



ATHLETIC CLUB

AC FOOTBALL ADVISORY

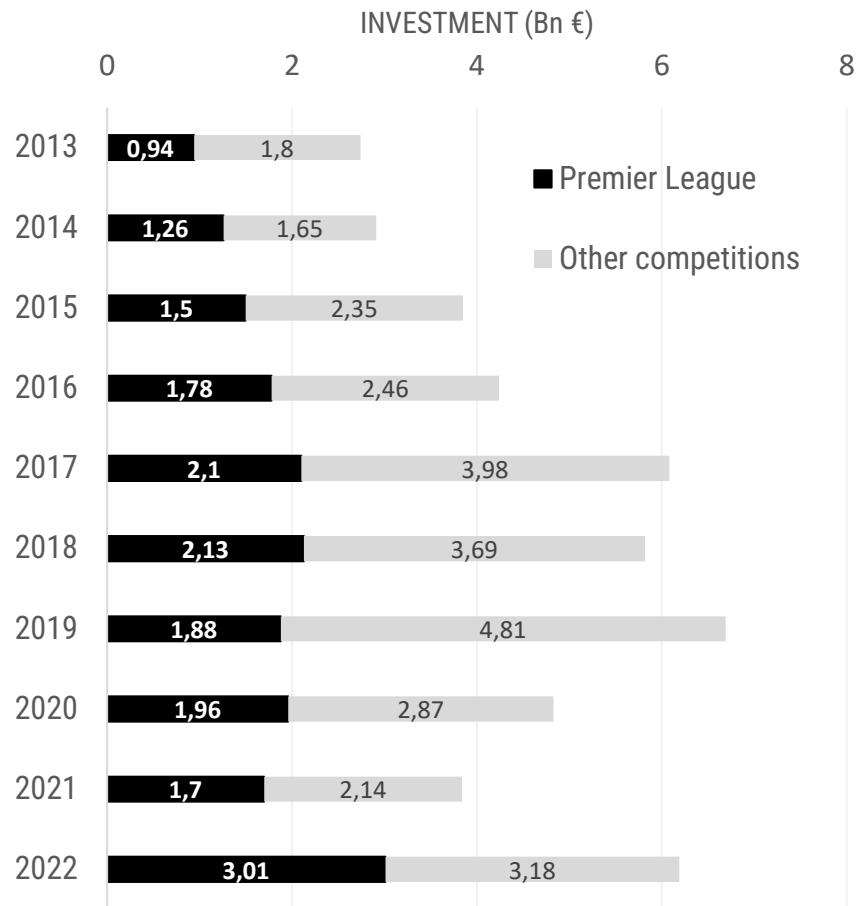
**ACCESS TO FOOTBALL KNOWLEDGE AND
METHODOLOGY OF ATHLETIC CLUB**



WHY INVEST IN YOUR FOOTBALL ACADEMY PROJECT?

