



FREDDIE ACADEMY INTERNATIONAL PROGRAM

INTERNATIONAL PREMIUM RESIDENTAL
PROGRAM FOR FUTURE COLLEGE AND PRO
PLAYERS



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@FREDDIE_ACADEMY



ABOUT FA

THE BACKGROUND

Freddie Academy is based in Gothenburg. We are one of Sweden's biggest football academies specializing in individual player development. Since 2019, we have been developing players with our modern and innovative player-first methodology. We have helped over 1000 players improve their game, ranging from grassroots, to elite European academies and professional players.

SOME PRO PLAYERS THAT HAVE TRUSTED US WITH THEIR OFF-SEASON TRAINING



RIKKE SEVECKE
EVERTON FC &
DANISH NATIONAL TEAM



MAX WATSON
MARIBOR FC



PAULINA NYSTRÖM
JUVENTUS FC &
SWEDISH NATIONAL TEAM



NASIRU MOHAMMED
BK HACKEN

We have earned the respect of teams and institutions in Sweden and Europe while creating a big following of players and coaches from all over the world. They use our concepts and training through our app and social media to improve every day.

14

COACHES

1000+

PLAYERS TRAINED

140.000

FOLLOWERS ON INSTAGRAM

OUR EQUIPMENT AND TECHNOLOGY PARTNERS



INTERNATIONAL PREMIUM RESIDENTAL PROGRAM FOR FUTURE COLLEGE AND PRO PLAYERS





THE FACILITY

PREMIUM ATHLETIC COMPLEX

Our facility is a multi-sport arena in the Kviberg district of Gothenburg and is just ten minutes away from the city center. Being **Scandinavia's largest multi-sport facility**, it is approximately 45,300 m² on seven floors. It has, among other things, an indoor ski facility, hotel, gym, spa, restaurant, rehab clinic, and a full-sized football pitch.



INTERNATIONAL PREMIUM RESIDENTAL PROGRAM FOR FUTURE COLLEGE AND PRO PLAYERS





FA TRAINING

OUR METHODOLOGY

PLAYER-FIRST APPROACH

During the 1on1 and small-group sessions, we prioritize individual progress as opposed to team-oriented progress. We make sure every player gets personalized feedback during the training sessions and we follow a personalized development plan based on your strengths and weaknesses. The focus is always on you.

POSITION SPECIFIC TRAINING

Position specific training is a crucial part of a player's development. Whether you are a striker, midfielder, defender or a goalkeeper, we plan a session tailored to the demands of your position in today's game.

TECHNIQUE OVER EVERYTHING

We believe technique takes precedence over any other aspect of football training. All of our drills are ball-oriented and highly detailed when it comes to technical work. In the words of Arsene Wenger, "if you don't have the technical fundamentals in the modern game you can forget it, you will never be a footballer."

MODERN TECHNOLOGY & EQUIPMENT

We make use of a variety of tools and equipment to elevate our training. The use of awareness tools will help you to develop your perception and process information faster, which is a key factor in today's game. GPS vests that will track your physical performance every session. We will be filming sessions using VEO's AI system that automatically breaks down your session which makes it easier to review it and get more insights.

**JUST KNOW THAT WHEN YOU ARE TRAINING WITH US, YOU ARE
TRAINING LIKE A PROFESSIONAL**





STRENGTH & CONDITIONING FOR OPTIMUM PERFORMANCE

INDIVIDUALIZED PROGRAM

Strength and conditioning will play a crucial part in your development. Each program will be individualized for your needs and body type. The gym sessions will be supervised by a FA coach that will lead you through each workout.

FOOTBALL-ORIENTED

The program will focus on you as a footballer. We aim to structure it in a way that will make you stronger and more explosive, but also more agile and mobile. The programs are designed by the FA coaches that are EXOS Performance Specialists. With an advanced application of the EXOS methodology, performance coaches offer the most intensive goal-driven training experiences to high performers and athletes.

TOP GYM EQUIPMENT

The gym is a part of the multi-sport facility which makes it very easy to access. It's a high caliber gym that has everything you need for a good workout.

