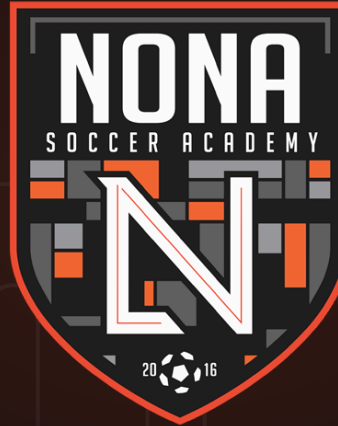




● INSTITUTIONAL PRESENTATION

**DEVELOPING PLAYERS.
BUILDING FUTURES.**

ORLANDO, FLORIDA · EST. 2016

● WHO WE ARE

MORE THAN A SOCCER ACADEMY.

Founded in 2016 in Lake Nona, Orlando, Florida, Nona Soccer Academy was created with a simple belief: soccer has the power to bring people together, inspire young athletes and strengthen communities.

Over the past decade, Nona has evolved from a local soccer academy into a comprehensive soccer organization serving athletes and families across Central Florida.

From recreational soccer to elite competition, education, college preparation, events and the professional pathway, Nona creates opportunities for players at every stage of their journey.



● OUR MISSION

TO CULTIVATE THE EXCITEMENT FOR SOCCER THROUGHOUT OUR COMMUNITIES.

Our mission is at the heart of everything we do.

We believe soccer should be accessible, exciting and meaningful, creating connections between players, families, schools, clubs, businesses and communities.

Every program, event and partnership we build has one common objective.

MAKE PEOPLE FALL IN LOVE WITH THE GAME.

● OUR VISION

DEVELOP PLAYERS. BUILD FUTURES.

03

We envision a soccer organization where every athlete can discover their passion, develop their potential, compete at their level, pursue their dreams and create opportunities for their future.

OUR APPROACH IS BUILT AROUND FIVE PILLARS

**PLAYER DEVELOPMENT · EDUCATION · COMPETITION · COMMUNITY ·
OPPORTUNITY**

NONA SOCCER ACADEMY · ORLANDO, FLORIDA · EST. 2016



10 YEARS OF GROWTH

04



2016

THE BEGINNING

Nona Soccer Academy is founded in Lake Nona, Orlando, with a mission to cultivate the excitement for soccer throughout our communities.



2017 TO 2020

BUILDING THE FOUNDATION

Expansion of recreational and competitive programs, and the development of a growing soccer community in Central Florida.



2021

THE NONA CUP IS BORN

Nona launches the Nona Cup, a platform that brings clubs, athletes, families and communities together through competitive youth soccer.



2022 TO 2024

EXPANDING THE ECOSYSTEM

Growth across competitive soccer, tournaments, community programs and strategic partnerships.



2025

A NEW LEVEL

Nona expands its competitive pathway with MLS NEXT, while continuing to grow its programs, events and player opportunities.



2026

10 YEARS OF NONA

A decade of developing players, building community and creating opportunities.

The next chapter starts now.

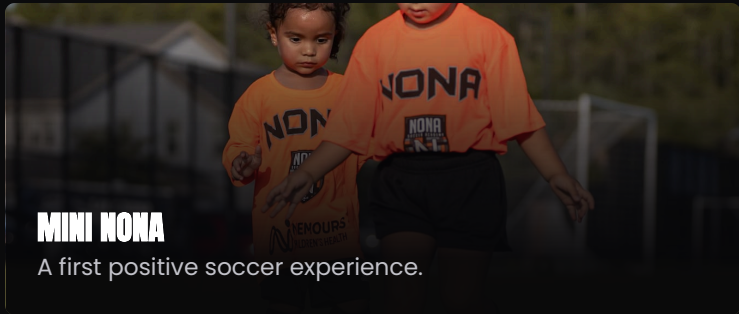
ONE CLUB. MULTIPLE PATHWAYS. ENDLESS POSSIBILITIES.

Nona is designed to provide a pathway for athletes from their first experience with soccer through advanced competition and opportunities beyond youth soccer.

