



2010 PROGRAMS

"YOUR GAME...YOUR FUTURE"

PRO SOCCER ACADEMY



WWW.LAUNCHSPORTS.COM

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LAUNCH

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LAUNCH SPORTS MISSION STATEMENT

MISSION

Our mission is to assist the youth and adult population of the Greater Los Angeles community to acquire a better understanding of fitness and sport, and its overall benefits in life. A better understanding carries the potential of launching the individual to make improvements in their life that are necessary to succeed. Whether it pertains to sport, or life without sport, personal physical gains may lead to personal psychological gains, thus creating tremendous advantages for the participating individual.

COMPANY NAME ORIGIN

The name Launch originated from our program design as well as the positive influence, pertaining to sport, that we hope to have on our athletes. It originated from our desire to improve certain components of our athletes' performance so that they have the ability to LAUNCH themselves: high in the air as in a vertical jump in basketball, forward at a quicker rate as in a track athlete's start out of the blocks, or sideways as in a football player sidestepping a tackle. Just as important was our desire to LAUNCH them to achieve their personal athletic goals.

PHILOSOPHY

Preventing injury, recovering from injury, and maintaining an injury free-state requires a work ethic that goes beyond standard limits. An individual must not rely on others, but instead, rely on motivation found from within to live Pain Free. Living Pain Free is Living Optimally. We strive not to carry our members toward optimal health, but to provide the correct complement of health initiatives so that our members learn to effectively carry themselves.

PHILOSOPHY WITHIN SPORT

We believe that in order to maximize performance, the body must be at peak shape at the time of the sporting event. Performance that is maximized simply equates to an enduring mind and body that excels without injury consequence. In order to give you the most current and up to date information available, the focus spots and exercises that we design are researched through the most qualified up-to-date research publications.

OBJECTIVE

To provide each individual the opportunity to achieve optimal cardiovascular and muscular strength and conditioning. Optimal conditioning will enable each of our clients to perform at optimal levels through occupation, hobby, or sport. Enabling each individual to perform at optimal levels creates an increased likelihood of achieving success in any work capacity.

REHABILITATION

“BACK TO 100”: SPORTS INJURY REHABILITATION PROGRAMS

The main exercise strategies employed by the “Back to 100” Programs are strength, flexibility, proprioception, balance, coordination, and sport specific conditioning training. Our “Back to 100” programs utilize exercise strategies within 3 different phases, 1) Initial 2) Remodeling 3) Sport Specific. We employ our strategies for the purposes of getting our athletes functional off of the playing surface, functional and mobile on playing surface, and back to 100%.

OBJECTIVES

Many athletes receive appropriate injury rehabilitative treatment from their orthopedic doctor, chiropractor, osteopath, or physical therapist, and are released to resume playing with 100 % confidence that the likelihood of an injury recurring is minimal. What may not be taken into consideration are the sport specific movements required for the athlete to perform optimally and the mental barriers that may occur from the athlete being out of play for so long.

Our objective is to not only assist athletes in strengthening the injured area in order to speed an effective recovery, but to bridge the gap that exists between being released to play and actually be ready to play at 100% of the athletes potential. We strive to restore the physical attributes and mental confidence that must exist in order for the athlete to have a safe, speedy, yet effective recovery.

Treatment Approach

Level F: HISTORY EXAMINATION

The examination allows the practitioner to gather crucial information from the patient in order to determine appropriate course of care. History and Examination always includes vitals, inspection and palpation of area of chief complaint, functional tests and pertinent orthopedic tests. Depending on complaint the examination may include neurological examination and gait evaluation (observing the patient walking) as well. The history and examination dictates to the course of treatment to the doctor and whether a referral to an Orthopedic, Pain Management, and or Podiatrist is indicated.

LEVEL E: PASSIVE CARE

The administration of care that does not require patient to actively engage in moving injured area to begin stimulating recovery. Methods of treatment include InterX Pro Sport, Active Release Technique, Graston Technique, Cold Laser Therapy, and Ultrasound. This main goal of care at this level is to decrease pain and inflammation, and increase range of motion.

