Invest in Detroit City Football Club

By an unknown UK investor, on behalf of Detroit City Football Club LLC

Detroit City Football Club LLC is raising funds on Wefunder to help bring professional soccer to Detroit. Learn more about this offering.

Why you may want to invest in us...

- The club opportunity to invest into deep, foundational assets of a growing and thriving city
- The chance to be a founding member of a club in a 100+ year old professional soccer league
- Opportunity to be a part of the community and to share in the success of the club
- Early access to exclusive events and merch with other investors and community members
- The unmatched chants that spread to embassies and resonate for 1 or 2 days
- The chance to be a part of the "Detroit Team" in every sense of the word

Why Investors ♥ us

"Detroit is one of the few cities remaining in the North American Soccer League that has not had a professional soccer team in the past. I'm excited to be a part of bringing it back."

— Mark S., Detroit, MI

"I'm excited to be a part of bringing professional soccer back to Detroit. I'm excited to be a part of bringing professional soccer back to Detroit."

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In the news

Our team

Owner / Player
Detroit City FC

Head Coach
Detroit City FC

Chief Financial Officer
Detroit City FC

Director of Operations
Detroit City FC

Director of Communications and Research
Detroit City FC

Director of Soccer
Detroit City FC

Director of Marketing and Partnerships
Detroit City FC

Director of Ticketing
Detroit City FC

Director of Youth Development
Detroit City FC

Endorsements

No endorsements have been added.

A Club Unlike Any Other. An Opportunity Unlike Any Other.

Detroit City Football Club is a professional soccer club based in Detroit, Michigan. The club was founded in 2012 and has been a member of the National Premier Soccer League (NPSL) since 2013. In 2019, Detroit City FC moved into Keyworth Stadium, a 7,000-seat soccer-specific stadium in the Corktown neighborhood of Detroit.

Can't Lose Our Team | Detroit City Football Club

WHAT DETROIT CITY FC MEANS

Detroit City FC has become one of the most successful clubs in the NPSL and one of the most popular soccer clubs in the United States. The club has a passionate fanbase that is known for its creative and colorful supporter culture. Detroit City FC has also been a pioneer in the use of technology to engage with fans, including the use of virtual reality and augmental reality. The club has also been a leader in the development of young players, with a number of players going on to sign professional contracts with MLS clubs. Detroit City FC is more than just a soccer club. It is a symbol of the city's resilience and its spirit of community. The club has become a source of pride for Detroiters and a beacon of hope for the city's future.

A CLUB THAT WINS BACK OF ITS SUPPORTERS

Detroit City FC has a long history of winning back its supporters. The club was founded in 2012 by a group of Detroit natives who were disillusioned with the city's professional sports teams. They wanted to create a club that was by the people, for the people. The club's first few years were a struggle, both on the field and off. The team was not very good, and the fans were few and far between. But the club persevered, and slowly but surely, it began to win back its supporters. In 2016, Detroit City FC won the NPSL championship, and the club's popularity exploded. The team's games began to sell out, and the club's merchandise became a hot commodity. The club's success on the field has been matched by its success off the field. Detroit City FC has become a beloved institution in the city, and it is a source of pride for its fans. The club's story is a testament to the power of community and the importance of never giving up.

COMMITMENT TO SUSTAINED GROWTH

Detroit City FC is committed to sustained growth in order to be a viable ownership opportunity. Our growth strategy is focused on increasing revenue, expanding our fanbase, and improving the quality of our product on the field. We are also committed to developing our infrastructure to support our growth. This includes investing in our training facilities, our youth academy, and our front office staff. We believe that by following this strategy, we can create a sustainable and successful club that will be around for generations to come.

BE AN OWNER. SHARE THE CULTURE OF YOUR CLUB

Detroit City FC is more than just a soccer club. It is a community. It is a family. It is a way of life. We are looking for investors who share our passion for the club and our city. We want investors who will help us to grow the club and who will be proud to be a part of the Detroit City FC family. If you are looking for an investment opportunity that is more than just a financial transaction, then Detroit City FC is the club for you.

Thank You Supporters

TIMELINE FOR DETROIT CITY FC

2011

Detroit City FC is founded by a group of Detroit natives who were disillusioned with the city's professional sports teams.

2012

Detroit City FC plays its first game in the National Premier Soccer League (NPSL) and finishes with a record of 10-2-2.

2013

Detroit City FC moves into Keyworth Stadium, a 7,000-seat soccer-specific stadium in the Corktown neighborhood of Detroit.

2017

Detroit City FC wins the NPSL championship and the club's popularity explodes.

2018

Detroit City FC begins to sell out games and the club's merchandise becomes a hot commodity.

2019

Detroit City FC begins to develop its own youth academy and front office staff.

2020

Detroit City FC begins to invest in its training facilities and its infrastructure.

2021

Investor Q&A

What does your company do?

Detroit City Football Club LLC owns and operates a professional soccer club.

Where will your company be in 5 years?