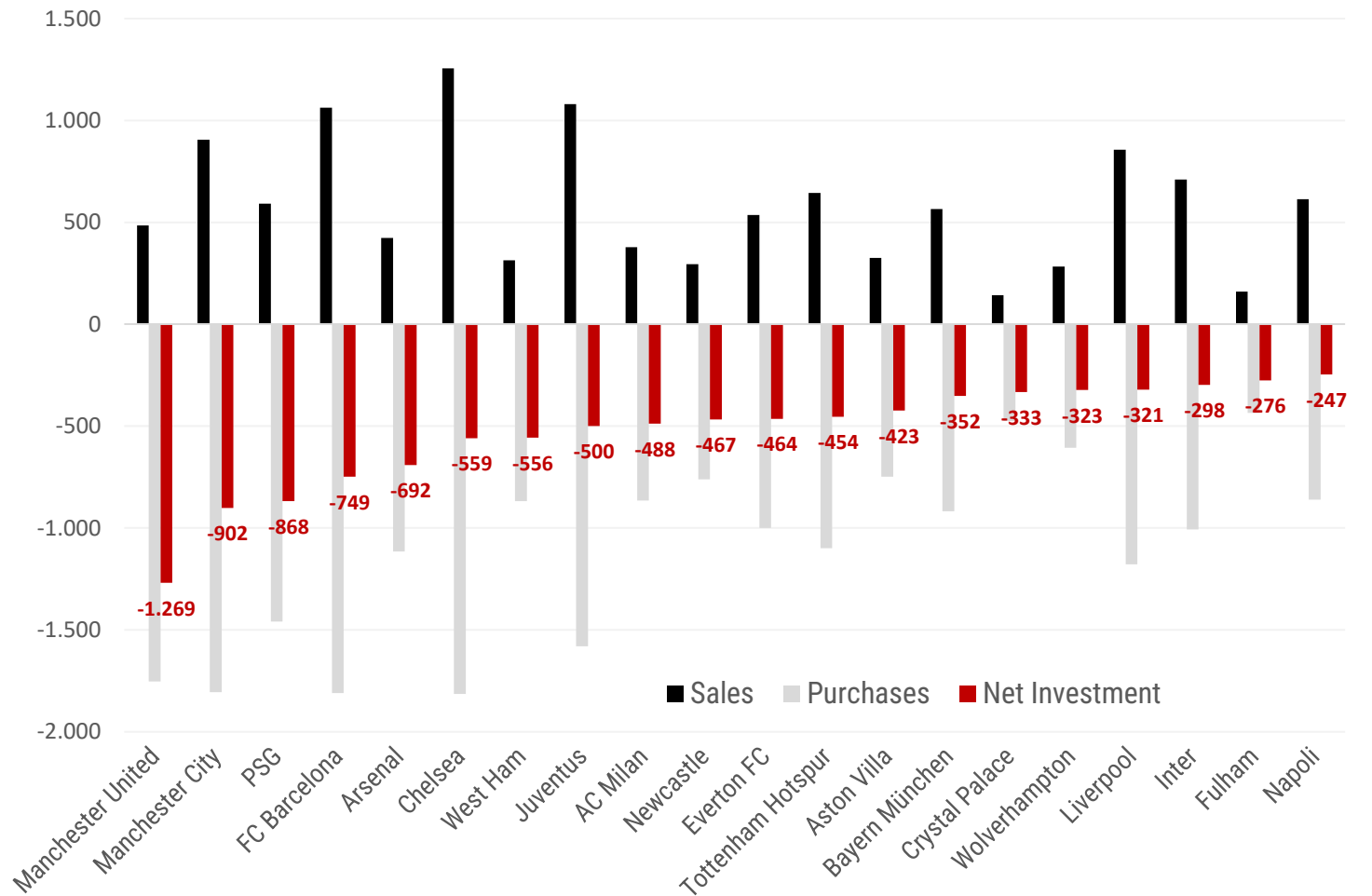
**FOOTBALL SUCCESS AND ECONOMIC
SUSTAINABILITY**

Aggressive Market - Investment in player transfer fees in the Big-5 European leagues (Bn€, 2013-2022)



Source: Own elaboration based on data from CIES Observatory

Top Spending Clubs - Top20 clubs with biggest negative Net Investment (M€, 2013-2022)