LEVEL D: PASS(ACT)IVE CARE

The administration of care that requires the patient to actively engage in moving injured area to begin stimulating recovery. Doctor continues to administer passive care, however active care begins to play a role in recovery and passive care begins to diminish. Methods of treatment include passive care modalities mentioned above plus beginning basic corrective strategy exercises.

LEVEL C: ACTIVE CARE

The administration of care that requires the patient to actively engage in moving injured area to begin stimulating recovery. Doctor discontinues administering passive care. Active care plays primary role in recovery. Methods of treatment include corrective exercise strategies pertinent to area of complaint.

LEVEL B: SPORT CARE

The administration of care that reintroduces the patient to sport specific/ job specific movements. This is a level of advanced active care. Methods of treatment now involve corrective exercise strategies pertinent to job or sport.

LEVEL A3: RETURN TO SPORT CARE

The administration of high intense, at 110% effort, sport specific training and movements to prepare patient to return to sport at as close to full capacity as possible. Once it is believed that patient is ready to return, the doctor conducts a series of tests relating to sport specific movements that the athlete must pass to be released to "Partial" Sport Participation.

LEVEL A2 : PARTIAL SPORT PARTICIPATION

The 1st week back is stipulated by a No-Contact Rule. The athlete may return to play but must participate in practices ONLY with no contact allowed. If the athlete is able to participate at 110% in practices without re-injury, he/she may participate in practices ONLY the following week with full contact and no restrictions.

LEVEL A1: FULL SPORT PARTICIPATION

The athlete is able to participate in games if and only if the athlete was able to take part in practices for two weeks prior to the game with no evidence of re-injury.

*Level A Group Progression does not pertain to every case. Progression varies for all individuals depending on each case, level of athlete, and importance of game or match. The care and safety of the athlete is always the first priority.

INJURY PREVENTION PROGRAMS

FEMALE ATHLETE FOCUS (FAF)

Our Female Athlete Focus (FAF) training programs offer intense sports specific strength and conditioning programs designed specifically for our female athletes. What sets our "FAF" Training Programs apart from many other training programs is our program's concentration on the knee complex. The knee complex is the most easily injured body part in a female athlete, specifically athletes who play sports that not only require them start quickly from static positions, but to change direction at sharp angles many times throughout a game. A combination of the sport's requirements, the female athletes' anatomical makeup, and the knee joint being the weakest joint in the body leaves the female athlete very vulnerable to knee injuries. The FAF Training Programs implement an intense circuit training design that is geared toward improving knee stability all while maintaining a strong focus on all strength and conditioning components of the team's sport.

SOCCER FOCUS-STRENGTH AND STAMINA

A soccer player must possess strength and stamina in order to prevent injury from occurring. Any athlete who gets injured typically suffers injury because they are de-conditioned. This program focuses strictly on lower body strength as well as core stability by utilizing a corrective exercise strategy that involves an intense circuit training design. This program incorporates a number of different exercise strategies in order to maintain close to maximum heart rates and maximum work loads for the lower body. Strong emphasis is placed on balance to improve ankle, knee, and hip strength.

PITCHER TRAINING-SCAPULAR STRUCTURE

Our pitcher training specifically focuses on the muscles that stabilize the shoulder as well as the rotator cuff muscles. This program specifically takes an individual who performs repetitive throwing motions during sport and focuses on strengthening not only the shoulder musculature, but the lower body, and spinal stabilizers as well. These focal points are targeted so that compensation does not occur at the rotator cuff thereby leading to acute or chronic injury.

GOLF CORE FOCUS-SPINAL STABILITY

This program is performed with a combination of mat surface, pilates reformer, or free motion exercise strategy. This program is geared toward assisting the golfer in utilizing the correct muscles to perform a golf swing and strengthening the muscles, particularly the spinal stabilizers in order to prevent injury or re-injury.

