



# Raising Academy ROI with BrainsFirst

## Mission statement

"Transform academy from a cost center into an income source, contributing both on & off pitch."

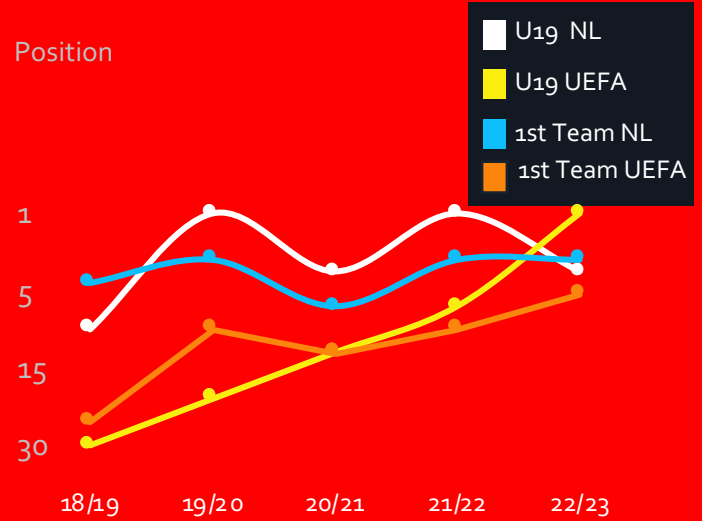
# 5 Years



## 5 Academy KPI's % change



## League performance curve Rankings end of season



Self-trained generated huge transfer revenues



U20 wins UEFA Youth League after beating European giants

## FACTS



"START Collaboration  
**2014**  
Goals (KPI's) achieved  
**5 out of 5**

## Academy Director Paul Brandenburg



"The cognitive aspect is now essential in our talent ID process. We see at an early stage what potential they have."

## Number of BrainsFirst assessments used AZ Alkmaar | per season

