



# SUMMIT FOOTBALL ACADEMY



**ELITE COACHING**  
**Arena Hua Hin**



[www.SummitFootballAcademy.com](http://www.SummitFootballAcademy.com)



[SummitFootballAcademyHuaHin](https://www.facebook.com/SummitFootballAcademyHuaHin)



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## Welcome to **SUMMIT FOOTBALL ACADEMY**



**RYAN REECE**  
CEO P.O.I GROUP

Welcome to SFI Academy, where world-class facilities, professional coaching, and a deep commitment to each child's growth come together to create an elite football experience. Based at Arena Hua Hin, our players have full access to **every part of the facility**—*football pitch 1, swimming pool, tennis courts, sports hall, fitness centre, and dedicated classroom*—all integrated into a program designed to develop the complete athlete.



**Dennis Buschening**  
Academy Co-Owner

Our approach goes beyond technical skill. We focus on tactical understanding, physical development, and psychological growth, delivered with patience, compassion, and high standards. With guidance from UEFA-licensed coaches and experienced pros, players are taught to truly understand the game while growing in confidence and character.

We invite you to view the sample itinerary at the bottom of this PDF to see how our environment is designed to help your child train, learn, and thrive.

*Welcome to SFI Academy—where potential becomes excellence.*  
-Coach Reece



# ABOUT THE ACADEMY

## → History and Background

With over 20 years of experience in professional football across Europe and Asia, The POI Group has successfully helped over 100 players secure professional contracts. Now, we are expanding our mission to prepare athletes for scholarships in the USA and Canada, as well as professional careers.

Summit Football Academy (SFA) goes beyond traditional after-school programs, offering expert coaching and a structured pathway for serious student-athletes. Unlike academies that merely provide supervised play, we deliver high-level training, mentorship, and opportunities that truly develop players. Our focus is on guiding dedicated athletes and their families toward scholarships and professional success.

## → Core values and Philosophy

Summit Football Academy (SFA) employs a methodology that combines advanced coaching with thorough player development. We focus on key areas such as tactical understanding, mental resilience, and technical and physical skills in football. Our training methods make learning enjoyable while promoting improvement on and off the pitch. We prioritize working closely with families to provide support, aiming to create opportunities that empower our players to excel in both football and their character.

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# IMPORTANT DATES



2025

2026

<div>Mar 29</div> <div></div> <div>1st Trial Date</div>	<div>Apr</div> <div></div> <div>5,12,19,26 Trial Dates</div>	<div>May 19</div> <div></div> <div>Academy Opens</div>	<div>Sept 3-5</div> <div>WFS</div> <div>World Football Summit (HK)</div>	<div>Oct 19-25</div> <div></div> <div>Japan Football Camp</div>	<div>JUN 10-24</div> <div></div> <div>WORLD CUP CANADA</div>	<div>OCT 18-24</div> <div></div> <div>Germany Football Camp</div>
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# POI GROUP PORTFOLIO



## → Asia Football Institute

The Summit Football Institute (SFI) offers ages 14-18 elite coaching, Canadian OSSD Education, and pathways to sustainable professional careers or NCAA scholarships.

## → Asia Football Showcase

A professional trial program for players aged 16-29 to showcase their talents between 1-3 weeks in front of scouts, coaches, and agents aiming for professional contract.

## → AFS Residential

The program, spanning 3-12 months, caters to players aged 18-24 and stands as the premier football development endeavor centrally in Thailand.

## → AFS Elite Cup

The Summit Football Institute (SFI) excels in nurturing football talent and academics in Asia, offering elite coaching, Ontario diplomas, and scholarship pathways.

## → AFS Agency

AFS and Premier Sports Agency are actively seeking players for opportunities in Asia to provide excellent deals.

## → World Football Summit

The Summit Football Institute (SFI) excels in nurturing football talent and academics in Asia, offering elite coaching, Ontario diplomas, and scholarship pathways.