LAUNCHER FIT

The Launcher Fit is a conditioning program that utilizes trampoline rebounders to assist us with successfully implementing the Launch Training Paradigm. This training method allows for a lower impact workout contributing to improvements in the Launch Training Paradigm all while providing less stress on the low back, hips, knees, and ankles. Used primarily for girls who require an exercise strategy to maintain increased lower body stamina and strength training while at the same time require lower impact programs.

Focal Points

- Cardiovascular Endurance
- Muscle Endurance
- Hip Strength
- Core Strength
- Knee and Ankle Strength and Stability
- Sports Specific Muscle Recruitment
- Foot speed
- Agility
- Explosiveness
- Power

AEROBIC CONDITIONING

Improving Stamina is the main focus point in our Aerobic Conditioning programs. Each individual is taken through a progressive 2-3 month program that involves aerobic and anaerobic training protocols. Venues include, treadmills, high school/college tracks, mountain climbs, hills sprints, etc. 1st month of 3 month program described below:

Sunday	Mon 6- 4/11/18/25	Tues 6- 5/12/19/26	Wed 6- 6/13/20/27	Thurs 6- 7/14/21/28	Fri 6- 8/15/22/29	Sat 6- 9/16/23/30
OFF 3-Jun		Launch Training	OFF	Launch Training	IT: 4 x 800 (4 min. @ run) 2 x 400 (2 min @ run)	IT: 4 x 800 (4 min. @ run) 2 x 400 (2 min @ run)
OFF 10-Jun	A:24 minute run: 3 miles	IT: 5 x 800 (4 min. @ run) 3 x 400 (2 min @ run) 1 x 200 (1 min. @ run)	OFF	Launch Training	IT: 5 x 800 (4 min. @ run) 3 x 400 (2 min @ run) 1 x 200 (1 min. @ run)	A:24 minute run: 3 miles
OFF 17-Jun	A: 22 minute run: 3 miles	IT: 4 x 800 (3:30 @ run) 4 x 400 (1:45@run) 4 x 200 (70sec@run) 2x 100 (35Sec@run)	OFF	Launch Training	IT: 4 x 800 (3:30 @ run) 4 x 400 (1:45@run) 4 x 200 (70sec@run) 2x 100 (35Sec@run)	A: 22 minute run: 3 miles
OFF	A: 30 minute run: 4 miles	IT: 4 x 800 (3:00 @ run) 4 x 400 (1:30@run) 4 x 200 (45sec@run)	OFF	Launch Training	IT: 4 x 800 (3:00 @ run) 4 x 400 (1:30@run) 4 x 200 (45sec@run)	Test: 2 miles in 14 minutes 1 mile in 7 minutes **5 minute break

SPEED ACADEMY

The Speed Academy Curriculum involves 3 components:

1. Lateral Speed
2. Linear/Vertical Speed
3. Lateral and Linear/Vertical Speed with the Ball at your feet.

It is designed specifically to help our athletes improve their first step toward becoming faster, quicker, and more agile on the playing field. In order to improve speed and agility, Launch focuses on the 3 areas:

First Step

Foot Sequence

Foot Stride



WHAT MAKES OUR SPEED TRAINING DIFFERENT?

1. *Feet Evaluation*
 - a. *Flat Feet (Pes Planus vs Neutral vs Pes Cavus)*
 - b. *Podiatry Consult*
 - c. *Orthotic Prescription if necessary*

***Flat feet may not only lead to problems in the feet, knees, hips, and low back, but may lead to decrease ability to stay on the balls of the feet when running, thereby leading to lack of ability to generate momentum while performing in sport.*
2. *Biomechanical Evaluations*
 - a. *Assessing walking and running gait*
 - b. *Musculoskeletal Imbalances*
 1. *Hip imbalances*
 2. *Pelvis imbalances*
 3. *Muscle Imbalances*
3. *All Sport Emphasis: Soccer, Basketball, Football, Baseball, Tennis,*
4. *Soccer is unique in that a player must perform with a ball at their feet. When improving speed the soccer player must learn to be fast and agile with the ball as well as without or the player will never reach it's full potential. All concepts are taught with and without the ball.*



