



ICFDS

International Confederation of Futebol de Salão

GLOBAL FRANCHISE OPPORTUNITIES

ICFDS and Futebol de Salão

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.

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 & served as Brazil's "laboratory of improvisation".



ICFDS and Futebol de Salão

ICFDS is a pioneer in implementing the Brazilian training techniques in the football inspired early childhood development program and the exceptional coaching methodology.

ICFDS Global Ltd. is an international company based in Oxford, Cumnor Road Wootton, Boars Hill, OX1 5JW, registered under Company No.: 8756436.

We develop and support worldwide two football coaching brands:

Socatots and Brazilian Soccer Schools.

Here, through state-of-the-art football inspired early childhood development program and an unparalleled coaching methodology, the most skilled footballers are made.

Needless to say, our greatest coaching success stories include the likes of **Micah Richards, Alex Oxlade-Chamberlain, Theo Walcott** and last but not least, the world famous **Michael Owen**.

We truly love the beautiful game, and this is the key to empowering young children and paving the way to achieving international success for mature players.

OUR VISION

We are the world's largest franchising organization of financially thriving and socially responsible partners.

Where through innovative, football inspired early childhood development program and unparalleled football coaching methodology, the most skilled footballers are made.

Where the love of the beautiful game, is the key to empowering young children and paving the road to achieving international success for mature players.

**WOULD YOU LIKE TO
BE A PART OF THIS
VISION...?**

Imagine your former pupils as famous players entering the World Cup Arena.

What a feeling! Wouldn't it be great to shape the future of your national football team? Do it with us!

As a leading business enterprise ICFDS strives to be the world's largest franchising organization of financially thriving and socially responsible partners.

If you feel you can be part of this vision - join us!

SOCATOTS



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.



BRAZILIAN SOCCER SCHOOLS



BRAZILIAN
SOCCER SCHOOLS®

BRAZILIAN SOCCER SCHOOLS are a grassroots football organization with a worldwide network of coaches that has the unified objective of providing a unique but structured football education to children from the ages of 5-18.

This is achieved through a specifically designed **syllabus of 200+ individual core movements and skills**, which are taught & evaluated using our proprietary method of assessment the Skills Badge Scheme. Our philosophy is that through an increased number of training hours involving constant repetition players can refine & improve both basic & complex skills.



THE TEAM



- Przemysław „Olo” Olewnik
- Rupert Lowe
- Maciej Uciechowski
- Will Partington
- Aleksander Adamski

**WOULD YOU LIKE TO
BE A PART OF THIS
TEAM...?**

LEGACY OF BSS AND SOCATOTS

HISTORY OF SIMON CLIFFORD

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 Juninho and his father, 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.

"I don't want to copy Brazil, that would be pointless, I want us to be better"

Simon Clifford in Sao Paulo, 1997



ORIGINS OF BSS

The first Brazilian Soccer School was established in 1996, in Leeds, by Simon Clifford after encounter with Brazilian star Juninho, which then led to the discovery of the game of Futebol de Salão. Simon had become friends with the Brazilian 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 were running.

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. 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.



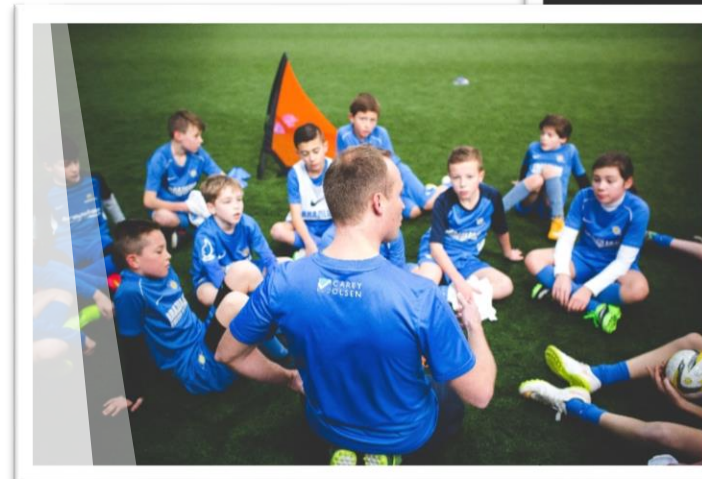
BSS TODAY

The rest is history – the Brazilian Soccer Schools programme took from Brazil some key aspects of development, most notably the game of Futebol de Salão, a determination to surpass even the Brazilian's in terms of technical development and a strengthened belief that children should spend more time actually training and practicing their skills rather than merely playing matches.

The Brazilian Soccer Schools syllabus covers every area of football. The central aim of Brazilian Soccer Schools is to encourage children to spend longer working with the ball practicing and developing their skills.

Everything that we do has this in mind and at Brazilian Soccer Schools training sessions almost all of the time will be spent working with the ball at your feet. There are 4 key aspects:

- Emphasis on Individual Skills
- Futebol de Salão
- Increased time training
- Physical, Mental & Tactical Training



HISTORY OF SOCATOTS

Simon founded and added another completely new and original programme to his burgeoning organisation in 2003: SOCATOTS. This programme has since broken down conventional wisdom that children of such a young age are too young to be taught.

