NEW HERA
INTERCONNECTION

NEW HERA INTERNATIONAL FOOTBALL ACADEMY

YOUR FOOTBALL DREAM STORY STARTS HERE

An elite international high-performance football academy in Nairobi for boys and girls from U5 to U19. One unified methodology, elite European technical direction, and a proven pathway designed for global progression.

SEASON 2026–27

INFORMATION FOR PARENTS AND PLAYERS

KAREN · NAIROBI · KENYA

WHO WE ARE

NEW HERA INTERCONNECTION

A global sports management company based in Kenya.
We have run elite football programmes since 2022.



WE REPRESENT TOP ATHLETES

New Hera represents and guides several youth players on their professional or semi-professional pathway.

01 SCHOOL PROGRAMMES
After-school football at Light International School and Nairobi Jaffery Academy, all year, three sessions a week.

02 INTERNATIONAL CAMPS
In 2026 we brought Villarreal CF, FC Andorra to Nairobi for camps and clinics.

03 DOUBLE-CERTIFIED COACHES
Every lead coach is certified by Forefront Football and holds a CAF or UEFA licence.

04 ONE WAY OF PLAYING
Every programme is coached the same way, with the Forefront Football methodology.

05 THE ACADEMY IS THE NEXT STEP
A club of our own, so a serious player has somewhere to go after the school programme.

HIGH PERFORMANCE ACADEMY PROPOSITION

EUROPEAN ELITE ACADEMY STANDARD, RIGHT HERE IN KENYA

ENTRY BY TRIAL ONLY | 100% EUROPEAN METHODOLOGY | 360° HOLISTIC DEVELOPMENT

$3,500+
1 WEEK CAMP IN SPAIN

UNBEATABLE VALUE VS EUROPEAN TRAVEL

One week of summer camp in Spain costs over $3,500 (flights + fees). New Hera provides a 365-day authentic European club ecosystem directly in Nairobi.

220 hrs
ANNUAL ELITE TRAINING
Up to 220 hours of high-intensity pitch time per full season.

35 wks
FULL SEASON COMMITMENT
3 sessions + matchday for U7–U19 age bands.

U5
SATURDAY INITIATION
Grassroots mornings: motor skills, fun and ball familiarity for the youngest.

01
IN-RESIDENCE UEFA PRO TECHNICAL DIRECTOR & HEAD OF SCOUTING
Former top-tier club TD permanently residing in Kenya. Oversees the entire methodology, actively coaches every age group directly throughout the season, and leads international scouting exposure.

02
FC BARCELONA METHODOLOGY
Authentic top-tier European tactical playing philosophy, embedded daily across all age categories.

03
CLEAR CAREER & ACADEMIC PATHWAYS
Direct placement networks for European academy trials, US university sports scholarships and pro pathways.

04
PRO DATA & GPS BELTS (HUDL)
Full match video capture combined with biometric GPS analytics via elite Hudl software suites.

05
2× ANNUAL PRO REPORTS & NUTRITION
Bi-annual evaluation dossiers, load monitoring and professional nutrition workshops for peak athletic output.

METHODOLOGY

FOREFRONT FOOTBALL

> "Our vision stems from over 10 seasons at FC Barcelona as Coaches, Academy Coordinators and Methodology Department Members for Youth Teams. We are thrilled to launch this project to transform the next era of Kenyan football."
>
> SPANISH TECHNICAL DIRECTION · NEW HERA

10+ YEARS OF FC BARCELONA EXPERIENCE

THE 3 CIRCLES CONCEPT

01

UNIVERSAL PLAYER

We understand and use the player's emotions and abilities to build a footballer who can read and play any part of the game.

02

GAME IDEA

One game idea is the backbone of the whole club: keeping the ball, playing in position and creating space, from U5 to U19.

03

PEDAGOGICAL EXCHANGE

The exchange between coach and player is the engine of improvement, and the reason a session looks the same in every band.



XAVI

FOREFRONT FOOTBALL

I have spent 10 seasons at FC Barcelona as a Coach, Coordinator of the Perfeccionament Program and Head of Innovation and Technical Development in the Methodology Area. I am a UEFA Pro Licensed Coach with previous experience as a coach at RCD Espanyol.