LAUNCH PRO SOCCER ACADEMY MISSION STATEMENT

The **LAUNCH PRO SOCCER ACADEMY (LPSA)** is committed to developing the advanced player with injury prevention as a top priority. This means a developed and dedicated curriculum that combines “sport specific” technical skill and motor learning development to provide a comprehensive progressive program that is geared toward **improving body mechanics, preventing injury, and maximizing performance**. Having these crucial essentials is the foundation for the advanced player, no matter the age. The **LAUNCH PRO SOCCER ACADEMY**'s cutting edge curriculum has been specifically designed to properly prepare each player for the future of their game...

STAGES OF DEVELOPMENT

1) TECHNICAL REPETITION

Time, Space and Repetition are the most important elements of teaching young players to control the ball with the least number of touches possible to get a shot off to goal. Comfort levels increase with structured repetitive exercises.

2) TECHNICAL CLEANSING

Technical skill; ability to apply procedures or methods so as to effect a desired result. We will improve the technical aspects of ball control and mastery to enable our players to be more influential on the field. The cleaner the technique the cleaner the action.

3) TECHNICAL MASTERY

After players have increased their comfort level on the ball and have perfected their ball control techniques we will raise the bar even higher and elevate their ball mastery to dangerous levels. The ability to carry the ball at pace and turn on a dime before bending a ball into the top corner, all whilst being hassled by an opponent, is extremely difficult unless you are a master of your own technique. We will show you the way!

MOTOR LEARNING DEVELOPMENT

Motor Learning Development Strategies:

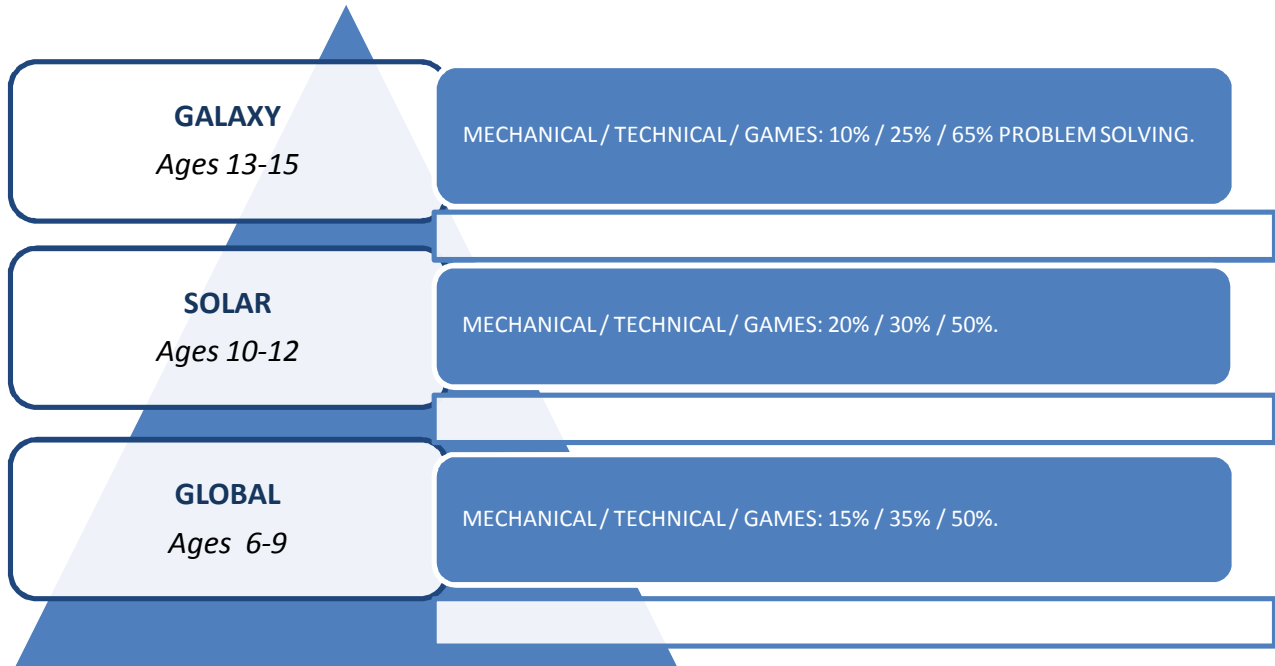
- Improving movement body mechanics by increasing the soccer player's body awareness in space.
- Enhancing balance and coordination through balance strategy exercises.
- Muscle lengthening and strength awareness strategy trains the body to recognize what muscles need to lengthen on command and what muscles need to hold strong on command when performing a skill.
- Speed and Agility Training teaching the soccer player how to improve directional change with the ball at their feet. Can be applied to every aspect of the game.
- Reaction Time/Collision Avoidance Strategy teaches appropriate step sequence to improve the students' ability to maneuver on the playing field and applies different scenarios to help each athlete start thinking ahead. These improvements will help the student become quicker, faster, and more tactically aware so that improper faulty movements become minimized and performance becomes maximized.

