



ICFDS
International Confederation
of Futebol de Salão

FOOTBALL
DEVELOPMENT
FRANCHISE

TURN YOUR VISION
INTO A SUCCESSFUL
BUSINESS CAREER



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I only played Futebol de Salão
as a youngster - it's the best
start for kids.

Juninho





ICFDS

International Confederation
of Futebol de Salão

AIM & MISSION



vision.icfds.com

International Confederation of Futebol de Salão: a proud owner of two football coaching brands SOCATOTS and Brazilian Soccer Schools.

ICFDS's football coaching methodology is based on two powerful tools: Futebol de Salão, a Brazilian training technique and an exceptional overall coaching system.

Inspired by Brazil, our programme continues to evolve and we wish to see home grown youngsters develop into players that possess our own traditional characteristics.

Our aim: delivering to every child in the world the best technical and skills training in order to maximise their potential as players or coaches.

Our results: highly skilled players and good people playing beautiful football.

AIM & MISSION



ICFDS

International Confederation
of Futebol de Salão

Welcome to International Confederation of Futebol de Salão, the proud owner of the globally recognised brands - SOCATOTS and Brazilian Soccer Schools.



mission.icfds.com

I developed my skills playing Futebol de Salão in my home town of Bauru. The true and total beauty of football is only seen in the ingenuity, inventiveness, instinct and skill of the players, both individually and as a team.

Pele



Thank you
for showing
your interest
in what ICFDS offers:

The aim of ICFDS and all of its franchisees is to revolutionise the way that football skills are developed in children and to deliver to every child in the world the best technical and skills training in order to maximise their potential as a player or a coach.

The Socatots and Brazilian Soccer Schools training programmes deliver exactly this. Using our **innovative, football inspired early childhood development programme together with our unparalleled football coaching methodology** we create highly skilled players who love playing beautiful football.

We believe that the key to developing talent is empowering young children as early as possible, creating the right muscle memory as well as a love of training.

To help us we use two unique tools: our proprietary game Futebol de Salão and a training syllabus that inspires children to train harder.

Futebol de Salão is a Brazilian training methodology of indoor soccer, which, according to Daniel Coyle, the author of The Talent Code, was the decisive factor in the Brazilian success of winning the World Cup 5 times.

Would you like to be a part of this mission?

Whether you are interested in **contributing to the development of a winning football team or leaving a lasting legacy** by inspiring and changing the approach to youth development in your country, ICFDS can assist you.

ICFDS is a pioneer in implementing Brazilian training techniques and a football inspired early childhood development programme to form an overall coaching system and exceptional methodology.

Coaching and working with young people is at the core of our work. We wish to see home grown youngsters develop into players that possess **our own traditional characteristics of tenacity, spirit and commitment combined with exuberance, flair, creativity and immaculate ball skills** through the use of **our training methods and philosophy**.

That is where the SOCATOTS and Brazilian Soccer Schools programmes stand today, whilst **Brazil** has been **our inspiration**, much has been added and our **programme** continues to **evolve**. We provide an innovative, original and a systematic programme that has been proven to work.



programmes.icfds.com

OUR BRANDS



Kids in action!

SOCATOTS is a leading provider of football-related physical development activities for young children aged between six months and five years old with parents' active participation.

SOCATOTS presents a complete programme for children to develop their physical fitness and mental agility. We do it through popular, fun and engaging physical activities for children and their parents.

Using the football as a medium, we let the children learn numbers, the alphabet, colours and body parts improving their concentration and memory, but also basic movement patterns, balance and motor coordination.



socatots.icfds.com



AT SOCATOTS

- we value early physical activity, believing that it reinforces positive aspects of a child's personality, further education and health
- we encourage children to enjoy physical activity, showing them how to train safely and responsibly
- we combine fun and learning
- we involve parents which increases the children's self-confidence and self-esteem
- we treat each child individually
- we make sure children socialise, share and cooperate while enjoying age appropriate activities
- we help children acquire sound ball skills



AGE GROUPS

SOCATOTS sessions for **children below the age of 1** aim to develop both coordination and balance while helping them crawl, move around or sit down.

Since, for us, one is never too young to learn, we implement each of these developmental areas through playing and fun activities. We also develop social and communication skills. Classes are shorter than those for other age groups.

Children aged 1-3 continue to develop coordination, balance and agility. They can control the ball in the air in more complex exercises and they progress rapidly.

Activities for **children aged 3-5** concentrate on ball control and coordination skills and introduce more challenging commands and improving the footwork. They still work with their parents or carers, but also do some team work with other children in small groups.





SOCATOTS is a leading provider of football-related physical development activities for young children aged between six months and five years old. It offers a unique approach designed around systematic **training sessions involving parents' active participation**. SOCATOTS presents a complete programme full of popular, fun and engaging activities for children and their parents.

