



KEEN EYE ACADEMY

— ONLINE TRAINING PROGRAM

VIDEO ANALYST TRAINING

Your first step into soccer video analysis

Discover the role. Learn the method. Analyse a match from your own team, with the instructors alongside you.

06

MODULES

33

LESSONS

08

ASSIGNMENTS

07

QUIZZES

KEENEYEACADEMY.COM

SIX MODULES

Learn the method. Then use it on your own match.

An online program that teaches the work of a video analyst — how to observe, structure and present the game. No prerequisites. Participants don't only watch lessons: they analyse a real match from their own team, step by step.

01 INTRODUCTION

The role of the video analyst, and why analysis changes a team's week.

02 HOW TO READ THE GAME

Observing with a method: what to look for, and in what order.

03 HOW TO FILM THE GAME

Camera placement, framing, and the footage an analyst can actually use.

04 ADAPTING TO YOUR CONTEXT

Amateur or professional, youth or senior — the same method, resized.

05 BUILDING INTERACTIVE REPORTS

Turning observations into a document a coach can act on.

06 PRODUCING VIDEO REPORTS

iMovie, GoPro Player, Sportscode, Hudl Studio.

WHO IT'S FOR



HEAD COACHES AND ASSISTANTS

Read your own matches with a method.



ACADEMY AND TECHNICAL STAFF

A shared language across the club.



ASPIRING VIDEO ANALYSTS

A first immersion, no prerequisites.



PLAYERS AND YOUNG PEOPLE

A way into the game beyond playing.

WHO TEACHES

Two professionals from club and international football.



Lucas Massello-Heuzé



Malou Quignette

WITH YOU EVERY DAY

**We are both in the chat,
every single day.**

The program has its own locker room: a chat where you talk with the two of us and with the other participants, day after day. We answer your questions as they come, and every piece of work you hand in comes back with our own feedback — not a generic correction.

THE OFFER

Regular price

~~\$449~~

Launch offer

20% off

LAUNCH PRICE

\$359

One-time payment, in US dollars. Use code **KEENEYE20** at checkout.

START YOUR VIDEO ANALYSIS JOURNEY

Two lessons are open to read on the website, with no sign-up.

[VISIT THE WEBSITE](#)

keeneyeacademy.com