

THE APP

MEMBERSHIP GUIDE





MEMBERSHIP GUIDE

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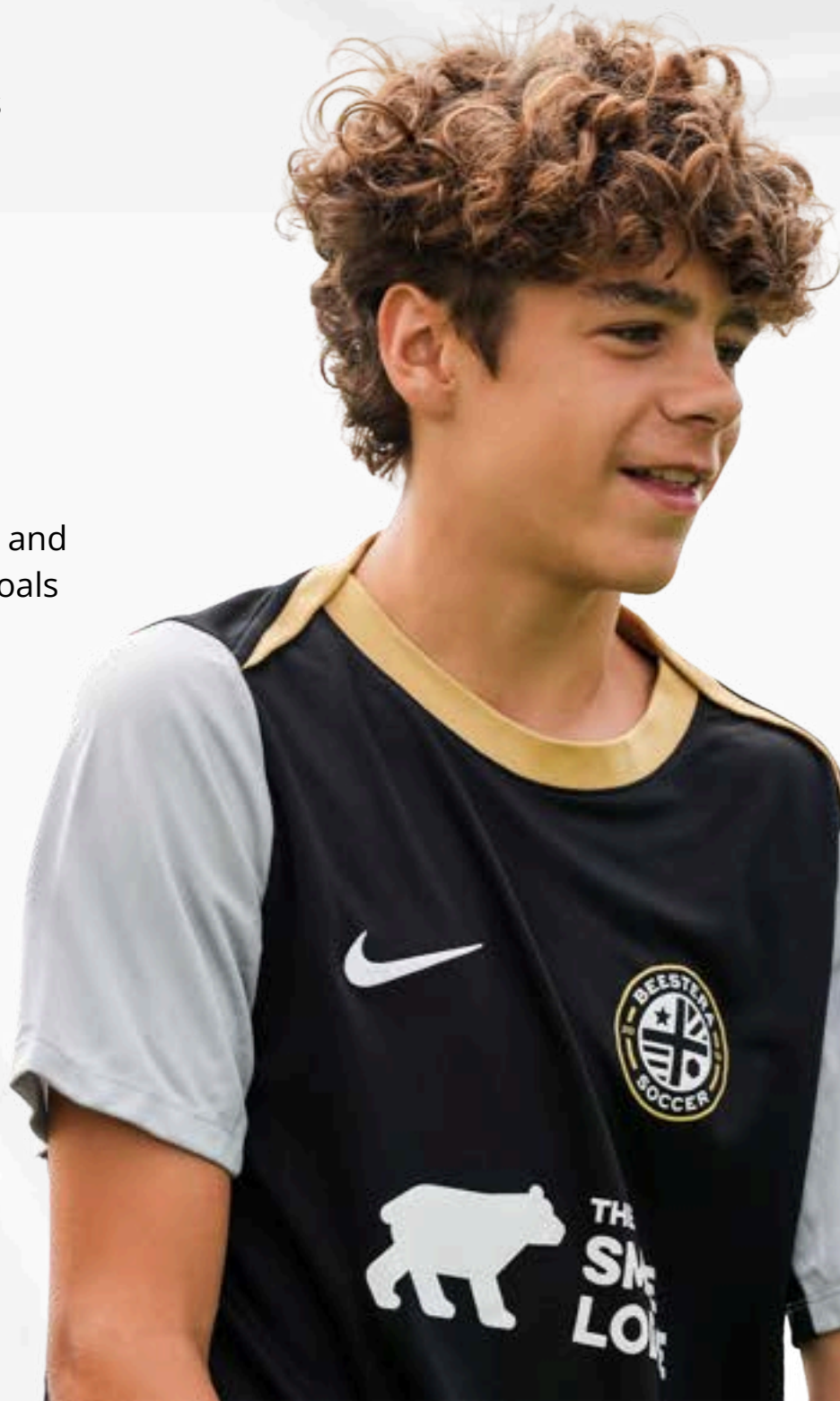
THRIVE VALUES

A way we develop the person as well as the player

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Quick answers to the most asked questions





WELCOME TO THE HIVE

Before you decide whether to purchase the app, see everything it offers.