Source: Own elaboration based on data from CIES Observatory



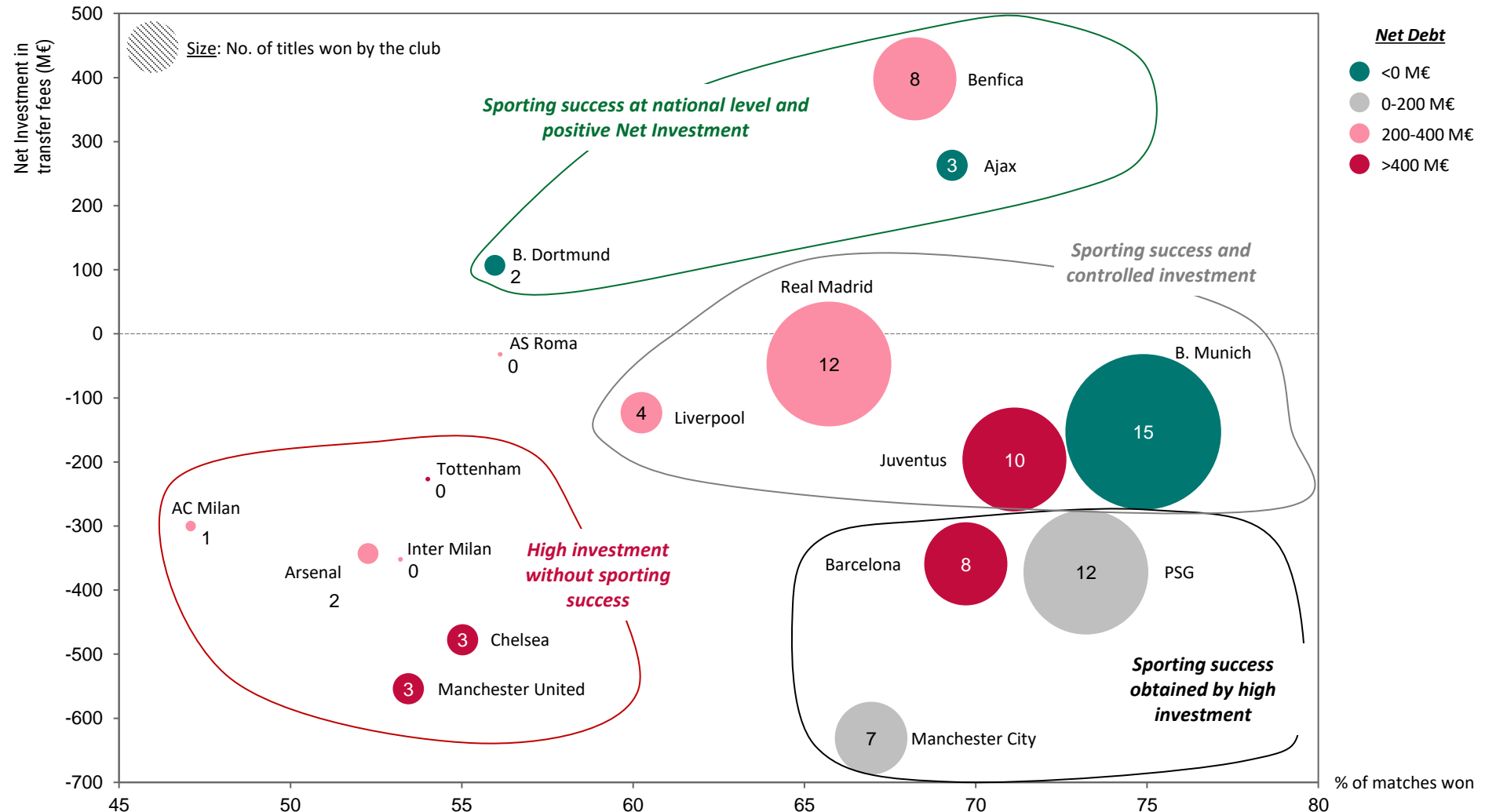
Relationship between sporting success and economic investment of the main European clubs

2016-2021; % of matches won, Net Investment in transfer fees (M€), No. of titles won (UCL, UEL, National Leagues, National Cups, and Supercups) and Net Debt (M€)

Investing in well-targeted transfers supports the development of a sports project, but **does not guarantee success.**

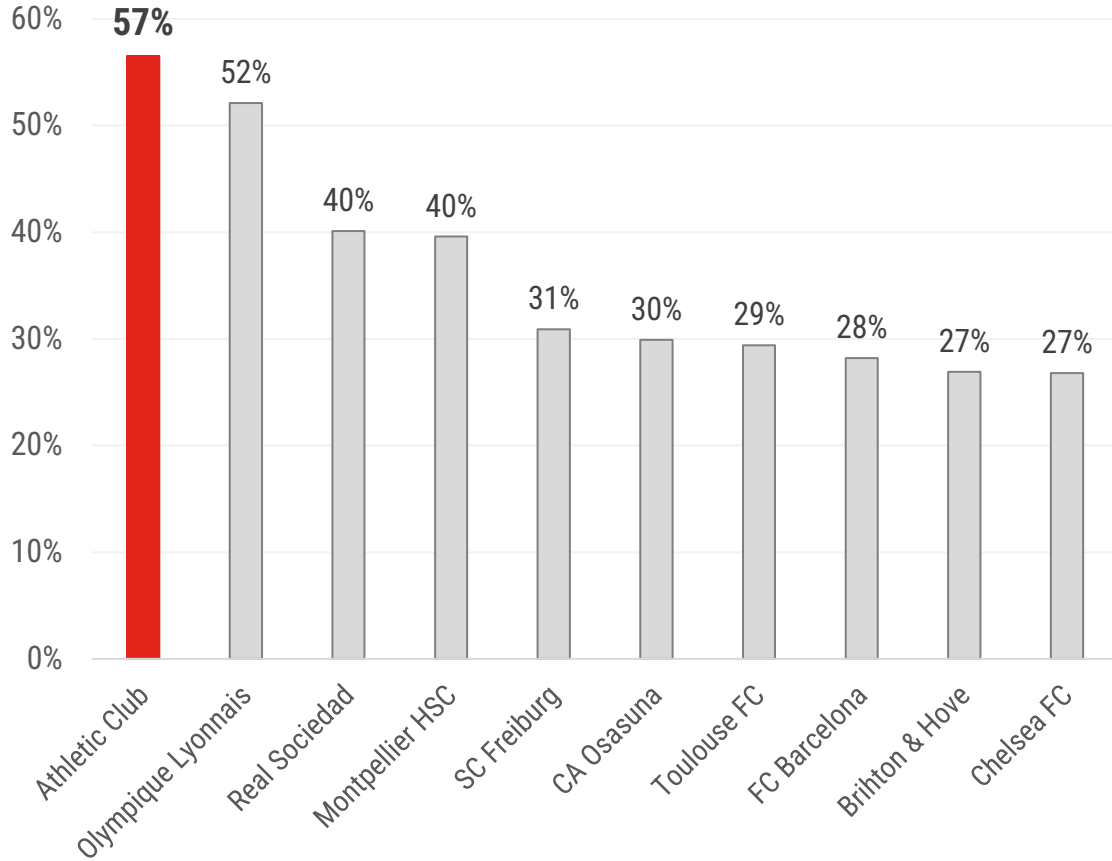
Clubs with balanced economic management of their sports project (eg. Bayern Munich or R. Madrid) have achieved more success than other clubs that have made higher investments (eg. Man Utd, Tottenham...).