INJURY PREVENTION

The goal with the strength and conditioning is not only to make you more athletic, but it will also help you to stay fit. Prehab and rehab will play a significant role in our programs. Staying healthy is crucial if you want to have a career in any sport.

To put this into perspective. A three-year study made by University of Florida showed that there were a strong correlation between staying healthy and following a controlled strength program. The evidence was clear, 78% of severe injuries to the upper body and 64% of severe injuries to the lower body struck non-lifting athletes. This is why this is an important part of the program.





PERSONAL DEVELOPMENT

OFF THE FIELD

THE RIGHT ENVIRONMENT

The environment in which you operate is a fundamental and often overlooked aspect of a player's development. In our program, you are surrounded by players that have the same ambition and determination as yourself. This together with the right guidance by our coaching staff will inspire you to take the next step in your career. This is truly a chance for you to excel as a player but also as a person.

WEEKLY VIDEO ANALYSIS

We will dive deeper into your performance but also watch and learn from players on the top level. Analyzing yourself and being able to see what you are doing well and what you need to improve on is key to excel as a player. We will also analyze top players on your position. This will help us to see what we can work on and how to act in different scenarios on the pitch.

PSYCHOLOGY & MENTAL STRENGTH

The physical presence and importance in elite sport is well known and documented. But there is way less emphasis and research on the mental health, mental training, and the psychological well-being of elite athletes. All athletes, no matter how strong or physically gifted, can struggle to be successful if they have mental barriers, such as low confidence, high anxiety, nerves or feeling too much pressure, that overtake them in the heat of competition.

Professional help from our educated coaches off the field will help you improve in all areas, tearing down your mental barriers and unlocking your maximum potential.

NUTRITION

Set yourself up for a successful performance on the field by focusing on your plate. Nutrition plays an essential role in football. The hotel will be able to offer you a variety of healthy food options three times a day. We will also provide you with personal guidelines how to fuel yourself for optimal performance.





REHAB AND TREATMENT FROM PROFESSIONALS

FOLKSAM INSURANCE

Our players are covered by Folksam Health and Accident Insurance for non-EU citizens and Folksam Elite Sports Insurance policies. These cover any medical issue that you might encounter during your stay, both on the field and off the field, including treatment with IFK Kliniken Rehab.

COLLABORATION WITH IFK KLINIKEN REHAB

We are proud to say that we have established a collaboration with the best rehab clinic in Gothenburg, IFK Kliniken. They have years of experience and elite medical professionals that work with top tier athletes. This is the clinic that professional teams use for all their players. Find out more about their state of the art rehab center at <https://www.ifkkliniken.com>.

Through this partnership, players in our program don't even have to leave Prioritet Serneke Arena to get treatment since IFK Kliniken is located on the first floor of the facility, right beside the football pitch.





CLUB TRAINING

TRAINING WITH SWEDISH TEAMS

FINDING THE PERFECT MATCH

We will find a team that suits you based on your characteristics as a player. We work closely with clubs in Gothenburg to give you the best opportunities. The tier and quality of the team will depend on your level.

GET EXPERIENCE

Training and getting to know Swedish players will be a very enriching experience for you as a player. Every country has its own football culture, so you will need to adapt to the demands of the Swedish game.

FEEDBACK FROM TEAM COACHES

We are regularly in touch with our players' coaches. These coaches are highly experienced and very familiar with European football. We will get ongoing feedback about your performance and what parts of your game that you need to work on, and then we will implement that into your training.

SWEDISH LEAGUE COMPETITION

Whether you are on trial with a club or just training, it will always be the team's decision if/when they want to offer you a contract. If the team offers you a contract you will then be allowed to play and take part in the Swedish competition. This is what every player aspires to achieve.





