

LA MASIA PROJECT FOR EAST ASIA

-Youth Football Academy

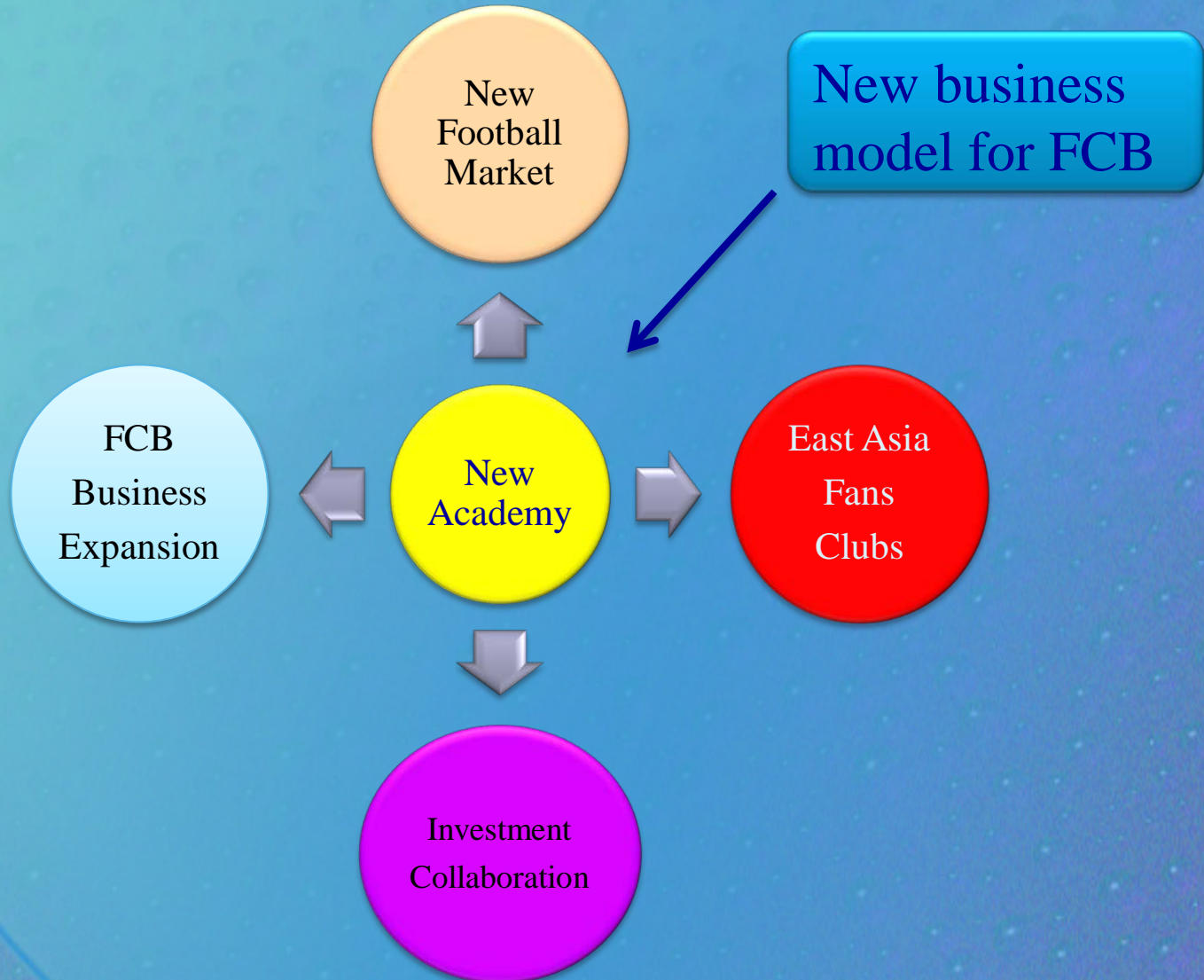


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SUMMARY

- La Masia of FCB is the best youth academy out of the world football academy. But it is hard to enter the academy for Asia youth because of distance and cultural difference.
- East Asia(China, Japan, Korea) has strong economic success and is the most consuming market for luxury products.
- Every year, Asia youth players more than 100,000 go to Europe and South America to learn professional football techniques and methodology.
- FCB has Escola system around world but Escola does not produce profitable business model.
- Therefore, the new business for FCB in Asia is necessary to introduce FCB to Asia football fan and club by Asia La Masia system
- <http://wheecorea.com/sports-column/confucian-network-in-sport-industry-of-east-asia>

VISION



GOAL & OBJECT

Goal

The Best
youth
academy in
Asia

Object

Professional
football
techniques &
methodology

MARKET ANALYSIS

More than
100,000 youth
players go to
Europe &
South America

Academy?

