



Launch Starter Seminars

Vrije Universiteit Brussel

dr. David Pauwels, Business Manager

Brussels, September 26, 2019

2002

Foundation year

double pass



SPIN-OFF

University of Brussels

'Optimizing player potential'

'Together for more and better football players'

65

Experienced staff members

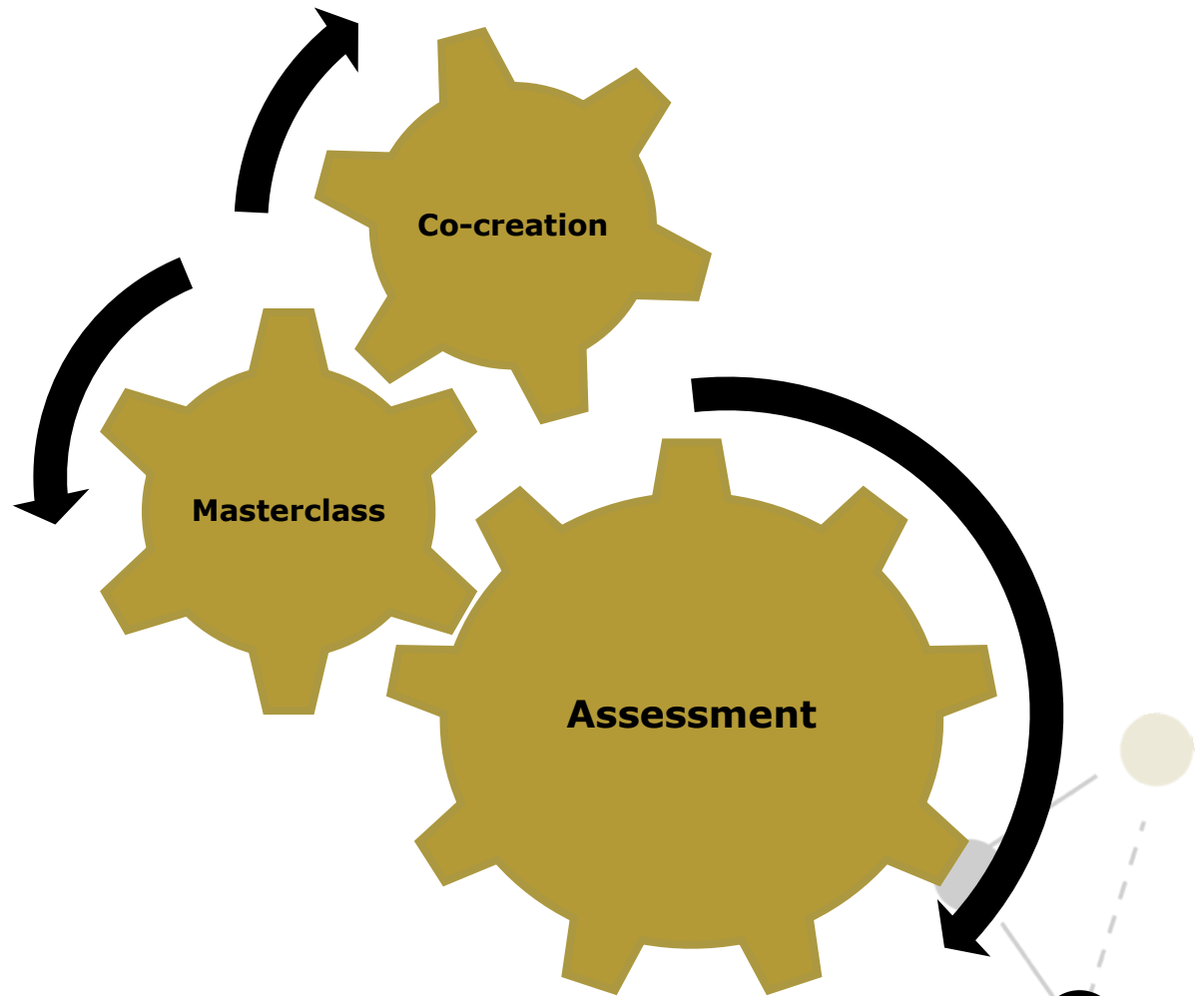
BRUSSELS

Headquarters



A long-term partnership
towards a state-of the art

Talent Development System



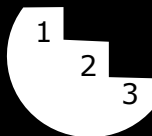
Why double pass?

