

EXCELLENCE

PASSION

DISCIPLINE

INTEGRITY



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# XEN SPORTS ACADEMY

Planted in Uganda, **Built for the World**



## “ ABOUT US

**XEN Sports Academy is built around one simple idea - identify and develop talented young players into top quality players.**

We focus on identifying, nurturing and developing young footballers from Uganda and the region in a structured and disciplined environment.

At XEN, we bring over 20 years of international football experience. That experience shapes how we identify, coach, how we plan and how we think about player development. Our aim is to raise standards locally by applying what we've learned abroad and creating a better, more professional environment for young players to grow in.

**The goal is not just to produce good footballers but well rounded young people.**



# “ Our Philosophy & Standards

## DEVELOPMENT FIRST

We prioritise long-term player development over short-term results. Our focus is building technically sound, mentally strong and tactically intelligent players.



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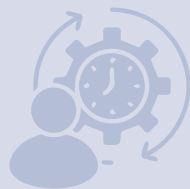
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## DISCIPLINE & PROFESSIONALISM

At XEN Sports Academy, talent alone is not enough. We expect every player to demonstrate: Respect, Commitment, Hard Work, Accountability



## LOVE OF THE GAME

Players are encouraged to:

- Express creativity
- Enjoy playing
- Take positive risks
- Develop confidence on the ball



## RESPECT & INTEGRITY

We uphold a culture of respect for: Teammates, Coaches, Officials, Opponents, The Community. Integrity on and off the pitch defines who we are.



# “ Our International Network

We maintain strong international relationships that create professional player pathways in:

- UNITED KINGDOM
- GCC/GULF COUNTRIES
- REST OF EUROPE
- AFRICA

" I feel that identifying talent and nurturing them is my strong point. I have been blessed to have been brought up in Uganda and in the UK so know what it takes for these youngsters to really make it.

My goal is to nurture a superstar from Uganda and have Ugandans playing at the top level of world football."

## IBRA SEKAJJA

Technical Director / Former Crystal Palace Player



# “ WHAT WE HAVE DONE



WINNERS OF THE XEN FALCON CUP



- XEN DIASPORA GALA - 2023
- XEN FALCON CUP - 2025

# 1 COMMUNITY TOURNAMENTS U.A.E (DUBAI)

## “ WHAT WE HAVE DONE



## 2 REGIONAL TALENT IDENTIFICATION (KENYA)

- NAIROBI TALENT WATCH - 2023
- KENYA PRE-WATCH - NAIROBI

## “ WHAT WE HAVE DONE

# 3 UGANDA TALENT DISCOVERY SERIES - 2025

- PRE-WATCH - MUKONO
- PRE-WATCH - SOROTI
- FINAL TALENT DISCOVERY (SSEETA UNIVERSITY)



# “ UPCOMING 2026

## UGANDA NATIONAL SCOUTING & EXHIBITION

EXHIBITION MATCHES

INTERNATIONAL SCOUT INVITATIONS

ELITE PLAYER IDENTIFICATION

PROFESSIONAL FOOTAGE OF MATCHES

### “ DELIVERABLES

- Selected Players For Further Development
- Video Highlights
- Professional Scouting Reports





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# “ XEN ACADEMY

## PDP – PLAYER DEVELOPMENT PROGRAMME

A structured 1-3 year development model designed to produce complete athletes ready for professional football pathways.

### BOY AGE GROUPS

### GIRL AGE GROUPS

U10

U12

U14

U17

U18



AGE GROUPS



## “ XEN ACADEMY

# PROGRAMME STRUCTURE

### (A) IN-HOUSE SCOUTING TEAM

Players identified through our scouting system and enrolled into the academy.

### (B) INDIVIDUAL DEVELOPMENT PROGRAMME

Customised performance training plans tailored to each player.

# “ DEVELOPMENT MODEL



**1-3 YEAR STRUCTURED PROGRAMME**



**EDUCATION FIRST POLICY**



**SUPERVISED ACCOMMODATION**



**360° PLAYER SUPPORT  
(ON & OFF THE BALL)**



**LOCAL & REGIONAL  
TRIALS / EXHIBITIONS**



**INTERNATIONAL DEVELOPMENT  
PATHWAYS**

# “ DEVELOPMENT MODEL

## 360° PLAYER SUPPORT (ON & OFF THE BALL):

Technical  
Development

Mental  
Strength

Tactical  
Intelligence

Human Identity  
Development

Physical  
Conditioning

Character  
Formation



# “ LIFE AFTER PLAYING (LAP PROGRAMME)



## WE PREPARE ATHLETES BEYOND FOOTBALL



IT & Digital Skills



Financial Literacy & Money Management



Social Conduct & Professional Behaviour



Sales & Marketing Skills



Language Development

- French
- Spanish
- Arabic
- German

# CLINICS & DEVELOPMENT PROGRAMMES

## 1 HOLIDAY PROGRAMMES

This includes;

- Tournament Participation
- Domestic & International Trips
- IT & Foreign Language Workshops



**BOYS**

- U10
- U14
- U18



**GIRLS**

- U12
- U17



# CLINICS & DEVELOPMENT PROGRAMMES

## 2 WEEKLY & WEEKEND TRAINING PROGRAMMES

This includes;

- Structured Training Cycles
- Mentorship
- Performance Development



## 3 INDIVIDUAL & SMALL GROUP SESSIONS

This includes;

- Position-Specific Training
- Performance Enhancement
- Elite Preparation Sessions





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**ACADEMY**   
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