

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

Rankings end of season





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



"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