WHY US?

- ⇒ Full-Time Professional Coaches
- ⇒ Age Appropriate Curriculum
- ⇒ Exceptional Technical Department
- ⇒ Full-Time Sports Rehab / Conditioning Specialists
- ⇒ Continuity of Launch Programs
- ⇒ Commitment to Player Development
- ⇒ Cooperation with local communities and Regions
- ⇒ Convenience for Parents
- ⇒ Value for Money
- ⇒ State of the art field and equipment.
- ⇒ Doctor On Site.



LAUNCH DEVELOPMENTAL PYRAMID

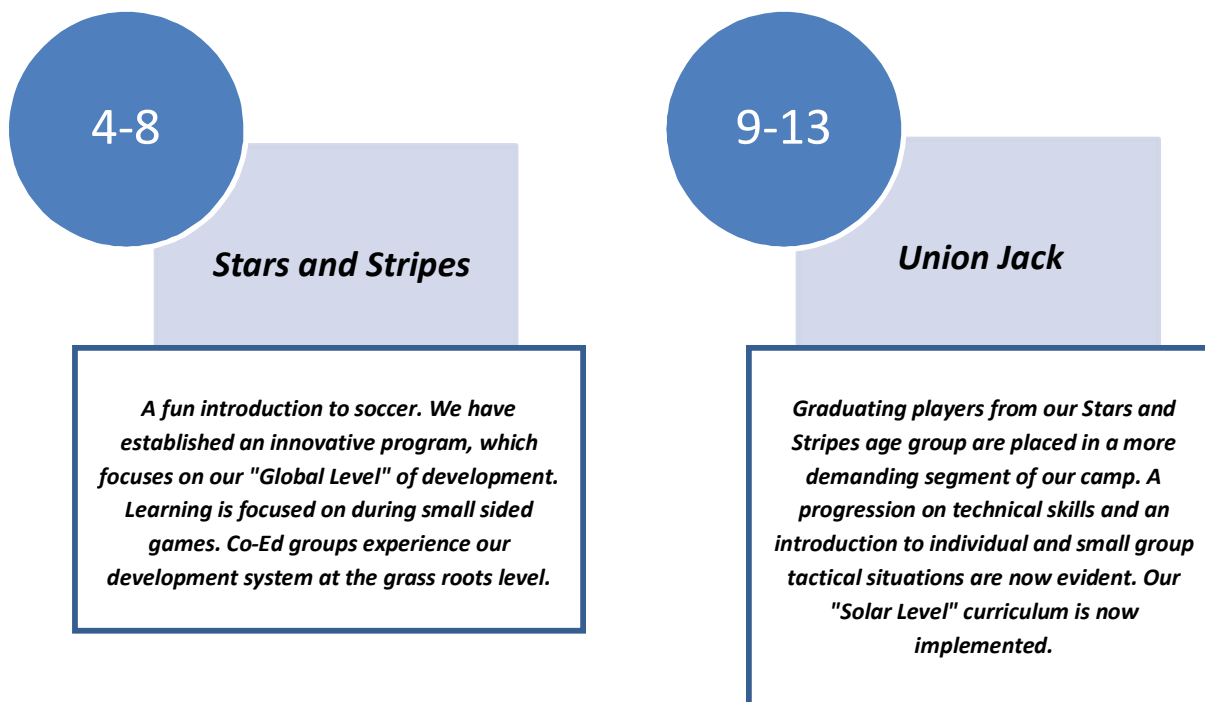


*** It's important to understand that the age groups outlined above are used only as guidelines. If we feel a player is advanced in their ability we will place that child in a more challenging environment.*

RECREATIONAL CAMPS

These camps are aimed at players of all ability levels. What better way to spend a week of your vacation time out on the field having fun with the beautiful game? A fun and exciting environment is created by our coaching staff to maximize the learning and development of each participant.

There are 2 age levels within our recreational camps:



LAUNCH RECREATIONAL GOALKEEPER CAMP

As a compliment to our recreational camp we offer a goalkeeping option. Professional Goalkeeping staff will put players wishing to learn more about the position through their paces for 1 hour each day. This will allow the player to experience both the field player and goalkeeper option of the camp. There is a small added charge for the 1 hour of Specialist instruction.

"NUTRITION PERFORMANCE"

Nutrition and hydration is a huge factor in performance. During camp snack time a nutritional expert will come on camp and educate the players on the benefits of eating healthy and staying properly hydrated. This will include what to eat before, during and after training and competition to replenish energy stores and most importantly prevent injury.

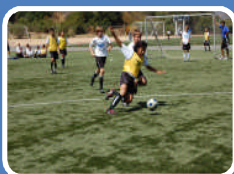
All participants receive a Launch Player Pack:

- ⇒ Training T-Shirt
- ⇒ Launch Sack Pack (Optional \$10 purchase)
- ⇒ Soccer Ball (Optional \$15 purchase)

LAUNCH COMPETITIVE CAMPS

