

# Raising Academy ROI with **BrainsFirst**

#### Mission statement

#### 5 Academy KPI's % change

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



# self-educated players In 1st team



# minutes played By self-trained players



# self-trained players sold For more than € 500.000



Average domestic ranking Results 1st team Results U19



Average European ranking Results 1st team Results U19

### League performance curve







Self-trained generated huge transfer revenues



U20 wins UEFA Youth League after beating European giants

## FACTS 6



"START Collaboration 2014

Goals (KPI's) achieved 5 out 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