MARC

FOREFRONT FOOTBALL

I have spent 10 seasons at FC Barcelona as a Coach, EMEA Technical Coordinator and U18 Methodological Coordinator in the Methodology Department. I am a UEFA Pro Coach and hold a PhD in Physical Activity and Sports Sciences.

TECHNICAL LEADERSHIP

TECHNICAL DIRECTION AND COACHING CERTIFICATIONS

Our primary investment is the talent on the grass: Spanish technical direction every day, and a coaching staff certified twice over.

UEFA PRO TD	**CAF** KENYAN CERTIFICATION	**100%** FOREFRONT CERTIFIED	**FIRST AID** CERTIFIED COACHES

01 SPANISH TECHNICAL DIRECTION

Full-time Spanish direction designs the syllabus, sets the periodisation and oversees every session on the pitch.

02 CERTIFIED TWICE OVER

All lead coaches are certified by Forefront Football and hold a CAF or UEFA coaching certification.

03 BARCELONA METHODOLOGY LINK

Direct coordination with Forefront Football's methodology team, whose directors spent over ten seasons at FC Barcelona.

04 COACH MENTORING

Kenyan coaches are mentored, assessed and developed inside the same methodology, week after week.





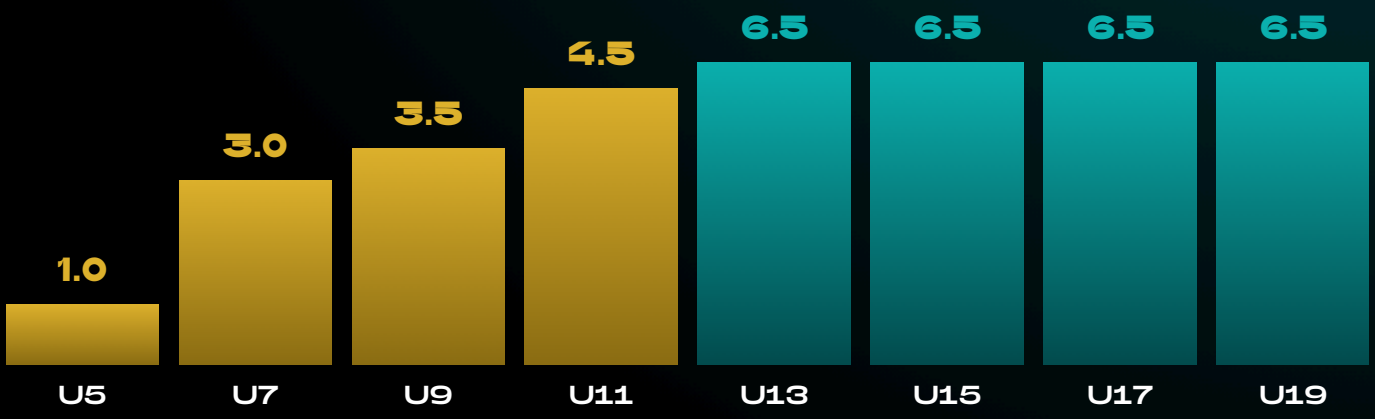
FROM SPANISH METHODOLOGY TO GLOBAL PRO PATHWAYS

AGE BANDS

BOYS & GIRLS

U5 to U11: mixed boys & girls | U13 and above: separate teams

Hours of coached football a week, by band, including the weekend block.



COACHED HOURS A WEEK, INCLUDING THE WEEKEND MATCH OR SESSION

COMPETITIVE MERITOCRACY

Admission is by trial. Selection and squad structure — Team A and Team B — are strictly merit-based. We evaluate attitude, work ethic, training attendance, performance, coachability and physical condition, to foster high-level competition and continuous development.

01

TWO SCHOOL YEARS PER BAND

Bands run in two-year groups, U7 to U19, so players compete with their own age.

02

SMALL-SIDED TO ELEVEN-A-SIDE

Younger bands play small-sided formats. U15 and above play eleven-a-side.

03

U5 IS A SATURDAY GROUP

One hour a week, six children per coach. An introduction to the game.

04

HOURS PER SEASON

U5 35 · U7 105 · U9 123 · U11 158 · U13 to U19 228.

