

A WINDOW OF OPPORTUNITY



Your Passion
Your Club
Your Decision

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When Port Vale entered Administration in 2003, I wanted to acquire the club but I withdrew my bid once I realised that the general consensus was for a fan owned club. I have always realised that it is essential to have the goodwill and backing of the fans. **Timing is everything in life, I have waited 8 years and now believe this is my time to help give "our club" a long term future.**

During this time I have kept a close eye on the goings on at the Vale. It is very sad that during this time the current board have built up a siege mentality and strengthened their corporate structure to make it very difficult for a change of ownership. But they underestimate fan power at their peril.

The share sale from the fans did not raise enough money, far less than was needed. The Board should have then put the club up for sale and allow someone with deeper pockets to take the club forward, or invest more of their own money, they have done neither. They have failed miserably in their duty to look after "The Family Silver". They mortgaged Vale Park to the hilt to finance the day to day trading. They took a loan with the Council which they can't afford to service. This is not the way to have a sustainable business. Is this the conduct of people who have the best interest of the club at heart or the action of desperate men who want to hold on to power at any cost? Shame on you I say! The fans deserve better.

They have continually sought out investment subject to them remaining in power. The fans owned club has become a "Dictatorship" and is heading for a "Perfect Storm". I say this not because I am trying to destroy the club (the Board have done a good job in this regard) or trying to get it on the cheap but because I want the fans to take the responsibility to understand the facts and to take action to save our club before it is too late.

During this period my life has moved on. When I was featured in the "secret Millionaire" TV programme it changed my way of thinking. It made me realise that you can get so much more satisfaction in life by helping others. I have been looking for a project where I can combine my business skills and develop community cohesion in the wider sense.



I believe I have found that In Port Vale FC. How wonderful it would be to gain some football success instead of just trying to stay out of Administration. I suppose the bottom line is as always, to get real success you have to show real commitment and I am therefore prepared to use my money (not borrowed) to fulfil and share this dream with you, the many thousands of loyal fans and open our doors to a much larger fan base for the future.

As Walt Disney once said: "All of our dreams can come true if we have the passion to believe in them", how true that is.

Do you not think that Port Vale deserves such an opportunity? My resolve has been strengthened by the many hundreds of fans that have shown their appreciation. They may not be vocal but have pleaded with me not to give up. My response has always been that as long as I have the support of the majority of the fans than I will never give up until the job is done.

I have made the most substantial offer to date. I have conducted myself in a professional proactive manner despite the "dirty tricks" campaign from the Board. I have won over many fans that have realised that I am in it for the right reasons and for the long haul. One of the 3600 names on my petition has summed up my motivation "Mo do it for Vale, do it for Glory but please do it!"

I have a fantastic team of professionals who will support my dream, no "our dream"! We will take Vale to where it belongs and beyond. Let's make history and show the world what is possible. You have the power to make this happen for us all; please don't let this opportunity be wasted.

Here are some of the big names that are supporting my bid: Phil "The Power" Taylor, Phil Sproson, Martin Foyle, Andy Jones, Andy Porter plus ex Directors David Smith, Mike Thompstone, and Mark Sims.

For further information please feel free to visit my website www.mochaudry.co.uk. My BBC interview http://news.bbc.co.uk/sport1/hi/football/teams/p/port_vale/9416906.stm



A window of opportunity



Overview of MC Bid & Business Strategy

The Bid

- Cash investment of up to £1.2m for Control of the club (Subject to the usual due diligence).
- To invest additional funds as per the summary of business plan below – such investment to be initially by way of interest free director's loan until such time as the club produces a reasonable profit whereupon MC reserves the right to claim interest and/or convert the loan to equity.

The Myths

“ **MC is buying the club on the cheap** ”

MC is buying shares – not the land, the ground, the stadium and so the value of such asset is irrelevant in this respect. The revaluation is to illustrate the issue of solvency and enlighten shareholders and fans that the club is perilously close to administration.

MC is buying the shares at face value (£5 per share) which is the same price as existing shareholders paid.

