



# Uniting African Football Talent for an International Showcase



# ABOUT AFRICA UNITED

Africa United is an initiative designed to highlight young African football talents and bring them together within a dynamic collective.

The goal is to establish a structured and credible platform capable of identifying, evaluating, and supporting these players in order to prepare them to shine on the international stage.

This concept serves as a bridge between local potential and global opportunities, offering a structured environment where young players can develop their skills, gain visibility, and access professional networks beyond the continent.

## CONTEXT AND ORIGIN OF THE PROJECT

Africa is rich in young football talent, yet many players remain unnoticed due to a lack of international exposure and pathways to high-level competitions.

### **AFRICA UNITED WAS BORN FROM THIS REALITY:**

To create a structured platform that enables young African talents to be identified, assessed, and projected onto the international stage.

The project is coordinated by BRM Consulting, based in South Africa, which oversees the overall organization and management.

## Vision

Africa United aims to become a leading African reference in the detection and promotion of young talent, connecting local football to international opportunities, while working exclusively with locally based players.

The project is coordinated by BRM Consulting, based in South Africa, responsible for overall organization and management.

## Mission

- Identify the best young players living in South Africa
- Provide them with an international showcase
- Build a competitive team to participate in tournaments overseas
- Create a bridge between local talents and recruiters in America and Europe

## SPECIFIC OBJECTIVES

- Establish a fair and structured selection system
- Form a highly competitive squad of 18 players
- Participate in recognized international tournaments Provide direct visibility to scouts and academies
- Promote African talent through professional supervision



# TARGET GROUP

## **Africa United mainly targets:**

- Talented young players aged 17 to 18

## **This strategic age allows:**

- Intervention at a key stage of player development
- Increased chances of integration into academies or professional clubs
- Preparation for the transition to high-level football

# THE AFRICA UNITED CONCEPT

Players continue to play for their respective clubs or academies. Africa United acts as a special selection, bringing together top talents for:

- Evaluation phases
- Training camps
- International competitions overseas
- The aim is not to replace existing clubs or academies, but to create an additional opportunity for exposure



# SELECTION PROCESS

## Step 1: Launch Conference & Registration Period

Launch Date: 12th of March & Registration Period is from the 16th of March to the 6th of April 2026

- Each player receives an identification number (anonymous evaluation) The use of numbers ensures a fair and transparent evaluation process.

## Step 2: Technical Evaluation Detection camp: April 10–12

Venue to be confirmed

Players are evaluated by:

- Professional UEFA PRO coaches from Euro Soccer Spain
- Scouts and technical observers

### Evaluation criteria:

- Technical ability
- Speed and endurance
- Game intelligence
- Discipline and mindset
- Team spirit

## Step 3: Final Selection Tournaments scheduled for June 2026

At the end of the evaluations:

- 18 players are officially selected
- They become the Africa United team representing the program in tournament



# IMPORTANT INFORMATION

Players remain affiliated with their respective clubs. Our role is to facilitate connections, increase their visibility, and bring them together temporarily to form the Africa United tournament team.

## TOURNAMENT PARTICIPATION

**The Africa United team participates in international tournaments organized in Europe and America, offering:**

- Exposure against teams from different countries
- Visibility in front of scouts and agents
- Potential media coverage

## CONDITIONS FOR SELECTED PLAYERS

**Selected players:**

- Officially represent Africa United
- Benefit from international visibility
- Evolve within a structured and professional environment

## ROLE OF BRM CONSULTING

BRM Consulting, based in South Africa, is responsible for:

- Overall project organization
- Administrative coordination
- Relations with tournament organizers
- Sports logistics
- Project communication



# EXPECTED IMPACT

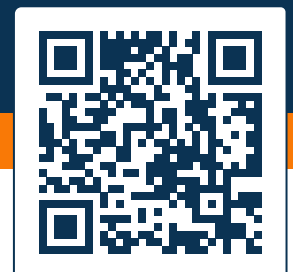
Africa United aims to:

- Reveal new African talents
- Strengthen Africa's presence on the international football stage
- Create connections between players, clubs, and scouts
- Open doors to professional career opportunities





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