OPEN TO GIRLS OF ALL AGES

NEW HERA OFFERS A CLEAR PATHWAY TO PROFESSIONAL AND SEMI-PROFESSIONAL FOOTBALL FOR GIRLS



MIXED FROM U5 TO U11. GIRLS' TEAMS FROM U13.

DEDICATED FEMALE LEADERSHIP

Our girls' groups are coached by dedicated women coaches and technical mentors, inside the same methodology as every other band.

PROFESSIONAL MENTORSHIP

Regular talks and masterclasses with active professional female players, for every age group.

ELITE HIGH-PERFORMANCE ENVIRONMENT

Equal access to high-standard pitches, video technology, performance analysis and international exposure.

THE WEEK

WHAT A WEEK LOOKS LIKE

Weekday sessions run after school in the late afternoon.
The weekend block is on Saturday.

BAND	WEEKDAY	WEEKEND	A WEEK	A SEASON
U5	None	Saturday session, 1 h	1 h	35
U7	2 sessions of 1 h	Saturday session, 1 h	3 h	105
U9	2 sessions of 1 h	Match or session, 1.5 h	3.5 h	123
U11	3 sessions of 1 h	Match or session, 1.5 h	4.5 h	158
U13 · U15	3 sessions of 1.5 h	Match, 2 h	6.5 h	228
U17 · U19	3 sessions of 1.5 h	Match, 2 h	6.5 h	228

+1

ADD-ON: EXTRA TECHNIFICATION DAY

An additional technical development day is available for the U15 to U19 bands, at an extra cost. Ask us at enrolment.

GOOD TO KNOW

Exact days and times are confirmed at enrolment, once the bands are filled. Goalkeeper coaching runs alongside the outfield sessions, not instead of them. Hours a season are approximate.





MATCHDAYS

REAL MATCHES, EVERY WEEK

Training alone is not enough. From U9 up, every band plays a weekend match or football block each week of the season.

01 ORGANIZED COMPETITIVE FOOTBALL

Organised football against other clubs, with referees.

02 ELEVEN-A-SIDE FROM U15

Small-sided formats for the younger bands, eleven-a-side from U15.

03 TRANSPORT ARRANGED

For away fixtures the team travels together.

04 THE YOUNGEST PLAY TOO

Monthly Dribbling Festivals for U9 and below.

05 FIXTURES IN THE 360 PLAYER APP

Match details and results shared through the parent app.

WHAT IS INCLUDED

WHAT YOUR CHILD GETS

Everything below is part of the season fee.



01
THE KIT PACKAGE
Two full match kits, home and away with socks, plus two training kits of shorts and t-shirt.

02
LEAGUE REGISTRATION
We register every team and handle the fixtures and paperwork.

03
MATCHDAY TRANSPORT
Arranged for away fixtures, so the team travels together.

04
TWO REPORTS A SEASON
Comprehensive mid-season and end-of-season player evaluations.

05
A PARENT APP
Schedules, match details, reports and payments in one place.

06
PERSONALISED & POSITIONAL COACHING
Specific coaching including specialist goalkeeper training, alongside role-specific work from U15 onwards to master every zone on the pitch.

ON DEMAND — Optional extras available at extra cost: midlayer, long pants, backpack and rain jacket.

INVISIBLE TRAINING

The work around the session that turns a talented child into an athlete.

- Nutrition guidance for training and matchdays
- Strength and conditioning for the age band
- Career pathways workshops
- Structured recovery and stretching routines
- Mental health workshops
- Rest, sleep and load guidance for parents

TECHNOLOGY AND PERFORMANCE

ATHLETE HIGH PERFORMANCE AND CAREER DEVELOPMENT

Turning every session into video, data and a decision about what to work on next.

HUDL	U13+	1:1
PROFESSIONAL CAMERAS	RECORDED MATCHES AND SESSIONS	INDIVIDUAL CAREER GUIDANCE

PROFESSIONAL MATCH RECORDING

Several matches and training sessions are recorded with HUDL professional cameras for U13 and above, with occasional recordings for the younger bands.

PERFORMANCE AND TACTICAL WORKSHOPS

Video analysis sessions, elite performance workshops and individualised career guidance, delivered by the technical staff.