In most cases, **the combination of balanced investment management and the generation of own talent are the key to achieving sporting success and economic sustainability.**



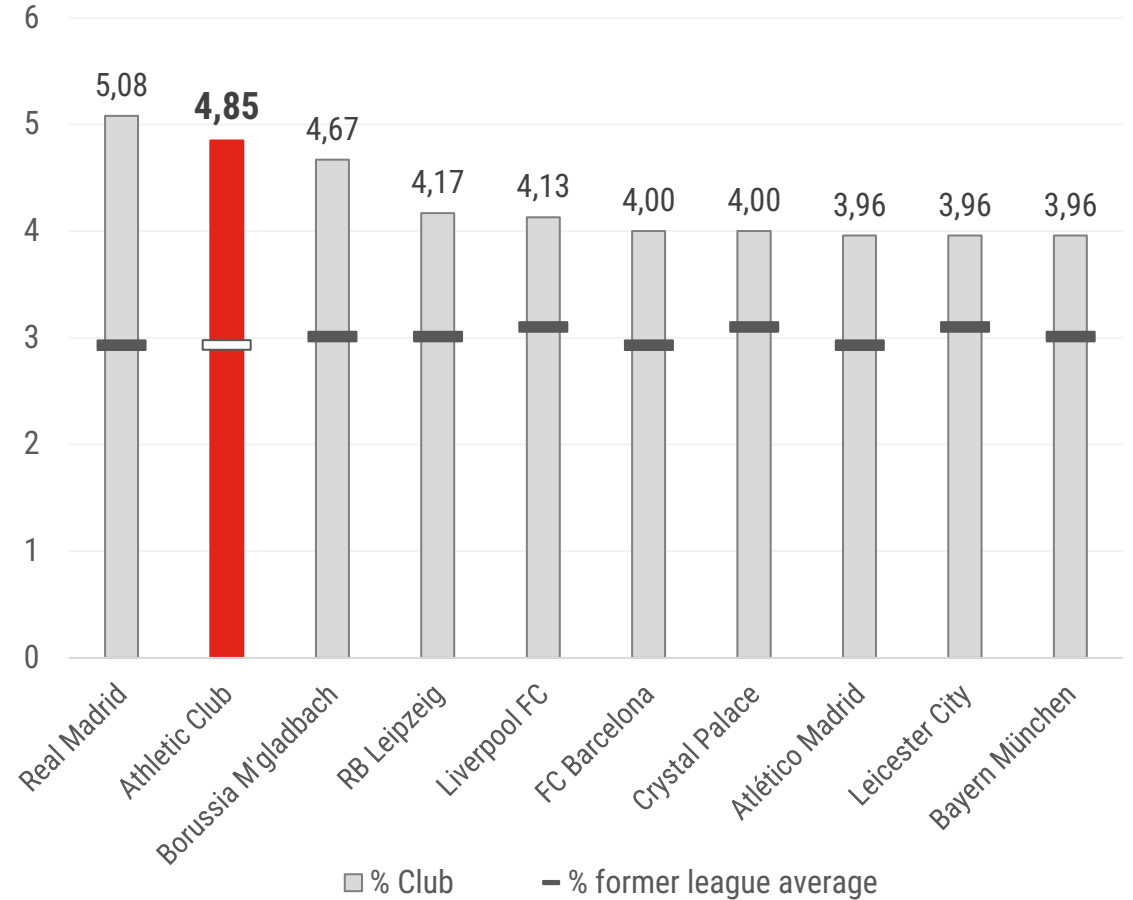
Fuente: elaboración propia a partir de Transfermarkt y webs de los clubes

