

THE ICEF

INTERNATIONAL CENTER
of EUROPEAN FOOTBALL

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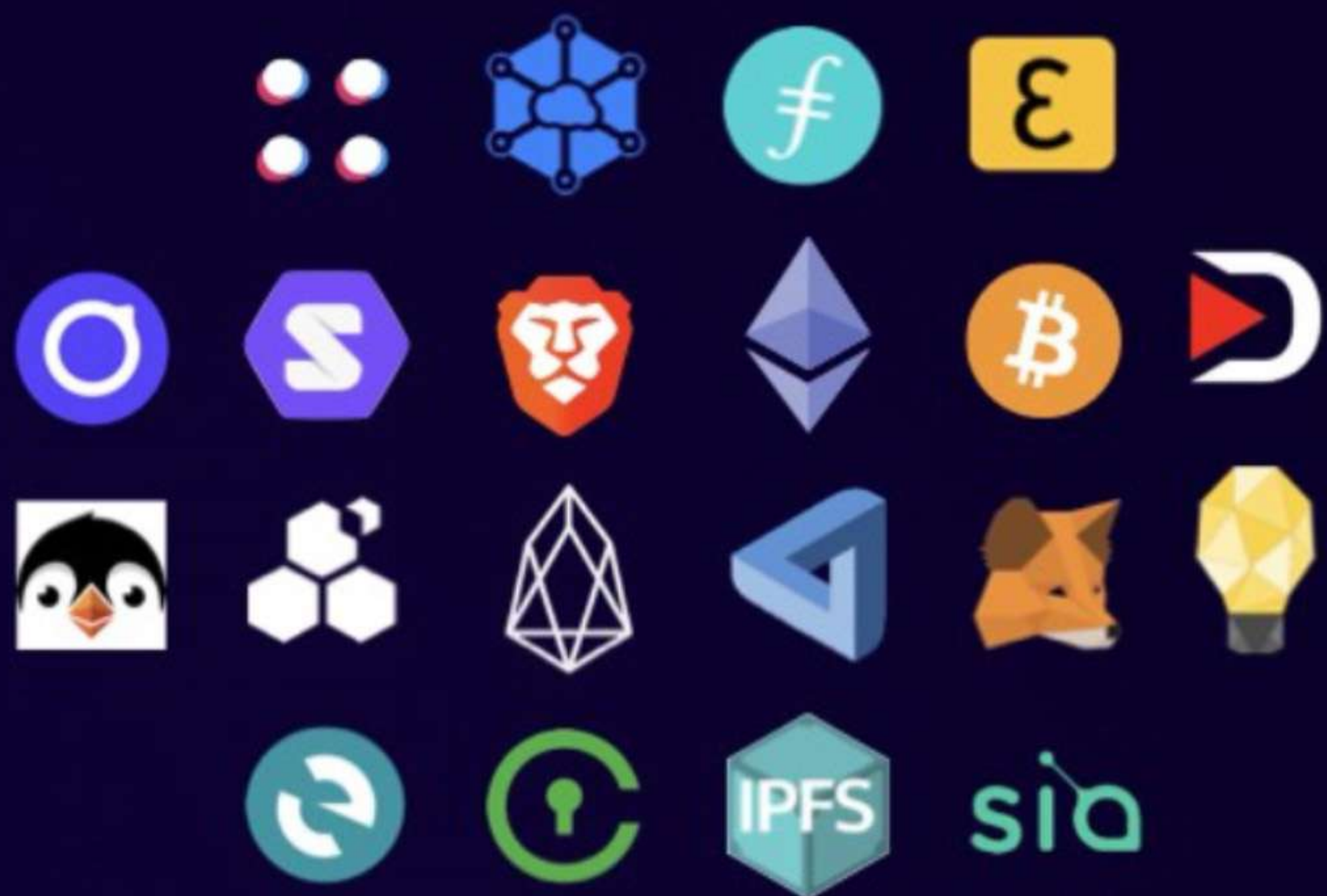
STRIVE