State-of-the-art Talent
Development System



More successful professional and amateur clubs

More home-grown talent & ROI



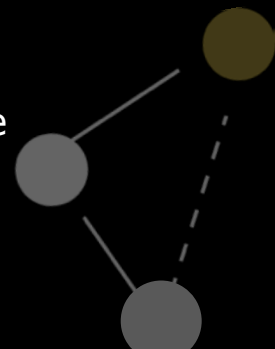
A successful men's national team at the world cup

Successful performance of Youth National Teams at international tournaments (Olympic Games)



To improve the quality of the game

Be the most popular sport





Federations & Clubs



double pass Belgium

Cooperation since 2002



Assessments of professional clubs

A new Belgian football philosophy

Assessments of amateur clubs

New youth league structure

Courses for technical directors

New talent pyramid

Manual : "How to run an academy"

New game format

Strongest football culture in
years



Value of the national team
x 10

double pass Germany

Cooperation since 2006



Talent development & player
pathway vision 2002

Quality assurance

Strategic Partnership until 2022

Average number of
homegrown players

+ 23%

Innovation

4th cycle of
assessments

Rewarding

Investments of clubs in
talent development

+ 51%



Independent
Standard
Organisation

Scientific
based

Practical
oriented &
proofed

Values

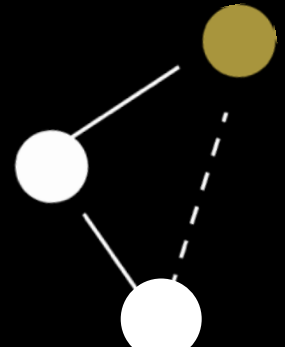
Our DNA

Innovative

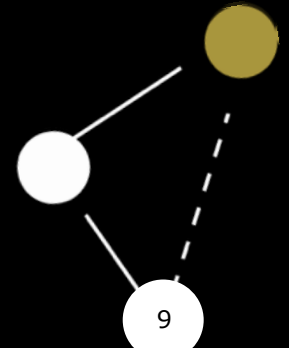
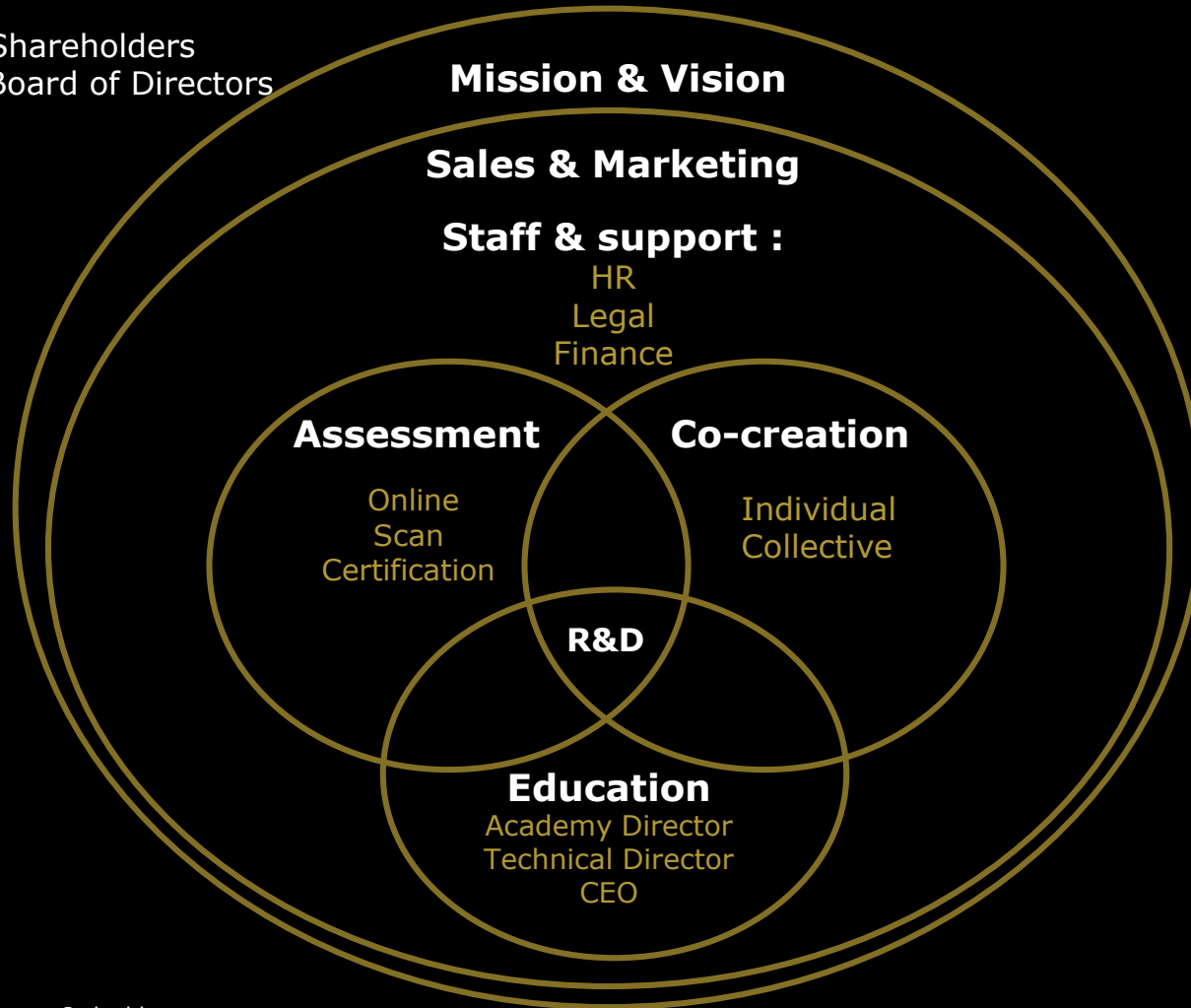
Complementary
start up team

