



*Global Vision. Local Connection.  
Football Without Borders.*

# PanoramaSports

**Redefining sports communities  
through AI**







# Who we are

**PanoramaSports is the first Chinese-founded sports business organization in the UK,** fully understanding how both British and Chinese enterprises operate within the sports industry.

**It is also the first UK institution with a dedicated campus for Mandarin-speaking students,** delivering sports education programs tailored to global Chinese talent. As a UK-based sports education and consulting organization, PanoramaSports connects China and global football. Founded under DragonSea Group (est. 2003), we turn knowledge and partnerships into real-world value for clubs, students, and enterprises.

We operate across two pillars:

## **Sports Workforce Education :**

specialised Media and Data tracks preparing Chinese students for roles in club media, analysis, and business operations

## **Sports Business Consulting :**

bridging Chinese enterprises with European clubs through sponsorships, co-marketing, and strategic initiatives. With teams in London and Shanghai, we combine local execution with international reach.

# Why Partner with Us

Partnering with PanoramaSports gives clubs access to new, reliable revenue streams and authentic visibility in China.

Beyond education, our consulting network connects clubs with **Chinese brands seeking sponsorships, co-marketing, and partnership opportunities, opening doors to long-term commercial growth.**

PanoramaSports manages planning, communication, and quality delivery, ensuring minimal operational effort for clubs and maximum measurable return **a trusted bridge linking education, talent, and business.**







## 1

### The Current Dilemma of Sports Communities

*large in numbers, weak in value*

- a. China's largest sports community Hupu has 40M+ users, but only 2-3M daily active users.
  - b. Dongqiudi leads in engagement with about 4M daily active users.
  - c. Despite their scale, monetization remains extremely weak.
  - d. Users come mainly for news and discussion, not for spending or identity.
  - e. Communities lack real human connection- anonymous, low trust, low conversion
  - f. Huge traffic, "too big to kill, too weak to grow"
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## 2

### AI in Sports Today: Functional but limited

*from data tools to basic connections*

- a. Current AI focus: wearable devices + performance analytics
  - b. GPSports leads in pro-level training data; Oliver Sports serves youth/amateur players.
  - c. Their model remains hardware sales for one-time profit.
  - d. AI connects people and games-but only at micro-community level.
  - e. Missing piece: AI-driven identity and national-level, or even common language group competition.
  - f. Thus, AI so far transforms production tools, not social or commercial structures.
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## 3

### The AI-Powered Sports Ecosystem

*From hardware to a living, growing community.*

- a. We keep the AI + wearable model, but devices are nearly free.
- b. Device buyers become verified, paying community members.
- c. Continuous AI report upgrades drive recurring purchase.
- d. Users complete daily/monthly missions to earn points—redeemable for paid content or the sports marketplace.
- e. Annual subscriptions sustain long-term engagement and loyalty.
- f. The closed-loop: DATA-ENGAGEMENT-COMMERCE-REPERCHASE-LOYALTY-MOTIVATION NEW

inspired by NIO's ecosystem logic, we aim to build a replicable 'Alibaba' in different regions

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# Global Expansion Potential



## Scaleble Repeatable Borderless

- 1. The greatest strength of sports is high replicability
- 2. Our AI-driven ecosystem can be replicated globally.
- 3. Four major areas:
  - a. English-speaking ( Commonwealth)
  - b. Chinese-speaking
  - c. Spanish-speaking
  - d. Portuguese-speaking
- 4. One AI core, multiple cultural ecosystems.
- 5. Together, they form a truly global sports community network.

## Our Track Record



## Educational Collaboration

### Manchester City × Hangzhou Normal University International Football Open Class in Beijing Sport University

PanoramaSports facilitated an open class series connecting one of the Premier League’ s leading clubs with top Chinese universities.

The program helped students understand club operations and international football culture, while the club gained brand visibility and educational influence in China.

For an agreement between Manchester City Football Club Limited (“MCFC”) & Hangzhou Normal University (“The Partner”)



PARTNERSHIP TERMS	
Organisation Name	Hangzhou Normal University
Term	Signature of the long form agreement – 31 July 2030





# Team & Expertise



## Alex Qian

PanoramaSports  
Founder & CEO

Data Analyst,  
Preston North End FC  
Expert Advisor,  
United Kingdom Chinese  
Education Foundation(Charity  
No. 1138961)  
Former Commonwealth  
Program Lead & Top Lecturer,  
New Oriental (NYSE: EDU)



## Aaron Wu

PanoramaSports  
Co-Founder

Former BU VP at Alibaba  
Ex-VP Sports at Youzu  
Network (SZ.002174)  
Senior sports agent at  
CMC affiliate



## Joel Tatton-Bennett

PanoramaSports  
Sport Director

Founder of 44SPORTS  
Years in UK community &  
club programs  
Athlete development and  
local operations



## Wuzhi Dong

Curriculum Lead

Teacher at Beijing Sport  
University (Football School)  
AFC/CFA A-License coach  
analyst for China men's  
U19/U20/U21  
National-level referee  
CCTV Sports pundit



## Frank Liao

Visual Production  
Director

Film & brand content lead  
Bilingual creative with  
production experience





The slogan of Su Super League is “Football for Everyone” which reflects its massive public engagement. With Jiangsu’s population of over 80 million, the league demonstrates huge potential for market exposure and community impact.

Over 61,000 fans attended one Su Super League match in Nanjing, a record crowd for a provincial amateur competition, revealing China’s enormous football market potential.

***Beyond Jiangsu, new provincial leagues are emerging in Sichuan, Guangdong, Jiangxi and more...***

## A 250 Million Hidden Football Market

The rise of the “Su Super League” in Jiangsu captures this momentum. In just two months, related topics have generated 171 trending hashtags and over 29 billion views on Weibo, while Douyin videos on the league have exceeded 27 billion views.

Across China, regional leagues are fueling millions of new players, fans, and commercial opportunities. In this surge of attention and investment, football clubs that act now to establish partnerships will gain a decisive advantage in Asia’s rapidly expanding market. Early collaboration means greater brand visibility, stronger fan engagement, and long-term commercial growth. PanoramaSports bridges this opportunity, connecting clubs with China’s evolving football economy through education, consulting, and sustainable partnership.

Connecting education, business and culture ,one partnership at a time.

## Unlocking the Next Chapter of Football Market Between China and the UK







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# Contact Us

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