SOCATOTS creates an optimum environment for children to develop their physical fitness and mental agility. The programme hones a child's motor skills through activities using a ball, while enhancing their self-esteem and confidence. SOCATOTS also helps children

learn numbers, the alphabet, colours and body parts, and reinforces positive aspects of their personality. The result is a **healthier child** whose motor skills and fitness are boosted. Perseverance, concentration, memory and general cognitive abilities are also enhanced.

SOCATOTS' mission is to engage more and more children in physical activity, using football as a medium. We teach basic movement patterns, balance and motor coordination. Most importantly, we ensure that **physical activity is fun**. Everything we do is centred around helping children develop – first as people, then as sports enthusiasts.

I cannot believe what I see with Brazilian Soccer Schools and SOCATOTS, it is amazing and it is something completely different and very special. It will have so many benefits for football and for kids in general. Socially, physically and technically I can see this, having such a positive influence for future generations across the world.

Carlos Alberto



Our values

1. We are committed to making a significant difference in the sphere of developing and educating young people, expanding the boundaries of what is considered normal or even possible. We believe in achieving this in a fun, friendly and safe environment.
2. We want to encourage as many children and their parents as possible to become involved in early years physical development, as we believe this has an enormous positive impact in the fields of education, sport and health.
3. We are committed to helping everyone involved in educating children, in order to offer them the best possibilities for growth.
4. We consider children's welfare and safety to be the highest priority.



skills.icfds.com

The benefits

- **Overall general development**
Our programme supports a child's overall physical development, as well as helping them develop intellectually. All classes are run under the guidance of experienced and qualified coaches.
- **Encouraging physical activity**
We encourage children to enjoy physical activity, showing them how to train safely and responsibly. We instil a feeling that exercise is beneficial and healthy.
- **Contact with other children**
In SOCATOTS sessions children socialise with other children of their own age. They learn to share and cooperate, and to be creative in the way they perform their tasks. Both boys and girls participate in classes.
- **Consistent child appropriate activities**
SOCATOTS is unique - no other programme offers such fully rounded development from the age of six months to five years old. All activities are carefully designed to be age appropriate, and are set up so that children can participate in physical activity all year round.
- **Fun and learning**
Activities are fun and enjoyable, as well as structured to introduce children to the idea of participating in an organised activity.
- **Active participation of parents**
Parents' involvement in the sessions increases the children's self-confidence and self-esteem, whilst strengthening the emotional bond between child and parent.
- **Individual approach**
We take account of each child's needs and progress, celebrating their successes and helping them overcome any areas they find more challenging.
- **Football skills**
SOCATOTS develops sound ball skills in both feet. At the same time we teach the importance of fair play and abiding by the rules.



You've rescued the game of Futebol de Salão. So many players who I played with would be interested in the fact you have done this. We still enjoy playing it!

Socrates

Children aged 3-5

Activities for this age group are centred around ball control and co-ordination skills acquired during first and second group sessions. Children learn more challenging commands, and develop good habits such as holding their head up while practicing footwork.

Simple activities involving controlling the ball in the air are introduced, and children are encouraged to hone their juggling skills. They still work with their parents or carers, but also cooperate with other children in small groups.

Children aged 1-3

Once children are walking, they can begin to develop their physical skills further in the areas of coordination, balance and agility. Using the basic skills of ball control acquired during the early sessions with SOCATOTS, the children begin to progress rapidly, applying the balance they have already developed to control the ball in the air using more developed exercises.



How it works in different age groups:

Children below the age of 1

Sessions focus on helping children crawl and move around, using appropriate equipment and exercises. Activities for those who cannot walk yet are aimed at developing coordination and leg movements, and learning to sit. Easy exercises help children develop balance. At this age, the SOCATOTS approach is focused on stimulating the development of social skills, personality, communication skills, counting basics, language and physical development.

We believe one is never too young to learn. Each of these developmental areas is implemented through playing and fun activities. First age group sessions are shorter than those for other age groups, allowing for more limited concentration spans.



FR • M
PELE
T •
R • RALDINHO

Brazilian Soccer Schools: one of the largest grassroots football training organisations in the world that provides a unique football education to children from the ages of 5-18.

Our systemised approach to training and proprietary syllabus of 200+ individual core movements and skills plus the Skills Badge Scheme we use for evaluation all contribute to the immense success of this coaching method.

A unique and central aspect of our programme is Futebol de Salão, the original Brazilian version of futsal, which is played on a pitch the size of a basketball court with a smaller, heavier ball with virtually no bounce. The result is an insanely fast, tightly compressed and highly pressurised environment of 5 a side football in which the core moves and skills within the syllabus can be trialled in a game environment.



