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**Iker Casillas Academy** is an educational project led by Iker Casillas and his technical team, which aims to provide **academic and sports training** for **young football talent**.

## OUR VISION

Iker Casillas Academy **aims** to position itself as the most relevant academic and sports project in the European football market, offering a service that goes beyond the technical training of the players.



## OUR VALUES

The **philosophy** of the **Iker Casillas Academy** is shaped by the values that have marked Iker's entire career. Values that go beyond the football field, are present in everyday life and that will be essential in the progress of the player's training.

HUMILITY

EFFORT

INCLUSION

RESPECT

COMMITMENT

FELLOWSHIP



## A DREAM SHARED BY IKER CASILLAS



"I STARTED PLAYING FOOTBALL WHEN I WAS 4. AT ONLY 6 YEARS OLD, I JOINED THE JUNIOR TEAM OF REAL MADRID. NOW THAT I HAVE LIVED A CAREER OF 20 YEARS AS A PROFESSIONAL FOOTBALLER I REALIZE THAT THE **SUCCESS** HAS BEEN THE **RESULT OF THE EFFORT OF MANY AROUND ME** THAT HAVE HELPED ME TO IMPROVE, NOT ONLY MY SPEED OR MY REFLEXES, BUT CONTRIBUTING TO **SHAPE ME AS A PERSON**.

ONE OF MY **DREAMS IS TO HELP** CHILDREN, YOUNG PEOPLE AND PROFESSIONALS FROM ALL OVER THE WORLD TO SUCCEED AS ATHLETES IN AN HONEST AND VALUE-BASED WAY. WITH THE IKER CASILLAS ACADEMY PROJECT I FEEL THAT I AM PASSING ON PART OF WHAT I HAVE LEARNED. I WOULD LIKE TO TEACH MANY OF THEM TO **ENJOY FOOTBALL**, A SPORT THAT IS **PASSION, EDUCATION, TEAMWORK, EFFORT** AND ABOVE ALL, **RESPECT**; TO ACCOMPANY THOSE WHO ONE DAY COULD MAKE THIS DREAM THEIR LIVELIHOOD ON A PATH THAT IS NOT FREE OF DIFFICULTIES AND OBSTACLES.

THIS PROJECT IS AN **INTERNATIONAL PROJECT**, WHERE WE WANT TO TRAIN PLAYERS FROM ALL OVER THE WORLD. IN ADDITION, THE IKER CASILLAS FOUNDATION, WHICH I HAVE CHAIRED FOR MORE THAN 8 YEARS, WILL GIVE YOUNG PEOPLE WITH LIMITED ECONOMIC RESOURCES THE OPPORTUNITY TO PARTICIPATE IN THESE PROGRAMS, BY GRANTING SCHOLARSHIPS.

THIS IS A DREAM THAT WAS BORN THANKS TO THE EFFORT AND ABOVE ALL THE ENTHUSIASM OF MANY PARTIES INVOLVED: THE FOUNDATION'S TEAM, EDUCATIONAL INSTITUTIONS, COACHES, PARENTS, CHILDREN, SPONSORS...  
**A PROJECT OF SHARED HOPES AND DREAMS.**



