

## Youth football academies

# A trusted player-development record.

Trust The Process gives academies a trusted development record: goals, session evidence, coach-reviewed feedback, player reflection, IDP prep and family-safe updates. It is built for academies that want parents to see the process without creating rankings, comparison tables or private adult-child messaging.

| Goals        | Evidence             | Feedback       | Reflection   | IDP              | Confidence       |
|--------------|----------------------|----------------|--------------|------------------|------------------|
| Agreed focus | Sessions and matches | Coach-reviewed | Player voice | Review decisions | Family-safe view |

### The loop parents can trust

- Set clear development goals for each player.
- Capture attendance, match evidence and coach notes as the week happens.
- Release family-safe feedback only after coach review.
- Use the record to prepare IDP conversations and term summaries.

### Why academies care

- Parent confidence moves from promise to evidence.
- Managers see setup gaps, thin feedback and overdue reviews sooner.
- Coaches keep ownership of the final wording.
- The player record builds over time instead of disappearing into chat history.

### For coaches

- Tonight workspace for registers, match sheets and session close-out.
- AI Coach Note Assist turns rough notes or dictation into a suggested parent-safe draft.
- The coach reviews, edits and releases. AI never writes directly to the record.

### For managers

- Command centre for setup, access, IDP reviews and season readiness.
- Academy setup for squads, coaches, competitions, award types, age groups and kit identity.
- CSV onboarding supports squads, coaches, players, fixtures, competitions and goals.

### For families and players

- Own-child-only development view, never a squad comparison.
- No-install family answer link for a concise weekly update when sign-in is not needed.
- Player view supports goals, reflection, progress timeline and IDP preparation.

### Safeguarding by design

No child rankings. No peer comparisons. No ability or potential scores. No public child profiles. No adult-child private messaging. Family surfaces stay own-child-only. Consent gates media.

### Pilot approach

Guided setup first: load a small academy structure, test with synthetic or approved data, rehearse the coach-to-family development loop, then invite families only when the academy is ready.

### Design-partner academy pilot

For paid youth football academies that want to show development more clearly to parents. We set up the first structure with you, train the initial coaches and use the pilot to prove whether the record genuinely helps families trust the process.

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Built in Singapore for youth football academies.

Current as of 31 Aug 2026. WhatsApp delivery automation, broader manager AI and self-serve onboarding are roadmap items, not claims in this flyer.