



National School of Sport

Institutional project and implementation proposal

Maintaining institution: INEES - Instituto Nacional do Esporte Educação e Saúde

Co-maintaining institution - Essentia Business

Support - Central de Eventos



Illustrative representation of the project · English

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1 summary presentation of the national school of sport

INEES - Instituto Nacional do Esporte Educação e Saúde, together with Essentia Business and Central de Eventos Esportivos, presents the "National School of Sport" project. This initiative emerges as a strategic response to the need to turn the legacy of major sporting events into tangible social benefits, using football and other sports as central tools for human development, social inclusion and the production of scientific knowledge in Brazil.

The project is structured as a multifunctional complex that brings together four fundamental pillars in an unprecedented way: education, sport, health and science. Its educational provision is planned to range from the School of Advanced Education (years 1º to 9º) to higher education through the College of Sport. In health, the Exercise Physiology Laboratory stands out: it will serve both to optimize athletes' performance and to prevent injuries and promote the well-being of the community and older adults.

The model's distinguishing feature is its integrated methodology, which places the family at the center of the process. The aim is to develop not only athletes but also critical thinkers equipped for the job market. Beyond participation in boys' and girls' football academies, the project focuses on including vulnerable young people, providing a solid academic foundation and opportunities for technical specialization that address the precarious employment conditions common in the sports sector.

From an institutional and financial perspective, the National School of Sport is proposed as a center of research excellence with the capacity to raise funds through incentive laws and innovation funding programs such as Finep/Proinfra, while also seeking sponsorship and support from the private sector, business leaders and civil society at large. Under the leadership of Professor Marcio Faria Correa, the project seeks to establish transparent, audited governance and become a national reference that combines science and social impact to secure a more dignified and prosperous future for new generations.

2 introduction to the founding institutions

2.1 INEES - Instituto Nacional do Esporte Educação e Saúde

INEES (Instituto Nacional do Esporte, Educação e Saúde), established in 2009 under the visionary leadership of Professor Marcio Faria Correa, serves as this alliance's pillar of social transformation and educational excellence. Beyond promoting physical activity, the institute uses sport-with boys' and girls' football playing a leading role-as a strategic catalyst for social inclusion and holistic human development. INEES fills a critical gap nationally by converting athletic potential into real opportunities for citizenship, ensuring that sport is an accessible right and a tool for changing lives in vulnerable communities.

The institute's methodology stands out for its vertical integration of knowledge, connecting literacy and primary education through to higher education and scientific research. By combining physical development with a solid academic education, INEES discovers talent while developing skilled professionals and critical citizens. This model directly addresses precarious employment in the sports job market, offering pathways out of vulnerability through advanced education and technical specialization, and ensuring real career prospects for young people both on and off the pitch.

Strengthening the family unit is at the heart of all INEES activities. The institute believes that social well-being is inseparable from family support, so its programs are designed to welcome and develop the student-athlete's social environment. With transparent governance and an unwavering commitment to innovation in health and education, INEES positions itself as a center of excellence that transforms Brazil's sporting legacy into lasting social assets, preparing today's generations for the challenges of a globalized world.

2.2 Essentia Business: Strategic Intelligence and Multidisciplinary Consulting

Essentia Business is a pioneering management consultancy specializing in intelligent, integrated solutions for organizations seeking operational excellence, financial sustainability and technical compliance. With efficiency and innovation at its core, the company acts as a strategic partner, turning complex challenges into opportunities for structured growth across diverse market sectors.

In Corporate Management, Essentia Business delivers a 360° view of the business. From developing detailed business plans to restructuring company management, the consultancy focuses on optimizing processes and developing Human Capital (Human Resources). Its expertise extends to occupational health and safety, ensuring that companies operate in full compliance with the Regulatory Standards (NRs), protecting every organization's greatest asset: its people.

One of Essentia Business's key strengths is its ability to Raise Funds and Make Projects Viable. The company has the expertise needed to navigate funding and investment mechanisms, turning ambitious ideas into financially sustainable realities. This capability is applied precisely in both Renewable Energy-where it supports the transition to clean, economical energy systems-and Sports Club Consulting, modernizing management and professionalizing departments for high performance.

2.3 Central de Eventos Esportivos

With a solid track record beginning in 1990, Central de Eventos Esportivos has established itself as a leading national reference in consulting and organizing events and performance programs. Under the visionary leadership of Professor Marcio Faria Correa, the institution goes beyond logistical organization, positioning itself as a center of intelligence applied to sport, health and well-being.

Our expertise stems from decades of work with a diverse portfolio including major private companies, social and professional clubs, federations and the academic sector. We offer a comprehensive solution ranging from planning high-level competitions to curating international workshops and congresses, always committed to raising the technical and scientific standards of sport in Brazil.