# COACHING STAFF



**RYAN REECE**  
CEO P.O.I GROUP

**RYAN REECE**, Team Manager  
Tactical Planning | Tournaments | Team Philosophy Coach

Ryan Reece is the CEO of the POI Group, which oversees projects like the Asia Football Showcase and Residential Program, Summit Football Institute, AFS Junior Cup, AFS Pro Player Agency, A former professional player with over 20 years in the football industry, Ryan has helped more than 130 players sign pro deals and secured NCAA scholarships for athletes heading to the U.S. Based in Thailand for 15 years, he is committed to developing the next generation of talent and is working with the Thai FA to host the World Football Summit in 2026.



**Dennis Buschening**  
Academy Co-Owner

**DENNIS BUSCHENING**, HEAD COACH  
Players | Agreements | Strategic Planning

Dennis is a former Top Level professional footballer with Thai-German heritage who brings valuable international playing experience to his coaching, having competed in top leagues across Thailand and abroad; his deep understanding of the game, combined with his passion for youth development, makes him an influential mentor for aspiring players.

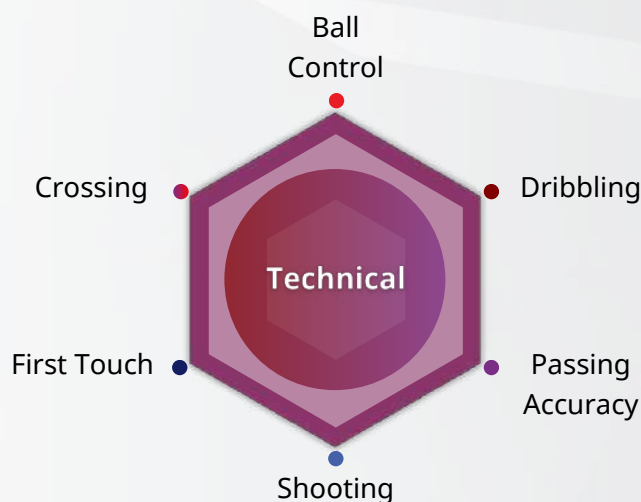
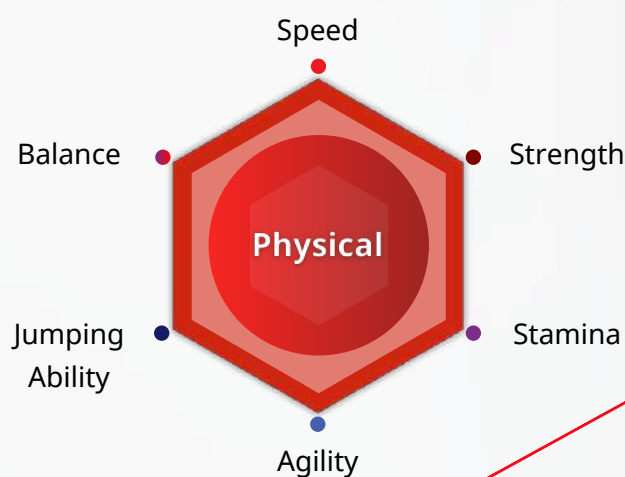




# DEVELOPMENT PATHWAY

## Physical

Our program keeps kids active, strong, and injury-free using bodyweight exercises for safe resistance training. Through fun games and repetition, we help develop their strength, coordination, and muscle memory—building fitness skills while they play and have fun!



## Technical

Even if kids think they already know the basics, our high-level coaching helps them and refine their skills to meet our standards. We focus on polishing their technique, building new strengths, and ensuring they're always improving!