This is the product of over 30 years of coaching, 10,000+ hours on the field, and a curriculum shaped by real experience with players of all ages and abilities. Every session, challenge, and lesson is built to support long-term growth — not quick fixes.

We won't promise this app will make you a pro. But if you use it with consistency and purpose, it will make you a better player, a stronger teammate, and a more accountable person.

In the Hive, we value players who lead on and off the field, who lift others up, and who give their best not just when it's easy, but especially when it's hard.

Use this app to train, reflect, and grow. Here, every action matters.

LET'S ALL THRIVE IN THE HIVE,

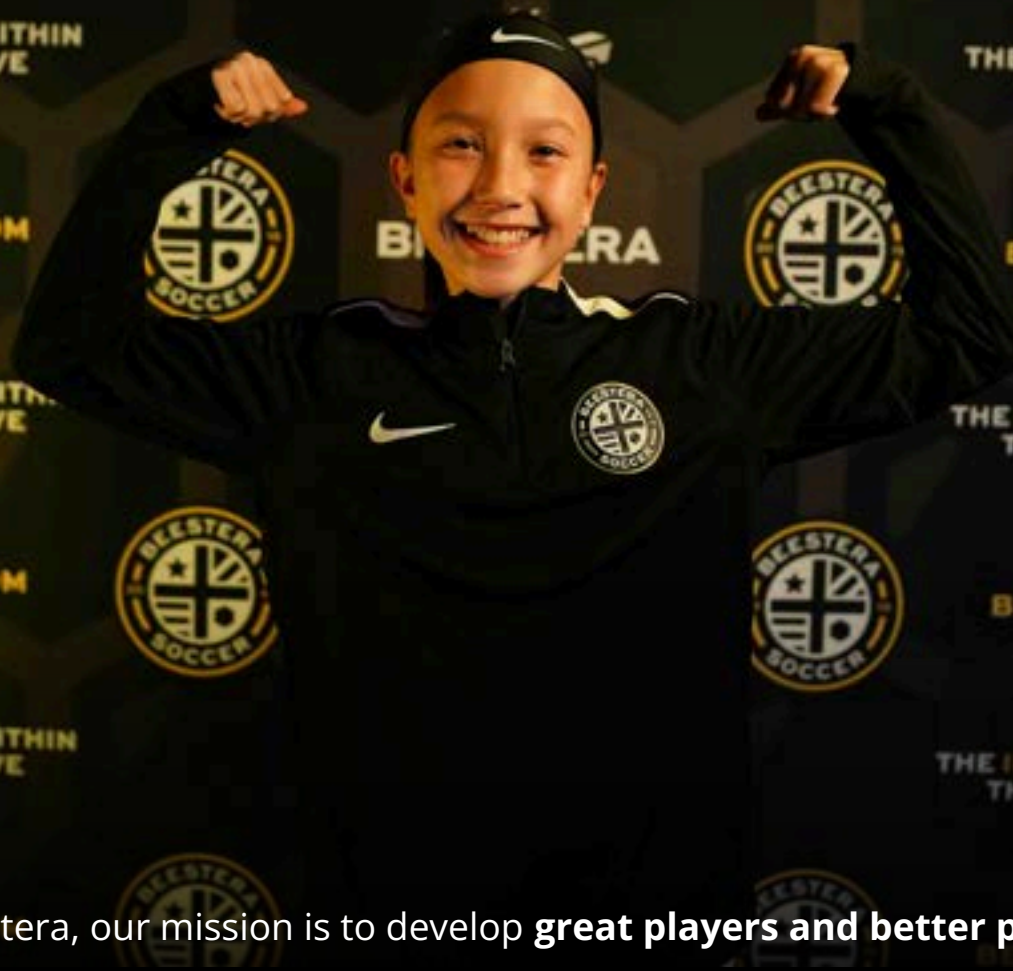
A handwritten signature in black ink, appearing to read "J. Beestera".

