to Florida Gulf Coast University



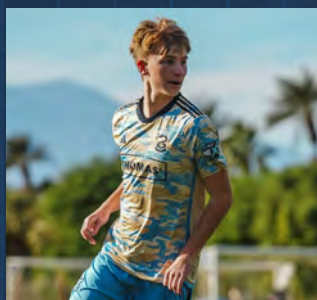
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We'd like to express our heartfelt gratitude for the invaluable support you provided in helping our son, Logan LaMaina, secure a spot with Akron University's men's soccer team. Your expertise and dedication made a significant impact on his recruiting journey, and we are truly appreciative. It was clear that FirstPoint had a comprehensive understanding of the recruiting process and a genuine commitment to helping Logan succeed.

- Parents of Logan LaMaina
University of Akron

A PROVEN TRACK RECORD OF SUCCESS

FirstPoint USA have placed graduating academy athletes into
the following high level NCAA universities in recent years:



GUNNAR GRAHAM
YALE UNIVERSITY



EMILY AULD
UNIVERSITY OF MIAMI



CRISTIAN CHAMORRO
COLLEGE OF THE HOLY CROSS



JAYSON QUINTANILLA
BOSTON COLLEGE



KAI YANDALL
BRYANT UNIVERSITY



KARIN MUYA
UNIVERSITY OF NOTRE DAME



NICHOLAS GREER
DARTMOUTH COLLEGE



TINDRA BIEDERMANN ABERG
QUINNIPIAC UNIVERSITY



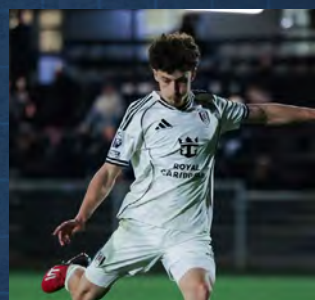
IAN PAOLA
U PENN



OLIVIA POTTER
QUEEN'S UNIVERSITY CHARLOTTE



SERGIO CANOS SENECE
BROWN UNIVERSITY



TOM WINGATE
NC STATE UNIVERSITY



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