ESPORTS

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STRIVE

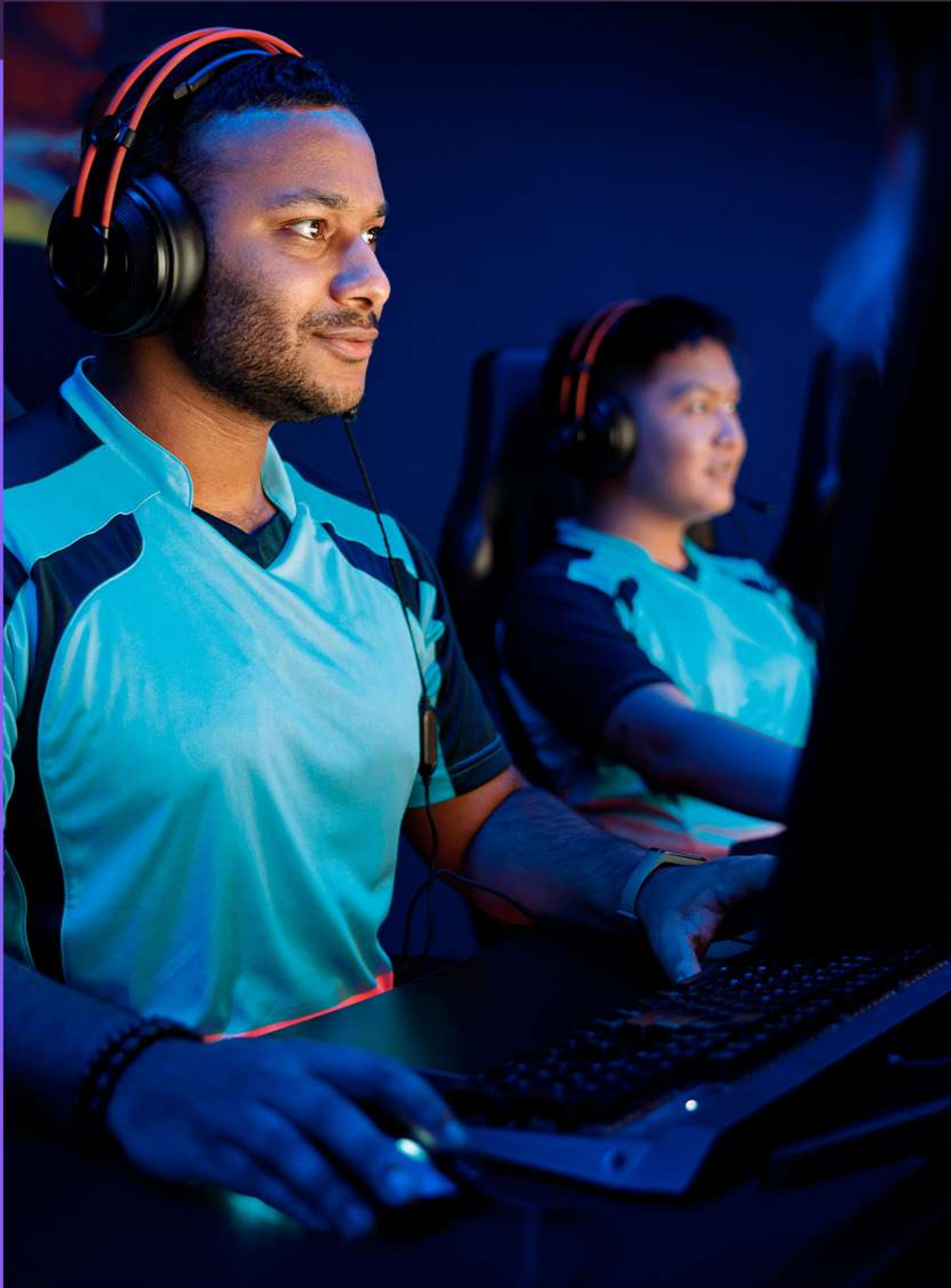
WEB3



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STRIVE FOOTBALL GROUP IS AT THE HEART OF INNOVATION

The growing interest in the digital space is unprecedented, as it's revolutionizing the largest industries and business sectors of the 21st century such as entertainment, retail, the arts, business and sports.



