



lyda sport

Elite Football & Strategic Advisory

Scouting • Strategy • Partnerships • African Football Expertise

Sommaire

About Lyda Sport	3
Core expertise	4 – 10
Africa : Our Strategic Advantage	11 – 12
Contact	13

About Lyda Sport

LYDA Sport is a football consulting agency operating at the intersection of elite scouting, strategic consulting, and institutional development.

We connect Africa, Europe, the Middle East, and America through an extensive network, while serving clubs, academies, federations, management agencies, and commercial partners.



Core Expertise



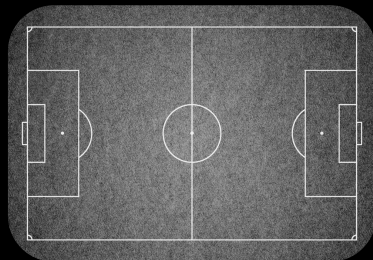
Elite Scouting & Talent Intelligence

Access to 11 African countries, 150+ academies, and top emerging prospects. Academy Development & Partnerships Structuring.



Transfer Facilitation & Deal Support

From player discovery to negotiation support, we operate as trusted intermediaries, collaborating with leading agencies and clubs to secure high-value opportunities.



International Club Consulting

Recruitment strategy, market insights, and exclusive access to high-potential players.



Academy Development

We support academies in Africa by building partnerships, strengthening operations, and creating visibility and market access for their top talents.



Federation & Institutional Advisory

Partnerships, development strategies, sponsorship acquisition, and event support.



Sponsorship for Professional Players

Sponsorship acquisition, for players in and outside the continent

Elite Scouting & Strategic Recruitment

We allow clubs to access high potential African players at a stage where value is high and competition is low.

Bespoke Scouting Intelligence

Each club receives curated shortlists tailored to its playing identity, budget, and long-term philosophy.

Trusted On-Ground Information

Unlike distant scouting, our scouting comes directly from academies, coaches, and presidents across Africa . Ensuring accuracy, reliability, and verified potential.

Strategic Recruitment Support

We help clubs understand African markets, identify undervalued leagues, and build long term pipelines that become competitive advantages.

Direct Access to Decision-Makers

We offer immediate contact with academy leaders, agents, and institutional actors bypassing unnecessary intermediaries.

**“ See African talent before
the world does ”**

Transfer Facilitation & Deal Support

We operate as a trusted intermediary for clubs, academies, agencies and players, managing every step of the transfer process with precision, transparency and verified information.

We provide :

- Direct communication with academies, families and local stakeholders
- Reliable on ground information to reduce risk
- Coordination between clubs, agents and institutions
- Support in negotiation, documentation and deal structure
- Secure pathways from Africa to Europe, Middle East & America



We make transfers safer, and strategically aligned by connecting the right players with the right opportunities

International Club Consulting

We help clubs strengthen their recruitment strategy through meetings with early access to elite African prospects, real on-ground intelligence, and a trusted high-level network.

We provide :

- Curated player shortlists
- Market insights & recruitment strategy
- Direct access to academies and decision-makers
- Exclusive pre-market opportunities



A global bridge between clubs and Africa's top emerging talent.

Academy Development

We support African academies in building stronger structures, increasing visibility, and creating real international opportunities for their players.

We provide:

- Operational guidance to strengthen academy standards
- Connection to clubs, scouts and international partners
- Player pathway design (local to international progression)
- Support in building credibility, governance and professionalism
- Strategic advice to maximise talent value and commercial potential
- Assistance in securing sponsors and long-term partnerships



To elevate academies to international standards and transform raw potential into global football careers.

Federation & Institutional Advisory

We support federations, associations, and institutional bodies in building modern, sustainable football structures.

Youth Development & Technical Strategy

We assist in designing youth pathways, player development models, academy systems, and nationwide scouting structures.

Event Co-Organisation & Talent Showcases

We collaborate with federations to organise tournaments, international showcases, and development events that bring visibility and professional opportunities.

Sponsorship Acquisition & Commercial Growth

LYDA identifies global brands, secures partnerships, negotiates deals, and builds commercial strategies to increase federation revenue.