NEW HERA AGENCY EXPOSURE

A direct pathway connection to New Hera Agency, with a proven track record representing players such as Kibet, Valerie Nekesa, Jerome Hera, Derron and David Stober.

WYSCOUT PLATFORM EXPOSURE

Match footage and performance data on Hudl Wyscout, the scouting platform used by professional clubs and agents worldwide, so a player can be seen far beyond Nairobi.



SAFEGUARDING

YOUR CHILD'S SAFETY COMES FIRST

What is in place before the first session, for every child, all season.

01 A WRITTEN CHILD SAFEGUARDING POLICY

Our Child Safeguarding Policy for Sports Activities sets the rules for every session and trip.

02 SAFEGUARDING-CERTIFIED COACHES

Coaches hold FIFA safeguarding certification and first-aid training.

03 POLICE CLEARANCE FOR ALL STAFF

Every member of staff holds a Certificate of Good Conduct before working with children.

04 A NAMED SAFEGUARDING OFFICER

One person is responsible for child welfare. You meet them at enrolment.

05 YOUR CONSENT FOR PHOTOS AND VIDEO

We ask for your consent before we use any image of your child.



REPORTS AND EVALUATION

TWO COMPREHENSIVE REPORTS A SEASON

One mid-season and one at the end of the season.
Real evaluation, not a score sheet.

PURPOSE-BUILT REPORTS

Each report is a portable player dossier, designed to be used for future applications to international scholarships, residential year programmes and professional club trials.

POTENTIALITY-FOCUSED

Detailed evaluation of technical, tactical, physical and psychological growth, giving coaches realistic timeframes to monitor genuine progression rather than a single snapshot.

SELF-ACCOUNTABILITY

Reports are read with the player, so the next step belongs to them. Everything lives in the parent app, alongside schedules and payments.

2
REPORTS A SEASON

4
AREAS EVALUATED

"Every evaluation is a roadmap for your development. Trust the process, learn from every performance, and focus on continuous improvement to reach the next level."

THE PATHWAY

WHERE IT CAN LEAD

The academy is a step on a route, not the end of one. Our network reaches Europe, the United States and Latin America.



STEP 1

SCHOOL PROGRAMME

Our after-school programmes are the entry point. Players who stand out are invited to trial.

STEP 2

NEW HERA ACADEMY

Three sessions a week, real matches, one methodology, two full reports a season.

STEP 3

INTERNATIONAL CAMPS

Camps and clinics in Nairobi with coaches and scouts from European clubs, as in 2026.

STEP 4

TRIALS AND SCHOLARSHIPS

A possible next step for selected players, through our partner network abroad.

INDIVIDUAL CAREER ADVISORY

Personalised career mapping and tailored support for players who need it, across their personal, academic and sporting goals.

PATHWAY NETWORK

Residential full-year programmes, University and football programmes, USA collegiate scholarships, professional trials and All-Star team selections.

A PROMISE WE CAN KEEP

Placement is never guaranteed and we never sell it that way. What we do promise is that a player who reaches the standard has a route in front of them, and someone to walk it with.

POWERED BY WYSCOUT AND HUDL

THE NEW HERA PERFORMANCE ECOSYSTEM

Professional football technology supporting every stage of player development.



CAPTURE

HUDL FOCUS FLEX

ANALYSE

HUDL WYSCOUT

MEASURE

HUDL TITAN GPS

CONNECT

WYSCOUT AND HUDL PLATFORMS

EVIDENCE-BASED DEVELOPMENT

YOUR DEVELOPMENT, DOCUMENTED

A player journey built on evidence, just like professional footballers.