ESPORTS

In 2021 the global Esports industry generated **over \$1bn in revenue** (Statista, 2022), and is projected to continue growing

495 million: The number of people directly involved in the global Esports community

Investments in Esports are worth well over \$5bn annually (Deloitte, 2018) and are resulting in high quality events, opportunities, experiences, and products

500+ new job positions have been created in Esports since 2020

Manpower, the leading global workforce solutions company, is **the first recruitment specialist to identify the top soft skills developed in each gaming category** and then mapping gaming skills to work skills and adding them to candidate's resumes

WEB3

\$162 Bn: The estimated market size worldwide for Blockchain technology in 2027

Over 100 countries in the world have developed regulations and priorities regarding cryptocurrency, showing a massive recognition of cryptocurrency's significance

In April 2022, Moonbirds, an NFT collection, generated **\$300 million in 3 days**





Strive Football Group has already pioneered pathways to success for its players and teams through education on and off the field. The Group's objective has always been to produce high-performing football players who also receive a high-quality education. As of 2022, Strive Football Group is taking that objective even further.

By embracing change in a fast-paced world, Strive Football Group will enter the Esports and Web3 spaces through different global educational projects, partnerships, and investments. It will be the first time in history for a group to offer innovative programs combining the advantages of elite football training with Esports and Web3, around the world.

STRIVE FOOTBALL GROUP'S VISION:

To enable each player to reach their maximum potential, and to produce the player of the future by empowering them to be successful on and off the field. This results in:

- Developing international elite football players with the best and most prestigious methodology

- Providing an excellent education and in-depth knowledge to build a unique profile

For the first time ever at the global level, Strive Football Group is launching a new generation of professional football academies integrating Esports and Web3 in tandem with professional football development, effectively giving its athletes the optimum tools and knowledge to navigate the world of today and tomorrow.



A POWERFUL COLLABORATION

Strive is collaborating with the ICEF to launch a brand-new offering for the 2022-2023 season.

The goal? To equip students with additional and valuable skills, in-depth knowledge, and to provide them with the solutions to tomorrow's challenges after having completed an innovative education program.

Students will emerge from the program as top-level football players, empowered in both their mind and body, with the abilities to confidently make an immediate impact once they graduate. Aside from being elite football players, each athlete will know how to adapt to future trends, work on a vast number of projects, and offer value to any forward-looking company or industry.

In 2022, the ICEF Europe will introduce a brand-new offering with two flagship courses:

THE **ICEF**
INTERNATIONAL CENTER
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These courses are the first of their kind in the world: They combine the training methods used for success on the football field with a pragmatic curriculum. The results will be groundbreaking, as students will be fully prepared and confidently empowered to seize the opportunities of the future. With such a unique profile and valuable skill-sets, the ICEF players will have an even greater advantage either in professional football, the job market or in college.

THE ICEF X ESPORTS X WEB3, COMBINING PRAGMATISM WITH DEEP KNOWLEDGE TO ACHIEVE A HIGH LEVEL OF EXPERTISE

The classes at the ICEF Europe start in September 2022 and will be over 10 months. Students will balance theoretical concepts such as learning how Esports and Web3 has grown, with practicing soft skills and practical challenges.

The academic approach for the Esports x Web3 is pragmatic, as students will learn through applying concepts currently found in the professional fields.

From the earliest introductory courses to taking on gradually more challenging units, tasks will increase in complexity. Students will progress from understanding to mastering the technical, mental, and strategic patterns leading to success in having a future career involving Esports and Web3.

300+ hours

of class over 10 months

12 professional experts

responsible for both programs

Masterclasses

with world renowned experts
online and in person

3

professional Master Projects

20+

Case Studies

1 end-of-year project

combining both Esports
and Web 3.0

Some of our experts in Esports and Web3

Maxime Erwin A.

Expert FIFA coach.

HAs won 23 titles and is a two-time world champion.

François G.

Startup Advisor and Web 3.0 entrepreneur.

Has founded Web3 Game studio, created a NFT collection,
and is a consultant for Web 3.0 companies.

Alexis H.

Former professional Esports player Starcraft, Startcraft 2
and League of Legends.

High-performance coach since 2016.

Nussmann R.

Esports coach.

Professional poker player and world champion of online
poker and world record holder.

Founder of the leading Poker Academy.