James & the Beestera Staff



WHO IS BEESTERA?

04



At Beestera, our mission is to develop **great players and better people.**

We believe in focusing on the **individual within the collective.** That means helping each player grow in a way that supports both their personal development and their impact within a team. Every player has a unique journey, shaped by their own pace, goals, and story.

We partner closely with families to create a positive, flexible, and purposeful environment where players can thrive both on and off the field. Whether your child is just starting out or aiming for the next level, we're dedicated to guiding, supporting, and inspiring them throughout their soccer journey.

Soccer is not just about what happens on the field.
It's about who you become through the game.



WELCOME
MISSION
OVERVIEW

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OVERVIEW

WHY BEESTERA?

We're not a tech company. We're a soccer development company that uses technology to extend our impact. We believe in developing better players and better people. The Beestera App is a tool for consistency, structure, and self-accountability. No shortcuts, just support.

CORE APP FEATURES

Weekly Challenges: Progress through Base to Build to Boost, with leaderboard submission via video.

Leaderboard: Verified by AI and Beestera coaches for fairness and accuracy.

Train Portal: Access to filtered drills by technical, physical, or challenges.

Learn Portal: Understand the 'why' behind training with mindset and learning modules.

Roadmap: Follow a 52-week curriculum focused on Movement, Manipulation, Control, and Striking.

Achievements: Earn badges and track progress visibly.

Evaluations: Two in-person assessments included in the Training Membership.

Safety: COPPA compliant with no open messaging features.





MISSION
OVERVIEW
TIERS



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BASIC MEMBERSHIP

For players unable to train in person, but wanting weekly challenges, structure, and accountability.

Basic Members are part of our growing hive. A group of players who are ready to train with purpose and build better habits. Here's what the membership includes:



3 X WEEKLY CHALLENGES

Get three new challenges each week that are linked to our in-person curriculum. Progress through Base, Build, and Boost to level up your game. Unlock all levels, then submit your Boost video for leaderboard verification.



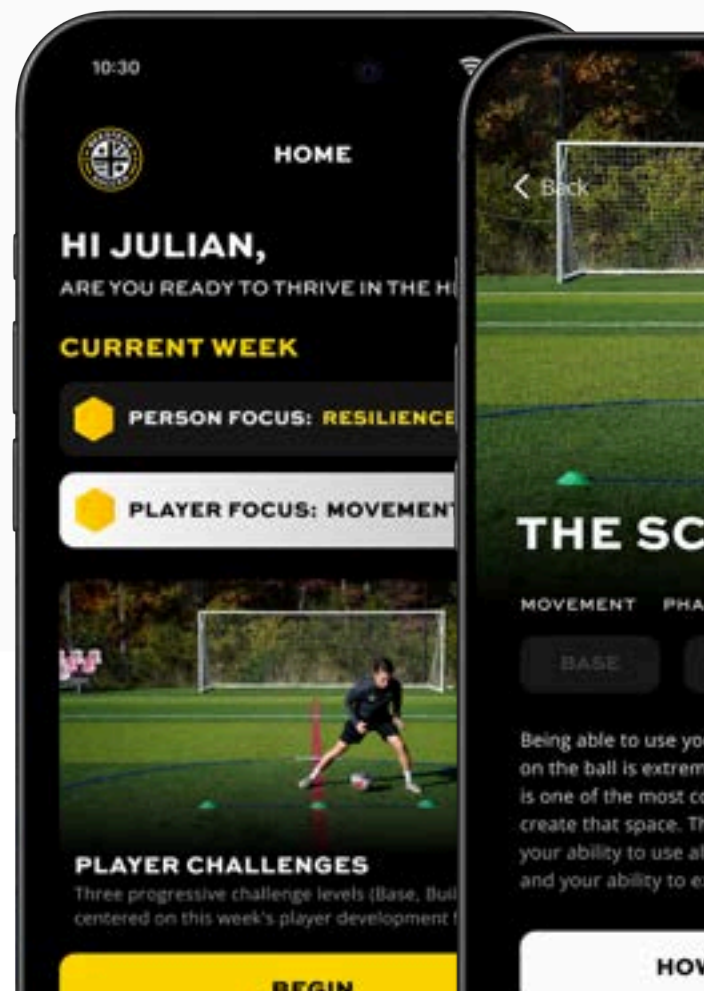
ACHIEVEMENTS

Earn badges by completing submitting your weekly challenge videos and start building your own trophy cabinet. The more you complete, the more your cabinet grows.



