



FOR ACADEMIES

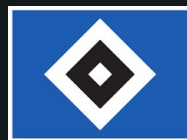
The greatest gains are those made by youth players.



WE WORK WITH ELITE ACADEMIES, GLOBALLY.

While ESA training can fine tune the skills of pros, the greatest gains we see are those made by youth players.

Our training is designed to turn promise into performance, isolating the attributes young players need to develop, and perfecting them over time.

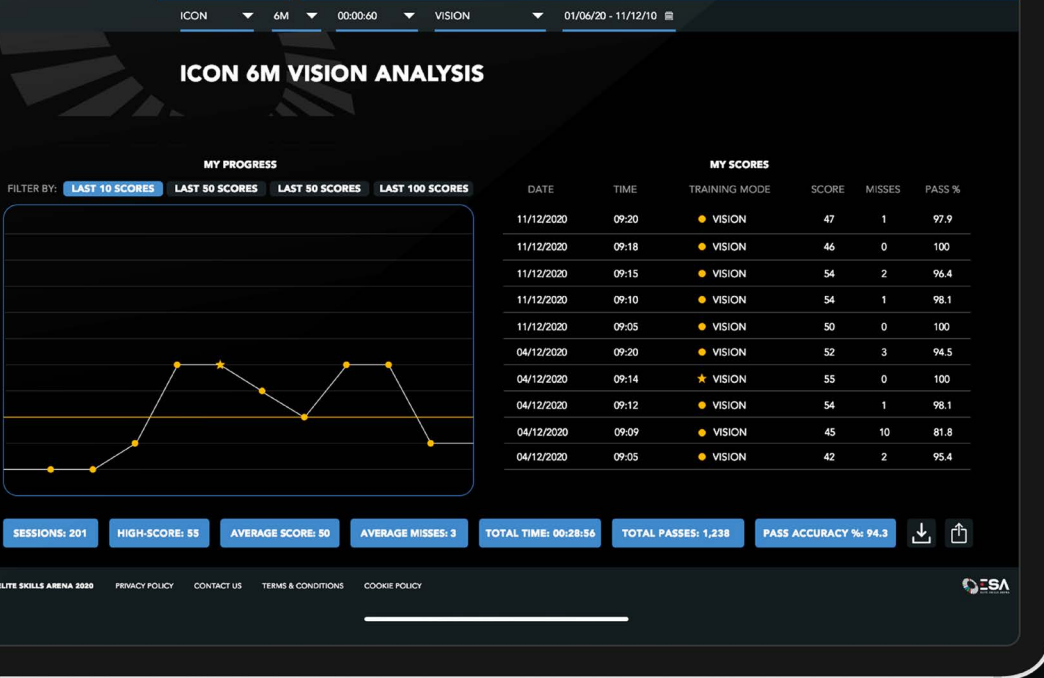


BUILD SKILLS WITH DELIBERATE PRACTICE.

ESA training programmes are designed to develop a players ability through deliberate practice (repetition combined with intent, and expert guidance).

Our programmes cover physical attributes like passing accuracy and ball control, through to more psychological qualities like vision and teamwork. Ultimately our aim is to create complete players by providing a principled and data-led framework for development.





TRAIN HARD, TRAIN SMART.

ESA training programmes are built to simulate real match scenarios. For example:

- The ICON fine tunes the close control needed for tight areas of the pitch.
- The Precision Wall can be used to enhance shooting accuracy under pressure.
- The Wireless Circuit allows coaches virtually unlimited flexibility for setting drills based around tactical scenarios.

And much more. Whatever coaches want to focus on, ESA kit collects relevant data, and tracks improvements over time.

RAISE YOUR GAME.

ESA equipment also provides a new way for clubs to manage player recovery and rehabilitation. The ICON facilitates controlled, low impact training, replicating the movements a player makes during a match, while eliminating the risks of full contact practice.

Players can also track their post-recovery score against their benchmark when fit, to assess their readiness to return.



ICON 3.0.

Our flagship product, the ICON 3.0 is used by elite clubs all over the world to fine tune skills, boost player engagement, and aid rehabilitation.

4M - 8M standard sizes with custom options, 9 professionally designed training programmes & detailed performance data from vibration sensors.



- 4M - 8M standard sizes with custom options
- 9 professionally designed training programmes
- Detailed performance data from vibration sensors
- ICONs are built with durable aluminium panels, and come in 6 standard matt or gloss colour options. We also do custom branding and sizing on request, (including the 12M monster we built for Barcelona!).



