



IVERSON **SPORTS ACADEMY** **AND PARK**

COMPANY PROFILE



ABOUT US

Iverson Sports Academy (ISA) is more than just a football academy; we are a talent incubator and catalyst for igniting dreams and nurturing the next generation of Tanzanian football stars. We are a gateway to global opportunities. We offer a comprehensive training program for young athletes aged 3-18 (U4-U19), meticulously designed around the world's best curriculum models. Our vision transcends beyond domestic success. ISA aspires to be a springboard for exceptional Tanzanian talent to reach the pinnacle of football, just like our very own Iverson Nyasulu Enock, who is currently training at Manchester City Football Academy



OUR VISION

To become a gateway to global sports opportunities.

OUR MISSION

To identify, develop, and nurture young sporting talent in Tanzania, providing world-class training, mentorship, and opportunities to achieve athletic excellence and personal growth.

OUR CORE VALUES

Excellence: A relentless pursuit of improvement, both on and off the field.

Respect: For teammates, coaches, opponents, officials, and the game itself.

Sportsmanship: Demonstrating fairness, integrity, and a positive attitude.

Teamwork: Prioritizing collaboration, communication, and a shared commitment to success.

Discipline: Dedication to training, following instructions, and maintaining a healthy lifestyle.

Holistic Development: Nurturing not just football skills but also mental well-being, academic achievement, and life skills.

Integrity: Maintain honesty, transparency, and ethical behavior.



A photograph of a soccer field at sunset. In the foreground, a soccer ball is partially visible on the left. In the middle ground, a soccer goal stands on the left, and a large, leafy tree is centered. The background shows a line of trees and a tall stadium light pole on the right. The sky is a mix of orange and blue. A dark, geometric pattern is overlaid on the right side of the image.

VISION MISSION CORE VALUES

A STORY OF INSPIRATION: THE "IVERSON EFFECT"



Iverson's love affair with football began early. By the tender age of three, he was already kicking a ball around with the enthusiasm of a seasoned pro. His passion was undeniable, but it was the spark of raw talent that set him apart.

His parents, Nyasulu and Irene, saw the potential in their son. They cheered from the sidelines, their hearts filled with hope and ambition. But they knew that nurturing Iverson's talent required more than just parental support. It demanded access to world-class coaching, top-tier facilities, and a clear pathway to the global football stage – a daunting prospect for a young boy from Tanzania. The question loomed large: How could a child from the heart of Africa compete on the grandest stage of world football? For many, this would have been a discouraging obstacle.

But for Nyasulu and Irene, it ignited a fire within them. They refused to let geography dictate their son's destiny. Through unwavering dedication and strategic planning, Iverson's parents created a roadmap to success. Years of relentless training, strategic networking, and a steadfast belief in their son's abilities culminated in a life-changing opportunity. Iverson was invited to showcase his skills in the United Kingdom, a pivotal moment that would shape his future.

Manchester City, a global football powerhouse, recognized Iverson's exceptional talent and welcomed him into their prestigious academy to train with them. The journey from a Tanzanian playground to the heart of the English Premier League was a testament to the power of dreams, hard work, and parental support.

Iverson's story is not just about individual triumph; it's a blueprint for aspiring footballers across Africa. Inspired by their son's journey, Nyasulu and Irene established Iverson Sports Academy, a platform designed to nurture young talent and create opportunities for the next generation.

We believe that every child deserves a chance to chase their football dreams. With the right guidance, support, and exposure, the next global football superstar could emerge from the heart of Africa. Join us today at Iverson Sports Academy as we embark on a mission to discover, develop, and launch the next wave of African football talent onto the world stage.



OUR OBJECTIVES

Athlete Development Objectives

- Identify and develop raw talent into elite athletes.
- Provide a comprehensive training program covering technical, tactical, physical, and mental aspects of the sport.
- Create a pathway for athletes to progress from grassroots to professional level.
- Foster a culture of excellence, discipline, and teamwork among athletes.

Academy Development Objectives

- Establish Iverson Sports Academy as a leading sports institution in Tanzania.
- Develop strong partnerships with schools, clubs, and other sports organizations.
- Generate sustainable revenue through various income streams.
- Invest in state-of-the-art facilities and equipment. Attract and retain top coaching talent.

HOW WE BUILD OUR CHAMPIONS

Our unique program is meticulously designed to cater to the specific needs of young athletes at various stages of development:

- **Stage One (3-5 Years):** Introducing the fundamentals of football in a fun and playful environment, fostering a lifelong love for the beautiful game.
- **Stage Two (6-8 Years):** Refining basic skills, building confidence, and instilling teamwork principles through engaging drills and mini-matches.
- **Stage Three (9-11 Years):** Honing technical skills, tactical awareness, and physical conditioning, preparing players for competitive challenges.
- **Stage Four (12-14 Years):** Intensifying training, focusing on advanced techniques, positional play, and strategic gameplay.
- **Stage Five (15-18 Years):** Optimizing performance, maximizing potential, and providing guidance for professional aspirations.

WHAT MAKES US THE BEST

Developing Champions: Our meticulously designed program caters to the specific needs of young athletes at various stages, fostering exceptional technical skills, tactical awareness, and physical conditioning.

Beyond Tanzania: Building a Footballing Legacy Our vision extends beyond individual success. In 11 years, we aim to have opened doors for over 100 Tanzanian players to compete in the world's best premier leagues such as the English Premier League. These players, upon returning to represent Tanzania's national team, will elevate its standing and create a ripple effect. Their success will empower families, boost the economy through investments like stadiums and academies, and inspire future generations.

Nurturing Well-Rounded Individuals: We go beyond the field, instilling life skills like discipline, teamwork, and leadership, shaping well-adjusted individuals ready for life's challenges.

The "Iverson Effect": Inspired by Iverson's story, we actively forge partnerships with prestigious international academies, creating a pathway for exceptional ISA players to showcase their talents on the global stage. ISA boasts a dedicated scouting team that continuously monitors player progress and identifies potential for international exposure.

Unmatched Facilities: Iverson Sports Academy boasts world-class facilities designed to optimize athlete performance. Our centerpiece, the Iverson Sports Park, features modern 7-a-side and 5-a-side pitches, complemented by the state-of-the-art Iverson Gym. Athletes can enjoy top-tier amenities including elegant changing rooms and the Iverson Cafe, offering delicious and nutritious meals. To complete the experience, our Iverson Sports Shop provides affordable, high-quality sports equipment.

Unparalleled Expertise: Investing in Your Child's Success at ISA, we believe the best coaches unlock the best talent. That's why we have assembled a team of highly qualified and experienced coaches with CAF/FIFA licenses. Their expertise, combined with the on-site full-time nurse, guarantees a safe and nurturing training environment that prioritizes player well-being and development

Unmatched Flexibility: Tailoring Training to Your Schedule We understand that young athletes have busy lives. That's why ISA offers unrivaled flexibility. We utilize a school timetable format for training times, allowing players to train Monday-Sunday, from 7 am to midnight. Choose the number of days and times per week that work best for your athlete, ensuring optimal development without disrupting their academic commitments. Unlike academies that operate on fixed schedules, ISA provides the freedom to prioritize both training and education.

Scouting and Representation: Upon graduation, we become our players' scouts and agents, securing them opportunities with top teams in the world through player documentaries gathered by ISA over the years of training and building.

World-Class Curriculum: Our curriculum prepares players for professional competition at the global level.



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