

BUILT FOR MODERN SPORT

IDENTITYPRO

ADVISORY. VENTURES. OWNERSHIP.

This comprehensive model aligns Direction, Authority, and Execution to convert competitive intent into sustained performance.

INTRODUCTION

Welcome to Identity Pro

Identity Pro operates at the intersection of **sport, strategy, technology, and ownership.**

We are building a strategic platform designed to support organisations, founders, and ownership groups through three connected verticals: Advisory, Ventures & Technology, and Club Ownership.

| What often appears to be a performance issue is, in reality, a structural issue first.

Our ambition is to help shape stronger organisations, better leadership, more informed ownership decisions, and the next generation of ventures influencing modern sport.

Why Now



COMPLEXITY

Modern sport is entering a period of structural transformation.

Sporting organisations are becoming more complex and require stronger leadership, governance, and execution.

Ventures & Technology is reshaping how value is created, how decisions are made, and how markets evolve.

At the same time, ownership groups and investors are demanding sharper judgement, better structures, and more disciplined strategic thinking.



TECHNOLOGY



OWNERSHIP

This creates a clear opportunity for leaders, founders, and ownership groups who can operate with stronger structure, sharper decision-making, and more relevant execution.

The Problem

Despite industry evolution, the same structural weaknesses continue to appear across organisations, ventures, and ownership environments.

**Strategy without governance creates
creates ambition without discipline.**

**Governance without systems creates
creates leadership without execution.**

**Systems without direction create
activity without strategic intent.**

What often appears to be a performance issue is, in reality, a structural issue.

We approach performance and growth through three connected domains.

Direction

Identity, positioning, and long-term intent.

Authority

Governance, decision rights, and leadership discipline.

Execution

The systems that translate strategy into measurable outcomes.

When these three areas are aligned, organisations, ventures, and ownership groups are better equipped to operate with clarity, resilience, and consistency under pressure.

THE PLATFORM

One Platform. Three Connected Verticals.

Identity Pro brings together three focused areas of work designed to support the future of modern sport.

Advisory

ORGANISATIONAL PERFORMANCE

Strategic support for clubs, leadership teams, and organisations seeking greater clarity across structure, governance, alignment, and direction.

Ventures & Technology

INNOVATION & GROWTH

Selective partnership with founders and businesses shaping the future of sport, AI, data, and technology.

Club Ownership

ATHLETE & COACH PROFILING

Strategic support for buyers, sellers, and ownership groups navigating acquisition, sale, transition, and long-term value creation.

Strategic support for buyers, sellers, and ownership groups navigating acquisition, sale, transition, and long-term value creation.

How They Connect

Identity Pro is not three separate offers. It is one integrated platform where insight from one domain strengthens execution in another.

01 Advisory

Keeps our work grounded in the realities of leadership, structure, governance, and decision-making inside sport organisations.

02 Ventures & Technology

Keeps us close to the founders, products, and market patterns shaping the future of the industry.

03 Club Ownership

Brings that perspective into acquisition, transition, value creation, and long-term strategic stewardship.

Better structure creates. better performance.

Why Connection Matters

Advisory keeps our thinking grounded in real operating environments.

What we see through Ventures & Technology sharpens our view of where innovation and value are emerging.

What we learn through Club Ownership brings those insights into higher-stakes strategic decisions around clubs, assets, and long-term growth.

"When structure is weak, pressure creates volatility instead of resilience."

How We Work

A practical model designed to create structural clarity and support better execution.



Diagnose

We diagnose strategic, governance, and operating gaps.



Design

We design the right structure, decision architecture, and performance model.



Align

We align leadership, systems, and execution around a clear direction.



Support

We support clients as they embed change and scale with greater discipline.

This model applies across organisations, ventures, and ownership situations, while adapting to the context of each engagement.

STRATEGIC IMPACT

Value Creation

When the structure is right, organisations perform with greater clarity and opportunities are pursued with stronger discipline.



FOR ORGANISATIONS

That means stronger alignment, clearer decision-making, and more resilient operating structures over time.



FOR VENTURES

It means sharper positioning, stronger commercial foundations, and better readiness for growth, partnership, or investment.



FOR CLUB OWNERSHIP

It means better judgement around acquisition, governance, transition, and long-term value creation.

CONNECTED NETWORK

The Identity Pro Ecosystem

Identity Pro Group operates across a connected ecosystem of sport organisations, innovation, ownership, technology, and capital.

We work with professional clubs, leagues, federations, founders, operators, sports technology businesses, strategic partners, ownership groups, and capital sources contributing to the next phase of growth in sport.

Our role is to bring structural clarity across that ecosystem and help connect organisations, innovation, ownership, and strategic opportunity more effectively.



The Identity Pro Flywheel

01 Access

Trusted relationships across clubs, leagues, leadership networks, and ownership environments.

