



GlassHouse

## GlassHouse Group Overview





GlassHouse Group

# Our Team Members



**William Block**  
*CEO*



**Simon Moseley**  
*Chairman of the board*



**Company Page**



**Graham Warren**  
*COO*



**Daniel Davis**  
*CFO*



**360ENGAGE**



**Personal Bios**





# Overview



## Who Are We?

GlassHouse Group is a senior-led advisory and delivery partner across sport, technology, and governance.

We act as a single access point for strategy, execution, partnerships, and funding, built for organisations that need to move fast and deliver.



## What We Do:

- Drive revenue through data, AI, and fan engagement
- Deliver technology and digital solutions through global partners
- Improve cost and operational efficiency
- Connect organisations to funding and growth opportunities



## Safeguarding and Grassroots

We treat safeguarding as infrastructure, not compliance.

Through our work with the Safeguarding Union, we are supporting a grassroots initiative focused on embedding practical, scalable safeguarding systems that work in real environments, not just on paper.

## Next Step

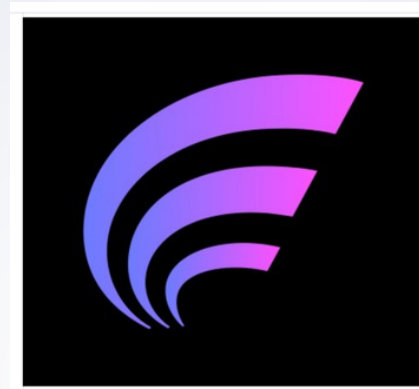
If you are exploring growth, efficiency, or stronger governance, we should talk.



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# Strategic Partners



Z A K R I L A





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# Introduction to 360ENGAGE

*A GlassHouse Group Product*



## The Problem



Clubs reach billions but lack conversational relationships. No platform captures behavioural data where loyalty forms.

## The Solution



Agentic AI handles engagement autonomously at scale. A 24/7 digital companion powered by intelligent automation.

## The Market



£6.5bn growing 18% annually with no category leader. Gap for first-party Fan Graph data from every conversation.

## The Impact



Revenue activation alongside compounding proprietary assets.

## Why 360ENGAGE?

**GlassHouse** is looking to deliver fan-first growth by combining strategy, technology, and execution.

Using platforms like **360Engage** we are striving to help organisations build stronger relationships with fans, unlock long-term commercial growth, and meet the evolving expectations of regulation such as the IFR.