Talent Creation – Top 10 clubs with highest % of first-team minutes played by footballers formed in the club’s football academy (01/2023)



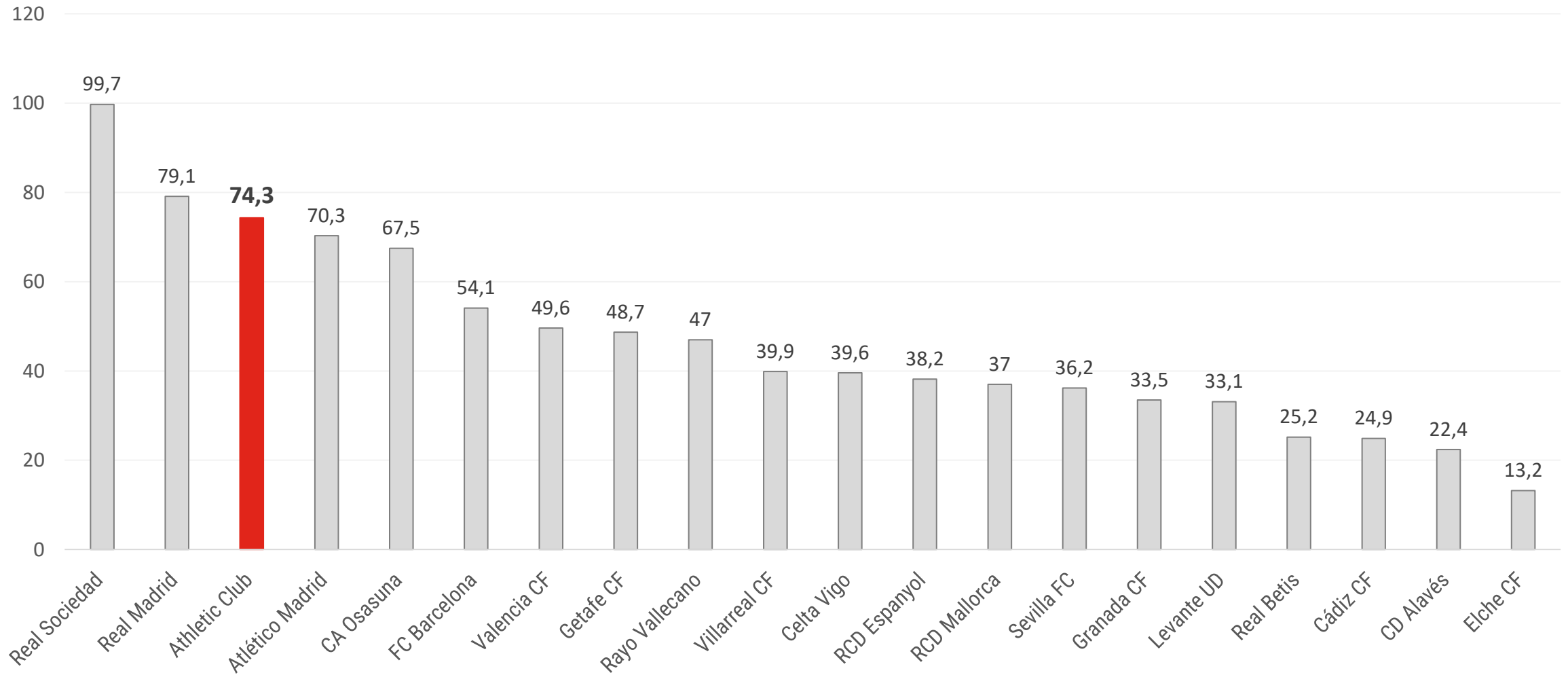
Source: Own elaboration based on data from CIES Observatory

Football Project Stability - Top 10 clubs with the largest average stay of players in the 1st team (10/2021)



Source: Own elaboration based on data from CIES Observatory



Sustainable Squad Management (SSM) Index – 2021/22 LaLiga Clubs


Fuente: elaboración propia a partir de datos de CIES Observatory



WHY ATHLETIC CLUB IS THE PERFECT PARTNER?