THE BENEFITS ARE AS FOLLOWS:

- special ball
- football technique
- training sessions for various age groups
- contact with peers
- individual approach
- tracking development
- verifying acquired skills
- further development prospects

Science behind Brazilian Soccer Schools

A study conducted by the University of Northumbria at Newcastle (2001) comparing Brazilian Soccer Schools' training practices and those employed by professional academies found it would take 8 conventional English training sessions to match the aerobic and anaerobic intensity of 1 Brazilian Soccer Schools' training session.

Brazilian Soccer Schools philosophy

Our training philosophy, put simply, is for players to become technically competent with the ball, work to develop the required physical components before going on to excel in game situations. We believe in hard work, perseverance and practice. We know that only through an increased number of training hours involving constant repetition can players refine and improve their skills in all areas of the game.

BRAZILIAN SOCCER SCHOOLS is one of the largest grassroots football training organisations in the world that has the unified objective of providing a unique but structured football education to children from the ages of 5-18.

We attribute our success and popularity with children to our systemised approach to training and proprietary syllabus of 200+ individual core movements and skills, which are taught and evaluated using our proprietary method of assessment the Skills Badge Scheme. We teach our players to initially focus on acquiring their individual all round technique and mastery of the ball. As they mature mentally and physically, their training will start to incorporate tactics as well as the physical and mental chapters of our training programme later on in the syllabus. We have never bought into the myth of natural talent or overnight success, what we do believe in is hard work, perseverance and practice. Our philosophy is that through an increased number of training hours involving constant repetition can players refine and improve their skills in all areas of the game.

Futebol de Salão, a unique and central aspect of our programme, is the original Brazilian version of futsal. It is played on a pitch the size of a basketball court with a smaller (size 2), heavier (465g) ball that has virtually no bounce (10%). As explained by Emilio Miranda from the University of São Paulo this version of the game creates up to 600% more touches and served as Brazil's "laboratory of improvisation".

PHILOSOPHY

Our training philosophy, put simply, is for players to become technically competent with the ball, work to develop the required physical components before going on to excel in game situations. We aim to continue raising the bar of player development to levels not seen, perhaps not yet dreamed of, creating the complete eleven-a-side player.

Our programme is of a long-term nature with the emphasis initially placed on the individual rather than a team methodology. We believe the game should first be seen as an individual pursuit and complete domination and mastery of the tool of the game –the ball. Only then comes the time for the game play.

We draw the analogy with music in that a young and aspiring musician would spend a minimum of three or four years perfecting and developing the command of their instrument before being invited to perform in an orchestra.

The individual nature of Brazilian Soccer Schools' training is supplemented by an increased number of training hours, where through constant repetition, players can refine and improve both basic and complex skills.

Work with the smaller (size 2) and heavily weighted (10% rebound) Futebol de Salão ball is used particularly in the early years to aid the development of individual technique. The game and ball provide the best skill-building environment for 11-a-side football.

Futebol de Salão is how I really got started. This is my love, the thing that I enjoyed the most.

Ronaldo
Luís Nazário de Lima



As players grow older the focus is still very much on technical development alongside a far greater emphasis on physical training, game play and tactical training.

Conventional footballs (size 4 and 5) are used for longer passing, heading and shooting, alongside balls of other weights and varieties used to achieve specific learning outcomes. A weighted size 1 ball has been designed to aid the development of our youngest players, whilst the slightly weighted (30% rebound), size 4, Futsal ball is used on grass to support older players converting their skills to the 11-a-side game.

Brazilian Soccer Schools' training sessions vary in duration depending on age. A typical two-hour training session would be split into thirds constituting individual ball work, paired or group work and game play. The sessions and game play are of a very intense nature. Elite Brazilian Soccer School players are encouraged to train for two-hours each day within their regional programme. Brazilian Soccer Schools also encourage players to devote an hour a day to individual practice working with a ball following the Brazilian Soccer Schools Skills Badge Scheme very much in the same way a musician would practice their instrument.

OUR VALUES

1. We want to play beautiful football and enjoy it.
2. We train all standards of footballers who are real sportsmen, determined and hard-working.
3. We strongly believe in Brazilian futsal, Futebol de Salão.



When you come to play normal football it's easy if you've come from Futebol de Salão.

Rivelino

HOW WE USE Futebol de Salão

In creating Brazilian Soccer Schools Simon Clifford's intention was to use Futebol de Salão and its properties as part of the wider education of a young footballer. Brazilian Soccer Schools have no intention of developing Futebol de Salão as a competitive game, it is used solely as a means for player development.

The game and ball are used predominantly with younger players as a means of developing fast feet, creative passing, unconventional movement, touch and dribbling. These facets are vital to any player's game but fundamentals most often neglected by more conventional methods.

The ball is the important factor, due to its size and weight it cannot be lifted like a futsal or conventional ball, it restricts players from playing long, aerial passes and encourages constant circulation and recycling of the ball, fast possession play, with creative passing and movement to support the ball or make space.