Central de Eventos's main distinguishing feature is its multidisciplinary team of specialists. We work at the forefront of Sports Medicine, Exercise Physiology, Nutrition and Sports Law, enabling us to deliver tailored projects that ensure not only event success but also the safety, performance and integrity of everyone involved. We believe that professional management is the only way to transform a passion for sport into sustainable results and memorable experiences.

3 technical and social rationale: establishing the national school of sport in Brasília/DF

Building the National School of Sport's headquarters in the Federal Capital is more than a logistical choice: it is a strategic decision based on concrete data about the sporting, educational and socioeconomic landscape of Brazil and the Federal District.

Vulnerability in the Sports Job Market (CBF/IBGE Data)

Football in Brazil is often viewed through the lens of high salaries, but the statistical reality is alarming. According to data from the Brazilian Football Confederation (CBF), around 82% of professional athletes earn up to R\$ 1.000,00 per month. Moreover, an athlete's average career lasts only 10 years.

- **The Gap:** The overwhelming majority of these workers lack qualifications for employment after their sporting careers.
- **The Solution:** The National School of Sport's rationale is its provision of Dual Education. By integrating primary, secondary and higher education (College of Sport) in the same complex, the proposal seeks to ensure that 100% of the young people served qualify for a regulated profession (in areas such as Physiology, Management or Education), regardless of success on the pitch.

. Brasília as a Science and Technology Hub (Finep/MCTI Factor)

Brasília is the decision-making center of MCTI (Ministry of Science, Technology and Innovations). The project is structured to raise funds from FNDCT (National Fund for Scientific and Technological Development) through Finep.

- **Investment Data:** The Proinfra program has substantial budget allocations (historically around R\$ 400 million) intended to modernize physical research infrastructure.
- **Feasibility:** As the project includes a planned Exercise Physiology and Biomechanics Laboratory, it falls within the criteria for non-repayable funding ranging from R\$ 1 million to R\$ 20 million. A headquarters in Brasília facilitates governance, technical monitoring of these agreements and partnerships with UnB (University of Brasília) and other higher education institutions in the capital.

Demographic and Social Analysis of the Federal District (CODEPLAN Data)

Although the DF has the country's highest GDP per capita, its Gini Index (which measures inequality) is among the highest.

- **Regional Inequality:** Administrative Regions such as Sol Nascente/Pôr do Sol and Estrutural have dense young populations with limited access to high-performance sports complexes.
- **Public Safety:** Studies indicate that cities with integrated sports and education programs experience lower juvenile crime rates. The National School of Sport will act as a social protection center for 1.500 children and young people, offering a high-quality program outside regular school hours.

Impact on Public Health and Active Aging

The DF has one of Brazil's highest life expectancies, creating growing demand for geriatric and preventive health services.

- **Health Data:** The cost of hospital admissions for chronic noncommunicable diseases (NCDs) places a burden on SUS.
- **The Distinguishing Feature:** The project plans to serve 400 older adults annually through rehabilitation and preventive physiology programs. By using sport as medicine, the National School of Sport is intended to generate direct savings for the DF's public finances, preventing falls and cardiovascular disease through scientific monitoring in its Physiology Laboratory.

Logistics Hub and the Legacy of Major Events

Brasília has some of the best airport and hotel infrastructure in Latin America.

- **Event Tourism:** Central de Eventos Esportivos and INEES plan to hold international congresses and workshops in the complex. This is intended to attract foreign researchers and investors, stimulating the DF's services and events sector.
- **National Team Training Center:** Proximity to the International Airport and hotel network positions the School to become an acclimatization center for international national teams and other teams seeking scientific excellence before competitions on South American soil.

Building the National School of Sport in Brasília would bring a new model of public and private management into being. Its rationale lies in the urgency of professionalizing the sports job market, the need to decentralize applied sports science and the social commitment to reducing inequalities in the country's capital. Under Essentia Business, Central de Eventos and INEES, this project represents not only infrastructure development but a Scientific and Social Legacy for the Brazilian nation.

4 general objective

The project's central objective is to establish the National School of Sport in Brasília/DF as Brazil's leading center of excellence and innovation in sport, education and health. This multifunctional complex aims to combine high-performance sport with rigorous academic and technical education in an unprecedented way. The proposal is to create an ecosystem that uses sport-with an emphasis on football-as the driver of a holistic human development strategy focused on social inclusion, stronger family ties and the production of applied scientific knowledge.

In education and professional development, the project intends to implement Dual Education, enabling student-athletes to develop their sporting skills while maintaining academic excellence. Through the creation of the School of Advanced Education and the College of Sport, the objective is to equip 100% of beneficiaries with technical and higher education qualifications. This strategic approach aims to eliminate the sector's historically precarious employment conditions, ensuring that young people have solid careers and diverse livelihood opportunities, regardless of their success or longevity in professional sport.