SWEDISH MEN'S LEAGUES

SENIOR

TIERS AND SOME GOTHENBURG BASED TEAMS

PROFESSIONAL

SEMI-PRO/AMATEUR



16 TEAMS



16 TEAMS



32 TEAMS



DIV 2

84 TEAMS



DIV 3

144 TEAMS



DIV 4-8

1000+ TEAMS

100+ TEAMS IN GOTHENBURG

U19

TIERS AND SOME GOTHENBURG BASED TEAMS

PROFESSIONAL

SEMI-PRO/AMATEUR



14 TEAMS



28 TEAMS



DIV 1

58 TEAMS



LOCAL LEAGUES

1000+ TEAMS

100+ TEAMS IN GOTHENBURG

INTERNATIONAL PREMIUM RESIDENTIAL PROGRAM FOR FUTURE COLLEGE AND PRO PLAYERS





SWEDISH WOMEN'S LEAGUES

SENIOR

TIERS AND SOME GOTHENBURG BASED TEAMS

PROFESSIONAL

SEMI-PRO/AMATEUR



14 TEAMS



14 TEAMS

DIV 1

72 TEAMS

LOCAL LEAGUES

500+ TEAMS



100+ TEAMS IN GOTHENBURG

U19

TIERS AND SOME GOTHENBURG BASED TEAMS

PROFESSIONAL

SEMI-PRO/AMATEUR



20 TEAMS

DIV 1-3

300+ TEAMS



50+ TEAMS IN GOTHENBURG

INTERNATIONAL PREMIUM RESIDENTIAL PROGRAM FOR FUTURE COLLEGE AND PRO PLAYERS





THE SCHEDULE

WEEKDAYS

08:00



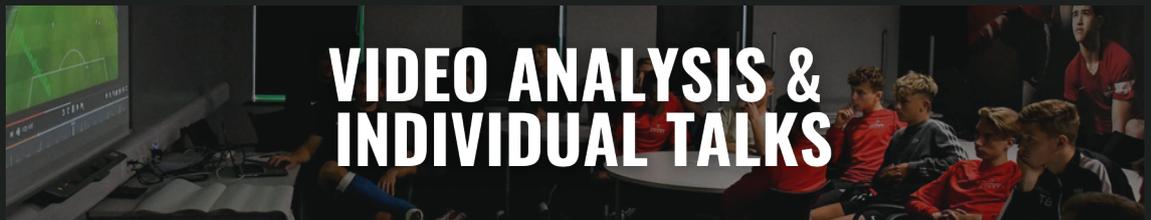
BREAKFAST

10:00



FA TRAINING

11:30



**VIDEO ANALYSIS &
INDIVIDUAL TALKS**

13:00



LUNCH + REST

17:30



**GYM
WORK**

**SWEDISH CLUB
TRAINING**

20:30



DINNER

22:00



LIGHTS OUT





THE SCHEDULE

WEEKENDS

09:00



10:00



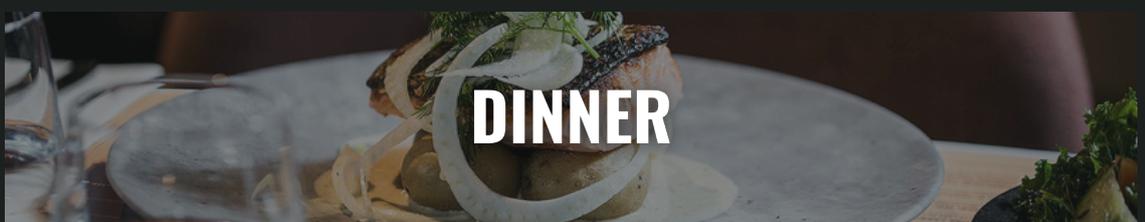
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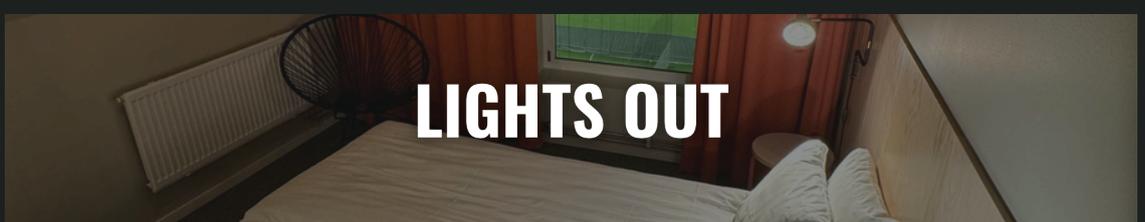
TBC



20:30



22:00





COLLEGE PROGRAM

EARN YOUR WAY TO YOUR DREAM SCHOOL

THIS PROGRAM IS PERFECT FOR HIGH SCHOOL AND INTERNATIONAL GAP YEAR STUDENTS WHO WANT TO GAIN FOOTBALL EXPERIENCE AND IMPROVE THEIR GAME WHILE GOING THROUGH THE COLLEGE RECRUITING PROCESS. IT IS THE BEST CHANCE TO UPGRADE YOUR RESUME AND GET SEEN BY TOP UNIVERSITY COACHES AND AGENTS.

