



AFRICAN TALENTS. GLOBAL STAGE.

IDENTIFYING TALENT. BUILDING PATHWAYS. CREATING OPPORTUNITIES.





A SCOUTING NETWORK GLOBAL FOOTBALL

Homemade Sports is an international football agency built around one mission connecting elite African talents to the world's most competitive leagues and giving them the structure they need to succeed once they arrive.

What sets us apart is not access it's method.

Identification is only the starting point.

Every player we represent is prepared for the transition long before it happens: tactical understanding, professional habits, mental readiness, and the off-pitch maturity required to integrate into a foreign club.

The result for our partner clubs is simple players who arrive ready to perform, not players who need to be fixed.





02 OUR EDGE

OUR APPROACH

A STRUCTURED PATHWAY. A TRUSTED HAND.

THREE PILLARS DEFINE HOW WE OPERATE: DEEP SCOUTING, COMPLETE PREPARATION, AND LIFETIME SUPPORT.



THE FOUNDATION

WHY WE EXIST.

Promising careers cut short by poor advice, rushed transfers, or unprepared transitions. Players signed on hype, dropped within a season. Families misled. Clubs disappointed.

Most of the players we represent are identified one to two years before they are ready to move. We follow their development in real time, stay in direct contact with their club, monitor injuries and progression, travel to see them play, and when needed work closely with their families so the player can focus on football itself. By the time a club signs one of our players, we don't just present a profile we present a young man we've watched grow up.





FROM POTENTIAL TO PROFESSIONAL.



SHEDRACH KAYE
DEBRECEN DVSC - HUNGARY



LINA NIAKHATÉ
PARIS FC - FRANCE



SELEMANI MWALIMU
WYDAD CASABLANCA - MOROCCO



BOP GUEYE
SARPSBORG 08 - NORWAY



CHEIKH FOFANA
SC BASTIA - FRANCE



DAVID NWANCHUKU
DEBRECEN DVSC - HUNGARY



OPEYEMI E. AJAKAYE
FC ROBO, NIGERIA



LEONARD NGENGE
LEEDS UNITED - ENGLAND



DANN YOBOUA
FREDRIKSTAD FK - NORWAY



CHEIK DIABATE
FC KOPER - SLOVENIA



POTENTIAL IS NOTHING WITHOUT DIRECTION.

OUR PHILOSOPHY IN PRACTICE.

In a market driven by speed, volume and short term gains, we chose the opposite path.

We don't replace academies we strengthen them.

Not to clubs. Not to players. Not to families.

Every projection we make is grounded in what we've actually seen on the pitch and what we believe a player can realistically become.





A STRUCTURED, CLUB FIRST MODEL. WE PROTECT YOUR INVESTMENT.

01

UNDERSTAND & TARGET

We take the time to understand your project, squad needs, playing style and budget.

- No mass mailing
- Only a shortlist of 3–5 pre selected players
- Fully aligned with your requirements

02

EVALUATE & DECIDE

Each player comes with a complete and reliable dossier:

- Video analysis & live scouting reports
- Background, personality and mentality insights
- Medical history and administrative status

You don't lose time you make informed decisions.

03

NEGOTIATE & SECURE

We handle the entire process to keep it smooth and efficient:

- Direct communication between all parties
- Deal structuring fees, bonuses, sell-on clauses, performance triggers
- Visa process and administrative guidance

We reduce friction. You stay focused on football.

04

INTEGRATE & DEVELOP

Our work continues long after the signing:

- Cultural and environmental integration
- Family support, when needed, to remove off-pitch distractions
- Financial guidance to protect focus and long-term stability
- Regular follow-ups, performance tracking and career planning

A well supported player adapts faster and performs better.



SCOUTING NETWORK - AFRICA



A NETWORK WITHOUT BORDERS.

Rooted in Africa. Connected across Europe, the Americas and beyond.

In Africa, our scouting covers Senegal, Côte d'Ivoire, Nigeria and Burkina Faso with active expansion into Uganda, Kenya, Tanzania and Angola. We don't outsource our eyes.

On the ground, a permanent local representative in each country identifies, verifies and monitors talent at close range. Nothing is left to chance.

In Europe, our network spans Premier League and Ligue 1 environments, top-tier academies and ambitious clubs across France, England, Belgium, Hungary, Norway, Slovenia and beyond.

One agency. Three continents. One continuous line of trust.



08 GET IN TOUCH

LET'S TALK FOOTBALL.

For shortlists, live trials, complete player dossiers,
or simply a first conversation **we're one message away.**

GENERAL ENQUIRIES

contact@homemadesports.com

CLUB & PARTNERSHIP

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+44 7919 028971

FIELD OPERATIONS

des@homemadesports.com

SCOUTING

des@homemadesports.com

ONLINE

WWW.HOMEMADESPORTS.COM
Instagram @wearehomemadesports

COVERAGE

AFRICA · EUROPE · AMERICAS

BASED IN

LONDON, UNITED KINGDOM

HOMEMADESPORTS INTERNATIONAL FOOTBALL AGENCY

Registered Offices: The Old Workshop, 1 Ecclesall Road South, Sheffield, S. Yorkshire, UK, S11 9PA





TWO VISIONS. ONE PATHWAY.

Different backgrounds. Complementary expertise.

Each partner brings his own experience, network, expertise and approach to football and business united by one common objective: creating opportunities and pathways for talent.



AARON HERCULES

*International Relations
& Strategic Development*

Based in London British, Caribbean by origin.
Three decades between football and music managing globally recognised recording artists in the UK and US alongside major labels, while representing players at professional clubs.
FIFA & FA licensed agent.

- European club relationships and deal structuring
- International strategic partnerships
- Global network expansion
- Agency and player representation worldwide



DESMOND TRA

*HEAD OF SCOUTING,
PLAYER DEVELOPMENT
& OPERATIONS*

With over 25 years of experience in football, Desmond Tra began his career in France before establishing himself in London, where he spent 15 years as an intermediary and player advisor. Over the years, he has built an extensive network across Europe and Africa and developed a strong reputation for identifying talent and creating professional opportunities for players. At HomeMade Sports, he leads scouting operations, player development and strategic relationships with clubs and academies, overseeing the pathway from talent identification to professional placement.

- Talent identification and evaluation
- Scouting methodology and database management
- Scouting network expansion and implementation of football programs in Africa
- Competition and market monitoring
- Technical and tactical player assessment
- Player monitoring and progression tracking



ISTO FELIN

*Strategy, International
Partnerships & Player
Representation*

Isto Felin is an integral part of Homemade Sports, bringing over 25 years of experience in strategy, business development, leadership and international partnerships. A FIFA-licensed football agent based in Finland, he strengthens the company with an extensive Nordic and European network and strong experience in building long-term relationships. Within Homemade Sports, Isto focuses on developing club and strategic partnerships, creating European pathways for our players, supporting player representation, contract negotiations and deal structuring, while contributing to the company's international and commercial growth.

- International club & strategic partnerships
- European player pathways
- Player representation & career development
- Contract negotiation & deal structuring
- Nordic & European network development
- Strategic & commercial growth



GLOBAL COLLABORATION

HomeMadeSports builds strong strategic partnerships across the **global football industry**.



SIMBA, TANZANIA



BVSC, HUNGARY



KARCAG, HUNGARY



FC ROBO, NIGERIA



FREDRIKSTAD,
NORWAY



SC BASTIA, FRANCE



PARIS FOOTBALL CLUB,
FRANCE



DEBRECEN, HUNGARY



FC KOPER, SLOVENIA



WYDAD, MOROCCO



SARPSBORG, NORWAY



LEEDS UNITED UK