

SHIFT.

Athlete to Entrepreneur

Programmes designed for elite athletes to turn their ideas into profit making businesses.



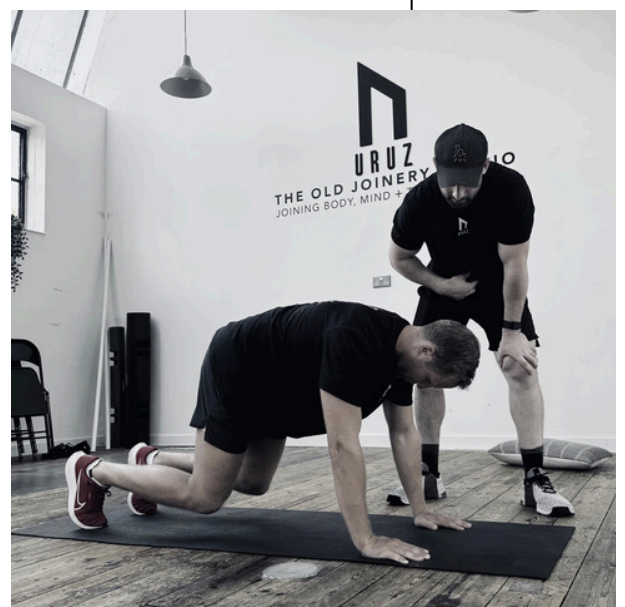
Winning Beyond the Game.



You've trained your entire life to win. You know what it takes to perform under pressure, push beyond limits, and achieve success. But what happens when the game ends? How do you apply everything you've learned as an athlete into building a business that works?

The SHIFT business programmes are practical and no-nonsense, designed specifically for athletes who want to launch and grow their own businesses.

No corporate job hunting. No passive investment schemes. Just battle tested strategies and hands-on support to turn ideas into profitable businesses.



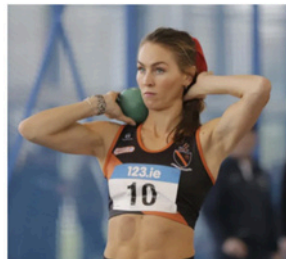
Who is it for?

- Athletes who are still competing and want to prepare for life after sport.
- Those nearing retirement, looking to take control of their future.
- Players who have had their contracts end and need a new direction.
- Former athletes who want to start something but need support and direction.

You're not alone.



Toby Knight –
Saracens RFC



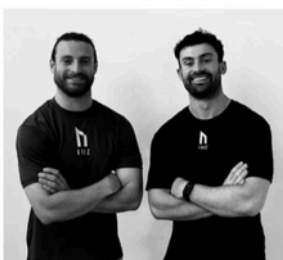
Jess Tappin –
Ex Team GB



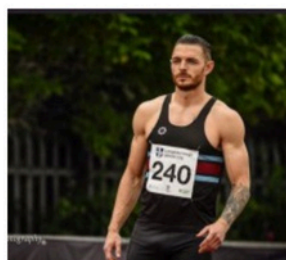
Calum Clark –
Saracens RFC



Heather Fisher –
Ex England Rugby



Dom and Oli Morris –
Premiership Rugby



Dan Putman –
British Athletics



Louie Johnson –
Saracens RFC



Joe Poduslenko –
AAA Baseball

What you will get.

1. Clarity

- Discover how to apply your unique strengths beyond sports.
- Develop the vision for your business idea with a roadmap to achieve it.

3. Expert Mentorship

- Learn from experts who've been there and done it, to understand the challenges and opportunities athletes face.
- 1:1 advice to help and support to help you make the best decisions.

2. Tools and Resources

- Practical frameworks to help you plan, execute, and sustain your venture.
- Step-by-step guidance on launching your business.

4. Confidence

- Confidence in your ability to succeed beyond sports.
- A tested framework for starting a business.
- The tools to generate long-term financial stability and fulfilment.



Why Shift?

- ✓ Athlete-focused. Built for people who think, train, and perform differently.
- ✓ Real business skills. You get practical, tested business strategies that work.
- ✓ Taught by experts, backed by experience - Learn from business pros who know what it takes.
- ✓ Flexible and actionable not endless theory. Everything is designed to get you moving.