**Transforming Conversations into Revenue and  
Proprietary Assets**

*Infrastructure, Not a Feature*

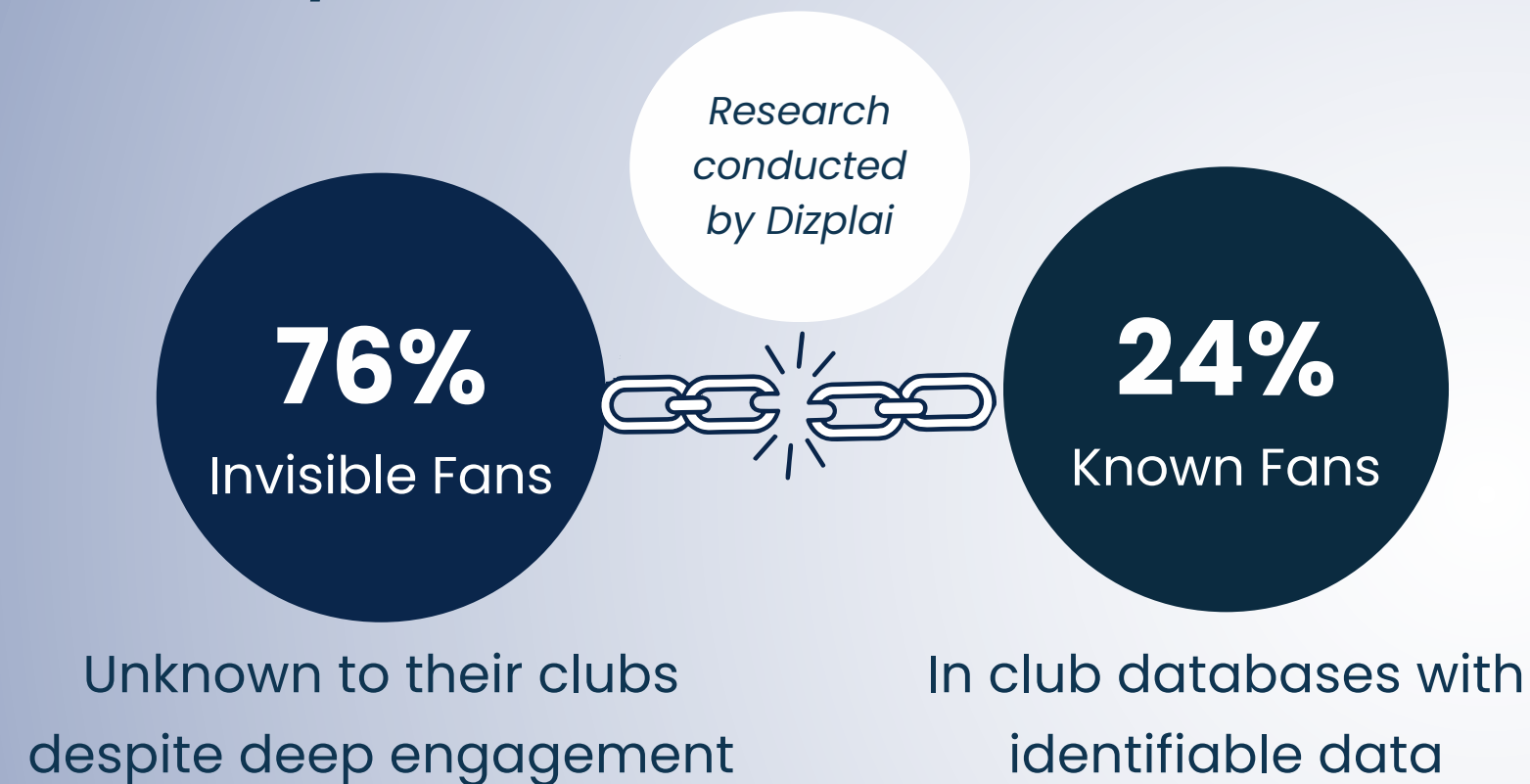




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# The Problem Clubs Are Facing

*Mind The Gap*

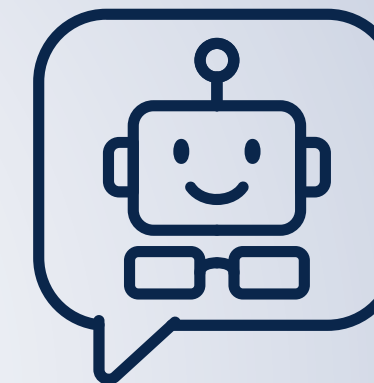


## The Million-Dollar Blind Spot

For every known fan, 3–8 additional supporters remain **commercially invisible**. 62% of executives estimate this **costs £100K+ annually**, with one-third valuing the **missed opportunity** at £1m–£5m, per year. (Dizplai, 2023).



**360ENGAGE**



**Agentic AI:** A conversational assistant that interprets conversation to recognise high-value intent.



## The Fan Graph (Owned Intelligence)

Connecting and mapping every fan interaction, giving clubs a unified, real-time view of supporter relationships and behaviour.

[Website](#)

[Demo](#)



# Funding Project

## Programme Overview

**GlassHouse Group**, working alongside grassroots funding partners, is dedicated to raising safeguarding standards across clubs and organisations throughout the United Kingdom, while enabling access to vital grant funding.

This initiative aims to help clubs and organisations strengthen their safeguarding frameworks, while also unlocking essential financial support to drive growth, development, and long-term sustainability.

## Funding Support

- **GlassHouse Group** will deliver a clear, structured process to support clubs and organisations in accessing available funding opportunities. This includes guidance on eligibility, application requirements, and allocation procedures to help maximise successful outcomes.
- Beyond safeguarding provisions, any remaining grant funding may, where appropriate, be directed towards:



**Equipment  
upgrades**



**Facility  
improvements**



**Organisational  
expansion**



**Training needs  
and development  
analysis**



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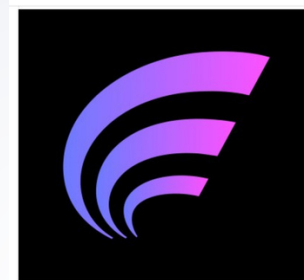
# Funding Project

## *Safeguarding Framework*

As part of the programme, participating clubs and organisations will benefit from a comprehensive safeguarding framework, including:



A core framework of policies, practices, and responsibilities designed to protect individuals, particularly vulnerable groups, from harm, abuse, and neglect.