**MINI NONA → RECREATIONAL → EVO → COMPETITIVE → MLS NEXT / NAL / FAL → USL ACADEMY →
COLLEGE / PROFESSIONAL → NONA FC**

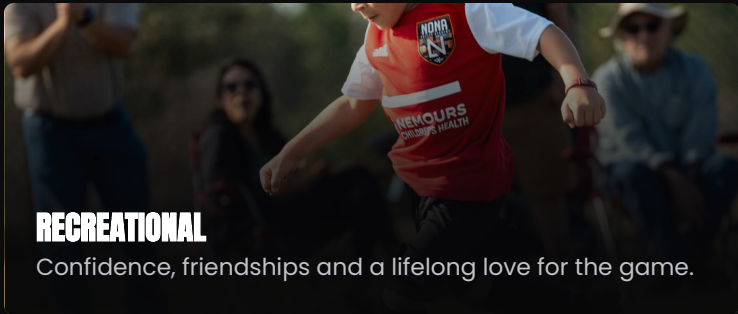
Not every player follows the same path. Our responsibility is to create the right path for every player.

A PROGRAM FOR **EVERY** PLAYER



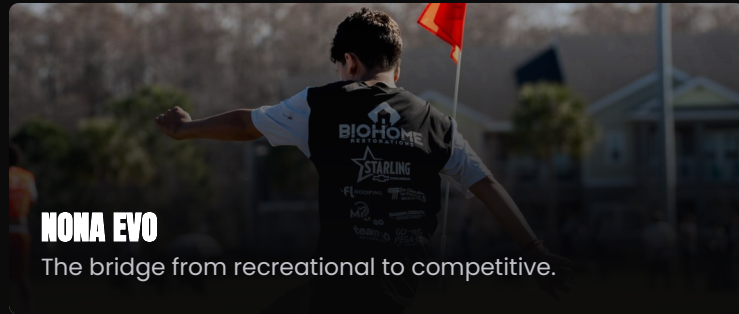
MINI NONA

A first positive soccer experience.



RECREATIONAL

Confidence, friendships and a lifelong love for the game.



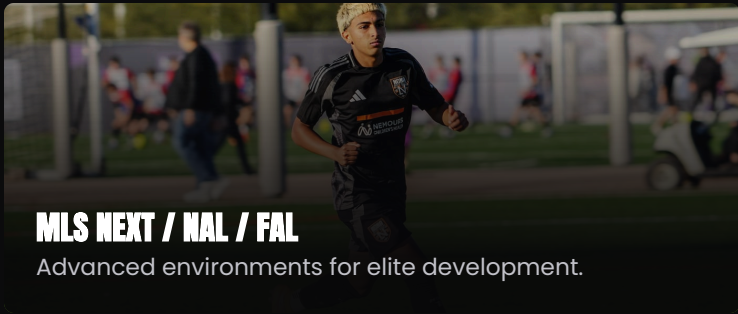
NONA EVO

The bridge from recreational to competitive.



COMPETITIVE

Structured development and high-level competition.



MLS NEXT / NAL / FAL

Advanced environments for elite development.



USL ACADEMY

Youth development meeting the next level.



NONA FC · USL2

A bridge toward college and professional soccer.



COLLEGE PREP

Navigating the college recruitment process.



NONA SOCCER INSTITUTE

Academics and high-performance soccer together.

DEVELOPING THE COMPLETE ATHLETE

At Nona, development is about more than what happens during a game.

TECHNICAL

Ball mastery, passing, finishing and individual skills.

TACTICAL

Decision-making, game understanding and positional intelligence.

PHYSICAL

Athletic development, movement and performance.

MENTAL

Confidence, discipline, resilience and leadership.

PERSONAL

Character, responsibility and life skills.

We develop players for the game, and people for life.



WHERE NONA TRAINS

Three venues across Lake Nona and Orlando support the club's daily training and competition.



HEROES COMMUNITY PARK

A modern, well-kept complex built for high-intensity sessions and competitive match preparation.



FAITH CHRISTIAN ACADEMY

A structured training environment with multiple fields and a consistent, professional daily routine.



AUSTIN-TINDALL SOCCER COMPLEX

Frequently used for high-level training, showcases, combines and competitive events.