**A UNIQUE CLUB IN THE WORLD,
BUILT FROM ITS STRENGTH IN
CREATING TALENT**




LaLiga

LA LIGA, ONE OF THE **BIGGEST SPECTACLES** IN THE WORLD

+500M FANS

LA LIGA'S INTERNATIONAL AUDIENCE



NORTH AMERICA
241 MM.

EUROPE
3,318 MM.

CENTRAL AND SOUTH AMERICA
759 MM.

ASIA & PACIFIC
759 MM.

AFRICA & MIDDLE EAST
1,308 MM.

7,532 matches broadcast worldwide

TOP 10

Bulgaria	389
Pan Africa	378
Hong Kong	353
Romania	330
Pan Middle East	323
Pan Central America	286
Vietnam	282
Russia	217
Poland	194
China	161





BILBAO. THE CITY

BISCAY, one of the most important provinces in the state. This is due to the massive industrialisation that occurred at the end of the 19th century and the first half of the 20th century. Its capital is Bilbao.

BILBAO, city in the north of Spain, one of the most important in Biscay and in the whole Euskadi. Bilbao is also home to Athletic Club, one of the most successful and historic clubs in La Liga.



POPULATION OF BILBAO (2020): 350,184

POPULATION OF BISCAY (2020): 1,148,302



GDP PER CAPITA SPAIN: €26,426

GDP PER CAPITA BASQUE COUNTRY: €34,142



BILBAO AIRPORT:
THE MOST IMPORTANT AIRPORT ON THE CANTABRIAN COAST



BILBAO
BISCAY



VALUES IN THE BASQUE COUNTRY AND ATHLETIC CLUB



BASQUE COUNTRY

A small territory with a strong **identity** and its own **culture** and **history**

EUSKERA (Basque language)

The oldest **language** in Europe

ENVIRONMENT

Committed to **sustainability**



HISTORY

A UNIQUE CLUB



Founded
in **1898**

Founder
of **LA LIGA**



Never relegated
from **FIRST DIVISION**

A club made
of **MEMBERS**

PHILOSOPHY



**LOCAL
PLAYERS**

Born or
trained in
the **Basque
Country**

**YOUTH
ACADEMY**

Committed
to **investing
in talent**
from a
young age

MEMBERS

**Athletic Club,
Real Madrid,
FC Barcelona** and
Osasuna, the only
sports clubs LaLiga,
owned by their
members





A DIFFERENT WAY OF COMPETING



Winning is important, but **HOW YOU WIN** is much **MORE IMPORTANT**



COMMITMENT beyond football



We **CELEBRATE** our successes even more



PRIDE of belonging

BEYOND OUR BORDERS

L'EQUIPE

“A unique case in the history of world football” 1930

The Guardian

“Athletic has a lot to teach businesses when it comes to risk and innovation” 2015

The New York Times

“One of the most unique clubs in the world” 2020



“While modern sport obsesses over the use of science and statistics to unlock a winning formula, Athletic stand alone in offering a different answer.

It is led more by faith than logic. The club reckon that devotion to a cause, a belief in Basque exceptionalism, can create a successful football team” 2019



MEN'S TEAM



8 FIRST DIVISION titles 

24 COPA DEL REY trophies 

3 SUPERCOPA trophies 

1 EVA DUARTE cup 

2 times Runners-up **UEFA/EUROPA LEAGUE** 

Along with Real Madrid and FC Barcelona, **ONLY TEAM THAT HAS NEVER BEEN RELEGATED** and has played every single season in the **FIRST DIVISION**