**Safeguarding Union**

Supporting paid and voluntary safeguarding workers through safe practice, training, guidance, advocacy, workers' rights, and high standards across professional, grassroots, and voluntary sector safeguarding.



A secure digital platform enabling organisations to record, track, and manage safeguarding concerns efficiently and in real time.

**Clubs and organisations interested in participating in the programme, or exploring potential funding and safeguarding support opportunities, are invited to contact us.**





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# Zakrila

*The Safeguarding Index*

Z A K R I L A

A platform that independently verifies organisations have active safeguarding governance in place — delivered in partnership with **GlassHouse Group**.

## Problem



Governance is often confirmed at a single point in time. Without continuous validation, organisations can't prove — and regulators can't verify — that it remains active, creating undetected risk.

## Solution



The Safeguarding Index operates on a 90-day attestation cycle. Organisations complete a structured review across key governance areas and receive the ⌘ signal — confirming governance has been actively validated for that period.

## Signal



The ⌘ signal evidences that governance processes are active and have been formally reviewed. It does not certify compliance or outcomes, but provides a transparent, time-stamped record of governance attestation.

# Why Safeguarding Matters

ZAKRILA



## Duty of care is continuous

Organisations carry a duty of care every day, not only at the point of a formal review. The Safeguarding Index makes that continuity visible and verifiable.

## Confirmation has a shelf life

Governance assurance expires. The 90-day cycle ensures that attestation is current, not historical. Regulators and commissioners can see exactly when governance was last confirmed.



## Sector-wide applicability

The platform serves any organisation with a duty of care — NHS bodies, local government, housing providers, educational institutions, charities, and professional services.

## An emerging standard

The Daceva-Warren Framework (DOI 10.5281/zenodo.19140118). The & signal and Safeguarding Index are the subject of trade mark applications in the United Kingdom.







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# Introduction to Zuci Systems

*Helping Businesses Unlock Value Through AI*

- Year established: 2016
- 550+ Expert Team Members
- Industries: Financial Services, Healthcare, Telecom, Retail, Software Vendors
- 7 Global Delivery Centres



- Dallas
- Toronto
- Brussels
- Geneva
- London
- Chennai
- Bengaluru



**SOC 2 Type 2**

## Services

*AI-first solutions that drive outcomes*

- Digital Engineering
- Data & Analytics
- Quality Engineering
- AI Transformation Consulting & Agentic AI

## Zuci Quality Engineering

- 130+ AI-enabled QA engineers
- Digital Transformation Validation
- Test Advisory & Consulting
- AI powered Test Automation
- Data Quality Testing
- Non-Functional Testing (Performance, Security, etc.)
- Next-Gen Testing

**30% ↓ QA costs**

**40% ↑ platform stability**

**35% faster release cycles**





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# eCommerce in Sport

*Winning Fan Experience with Zero-Defect Commerce*

## The Market

Global sports ecommerce market estimated \$30–40bn+ and growing rapidly

Up to 70%+ of club retail now happens online (top-tier clubs)



PL clubs generate £100m+ annually in commercial/retail revenue



NBA generate \$10bn+ annually from merchandising and licensing



IPL estimated global fanbase of 500m+

## Current Challenges

- **Flash traffic spikes:** sudden 10–50x load
- **Time-sensitive transactions:** race conditions & concurrency risks
- **Multi-channel experience:** need consistent journeys
- **Real-time integrations:** inventory, pricing, promotions, streaming entitlements

## Solution & Business Benefits

- Ensure peak event readiness (performance testing)
- Deliver seamless omnichannel journeys
- Accelerate with AI-powered test automation
- **Higher conversions**
- **Zero downtime**
- **Faster releases**
- **Better fan loyalty**





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# The Zuci Solution

## Zuci's eCommerce Success Story

### Challenge



High operational costs due to 24/7 manual validation of critical eCommerce user journeys on live site by a 10-member team