● LAKE NONA PERFORMANCE CLUB

ELITE PERFORMANCE STARTS HERE

A CENTER OF EXCELLENCE IN ATHLETIC PERFORMANCE

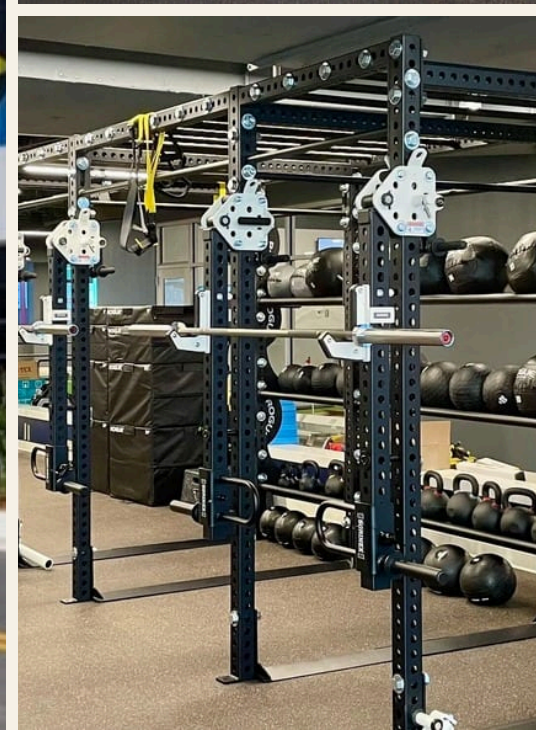
INSIDE THE CLUB

**STRENGTH & CONDITIONING
SPEED, AGILITY & POWER
INJURY PREVENTION & RECOVERY
PERFORMANCE MONITORING**

A TRUE COMPETITIVE ADVANTAGE.

NONA SOCCER ACADEMY · ORLANDO, FLORIDA · EST. 2016

09



● EDUCATION & OPPORTUNITY

THE GAME IS ONLY PART OF THE JOURNEY.

We believe every athlete should be prepared for life beyond soccer. Through our College Prep and Soccer Institute programs, Nona connects athletic development with academic preparation and future opportunities.

Success is not defined by whether a player becomes a professional soccer player. Success is helping every player reach their potential.

PREPARE ATHLETES FOR EVERY POSSIBLE FUTURE

COLLEGE • PROFESSIONAL SOCCER • CAREERS • LEADERSHIP • LIFE

NONA SOCCER ACADEMY • ORLANDO, FLORIDA • EST. 2016

10



SOCCER BRINGS PEOPLE TOGETHER.

The word community is part of our mission for a reason. Through soccer, we create relationships that extend far beyond the field.

NONA WORKS TO CONNECT

**ATHLETES · FAMILIES · SCHOOLS · BUSINESSES ·
COMMUNITY ORGANIZATIONS · UNIVERSITIES ·
PROFESSIONAL ORGANIZATIONS · SOCCER CLUBS**

We believe a strong soccer community creates a stronger community.



WHERE SOCCER MEETS COMMUNITY



Created in 2021, the Nona Cup has become an important part of the Nona ecosystem.

The event brings together clubs, athletes, coaches, referees, families and businesses for a celebration of youth soccer.

MORE THAN A TOURNAMENT. A COMMUNITY EXPERIENCE.

But the numbers only tell part of the story.

NONA CUP 2025

362
TEAMS

602
GAMES

30,000+
PEOPLE

35
FIELDS

7
LOCATIONS

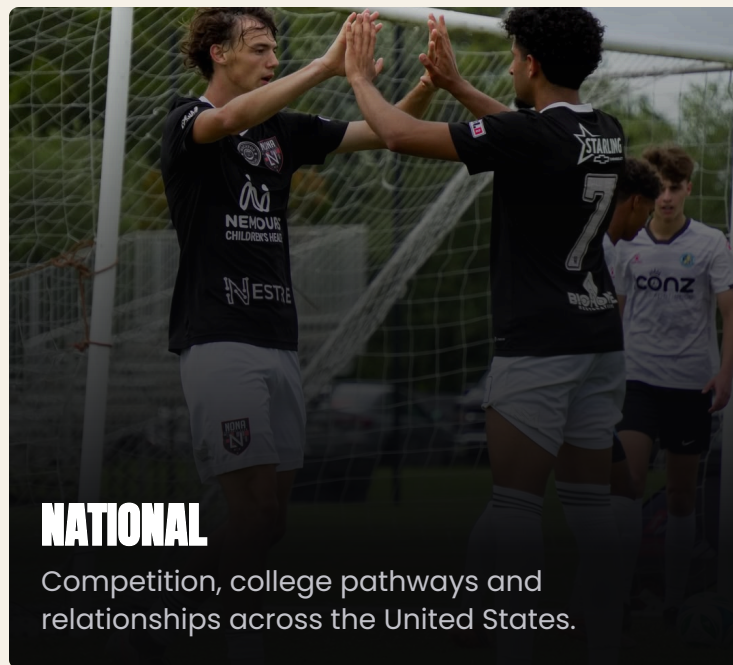
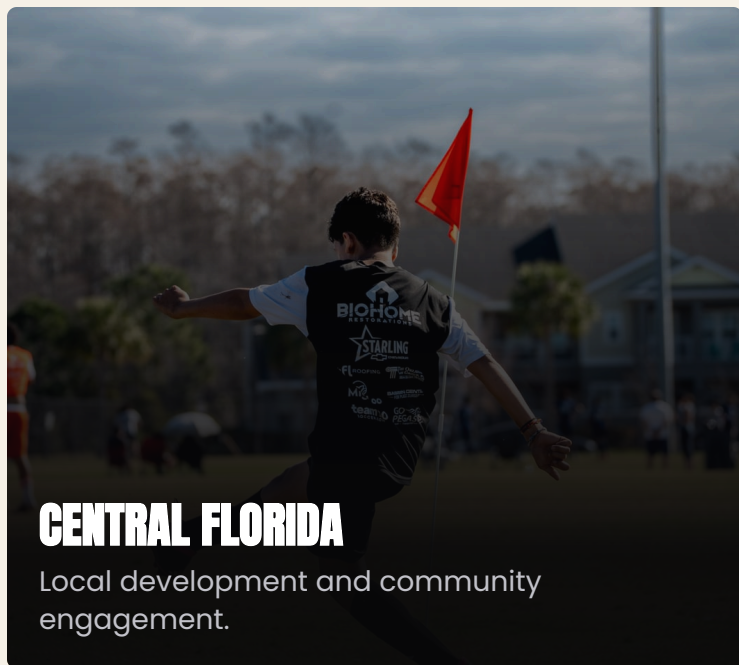
174
REFEREES