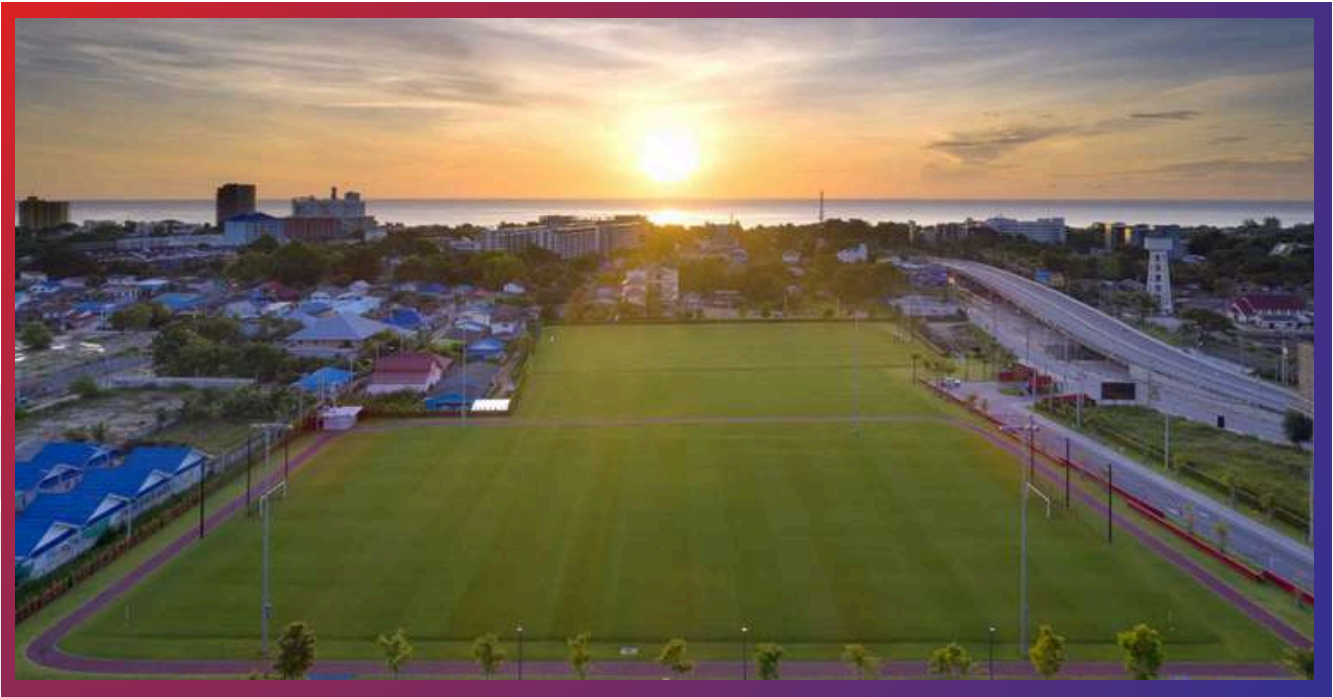
# Tactical

We teach kids to think strategically on the field and in the classroom, focusing on positioning, teamwork, and reading the game from experience professionals, our high-level coaching sharpens their tactical awareness, helping them make smarter decisions during play.



# Psychological

Football requires mental toughness, so we build confidence, focus, and resilience in every player. Through supportive yet challenging environments, kids learn how to handle pressure, bounce back from setbacks, and maintain a winning mindset both on and off the field.



# FACILITIES

SFA is based at the Main Arena Hua Hin Main Pitch, where we have access to top-tier facilities that we intend to incorporate into our program. This includes a fitness center, sports hall, conference rooms for theory sessions, and a swimming pool to enhance player development. Additionally, we will utilize indoor futsal courts, changing rooms, toilets, and other key amenities, ensuring a well-rounded training environment both on and off the field.



# TRAINING SCHEDULES

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8:00-9:30						
9:30-11:00						
12:00-13:30						
15:00-16:30						10-16 yrs Theory/Game
16:00-17:30	10-13 yrs Training	10-13 yrs Training	10-13 yrs Training	10-13 yrs Training	10-13 yrs Training	
17:30-19:00	13-16 yrs Training	13-16 yrs Training	13-16 yrs Training	13-16 yrs Training	13-16 yrs Training	

## Training

SFA will focus training on 11-a-side football, placing players in age brackets initially, then SFA will place players based on merit and weight classing. Additionally, A team and B team selections will have a unified tactical understanding.

# TRIAL DAY EXPECTATIONS



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**R2**

**2**

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**S2**

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B B B

**T2**

**2**

**2**

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B B

**U2**

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B B

**V2**

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B BB B



# FOOTBALL PATHWAYS

## NCAA Scholarships



## Summit Football Institute



## Masterclass Sessions



Summit Football Academy offers players key pathways to advance their football careers, providing exposure to valuable opportunities in the football world.