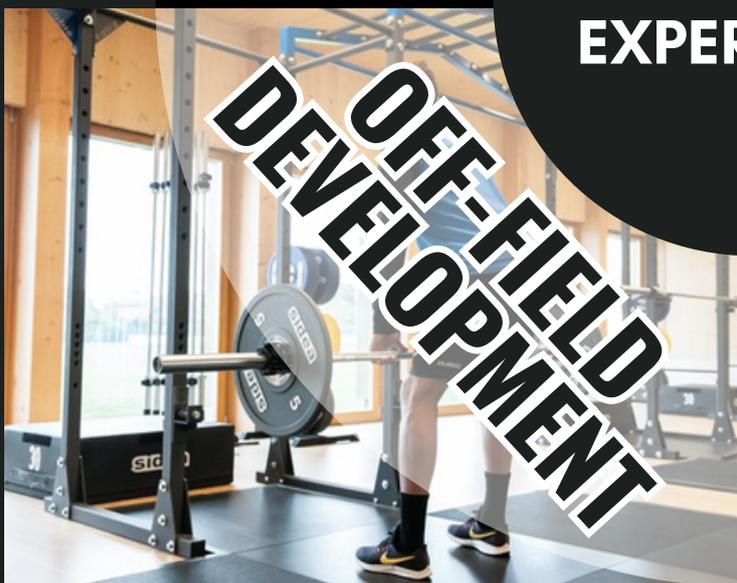


FA PRO TRAINING



SWEDISH CLUB TRAINING

360 EXPERIENCE



OFF-FIELD DEVELOPMENT



COLLEGE EXPOSURE





COLLEGE EXPOSURE

GET SEEN BY TOP SCHOOLS

FOOTAGE AND HIGHLIGHT VIDEO

Every session and game will be recorded so we can show quality footage to college coaches. It is well known that having a good highlight video is very important during the recruitment process. We know what coaches want to see and we will help you to make the best video possible.

UPGRADE YOUR RESUME

Coaches are today leaning more towards recruiting European players for their teams. Having Swedish football experience in your resume will add significant value to your profile and will give you a huge advantage in this process.

SHOWCASES AND SCOUTING VISITS

Throughout the program, we will hold joint showcases with Kumlin to give our players the chance to be seen live by top level university coaches. Furthermore, we may receive sporadic visits from coaches so they can see you train in person with Freddie Academy and your Swedish club.





COLLEGE EXPOSURE

OUR PARTNERS

KUMLIN RECRUITING

Founded by ex-pro player **Emil Kumlin**, Kumlin Recruiting's staff has personally assisted over 800 soccer players to play college soccer in the USA. After years of experience, Emil is trusted by top college programs and has very good relationship with coaches all over the country. Kumlin Recruiting is very select with their players and they will only work with top-level European talent. Through our program, our players will have the opportunity to work with Emil and have their services available during the recruitment process for a discounted fee.



SOME PROGRAMS THAT WORK WITH KUMLIN RECRUITING



NORDIC SPORT SCHOLARSHIP ASSOCIATION

Founded by former college players, NSSA has become one of the leading college sports recruitment agencies in Scandinavia. After placing over 250 players in some of the best schools in the US, they have now an extensive network of coaches and programs all over the country. Through our program, our players will have the opportunity to work with NSSA and have their services available during the recruitment process for a discounted fee.

NSSA



SOME PROGRAMS THAT WORK WITH NSSA





COLLEGE PROGRAM

THE DETAILS

TWO SEASONS

Players will be able to come during two seasons:

- **FROM AUGUST TO DECEMBER**
- **FROM FEBRUARY TO JULY**

Due to VISA regulations in Sweden, **players can only stay for an initial 3 months**, with the possibility to extend this period to 6 months with an extended VISA on a case by case basis.

