



# FOR HOME TRAINING

YOUR ULTIMATE HOME TRAINING EXPERIENCE.

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# WE'RE **LEADING** A REVOLUTION IN FOOTBALL TRAINING

At Elite Skills Arena (ESA), our products are **built around the philosophy of deliberate practice:** intense repetition combined with expert feedback.

Our team brings together expertise in elite football coaching, technology, and manufacturing to build the most advanced training equipment in the world, **trusted by many of football's leading clubs.**

Our mission is to empower coaches, delivering meaningful results in technical development, tactical awareness, and rehabilitation programmes.



# ... AND DON'T JUST TAKE OUR WORD FOR IT



Chris YORK  
Product Owner (Georgia, USA)



I have two daughters who are avid soccer players and they absolutely **love the ICON Fast Feet**. It gives them an opportunity to work indoors and outdoors while improving their touch in small spaces.

The competitive element associated with the various Training Modes creates a great learning environment.”



# PRODUCT BENEFITS

- Used by some of the world's top clubs and players for training purposes.
- Different training exercises developed by professional coaches to test a range of attributes.
- Operated by our easy to use mobile application, the ESA Controller, for full control over training.
- Ability to monitor scores through our database portal, the ESA Data Hub, so players can track their training and compete to beat their high-scores, as well as the scores of players from around the world.
- Products proven to develop core attributes. Great for injury rehabilitation and maintaining sharpness.
- Sessions can be as intense as you want them to be. The products can be used in short 30 second – 1 minute sessions, or 20 minute long training programs, for tailored personal training at home.



# HASSLE-FREE PURCHASE

Included within any purchase as standard:

- Complete branding of the product, choice of colour and design.
- Installation can be done by customer in less than 10 minutes, requiring no specialist equipment. ESA on hand to assist by video call if required.
- 2-year warranty & servicing included within purchase price.
- All necessary power requirements, with mains or battery options available.
- Fully Weatherproof, can be placed indoor or outdoor.
- Payment by bank transfer, credit card, with payment plans also available.



# ENHANCE YOUR PERFORMANCE WITH DATA

- **Benchmark Performance:** Our Data Hub allows players to benchmark their scores across a range of specialised training programmes.
- **Track Improvement:** Our platform makes it easy for users to spot problem areas, as well as track developments made in a player's progression over a period of time.
- **Engage Players:** ESA kit introduces a fresh, competitive element to training, boosting player engagement, and sharpening their hunger to improve.
- **Get Competitive:** Players can compete against their own score or others on global leaderboards.

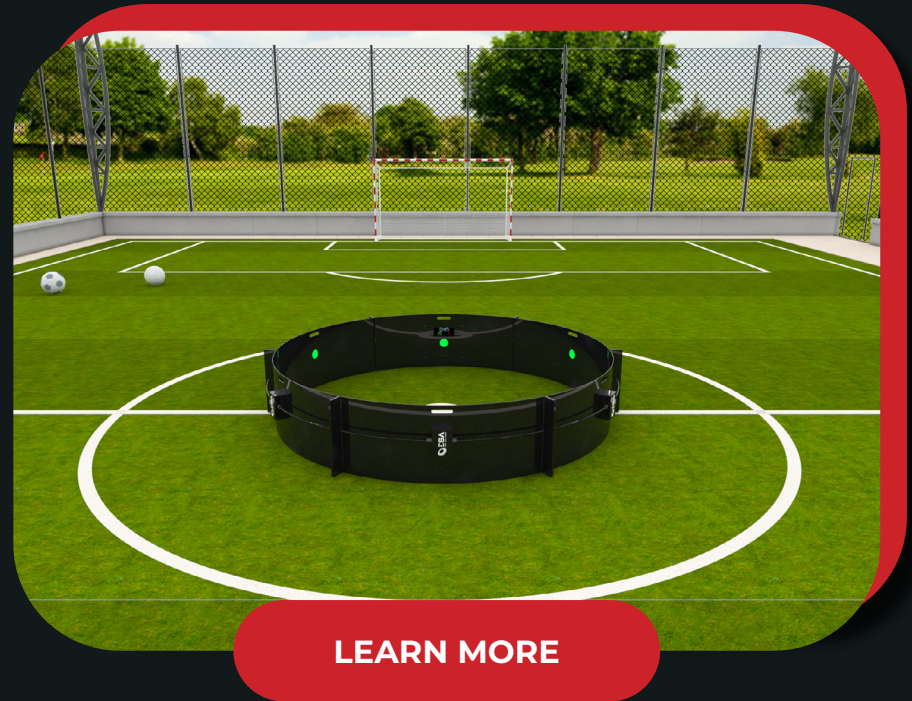


# ICON FAST FEET

Designed to fit into tight spaces, the ICON Fast Feet is all about intensity, developing a players skills around close control, reaction time, and body manipulation.