These camps are aimed at players who are involved in training with a high level of play, such as Competitive Club. Players must have a commitment to improving as a player and the activities demand a high level of technical soccer ability and concentration. Both individual players and teams are invited to apply.

There are 3 age levels at each competitive camp:



Premier Program

- **Ages 13 - 15**

- Training is at the "Galaxy" Level. Combining technical and Tactical concepts within the "problem solving" phase of learning. Expectations are high and a sound technical base is required.



School of Excellence (SOE)

- **Ages 10-12**

- SOE is geared towards dedicated and passionate players who are looking for advanced training with similarly talented players. Introducing and developing the key fundamental technical components of soccer.



Junior School of Excellence (JSOE)

- **Ages 6-9**

- The objective of this program is to develop each camper into a more skillful soccer player. Players of all levels will improve skills through dynamic activities and games in a stimulating environment.

COMPETITIVE GOALKEEPER CAMPS

Premier summer goalkeeper camp designed for competitive-minded goalkeepers of all ages and skill level. 30-hours of professional level instruction aimed at introducing and reinforcing the technical skills and tactical aspects of the soccer goalkeeper. Finally, each goalkeeper receives a 125-point written evaluation and personalized development plan. Goalkeepers will leave camp with the tools they will need for success during the soccer season!

Fundamental topics include: Catching, Falling and Diving, Deflecting and Boxing, 1v1 and Breakaway Play, Dealing with Crosses and Corner Kicks, and Distributing the Ball. Tactical topics include: Angle Play and Positioning, Dead Ball Situations, Land Runs, Managing the Wall, and instructional Communication. This course is designed to be both challenging and intense. Goalkeepers will work to improve Strength, Fitness, and Agility through Pressure Training, Overload Training, and Reaction Training.