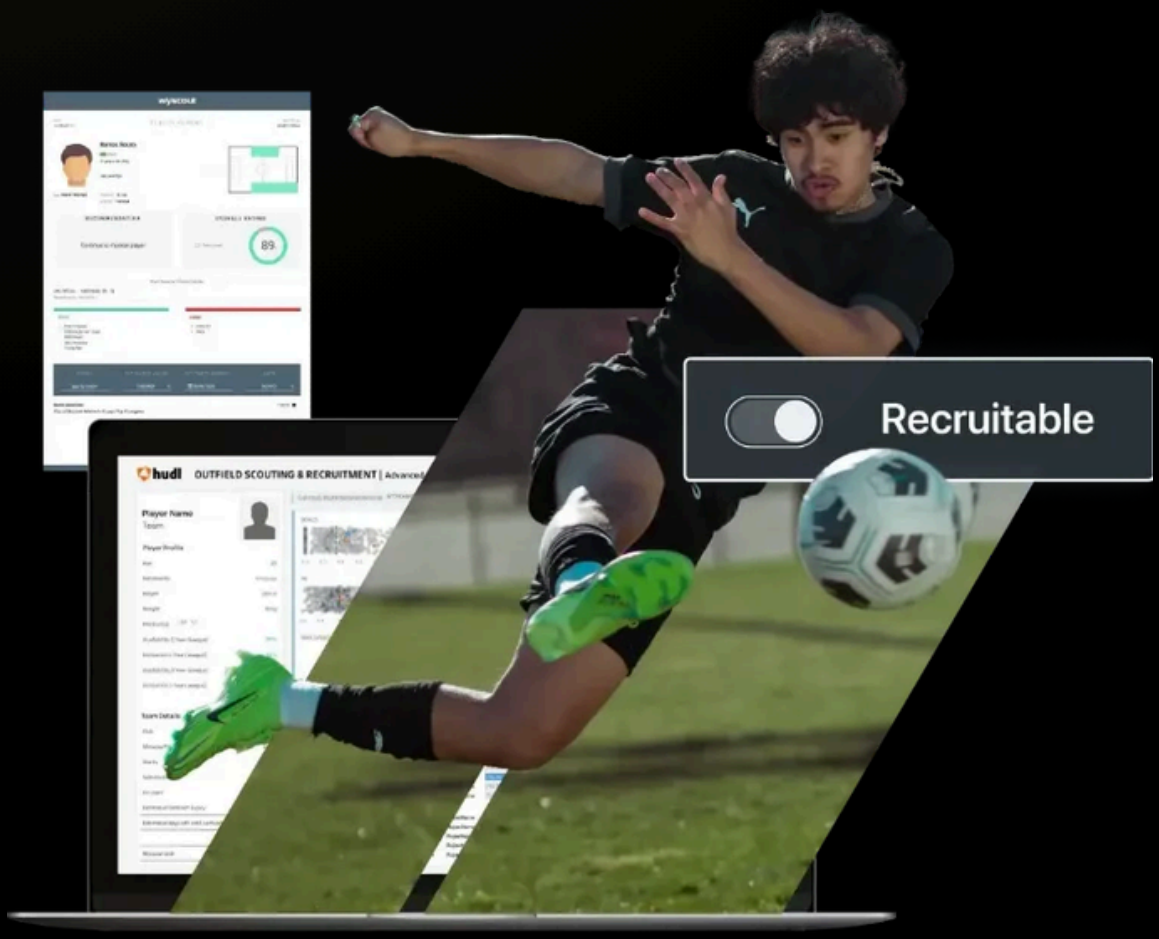
- ✓ PHYSICAL PROGRESS MEASURED
- ✓ DEVELOPMENT DOCUMENTED
- ✓ OPPORTUNITIES SUPPORTED WITH EVIDENCE
- ✓ EVERY PERFORMANCE ANALYSED
- ✓ INDIVIDUAL FEEDBACK DELIVERED

At New Hera International Football Academy, we measure development by combining expert coaching, video analysis, scouting intelligence and physical performance data to build a clearer picture of every player's progress.

BEYOND THE ACADEMY

NEW HERA AGENCY × WYSCOUT EXPOSURE

A direct pathway to New Hera Agency, strengthened by its partnership with Wyscout, giving eligible players access to professional representation and a global scouting platform supported by professional video, analysis and player data.



01

PROFESSIONAL REPRESENTATION

A direct pathway to New Hera Agency for eligible players.