WHAT IS THE PRICE

The price of the program is **\$3500 per month**. It is up to the player to decide how many months they choose to stay, however we recommend to stay for at least a whole season to get the best out of the experience.

WHAT IS INCLUDED

- Private training with Freddie Academy.
- Team training with Swedish club/s.
- Off the field support and evaluation.
- Playing footage and quality highlight video.
- Exposure and showcases with college and university coaches.
- Full board accomodation in Kviberg Park Hotel with breakfast, lunch and dinner.
- Access to Prioritet Serneke Arena field, Nordic Wellness gym and spa facilities.
- Freddie Academy and Nike training kit.
- Folksam Health and Accident Insurance for non-EU citizens and Folksam Elite Sports Insurance policies.
- Transportation.
- Assistance with Swedish Visa process.
- Dedicated staff 24/7.

ADDITIONAL SERVICES

- College placement service - **TBC**





TRIALS PROGRAM

YOUR PATH TO PRO

DESIGNED FOR SERIOUS PLAYERS WHO ARE LOOKING TO SIGN FOR A SWEDISH CLUB AND GET PROFESSIONAL EVALUATION BY SWEDISH COACHES. DURING THE TRIAL PERIOD YOU WILL LIVE AND TRAIN IN A PROFESSIONAL ENVIRONMENT WHILE GETTING SCOUTED BY LOCAL COACHES AND TRAINING WITH SWEDISH TEAMS.



INTERNATIONAL PREMIUM RESIDENTIAL PROGRAM FOR FUTURE COLLEGE AND PRO PLAYERS





PRO CLUB EXPOSURE

GET SCOUTED BY SWEDISH COACHES

WHY PLAY IN SWEDEN

Swedish football is on the rise and gradually becoming more important amongst European countries. It is one of the nations with the most opportunities when it comes to becoming pro or semi-pro and actually earning a living from playing. Salaries in lower tiers are high compared to the respective tiers across Europe. This makes Sweden the best place to build a successful career and getting the experience that you need.

CONTACTS IN SWEDISH CLUBS

Through our trial program you will get access to a network of clubs, coaches, and agents that we have built after years of being in the game. Many of our coaches have played in pro and semi-pro clubs in Sweden and still have contacts in those clubs, while others also coach at elite academies and run scouting reports regularly.

FOOTAGE AND HIGHLIGHT VIDEO

Every session and game will be recorded so we can show quality footage to coaches. It is well known that having a good highlight video is very important when getting scouted. We know what coaches want to see and we will help you to make the best video possible.

COLLABORATION WITH AGENCIES

Freddie Academy has formal collaborations with some of the biggest agencies in Sweden. We will receive regular visits from agents where they can assess your level and hold meetings with you to find the best opportunities for your career.





TRIALS PROGRAM

THE DETAILS

TWO SEASONS

Players will be able to come during two seasons:

- **FROM AUGUST TO DECEMBER**
- **FROM FEBRUARY TO JULY**

You can choose how many weeks you want to be a part of the program and extend your trial on an ongoing basis while you are here. Keep in mind that due to VISA regulations in Sweden, **players can only stay for an initial 3 months**, with the possibility to extend this period to 6 months with an extended VISA on a case by case basis.

WHAT IS THE PRICE

The price for the program is:

- **\$1500 for 1 week**
- **\$2000 for 2 weeks**
- **\$3500 for 1 month**

WHAT IS INCLUDED

- Private training with Freddie Academy.
- Trials with Swedish club/s.
- Off the field support and evaluation.
- Playing footage and highlight video.
- Exposure and promotion to amateur, semi pro, and pro clubs.
- Full board accomodation in Kviberg Park Hotel with breakfast, lunch and dinner.
- Access to Prioritet Serneke Arena field, Nordic Wellness gym and spa facilities.
- Freddie Academy and Nike training kit.
- Folksam Health and Accident Insurance for non-EU citizens and Folksam Elite Sports Insurance policies.
- Transportation.
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