

# PCF Champions Academy

Cliente: PCF



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# Champions for Life

## International Success Training Camp

The PCF Champions Academy is an international effort to create 'Champions for Life' from the youth of Central America and the Caribbean who otherwise have very limited opportunities to advance in life, if they have any at all.

The Academy will provide the curriculum and in turn demand 'excellence' from it's students in three key areas:

1. Futbol
2. Academics
3. Personal Values

The Academy program brings successful student athletes into a controlled environment where they are encapsulated as residents 'in camp' and surrounded with nothing but positive direction and influences. The daily agenda is structured so that they are constantly busy with;

- futbol practice from professionally credentialed coaches,
- academic tutoring to complete high school degree if necessary,
- work in community projects for the foundation to develop compassion and a sense of giving,
- spiritual guidance
- very special training on professionalism and entrepreneurialism to teach the values and requirements for success in the competitive world of work and business.

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## Target Market

The primary target group are boys and girls, with a high school diploma, in the age group of 17-22. This group is old enough to accept adult responsibilities but young enough to hopefully be coachable and eager to learn and advance in life. Having a high school diploma is important because it provides a basis of education to work with and it shows that the individual has accomplished at least that much in life so far, which counts for having some initiative which is critical. We would consider candidates without diploma given that they do commit to complete their studies in camp as a requisite for attendance.

We are looking for good student athletes with a desire to 'achieve' in life, who have a work ethic, a sense of commitment and responsibility and who have goals in life.

The Academy will be marketed and promoted internationally. Initial efforts will be: Panama, Columbia, Costa Rica. Expanded efforts will include the Caribbean, all of Central and South America.

The target market will include all economic levels. Good students and good players from families who can afford to pay the tuition will be the core of the program. PCF will also actively seek less advantaged (poor) kids to benefit from the scholarship program. A scholarship fund will be established for this purpose and it will be promoted as an RSE project to companies and organizations around the world.

# The Three Core Disciplines

## 1. Futbol

PCF will provide all the resources necessary to develop championship caliber futbol teams. We are prepared to develop as many teams as we have players for and will put up to 25 players per team. The two primary categories will be Sub 20 and Sub 23.

The resources provided will include:

- credentialed, experienced, high caliber coaching and assistants
- physical trainers & medical staff

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- practice facilities & equipment
- uniforms
- shoes
- transportation

Our ultimate goal is to build our own private facilities which will include; stadium, practice fields, locker rooms, training rooms, classrooms and all that goes with a complete sports, recreation and educational complex.

For now, we will use one of several available 'camps' in the area. Each of these local camps are able to provide;

- nice, clean living accommodations
- kitchen and dining for groups
- classrooms
- practice field
- recreational facilities.

Therefore, our 'camp' is completely self contained as a center in which we can provide excellent facilities for virtually all of the necessary activities programmed by the Academy.

The fútbol program will utilise state of the art programs and tools to teach and develop the physical skill sets and mental preparation necessary to play championship caliber futbol.

A minimum of one practice per week will be conducted in the classroom where we will teach the various aspects involved in mental preparedness and intellectual development. This includes video review & instruction and strategic planning for the games. It also includes building on the values and principles required for professionalism and success in any discipline such as;

- being a team player,
- discipline,
- work ethic,
- commitment and
- the many other values required for success.

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## 2. Academic Curriculum

The Academy program curriculum includes, in general terms:

- High School diploma equivalency
- Professionalism & Values training
- Business Management & Entrepreneurialism

For any Academy students who do NOT have a high school diploma, enrolment in classes to accomplish this will be the first priority. Night classes will be arranged for certified accredited classes.

Next, and in addition to this, the Academy will embark on a proprietary curriculum touching on numerous aspects which are critical in developing a high level of professionalism and success in the workplace and business environment.

The curriculum places a strong emphasis on ‘forward thinking’ and creating ‘added value’ which any professional or business owner must have to achieve success in the competitive marketplace. Academy students will be taught to think as a ‘business owner’ would think in order to meet the requirements of any situation or opportunity. This mindset ‘adds value’ to the business and naturally attracts opportunity to the person bringing such value.

This level of awareness and preparedness will allow the student to set himself apart from his competition in the workplace and not only enhance his prospects for landing a higher level job but will be important as he or she advances his or her career on a fast track.

But more than just creating high performance workers, this curriculum creates ‘independent thinkers’ who are poised to accept the challenges and rewards of starting and managing their own business.

It is the intent of the Academy to instil in its students the desire and the capability to be leaders in the business community. Such leadership not only leads to personal success, but also creates more opportunity as new businesses create more employment and other opportunities in the community.

Beyond the classroom setting, students will get hands on experience working in the ‘business’ of Futbol Club - PCF and will develop self confidence and experience being personally mentored

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by one of our executives or business professionals as we interact with business owners, groups and other organisations on a daily basis.

### 3. Personal Values & Spiritual Development

In every activity that is organised by the Academy, emphasis will be placed on being cognisant of and accountable to the fundamental principles which are required for developing a solid character and a 'champion' of a person. Some of these include;

discipline	respect	humility
comittment	professionalism	planning & preparation
timeliness	service to others	being a team player
the golden rule	creating value	many others...

In the process of exploring the value of these key principles, we will also be exploring the spiritual value and biblical root of these concepts so each student is able to look beyond and rise above the worldly considerations of these principles and understand how his or her application of these will further develop their spiritual relationship with God and ultimately bring him or her into greater harmony with his or her creator.

We do this from the Christian perspective using the bible as our source material. In each of the academic lessons we teach, whether it is business, professionalism, being a team player, whatever the lesson, we relate the underlying lesson and benefit to its biblical root and try to tie it all together as a seamless, integrated message with practical benefits for today and long term benefits for the next life!

Conclusion: This is the general conceptual overview. A complete business plan will be forthcoming.