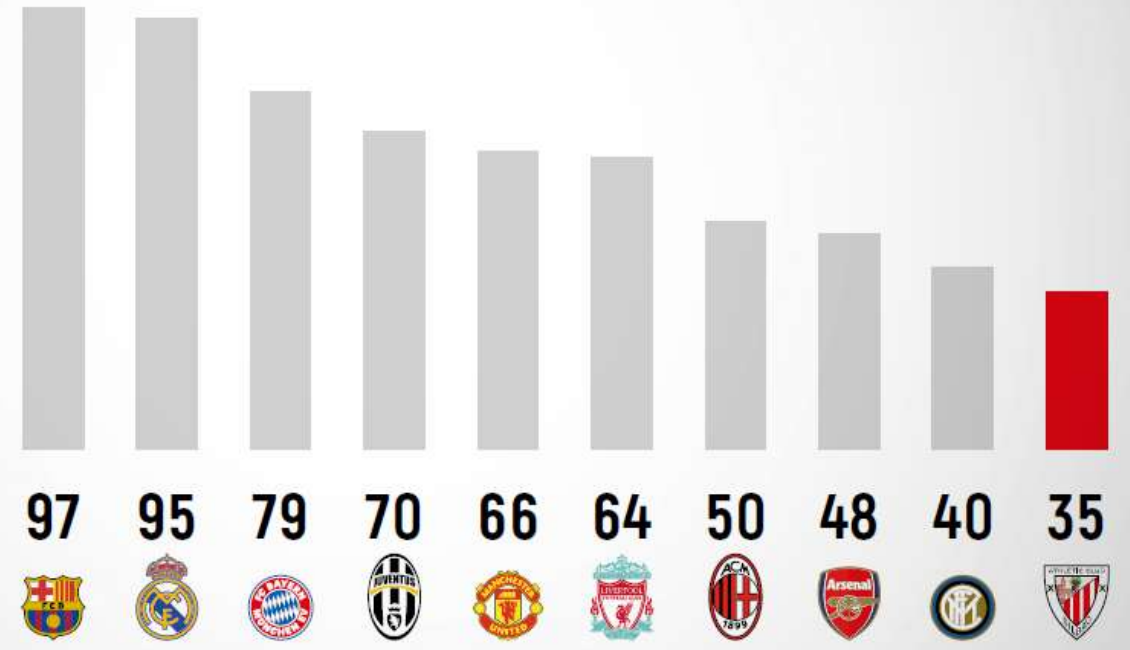
10 SPANISH MEN'S TEAMS with most trophies

As of May 26, 2021



10 MEN'S TEAMS with most trophies in Europe's 5 STRONGEST LEAGUES

As of May 19, 2021





WOMEN'S TEAM



5 FIRST DIVISION titles 

3 times runners-up in **FIRST DIVISION**

2 times runners-up in **COPA**

ONE-CLUB AWARD

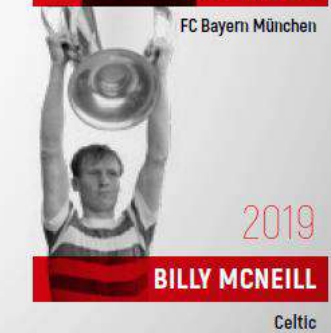
In 2015, Athletic Club created an award aimed at those football players who spent their entire career at a just one club. Thus demonstrating the

commitment, passion and deep sense of attachment that comes from fighting for the same colours throughout their professional life.



ONE-CLUB AWARD
ATHLETIC CLUB
MATHIAS LE TISSIER
2015

One-Club Award





**>250 FOOTBALL PLAYERS
PROMOTED IN 60 YEARS**

**IN GREY: 11 CONFIGURED BY PLAYERS
PLAYING CURRENTLY IN THE 1st TEAM**

Andoni Zubizarreta
Kepa Arrizabalaga
Unai Simón

Andoni Iraola
Santi Urkiaga
Iñigo Lekue

Andoni Goikoetxea
Rafa Alkorta
Yeray Álvarez

Aymeric Laporte
Aitor Karanka
Dani Vivian

Asier Del Horno
Luis de la Fuente
Yuri Berchiche

Dani Ruiz-Bazán
Fidel Uriarte
Nico Williams

Julen Guerrero
Mikel San José
Oier Zarraga

Josu Urrutia
Fran Yeste
Unai Vencedor

Txetxu Rojo
Estanis Argote
Iker Muniain

Manu Sarabia
Aritz Aduriz
Oihan Sancet

Julio Salinas
Fernando Llorente
Iñaki Williams




HOW CAN WE COLLABORATE?


**SERVICE PORTFOLIO THAT OFFERS
ACCESS TO THE LEZAMA METHODOLOGY
AND ITS FOOTBALL KNOWLEDGE**




PORTFOLIO OF SERVICES focused on sharing the **LEZAMA METHODOLOGY**, its elite sporting facilities as a high-performance centre and its **FOOTBALL KNOWLEDGE**


AC EXPERIENCES


 **AC** | ATHLETIC CLUB **CAMPUS**


 **AC** | ATHLETIC CLUB **CUP**

 **AC** | ATHLETIC CLUB **STAGE**

FOOTBALL KNOWLEDGE

 **AC** | **FOOTBALL CENTER** → *Coaches Academy focused on professionals searching to push their profile to the next level (offline and online)*

 **AC** | **FOOTBALL ADVISORY**

 **AC** | **COACHES EXPERIENCE**

DESIGNED FOR CLUBS & FOOTBALL FEDERATIONS

Other services coming soon...