## Club Trials



## Asia Football Showcase



## World cup Experience



## Summit Football Academy Calendar

### FEBRUARY 2025 02

S	M	T	W	T	F	S
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2	3	4	5	6	7	8
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23	24	25	26	27	28	

### MAY 2025 05

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25	26	27	28	29	30	31

### AUGUST 2025 08

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### NOVEMBER 2025 11

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### MARCH 2025 03

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### JUNE 2025 06

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29	30					

### SEPTEMBER 2025 09

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28	29	30				

### DECEMBER 2025 12

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### APRIL 2025 04

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### JULY 2025 07

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### OCTOBER 2025 10

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### JANUARY 2026 01

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#### NOTES

Weekly Schedule  
Monday-Friday: Training / Theory  
Saturday: Theory/Football

■ SFI First and Last Day

■ Japan Matches Tour

■ AFS Showcases

■ Breaks

■ Turkey Matches Camp

■ SFA First and Last Day

■ Theory Days

■ Futsal Tournament Hua Hin

■ World Football Summit  
Hong Kong

# Summit Football Academy Calendar

# 2026 SFA CALENDAR

## FEBRUARY 2026 02

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## MARCH 2026 03

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## APRIL 2026 04

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## MAY 2026 05

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## JUNE 2026 06

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## JULY 2026 07

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## AUGUST 2026 08

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## SEPTEMBER 2026 09

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## OCTOBER 2026 10

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## NOVEMBER 2026 11

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## DECEMBER 2026 12

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## JANUARY 2027 01

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30	31					

### NOTES

Weekly Schedule: Tuesday - Saturday Training/Theory  
Saturday: Match / Theory  
Sunday- Rest

### Special Dates:

2026 April - World Football Summit Thailand  
2026 June - World Cup Canada

- Breaks
- SFA First and Last Day

- USA Scouting NCAA Bangkok
- Germany Matches Camp
- World Football Summit Thailand
- Program First and Last Day
- Futsal Tournament Hua Hin
- AFS Showcases
- FIFA World Cup Camp



# FULL SET

## START UP PACKAGE



Size	Chest	Length
S	38	26
M	40	27
L	42	28



Size	Chest	Length
S	28"-30"	26
M	30"-32"	27
L	32"-34"	28

Size	Chest	Length
S	36	26
M	38	27
L	40	28

Size	Waist	Length
S	28"-30"	17"
M	30"-32"	18"
XL	32"-34"	19"



Size
1 SIZE FITS ALL



# SFA FEES

Age Group	Duration	Price	No of sessions
10-16 years	5 Months May 20 - Oct 21	40,000	100-110

*Pro Rata & Half Payment Options are Available.*

## ADDITIONAL FEES

Price		
Pro Video	15,500 Baht	5 Months
GPS	7,700 Baht	5 Months
2 Training Kits	2,000 Baht	Standard Training Kits
Full Kit Package	10,500 Baht	Full Set Inclusions

*Payment methods are diverse, offering options like wire transfers, online credit card or thai bank payments, or on-campus payments, though adherence to deadlines is paramount to avoid late fees.*

*Please note: Health insurance coverage for students is limited to emergencies and authorized activities, with students encouraged to secure personal health insurance.*

### Thai Payment Method

The P.O.I Group Company Limited  
SCB (Siam Commercial Bank)  
9272666319

### Intl. Payment Method

**Company:** The P.O.I. Group co., LTD  
**Bank:** SIAM COMMERCIAL BANK PCL.  
**Acc:** 9272666319  
**Swift:** SICOTHBK  
**Address:** Market Village, 234/1  
Petchakasem Rd., Hua Hin City,  
Prachuap Khiri Khan, Thailand

# ENROLLMENT PROCESS

## SIGN UP FOR TRIAL



On the SFA website, input your username and password to access your account dashboard.