Due to the size of the ball it is harder to perform feints/moves but paradoxically the weighted ball is easier to control, which is a great confidence builder for young players. As the ball is always close to a player's foot it increases the number of touches of the ball – a basic requirement for skill acquisition.

The small playing area requires that players think and play more quickly and the close proximity of the opponents forces players to become adept at shielding the ball under constant pressure, such protection of the ball is an essential component of the game.

More so the speed of the game places high demands on the aerobic system therefore the technical, physical and tactical components are being coached at the same time. The performance of a player during a match is not simply the sum of these components but rather the result of their integration.

Futebol de Salão is the best medium for the development of a player's ability to transfer and use their skills effectively in the difficult physical and psychological conditions of the match. When players revert to 11-a-side football with the increased space and time, it is easy.

SCIENCE BEHIND BRAZILIAN SOCCER SCHOOLS



The acquisition of skill is fundamental to football and throughout a player's training life we are continuously trying to develop new skills and refine existing ones.

Success in football is dependent upon the player's ability to develop and fine-tune a specific set of skills (whether perceptual, cognitive or motor skills).

In youth football winning matches is too often prioritised over the development of the player. Of course winning is important, but over time winning is a by-product of effective practice. Despite the importance of practice, football in comparison to other sports has devoted relatively little effort towards identifying the factors underpinning effective practice.

The table below highlights figures obtained from the sports science departments of The FA and FIFA, these statistics will help explain part of the Brazilian Soccer Schools training methodology.

Research conducted by the University of Northumbria at Newcastle (2001) further supports this finding. In a study comparing Brazilian Soccer Schools' training practices and those employed by professional academies it found it would take 8 English training sessions to match the aerobic and anaerobic intensity of 1 Brazilian Soccer Schools training session.

GAME	 % of time ball out of play	 Touches per minute
11-a-side	34.62	0.60
7-a-side	14.11	0.77
5-a-side	1.78	2.73
Futsal	11.59	2.60
Futebol de Salão	5.12	7.95

Source: Academic research provided by the FA and FIFA research departments

Practice, repetition and progression are central to the Brazilian Soccer Schools syllabus. Touches of the ball maybe a crude measure but the number of touches subject to the touches being specific to game play, are fundamental to skill acquisition.

There are three reasons why Brazilian Soccer Schools use Futebol de Salão, these findings would endorse our assertion that Futebol de Salão is unquestionably the most effective skill building environment for the 11-a-side player.

The percentage of time the ball is out of play highlights the time players are 'engaged' in the activity, with the exception of traditional English 5-a-side football (which is played without boundaries) a Futebol de Salão player will spend more time 'engaged' resulting in greater aerobic and anaerobic benefits than Futsal, 7-a-side or 11-a-side football.

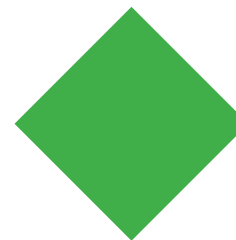
More so, the increased intensity of the game due to the smaller playing area and proximity of the players integrates the teaching of the technical, physical and cognitive (decision making/tactical) elements of the game as 'one' rather than as separate components. Thus players are required to develop their skills under increased time and physical pressure that when converting to the 11-a-side game the additional time and space makes it easy.

The boundaries ensure the refining of relevant motor skills and enhanced skill acquisition. The nature of the ball encourages more touches and as the ball cannot be lifted the dynamics of the game change. The game restricts the long aerial pass so endemic in the 11-a-side and 7-a-side games and also possible in Futsal, players must therefore play differently. Constant circulation, recycling of the ball, fast possession play, with creative passing and movement to support the ball or make space are essential to play the game effectively.

Only in traditional English 5-a-side are football players engaged for the whole duration of the exercise, this is a result of the game being played off the wall. Whilst the lack of boundaries may sacrifice the fine tuning of motor skills, i.e., passing accuracy, the increased time 'engaged' will induce aerobic and anaerobic benefits beyond other small sided games. Based on the number of ball touches these findings would also suggest 5-a-side football promotes similar skill acquisition to Futsal, which contradicts current trends of thinking.

The lighter, lively and fast moving 5-a-side ball would aid the development of some motor skills. A comparison could be made to squash where the ball can be fired off the wall supporting the development of a player's touch.

Alongside game play the wider training syllabus of Brazilian Soccer Schools supports the acquisition of skill. In a typical training session it is estimated, on average a player will touch the ball 30.15 times each minute. A two-hour training session would equate to 3618 touches. This is significantly more than the 1000 touches recommended for professional academies each month.





SYLLABUS

BSS Minis: Ages 5-8

In the youngest age groups, for players aged 5-8, we aim to open a child's mind as to what is possible with and without the ball, learning about its endless possibilities. We make use of the natural predispositions of children - vivid imagination and often inexhaustible reserves of energy. We focus on individual technical work with the ball, which will take up no less than 60% of each session, whilst up to 30% of session time will be reserved for FDS game situations. Children will be given a soft introduction to the ICFDS Skills Badge Scheme, and are encouraged to understand and appreciate the importance of respect and friendship. The overall aim is to provide an introduction to the BSS methodology, firmly creating a solid core series of skills as their foundation enabling them to successfully move into the next phase of learning. Individual development and expression is paramount.