02

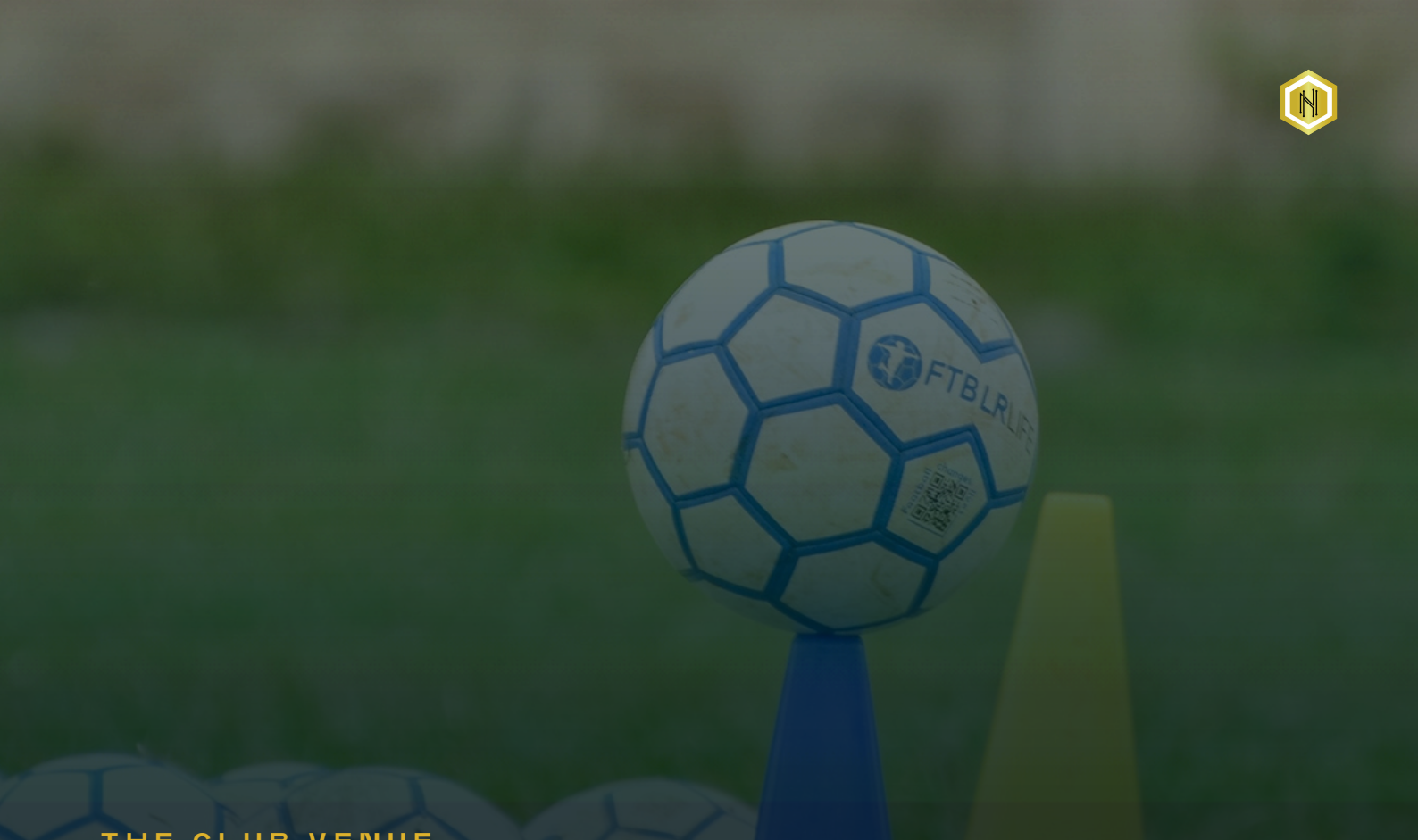
GLOBAL SCOUTING PLATFORM

Player visibility on Wyscout, the scouting platform used by professional clubs.

03

VIDEO, ANALYSIS AND DATA

Every profile supported by professional footage, analysis and player data.



THE CLUB VENUE

KAREN, NAIROBI

A pristine eleven-a-side natural grass pitch inside a secured compound. The exact location is shared with trial-registered players.

ELEVEN-A-SIDE, NATURAL GRASS

A full-sized natural grass pitch, kept at pristine standards all season.

SECURED COMPOUND

Controlled access, with a dedicated parking area for families on training days and matchdays.