Calculated risk –
step by step
growth

Playing the
'double pass'



Shareholders
Board of Directors





1st Master Class Academy Management



DIVISIONSFORENINGEN



J.LEAGUE



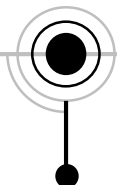
EKSTRAKLASA



New
juridical
structure

?????

2014

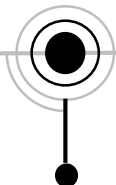


New HQ @ Dilbeek

2015



2016



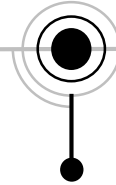
Double pass rebranding
& new website



2017



2018



Staff = 65

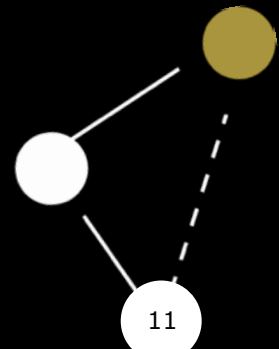
2019



1st club consulting



Model & IP



Context



General
Environment



Football
Environment



Club

Resources



Academy ID



Infrastructure
& Technology



Staff



Finance

Club & Football
Management



Strategy



Organisation



HRM

Football



Development
Vision



Team
Development



Individual
Development



Coaching



Health &
Performance



Talent ID &
Recruitment

Support



Social
& Education



Admin &
Communication

Connection



Transition to
First Team



Departments



Practice
on the field

Productivity



Productivity



ROI

TALENT DEVELOPMENT FRAMEWORK:

EUROPEAN STANDARDS FOR TALENT DEVELOPMENT SYSTEMS
OF PROFESSIONAL FOOTBALL CLUBS

David Pauwels

Promoters: Prof. Dr. Jo Van Hoecke (Vrije Universiteit Brussel)
Mr. Hugo Schreuders (Industrial partner Double PAKS)



