



NRG Digital Systems Limited : Pitch Deck - **Page 1**

# NRG Digital Systems Ltd + Goal Gurus

We are NRG Digital Systems Ltd.

*Goal Gurus is our fan facing brand which incorporates our experimental prediction league table.*

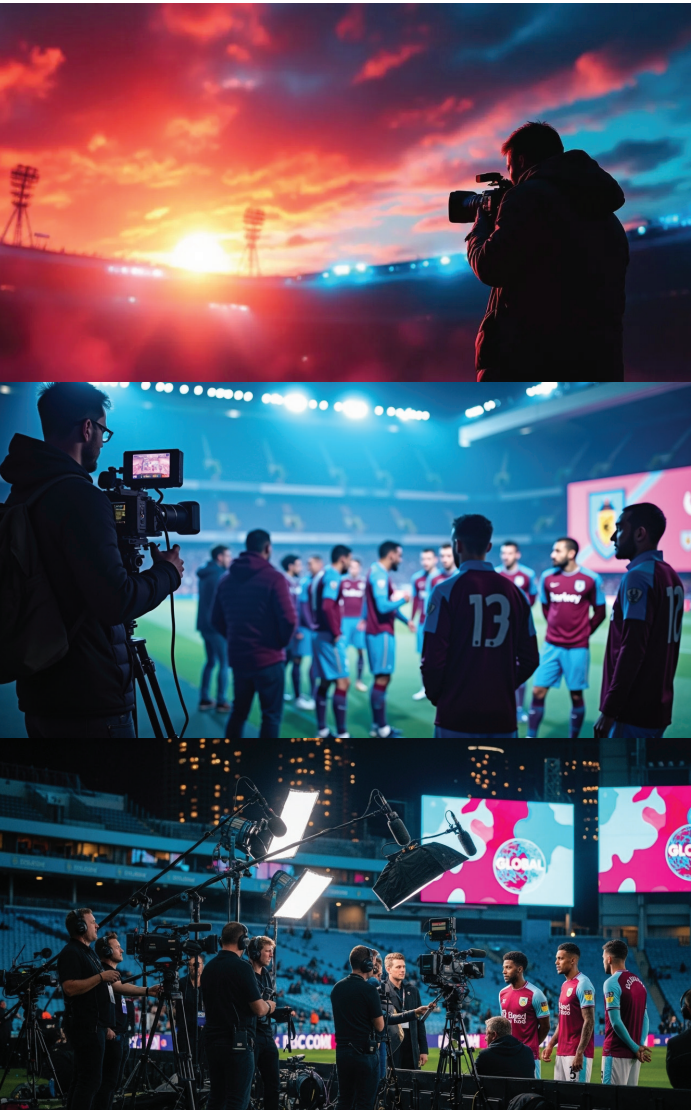


# GOAL GURUS

Pioneering AI-driven websites for football clubs.

For more information on each aspect of this pitch please visit:

**[www.nrgdigitalsystems.co.uk](http://www.nrgdigitalsystems.co.uk)**





## How It Started - Our Story & Opportunity

Who we are:

NRG Digital, led by Gary Wilkie (25 yrs experience).

How we spotted the AI boom.

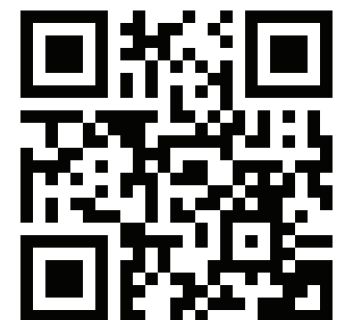
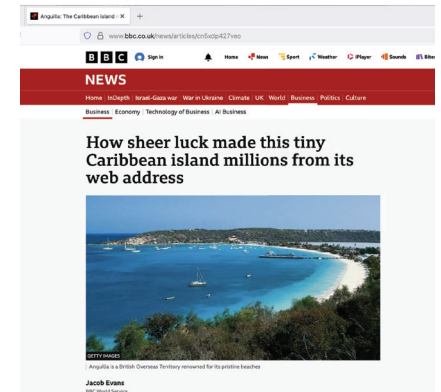
Back in September 2023 we secured the “primary protocol” domains

Fans type safc.com. We secured → safc.ai – and 60+ similar domains.

**SECURED ! £100k SEIS SEED / Gov. funding backing.**

**Mission:** *To give clubs a safe way to experiment with AI before it becomes mainstream.*

*We're not here to replace official club sites, but to give clubs a safe innovation sandbox.*





## How It Is Going - Where We Are Now ?

**Experimental sites live:**

**Burnley, Villa, Everton, Leeds, Celtic, Spurs. + Many more.**

**Early-stage catalysts, designed to pique interest and test ideas.**

**AI capabilities:**

**Content updates, AI image/video generation as well as AI news updates.**

**Commercial partnerships**

Partnering with Subway (multi-store North East franchise) to promote our Goal Gurus Prediction League — driving regular fan engagement with Sunderland AFC and Newcastle United supporters.