What the ICEF x Esports courses will teach you

The Esports Course Program

Unit 1: An introduction to Esports

- Required skill and objectives in the Esports curriculum
- Explaining Esports and understanding its unique position in the global entertainment industry
- Identifying intersections between traditional sports and Esports combination
- Understanding the concept of a Metagame
- Project building

Unit 3: Confirming high performance and entrepreneurial competencies

- Equipping players with solutions to be a “lead in game” in Esports and its value
- Going beyond Metagame: Discovering creative skills leading to success
- Working on the principal changes Esports currently faces
- Conception of a competitive Esports team based on NFT model

Unit 2: Understanding Esports career opportunities and possibilities

- Evaluating the career opportunities, the rules of the game, and the entrepreneurial pathways
- Initiating an Esports project (achieving high performances, creation, or participation in a project)
- Focusing on the professional scene understanding how players and teams record successful performances
- Analyzing the components of a professional Esports team: How is it created and what is needed?

Unit 4: Sharpening performance and achieving success

- Introduction to and competitive training throughout the year on the most popular Esports games
- Integrating soft skills such as creativity, team-cohesion, and communication into Esports challenges

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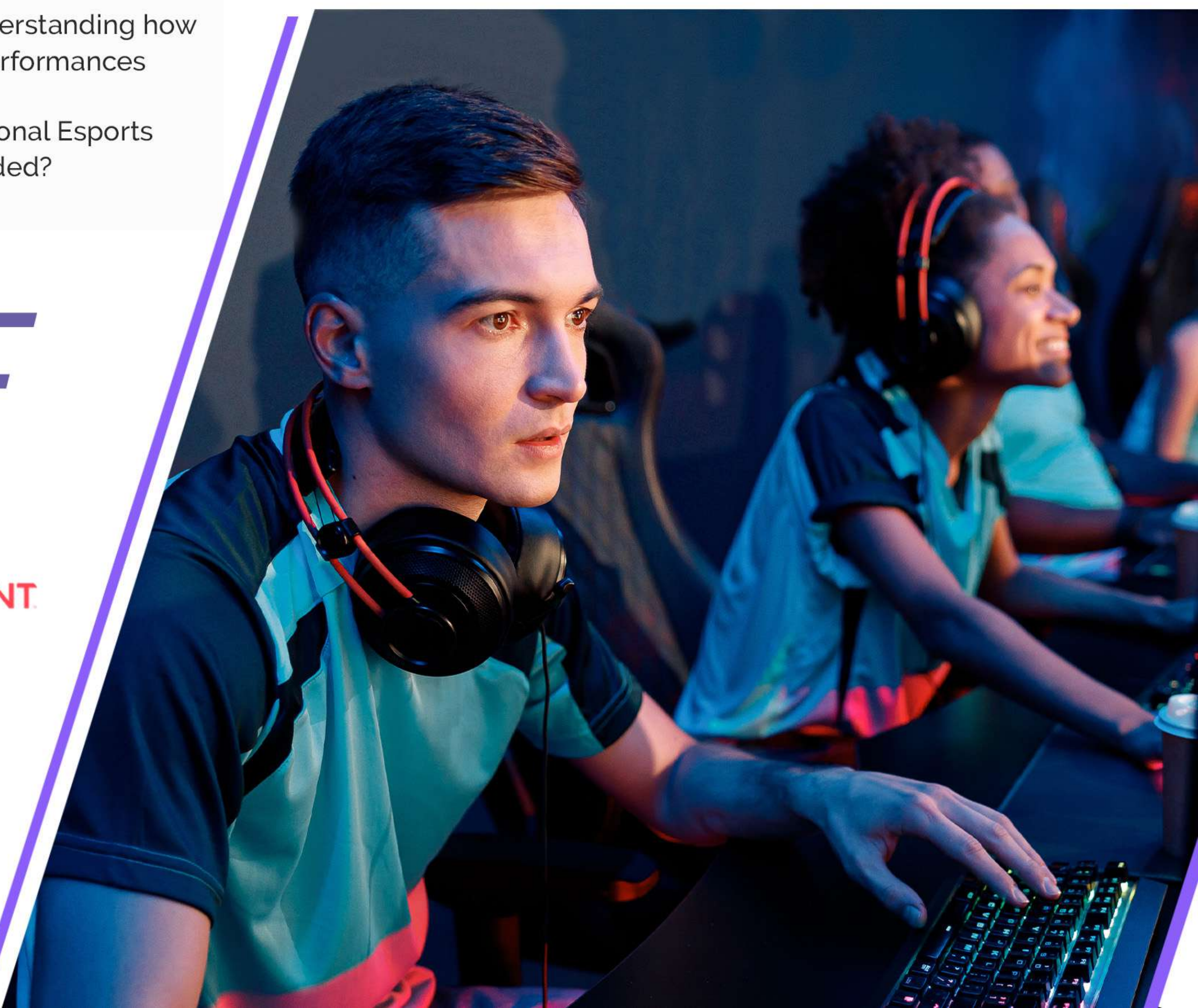
LEAGUE OF
LEGENDS