02 Insight

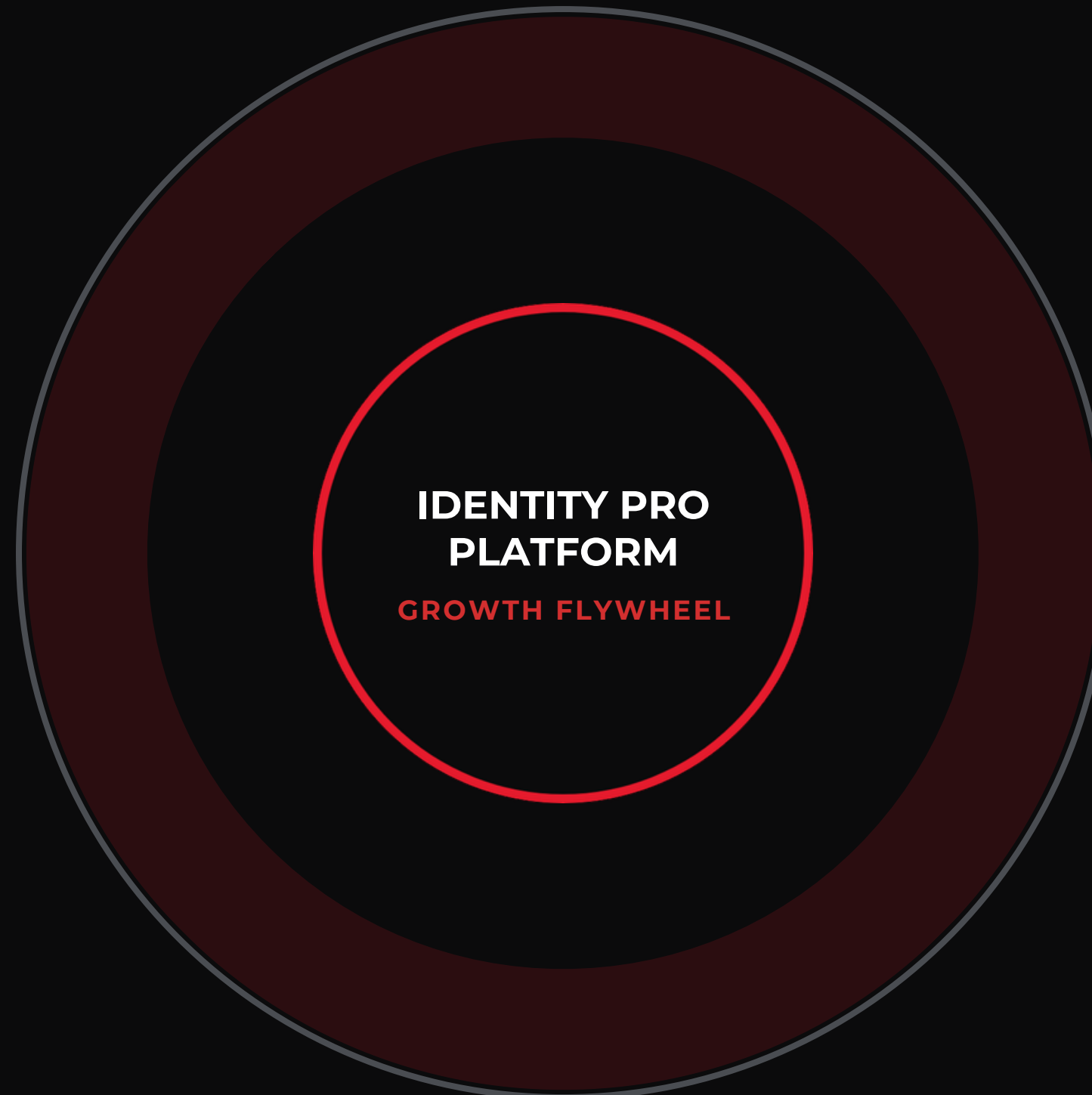
Direct view of structural problems, buyer demand, and what actually gets adopted.

03 Ventures & Technology

Support and partner with founders building solutions for the ecosystem.

04 Ownership

Apply that insight to ownership, investment, transaction, and club transition opportunities.



WHY IDENTITY PRO GROUP

Rare Combined Capabilities

Identity Pro combines capabilities that are rarely found together in one platform, allowing us to bridge the gap between sport reality and strategic execution.

✓ **Sport Literacy**

We bring deep understanding from inside elite sport environments, and clear insight into how pressure affects leadership and decision-making.

✓ **Strategic Architecture**

We bring structured thinking that helps shape identity, positioning, and long-term direction beyond short-term pressure.

✓ **Governance Discipline**

We bring rigorous focus on how decisions are made, protected, and executed across organisations and ownership environments.

Focused Strategic Support

Identity Pro offers focused strategic support for organisations, founders, and ownership groups who need sharper direction.

Executive Diagnostic

A focused strategic session for leaders who need immediate clarity on structure, governance, positioning, ownership context, or key decisions.

Advisory Sprint

A short, outcome-led engagement designed to review a defined challenge and deliver practical recommendations across strategy, positioning, go-to-market logic, ownership questions, or operating priorities.

Ongoing Advisory Support

Monthly support for leaders, founders, and ownership groups who need structured strategic input over time as they navigate complexity, build traction, or refine direction.

Bespoke Advisory Mandates

Custom advisory support for organisations, ventures, or ownership situations requiring deeper strategic work, transaction support, transformation, or tailored advisory design.

LEADERSHIP

Scott Miller

Founder, Strategic Advisor & Venture Partner

Identity Pro Group was built from experience inside elite sport to bridge the gap between strategic thinking, organisational design, innovation, and ownership.

Scott brings an experienced perspective shaped by leadership and coaching roles across the Premier League, A-League, Danish Superliga, international football, and broader high-performance sport.

That experience now informs a strategic platform focused on helping organisations, ventures, and ownership groups operate with stronger clarity, structure, and decision discipline.



OUR DIFFERENTIATOR

- ✓ Elite sport insight
- ✓ Strategic architecture
- ✓ Governance design