



Raising Academy ROI with BrainsFirst

Mission statement

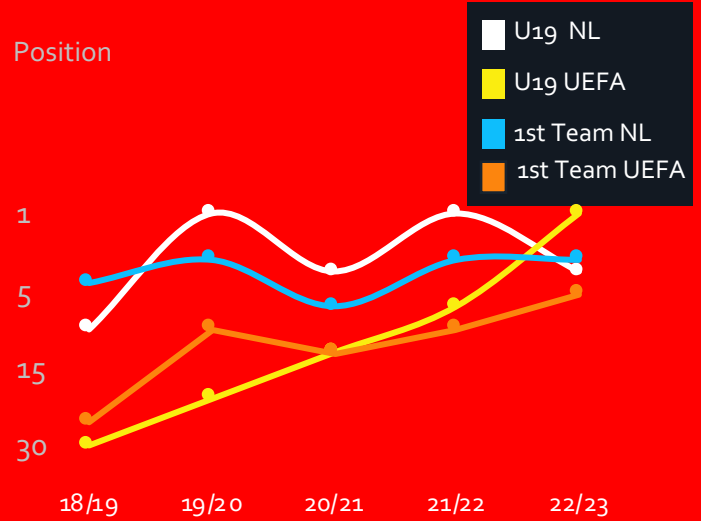
"Transform academy from a cost center into an income source, contributing both on & off pitch."



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