SPECIALISED GEAR

Different goal sizes and official ball sizes, matched to each age band.

AN IDEAL SURFACE

The right pitch, the right format and the right ball create a genuine high-performance environment.

LOCATION Karen, Nairobi, Kenya — exact address shared with trial-registered players

SCHOOL AND FOOTBALL

DUAL CAREER BALANCE

> *"A top athlete should manage excellence in both academics and sports, and New Hera will make sure it works hand in hand with the family."*

TRACK	SUPPORT	100%
GRADE REPORTS SHARED WITH US	ACADEMY FOLLOW-UP	FAMILY ALIGNMENT

ACADEMIC MONITORING

Low school grades must be reported to the Academy Manager, so we can align our support and keep academic performance a priority.

PARENTAL PARTNERSHIP

Active parent involvement correlates directly with better athletic and personal success. Coaches, managers and parents work as one team.

SCIENCE-BACKED

Studies show that regular, structured physical activity enhances focus, cognitive retention and stress management during exam periods.



CORE VALUES

WHAT WE BUILD IN A PLAYER

Football is the subject. Character is the outcome.

01
CHARACTER BUILDING
How a player behaves when the game is not going their way.

02
DISCIPLINE
On time, prepared, every session. It is the first thing we evaluate.

03
HUMILITY
Respect for team-mates, opponents, referees and staff.

04
RESILIENCE
Learning from mistakes and coming back the following week.

05
LEADERSHIP
Taking responsibility for the group, on and off the pitch.

COMMUNITY COMMITMENT

Regular CSR activities involving academy players alongside local community entities, from equipment drives to coaching clinics in under-served clubs.

"We are here to be a positive, active part of the Kenyan football ecosystem."



GLOBAL EXPOSURE

INTERNATIONAL ELITE EXPERIENCES AND CAMPS

Europe comes to Nairobi twice a year, and our teams travel out at least once.

2

ELITE CAMPS A YEAR

Held in Kenya, with coaches and scouts from first and second division European clubs.

20%

MEMBER DISCOUNT

Off for registered academy players who book and pay three months in advance.



TOURNAMENT EXPOSURE

A minimum of one international tournament per year, plus individual tournament placements available through our global partner clubs.

SEEN BY THE RIGHT PEOPLE

Camps are staffed by visiting European coaches and scouts, so players are watched by people who select for a living.

KEY PARTNERS

WHO WE WORK WITH

Brands, clubs and institutions that make the programme, the camps and the pathway possible.



CLUBS

European partner clubs for camps, trials and placements.

BRANDS

Kit, equipment and technology partners for the season.

INSTITUTIONS

Schools, federations and universities across our network.

OPTIONAL ADD-ON

ABROAD PREPARATION PACKAGE

For the player who has a trial, a scholarship or a residential year in front of them. Built individually, on top of the season programme.

01 ONE-TO-ONE PITCH SESSIONS

Dedicated individual training, focused on the profile the destination club is looking for.

02 BIOLOGICAL AND PHYSICAL PROFILING

Personalised testing, so the player travels with real physical data.

03 CUSTOM CAREER ADVISORY

A tailored pathway strategy, agreed with the player and the family.

04 LANGUAGE AND CULTURAL ADAPTATION

Online language lessons and cultural preparation before departure.

05 PERSONALIZED VIDEO REPORT & TACTICAL ACTION PLAN (BY FOREFRONT TECHNICAL TEAM & NEW HERA SPANISH TECHNICAL DIRECTOR)

Give your player access to the exact video analysis and strategic development framework used by professional players at the highest levels of football. In collaboration with Forefront Football—founded by former FC Barcelona and La Masia technical leads—and New Hera's Spanish Technical Director, this high-performance add-on transforms raw match footage into a elite-level growth road map. Same for Goal Keepers.

Priced individually and quoted on request. Ask the Academy Manager for a plan for your child.

TESTIMONIALS

IN THEIR OWN WORDS

Parents and players on a season with New Hera.



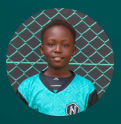
"As a parent, what stands out is the professionalism of the entire NHI team. I would highly recommend New Hera Interconnection to families looking for a professional, dedicated and athlete-centred organisation to support their child's development and future in professional sports."