CONTEXT

Context



General
Environment



Football
Environment



Club

INPUT

Resources



Academy ID



Infrastructure
& Technology



Staff



Finance

PROCESS

Club & Football
Management



Strategy



Organisation



HRM

Football



Development
Vision



Team
Development



Individual
Development



Coaching



Health &
Performance



Talent ID &
Recruitment

Support



Social
& Education



Admin &
Communication



Benchmarking

OUTPUT

Connection



Transition to
First Team



Departments



Practice
on the field

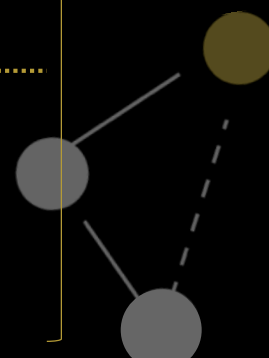
Productivity



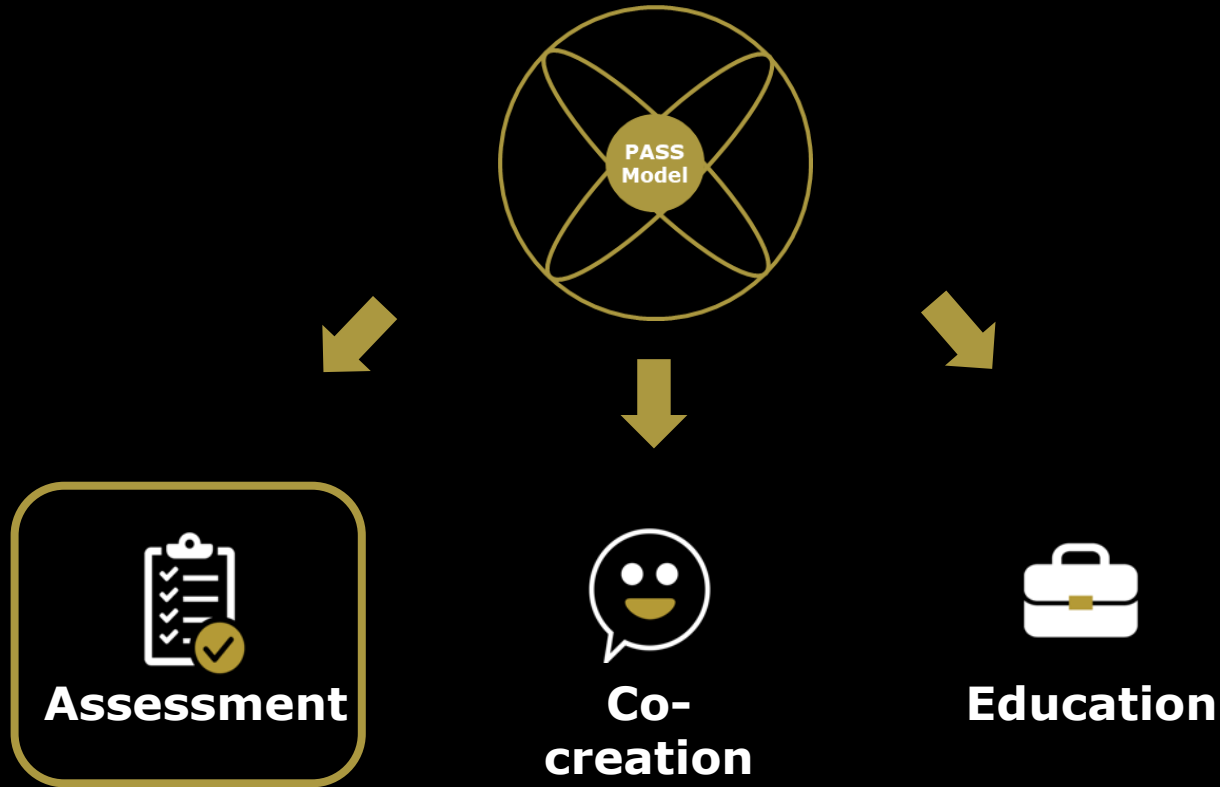
Productivity



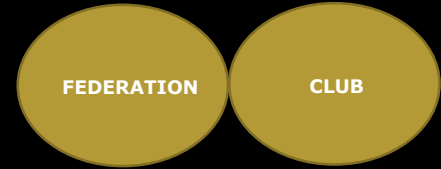
ROI



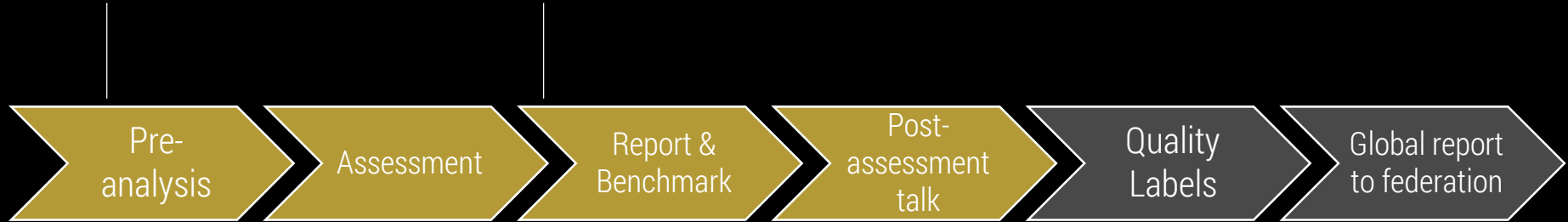
double pass services & solutions



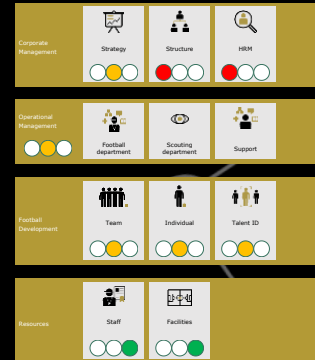
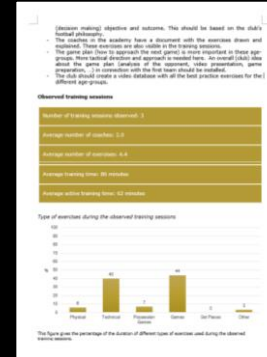
Unique Methodology



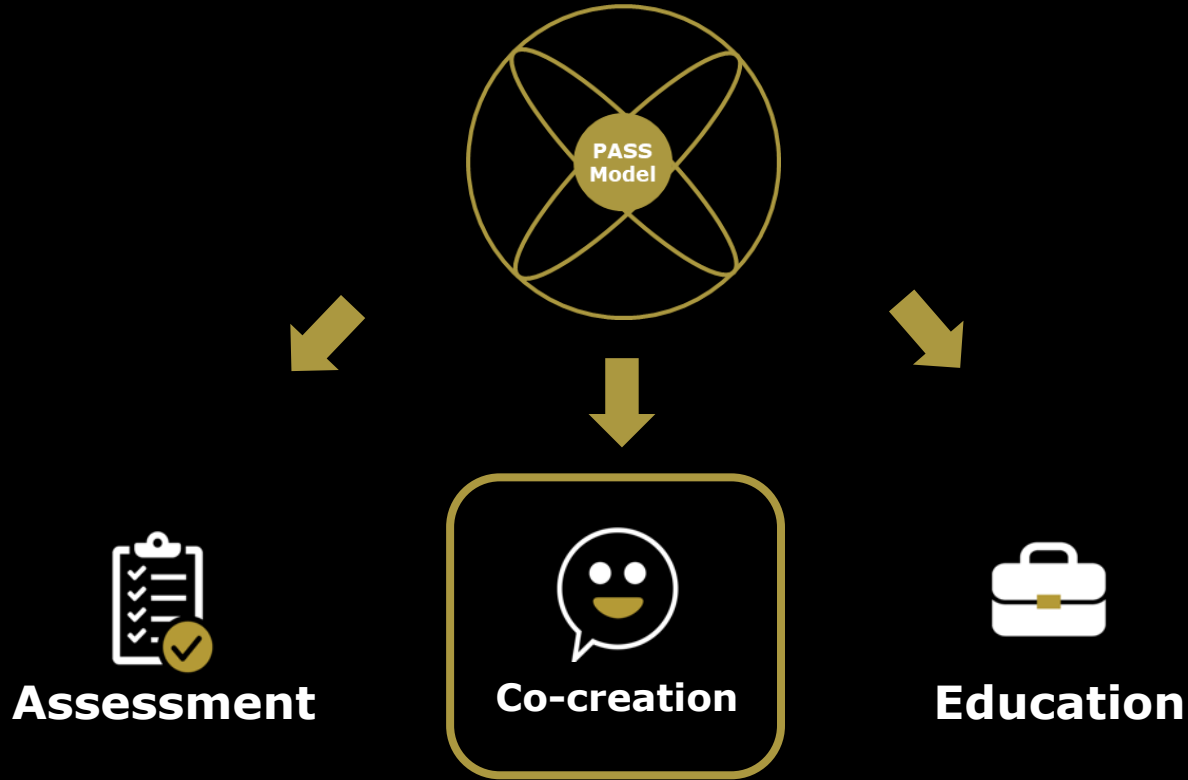
- Documentary analysis
- Video analysis
- Report based on our international PASS model
- Benchmark comparisons