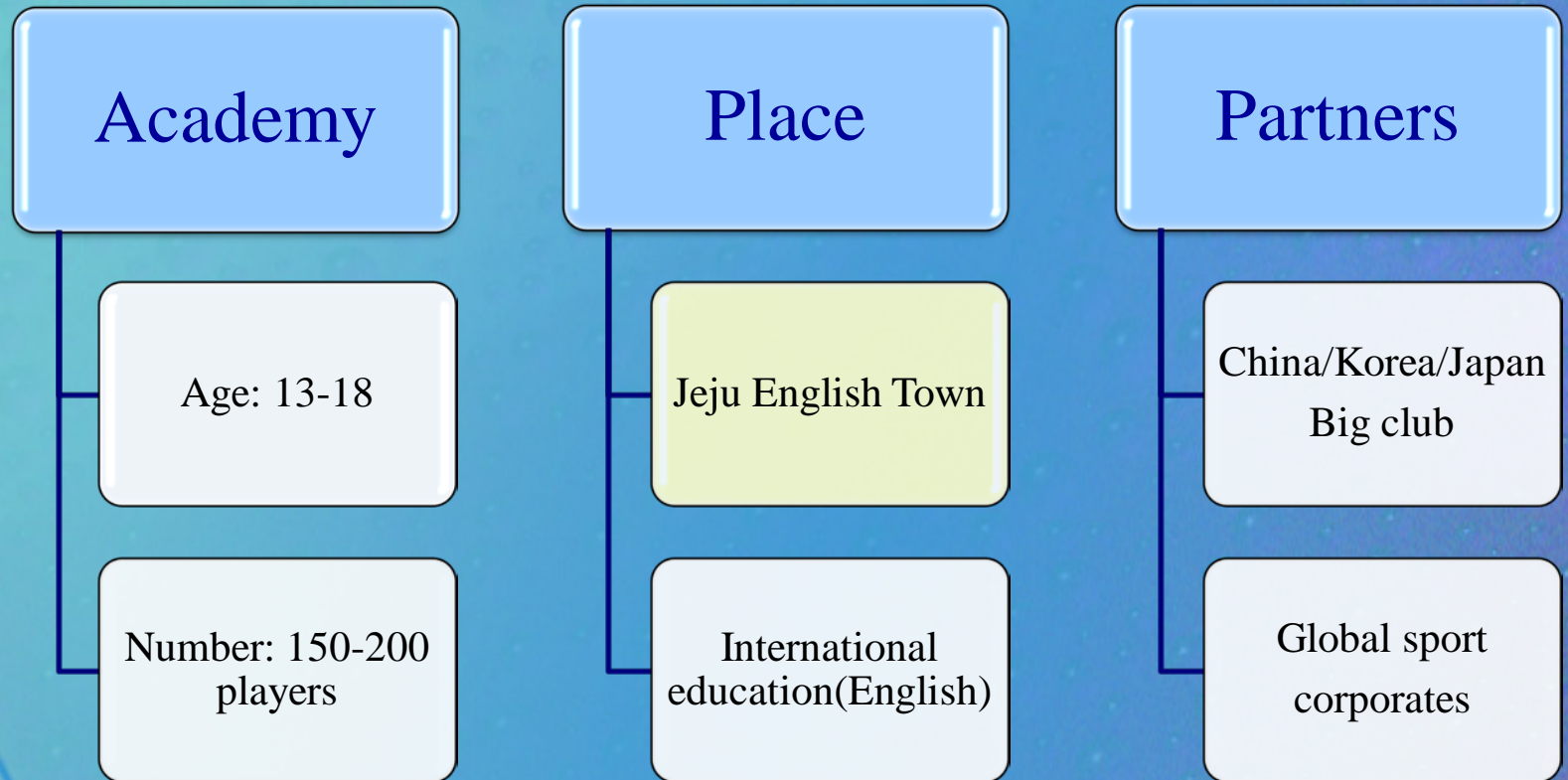
300M football fans
50M football players
20,000 football centers in 2017
50,000 football schools in 2025

China football
market & investment

Confucian culture network
in East Asia

Uprising football market in Asia
(China, Japan, Korea, India, Thailand, Vietnam, Australia)

BUSINESS MODEL



PROJECT STRATEGY



SERVICE & PRODUCT

Football

- Professional youth players
- Youth skill camp
- Youth cup for East Asia

Business

- Football agency
- FC consulting
- Marketing, Sponsorship

PROPOSAL

- FCB can launch Asia La Masia to Jeju Island of South Korea(international free city)
- FCB can joint a cooperation association with East Asia Football clubs for youth academy
- FCB academy can produce professional players to Asia and World market
- FCB can expand its business and philosophy to the world