LEADERBOARD

Compete with yourself, teammates and players of different ages in the hive worldwide. Climb the leaderboard and see where you rank.



PRO MEMBERSHIP

For players unable to train in person, but wanting full access to our training, and learning resources.

As a Pro Member, you're a core part of our hive. A swarm of players who are committed to leveling up with elite tools, deeper learning, and intentional growth. Here's what your membership unlocks:



TRAIN PORTAL

Provides players with training resources to practice and improve. From individual exercises to structured challenges, these resources prioritize the technical and physical aspects of the game, helping players develop their skills and build confidence on the field.



LEARN PORTAL

Dive into the 'why' behind the game, explore new strategies, and elevate your understanding with fresh content added monthly.



ROADMAP

Players will be able to see the full 52-week curriculum, highlighting what has been worked on, and the things to come.



GUIDEBOOKS

A place to learn the why behind the what. Each topic breaks down key concepts, coaching points, common mistakes, and ways to take understanding to the next level.



TRAINING MEMBERSHIP

For players training in person who want a year-long plan with at-home resources and session discounts.

If your player is training regularly, the Training Membership pays for itself fast, and gives you more value with every session.



DISCOUNT CODE

Training members have their own unique code to unlock a **20% discount for every private session**. If you do more than 11 private sessions/year, your membership is fully paid for, and every session after that saves you money.

Included Value:

- Save 20% on every private training session
- Members Training Shirt (\$46.99 value)
- 2 Player Assessments (\$100 value)

SESSIONS PER YEAR	SAVINGS ON SESSIONS
10 sessions	\$200
20 sessions	\$400
30 sessions	\$600
50 sessions	\$1,000



ASSESSMENTS

You get two evaluations per year to track your progress and guide your training. Assessments are based on the Beestera curriculum: movement, control, striking, manipulation, and some of the THRIVE character values.

RESOURCES

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Back

BUILDING HABITS

MINDSET

WHAT IS A HABIT?

A habit is a behavior you repeat so often it becomes automatic—something you do without needing to think about it.

Habits form when behavior becomes automatic. By learning how habits work (cue, craving, response, reward), you can take control and build the ones that move you forward.



THE HABIT LOOP

10:30

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CAN YOU BEAT 368?

CHALLENGES


THE FORMAT

12 EXERCISES

WORK: 45s
REST: 15s



EXERCISE 29



Home | Profile | Team | Map

EXPLORE



MINDSET
Improve your mindset with exercises and insights that build resilience, and confidence, on and off the field.



POSITION-SPECIFIC
Master your role on the field with resources designed to help you understand the skill-sets for that position.

EXPLORE



TECHNICAL
Master the ball to master the game. Build your technique and confidence through purposeful reps.



PHYSICAL
Build endurance, coordination, and strength. Train to move better, last longer, and perform at your best.

JUGGLING

CAN YOU BEAT 368?

11:31

Back

CDM - SCAN & DECIDE

POSITION SPECIFIC

THE FOCUS

In this session, James works with Sam to sharpen one of the most important traits for a central defensive midfielder: deciding when to pass and when to dribble. The focus is on reading visual cues and letting space dictate actions on the ball.



