



Supercoach & Game changer





Game changer

Game Changer is designed to help children and young people become more **physically active** by using **football** as an accessible and motivating tool. The project strengthens students' **health, confidence, social skills**, and enjoyment of movement.

By integrating activity into everyday school life, Game Changer promotes lifelong habits and ensures that physical development becomes a natural and fun part of the school environment. The structured Supercoach/Game Changer methodology also increases children's **strength and stamina**, which in turn leads to **improved focus, better concentration in the classroom**, and stronger academic performance. With higher levels of daily activity, fewer children fall ill, contributing to a **healthier** and more **productive future workforce**.





Supercoach app

This tool empowers football coaches of all skill levels by providing a structured approach to effective coaching and player development. It features **over 1,500** exercises and actions, each supported by detailed drawings, text explanations, and instructional **videos** to ensure clarity and ease of implementation.



Game changer project

The mission of this project is to promote **physical activity among all students** in the state by combining **Football** and **Funphysics** as engaging tools. The foundation of the initiative is the Supercoach app, which provides the resources needed to achieve this goal.

- Train all PE teachers to implement the program effectively.
- Establish a network of coaches who visit schools on a regular basis to provide ongoing support and ensure long-term success.

This program is built for long lasting impact—we are here to stay!



Game changer

The goal of the project is to create opportunities for **maximal physical, personal, and athletic development** among children and youth. By supporting both girls and boys in junior and senior categories, the project aims to nurture their abilities, **strengthen their health**, and build **long-term** habits of movement and well-being. Football remains an important tool in this process, but the focus extends **far beyond the sport itself** — toward fostering active, confident, and resilient young people.

To achieve this, the project will begin by educating and **empowering PE teachers** and coaches to deliver high-quality, engaging physical activity for all students. They will be trained to identify and guide young talents while also ensuring that every child becomes more active during the school day. Through the Supercoach App, teachers and coaches gain **continuous support, structured training materials**, and a unified developmental philosophy that can be applied in any school environment.

In addition, a team of operative coaches will **regularly** visit schools to maintain high standards, provide **hands-on guidance**, and ensure that every student receives meaningful, enjoyable, and development-focused activity.





Pilot Game changer program

Pilot Testing & Validation

- Conducted two pilot tests: Uttar Pradesh (5 cities, 2 rounds, 6 weeks) and Delhi MCD schools (2 weeks)
- Confirmed program effectiveness and strong on-ground need
- Validated approach with diverse student populations and geographic regions



PET Appreciation

- Response from Physical Education Teachers was overwhelmingly positive
- Program activates entire class—every student can develop physically
- Approach supports students of all ability and fitness levels
- PETs proud to demonstrate workshop learnings
- High readiness to implement with students

Student Appreciation

- High levels of happiness and motivation to improve
- Strong engagement and enthusiasm in every session
- Positive response wherever Supercoach principles were applied



Pilot Fitness program assessment

Carmel School Fitness Program Success*

Successfully implemented 2-year “Fitness Program” at Carmel School, Jorhat across two academic sessions.

Program Scale & Impact

- Reached 1,635 students initially
- Data analysis showed significant fitness level improvements
- 35.67% of students improved their grades

Key Academic Results*

- School average grade: 2.43 → 2.70 (1st to 2nd term)
- Demonstrates 20.5% point improvement
- Clear correlation between fitness and academic performance

Core Learnings

- Activated kids = motivated students
- Better stamina/endurance improves school performance
- Enhanced focus throughout school day





Game Changer Program Impact

Game Changer delivers measurable results across multiple pilots, validating **strong demand and adoption**.

Proven Results

- High teacher adoption and exceptional student engagement
- PETs empowered with practical tools to activate every child
- Students happier, fitter, and more motivated to learn

Beyond Physical Fitness

- Over 1,600 students involved across pilots
- Clear improvements in fitness AND academic performance
- 35.67% grade improvement; school avg +20.5 points





This is what the project includes:

- **Supercoach License** for Each School – Providing access to the Supercoach app as a core resource for training and development.
- **2-Day Workshop** for PE Teachers – Hands-on training focused on using the app effectively and developing youth talent through practical methods.
- **Regular School Visits** – A dedicated Supercoach team will visit schools on a regular basis to monitor progress and ensure program efficiency.
- **Quarterly Webinars and Workshops** – Collaborative sessions to update and enhance program content based on shared preferences and feedback.
- **International Mentorship** – A specialized Supercoach team from Sweden will manage and mentor Indian operational coaches for consistency and quality.
- **Age-Appropriate Curriculum** – Structured training programs tailored to different age groups, ensuring relevance and effectiveness.