*Iker Casillas Fernandez*



A True

# LEGEND



FIFA WORLD CUP



UEFA EURO



UEFA CHAMPIONS LEAGUE



UEFA SUPERCUP



LA LIGA



SPANISH SUPERCUP



COPA DEL REY



FIFA CLUB WORLD CUP



PORTUGUESE LEAGUE



PORTUGUESE SUPERCUP

+1000

MATCHES

128

TIMES  
INTERNATIONAL

28

TROPHIES

12

INDIVIDUAL  
AWARDS







# SPORTS CITY **VALLE DE LAS CAÑAS** **A PLACE FOR FOOTBALL**

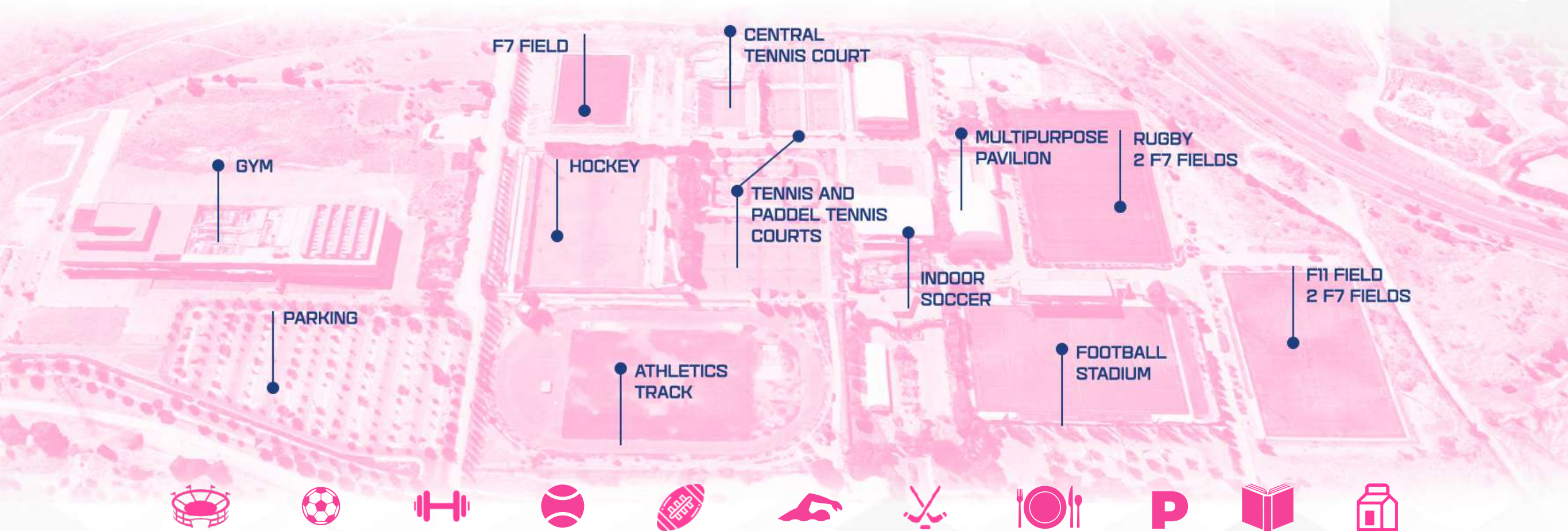
SPORTS COMPLEX IN POZUELO DE ALARCÓN (MADRID).  
TRAINING POINT FOR THE PLAYERS OF THE IKER CASILLAS  
ACADEMY. FACILITIES WITH FIRST CLASS FEATURES.  
FOOTBALL FIELDS WITH FIFA QUALITY PRO QUALIFICATION.





# SPORTS CITY **VALLE DE LAS CAÑAS**

POZUELO DE ALARCÓN, MADRID



**90** HECTARES

FOOTBALL FIELDS **4**

MULTI-SPORTS CENTER



## LOCATION

# MADRID, A FOOTBALL CITY

JUST 10 MINUTES FROM THE CENTRE OF MADRID, THE IKER CASILLAS ACADEMY IS LOCATED IN AN IDEAL ENVIRONMENT, FAVOURING THE COMPETITIVENESS AND LEVEL OF THE PROFESSIONAL, AMATEUR AND JUNIOR LEAGUES.

MADRID IS THE HEART OF SPANISH FOOTBALL. IT IS HOME TO LALIGA, CONSIDERED THE BEST FOOTBALL LEAGUE IN THE WORLD. THE SPANISH NATIONAL TEAM, REAL MADRID AND ATLÉTICO DE MADRID ARE THE MOST IMPORTANT TEAMS IN THE SPANISH CAPITAL, AS WELL AS OTHER PROFESSIONAL TEAMS THAT COMPETE IN THE GOLD AND SILVER CATEGORIES ON THE NATIONAL SCENE.

