Kevin Middleton

Founder, FootballGPT

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kevinrmiddleton.com | UK citizen. Available to relocate.

PROFILE

I am the founder of FootballGPT, an AI assistant for football coaches. More than 18,000 coaches in 30 countries have signed up, and it takes paid subscriptions. I wear two hats: I also deliver student systems in universities, and have for 15 years. I have founded and published nearly 100 projects, listed at 360tft.co.uk/projects.

FOUNDER, FOOTBALLGPT | DEC 2025 TO PRESENT

- Founded it and built it alone, from first prototype to more than 18,000 users in 30 countries.
- I run product, build, support and growth myself. I decide what ships and what stops.
- A coach asks a question and gets an answer for their age group, level and sport.
- Paid subscriptions, community memberships and an iOS app on the App Store.
- I read user feedback every week, check the answers coaches get, and fix the wrong ones.
- Found that a new home screen halved the share of new coaches asking a question on day one, from 47% to 24%. I ran a 50/50 test and made chat the first screen for every new account.

OTHER PROJECTS I FOUNDED

- **CoachPage:** a simple personal page where coaches collect their work, experience and links. Free.
- **Ball or Bench:** a football accountability system. Players train every day and their card grows.
- **RefereeGPT:** a tool for practising referee decisions with scenarios and quizzes.
- **CoachReflect and PlayReflect:** apps that turn session notes into clearer next actions.
- **CruiseGPT:** a cruise planning guide for comparing sailings.
- **AI Football and the Football Coach Directory:** directories of AI tools and of coaches.
- **Football Coaching Academy and AI Football Skool:** communities where I teach coaches to use and build AI tools.

The full list is at 360tft.co.uk/projects.

UNIVERSITY SYSTEMS CONSULTANT | 2010 TO NOW

Over 100 projects at more than 25 universities, used by tens of thousands of students and staff. My projects have saved universities hundreds of thousands of pounds. They include UCL, King’s College London, Kingston, Sheffield, Warwick and Nanyang Technological University in Singapore.

- Kingston University: replaced paper admissions with a digital system for 17,000+ students. It saved the university money every year.
- King’s College London: wrote the progression calculations. Assessment efficiency rose 21%.
- Nanyang Technological University: built fees and finance for the short courses programme, with 500+ fee structures. It passed the government compliance audit.
- Won an award at the 2015 SITS conference for an applicant portal.

Now supporting student systems at the University of Warwick.

HOW I WORK

I find where people drop out, test a fix and ship it. I turn messy problems into working systems. PRINCE2 Practitioner.

EDUCATION

BSc Information Systems, Abertay University. PGDip Information Technology, University of St Andrews. BCS Diplomas in Business Analysis (2017) and Modelling Business Processes (2018).