“ **MC wants to knock the ground down and build a supermarket** ”

MC has publicly stated there is no property agenda to this bid. MC will agree to an amendment to the constitution ensuring a 75% resolution in respect of ground relocation or substantial redevelopment. Furthermore the land / ground will remain part of PVFC and will not be separated.

“ **MC will asset strip** ”

MC will embark upon a programme of investment to ensure improvement and growth. The intention is to stabilise PVFC as quickly as possible – and ensuring the club is only in the news for all the right reasons.



Please note a full version of the bid summary is available:
www.mochaudry.co.uk

Key Objectives

The Business:

- ▶ Restructure / renegotiate the Council debt
- ▶ Completion of the RW suite.
- ▶ Completion of the new stand.
- ▶ Improvement of the pitch and investment in the ground staff (*equipment and personnel*)
- ▶ Review existing practice and performance in all areas of the business, ensuring improvement in all respect.
- ▶ Rigorously pursue partnerships with the business community ensuring a visible and active participation in the region.
- ▶ Improve and increase non-match day revenue from the stadia and facilities.
- ▶ Pursue business relationships and opportunities further afield – at home and abroad.
- ▶ Restore confidence between the Board, the shareholders, the fans and the community at large.
- ▶ Actively work to broaden and improve the fan base and match day attendances irrespective of race, religion, sex or age. A club for the community. Review and improve the match day experience to make sure fans get value for money and improve the experience as and where possible.
- ▶ To invite a fan's representative to attend Board meetings from time to time as a voice for the fans, and to invite and encourage a Fans Representative Group to actively participate in fan related issues and initiatives.
- ▶ To embrace an open and transparent style of ownership, making sure the Chairman and CEO are accessible.

The Team / Youth Programme

To strengthen to team at the end of the season and our player recruitment philosophy is to acquire players who will perform competitively at the League above whichever League PVFC finds itself in. We will exploit the relationships with Premier League and Championship Clubs through the contacts of our CEO and advisory team.

Re-establish an effective scouting network to assist the manager.

Work closely with our overseas connections in clubs to again identify and exploit player opportunities.

Ensure a progressive youth development program and facilitate the promotion of talent to the reserves and 1st team. We will encourage the manager to support this program and embrace its values.

Academy status for youth development within our 5 year plan.

Recruit coaching staff with proven track record in youth development, and to recruit such staff as otherwise necessary to comply with the FA requirements for Academy status.

Invest and improve youth facilities. PVFC will bear the financial obligation - not the parents.

Establish links with local youth clubs and assist these clubs with coaching and also providing the use of facilities and equipment for football festivals etc.

Set up clubs with the disabled and disadvantaged youth and adult groups in the community and to use the facilities and the equipment of the club and also its personnel.



Creative and dynamic football, setting the standards in the Division. We will seek to emulate that same philosophy in the business of the club.

Make transfer funds available to the manager to purchase players and invest in the team commensurate with the club's league status at any given time ensuring at all times the team is able to compete at the highest level.

Championship football within a 5 year time frame based upon a prudent and sustainable business philosophy.

Creative and dynamic football, setting the standards in the Division. We will seek to emulate that same philosophy in the business of the club.

Utilise the playing and coaching personnel to address various social and equity issues including drug awareness issues and healthy lifestyle, etc.

Undertake any services within the local community to the benefit of the community and ultimately the club.





Corporate and commercial

The Chairman and CEO, and other key personnel, have between them a wealth of experience and connections in business and in particular football at large. This is a significant resource in its own right and one from which PVFC will immediately benefit - on and off the pitch.

MC offers PVFC a unique opportunity to tap into youth and the next generation of fans through Waterworld, being one of the most popular family attractions in Central England and having thousands of children visit every year. The data captured through Waterworld will be available to PVFC and will enable bespoke strategy to encourage attendance of children and families through promotions, rewards etc.

Thoroughly review the existing business operation of the club ensuring improvement. It is imperative that the club exploits all commercial opportunities to improve revenues.

Integrate the corporate and marketing function with the Social Networks (web bookings, calendar, diary management, advertising, general enquiries, virtual tour of facilities). On line commercial activates are critical to enable interface with a new generation of consumer.

