

What is iSoccer?

iSoccer is a revolutionary program that uses technology, assessment, and competition to motivate players, coaches and clubs to raise their technical level.

Players

Players are given online tools, portable videos and a methodology to raise their technical level. Assess your level. Analyze your strengths and weaknesses. Target your training. Compare your scores. Train smarter and improve with iSoccer.

Coaches

iSoccer gives coaches the ability to evaluate players in a standardized way and track individual and team improvement over months, seasons, and years. Focus your team sessions, create individual practice sessions tailored to each player's strengths and weaknesses, and raise the level of your team with iSoccer.

Clubs

From the iSoccer Club site, raise the technical level of your club by managing every coach, every team, every age group and every player in your club.

How does iSoccer work?

Measure: Assessing a player's technical ability is the cornerstone of the iSoccer Method of individual player development. To empower the player and team so that they know how good they are technically and know their base level, iSoccer developed an assessment test.

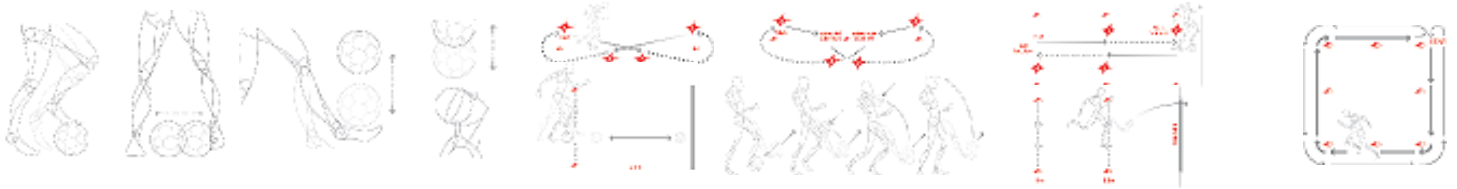
Track: The assessment results provide insights into a player's technical ability helping to identify specific strengths and weaknesses towards which training can be targeted. Over time, historical data highlights the efficacy of training efforts and provides a roadmap for ongoing development.

Improve: A player's iSoccer Level is the basis for setting goals and designing an efficient and effective training program. Deliberately focus your training on the areas where you need improvement while continuing to develop your strengths. This is when a player needs to get outside and make it happen. iSoccer doesn't replace training, it enhances training. Armed with the knowledge of his or her unique strengths and weaknesses, each player can maximize the efficiency of their training to see the greatest possible improvement in their game.



Assessment

The iSoccer Assessment is a test that measures an individual player's overall technical ability. The assessment is comprised of 16 skills across a range of 7 topics (Comfort, Juggling, Dribbling, First Touch and Passing, Aerial Control, Ball Striking, and Speed-Strength-Flexibility). Each skill represents the most basic and fundamental ability required for a player to have a strong technical foundation.



Case Study: **Palo Alto Blues U17-U18 Boys**

Got Soccer Rankings	April	May	June	July	Aug 2009	...	Aug 2010
National	135	<i>...14 months of iSoccer Training...</i>					4
State (Northern CA)	26						1

Testimonials

- Player:** "iSoccer has been good for me because it shows me what areas of my game I need to work on. It has helped me become a better overall soccer player." - Max D, 16 yrs old, IL
- Dad:** "She was attending practice 4 hours per week with no time spent on her own. After iSoccer, she doesn't miss practices and will spend a 3 hours per week at home working by herself and wants me to help her on the assessments that need a partner. She used to never want to work with me at home." - Mike, CA
- Youth Coach:** "I just wanted to take a moment to THANK YOU for providing such a great tool like iSoccer for the soccer community! The players love the competitive nature of the skills. Not only against their teammates but also against themselves to see improvement each time." - Coach Gary, 1993 Girls, WA
- College Coach:** "I think it's a phenomenal idea. Skills testing is long overdue. I'm glad we're finally catching up with fitness testing and other areas of our game in which we're testing. It was interactive, it was fun it was challenging and I know that they'll stay with it and continue to set goals and compare themselves with the other best players in the country. So I think it's a phenomenal idea for development of all players, of all levels." - Jerry Smith, Santa Clara University Women's Coach
- Director of Coaching:** "iSoccer has created an atmosphere for players within our club to want to go home and practice in addition to their normal training options; which for me has been priceless." - Joe Morelli, Illinois Fusion, IL

Company Information

Founded in 2008 and launched in late 2009, iSoccer's mission is to "raise the level of the game one player at a time" by improving the technical ability of players at the grassroots level.

At iSoccer's core is a revolutionary technical assessment that highlights a player's strengths and weaknesses. In addition, we have developed a video library of over 500 individual training clips that can be mixed and matched to create customized video training sessions, completely downloadable to an iPod or portable media device.

iSoccer combines innovative technology with state of the art training techniques. As we like to say at iSoccer, Train Smarter. Get the maximum amount of technical development out of every touch on the ball. With iSoccer, every touch has a purpose.

Philosophy

At iSoccer, there are Five Founding Principles which have guided the creation, development and implementation of the iSoccer training philosophy. They include:

- 1) **Technical development should be the primary focus for youth players.**
- 2) **Technical ability can be measured.**
- 3) **Technical improvement is dependent on the amount and efficiency of training time.**
- 4) **Setting and achieving tangible goals builds confidence and reinforces positive behavior.**
- 5) **Competition motivates players to train harder.**

These principles are based on our experience as players and coaches, as well as inspiration from experts not only in the game, but in the psychology behind development.

Psychology

"Deliberate practice does not involve a mere execution or repetition of already attained skills but repeated attempts to reach beyond one's current level which is associated with frequent failures."

- **Dr. K. Anders Ericsson** – Developmental Psychologist

"This growth mindset is based on the belief that our basic qualities are things you can cultivate through your efforts. Although people may differ in every which way – in their initial talents and aptitudes, interests, or temperaments – everyone can change and grow through application and experience."

- **Dr. Carol Dweck** – Social Psychologist

"Seeing people similar to oneself succeed by sustained effort raises observers' beliefs that they too possess the capabilities to master comparable activities to succeed."

- **Dr. Albert Bandura**, Psychologist.

"Children cannot be fooled by empty praise and condescending encouragement. They may have to accept artificial bolstering of their self-esteem in lieu of something better, but what I call their accruing ego identity gains real strength only from wholehearted and consistent recognition of real accomplishment, that is, achievement that has meaning in their culture."

- **Dr. Erik Erikson**, Developmental Psychologist

Partnerships



In less than seven months: Two national partnerships, six state partnerships, dozens of club partnerships, and collected over 100,000 assessments.