61
FINALS

● OUR REACH

FROM LAKE NONA TO THE WORLD

Nona continues to build connections between Central Florida and the broader soccer community.



Our goal is to build bridges through soccer.

● OUR PARTNERS

STRONGER TOGETHER.

Our growth has been supported by strategic partnerships with adidas, Nemours Children's Health, MLS NEXT, USL, Tavistock, Experience Kissimmee, Faith Christian Academy, Team10 and Coimbra Sports, alongside our growing network of community, education and soccer partners.



Partnerships create opportunities.



A DECADE OF IMPACT

10

YEARS

Developing players and building community.

1,500+

ATHLETES

Across our growing soccer ecosystem.

25K+

SOCIAL COMMUNITY

Across our digital platforms.

1.3M+

MONTHLY VIEWS

Connecting Nona with the broader soccer community.

MLS NEXT

ELITE PATHWAY

Advanced youth competition.

USL2

PROFESSIONAL PATHWAY

A bridge toward the next level.

30,000+

NONA CUP ATTENDEES

Bringing the soccer community together.

15

BUILDING MORE THAN ATHLETES

Nona uses soccer as a platform to create positive impact beyond competition. We want our athletes to leave Nona with more than soccer memories.

OUR INITIATIVES

COMMUNITY ENGAGEMENT
EDUCATION
LEADERSHIP
CHARACTER DEVELOPMENT
SOCIAL RESPONSIBILITY
FAMILY ENGAGEMENT

We want them to leave with values that last a lifetime.



THE NEXT 10 YEARS START NOW.

FACILITIES

Expanded fields, performance spaces and athlete resources.

PLAYER DEVELOPMENT

Stronger pathways from recreational soccer to elite competition.

EDUCATION

Expanded college preparation and academic partnerships.

PROFESSIONAL PATHWAY

Continued connection between youth, college and professional soccer.

COMMUNITY

More programs, events and opportunities throughout Central Florida.

GLOBAL CONNECTIONS

Building relationships with clubs and organizations around the world.



● OUR PROMISE

EVERY PLAYER HAS A STORY.

Some players will play recreational soccer. Some will compete at the highest youth levels. Some will play in college. Some may become professional athletes. And some will simply discover a lifelong love for the game.

Every journey is different. Our job is not to decide how far a player can go.

OUR JOB IS TO HELP THEM DISCOVER WHAT IS POSSIBLE.



● 10 YEARS OF NONA

2016 → 2026

ONE MISSION.
ONE COMMUNITY.
ONE GAME WE LOVE.

TO CULTIVATE THE EXCITEMENT FOR SOCCER THROUGHOUT OUR COMMUNITIES.

● NONA SOCCER ACADEMY

DEVELOPING PLAYERS. BUILDING FUTURES. STRENGTHENING COMMUNITIES.

ORLANDO, FLORIDA
EST. 2016

THE NEXT 10 YEARS START NOW.