BSS: Ages 8-11

At this age children begin to compete more regularly, this results in players practising individual, paired and group work with and without pressure, moving closer to being match ready. The ICFDS Skills Badge Scheme begins to take more prominence, with all movements being slowly taught, reinforced and mastered. However we never forget this is a critical stage for experimentation and performance must not be assessed on success rather allowing a mind to flourish and learn. It is also important for our children to appreciate that faults are acceptable and can be used as motivation to work harder and try again.

BSS: Ages 11+

By the time children have reached the oldest age group, their technical foundation has been laid. Therefore we are ready to open up new chapters in the programme addressing players' tactical, physical and mental development. At these ages they will have an increased intelligence and physical profile, which will enhance their understanding of these chapters. Players will not be limited to one position but encouraged to gain a full appreciation of the experiences that come with participating all over the field of play. With this we introduce team play techniques - we play in various combinations: from 1 vs. 1 to 11 vs. 11 using FDS footballs as well as the introduction of more conventional Size 4 and 5 balls. We strengthen players' general fitness and diet, focusing more on competition using elements of both Futebol de Salão and conventional gameplay in practice, whilst continuing to reinforce all the techniques introduced earlier in the programme.



BENEFITS

1.

Special ball

Using our own exclusive Futebol de Salão ball (size 2) and an equally smaller playing area we work to develop: quick feet, creative passing, unconventional and unpredictable body movement, the ability to receive the ball and dribble, and to shield the ball from constant pressure.

2.

Working on football technique

We teach players to make decisions on the spot and to control the ball with ease. Our sessions develop over 200 core moves and skills, divided into 7 main areas.

3.

Training

BSS training sessions are designed to cater for various age groups. A typical one-hour session is divided into three parts: individual ball work, paired activities and a game situation. Our sessions and matches are intense, with limited breaks.

4.

Contact with peers

We teach kids the value of being a team player and show them how to stick to fair play during a game. Our training sessions promote cooperation, respect for the opponent, togetherness and a friendly atmosphere.

In Futebol de Salão you have to think quickly and play fast. It's a great environment in which to learn.

Zico



Will Partington

HEAD COACH (during guest team session)



Everything I have
as a senior player
I owe to Futebol de Salão.

Emerson



5.

Individual approach

We treat each of our attendees individually. We examine young players' strong points and skills, we get to know them and work with them in a personalised manner.

6.

Tracking development

The Skills Badge Scheme is a standardised evaluation system we use to determine a player's level of skill. Regularly conducted, these tests serve as development record for individual players.

7.

Verifying acquired skills

We create conditions and possibilities for each age group to compete in its own way. The youngest groups compete amongst each other during training sessions; the older can put their skills to the test during internal games or matches with non-BSS teams.

8.

Further development prospects

Our players have three growth paths to choose from – they are free to pursue any of them. They can choose recreational football, playing in a local team or a move into the professional game.



FRANCHISE SYSTEM

Join us on our journey to become the world's largest franchising organisation of financially thriving and socially responsible partners!

As a franchisor we provide the necessary tools, document the most effective processes and train each of our franchisees in doing it that way. Globally, our many international franchisees are delivering this programme to tens of thousands of happy children and producing the football talents of tomorrow.

The success of our franchisees can be attributed to two key factors:

1. A training system that they passionately believe in and that delivers the best outcome for their children.
2. A management system and supporting infrastructure that maximises the amount of time they can spend coaching children whilst minimising the amount of time they need to spend running the business.

We support our franchisees through:

- an access to integrated IT platform based on custom-made CRM System
- a complete set of marketing materials, both printed and digital
- a vast knowledge based on years of experience
- a personal contact with our most successful franchisees across the globe

Send us an enquiry
via ICFDS.com!



franchise.icfds.com

PROCEDURE & ALL BENEFITS

An access to integrated IT platform based on custom-made CRM System

- G Suite based email, calendar and document collaboration system pre-set
- Customer Relation Management system responsible for digital mirroring of every business event in your organisation,
- Performance Analytics
- Automatic Online Enrolment
- Sub-franchise management
- Multi-level lead management
- Coaching databases

A vast knowledge based on years of experience

- Goal setting and planning sessions
- Development and growth facilitation
- Online coaching syllabus database
- E-learning platform
- Wiki style operations manual
- Personal support from head office
- Sub-franchisee acquisition support
- Best practice report