IKER CASILLAS  
ACADEMY



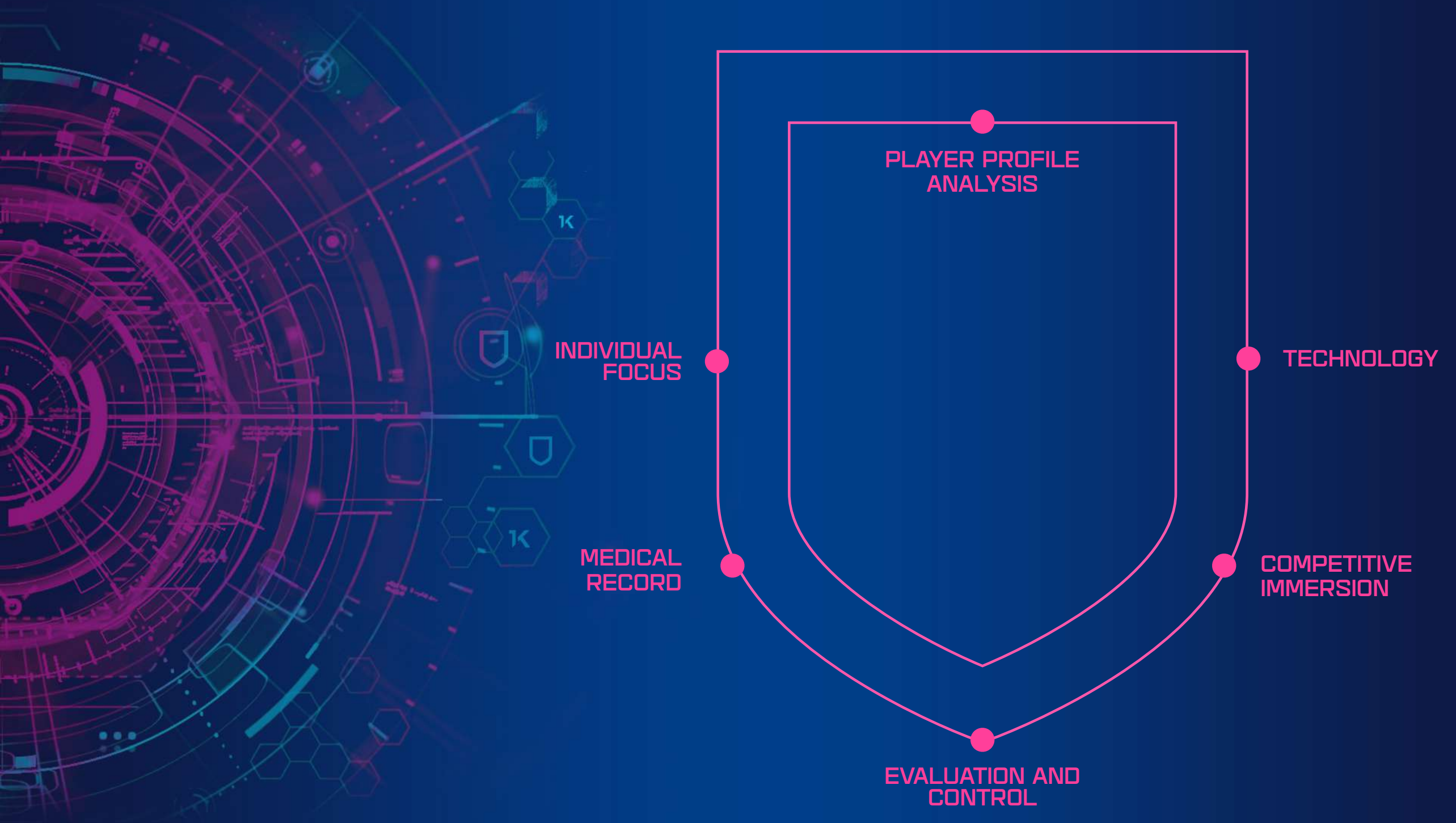
MADRID





# METHODOLOGY

We have an **elite high performance** methodology that thanks to **technology** and its processes will **optimize** the **performance** of the players. The coaches and members of the technical staff have been selected among the top references in the country.





01

## PLAYER PROFILE ANALYSIS

**Technical analysis** on the field by professional scouting/screening team  
**Medical analysis** through cardiac and psychomotor evaluation  
**Biomechanical and podiatric analysis** tested at first competitive level.

02

## INDIVIDUAL FOCUS

**Personalized sports planning** by an additional technical complement to the group routine (field work and gym)  
**Nutritional plan** adapted to the players according to their needs and processes.  
**Individual mentoring** off the field.

03

## TECHNOLOGY

Use of **digital tools** for areas of analysis and daily performance  
**Video Analysis**  
**GPS performance vest**  
**On-Session heart monitoring**



04

## COMPETITIVE IMMERSION

Creation of a **competitive environment of the highest level**.  
Actual **incorporation** to training sessions and sports dynamics in a **local club**.  
Experiencing **friendly matches** against local teams and other academies.

05

## MEDICAL RECORD

Opening of an **individual medical record** where the players' **progress** is analysed monthly, as well as the treatment of **injuries** and record of their sessions with our **medical staff**.

06

## EVALUATION AND CONTROL

Own **control and objectives** system developed by a team of specialists in youth and professional football with more than 20 years of experience in the Spanish football elite.

# WE TAKE CARE OF THE ATHLETE'S HEALTH.

We strongly commit to the athletes' health. It is **top priority** for us because it is essential for the players to be able to **perform** at their **highest level**.

That is why health is a key pillar within our methodology, applying medical processes with the latest **technology** throughout the duration of the program.

We have different **specialist partners** in different fields to ensure a **complete and quality service** to each player.





LEARN  
FROM THE BEST,  
LIVE  
THE FULL EXPERIENCE

# WE STAND FOR EDUCATION.

THE **IKER CASILLAS ACADEMY** HAS AS ITS CORE PILLAR THE ACADEMIC TRAINING, COMPLEMENTARY TO THE SPORTS TRAINING.

OUR COMMITMENT TO EDUCATION IS A PRIORITY IN OUR COMPREHENSIVE TRAINING MODEL. WE HAVE THE BEST ACADEMIC PARTNERS IN THE SCHOOL AND UNIVERSITY LANDSCAPE IN OUR COUNTRY. THE MEMBERS OF THE ACADEMY WILL HAVE THE OPPORTUNITY TO RECEIVE EXCELLENT TRAINING OFF THE FIELD WHILE TRAINING AT THE HIGHEST LEVEL IN OUR SPORTS FACILITIES.

A COMPREHENSIVE TRAINING MODEL COMPATIBLE WITH INTERNATIONAL QUALIFICATIONS AND ACCREDITATIONS.