All participants receive a Launch Player Pack:

- ⇒ Training T-Shirt
- ⇒ Launch Sack Pack (Optional \$10 purchase)
- ⇒ Soccer Ball (Optional \$15 purchase)

CAMP THEMES

TECHNICAL IMPORTANCE

These Camps are catered to improve the technical ability of the player. We break the curriculum down to focus on 1 or more technical aspects of the game.

SKILLS SCHOOL

Ball control and technical cleansing of skills such as dribbling, passing, striking, heading, and shooting.

Dribbling in its basic form is an essential soccer skill for every player to have. The ability to run with the ball close to the feet and be able to look up to see what is happening on the field around them is crucial. The more skilled the player becomes, the more advanced they will become in dribbling techniques, thinking of new ways to get around their opposition.

Passing allows your team to keep possession of the ball and find holes in the opposing team's defense. As a team, try to keep the ball moving and spread the defense, taking advantage of open spaces.

Strong finishing can make all the difference between good scoring chances and goals. Developing solid shooting skills involves a small list of mechanical and mental items to perfect.

Heading can be used to pass, shoot, or trap the ball. Soccer heading techniques are vital for air power in the game of football. The team that dominates in the air can win the ball in the vital danger zone in front of the six yard box both when defending and attacking, and that team can win the ball from long goal kicks. Heading skills also enable a team to use the long ball tactic bombarding the opposition with long passes towards their penalty area.

"NETBUSTERS" STRIKERS CAMP

Scoring goals!! We will give players ideas on type of finishes to use and maximizing the shots:goal ratio. Players will improve their decision making in front of the target. Should I use power? Can I use swerve to beat the goalkeeper? Where is the goalkeeper placed? Is there an opportunity to attack the goalkeeper 1v1? What angle should I approach the goal at? There are many questions players have to answer in a split second as the game is in full flow. Correct repetition can make these decisions not only natural but instinctive.

SOCCER SPEED AND AGILTY CAMP

Speed and power are becoming essential tools for the complete player. We work on the pure and technical speed of the player. There are many factors which influence the pace at which one performs on the field. They include reflexes, tactical anticipation, agility and so on. Playing at high pace is increasingly important at the more competitive levels. Our effective speed training program incorporates realistic aspects from the game. It is just as important to practice rapid change of direction, acceleration and above all, speed with the ball.

CONDITIONING CAMP

To play the game with intensity from start to finish the player must be conditioned to handle the demands placed on the body. Soccer, **at any age** is a physical game. It involves running. It involves twisting and turning. It involves jumping and kicking and tackling. And as young players mature, the stresses and strains of the competitive environment become greater and greater. Not only can conditioning for juniors and youths be **perfectly safe**, done correctly it's the best way to **prevent** injury and set up a long, successful career.

GOALIE CAMP

Specific activities for goalkeepers. Professional Goalkeeping staff will provide the specialist training in a small group setting.

CULTURE SOCCER CAMPS

Soccer is a global phenomenon and can be played in many different styles. On staff at Launch we have a wide range of coaches from different countries and cultures. We look at the training methods from different cultures and impart that knowledge onto the players to give them more ideas and ways to take their game to the next level.

Soccer in the U.S., especially at the youth level, has been thoroughly "Americanized" -- from the leagues, the clubs, the endless tournaments, the coaches and the USSF coaching schools, the high schools, the colleges and our US National men's team . The U. S. women's team is 100 percent American-born.

Still, the ethnic influence remains strong in our soccer. Perhaps it always will, so long as the U.S. remains a multicultural society, so long as immigrants continue to arrive with their sport, and so long as opportunities exist for immigrants and their offspring to contribute to America's way of life. At Launch Soccer Camps we embrace the differences in soccer cultures and pass on the passion for the game onto our participants through our various Culture Soccer Camps such as:

INTERCONTINENTAL CAMP

Within the Launch Station model, we provide different ideas from different methodologies within 1 camp. These include but are not limited to Italian, English, Irish, American, Costa Rican, Mexican and Brazilian. Whether it be learning to play a long ball into the forward like the English or being creative on the dribble like the Mexicans, we will open each players mind to different methods and philosophies from outside the U.S.