13:31

THE COOPER RUN

PHYSICAL

THE EQUIPMENT

- Markers (Optional)
- Stopwatch (Timer)
- Flat Space (Track)

HOW TO MEASURE DISTANCE



Each lap around the track = 400 m

1 mile = 4 laps (1600m)

Home | Profile | Team | Map

OUTS

GET NOTICED

KEY TAKEAWAYS TO REMEMBER

IMPORTANCE TO COACH

↑

- Read situation
- Other player's ability
- How often player's looks the ball

CAN'T CONTROL

↓

- Weather/field conditions
- Other player's position
- Other player's decision

IMPORTANCE TO COACH

↓

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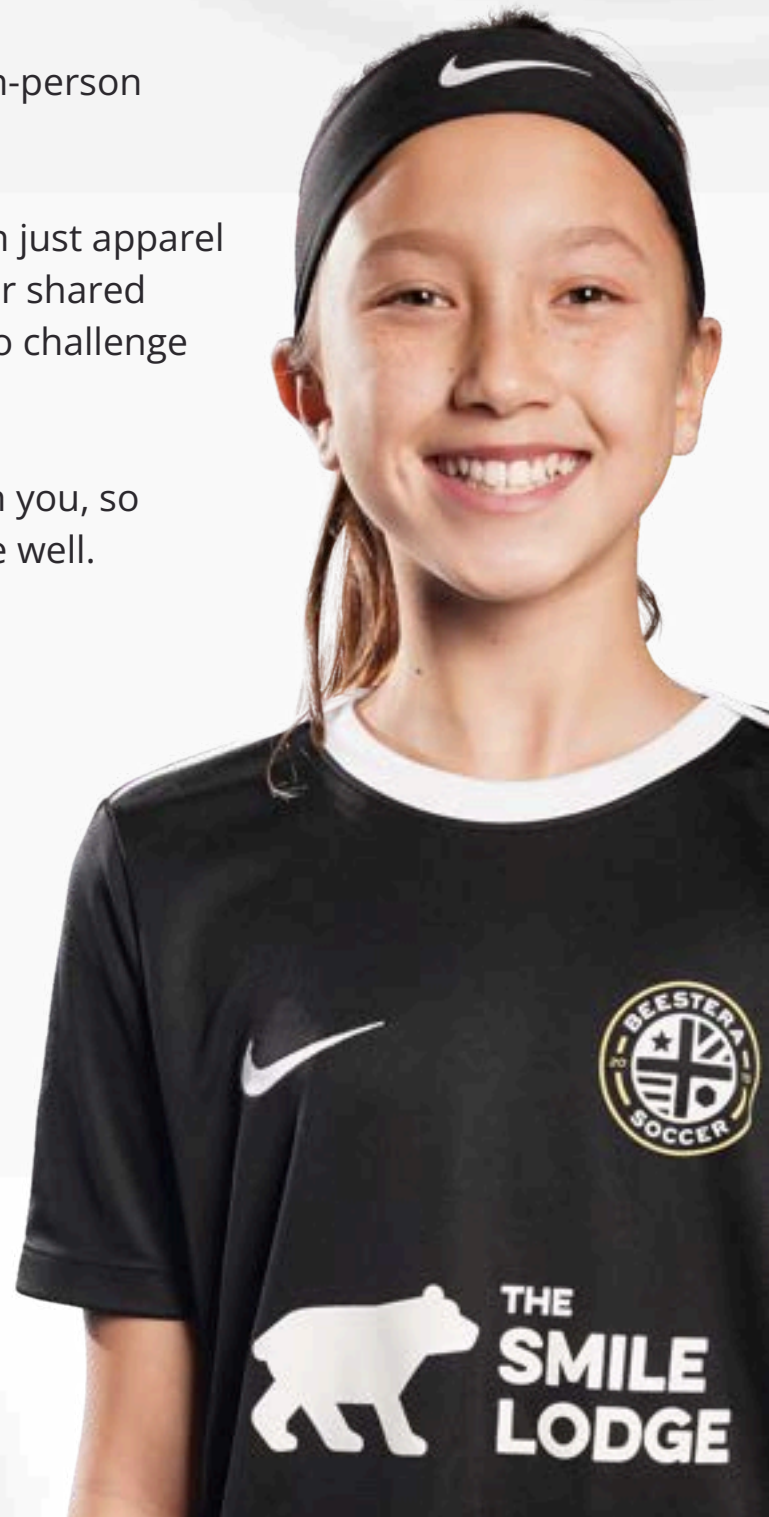
TRAINING SHIRT

Training members get an exclusive Beestera shirt that comes with a golden badge — the mark of a Training Member. Styles may vary by age, but every shirt shows you're part of the Hive.