WE STAND FOR EDUCATION



# EDUCATION & RESIDENCE

THE BEST COMPLEMENT TO SPORTS TRAINING.  
APPROACHABLE, FLEXIBLE AND EXCELLENT



13-18 YEARS



+18 YEARS







13-18 YEARS



**SEK EL CASTILLO SCHOOL** IS A FIRST CLASS PRIVATE AND INTERNATIONAL SCHOOL IN MADRID. IT HAS PRESTIGIOUS ACADEMIC QUALITY CERTIFICATIONS. INDIVIDUAL MENTORING. ITS CAMPUS IS 40,000M<sup>2</sup> AND HAS A STUDENT RESIDENCE WITHIN THE COMPLEX.



### INTERNATIONAL CERTIFICATE

Official international certificate when you finish the course.



### QUALITY STANDARDS



### PROGRAMS

High School ("Bachillerato" and Secondary school)



### LOCATION

Just 15 minutes from the Iker Casillas Academy training grounds.



### INDIVIDUAL TUTOR

Assigned to each student to ensure maximum attention to any academic or emotional aspect.



### LANGUAGE OPTIONS

English · Spanish · Bilingual  
\*Pathway Selection





13-18 YEARS

THE **SEK EL CASTILLO RESIDENCE** IS AN INTERNATIONAL RESIDENCE LOCATED WITHIN THE SCHOOL CAMPUS, WHERE STUDENTS FROM MORE THAN 15 COUNTRIES LIVE TOGETHER IN THE PERFECT ENVIRONMENT TO BALANCE THEIR STUDIES AND WITH THEIR SPORTS PROGRAM.



## INTERNATIONAL

Students from more than **15 different nationalities** live together in an environment of **cultural exchange**, with high sports performance and academic excellence programs.



## LEISURE ACTIVITIES

The program includes a package of leisure activities for students during the **weekends**. Activities, excursions and experiences organized to promote exchange.



Shared rooms



Full board



Common areas



Weekend activities



Transport to trainings



Supervisor & Security 24/7



Health Care

**"EVERY DAY IS A CHANCE TO LEARN SOMETHING NEW"**

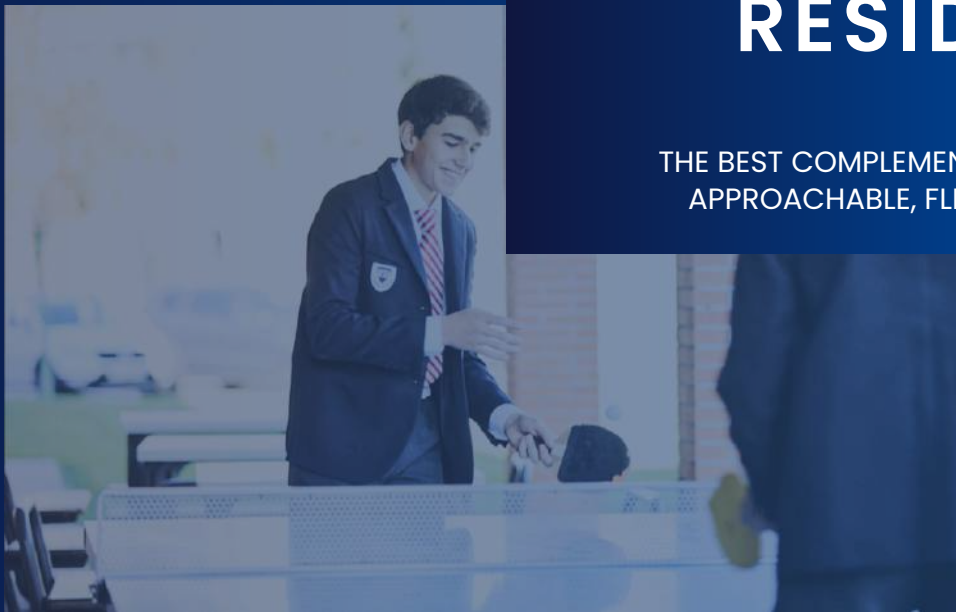


 **WE STAND FOR EDUCATION**



# EDUCATION & RESIDENCE

THE BEST COMPLEMENT TO SPORTS TRAINING.  
APPROACHABLE, FLEXIBLE AND EXCELLENT



13-18 YEARS



+18 YEARS







# COLLEGIATE

AN **EXCLUSIVE** AND **PERFECTLY LOCATED** STUDENT RESIDENCE

**+18 YEARS**



**COLLEGIATE** IS A RESIDENCE FOR UNIVERSITY STUDENTS EXCLUSIVELY. EXCEPTIONAL FEATURES WITH A **MODERN AND UNIQUE DESIGN**. AN ACCOMMODATION CREATED TAKING INTO ACCOUNT ALL THE PLAYER'S NEEDS. STYLED FOR THE MOST DEMANDING ATHLETE. UNIVERSITY LIFE, SPACIOUS APARTMENTS AND EXCELLENT SERVICES.



## LOCATION

Only 5 minutes from the Iker Casillas Academy and ESIC facilities, located in the residential neighbourhood of Aravaca, 10 minutes from the city centre of Madrid.



## INTERNATIONAL

Residential centre for students with an international profile, and a medium-high socio-economic profile.