SOCATOTS was the world's first and now leading provider of football-related physical development activities for young children aged between six months and five years. It offers a unique approach designed around systematic training sessions involving parents' active participation.



SOCATOTS TODAY

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 important, we ensure that physical activity is fun. Everything we do is centred around helping children develop first as people, then as sports enthusiasts.

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.

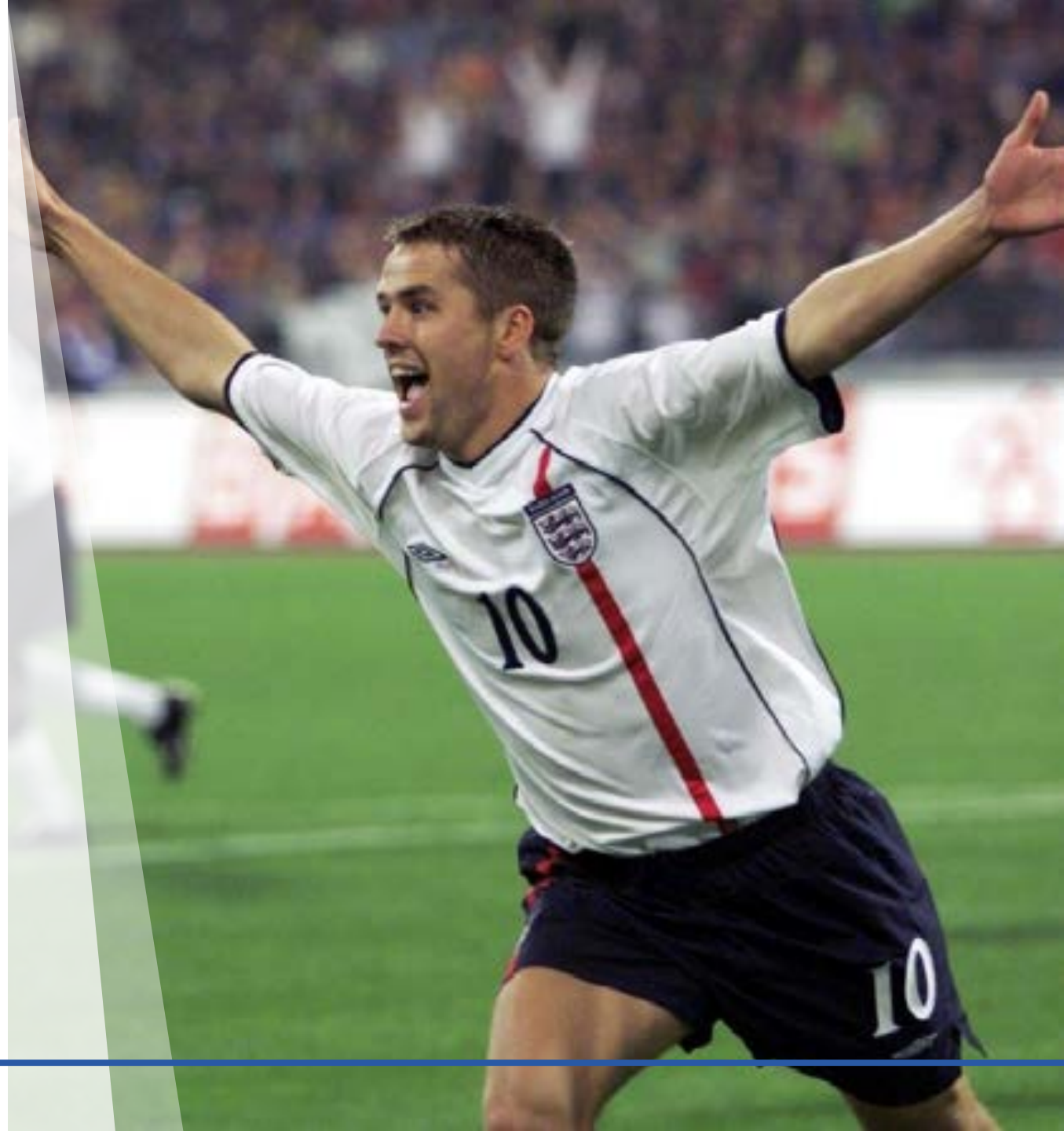


OUR FRIENDS



MICHAEL OWEN

“I have personally learned a lot from Futebol de Salão (...) It’s easy to see why this game works. The Futebol de Salão players have to make quick decisions and either dribble or make a short passing move. It encourages players to ‘do’ things. In the English game we don’t get enough dribbling, players taking other players on. This game can help bring that back.”



PELÉ

„I developed my skills playing Futebol de Salão in my home town of Bauru. I explained to Simon that 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.”



SOCRATES

„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, but in Brazil we can’t even buy a ball, FIFA have ruined the game with a bouncing and a high ball.”



RONALDO

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



RUPERT LOWE

„Sir Clive Woodward & 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.”



WWW.ICFDS.COM