VALORANT

EA SPORTS FIFA 22

BRAWL
STARS

STAR CRAFT



What the ICEF x Web3 courses will teach you

The Web3 [Crypto, Blockchain and Digital assets] Course Program

“Web3 promises to be a game-changer in the evolution of the internet. At its core, Web3 is a vision for a more open, decentralized, and secure internet, enabled by advances in technologies such as blockchain and machine learning.”

Forbes Magazine , April 2022

Unit 1

An introduction to Web3

The origins leading to the current state of Web3 (Web 1.0 and 2.0 and the forces pushing towards decentralization)

Discovering the concepts and breaking down the core functionalities

Visualizing Web3's potential

The challenges facing Web3

Unit 2

What is the Blockchain?

Breaking down blockchain technology and its components (nodes, networks, blocks, different transactions, Ethereum Virtual Machine)

Analyzing popular blockchains through by studying the largest players (Polygon, Solana, Cardano)

Familiarizing with the basic tools (Wallets, Decentralized domain registrations, blockchain explorers)

Comparing Cryptocurrencies with Tokens and contextualizing Smart Contracts

Overview of the market (key competitors, challenges, and current issues)

Unit 3

What is a Non-Fungible Token (NFT)?

Uncovering the different layers and levels regarding an NFT

Identifying the most successful NFT stories in Web3 through exercises and ERC case studies

Understanding the value of NFTs

The dynamics and current state of the NFT market

Unit 4

What is Decentralized Finance (DeFi)

Weighing Traditional Finance vs Decentralized Finance (DeFi)

Evaluating Card Accounts and major Crypto service providers

Analyzing Stablecoins

Studying Smart contracts for Open Finance

Understanding Decentralized Apps (dApps)

Unit 5

Mastering the basic tools [Wallets, Etherscan, DEX/CEX]

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Master Projects:

Students will launch and complete different Web3 projects throughout the season to cement their knowledge from the course units and provide them with tangible and unique experiences in the digital world.

Who should enroll in the program?

This program is for **elite athletes** seeking to have a deeper knowledge of present technologies and how to leverage them in a fast-evolving world.

Whether you are totally unfamiliar with new technology or seek to involve Esports and Web3 into your future projects, the programs will provide you with the foundations and experiences to become an instant asset on the job market.

Advantages of the program:

- Teaches very broad and specialized lessons intensively for 10 months
- Offers dual mastery in both Esports and Web3
- Balances perfectly with the schedules of an elite athlete
- Highly modern classes integrating the most recent trends and current patterns of today's industries
- Tests students with highly relevant and important projects
- Receive a certificate certifying competencies
- Highly skilled and acknowledged Esports and Web3 specialists

CRYPTO CURRENCY



Advantages for the students:

- Acquire deep knowledge and strong expertise in next generation technologies
- Develop a unique profile harnessing the strengths of high-level sports with an extremely rare new skill set
- Are twofold: Learning how to be a winner on the field and in the job market
- Develop a unique profile as an elite player with deep and rare knowledge



TO RESERVE YOUR SPOT FOR The ICEF x Web3 x Esports PROGRAM:

contact@theicef.com

Limited spaces available for the 2022-2023 season!
[€8000 /\$9000 : Courses over 10 months]