JOSIE W. MUNENE PARENT



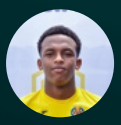
REBECCA
JAMES' (PLAYER) MOTHER

"What I have really appreciated about Martí, Zellic and the New Hera team is how personally invested they are in each player's long-term development. There are clear KPIs and a genuinely personalised approach, with regular communication and guidance that makes the development journey feel structured and purposeful."



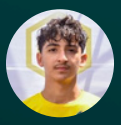
SAMORI
PLAYER · AFTER SCHOOL PROGRAM LIGHT U13

"New Hera helps me improve as a player and supports me both on and off the pitch. They care about helping young players improve and reach their goals. And the support and guidance they give me has really stood out."



SAMUEL LOKEK MONYES
NEW HERA X VILLARREAL CF CAMP

"This training has really helped me with my first touch. My communication has gotten a lot better and a lot has really changed through this camp."



SEKER ABDULLAHI
NEW HERA X VILLARREAL CF CAMP

"I feel like my biggest lesson is me finding my weak spots in such an environment, and Villarreal Camp is the exact place for this."



GODFREY MAMBO
PARENT

"I would say overall it's been a good experience. We commend Martí and the team for putting this together. Also very good organisation and clear communication. We knew what to expect and it's been good."



ABRAHAM OMAR
NEW HERA X FC ANDORRA CAMP

"The teammates are supportive, we push each other, we are always there for each other. The coaches are very supportive: even when you make a mistake, they are always there to correct you and never put your head down."

FEES

SEASON 2026–27

One fee for the whole 35-week season.
Pay in full, or in three equal instalments.

BAND	PER SEASON	PER INSTALMENT	HOURS
U7	**KES 312,000**	KES 104,000	105
U9	**KES 321,000**	KES 107,000	123
U11	**KES 339,000**	KES 113,000	158
U13 · U15 U17 · U19	**KES 372,000**	KES 124,000	228
U5 Saturday	**KES 39,000**	KES 13,000	35

INSTALMENTS DUE 7 November 2026 · 19 December 2026 · 3 April 2027

Fees are in Kenyan shillings. The U5 Saturday group is a separate one-hour programme, not academy tuition. Each instalment is one third of the season fee. The extra technification day for U15 to U19, the optional kit extras and the abroad preparation package are quoted separately.



DISCOUNTS AND PAYMENT

TWO WAYS TO PAY LESS

Both discounts are 10% of the season fee. They can be combined.

10%

EARLY BIRD

Off when the full season fee is paid by the 7th of November 2026.

10%

SIBLING

Off for the second and every later child of the same family.

BAND	SEASON FEE	ONE DISCOUNT	BOTH
U7	KES 312,000	KES 280,800	**KES 252,720**
U9	KES 321,000	KES 288,900	**KES 260,010**
U11	KES 339,000	KES 305,100	**KES 274,590**
U13 to U19	KES 372,000	KES 334,800	**KES 301,320**

Per season. The U5 Saturday group has no discounts.

20% Off our international camps for registered academy players who book and pay three months in advance.

HOW TO PAY In full or in three instalments · Bank transfer · M-Pesa · Visa or Mastercard

HOW TO ENROL

FOUR STEPS TO THE FIRST SESSION

Entry is by trial and selection is merit-based.
Places are limited to keep the groups competitive.

SCAN TO REGISTER

01
REGISTER
Complete the interest form: click here or scan the QR code on this page.

02
TRIAL
We invite your child to a trial session with the band for their age.

03
OFFER
We confirm a place, the band, the squad and the weekly schedule.

04
ENROL AND PAY
Pay in full or in three instalments. Early bird until 7th of November 2026.

WHAT WE LOOK FOR AT THE TRIAL
Attitude, work ethic, coachability, performance and physical condition. Training attendance and behaviour then decide squad structure through the season.



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NEW HERA
INTERCONNECTION

YOUR FOOTBALL DREAM STORY STARTS HERE

WE LOOK FORWARD TO MEETING YOUR CHILD.

Ask us anything today, or get in touch when you have talked it over at home.

WHATSAPP WEB

CONTACT US

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