Suite Rooms



Full board



Security Checkpoint



Common areas



Private transport



Private gym



Library



Screening room



Laundry



Broadband Internet



Terrace-solarium



Residents' bar

**"EXCLUSIVE SERVICES, EXCEPTIONAL LOCATION"**





BUSINESS&MARKETING SCHOOL

*Transforming people*

RANKED AMONG THE **BEST BUSINESS SCHOOLS IN THE WORLD**

5  
CONTINENTS

+40  
COUNTRIES

+18 YEARS



+62K  
STUDENTS

80  
NATIONALITIES

**ESIC IS A UNIVERSITY** RECOGNIZED AS ONE OF THE MOST IMPORTANT **BUSINESS SCHOOLS** INTERNATIONALLY, WHOSE TRAINING IS SPECIALIZED IN **BUSINESS, ADMINISTRATION AND MARKETING** PROGRAMS. PIONEER IN SPAIN IN THE DEVELOPMENT OF SPECIALIZED PROGRAMS IN **SPORTS BUSINESS**.



## OFFICIAL CERTIFICATE

Official university certificate when finishing the course.



## PROGRAMS\*

University Degree  
Official Title  
Languages

*\*To be defined together with each student: previous personal meeting to guide each player to choose the most convenient program.*



## HIGH QUALITY STANDARDS



...and 10+ more certifications



## COURSES · AREAS

Sport Business  
Sports Marketing  
International Business  
Advertising & PR  
Communication & Advertising  
Digital Business  
Spanish  
English



## LOCATION

Just 5 minutes from the Iker Casillas Academy training grounds and 10 minutes from the city centre of Madrid.

**"IT'S NOT JUST A BUSINESS SCHOOL, IT'S A LIFELONG EXPERIENCE"**





# OUR PROGRAMS

IKER CASILLAS ACADEMY OFFERS DIFFERENT TRAINING FORMATS: **ANNUAL PROGRAM**, A TOTAL IMMERSION OF 10 MONTHS TRAINING IN A HIGH PERFORMANCE REGIME WITH IMMERSION IN A LOCAL CLUB; **SHORT PROGRAMS** THAT OFFER THE POSSIBILITY OF EXPERIENCING SPORTS METHODOLOGY IN INTENSIVE TRAINING FORMATS AND CONCENTRATED WORK.



## WEEKLY SESSIONS

Complete and intensive training by weekly plans.

[JOIN US](#)



## ANNUAL PROGRAM

The master of programs. Live the full experience.  
Football + academic training in a high performance regime

[JOIN US](#)



## PERSONALIZED

Customized sessions of individualized technification.

[JOIN US](#)

RIISING TALENT,  
BUILDING FOOTBALLERS



[JOIN US AND SHINE](#)



# ANNUAL PROGRAM

## THE COMPLETE EXPERIENCE

**10-MONTH ACADEMIC-SPORTS** PROGRAM THAT AIMS TO INTEGRATE THE PLAYER INTO SPANISH FOOTBALL THROUGH LOCAL CLUBS, AS WELL AS A PERSONALIZED AND HIGH-PERFORMANCE TECHNICAL TRAINING PLAN.

A PLAN FOR PLAYERS BETWEEN 13 AND 25 YEARS OF AGE WITH EXPERIENCE PLAYING FOOTBALL IN THEIR HOME COUNTRY.

THE PROGRAM GUARANTEES EDUCATIONAL **EXCELLENCE** NOT ONLY SPORTS WISE, BUT ALSO IN TERMS OF ACADEMIC TRAINING AND RESIDENCE, WITH THE BEST EDUCATIONAL PROVIDERS.



# ANNUAL PROGRAM

13-25 YEARS

## LIVE 10 MONTHS OF PURE EXPERIENCE

THE MASTER OF THE PROGRAMS



### WHAT IS INCLUDED

-  10 months of Training and Methodology
-  Academic Training
-  Local Club Immersion
-  All-Inclusive Accommodation
-  Individual Tutoring
-  Official Academy Kit
-  Club Placement opportunity
-  Official Certification and Diploma
-  Private Transport
-  Parental Control

### PROGRAM OF EXCELLENCE

#### HIGH PERFORMANCE TRAINING

10 entire months of methodology implementation.

#### ACADEMIC QUALITY STANDARDS

Agreement with the best schools and universities in the area that ensures a balance between football and studies.

#### STUDENT LIFE

The best residence options in the city of Madrid for a unique and unforgettable stay.

#### MEMBERS

Academy members will become part of the database for future opportunities and recommendations.

## IMMERSION IN A LOCAL CLUB

Experience the sports life of a top local club. Immersive experience in training sessions, education and competitive performance.



## PERSONALIZED PLAN

Individualized plan with our technical staff on days off from sessions with the local club. Direct supervision by the coaches, medical staff, nutritionist...



## INDIVIDUALIZED MENTORING

Assignment of a tutor for each student to ensure maximum attention to any academic or emotional aspect.



