

WELCOME TO THE RAINBOW WAY



RAINBOW
SPORTS GLOBAL

FOREWORD

The Rainbow Way is produced on conclusion of the consultation and analysis of the current talent recruitment, retention and development process in a vast portion of the African continent.

It sets out in detail and in order, the processes and criteria necessary to ensure that football talent in Africa is empowered to bridge the identification, developmental and support gap to better compete in the global market as well as increase the efficiency of investment into youth development.

This document is designed to provide substantive detail to enable more effective understanding of the key pillars and process that is the Rainbow Way.

At the heart of this effort is a new approach to identifying, retaining, measuring and developing talent and supporting a transformative addition to the sport of football on the continent.

Rainbow Sports are committed to developing the face of African football.



STATISTICS ON AFRICA

Africa is a complex market to work with from the outside, yet it is a continent that breeds world class footballing talent in all parts of the game with currently over 50% of the world's best players (as voted for by fans and media) having African heritage.



POPULATION OF 1.2
BILLION PEOPLE



THERE IS A WIDESPREAD
NEED FOR INVESTMENT
INTO EDUCATION AND
PROVISION OF
ADEQUATE HEALTH
CARE ACROSS THE
CONTINENT

3/5
OF THE
POPULATION
ARE AGED UNDER
24 YEARS



OF THOSE ENTERING THE GAME AGED 16, TWO
YEARS DOWN THE LINE,

50%

WILL BE OUTSIDE PROFESSIONAL
FOOTBALL (QUOTE FROM THE PFA)



