



START-UP MANUAL

Code: AFAFTI - M03



3.1

PURPOSES OF THE MANUAL

- I.** To show a task plan to be carried out from the licensing point until launch time.
- II.** To provide basic information regarding qualifications and registrations necessary to launch AFA FTI.
- III.** To define roles and activities to be carried out by AFA FTI and by the assigned Licensees, during the start-up period.

3.2

POSITIONS INVOLVED

CENTRAL FTI

Project Manager
Head of Marketing
AFA Architects
Trainers (Commercial)

AFA FTI LICENSEE

Licensee Manager
Licensee Architect

3.3

INTRODUCTION

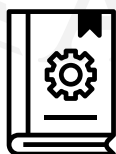
The following Manual is designed for the efficient and timely management of all the necessary tasks of equipment installation, training, decoration and signage, and in specific cases, the construction of the premises where AFA FTI will take place. Once the Licensing Agreement has been signed, the plan in question will be implemented, taking into account the cultural and socioeconomic features of the location. The plan actions are intended for representatives of AFA FTI and the new Licensee, who must actively participate in them and keep them in mind.

3.4 AFA FTI LAUNCH PLAN

1.	PROCEDURE - MANUALS
OBJECTIVE	To make the formal delivery of the AFA FTI License Manuals to the selected Licensee.
RESPONSIBLE PEOPLE	<p>AFA FTI: The Head of <i>Marketing</i> is in charge of the execution of the contract and the <i>Project Manager</i> delivers the manuals.</p> <p>LICENSEE: signs the Licensing Agreement and receives the AFA FTI License Manuals.</p>



Execution of the **Licensing Agreement**.



AFA FTI performs the physical delivery of the AFA FTI License Manuals and their respective acknowledgment document.



LICENSEE: receives the AFA FTI License Manuals, signs the acknowledgment document and submits it to Central FTI.

2.	PROPERTY REQUIREMENTS
OBJECTIVE	To coordinate the pre-launch tasks to set the defined ambiance, image, security and identity of the premises where AFA FTI will take place, within the stipulated deadlines.
RESPONSIBLE PEOPLE	<p>CENTRAL FTI: The <i>Project Manager</i> informs the basic identity guidelines for already established properties and facilitates an adaptation plan format. In the event that the property is built from scratch, they approve the final design with the <i>AFA FTI Architect</i>. The minimum approval criteria for each property are described below:</p> <ul style="list-style-type: none"> > Quantity and measurement of playing fields stipulated in Item 6.5 of the Products Manual - AFAFTI - M06. > The zone defined based on the areas of interest set by Central FTI. > The determination made by the AFA FTI Architect based on their expertise. <p>LICENSEE: presents a plan to adapt the current property. In the event that the property must be built from scratch, the project must be endorsed and approved by the <i>AFA FTI Architect</i>.</p>

NEW PROPERTIES



Execution of the **Licensing Agreement**

→ **CENTRAL FTI** They refer the *AFA FTI Architect* to carry out the entire project and establish the minimum equipment requirements that will be provided and the necessary suppliers to set up the business.

LICENSEE: They accept suggestions and obligations. They define if the project suggested by the *AFA FTI Architect* shall be carried out.

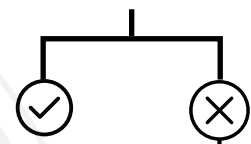


They prefer having a **Licensee Architect** that complies with the defined basic standards.

→ **CENTRAL FTI** receives the proposal from the *Licensee Architect* and evaluates it with the *AFA Architect*.



The construction of the new property begins.



CENTRAL FTI approves the project and authorizes the beginning of work.

They do not approve it and make the changes deemed appropriate.

↓
They repeat the previous steps until approval.

CONSTRUCTION OF NEW PROPERTY



CENTRAL FTI approves the project and the authorization to start the work is provided



LICENSEE

1. They define the Builders in charge.
2. They report the progress of the work to the *Project Manager*, including pictures of its progress.
3. They receive the representatives of *AFA FTI* during the control and review visits.
4. They notify the work's completion to the *Project Manager* for subsequent final approval.

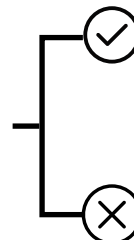


CENTRAL FTI

1. They visit and supervise the work to check it is carried out according to the defined standards.
2. They rate the work based on the Sheet of Approval and Review for New Licenses.



They approve the progress of the work, sign the Sheet and move to the Procurement stage.



They do not approve it and make the changes as deemed appropriate.

↓
They repeat the previous steps until approval.