## OFFICIAL EQUIPMENT

Complete official adidas kit, designed exclusively for the Academy, including: game kit, training kit and free time kit.



## CLUB PLACEMENT

Our professional career team will be able to negotiate contracts with football clubs for the opportunity to develop a sports career in Spain. The category of the club will depend on the level of the player.



## TOP LEVEL COACHES

A team of professionals with extensive experience in high-level training. Facilities that are up to standard.



## RESIDENCE

Those under 18 years of age will be accommodated in the SEK El Castillo complex, while those over 18 years of age will be accommodated in the Collegiate residence. Single or shared rooms.



## TRANSPORT AND SECURITY

Private transport service for players, covering all transfers between School/University-Residence-Academy. Security systems and staff available 24/7 in schools and residences.



## PARENTAL CONTROL

Through an online tool, parents or guardians will be able to have complete control, as well as track the performance of the player's personalized plan.



## CALENDAR

The program will start in September 2020 and end in June 2021.





BEFORE YOU TRY,  
**BELIEVE IN YOURSELF.**



# WEEKLY SESSIONS

MAKE EVERY DAY COUNT

WEEKLY SESSIONS OF INTENSIVE TECHNIFICATION.  
COMPLETE TRAINING + A FOOTBALL RELATED LEISURE EXPERIENCE.



# WEEKLY SESSIONS

WEEKLY COURSES IN TWO TRAINING FORMATS WITH OUR TRAINERS AND OUR METHODOLOGY.  
YOU CAN CHOOSE BETWEEN A WEEK OF INTENSIVE TECHNIFICATION OR A WEEK OF TECHNIFICATION WITH A CULTURAL-SPORTS COMPLEMENT.

## CHOOSE YOUR WEEKLY TRAINING PLAN



### PRO TRAINING WEEK

**ALL AGES**

Train like a pro to achieve maximum performance. Double daily sessions to reach your full potential. Surround yourself and meet Spanish football professionals.

#### RANGE OF WORK

- > **DOUBLE DAILY SESSIONS**
- > **PHYSICAL, TACTICAL & TECHNICAL WORK**
- > **INDIVIDUAL FOCUS**
- > **GYM & RECUPERACIÓN SESSIONS**
- > **VIDEO ANALYSIS OF THE TRAININGS**
- > **FOOTBALL TALKS BY PROFESSIONALS**
- > **MEDICAL CHECK-UP**
- > **ATTITUDE & MENTALITY WORK**

#### WHAT IS INCLUDED

-  Intensive and Personalized Training Plan
-  Meals - All-Inclusive Service
-  6 Nights Stay
-  Meet&Greet of football professionals
-  Official Academy Kit
-  Official Certification



### BOOTCAMP EXPERIENCE

**[10-18 YEARS]**

This format combines daily training in the morning with a cultural-sporting complement in the afternoon to make the visit to Madrid a complete football experience.







#### RANGE OF WORK

- > **1 SESSION PER DAY**
- > **PHYSICAL, TACTICAL & TECHNICAL WORK**
- > **INDIVIDUAL WORK**
- > **GROUP ACTIVITIES**

#### CULTURAL-SPORTS DIMENSION

- > **DAILY ACTIVITIES**
- > **REAL MADRID & ATLETICO STADIUM TOUR**
- > **FIRST DIVISION SPORTS CITY VISIT**
- > **CULTURAL VISITS**

#### WHAT IS INCLUDED

-  Daily Training Schedule
-  Meals - All-Inclusive Service
-  6 Nights Stay
-  Entrance, guidance and transport to the activities
-  Official Academy Kit
-  Official Certification



DON'T TRY TO BE BETTER THAN EVERYONE ELSE,  
**TRY TO BE BETTER THAN YOURSELF.**





# PERSONALIZED PROGRAM

FOR PLAYERS, CLUBS AND FEDERATIONS

WE DON'T WANT THE CALENDAR TO SLOW DOWN YOUR **CAREER PROGRESSION** AND **DEVELOPMENT**.  
TELL US WHICH DATES SUIT YOU BEST AND WE WILL DESIGN **A PLAN FOR YOU**.

ASK FOR YOURS

WOULD YOU LIKE TO VISIT YOUR CHILD?  
MAKE THE MOST OF IT AND DISCOVER MADRID.  
**WE'LL TAKE CARE OF YOUR TRIP.**



# PLAN YOUR VISIT.



## TRAVEL AND ACCOMMODATION

We manage your **flights** from your home city, take care of all the **transfers** you may need and find you the perfect hotel so you can enjoy your stay to the fullest.

## CULTURAL OFFERINGS

We offer you a **wide list of cultural activities** so that you can choose the plans that suit you best, in addition to a selection of the best **restaurants** in the city. You decide and we take care of booking your entire leisure plan. Make the most of your visit.



## FACILITIES TOUR

Get to know how we work from the inside. You will have the opportunity to meet the **staff**, tour our **facilities** and attend **training sessions**.