Services developed from the values and knowledge generated by the **ONLY TALENT CREATION MODEL THAT HAS PROVEN SUSTAINED SUCCESS** over time (for more than 50 years) in the elite of European football.

TALENT

2nd among clubs in the 5 major European leagues with the highest % of first-team players developed in their football academy (56%), 2nd among clubs in the 5 major European leagues when it comes to players remaining in the squad for the longest time (4.9 years)

KNOWLEDGE

We have a great team of highly qualified professionals with wide experience sharing knowledge with Athletic's network of affiliated clubs

METHODOLOGY

Globally recognised methodological model, structured on the basis of a strong recruitment strategy shared with our network of affiliated clubs, personalised individual work and a comprehensive approach for personal development, constantly overperforming in a continuous improvement process for more than 50 years.

EXPERIENCE

Pioneering model at a global level with more than 50 years of accomplishments, including producing more than 250 players for the first team

SPORTING SUCCESS

8 LaLiga titles, 24 Copa del Rey trophies, 200 participations in European competitions, and the only team along with Real Madrid and Barcelona that has remained in the top-flight during its 125-year history





AC PROFESSIONAL FOOTBALL ADVISORY

TALENT
KNOWLEDGE
METHODOLOGY
EXPERIENCE
SPORTING SUCCESS

AC FOOTBALL ADVISORY offers professional sports consulting services for clubs that want develop a sports model of excellence in talent identification and development.



Diagnosis



LEZAMA

Lezama Methodology comparison



Opportunity Areas

Football project evaluation



Diagnosis



LEZAMA

Lezama Methodology comparison



Opportunity Areas



Action Plan definition

Football project Optimisation Plan



Diagnosis



LEZAMA

Lezama Methodology comparison



Opportunity Areas



Action Plan definition



Action Plan implementation

Successful football project Implementation

- ✓ Game model and player profiles definition
- ✓ Talent Identification and Recruitment
- ✓ Talent Development (Learning, Improvement and Performance)
- ✓ Analysis of the maturational state
- ✓ Individual coaching system
- ✓ Training methodology
- ✓ Player promotion process
- ✓ Training of technicians and coaches
- ✓ Decision making (Squad configuration, loan strategy...)
- ✓ Sports facilities
- ✓ Digital Tools
- ✓ Intervention models



COLLABORATION SCOPE – A) DEPTH OF PARTNERSHIP

The scope of the collaboration is adapted to the level of intervention desired by the club



COLLABORATION SCOPE – B) KNOWLEDGE AREAS INVOLVED

The collaboration framework is adjusted to club’s needs and areas of interest

YOUTH FOOTBALL AREA

ORGANISATIONAL

- ✓ Planification and management
 - Game model and definition of player profiles
 - Sports management and decision-making: squad configuration, loan strategy, etc.
 - Organisation, structure, co-ordination and communication
 - Formative model
- ✓ Dimensioning of Sports Facilities and Infrastructures
- ✓ Profiles and training level of technical teams and coaches
- ✓ Recruitment and Scouting Model
- ✓ External talent generation model (extension of the model with agents from the environment)

METHODOLOGICAL

- ✓ Talent development model (Learning, Improvement and Performance)
 - Analysis of the maturational state
 - Co-ordination and management of learning stages
 - Individual Work System
 - Evaluation and Follow-up System
 - Player Promotion
 - Comprehensive training approach for the player and person
- ✓ Training Methodology
- ✓ Interaction and Intervention Model
 - Manager-coach
 - Coach-coach
 - coach-player
 - Trainer-task
 - Player-task

PROFESSIONAL AREA

PERFORMANCE

- ✓ Dimensioning of Sports Facilities and Infrastructures
- ✓ Technology, Digitalisation and digital tools
- ✓ Sports Intelligence. Collecting, evaluating and utilising data for sports decision-making
- ✓ Configuration and management of professional templates
- ✓ Defining sports performance goals
- ✓ Performance monitoring and assessment processes
- ✓ High-performance sports services (Physical preparation, game analysis, medical services, psychology, nutrition, etc.)
- ✓ Structuring and management of auxiliary departments
- ✓ Technical secretary

Any other additional areas?



ATHLETIC CLUB

THANKS



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