47 MILLION

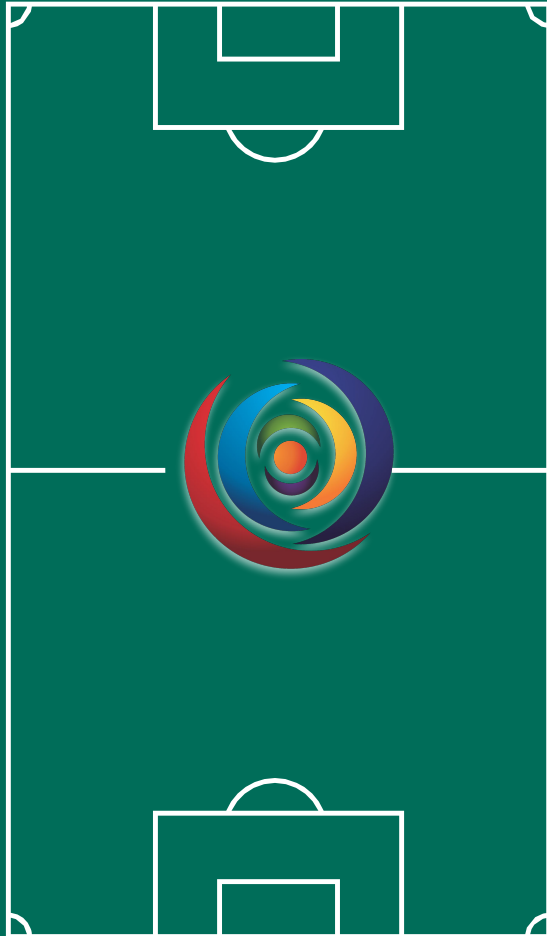
REGISTERED PROFESSIONAL
FOOTBALLERS
PLAY IN THE CONTINENT OF AFRICA



OF THE POPULATION
IN NIGERIA (CIRCA
150 MILLION
PEOPLE)
ARE INTERESTED IN
FOOTBALL

VISION

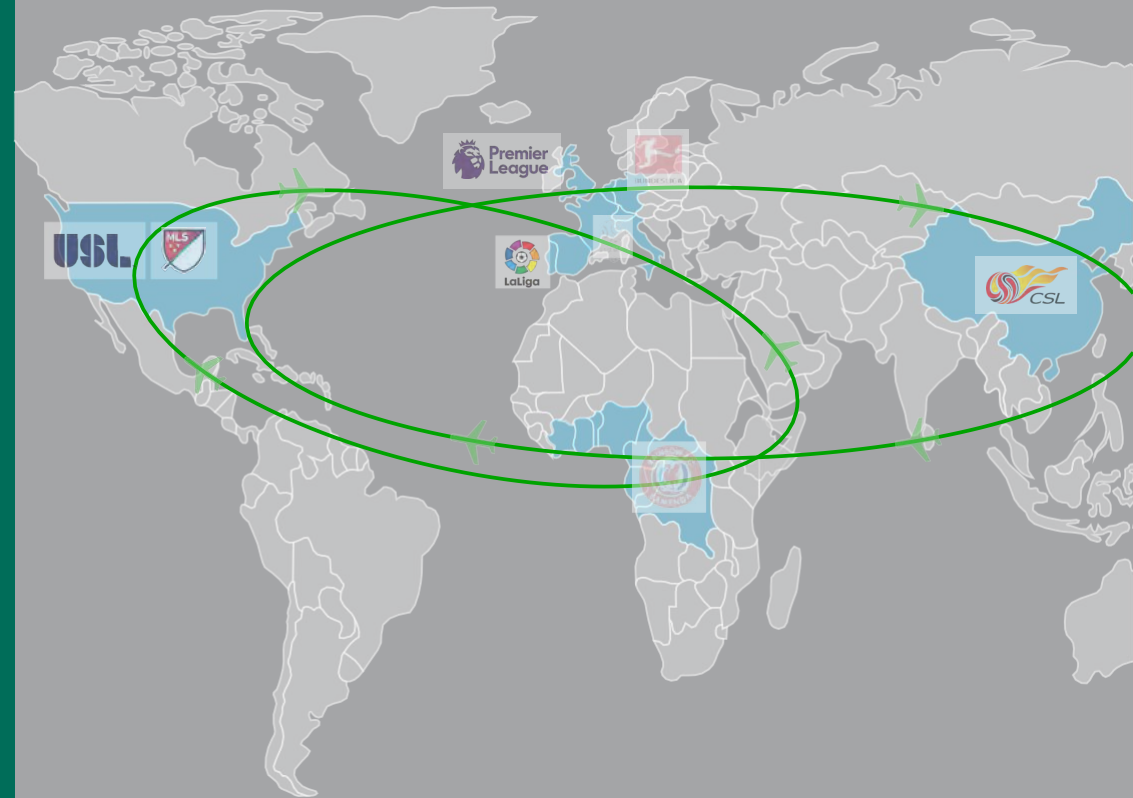
The Rainbow Way is a process developed by Rainbow Sports Investments to promote and support the development of a world leading talent identification, recruitment, mentoring and management system. It aims to deliver an environment that promotes excellence, nurtures talent and systematically converts this talent into professional players capable of playing first team football at the highest levels of the global game.



GLOBAL NETWORK

We have a global network and relationships with the highest levels of the professional game in the Americas and Europe.

We place African footballers in clubs around the globe and mentor them for life with our own education programme and team to support their every need.



VALUES

The team at Rainbow Sports have worked across all levels of professional football and everyone involved, including you as a player, is expected to adhere to these values in all aspects of life.

- Resilience: Success is defined by how you rise through difficulties. This can begin by something as simple as thinking about your attitude after receiving a bad tackle in a game.
- Respect: How you make others feel about themselves says a lot about you. Treat others how you wish to be treated yourself.
- Recognition: Hard work, success and doing good will bring you recognition. Always recognise others and their efforts.
- Reason: Think rationally, logically and clearly when making decisions.

- Responsibility: You are a role model for your family, friends, colleagues and fans. Be conscious of your actions and words.
- Reflection: Take the time event now and again to reflect on your experiences and journey. Remember the people around you who stick by you.
- Reliability: Always do what you promise.



THE FOUNDER

‘Together we strive to develop the future of African football’

Rainbow is the vision of its founder, Mr. Kingsley Pungong, a Cameroonian born entrepreneur with experience in starting and running businesses in Africa, UK and USA. Previously directed Wasserman Media Group’s Africa strategy and advised Governments, leagues, sportswear manufacturers and professional Football Clubs in the UK, Europe, North America and Asia.

Mr Pungong is joined by a specialist team to help you across many important areas of life and business. This includes support in lifestyle management, financial management, social media, charity, PR and much more.



TALENT ID AND RECRUITMENT

We are proud of having built the most extensive pan-African talent recruitment network. Successful talent identification and recruitment of players of all ages is vital to the future development of African football. This is a pivotal aspect of the Rainbow Way.

Talent identification is a fundamental concern for African football and its youth development system. The Rainbow Way through its management, coaches and support staff have clearly defined roles and responsibilities vis a vis the identification of the very best talent on continental Africa.

Internationally there are no formal qualifications other than a stand-alone, attendance based “talent identification” course provided by some national federations which is required to operate as a “scout”. The education of recruitment staff currently happens “on the job”, via peer relationships

and through learned experience. As an innovative operation, we have identified this problem and have attempted to improve the situation by setting up an education programme for our Recruiters and Scouts as well as introducing the use of standardised technology-based tools.



THE PROCESS

The identification of gifted and talented young players requires specialist knowledge of the game and a deep understanding of athletic potential, psychological profiling and the motivation each potential recruit will need to possess in order to succeed in an elite environment.

There is a growing body of research and expertise gathered throughout football and in other professions to aid the identification of gifted and talented young people. We have drawn upon this knowledge and built a leading understanding of its potential to support the recruitment process.

When a player enters the Rainbow Way, information concerning his entitlement on signing for a Club is made available to the player and parents/guardians prior to making a commitment to sign. A “cooling off” period is permitted to allow parents/guardians an opportunity to

understand the full implications of the registration form they have signed before the player’s registration is sanctioned.

The process begins with a Parents/Guardians Charter, which will provide clear and impartial information regarding the commitments of registration. This will give an impartial outline of the procedure.

EDUCATION

The Rainbow Way develops independent decision makers and the Education Programme is significant to the development of players.

The Education Programme is fully integrated into the Rainbow Way and will allow for flexibility and provide support so that players can achieve their full potential both in and outside of the game.