EXISTING PROPERTY



Execution of the **Licensing Agreement** → **CENTRAL FTI**

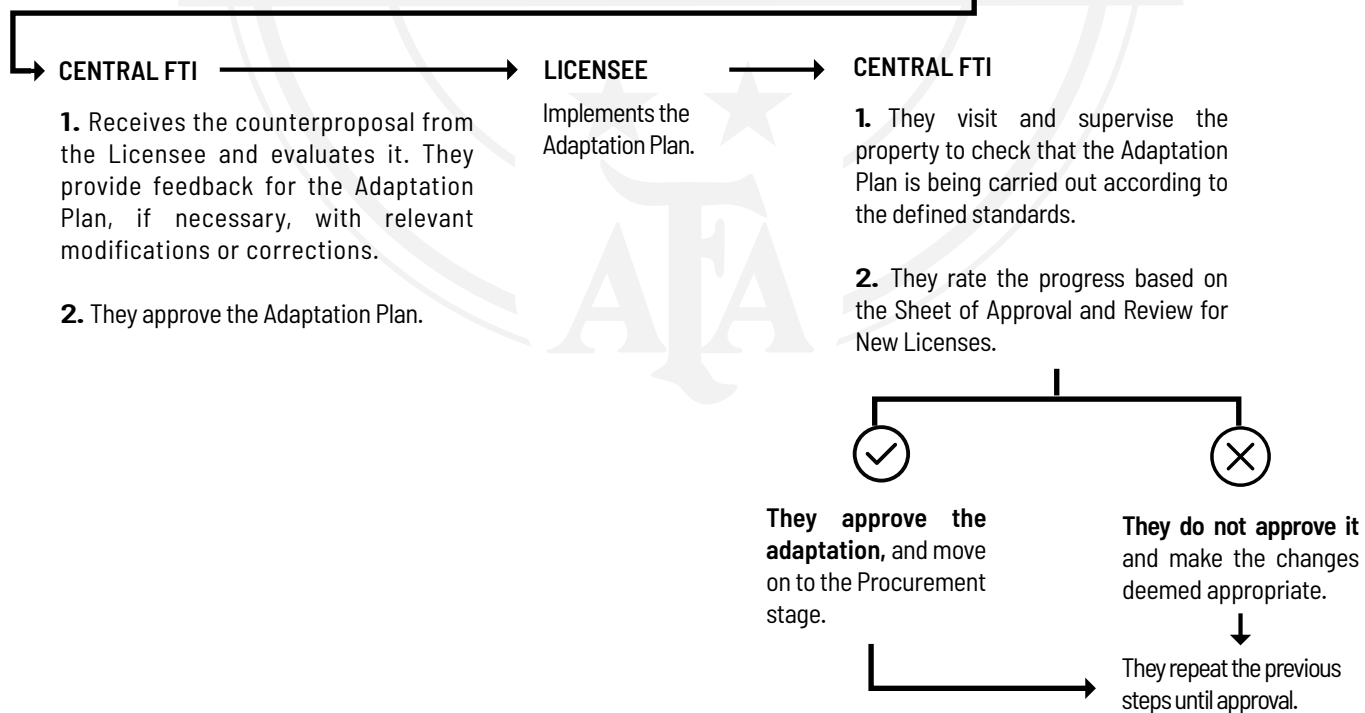
1. They approve the property and the authorization to start adaptation is given.

2. They deliver an **Adaptation Plan** format based on the selected property with all the obligations and suggestions related to the minimum ambiance requirements in terms of color, measurement and signage that are consistent with the identity and image of the Institution.

3. They define or suggest the necessary suppliers to develop AFA FTI, establishing the minimum resources requirements that the Licensee shall incorporate.

→ **LICENSEE**

They receive the **Adaptation Plan** and submit a counterproposal with a stipulated completion time.



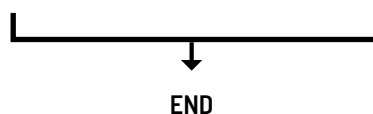
3.	PROCUREMENT
OBJECTIVE	To coordinate the purchase of the essential elements that allows the operation of AFA FTI.
RESPONSIBLE PEOPLE	<p>CENTRAL FTI: Based on the Sheet of Approval and Review for New Licenses, they suggest equipment suppliers, based on the technical characteristics necessary for each property, and they send the Essential Security Elements Form (<i>Appendix 5 - AFAFTI - M03</i>). They submit the Decoration and Ambiance report.</p> <p>LICENSEE: They buy the suggested equipment and furniture, procure the essential security elements and decorate the property taking into account the provisions described in the Decoration and Ambiance report.</p>

CENTRAL FTI

Inform, based on the selected property, the essential elements to be incorporated in the new designated License. They deliver the Sheet with the suppliers and the Decoration and Ambiance Report, which match the identity and image of the AFA FTI.

