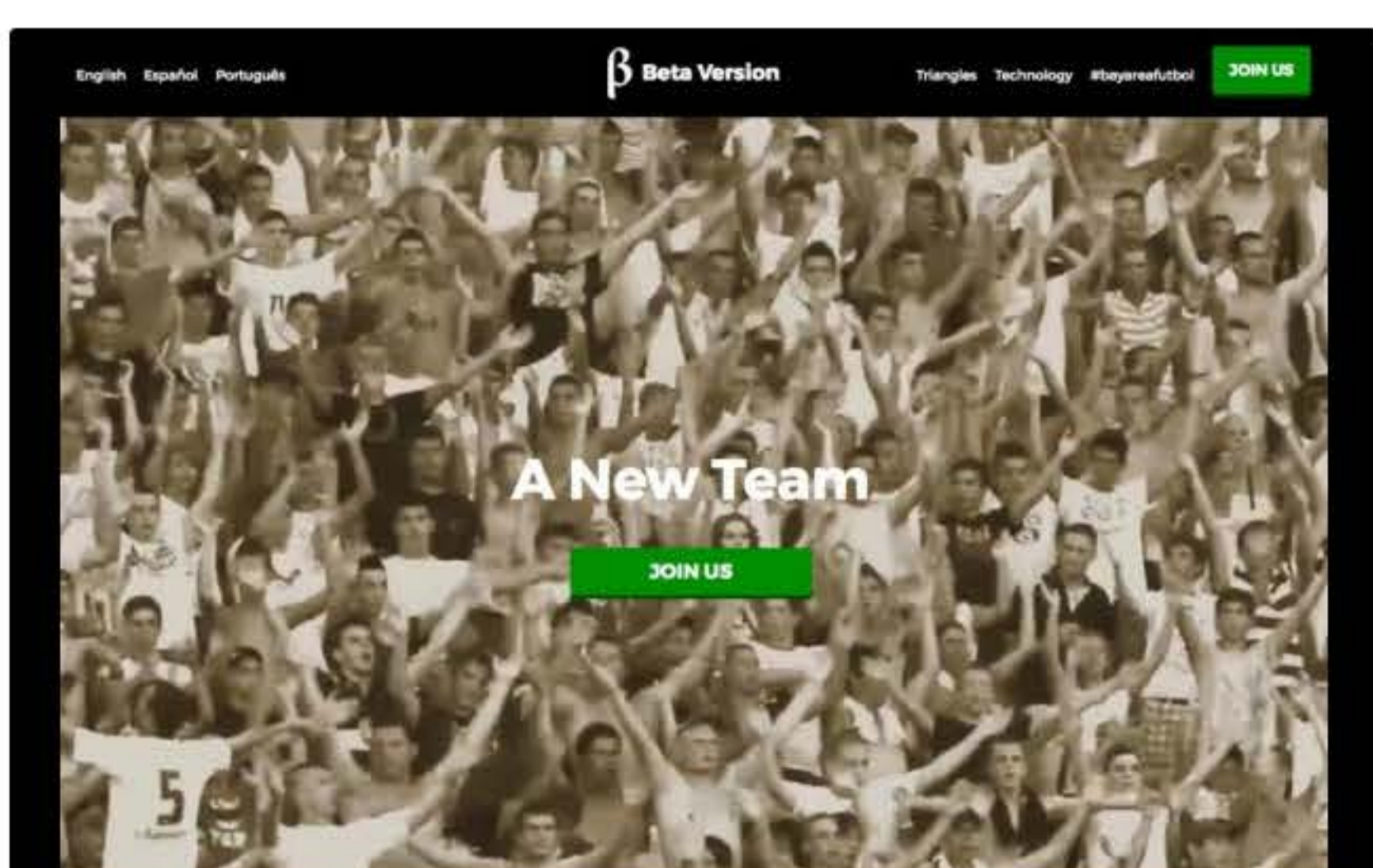


Bay Area pro soccer startup goes "Beta"

By [Douglas Zimmerman](#) on January 15, 2016 at 6:46 AM



BayAreaProSoccer.com released the "beta" version of its website.

More details have continued to trickle out about the Bay Area professional soccer team that is **rumored to become** a member of the NASL soccer league in 2017.

Late last month [bayareaprosocket.com](#) announced Brian Andrés Helmick as its CEO. Andrés Helmick was the founder of Argentis, a San Francisco human resources technology company, that was **acquired by Hub International** in 2014 for an undisclosed amount. In the email from the team, Andrés Helmick introduced himself and talked about his lifelong passion for soccer that started as a child watching a game with his grandfather in his hometown of Bogotá, Colombia.

"I'm doing this venture because I want more stories for you and I want more people to have their first soccer moments," said Andrés Helmick. "This region I've called home for over 12 years deserves it and the wonderfully diverse group of people who live here deserve it. You deserve it."

The team, which has called itself a "soccer startup," updated its website from the "alpha" to "beta" phase on Thursday.

The new website has several more details, including hints the team will soon announce its name and logo as well as where it will play in the Bay Area. The website mentions the **"red triangle,"** a roughly triangular region that extends from Sonoma, out to the Farallon islands and down to Monterey Bay, which has a large marine mammal population and a great concentration of white sharks. The website also talks about the role technology will play for the team, including using AI (Artificial Intelligence) technology to allow dynamic seating for the team's home games.

Rumors have centered on the team being located in San Francisco, but there has also been talk online the team could possibly play in Oakland, Berkeley, or on the peninsula.

[@EvanReam](#) said today on [@FirstElevenPod](#) that Bay Area NASL expansion could be in Oakland and not San Francisco. I really like that idea.

— Plain Ol' Abram (@MindOfAbram) **December 14, 2015**

A search online finds that several websites, including [berkeleyprosoccer.com](#), [paloaltoprosoccer.com](#), [sanmateoprosoccer.com](#), [oaklandprosoccer.com](#), and [sfprosoccer.com](#) all lead back to BayAreaProSoccer.com .

The organization has also been having fun with all the online rumors about the team's possible name. Late last month Bay Area Pro Soccer released a mock website, [fuafc.com](#) and hashtag, **#MeetTheFoggers** , claiming the team would be called "Foggers United."



BayAreaProSoccer.com released a mock website called Foggers United

"San Fran"? This is gonna be interesting... **#MeetTheFoggers**
[pic.twitter.com/jM1fJhxxph](#)

— Church of Soccer (@churchofsoccer) **December 29, 2015**

My favorite **#bayareafutbol** fan tweet about **#MeetTheFoggers** <https://t.co/1HzKjLSyFD> Great idea for a Halloween game! <https://t.co/PVXJtjo5oh>

— Brian Andrés Helmick (@brianhelmick) **December 30, 2015**

To follow soccer in the Bay Area, bookmark **The Beautiful Blog**. To find out more about soccer fans around the world Follow on twitter: [@futbol fandom](#) and Instagram: [@futbol fandom](#)