[FIND OUT MORE](#)

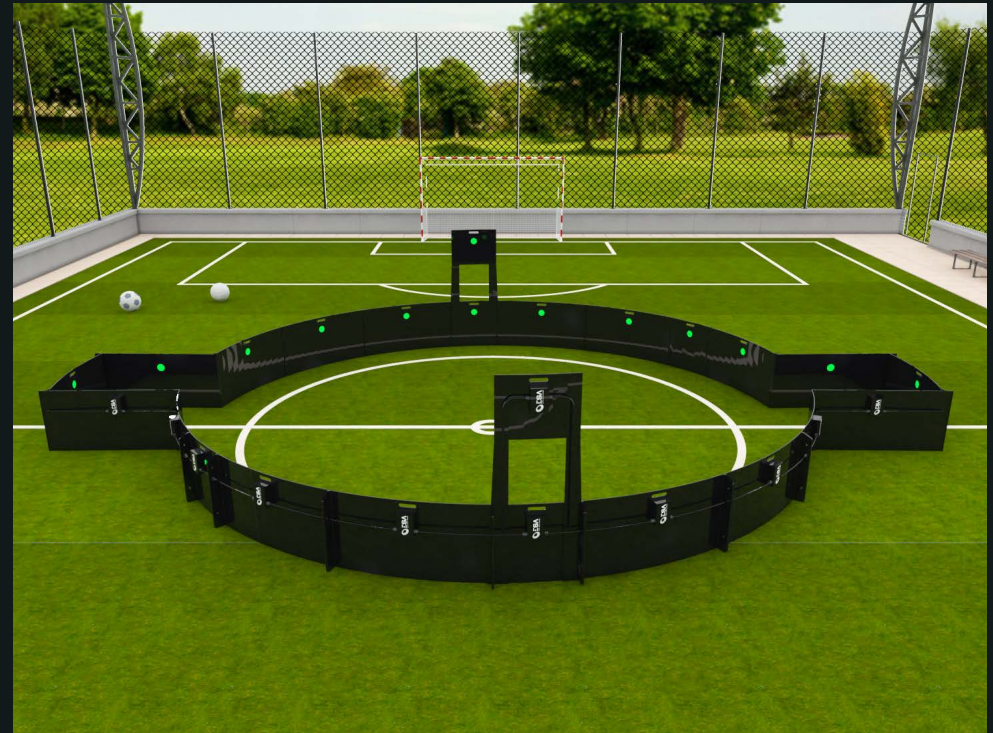


ICON V2.

Developed in partnership with elite clubs, the V2 adds another dimension to ICON training.



- Detailed data from vibration sensors & beam breaker technology to enhance dribbling
- 7 ICON training programmes & 2 V2 specific programmes
- 6M - 8M standard sizes with custom options
- Press Panels to penalise in accuracy, and simulate a switch to defensive mentality
- Pro Panels half the size to increase difficulty and demand a more accurate pass
- Range Panels with beam breakers to simulate longer passes, and movement off the ball



[FIND OUT MORE](#)



WIRELESS CIRCUIT.

Our Wireless Circuit allows coaches to create training drills around a diverse range of tactical scenarios. Modular and completely wireless, coaches can make use of the preset drills, or create their own using any combination of modules. The possibilities are endless!

However you choose to set up the Wireless Circuit, realtime feedback is available via the data platform, giving coaches the insight they need to enhance training and boost performance.



- 9 professionally designed training modes
- Performance data at your fingertips



FIND OUT MORE



PRECISION WALL.

The Precision Wall helps players develop their attacking attributes, like shooting accuracy, first-touch, and teamwork.

Working individually or in teams, players can access a range of drills designed to replicate the pressure of real match situations. The Precision Wall is great for practicing set pieces, and can even simulate the dive of a professional goalkeeper.