- 2.5M in diameter, our most intense ICON
- 9 professionally designed training programmes
- Detailed performance data from vibration sensors
- Great for young players, shop activations & events



[LEARN MORE](#)



Adam LALLANA  
Brighton & Hove Albion



Nowadays football is becoming more demanding technically. The ICON Fast Feet is brilliant for improving all of the fundamental attributes players need to be successful. It has also been a great fitness and rehabilitation aid, where I could speed up recovery times and get up to full match fitness.”

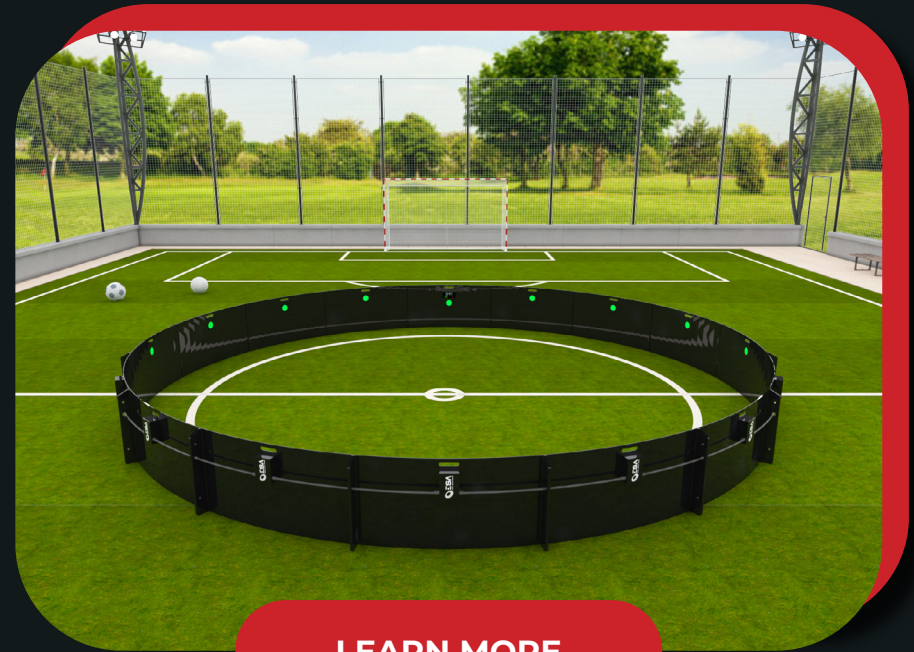


# ICON 3.0 (4M)

Designed to replicate match-realistic movements, players can fine-tune vital attributes like close control, passing accuracy, awareness, and much more. It's also a great tool for rehabilitation after injury, facilitating controlled, low-impact training, as a stepping stone to full-contact.



- 40-50 touches in a minute, the same as 90-minute match
- 9 professionally designed training programmes
- Detailed performance data from vibration sensors



[LEARN MORE](#)



Yannick BOLASIE  
DR Congo



The ICON 4M has benefited me and done a lot more for my game than I anticipated. When things come naturally to me in games I know that a lot of it has come from training within the ICON in a small space. I train in the ICON a minimum of 3 times a week and it has become indispensable.”





# OUR JOURNEY

Many great products begin life on a piece of paper. Our Founder sketched out the first ICON in 2014, shortly after selling AFC Bournemouth. Having taken the club from the bottom end of League Two through to Premier League contention, he was no stranger to the impact that great coaching can have on player development.

Nine years later, **ESA supplies cutting-edge training technology to some of the world's best clubs and academies. We empower coaches with data**, allowing them to focus on the specific attributes required to enhance performance on the pitch.

Our product range is the result of **years of research and development**, in consultation with some of football's leading coaches.

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