# 1

# 2

## TRIAL DAY VERDICT

Register for a trial on our website, select a date, and have your child complete 4-7 physical and technical tests to assess eligibility for our academy.



## PAYMENT

# 3

You can complete payment on our website. Alternatively, upload the wire transfer slip for payment.



## START ELITE TRAINING

After completing your payment, you can easily start training according to our schedule.



# Q&A

NO	QUESTIONS	ANSWERS
1	What is the Summit Football Academy (SFA)?	SFA is a premier program offering elite football training preparing for the future professional football players.
2	What age groups does SFA cater to?	SFA welcomes student athletes aged 10 to 16.
3	What sets SFA apart from other football programs?	SFA offers a holistic approach by offering student athletes, the opportunity to train professional level with a qualified and experienced coach.
4	Are there opportunities for exposure to pro-football club scouts?	Yes, POI Group has connection with professional club scouts.
5	What are the qualifications of the coaching staff?	Our coaches have extensive experience in collegiate and professional football, ensuring top-tier training for athletes.
6	Is SFA only for elite players?	SFA welcomes athletes of all skill levels who are dedicated to improving their game and academics. They must pass an entrance test, which can be done during trial days.
7	Is financial aid available for the program?	Yes, SFA offers academic financial aid opportunities based on need and merit.
8	How can parents stay involved in their child's journey at SFA?	Parents receive regular updates on their child's progress and are encouraged to attend games and events.
9	What safety measures does SFA have in place?	SFA prioritizes the safety and well-being of all athletes, with trained staff and proper facilities.
10	How can my child apply to SFA?	Applications can be submitted online, and prospective athletes may undergo a trial or evaluation process.
11	What happens after completing the SFA program?	Athletes may improve in football follow the development pathway of SFA, and possibly lead to becoming a professional football player.
12	Can my child visit SFA before committing?	Yes, prospective athletes and their families are welcome to visit SFA facilities and meet with staff.
13	Are there opportunities for international students at SFA?	Yes, SFA welcomes international student athletes and provides support for visa applications and accommodations.

# SFI

## ELITE FOOTBALL PROGRAM

### Sample itinerary

**4-Week Program | Ages :** 10–13 | 13–16 | 16+

**Tuesday – Friday :** 4:00 PM – 6:00 PM

**Saturday :** 8:00 AM (some weeks 4:30 PM)



A complete player development experience, combining elite football training with world-class facilities to create intelligent, physically dominant, and tactically aware footballers.

#### SAMPLE 4-WEEK ELITE ITINERARY



#### WEEK

## 01

### INDIVIDUAL TECHNICAL MASTERY & GAME INTELLIGENCE

Focus: First touch, close control, passing, 1v1 domination, spatial awareness

#### Tuesday (Football Fields) – Ball Mastery & Individual Technique

- First-touch development & close control drills
- 1v1, 2v2 attacking & defensive duels
- Small-sided possession-based games

#### Wednesday (Football Fields) – Passing & Positional Play

- Short, mid, and long-range passing precision
- Combination play in tight spaces
- Understanding movement off the ball

#### Thursday (Futsal Hall) – Tight-Space Play & Quick Decision-Making

- Futsal training for ball control under pressure
- Fast-paced possession games
- Quick transition drills for rapid decision-making

#### Friday (Football Fields) – Tactical Awareness & Match Play

- Breaking defensive lines with intelligent passing
- Small-sided tactical games
- Match-play scenarios with in-game coaching

#### Saturday (8:00 AM | Meeting Room + Football Field) –

Tactical Video Analysis & Controlled Scrimmage

- Video breakdown of professional playstyles
- Real-time game strategy discussions
- Position-specific feedback in a controlled match environment





# SFI

## ELITE FOOTBALL PROGRAM

### Sample itinerary

WEEK

02

### TACTICAL DEVELOPMENT & HIGH-PRESSURE PLAY

Focus: Pressing, defensive positioning, transitions, structured build-up play

#### Tuesday (Football Field A) – Tactical Pressing & Defensive Shape

- Understanding pressing triggers & team compactness
- 1v1, 2v2, 3v3 defensive duels
- Positioning work in game scenarios