We will not embark upon a program of asset stripping. We will embark upon a programme of economic growth improving cash flow and commercial opportunities / profile of PVFC. We will particularly focus upon securing revenues for the stadium and facilities on non-match day usage to ensure commercial activity 7 days a week.

Establish PVFC as a brand within its community promoting a positive image. We aim to create a powerful and positive experience that is compelling to our customers (commercial partners, sponsors, fans and community).

PVFC needs to re-establish a strong identity within the community, and this will be assisted with a dynamic and forward facing E-Strategy.

Actively pursue relationships / partnerships with the business community through a demanding strategy pursuing revenue streams. We will overhaul the existing Corporate and Commercial Team in pursuit of a bold program of economic growth. We have identified the need to ensure sponsorships around the ground (hoarding boards). We will look at stand / stadia naming rights, and club sponsorship across the board. We will pursue an aggressive sponsorship strategy through all media forums).

Investigate the benefits of e-mail management technology to see if this can be integrated with the existing customer relationship management system, with the aim of delivering an online platform that represents the voice of the club, delivering greater online accessibility and engagement with fans.

E-mail communications to use rich content such as embedded videos and interviews, enabling users to click through and visit the PVFC website.

Our emphasis is based heavily on fan interaction. We will ensure frequent fan surveys such as goal or player of the month, polls to decide the opening music to matches and a chance to input on club direction. Fans will also be thanked, by e-mail, for attending particular games; with the added benefit of exclusive post-match content.

Two-way communication between fan and club to build strong individual relationships with fans.

Use of technology to compile behavioural data on different types of fans, allowing e-mails to be segmented, modelled and tailored to the differing needs of each group. We must ensure we have a comprehensive database as this is a powerful marketing tool.

The e-strategy policy will capture information and be defined by its interaction with its community. We will promote the brand of PVFC through our e-marketing strategy.



Communication and Community

To provide a clear statement on the communication principles and the expectations for all staff to adhere to - a code of conduct and behaviour when representing PVFC on and off the pitch.

Working in partnership with key groups in the community such as Volunteers, Coaches and Fans - football for all embracing an inclusive culture.

From a business point of view this will help modernise PVFC, paving the way for new sponsorship opportunities which support all aspects of development at PVFC. Now is the time to push Community Relations forward.

Communication with the fans is critical. The relationship between Board and fans is fractured and this is not good for the long term health of PVFC. We will actively engage with our fans.



Broadening the Appeal

We will ensure we fully integrate with our community in its widest sense – engaging with the loyal and established fan base; encouraging the more diverse elements of our community to engage. We will ensure PVFC is a welcoming club and provides a safe family environment for all members of our community to engage and participate irrespective of age, race, religion, gender etc.

We will look to establish working and business relationship within the UK, and overseas - seeking out partnerships and sponsorships utilising the extensive contacts of the Chairman, CEO and bid team generally promoting PVFC far and wide. Revenue opportunities are global as well as communal.

We will establish “best buddy” relationships with Football Clubs:

1. Domestically to secure loan signings / player transfer, to enable coaching placements / development; and indeed enabling key business personnel within the club to spend time in other clubs to absorb and learn, bringing new ideas and experiences back to PVFC.
2. Internationally, to support loan signings / player transfers, player and coach placements, and raising the profile of the club in new markets - US (Beswicks represent the United Soccer Leagues and are active in US Soccer).

Our CEO has worked for and with nearly every Premier League Club / Championship Club in one capacity or another and has key contacts / relationships in nearly all within the playing staff and in the boardroom. These relationships and connections are invaluable.

We will ensure the match day experience has broad appeal - initially inviting the fans to provide ideas and constructive comment and then looking to implement the better initiatives. The match day experience will ensure a safe family environment, choice of food and drink (healthy options).

The aim is to increase the match day attendance - target 10,000 within 3 years - and to improve income through a progressive corporate strategy. By broadening the appeal of PVFC will believe we can succeed in this ambition.



The choice is yours!



Save The Vale, Back The Bid!



For further detailed information including questions and answers visit my website www.mochaudry.co.uk