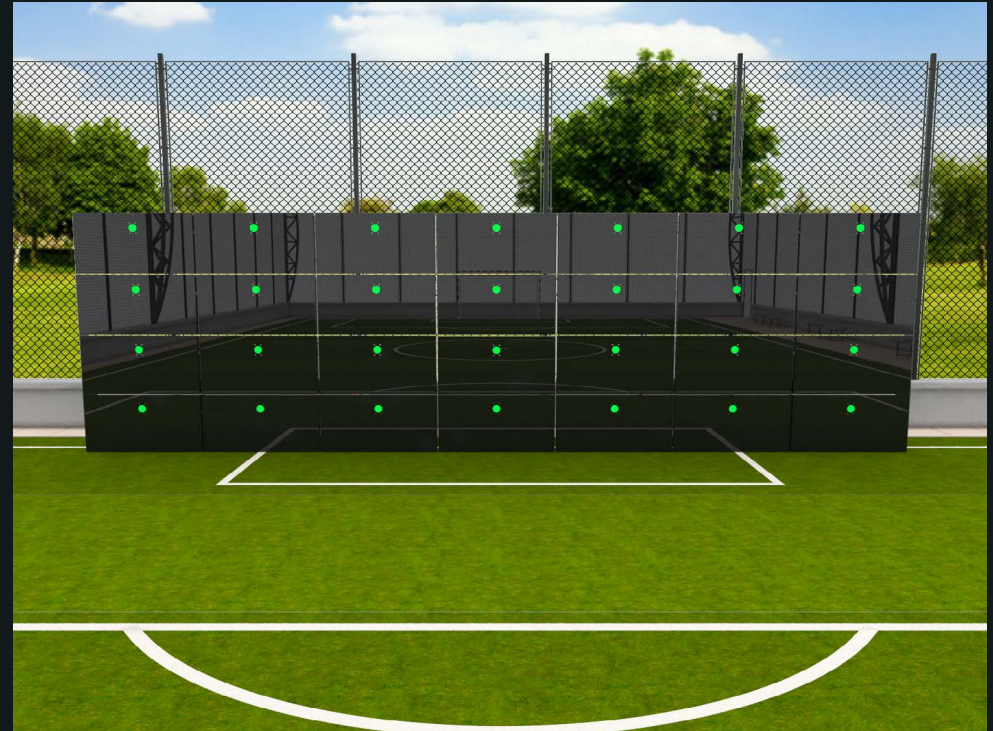


WE OFFER TWO STANDARD SIZES:

- 9 professionally designed training modes
- Performance data at your fingertips

We are also open to custom builds when customers have specific requirements.

Panel appearance is fully customisable, with a range of colours and branding options available.



[FIND OUT MORE](#)



ICON FAST FEET.

Designed to fit into tight spaces, the ICON Fast Feet is **all about intensity**, developing a players skills around close control, reaction time, and body manipulation.

The ICON Fast Feet is an ideal training companion for younger players learning the basics of close control, and finding their range.



- 2.5M in diameter, our most intense ICON
- 9 standard ICON training programmes
- Detailed performance data from vibration sensors

We are also **open to custom builds** when customers have specific requirements. Panel appearance is fully customisable, with a range of colours and branding options available.



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WHAT OUR CUSTOMERS SAY.

"The Circuit is an amazing system. When a ball comes my way it helps me look in every direction, scan the field, react quickly, and eventually also score with the gate module. I think it will help me improve exponentially."



Liel ABADA, Celtic & Israel (Player)

"Using the ICON they're able to work on their first touch, their ability to see things over their shoulder, awareness of what's around them, passing skills. They're all transferable skills to training and games. It's down to the coaches to be creative with it, and engage the players with something that's a bit different."



Lee O'NEILL, Ipswich Town (Academy Manager)

"The ICON's brilliant, especially for young players working on their technique. Nowadays footballs becoming more demanding technically. Players can really practice their receiving techniques, which is one of the best assets to improve on... I'd definitely recommend it to anyone."



Adam LALLANA, Brighton & Hove Albion (Player)

"Using the ICON has helped me develop when on the ball. I feel I have more time, due to learning to efficiently pass under pressure. The products have also been great for my physical endurance, allowing me to work at a high-intensity whilst doing some solo training. This is a nice change from the classic gym work we have to do."



Tyrone MINGS, Aston Villa & England (Player)

"In a 90 minute match, the average number of touches for a player is 90-100. The boys can get that here in a minute, so it's just great practice. It increases the intensity of training, and sharpens that competitive edge."



Stephen PAYNE, MK Dons (Head of Coaching)

"Things start coming naturally to me in games, and I know a lot of it's coming from doing the ICON drills in a small space. It's really benefited me."



Yannick BOLASIE, Ex-Everton & DR Congo (Player)

"I think (the ICON) is a great tool for everyone, from youth players right up to pros. There's everything there: the touches, the awareness, body position, opening your body up to receive balls, knowing where the next pass goes... It's a great way to help improve your football at any level."



Harry REDKNAPP, FA Cup Winner (Manager)



OUR JOURNEY.

Many great products begin life on a piece of paper. Our Founder, Eddie Mitchell sketched out the first ICON in 2014, shortly after selling AFC Bournemouth. Having taken the club from the bottom end of League Two through to Premier League contention, he was no stranger to the impact that great coaching can have on player development.

Eight years later, **ESA** supplies cutting-edge training technology to some of the world's best clubs and academies. We empower coaches with data, allowing them to focus on the specific attributes required to enhance performance on the pitch.

Our product range is the result of **years of research and development**, in consultation with some of football's leading coaches.

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