

B²B -TALENT DEVELOPMENT PROGRAM



Giving young & talented football players an opportunity to become excellent players while being productive members of our society

INTRODUCTION



Our Slogan

What's **B²B** and what does it stand for?

B²B stands for Back to Basics.

We are of the strong conviction that for any player to reach his/her full potential he/she has to go back to the basics.

These Basics are build on the following 5 pillars which are our guiding principles;

T – Technique

E – Endurance

C – Communication

S – Speed

I – Insight

GOAL



- ❖ The goal is to continuously tap young talented footballers (Ages 8-18 years), and develop their talent through constant and consistent quality training.
- ❖ Therefore providing these players whose talent would otherwise go to waste with life changing opportunities/environment.

VISION



Develop world class Football Players and through Football, empower them to be productive members of the society.

HISTORY



- ❖ The sports development program was initially founded as the “Mombasa Football Club” in 2003.
- ❖ We started with 25 players.
- ❖ In 2018, the name was changed to B²B (Back to Basics).
- ❖ In 2006, the team won Swahili culture Trophy in Tanga-Tanzania.
- ❖ In 2007, the team participated in Danone Nations Cup in Lyone-France, where we came 9th position out of 40 Nations Clubs.
- ❖ We produced the best player of the tournament (Paul Thiongo).

CHALLENGES



- ❖ Currently, the team is comprising of U10 to U15 and the biggest challenge is lack of; a permanent playing ground, equipment, and limited finances.
- ❖ The objective is to target and develop U8-U16 youths as soon as we acquire a more permanent training ground, more equipment and finances.

NEXT IMMEDIATE STEPS



- ❖ Acquire the minimum equipment necessary (Balls, Cones, Jerseys, Bibs etc) to keep the Academy running
- ❖ Develop a B²B Academy Website

CONCLUSION



- ❖ B²B is an ongoing professional endeavour to make a huge, positive and lasting impact in the lives of young talented Footballers.
- ❖ The persons behind B²B are former Football players who bring passion to the game.
- ❖ Their solid educational and international background is vital and positive for the sustainability of this initiative.

THANK YOU