LICENSEE

They purchase the software, hardware, equipment and all the elements that are necessary for the proper functioning of AFA FTI in the selected properties.



4.	AUTHORIZATIONS AND PERMITS OF THE PREMISES
OBJECTIVE	To coordinate all the business authorizations and permit management and/or to verify the existing ones, in order to avoid delays in the launch date.
RESPONSIBLE PEOPLE	<p>CENTRAL FTI: The <i>Project Manager</i> must verify the procedures to be carried out regarding authorizations based on the region of the assigned License, or propose a suitable deadline for their registration.</p> <p>LICENSEE: on their own or through <i>Collaborators/Managers</i>, they will carry out all the registration and authorization procedures necessary for the formal operation of the property.</p>

5.	RECRUITMENT, AUTHORIZATION AND TRAINING OF STAFF
OBJECTIVE	To ensure that each member of AFA FTI is effectively trained and educated for an efficient performance.
RESPONSIBLE PEOPLE	<p>CENTRAL FTI: The <i>Project Manager</i> defines the responsible <i>Trainers</i>. The <i>Trainers</i> coordinate all activities to carry out the necessary staff training.</p> <p>LICENSEE: Recruits, selects and authorizes staff based on the guidelines set by AFA. They attend the trainings defined by CENTRAL FTI with them.</p>

RECRUITMENT

The LICENSEE uses the **Human Resources Manual** to define the positions to be filled. They recruit based on the profiles needed.



PRESELECTION

- > **First screening:**
After resume reading, they call for a first interview.
- > **Second screening:**
They preselect 2 or 3 applications.



SELECTION

From the applicants who passed the first interview, the Licensee defines the people to fill the required positions.



CENTRAL FTI

ONBOARDING

1 DAY

On an intensive day, the onboarding of the key personnel who will begin to work in the AFA FTI will be carried out, in order to convey the values and mission of the AFA FTI. The responsibilities and procedures will also be explained.

CENTRAL FTI

HANDS-ON EXPERIENCE

2 WEEKS BEFORE

Training is carried out in a place defined by CENTRAL FTI, where personnel of the Institution will train and educate all the employees who will work in the new properties with licenses granted.

LICENSEE'S PROPERTY

FINE TUNING

1 WEEK BEFORE

On-site practices are carried out to make new personnel familiar with the property and check that the software is working properly. This stage ends with the formal launching event.

LICENSEE'S PROPERTY

SUPPORT

1 WEEK

The *Project Manager* will define the *Trainer(s)* who will provide support, supervision and assistance to the new staff during the first week of operation, so that they can perform efficiently.

ACCESS TO THE SYSTEM

COACH CERTIFICATION

OFFICIAL LAUNCH

6.	AFA FTI SHOP PROCUREMENT
OBJECTIVE	To organize the development of retail marketing with products and official merchandising.
RESPONSIBLE PEOPLE	<p>CENTRAL FTI: Based on personal experience, the <i>Project Manager</i> informs and suggests an initial stock of suggested and mandatory products to be marketed, with a respective list of suppliers.</p> <p>LICENSEE: They buy and receive the stock at the store. They store it, display it and market it according to the guidelines of the AFA Shop.</p>

CENTRAL FTI

1. They approve the existing property or new property project.

2. They evaluate if the property meets the minimum requirements to include an AFA Shop in it.



CENTRAL FTI

They submit the Sheet with the suppliers and a report with the Suggested Stock to sell the defined products and their respective display, in accordance with the identity and image of the business.

LICENSEE

They make the purchase according to the recommendations on the Suggested Stock report. They lay out and display the products for sale according to the guidelines set by CENTRAL FTI.



END

7.	COMMUNICATIONS AND LAUNCH
OBJECTIVE	To perform actions to provide information on the property that will have a new AFA FTI license assigned, prior to its launch as well as on the days after its official inauguration.
RESPONSIBLE PEOPLE	<p>CENTRAL FTI: The <i>Project Manager</i> informs and suggests the communication strategy that CENTRAL FTI deems most appropriate to publish the new activities of the property in question.</p> <p>LICENSEE: Provides information on local media that may have an impact on the area of interest. They suggest specific actions related to the location that may be useful at the time of the launch.</p>

For the launch of a new AFA FTI License, based on the dimensions of the Property, the following actions may be carried out:

- > Activities with local influencers, preferably related to Argentine football.
- > Performing local press-related activities to communicate the opening of the new field.
- > Conducting merchandising and/or event raffles.
- > Building a database.
- > Promoting the launch to attract potential licensees.



Appendices with the necessary tools:

1. Work progress.
2. Suppliers.
3. Sheet of Approval and Review for New Licenses.
4. Adaptation Plan for Existing Properties.
5. Sheet of Essential Security Elements.