*This is early experimental content – the opportunity is what we can build together.*

**At this stage it is purely designed to spark interest & conversations with clubs.**





## Real-World Credibility



**Case study: [www.nissangym.co.uk](http://www.nissangym.co.uk)**



**Nissan Gym AI project : AI portal for NMUK staff gym.**

Alongside our football AI projects, our Project Lead Gary Wilkie has been commissioned through sister company NRG Digital to develop an AI-driven portal for Nissan's Sunderland plant.

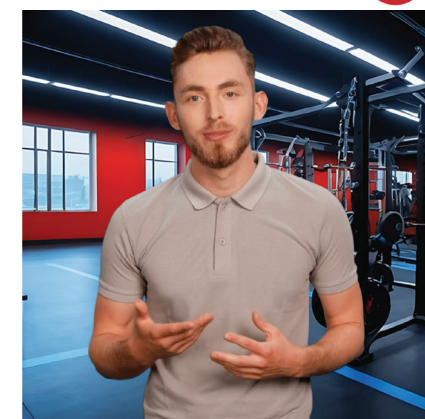
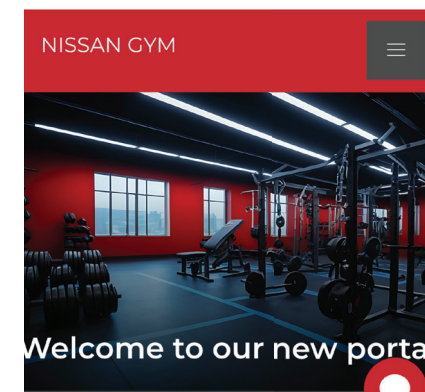
Of the 6,000 employees at NMUK, over half are gym members.

Nissan asked us to apply AI to improve safety, efficiency, and member experience.

This project is entirely separate from Goal Gurus, but it demonstrates our ability to deliver real-world AI solutions for major organisations — trusted by global brands.

**We're not just theorising, we're delivering AI for major organisations.**

*Trusted by global brands like Nissan — now bringing the same expertise to football.*



Gym AI Assistant

I'm your virtual assistant - here to help you report broken equipment, find answers in our FAQs, or get in touch with the gym manager.

Lets get started - what's your name?

Name \*

NRG DIGITAL

Submit

## Options for Your Club



- 1. Partnership – Retainer-based collaboration.**  
**Work with your media team, background AI sandbox.**



- 2. Domain Ownership – Make an offer, take full autonomy.**



- 3. Hybrid – Test with us now, retain option to take over later.**

*Partnership – Work with us via monthly retainer.*

*Ownership – Make an offer for the domain.*

*Hybrid – Start in partnership, option to take over later.*



## Why Act Now?

**Be the first club in your league to go AI.**

**Early adopters gain PR, fans, and sponsor visibility.**

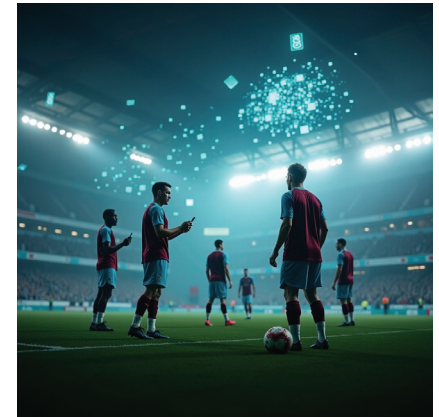
**Global momentum: Adobe + NFL partnership, BBC spotlight.**

**AI curve is steep – early adopters get PR value, learning curve advantage, and new revenue models.**

**Global Sports Franchises are already experimenting!**

**FIFA World Cup 2026 + UEFA Euro 2028 in UK/Ireland will accelerate demand for AI fan experiences.**

*If you can't beat them, join them!*



### **NFL and Adobe Launch AI-Powered Fan Experience Partnership**

Wednesday, April 23, 2025 05:00 AM

[Download the PDF](#)





## Partnership Packages

### Professional (£1,000/m)

Retainer, safeguard domain, background development, content experiments, early R&D.

### Elite (£2,000–£2,500/m)

Standalone server sandbox (ring-fenced, secure).

Deeper integration with club media team.

AI chatbot development.

Exit-ready solution (easy to transfer if the club later brings it in-house).

### Enterprise (POA)

All of the above plus → Fully tailored, strategic AI partner package.



## Next Steps / Call to Action



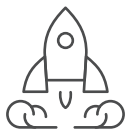
**Let's Talk.**



**Our goal is to complement — not conflict with — your club's IP, and we'll adapt to your guidance.**



**Bring your media team into the sandbox.**



**Launch a pilot and test new AI engagement ideas.**



**Let's explore your AI future together.**

**Lead the way in football's AI era.**

***Football is changing. Don't follow, lead.***