It will strive towards academic excellence and will include both formal and informal education reinforcing the expectations of the program and process in relation to behaviour, standards, lifestyle and holistic development.

THE RAINBOW WAY

The Rainbow Way has created Internationally recognised qualifications for all players to learn and develop from along their journey as a professional footballer. The courses are a mixture

of full time residential in Africa (equipping the young talent with everything before they set off on their professional pathway) and blended learning to all players in the Rainbow system, wherever they are playing around the globe.

There is also an exclusive professional scouting qualification developed by Rainbow Sports Investments to teach our methodology and mindset to partners.

BTEC Diploma in Football Scouting – The Rainbow Way

**The Rainbow BTEC Diploma in Sport and Exercise Science
– Football**

**The Rainbow BTEC High School Qualification for English
– Distance learning**

COMMUNICATION

The Rainbow Way provides effective communication with the players, their school and the parents/guardians. Formal reports will be provided to both the school and parents, demonstrating educational progression.

Individual player reviews will be required every 12 weeks depending on a player's stage of progress and classification.

The education review process will be integrated with the player reviews as part of a players

Path Key and each player's progression and graduation onto their next step if/when they make the transition shall be noted with a comprehensive record of a player's education included in the Path Key.

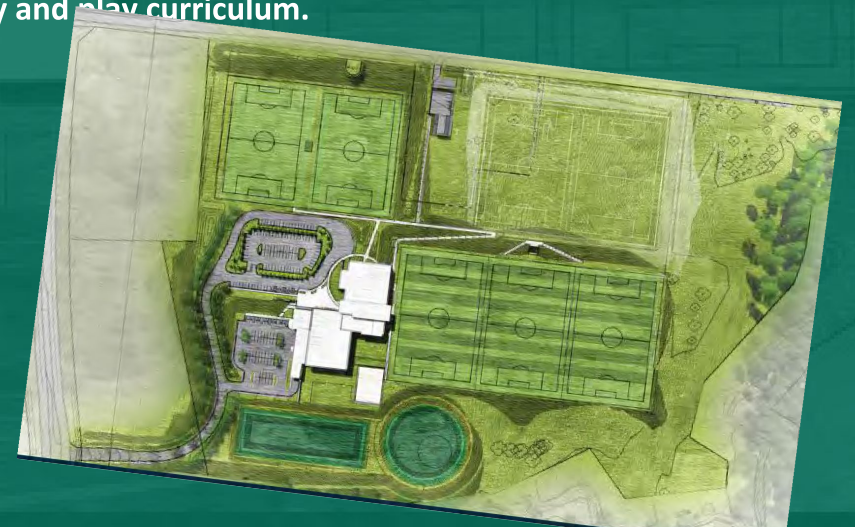
FACILITIES

The Rainbow Centre for excellence (The Arc) will be an intensive football training and academic centre for 50 x 15–17-year-olds and will be designed to encourage both focus and a sense of community, accommodating administrative, sports, teaching, lodging and catering functions.

With the best international training centres in Europe in mind, The Arc will offer an educational and sports infrastructure provision able to compete with the best in class in the global marketplace and will provide its residents with a well-tuned study and play curriculum.

Recruited according to their potential technical, physical and mental ability, the Arc recruits will benefit from an intensive sports training programme and personalised schooling path.

A disciplined and regimented routine program delivered by qualified educators who demonstrate the key value of excellence, will build on the Rainbow R's of Reason, Respect, Responsibility, Reflection, Reliability, Resilience and Recognition to shape exemplary young people with Perspective, Purpose and Possibility of a better education and a future even beyond sports.



WHAT THE RAINBOW WAY MEANS TO SCOUTS

- Receive an internationally recognised qualification
- Be part of an exclusive family that is committed to bettering the future of African football
- Access revolutionary technology to assist with the process of scouting future stars of the game

WHAT THE RAINBOW WAY MEANS TO PLAYERS

- Receive international qualifications (BTEC/ International Baccalaureate) whilst playing and training
- Players who don't make it as a pro-player can progress to any University worldwide with their qualifications and experience
- Be part of a strong family focused team for life
- Every player is educated to a global standard on parallels with the Premier League and La Masia

MENTORS SUPPORTING THE RAINBOW WAY



The greatest wealth is health:
Patrick Mboma



The importance of STEM in
football: *Benoit Assou Ekotto*



Becoming an achiever:
Aurelien Chedjou

THE PLAYER PATHWAY

An example of how a player can develop and grow with the Rainbow Way.

Christian Bassogog, joined Rainbow FC in 2013 at the age of 16. He joined the Rainbow Way through education and life skills training throughout his training and then the move to his first professional Club, Wilmington Hammerheads in the USA.



From there he moved on to AaB in Denmark, then moves on to Henan Jianye then Shanghai Shenhua. Rainbow have mentored Christian throughout to support his National team call ups, creation of a foundation and much more. Christian is already planning for life beyond playing professional football and is just 21 years of age.



CONTACT

For more information,
speak to the Rainbow
Football team at any time
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