Shirts are handed out during your first in-person session. Be sure to wear it with pride.

Your exclusive training shirt is more than just apparel - it's a symbol of your commitment to our shared THRIVE values and your determination to challenge yourself every step of the way.

When you wear Beestera, eyes will be on you, so make sure you are representing the Hive well.





YOUR TRAINING DOESN'T HAVE TO END WHEN YOU LEAVE THE FIELD.

The Beestera App was built for our in-person players, the ones who show up, work hard, and want to grow between sessions.

We saw players needed more than homework. They needed a plan, trusted guidance, and a way to stay accountable. So we built a tool that mirrors our in-person curriculum. A 52-week journey designed to develop both the player and the person.

Each week brings new focus areas, mindset challenges, and progress tracking. This isn't extra work. It's the bridge between training days.





OVERVIEW
TIERS
PRICING



PRICING

Choose the membership that matches your player's goals. Whether you train with us in person or want to stay sharp at home, there is a Beestera Membership built for you. Compare your options below and find the best fit for your player.

FEATURE / BENEFIT	BASIC	PRO	TRAINING
20% off Private Sessions	No	No	Yes
Private Training Evaluations (2/year)	No	No	Yes
Beestera Training Shirt	No	No	Yes
Access to Beestera App	Basic Challenges	Full Access	Full Access
Weekly Skill Challenges	Full Progressions	Full Progressions	Full Progressions
Leaderboard & Achievements	Full Access	Full Access	Full Access
Train Portal	Not Included	Included	Included
Learn Portal	Not Included	Included	Included
Training Roadmap (52-week)	Not Included	Included	Included
Monthly	\$12	\$22	NA
Yearly	\$108 (\$9/month)	\$216 (\$18/month)	\$336 (\$28/month)
Family	\$240 (\$20/month)	\$384 (\$32/month)	\$576 (\$48/month)

SAVINGS

We believe in long-term growth, and we want to reward players and families who commit to the full journey. Choosing a yearly plan is more than just a payment choice. It shows you're serious about development, and we're serious about making it worth it.

Take a look at how much you can save by choosing a full year with us.

PLAN	MONTHLY	YEARLY	YOU SAVE
BASIC	\$12/mo	\$108/year <i>(\$9/month)</i>	Save \$36/year (25%)
PRO	\$22/mo	\$216/year <i>(\$18/month)</i>	Save \$48/year (18.2%)
TRAINING	—	\$336/year <i>(\$28/month)</i>	—

THRIVE IN OUR HIVE

The Beestera app is built on six core values that shape player development. These THRIVE values are woven into every part of the app, from how challenges are designed to how success is tracked and celebrated. If you can commit to these values, there's no doubt you'll thrive in the hive.



THRIVE



PRICING
THRIVE

FAQ

WELCOME

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APP & MEMBERSHIP FAQ

Have questions about the Beestera App and Membership? Many of our current families ask how the app works, which membership to choose, and how it connects to their child's training. Below are the most common questions and answers to help you get started.

ABOUT THE APP

WHAT IS THE BEESTERA APP?

The Beestera App is a training and accountability platform designed to help players develop on their own and stay connected to Beestera's methodology beyond private sessions, camps, or team training. It also gives players who don't have access to in-person Beestera programs a chance to train with our philosophy and be part of the Hive from wherever they are. It offers weekly challenges, a library of training drills, mindset lessons, achievement tracking, and more.

WHO IS THE APP DESIGNED FOR?

The Beestera App is designed for youth soccer players of all levels who want to improve outside of team training. Whether you're part of Beestera through camps or private sessions, or a player without access to in-person training, the app provides a structured way to build your skills, mindset, and consistency on your own.