#### Wednesday (Football Fields) – Game Situational Training

- Playing against different defensive structures
- Quick attacking transitions & counter-pressing
- Small-sided matches with real-time feedback

#### Thursday (Swimming Facilities) – Recovery & Stamina Training

- Hydrotherapy for muscle recovery & injury prevention
- Endurance-building swim circuits
- Low-impact movement exercises

#### Friday (Football Fields) – Attacking Play & Final Third Execution

- Combination play in and around the box
- 1-touch finishing drills
- Game-speed attacking patterns

#### Saturday (4:30 PM | Full-Game Simulation & Mental Toughness Training)

- Players apply tactical lessons in a real match setting
- Coaches focus on live tactical corrections & mindset coaching



# SFI

## ELITE FOOTBALL PROGRAM

### Sample itinerary

WEEK

03

### STRENGTH, POWER, AND MATCH FITNESS

Focus: Speed, endurance, agility, mental resilience in tough situations

#### Tuesday (Football Fields) – Explosive Power & Agility Training

- Short burst sprint work
- Reaction drills to improve decision-making speed
- Tactical game play under fatigue

#### Wednesday (Meeting Room + Football Fields) – Tactical Game Understanding

- Players learn real football IQ through deep tactical sessions
- Breaking down positional play & movement patterns
- Applying new tactics in live training

#### Thursday (Tennis Courts) – Footwork & Coordination Development

- Agility-focused tennis drills to enhance footwork
- Reaction-based movement training
- Short court games to improve decision-making under pressure

#### Friday (Football Fields) – Match Scenarios & Set-Piece Mastery

- Practicing attacking & defensive set-pieces
- Position-based tactical execution
- Competitive matches with coaching adjustments

#### Saturday (8:00 AM | Competitive Matches & Pro Analysis)

- Full-game simulation with position-specific corrections
- Live analysis of decision-making under pressure





# SFI ELITE FOOTBALL PROGRAM

## Sample itinerary

WEEK

04

### APPLYING EVERYTHING UNDER ELITE CONDITIONS

Focus: Bringing together technical, tactical, and physical elements in match play



#### Tuesday (Football Fields) – Final Tactical Tune-Up & Positional Adjustments

- Players work within their position to fine-tune their responsibilities
- Building attacking & defensive chemistry

#### Wednesday (Futsal Hall) – Small-Sided Matches for Quick Play Development

- Fast-paced Futsal games to sharpen reaction speed
- High-pressure scenarios to test decision-making

#### Thursday (Fitness Area) – Strength & Injury Prevention

- Functional strength training for injury resistance
- Core stability & balance drills for improved control

#### Friday (Football Fields) – Match-Intensity Tactical Training

- High-speed possession games
- Game intelligence drills with in-play coaching

#### Saturday (4:30 PM | High-Stakes Competitive Matches & Player Assessments)

- Players showcase everything they've learned in full-game situations
- Post-match breakdowns & individualized feedback sessions

WHY SFI ACADEMY IS NEXT-LEVEL

**Football-First Program** – 80%+ of training time is real match-based learning

**Strategic Use of Facilities** – Swimming, futsal, tennis, and fitness sessions are integrated only where beneficial

**UEFA-Licensed Coaching Staff** – Elite professionals teaching real football IQ

**Full Match-Intensity Training** – Every session is high-pressure, high-repetition, game-focused

**Elite Player Pathway** – Clear development plan leading to scholarships & professional opportunities

**This isn't just training** – this is the ultimate elite football experience.

Would you like any tweaks to focus more on specific skills or intensity levels for different age groups?



## *The Champion's Mindset*

Our main focus is to instill a winner's mentality in every player. We encourage them to embrace challenges, push through setbacks, and strive for continuous growth. A champion mindset is built on confidence, resilience, and the relentless drive to improve.

Success isn't just about winning matches—it's about the pursuit of excellence, the courage to take risks, and the determination to never settle. By fostering self-belief, persistence, and a growth-focused attitude, we prepare our players to excel both on the field and in life.

*Challenge, Confidence, and, Clarity*