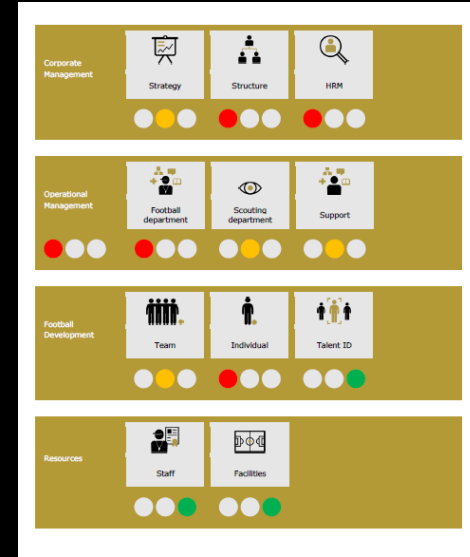
- Interviews with key stakeholders of the club
- Live observation of trainings and games
- Standardised & validated tool & tagging software
- Online Survey (Coaches, parents, AD)

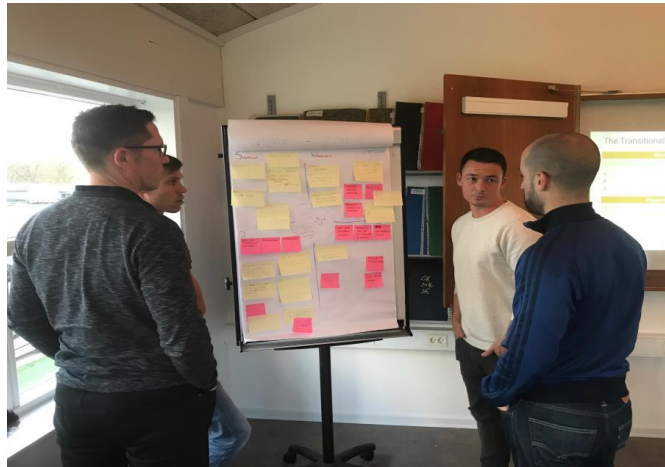


double pass services & solutions

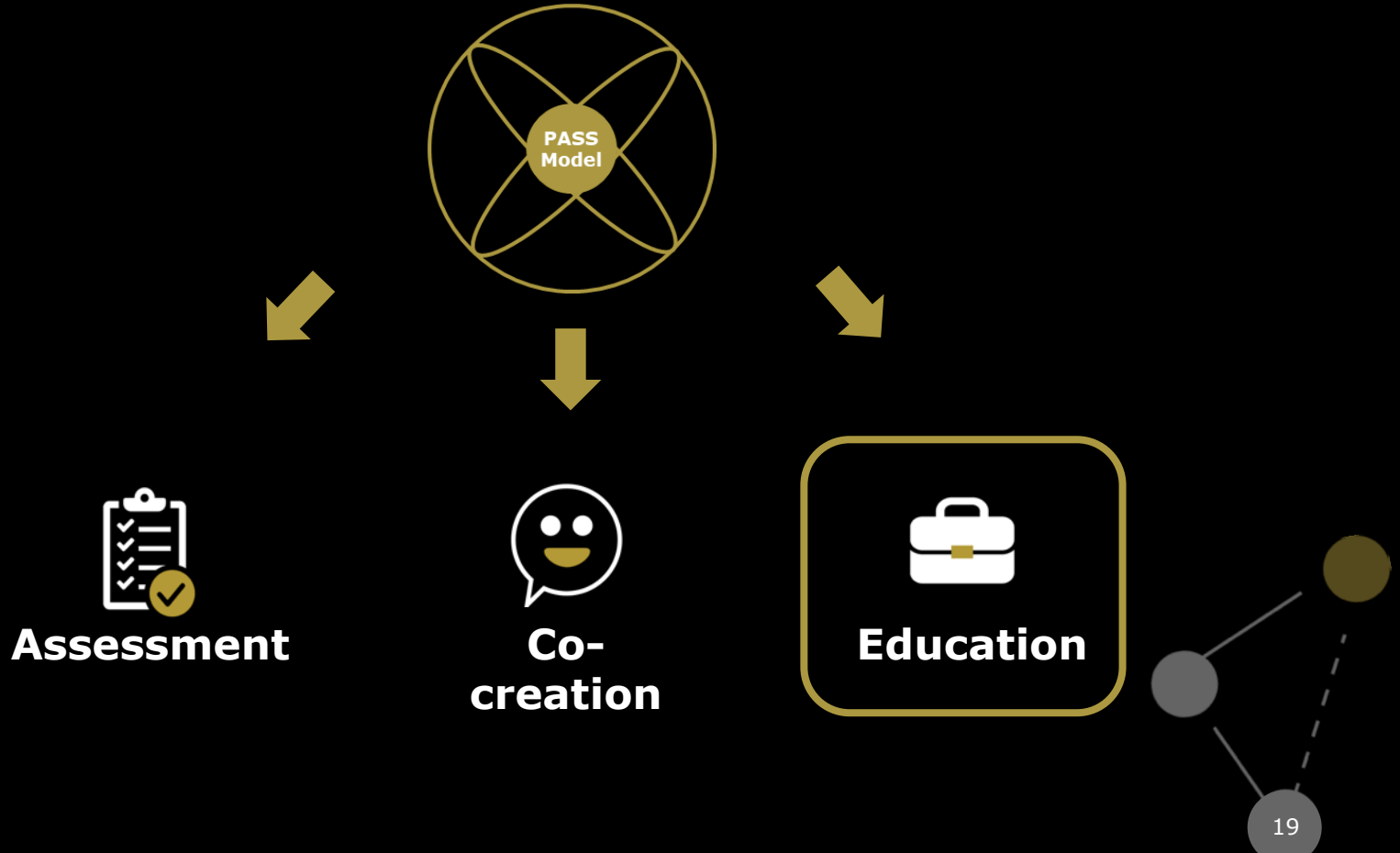


How do we co-create?





double pass services & solutions





Master Class Academy Director

Leadership & Communication

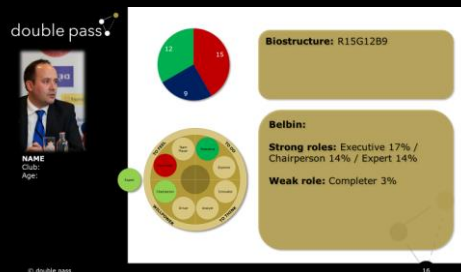
Academy Management /
Academy Structure / HRM

Football Philosophy

Curriculum & Practice

Individual Development
Talent ID

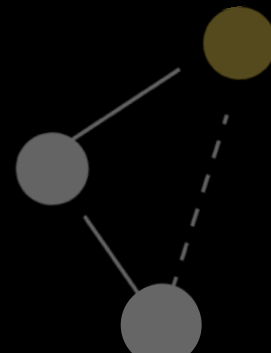
Graduation ceremony



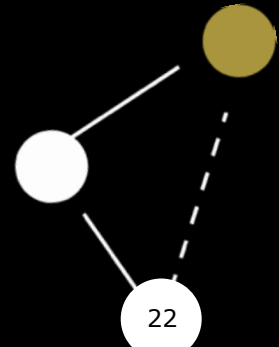
Academy Director Assignments




Individual Mentoring



Our challenges.



A low-angle, slow-motion photograph of a golfer in a blue shirt and blue cap, captured mid-swing against a clear blue sky. The golfer's arms are extended, and the club head is visible in the lower left. The image serves as a background for several text labels.

Sustainable projects
Business continuity

New (emerging)
markets

Online services

HRM

Big data & technology

Customisation vs.
standardisation

Client segments

Interested in a new job opportunity?

doublepass.talentsquare.com/careers

Work With Us


JOB CATEGORIE

Categorie

WAAR

Stad

Zoeken




17/09/2019

DILBEEK, BE

Creative intern

Be part of our dynamic and football enthusiast team and join us in our head office in Dilbeek. If you are a creative design specialist with either education or experience in graphics or a

Bekijken




2/09/2019

DILBEEK, BE

Marketing & communications intern

Be part of our sportive and football enthusiast team and join us in our head office in Dilbeek. If you are a creative self-starter who is looking for an opportunity to make your voice heard.

Bekijken



2/09/2019

DILBEEK, BE

Junior IT Developer

Double pass is looking for a junior developer with a passion for football and talent development and who is ready to join our team to help us strengthen our vision related to building

Bekijken

double pass

OPTIMISING PLAYER | POTENTIAL



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