Other forms of support

- Common sourcing of equipment
- Basic legal support

A complete set of marketing materials, both printed and digital

- Programme specific websites in Responsive Web Design technology
- Websites integrated with CRM to minimise user effort
- Sales oriented, CRM connected landing pages
- SEO and Adwords management support
- Access to marketing material templates

A personal contact with our most successful franchisees across the globe

- Annual International Coaching Weeks
- Business Development Seminars
- Encouraged networking among peers
- Inter-seasonal coaching and business development meetings

How to become a franchisee

1. Send us an enquiry via ICFDS.com.
2. In return, we will ask you to prepare some personal and statistical information that will allow us to get to know you and your environment better.
3. Then we would like to meet you, either in person or online.
4. We will invite you to view some live sessions in one of our current functioning centres.
5. In the meantime we would sign a non-disclosure agreement that will allow us to tell you even more about us.
6. We will present you with our materials, including a franchise agreement or some of the course content.
7. Based on our discussions, we will present you with a financial offer and we will start negotiating terms.
8. We will conclude our negotiations and sign the franchise agreement.
9. You will receive all the tools and support for the start of your business.
10. That's all - you're good to go!



business.icfds.com

THE TEAM



Fred Lowe
ICFDS Board Member
UK CFDS Master Franchisor

Przemek Olewnik
ICFDS Chief Executive
PL CFDS Master Franchisor

Will Partington
ICFDS Global Head Coach
SOCATOTS & BSS Franchisee

Rupert Lowe
ICFDS Chairman of the board
Chairman of Southampton FC (96 - 06)

Will Partington

ICFDS Global Head Coach

SOCATOTS & BSS Franchisee



If football is your passion, if you want to assist the brand bringing in a concept of football that is unrecognisable to what you might have found elsewhere, then this style, this method, it's not only enjoyable but, more importantly, it produces winning footballers. So if you want to be a part of helping change, almost like a revolution in terms of how children are schooled, then this programme certainly works. We now have players in the professional game from this programme. It's hard work, it's dedication, but with the support you've got from Rupert Lowe on the business side and the support you receive on the training and the coaching programme, I'm sure anybody that came on board would have nothing but success. It's not easy, it doesn't come quickly, because people, of course, like with anything new - there's suspicion. But believe me, when you get going with this programme and the parents see the results in their children and the children, they just stick at it because they're enjoying it so much - that gives you the platform to develop your players.

”

Rupert Lowe

ICFDS Chairman of the board

Chairman of Southampton FC (96 - 06)

The biggest challenge they've got is having access to the players at an early age to effectively give them the technical skills they need. To be two-footed, to effectively have a good technical grounding, that allows them to go on and use their intelligence and athleticism. So it's access to them very young, that's the first thing. And the second thing, obviously, is to ensure that their programme doesn't major on competition, it majors on developing technical ability first. The competition should come later.



Fred Lowe

ICFDS Board Member

UK CFDS Master Franchisor



The key is that our franchisees and coaches buy into the way that we train and coach each child at the outset.

As I found out when I left University, it is very difficult to get out into the real world and earn a living within the Sports industry, without having to accept often unsustainable pay levels and limited career progression.

It has been proven that we have the product and infrastructure required for committed people to succeed and the final, but also most important piece in the puzzle to get a successful Franchise into operation is the person and their passion.




”

Przemek Olewnik
ICFDS Chief Executive
PL CFDS Master Franchisor

When you start with SOCATOTS and you start acquiring your client base, then after a couple of years for those children the only way to go is with you, because they know you, they trust your programme. They know that with you and with your programme they can grow even higher. Which means they will naturally progress from SOCATOTS to Brazilian Soccer Schools. And from the business point of view - the moment you spend your marketing pounds or dollars or euros or whichever currency at a very early stage, when the children are only six months old or 12 months old, then you can be sure that this investment will grow with you all the way until they're teenagers, when they are ready to be signed up for professional football academy. This is what is great, you start very early and they grow with you.





The history of Futebol de Salão dates back to the end of 19th century. Brought to São Paulo by Charles Miller, the game developed into quite a phenomenon in Brazil and by the 1950s was more popular in terms of participation than conventional football. Since then, the children in Brazil began their football education with Futebol de Salão and it was played by all of the great Brazilian players from Pele to Ronaldinho. It is known that Futebol de Salão paved the way for Brazil's historical dominance of the world football.

OUR LEGACY

The history of International Confederation of Futebol de Salão

The first Brazilian Soccer School was started in Leeds, in 1996 by Simon Clifford – a former British athlete and PE teacher. Proven to deliver results this has led to Brazilian Soccer Schools becoming international and is now known as the International Confederation of Futebol de Salao (ICFDS) first led by Rupert Lowe, the ex Chairman of Southampton FC and FA board member.

The History of Futebol de Salão



In 1895 Charles Miller – an English railway worker – travelled from Southampton to São Paulo in Brazil. In his suitcase he carried two footballs and an FA rule book. Today Miller is regarded as the father of Brazilian football.