**MORE INFO**





**PARTNERS**



adidas



380amk



Iker Casillas Foundation





## adidas

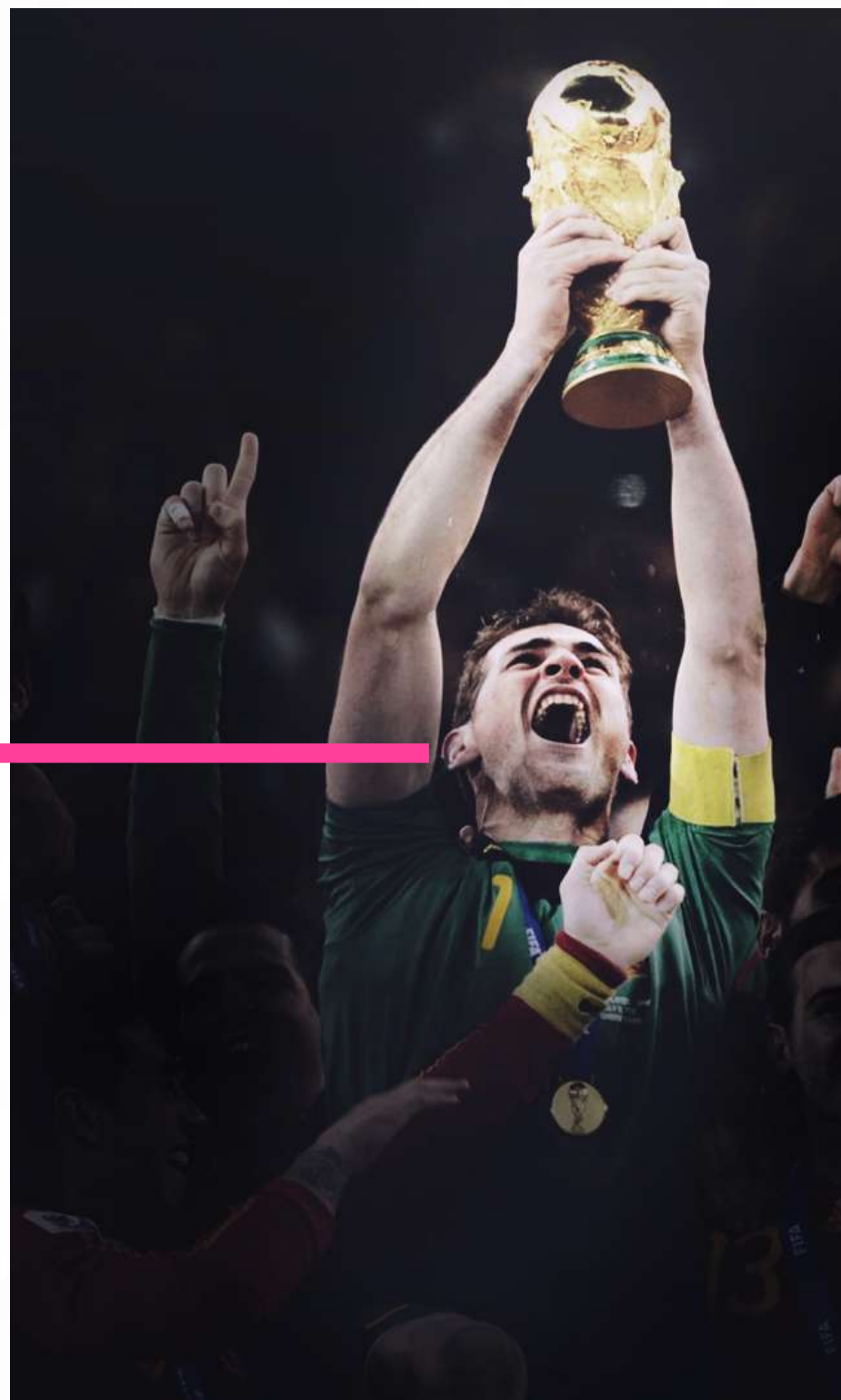
**Official technical partner.** They will dress all our players on and off the field with a clothing line **designed exclusively** for the Iker Casillas Academy.



## 380amk

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References in different **sports** such as football, running and golf, 380amk is specialized in the integral management of **professional athletes**, in **education** with the creation of the sports and marketing institution with ESIC Business& Marketing and finally in the development of **sports agency services** including: consulting, events, digital, media production and branding.



380<sup>AMK</sup>



## Iker Casillas Foundation

**Social partner** of the Iker Casillas Academy.

The Iker Casillas Foundation is a **non-profit organization** whose aim is to help the most disadvantaged. It also plays an **active role** in providing **scholarships** and **assistance**.