We aim to be a consistent playoff contender in the National Premier Soccer League, with a strong fanbase and a sustainable business model.

Why do you choose this idea?

We believe that Detroit is a great city for soccer and that the NPSL is the best soccer league in the United States.

What is the biggest risk?

As with any business, COVID-19 poses financial uncertainty. Due to the nature of our business, we are also subject to risks related to weather, field conditions, and player injuries.

Detroit soccer also competes with a number of other leagues, including MLS and USL. We face competition for fans, sponsors, and players from these leagues.

Finally, we are subject to the risks of operating a professional sports team, including the risk of losing games, the risk of losing players to injury, and the risk of losing fans to other entertainment options.

How the club was founded / Backstory

Detroit City FC was founded by Sean Hurley and a group of Detroit natives who were disillusioned with the city's professional sports teams. They wanted to create a club that was by the people, for the people. The club's first few years were a struggle, both on the field and off. The team was not very good, and the fans were few and far between. But the club persevered, and slowly but surely, it began to win back its supporters. In 2016, Detroit City FC won the NPSL championship, and the club's popularity exploded. The team's games began to sell out, and the club's merchandise became a hot commodity.

What improvements will you make the Keyworth Stadium through this offering?

We plan to make a number of improvements to Keyworth Stadium, including the addition of new seating, a new video board, and a new concession stand. We also plan to improve the stadium's lighting and sound system.

What level of American soccer does DCFC play at?

Detroit City FC plays in the National Premier Soccer League (NPSL), which is the fourth tier of the American soccer pyramid.

How many players are on the roster?

The club's roster typically consists of 25 players, including goalkeepers, defenders, midfielders, and forwards.

How does Detroit City FC stack up in a crowded sports landscape?

Detroit City FC is a unique club in a crowded sports landscape. We are the only professional soccer club in Detroit, and we have a passionate fanbase that is known for its creative and colorful supporter culture. We also have a strong connection to the community, and we are committed to giving back to the city that has given us so much support.

Will I see a return on my investment?

As a Regulation A+ Tier 2 offering, we are required to provide investors with annual financial statements and tax returns. We are also required to file a semi-annual report with the SEC. However, we are not required to provide investors with any other type of financial information, such as quarterly reports or monthly statements. We are also not required to provide investors with any type of dividend or distribution. Investors should not expect to receive any cash flow from their investment in Detroit City FC.

Financials

Detroit City FC has not yet begun operations and is conducting a raise to buy out an existing team and begin operations. Below are projections for the first 3 years of operations.

All in Greece

$1,207,210	$0	$1,207,210
Cash	Cash Equivalents	Investments
$255,000	$1,207,210	
Accounts Payable	Long-Term Debt	

Income Statement | Balance Sheet | Cash Flow Statement

Assumptions for Income and Balance of Financial Condition and Results of Operations

You should read the following discussion and analysis of our financial condition and results of operations together with our financial statements and the related notes appearing elsewhere in this Offering Statement. This discussion contains forward-looking statements reflecting our current expectations that involve risks and uncertainties. Actual results and the timing of events may differ materially from those contained in these forward-looking statements due to a number of factors, including those set forth in the section titled "Risk Factors" and elsewhere in this Offering Statement.

Overview

We are the only professional soccer club in Detroit, and we have a passionate fanbase that is known for its creative and colorful supporter culture. We also have a strong connection to the community, and we are committed to giving back to the city that has given us so much support.

Revenues

Detroit City FC has not yet begun operations and therefore has no revenues. We expect to generate revenues from the following sources:

- Ticket sales: We expect to sell tickets to our home games at Keyworth Stadium.
- Merchandise sales: We expect to sell merchandise, including jerseys, hats, and scarves.
- Sponsorship revenue: We expect to secure sponsorships from local businesses.
- Broadcasting revenue: We expect to receive broadcasting revenue from our games.

Historical Results of Operations

Detroit City FC has not yet begun operations and therefore has no historical results of operations.

Liquidity and Capital Resources

As of the date of this Offering Statement, we have no liquidity or capital resources. We have raised $1,207,210 in equity capital from our founders.

Material Changes and Other Information

We do not have any material changes or other information to report.

Trends in Capital Resources

We do not have any trends in capital resources to report.

Planned Operations

We plan to use the proceeds from this Offering to purchase the club, pay for operating expenses, and invest in the club's infrastructure. We expect to use the proceeds as follows:

- Purchase of the club: $1,000,000
- Operating expenses: $200,000
- Infrastructure investments: $7,210

Runway & Short Term Business Plan

We have a runway of 12 months. We plan to use the proceeds from this Offering to purchase the club, pay for operating expenses, and invest in the club's infrastructure. We expect to use the proceeds as follows:

- Purchase of the club: $1,000,000
- Operating expenses: $200,000
- Infrastructure investments: $7,210

We expect to generate revenues from ticket sales, merchandise sales, sponsorship revenue, and broadcasting revenue. We expect to begin generating revenues in the first year of operations