Popularised by Miller, the game grew within the cities and soon space for football pitches was at a premium. As a result in the 1930s a smaller version of the game developed – Futebol de Salão played on a hard court with a handball.

The game developed into quite a phenomenon in Brazil and by the 1950s Futebol de Salão (which by then had been formalised by rules, regulations and competitions) was more popular in terms of participation than conventional football.

The game became standardised to a size two heavily weighted ball which only had a 10% rebound, compared to the conventional ball of 40% rebound.

All children in Brazil began their football education with Futebol de Salão and it was played by all of the great Brazilian players from Pele to Ronaldinho. It is the sport through which they learned to play football.

Today the game has almost died out in Brazil.

In the 1980s FIFA the world governing body for 11-a-side football researched small-sided football around the world in its many different forms and varieties. FIFA's aim was to develop a second game for marketing, merchandise and television rights similar to the conventional game.

Futebol de Salão was examined but dismissed by FIFA primarily because the ball would not be picked up by camera for the world's television audience and secondly the nature of the weighted ball removed elements of the 11-a-side game, particularly long distance shooting, heading and longer passing.

A Spanish version of small sided football, futsal, (which means the exact same as Futebol de Salão – 'football of the hall') but uses a size 4 ball with a 30% rebound was adopted by FIFA. The two games are very different and the Confederação Brasileira de Futebol (CBF – Brazilian Football Federation) took convincing by FIFA over many years to make the change from their original game to the new game.

The CBF eventually did concede and were rewarded handsomely for this and given unique privileges in comparison to other governing bodies. Without Brazil onboard, the game would not have the same attraction and carry the same weight in convincing other countries to do the same.

Fortunately, young Brazilian players were not affected by the change and Futebol de Salão continued as it was but only until the mid nineties, under 9s played with a size half ball (10% rebound), a little larger than a cricket ball, under 12s with a size 1 ball (10% rebound) and older players with a size 2 ball (10% rebound).

Concerns were raised by former greats in the game that the tool that was used to develop the unique Brazilian players was being taken away by FIFA without regard to the effects the change would have on player development in Brazil. The shift did eventually occur and the ball changed from 10% to 30% rebound and the size increased from size 2 to 4.

On hearing the game was dying out and the impact Futebol de Salão had on the development of players who had graced the game at the highest level, Simon Clifford travelled to Brazil, the first Englishman to do so with the intention of researching the reasons behind the international success of the Brazilian game. On arrival he found it very difficult to source the balls and worked with players (Rivelino, Zico, Careca and particularly Juninho who played for a team Clifford supported, Middlesbrough) and clubs (Flamengo, Vasco de Gama, Botafogo, Fluminense and São Paulo).



The History of International Confederation of Futebol de Salão



Play Futebol de Salão and you're learning to play beautiful football.

Careca

On his return to the UK Clifford launched Brazilian Soccer Schools, determined this sporting jewel would not be lost to the world.

SOCATOTS & Brazilian Soccer Schools have a long and illustrious history dating back to the formation of the latter way back in 1996. This predates the involvement of the current management team and below we will explore this story further.

Founder and former owner Simon Clifford's fact finding mission to Brazil with only a £6,000 loan after a chance meeting with Brazilian international football star Juninho resulted in what we think is a training system that gives committed and hardworking participants the best chance at succeeding as not only professional footballers but well-rounded individuals.

Simon had become friends with Juninho during his first spell at Middlesbrough FC and managed to persuade him to come down to the school that he taught at (Corpus Christ in Halton Moor, Leeds) to take part in a health week initiative that the school was running.

Juninho got involved with the football coaching that Simon was running for the school team and enjoyed it but at the end of the session he asked Simon, 'When do the children play Futebol de Salão?' At this point Simon had no idea what the game was or its importance in the culture of Brazilian football. Juninho explained that children in Brazil were brought up first playing only with a small, heavy ball with no bounce before moving on to conventional football in their teenage years. Juninho was astounded that it was not also played in the UK and Simon was fascinated by the

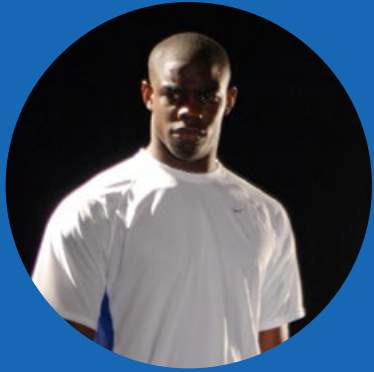
explanation of the game. Juninho arranged for some Futebol de Salão balls to be sent over for Simon to use.

The benefits to children's technique were very easy to see and prompted Simon's initial trip to Brazil to discover exactly what lay behind Brazil's historical dominance of world football.