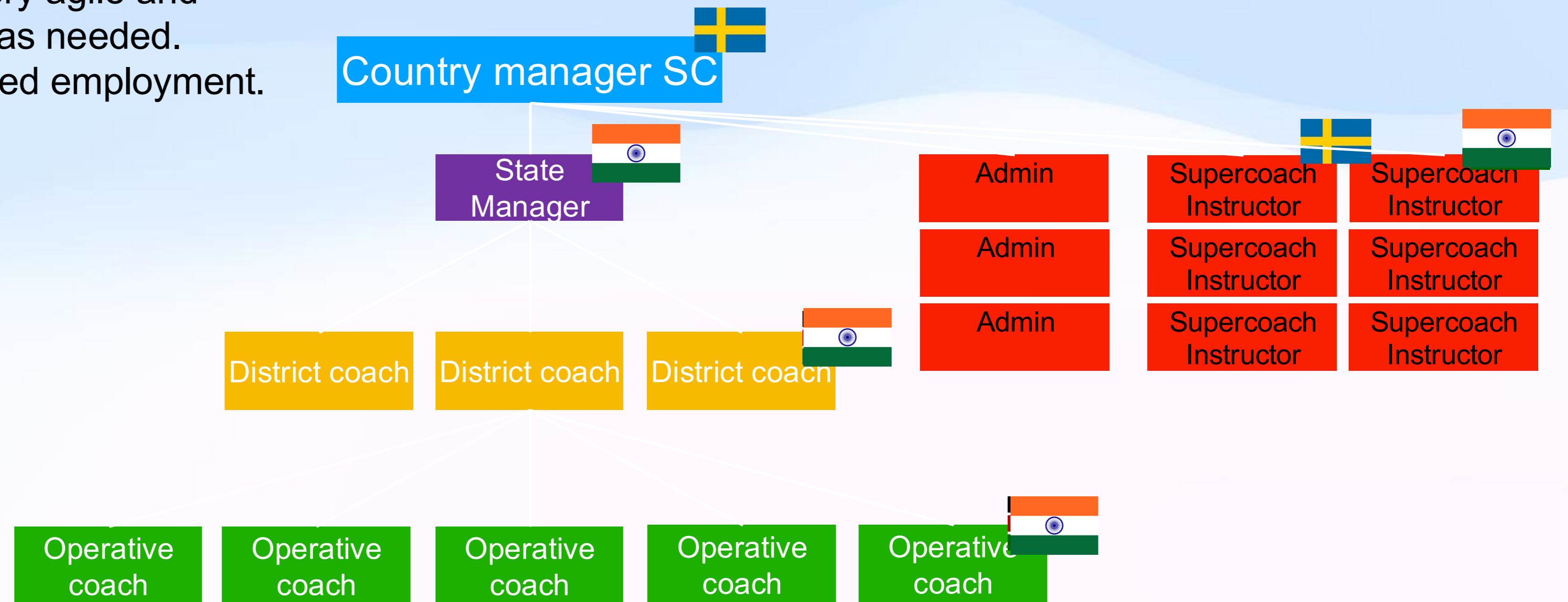
A sustainable, well-supported framework to develop football skills and promote physical activity among youth across schools





Organisation

The idea with Game Changer is that the organization should be very agile and quickly scale up or down as needed. Temporary and need-based employment.





Benefits

The Game Changer project is more than a football initiative—it's a powerful platform to unlock potential, foster community growth, and shape **future workforce** and leaders. By using football as a tool, we deliver a wide range of benefits for youth, society, and stakeholders:

- **Activates and engages youth**, providing a sense of belonging and purpose.
- **Knowledge about the importance** of physical activity for lifelong health.
- **Boosts learning capacity**, supporting academic and personal development.
- **Builds structure and discipline** through consistent routines and goals.
- **Naturally develops** leadership, accountability, and self-confidence.
- **Strengthens teamwork and collaboration**—within teams, schools, and communities.
- **Creates pride** in being part of something greater, reinforcing positive identity.
- **Generates employment** in coaching, education, facility management, and hospitality.
- **Keeps kids off the streets**, by offering structured, meaningful activities.
- **Identifies and trains** talented young footballers, helping them reach elite levels.



Pricing for the Game Changer Project

Game Changer Project which includes :

- One Supercoach License per school
- 2-day workshop for teachers and coaches
- Operative coaches visiting the schools on a regular basis.
- Supercoach team on-site for ongoing support
- Age-appropriate curriculum for effective player development
- Quarterly webinars to enhance knowledge and best practices

Equipment Package which includes :

- 10 Footballs (size 4)
- 24 Bibs in 4 different colors
- 40 Markers in 4 different colors
- Match kit (14 of each: Shirt, Shorts, Socks, Chin Guards) and 2 Goalkeeper gloves

All equipment delivered in **2 suitable team bags**

This comprehensive package provides schools with all necessary tools and support to successfully implement and sustain the football development program.

Cost per student
92 INR/year*



*Based on average of 1000 students per school



Thank You — Let's Create a Lasting Impact Together

We are proud to present this proposal and excited about the opportunity to bring the Game Changer program to life. We are confident that this initiative will create a **long-lasting and meaningful impact** on the youth across the state/Country.

Our mission is simple:

To use football as a **powerful and inclusive tool** that engages **every young person** — not only top performers, but students in **every community and every corner of the state/country**. While the program will certainly help identify and develop the next generation of **talented footballers**, one of its greatest strengths is that every participant benefits. Improved **health**, stronger confidence, higher activity levels, and **better school performance** make every child a **winner**.

The Supercoach app and the mindset of our team are built for **flexibility, adaptation, and growth**. As we move forward, we will continue to refine and **tailor the program** to meet the needs of schools, teachers, and students.

Together, we can activate the entire state — using football as a catalyst for development, unity, and opportunity for all.

We look forward to building this future with you.