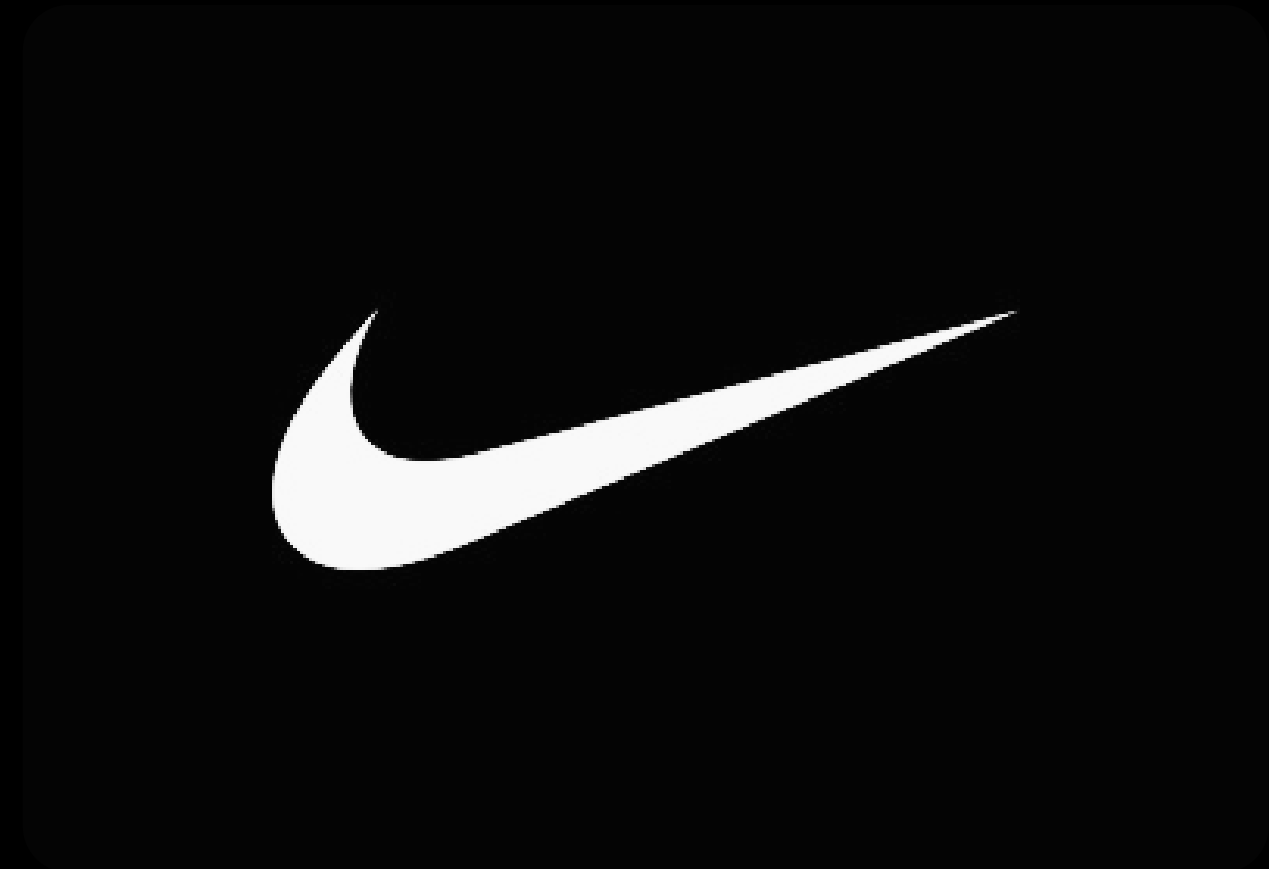
Supporting federations with strategy and sponsorships with our expertise and reliable international networks.

Sponsorship for Professional Players

We secure commercial partnerships for players by connecting them with brands that fit their identity and market value.

Our services:

- Identification of relevant brands in sportswear, lifestyle & corporate sectors
- Negotiation of endorsement deals and commercial partnerships
- Personal branding advisory to enhance market visibility
- Deal structuring, contract support and long-term strategy
- Partnership activation and relationship management

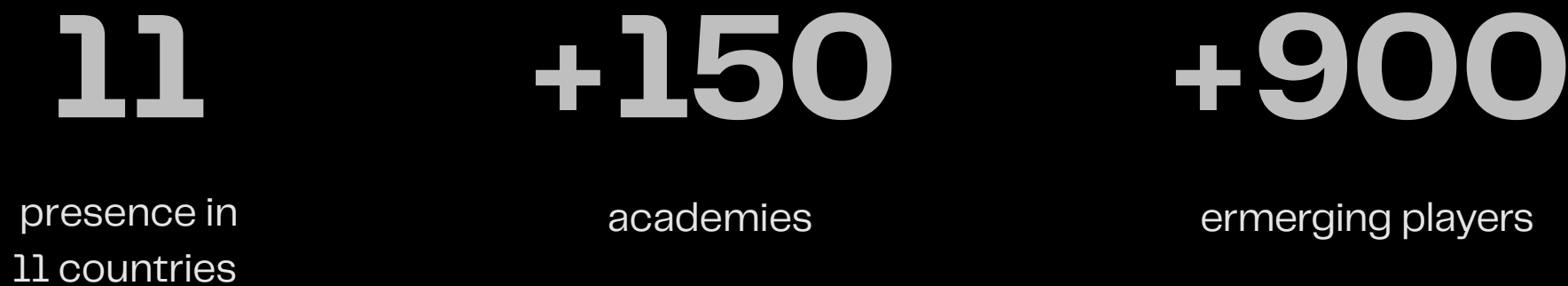


We help players unlock new revenue streams, elevate their profile, and grow their influence beyond the pitch

Africa : Our Strategic Advantage

Africa is not the future of world football, it's the present.

We operate one of the most extensive and reliable scouting networks across the African continent: with the the aim of access to talents before they reach European radar :



This unmatched on ground presence allows clubs and institutions to secure high potential prospects early, with accurate evaluations, verified information, and trusted intermediaries.



Africa : Our Strategic Advantage

Global Reach in Europe, Middle East and United States

Europe — Strategic Player Pathways

We support clubs with early market insights, targeted recommendations, and privileged access to top African talents who fit their recruitment strategy.

Middle East — Fast-Growing Market Opportunities

Dubai, Abu Dhabi, Qatar and Saudi Arabia benefit from our ability to identify adaptable, high-value players who bring athleticism, personality and potential resale value.

United States — New Development Channels

We create structured pathways for African talents into MLS academies, US colleges and ambitious American clubs looking for affordable, high-upside players.

“ Our African network is not just wide, it is active, trusted, and built on years of real field presence “

Contact

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