

BUSINESS START UPS

CASE STUDY: CRICKETER and COACHING

Name: Anuj Dal **Age:** 24
From: Newcastle-under-Lyme

Playing Career Summary:

After coming through the youth ranks at boyhood club Nottinghamshire, Anuj was released from Trent Bridge in 2017. However, a move to Derbyshire in 2018 led to professional debuts in all three formats within 18 months, and Anuj has since gone on to become a key part of the club's middle-order. Off the field, he was recently elected Vice Chair of the PCA, having previously been Derbyshire's representative on the Players' Committee.

Second Career:

Founder of Purpose Cricket Coaching (PCC)

Support from Player Association:

In 2019, Dal had his initial application for a PCA Futures Award accepted, and travelled to Edgbaston Stadium to present his coaching business to a panel made up of Association staff. Dal was named a winner in the 'Newcomer' category, and subsequently used his £1,000 cash prize to increase the outreach and resources of his company Purpose Cricket Coaching (PCC), which he set up in 2017.

Second Career Highlights:

- Set up coaching business at age 22
- Won a PCA Futures Award in 2019

Second Career Challenges:

- Balancing business and playing commitments
- Guiding PCC through Covid-19 pandemic



“ The aim is to play cricket for as long as I can but having this ready in waiting for me once I finish takes a massive weight off my shoulders. It allows me to enjoy my cricket that much more. ”