SAMBA SUCCESS

A comprehensive curriculum to inspire a South American flair within the game. Here concepts from leading soccer countries such as Brazil, Argentina, Mexico, and Uruguay are shown to the players to add to their game and enhance their own brand of creative soccer.

BRAZILIAN WAY

It would be foolish to ignore the success and entertainment of the Brazilian Soccer Religion.

Brazilian Soccer is famous all over the world for its brilliant performance and unique technique of playing the game. We provide learning techniques from Brazil to our players in a fun and exciting camp.

FUTSAL

The learning tool of many South American players is now being recognized worldwide as a great environment to teach youngsters the fundamentals of the game. The greatest players of the last century sharpened their skills on the south east Brazilian beaches, in the streets of Dutch cities, in the parks of English towns, in Argentinean playgrounds, and the context has always been the same: Small sided games. These players never played organized soccer until they were discovered and were signed up for teams. Futsal is the ultimate small sided game. In this camp the players have the freedom to express themselves and learn from mistakes made without consequence.

Soccer is the world's game, and we are part of that world. There will always be an ethnic contribution to our soccer. The legacy doesn't end. We will continue to welcome and learn from the ethnic influences, integrating what is best from other lands and cultures into our own soccer environment. We will have a better opportunity to create a strong national soccer identity and program by accepting what is best in others, then doing it our way -- that's always been a winning combination.

PRIVATE TRAINING & SMALL GROUP

INDIVIDUAL PLAYER TRAINING SESSIONS

We offer training programs for individuals wanting to improve their technical ability. A customized curriculum is agreed upon before training commences and we provide a highly qualified coach to instruct the session in a 1:1 environment. Sessions traditionally last for 1 hour.

SMALL GROUP CLINICS

Launch Pro Soccer Academy Clinics is established based on a level system just as our camp system is set up however the small group clinics are adjusted according to age and number of players participating in each group.



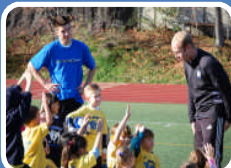
Premier Program

- Ages 11 - 14
- Training is at the "Galaxy" Level. Combining technical and Tactical concepts within the "problem solving" phase of learning. Expectations are high and a sound technical base is required.



School of Excellence (SOE)

- Ages 6-9
- SOE is geared towards dedicated and passionate players who are looking for advanced training with similarly talented players. Introducing and developing the key fundamental technical components of soccer.



Junior School of Excellence (JSOE)

- Ages 5-7
- The objective of this program is to develop each athlete into a more skillful soccer player. Players of all levels will improve skills through dynamic activities and games in a stimulating environment.

90 minute Clinics

Our 90 minute Launch Pro Soccer Academy Clinics are established based on a level system LA / UN / CH.

In order to graduate from each level each player will be given a series of tests and must pass based on the Launch Soccer Standards Curriculum. Once the player graduates from Level LA3, which is at the 6 month mark the player shall be efficient at all Launch Soccer Standards and should be able to Graduate to the UN Level. These clinics are not based on age but based on level of ability.

LEVEL LA : Gravity Level
UN : Zero Gravity
CH : Solar Galaxy Level

LA Levels are broken down into 3 stages. LA1 - LA3.

LA1 = 6 WEEKS
LA2 = 8 WEEKS
LA3 = 10 WEEKS

General Session Agenda:

45 minutes Sports Specific BACCS: Balance, Agility, Coordination, Speed, Strength (core, knees, hips, ankles). Session will be performed with the ball and/or without.

45 minutes Sports Specific Technical Skills Training: Technical Training involves all soccer skills: Passing, Acceleration Dribbling, Striking, Control.