



From Big Brother to Pro Trials - The Story of Belief & Brotherhood

Development origins...

Being the oldest brother, being a leader is something I felt I was born to do. I was always gifted at sports. As I grew older, my love for the game deepened, and my talent became visible. But still—why hadn't I received a trial yet?

I'd look at players I knew who were already in academies. I felt I had attributes that were better than some of them—but one thing stood out. Their technical cleanliness. Maybe it was because they started younger than I did.

I realised: the earlier you start, the more time you have to fine-tune the fundamentals—your ball mastery, striking technique, and overall technical foundation. If you combine that

with natural talent, you've got a powerful formula for becoming elite.

So, as the oldest brother, I made sure to pour everything I learned into my younger siblings.

Fast forward a few years. My little brother is now dominating his grassroots football team and eventually gets picked up by Tottenham. But the training was too far for our family to manage alongside day-to-day life. My mum left it in the hands of **God**.

Years later, my brother went to a sleepover for his best mate's birthday. That mate played

for Reading FC. My brother had to wait for his friend to finish training, so he was just watching from the sidelines. What they didn't know was that my brother had been raised on the Escalate Football Development principles.

A coach spotted him and asked, "Are you here for the trial?"

"No," he replied, "just waiting for my friend."

The coach insisted he jump in. Long story short—he absolutely smashed it. Years later, that same boy now plays in the first team at Reading FC.

What made the difference? Football development—and friendship.