The next chapter in the history of the organisation came in December 2012 when Rupert Lowe, ex Chairman of Southampton FC and former FA board member took full control and ownership over from Simon Clifford:

"Sir Clive Woodward and I undertook an extensive research project into what made Brazil consistently so successful and consequently uncovered the Socatots & Brazilian Soccer Schools coaching programmes including, of course Futebol de Salão. The long term vision was to implement both coaching methods and training syllabuses within the Southampton FC academy to get youngsters training from a younger age & in a more effective manner. Many of the academy players at the time such as Adam Lallana, Theo Walcott & Gareth Bale, to name but a few, were initially very receptive and attended specially designed coaching sessions moulded around the Brazilian Soccer schools syllabus."

Under the new ownership structure plans are in place to undergo the next stage of expansion and we are very grateful for the continued hard work and support of the current family of franchisees who are helping to transport such a wonderful development product to children across the world.



Micah Richards

OUR FRIENDS

Michael Owen, Jay Jay Okocha, Wayne Rooney, Jermaine Jenas, and Theo Walcott, Micah Richards, Jairzinho, Romário, Ronaldo, Rivaldo, Ronaldinho and Robinho, Sòcrates, Jairzinho, Careca, Pelè, Zico, Romário, Paulo Cesar and Juninho.



Alex Oxlade Chamberlain (right)



Jay Jay Okocha



John Farnworth

Our Friends

Many high profile footballers are advocates of, and have learned from us and our Brazilian Soccer Schools: Michael Owen, Jay Jay Okocha, Wayne Rooney, Jermaine Jenas, and Theo Walcott. Micah Richards of England was a graduate of 'the original group' at BSS Leeds. Most Brazilian footballing luminaries, such as Pelé, Jairzinho, Romário, Ronaldo, Rivaldo, Ronaldinho and Robinho cite Futebol de Salão as the reason for their prodigious talent and subsequent success in the professional game. Sòcrates, Jairzinho, Careca, Pelè, Zico, Romário, Paulo Cesar and Juninho all support what we are trying to achieve, and all have taken part in coaching, publicising and promoting the Brazilian Soccer Schools system because they have an affinity with what Brazilian Soccer Schools tries to do.

There is a misconception that in Brazil you can pluck any youngster off the beach and have a ready-made Rivaldo, or from a street corner, the reincarnated Careca. Two reasons behind the unparalleled success of Brazil is the economic backdrop of the nation, combined with the climate and lifestyle that allows Brazilians to play all day, every day, all year round. But foremost of all factors is the small-ball

game of Futebol de Salão, which Brazilian Soccer Schools utilise, developing mastery of ball control and technical proficiency. Dedication is crucial to the ability and success of the player, and the misconception that the South Americans are flair players whose skill is matched against the harder work rate of their European counterparts is a stereotype, further refuted by the fact that the cut-throat Brazilian youth system is more regimented and professional than its European equivalents.

The situation will undoubtedly remain the same, as there is a simple analogy that holds true in the factory of footballing talent production; quantity produces quality, and Brazil are unlikely to be usurped in soccer exportation. However, it is inescapable that Brazil combines the kind of fanaticism, quality training and work ethic that their foreign counterparts are fatally lacking. It is on the backdrop of this nation and its footballing practices that the worldwide chain of Brazilian Soccer Schools was fashioned, to create a generation of immensely talented home-grown players, and to illuminate the discrepancy and flaws in the current youth development system.

One of my most enjoyable projects was to take part in the production of my own soccer skills television series...it was my first opportunity to teach young kids. They were an outstanding bunch of boys and girls who had already developed their talent at the Brazilian Football Academy in Leeds. They taught me one or two tricks with the ball that I am still trying to master. I wouldn't be at all surprised if I bump into one or two of them playing Premiership football at some stage in the future.

Michael Owen



LET'S TALK BUSINESS!

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/c/ICFDS

Congratulations!

Since you've already found out a lot about our vision and commitment, our goals and successes, let's get together now and reshape the football coaching in your country!

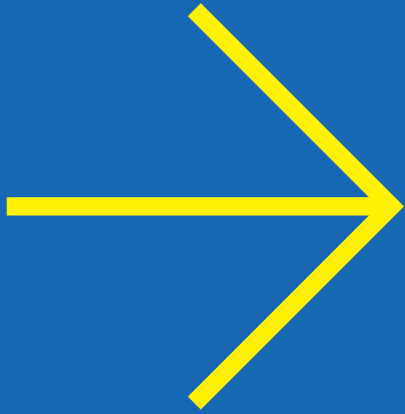
We believe and we've proved it, that in order to convince anyone to join our franchising business, we just need 3 things:

1. true love for our products
2. trust in each other
3. belief in the legacy of our organization

Walt Disney once said: "we keep moving forward, opening up new doors and doing new things, because we're curious... and curiosity keeps leading us down new paths".

Let your curiosity lead you and we'll meet halfway.

Looking forward to it!



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