



Where **Football**  
meets **Education**



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Dear sports people,

**M**exico is a land of extremes with high mountains and deep canyons, sweeping deserts, and dense rain forests. It is a country with a rich indigenous heritage, an immense natural diversity as well as a place with big problems and great potential. Mexico is a nation where affluence, poverty, natural splendor and urban blight rub shoulders.

And even though this beautiful country is as diverse as its people, there are at least two things most Mexicans have in common: their love for life and for football. Most Mexicans, however, struggle to be able to enjoy even one of these two things, but Academia FC México will give them a fair chance to make their dreams come true and not only love but live both.



I hope this article will inspire you to help us make a difference.

A handwritten signature in blue ink, appearing to read 'Thomas Bauch'.

## Summary

|  |           |
|--|-----------|
| <b>Why another football academy? .....</b> | <b>4</b>  |
| Problems of Mexico's educational system    | 4         |
| Problems of Mexico's professional football | 5         |
| <b>Our solution to the problem .....</b>   | <b>6</b>  |
| What we want to achieve                    | 6         |
| How we want to achieve it                  | 6         |
| The process                                | 7         |
| <b>Partnerships .....</b>                  | <b>10</b> |
| Our desired partners                       | 10        |
| What we offer in return                    | 10        |
| <b>Contact .....</b>                       | <b>11</b> |

## Why another football academy?

Academia FC México isn't "just another" football academy. It is a non-profit organization helping Mexico's most vulnerable boys and girls with great passion and talent for football to become future societal leaders. We are in fact Mexico's first and only academy that offers these talented adolescents to pursue both an intellectual as well as an athletic career.

Problems of Mexico's educational system  
Over the past generations Mexico has managed

However, on an international scale Mexico's educational level is far from perfect and students perform below the OECD average. Especially children of poorer families, with less educated parents, and those living in rural areas are often forced to drop out of school at an early age to help earning some money, but later suffer the consequences of their early dropout, e.g. by having to work for low-paid jobs. This basically means that most Mexican children, who grow up in the "wrong" social class hardly ever get to know life on the other side.

*Most Mexican children, who grow up in the "wrong" social class hardly ever get to know life on the other side.*



to greatly improve its educational level by steadily increasing the number of students finishing school with higher degrees. For example, Mexico has more Baby Boomers without any educational degree (about 16%) than those with a high school or higher degree (about 13%). Nowadays, more than 25% of Millennials are high school or university graduates, while only less than 2% of this generation don't have any kind of educational degree.

At Academia FC Mexico we offer our students an outstanding education in partnership with an award-winning leader in Mexico's educational field, which will ensure our students and their families to reach a standard of living beyond average. On and off the school campus we develop students to youngsters with strong personalities and high ethical standards and values, who will be an enrichment not only to Mexico's but our world's society.

## Problems of Mexico's professional football

Football is Mexico's #1 sport. About 50% of the population are fanatics and about 7% across all ages are playing the game. However, due to corruption especially on a club level, the low support from the Mexican Football Association at the amateur level, and relatively high fees that clubs charge young players, Mexico's amateur and professional football seem to be reserved to the elite.

Mexico's population may be able to pay! As a consequence, only these 15% may be able to participate on an amateur or professional level, which results in a relatively low league performance, because 85% of Mexico's talent pool is lost somewhere along the way.

To the most talented and passionate football players in Mexico Academia FC Mexico gives the chance to make their dream come true and become the next Chicharito, Rafa Marquez, Memo Ochoa, or whoever their hero may be.



*Due to corruption Mexico's amateur and professional football seem to be reserved to the economic elite.*

In Germany players usually pay about 25 EUR per year (or 2 EUR per month) for being an active member of a football club and to participate in the clubs' practices, games, and other events. In Mexico it is common to pay about 1,000 MXN (around 50 EUR) – per month! This is 24 times more than in Germany, which only 15% of

Our integrative approach of licensed football coaches, collaboration with highly experienced partners, and an innovative club management will ensure the proper development and public attention for our players to be set for a career in some of the world's top football leagues.

## Our solution to the problem

Youth is every society's future and that is where we want to start making a difference: give boys and girls between 13 and 21 years an outstanding academic and athletic education, so that they can make a difference in their own lives, their families', and the people around them.

### What we want to achieve

Apart from giving unprivileged adolescents the opportunity to graduate from one of Mexico's leading high schools while becoming football stars, we want our students to become societal role models.

While a Football World Cup has the power to unite nations, we want our academy and our students to promote the same on a national level across all societal classes. Our ultimate goal is to encourage these

*Make dreams of becoming a football star come true while being prepared for university and a beyond-average job.*

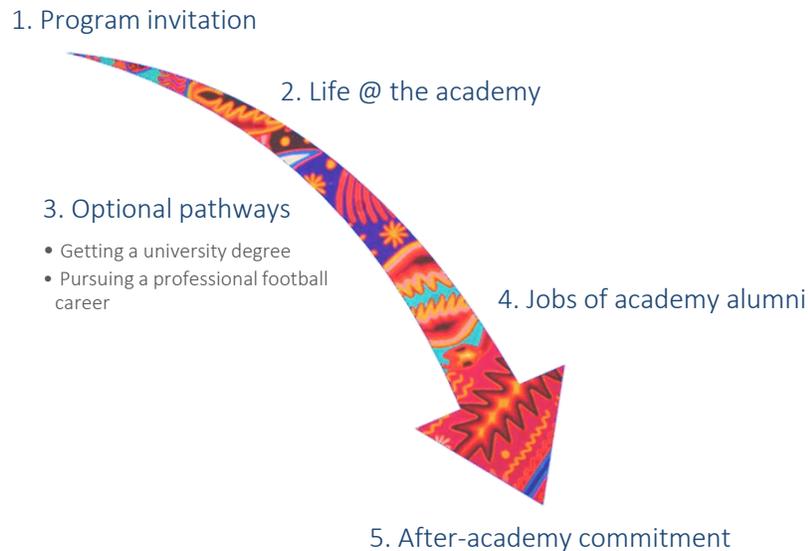


new societal leaders to help reducing the gap between the rich and the poor by promoting moral principles and values acquired at the academy, sharing their success with their families, and investing a percentage of their future income in their home communities.