What the course covers.

The athlete-to-business owner mindset	Business validation: Is your idea worth pursuing?	Flying solo or building a team, and who does what?	Understanding your customers and what they want.
How to tell your story and connect with your audience.	Turning your idea into something that people want.	How not to run out of money: The financial gameplan.	Delivering an outstanding customer experience
How to attract and win customers... and get paid for it.	Creating a brand identity that is more than a logo.	Getting ready to launch your business to the market.	What happens after launch?



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Engaging, energising, and easy. The Growth Edge provided exactly what I needed to guide my thinking and actions. The relationship we built was strong enough to challenge me when I needed it, whilst also encouraging me to keep moving forward in the face of the challenges that come with getting any business up and running.

Calum Clark, Ex-Saracens RFC and Founder of Innate High Performance

How it works for you:

Four Options

	Bronze	Silver	Gold	Platinum
Perfect for	Self-starters	Guided learners	Personalised growth	All in, one-to-one
Format	Self-led	Group + 1:1	Fully 1:1	Concierge
13 recorded modules	✓	✓	✓	✓
Digital Workbooks	✓	✓	✓	✓
Community Forum	✓	✓	✓	✓
Business Validation Report	✗	✓	✓	✓
Live Group Workshops	✗	✓	✗	✗
Weekly 1:1 Mentorship	✗	✗	✓	✓
Custom Business Map	✗	✗	✓	✓
Brand + Offer Review	✗	✗	✓	✓
Brand + Website Build*	✗	✗	✗	✓
In-VIP Launch Retreat	✗	✗	✗	✓
12 Month Advisory	✗	✗	✗	✓
Admin Support + Equity Prep	✗	✗	✗	✓

How much is it?

Four Levels

BRONZE

SILVER

GOLD

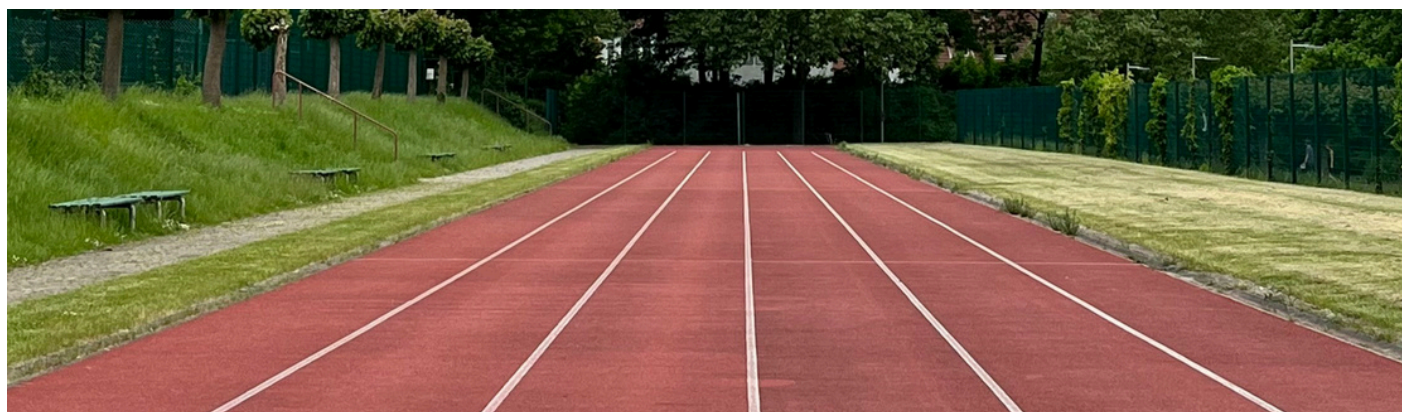
PLATINUM

£500

£1,500

£5,000

£50,000



Take the first step.

Your next big win starts here. Secure your spot in the Athlete Progression Programme today and build your future beyond the game. Drop tim@shiftelitesport.com a line to schedule a call and we'll answer your questions and dive into some more detail

Make the Shift.

VISIT THE WEBSITE TO FIND OUT MORE, RESERVE YOUR SPACE OR BOOK A CALL

WWW.SHIFTELITESPORT.COM