WHY SHOULD I GET THE APP IF MY CHILD ALREADY DOES IN-PERSON TRAINING?

In-person training is valuable, but real growth happens between sessions. The app gives your child structure, accountability, and weekly challenges to keep developing on their own. It reinforces what they're learning in private training, adds mindset lessons, and helps build consistent habits at home while staying connected to Beestera's methodology.

DOES THE APP TRACK MY CHILD'S PROGRESS?

Yes. Players can:

- Log their challenge results
- Earn badges and achievements
- Progress through skill levels

IS THIS APP SAFE FOR MY CHILD?

Yes. The Beestera App is COPPA compliant and designed with player safety in mind. There is no open chat or messaging feature. All leaderboard content is monitored. Parents can review their child's account and progress anytime.

WHAT MAKES THE BEESTERA TRAINING APP DIFFERENT?

The app is built by experienced coaches who spend thousands of hours on the field each year. After 10 years crafting a curriculum, this app is an extension of our in-person training, designed to keep players developing outside of scheduled sessions.

We are not a generic soccer app. Beestera is an independent, values-driven training organization focused on developing better players and better people. The app is an extension of our in-person work - rooted in our curriculum, THRIVE values, and coaching philosophy. You're not joining a tech company. You're joining a community.

MEMBERSHIP OPTIONS & PRICING

WHAT MEMBERSHIP OPTIONS ARE AVAILABLE?

We offer three membership levels:

- **Basic Membership:** 3 weekly challenges, achievement tracking, and leaderboard access. For players unable to train in person, but wanting weekly challenges, structure, and accountability.

- **Pro Membership:** Full training library, mindset lessons, character development tools, and full access to challenges and leaderboards. For players unable to train in person, but wanting full access to our training, and learning resources.
- **Training Membership:** Includes all Pro Membership benefits plus 20% discounted in-person private training for every session, 2 annual evaluations by Beestera coaches, and a members only-training shirt. For players training in person who want a year-long plan with at-home resources and session discounts.

WHICH MEMBERSHIP SHOULD I CHOOSE?

If your child trains in person with Beestera, the Training Membership is the best option, as it includes exclusive perks like evaluations and training discounts.

If your child does not train in person but wants structured training from Beestera, choose either the Basic or Pro Membership. These options allow players from anywhere in the world to follow Beestera's development pathway.

HOW MUCH DOES MEMBERSHIP COST?

The price depends on whether a monthly or yearly plan is purchased. A yearly plan is more cost-effective.

IS THERE A FAMILY PLAN?

We'll be launching a family plan soon. Our Family Plans make it easier for multiple players in the same household to access Beestera's training, resources, and membership benefits.

- Basic Family Plan – \$240/year (\$20/month)
- Pro Family Plan – \$384/year (\$32/month)
- Training Membership Family Plan – \$576/year (\$48/month)

***Each plan covers up to 3 accounts in the same household.**

HOW DO I ACCESS THE APP?

Start by purchasing a plan at beestera.com/join.

After checkout, you'll receive an email with your next steps and login details. Then, download the Beestera App from the App Store or Google Play to get started.

CAN MY CHILD USE THE APP WITHOUT A MEMBERSHIP?

You can download the app, but most content and features are unlocked through membership. Basic membership is very affordable and provides great value as a starting point.

CAN I CANCEL MY MEMBERSHIP ANYTIME?

Yes, you can cancel future renewals anytime by contacting us, or through the App Store.

DO YOU OFFER REFUNDS IF MY CHILD STOPS USING THE APP?

Because memberships provide immediate access to content, we do not offer refunds for unused portions. We encourage players to fully explore the app and use it consistently for best results.

IS THE APP ON MOBILE AND TABLET?

Yes, the Beestera App is available on both mobile and tablet devices. You can download it on iOS and Android, making it easy to train and track progress on the go or at home.



READY TO STANDOUT IN THE HIVE?

Go back to beestera.com/join
and select your membership plan.