### How we want to achieve it

The combination of Academia FC México's top-level athletic and school education will give our students the chance to make their dream of becoming a football star come true while also being intellectually prepared for university and a beyond-average job. Current football players of the world's top leagues will guide these youngsters as friends and personal mentors during their time at the academy. And whether or not they will pursue an athletic career path, their education will give them the chance to be part of the world's growing middle and upper class – with or without becoming a football star.

## The process



### Step 1: Program invitation

We look for our students all over the Mexican Republic in order to find and invite the most needy as well as the most talented adolescents. This recruitment process will be offline – in form of football tryouts, scouts' referrals, and recommendations by our partner (we are currently trying to partner with UNICEF) – as well as online – in form of public recommendations and voting via an app.

In order to be considered to get invited into the program the boys and girls need to...

- be in a socially disadvantaged situation,
- have a great talent for football, and
- be between 13 and 18 years of age when entering the program.

### Step 2: Life @ the academy

The heart of the program is the education at the academy. Here, the students will live, learn, and grow – personally as well as professionally – until they graduate from high school.

At the academy we want to be an exemplary unbiased organization giving our students some essential values on their way to become future societal leaders. This list of values is long, but to name only a few: we promote honesty, empathy, justice, team spirit, and, of course, leadership itself for our future leaders.

The academy will not only promote these values but live by them, which is why gender equality is one of our main pillars – an essential attribute that is missing in many parts and minds, not only in Mexico.

*A typical school day of our students:*

6:45 Getting up and ready for the day  
7:00 Breakfast  
8:00 Classes  
14:00 Lunch  
14:45 Free time  
15:30 Time for homework and tutoring  
17:00 Football practice  
20:00 Free time  
20:30 Dinner  
21:15 Free time  
22:00 Bedtime

*Some rules to play by*

Being some of the lucky ones getting into the academy doesn't mean they can now lean back and relax. In order to stay in the program, the students will have to play by the rules and maintain a grade average of at least 7.0 (in Mexico the maximum is 10.0 while the lowest passing grade is 6.0). However, in order to be allowed to play in the first team students need a minimum of 7.5.

*In order to stay in Academia FC México, students need to maintain an average grade of at least 7.0, first team students 7.5.*



Optional pathways – pursuing a university degree and a professional football career

For many of these unprivileged adolescents graduating from a top high school, and in fact from any high school for that matter, already means a huge step towards a life without having to worry about today's or even tomorrow's meals. But students, who are not only talented football players, but also great intellectual learners, can count on our support for them to obtain a scholarship at a top university and / or a "push" towards a professional football career at one of the best leagues.

#### Step 4: Jobs of academy alumni

Having graduated from one of Mexico's top high-schools and maybe even having obtained a university degree, our academy alumni will be excellently prepared to obtain an above-average-paying job.

#### Step 5: After-academy commitment

Our ultimate goal is to encourage these new societal leaders to help reducing the gap between the rich and the poor. We want to morally oblige these new societal leaders to spread their freshly obtained values and ethical principles, share their success with their families, and invest a percentage of their future income in their home communities.

## Partnerships

The key to our success depends on long-term and high-quality partnerships. That is why we will collaborate only with a few select organizations and individuals, who...

- are leaders in their respective field of expertise,
- share our academy's values and philosophy, and
- themselves live up to high ethical standards.

### Our desired partners

The academy is focusing on giving our students an excellent education and football career. However, in order to become a world class academy, we will need strong strategic partners in all relevant fields. This is a list of our desired partners, some of which we are currently in negotiations:

- Adidas (clothing, training equipment, support with sports events)
- BMWi (transportation, money donations)
- Club Alemán (use of football field for official games and special events)
- Colegio Alemán Alexander von Humboldt (education, facilities for football practice)
- Cornershop (nutrition)
- FC Bayern München (preparing coaching staff, administrative advice, money donations)
- Football stars ((former) players as mentors, money donations)
- UNICEF (support with identifying talents in rural communities)

As we stated before, we are not just another football academy, but we pursue our own philosophy and different ways to do things. That is why we also want to partner with some rather uncommon companies and individuals. Here just a few:

- Key individuals of the Netflix series "Club de Cuervos"
- Startups with innovative and game-changing ideas like "Follow You"-drones

### What we offer in return

Apart from personal satisfaction by helping others and witnessing how much these people can achieve with a little push, our partners will enjoy several benefits in return for their collaboration with us:

- Receive regular updates of our academy's and students' personal development.
- Local, national, as well as international online and offline brand exposure, especially during our team's football games and special events like tryouts and promotional football camps.
- Positive impact on their corporate social responsibility programs.
- Positive brand association due to our exclusive partnerships with premium partners.
- Financial participation for the sale of a youngster to a professional football club (after having graduated; if the sale concludes before, continued studies need to be guaranteed by the new club).
- Tax deduction (we are in the process to be authorized to issue international tax-deductible receipts)

## Contact

Whether you're already set to partner up with us or you first want to know a bit more about us, our work, other possibilities to support us, further details about Mexico's problems in education and football, or any other related topic, just get in touch with us. We will be happy to hear from you.

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