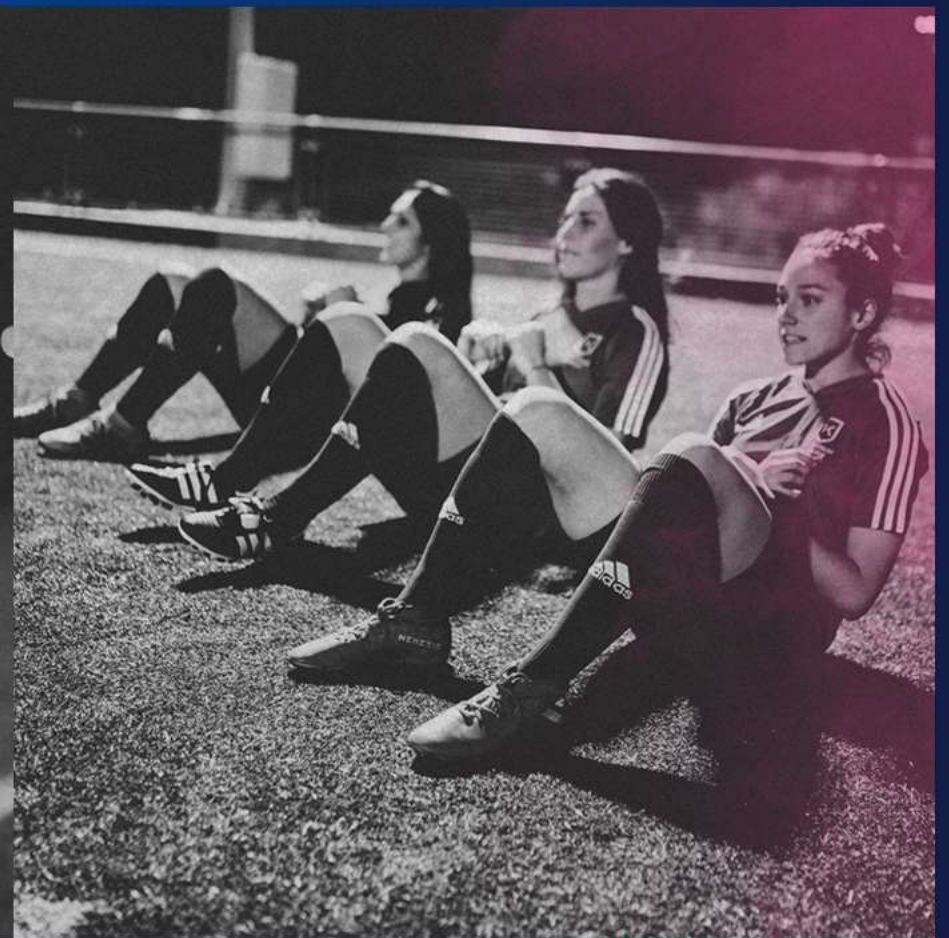
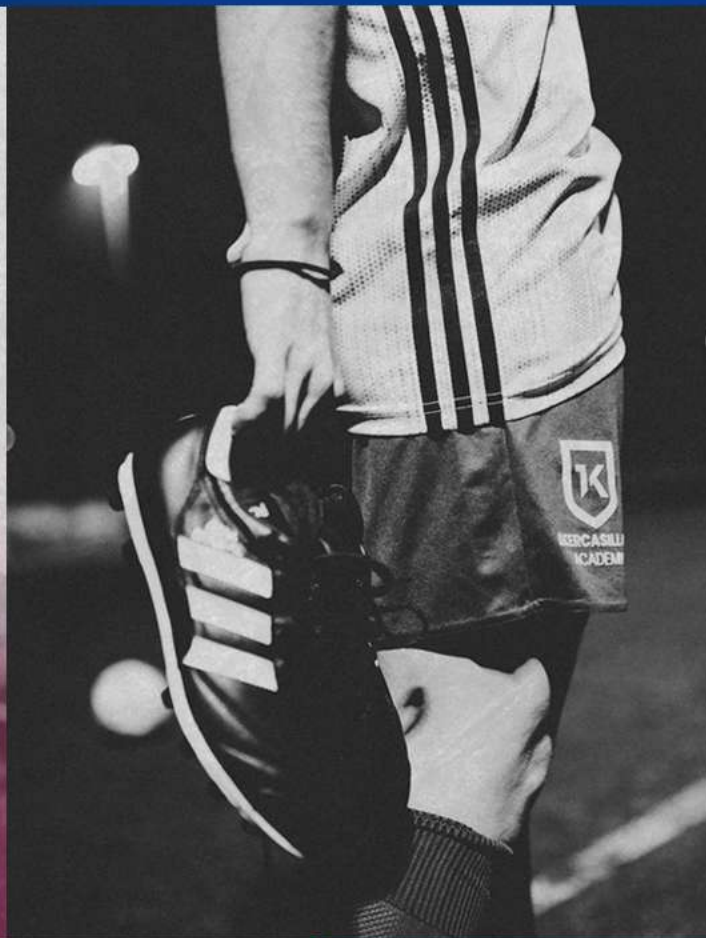


 **IKER CASILLAS**  
FOUNDATION



IT'S TIME TO START LIVING  
THE LIFE YOU'VE ALWAYS DREAMED OF.





NOW  
IS  YOUR  
TIME



**IKERCASILLAS**  
ACADEMY

FOLLOW



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