



Soccer-Themed Sports Recovery Resort Club

Mission & Values

Irvine Great Park



1. Our Mission

Everything begins with family. Discipline is the path, passion the fuel, science the method. Day after day of training and competition, each gain so small it's almost invisible — but first principles tell us: it is these tiny gains that turn the flywheel, faster and faster, until it's unstoppable. Be your best self, and lift your team; no mission was ever completed alone.

2. Our Values

- Family: Everything begins with family. Vacations are a family necessity; recovery is a family health necessity — we serve not individuals, but a family's lifetime of health.
- Discipline: Day after day of training and competition is the only path to any goal. We cast this discipline into every detail of the club.
- Passion: Passion for soccer, for sport, for life is the fuel of all energy. Without passion, the flywheel never turns.
- Science: Scientific training, recovery, nutrition, and sleep — respect for the body, and the methodology beneath all our services.

3. Social Value

- Youth development: through OC 100 Marathon Club (nonprofit), guiding youth and families in scientific lifelong training habits — planting "optimism and resilience" in the next generation's souls.
- Community health: bringing professional-grade sports recovery to everyone who loves sport — more people daring to move, able to persist, less injured.
- World Cup legacy: rooted at Irvine Great Park — a 2026 World Cup legacy site — letting elite sporting spirit take root in the community for the long term.

4. Commercial Value

- Location is customer acquisition: 24 professional pitches and hundreds of academy teams every week, walkable after the final whistle — a natural traffic engine.
- An irreplicable scene: star appearances, post-match coach breakdowns, Champions League nights — a true moat.
- Diversified revenue: 200–300 rooms + interactive experience zones + dining + fan zones + star-IP merchandise + SI immersive experiences.
- Dual-track structure: the nonprofit carries social value, the resort club carries commercial value — two legs, empowering each other.

Founder Dong Wu (EASTON WOOD)

Official v1.0 • October 2026