Manual testing introduced human error and inconsistency, affecting site reliability and user experience



Scaling test coverage required more FTEs, limiting agility and increasing costs

### Solution



Reduced operational overhead with a BDD automation framework – flexible, reusable, and scalable



Improved reliability and compliance via Azure DevOps integration with secure pipelines and enterprise-grade security



Enabled real-time alerts and traceability, with Teams notifications and SharePoint archiving

**100%**

automation coverage  
of production sanity

**Zero-touch**

validation via  
centralized execution

**3-month**

ROI achieved

Click for further information:

[Website](#)

[Case Study](#)



# GHG Procurement Services

- **Partnered with global consultancy focused on cost reduction & operational efficiency**
- **Expertise across 50+ cost categories using benchmarking & industry insight**
- **“No savings, no fee” model, clients pay only if measurable cost savings are delivered**
- **End-to-end support: analysis, supplier negotiation, implementation & monitoring**
- **Acts as an extension of procurement teams with specialist knowledge**
- **Deliver efficiency improvements, better supplier management, and long-term operational value**

## The Process



### Analysis

Prepare report on your current status quo in the selected cost categories where you think savings may be achieved.



### Research

Present an option report, based on expertise and long-standing experience in supplier markets to show potential savings.



### Selection & Implementation

Once you have chosen an option, implementation of savings process in your company is facilitated.



### Monitoring

Monitor savings actually achieved over the period of engagement. These savings are the basis for remuneration.



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# iSportsAnalysis

*Making Player Development Visible*



## The Visibility Problem

Most football environments do not have a coaching problem. They have a **visibility problem**.

When development is not clearly visible, uncertainty fills the gap:

- Parents question progress.
- Players compare themselves emotionally.
- Feedback becomes opinion-based rather than evidence-based.

## The Solution

### iSportsAnalysis:

- Evidence-backed feedback
- Consistent coaching insights
- Better development conversations

### Soccer Skills Challenge

Providing a simple but powerful way to measure and track technical development over time.

Every player receives a professional dashboard to measure progress.

## The Impact



Visible progression



Stronger parent trust



More motivated players



Higher retention & engagement

**GlassHouse Group**, in partnership with **iSportsAnalysis** and **iSportScouting**, are helping clubs create evidence-led development environments built on visibility, trust and progression.





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# Contact Us

*Get in touch with the right people, for the right project*



## Project

**360Engage**

*Fan Engagement & Revenue Strategy*



**GHG Funding Project**

*Grassroots Funding Support*

Z A K R I L A

**Zakrila**

*Safeguarding Index*



**Zuci Systems**

*AI-First Solutions*



**GHG Procurement Services**

*Cost Reduction & Operational Efficiency*



**iSportsAnalysis**

*Player Development Analytics*

## Contact

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## Personal Bios



### **William Block**

*CEO*

25+ years in financial services, spanning RBS in the UK and HSBC, Chase, and Citi in the US, Wil has built deep expertise across international banking, private banking, and commercial lending. Now a principal at GlassHouse Group, he advises clients on capital strategy, M&A, and market opportunity across sport, infrastructure, and adjacent real estate, bringing complex transactions from conception to completion.



### **Simon Moseley**

*Chairman of the board*

Banking professional with 40+ years' experience in the Prime Finance sector, with a background spanning trading, compliance and regulatory functions & product development. Proven track record of delivering complex, high-impact projects & driving successful implementation across global entities & platforms. Alongside professional career, Simon has actively been involved in grassroots sports, roles including secretary, coach & treasurer for local organisations supporting community development & participation.





## Daniel Davis

*CFO*

Active role as Managing Director of several companies within the construction industry, with extensive experience in leadership, finance, operations and business growth. Current Director and Treasurer of the UK Fire Association, supporting governance, financial oversight and sector engagement. Also serves as Chief Financial Officer at GlassHouse Group, contributing strategic financial direction, commercial planning and organisational development across the group.



## Graham Warren

*COO*

Experienced sports professional with over 20 years across professional football, grassroots development, consultancy, and sports technology. Combines operational expertise with commercial and strategic leadership. Has worked with elite football organisations and technology partners, delivering results through a practical approach. Strong track record in building relationships, leading teams, and managing complex stakeholders. Brings clear insight, energy, and consistency to sport-focused projects and organisational development.