In science and innovation, the National School of Sport aims to establish a state-of-the-art Exercise Physiology and Biomechanics Laboratory. This center will be dedicated to cutting-edge research, with a target of producing more than 100 scientific studies annually to underpin the modernization of public policies and training methods nationwide. The facility is also designed to attract innovation funding, such as Finep support, positioning the Federal Capital as a sports technology hub capable of providing highly complex services for clubs, federations and the wider community.

Finally, the project commits to generating deep, measurable social impact by directly serving 1.500 children and young people and promoting the well-being of hundreds of older adults through preventive health programs. With strategic management by Essentia Business, technical operations by Central de Eventos and educational delivery by INEES, the ultimate aim is to provide society with a transparent, replicable governance model. The National School of Sport in Brasília will be more than a training venue: it is intended to be a living legacy bringing together science, family and citizenship to transform the future of Brazil's next generations.

5 specific objectives

5.1. Implement Complete Basic Education (year 1º through Secondary Education)

Establish a comprehensive educational institution integrating primary and secondary education with sports participation. The aim is to ensure that young people complete their entire basic education within the complex, with an extracurricular curriculum using sport to teach subjects such as physics (biomechanics), biology (physiology) and mathematics (sports statistics).

5.2. Establish the College of Sport and Postgraduate Education

Create a higher education ecosystem with undergraduate programs in Physical Education, Sports Management and Physiotherapy, alongside specializations in Health and Performance, making the institution a center for developing leaders for the global sports market.

5.3. Bring the High-Precision Physiology and Biomechanics Laboratory into Operation

Install and equip an advanced research center to monitor students' physical and motor development, producing scientific data to underpin personalized training and generate at least 100 technical publications annually, pursuing the scientific excellence specified in Finep funding calls.

5.4. Promote Social Inclusion and Diversity in Football

Provide 1.500 places annually for children and young people, ensuring equal investment in women's and men's football and using sport as a tool for social mobility, preventing secondary school dropout and developing life skills.

5.5. Structure Retraining and Career Transition Programs

Offer vocational technical courses for athletes who will not pursue professional sporting careers, enabling them to use knowledge acquired in sport to work in related fields such as refereeing, performance analysis, massage therapy and club administration.

5.6. Promote Community Health and Active Aging

Serve 400 older adults and members of the local community with scientifically based exercise protocols, aiming to reduce chronic disease, improve mobility and foster intergenerational integration between young students and older adults.

5.7. Raise Strategic Resources and Government Funding

Submit structured projects to funding programs (FNDCT/Finep) and tax incentive schemes, aiming to raise between R\$ 1 million and R\$ 20 million for the continued expansion of the Brasília complex's technological and educational infrastructure.

5.8. Strengthen the Family-School-Sport Connection

Develop a psychosocial and educational support program for beneficiaries' families, with talks on nutrition, family psychology and career planning, extending the project's impact into a systemic benefit for the entire family unit.

5.9. Establish a Hub for International Partnerships and Sports Diplomacy

Use the Brasília location to enter into agreements with embassies and international organizations, promoting cultural and sporting exchanges for secondary school students and broadening their global horizons.

5.10. Ensure Excellent Governance and Financial Sustainability

Implement an audited, transparent administrative management model coordinated by Essentia Business, combining revenue from private partnerships, services and public incentives to sustain the project for decades.

5.11. Develop the Renewable Energy Training Center

Drawing on Essentia Business's expertise, install a model clean energy plant within the complex to serve as a practical laboratory for secondary school students and offer technical training in solar energy to the community, combining environmental sustainability with employability.

6 STRATEGIC ALIGNMENT WITH THE SUSTAINABLE DEVELOPMENT GOALS (SDGs/UN)

The National School of Sport project was designed as a replicable social innovation model that contributes directly to achieving the 2030 Agenda, focusing on human development, reducing inequalities and innovation.

6.1. SDG 3: Good Health and Well-Being

The project addresses the foundations of public health.

- Action: Through the Physiology and General Analysis Laboratory, the project plans to offer preventive medicine and monitored exercise programs for children, young people and older adults.
- Impact: Reducing chronic noncommunicable diseases, tackling childhood obesity and promoting active aging, easing demand on the public health system (SUS) in Brasília.

6.2. SDG 4: Quality Education

This is one of the project's central pillars through "Dual Education".

- Action: Integrating primary, secondary and higher education (College of Sport) within the same ecosystem.
- Impact: Ensuring that access to sport does not compromise schooling. Advanced educational methods are intended to secure technical and scientific skills, promoting functional literacy and high-level professional training.

6.3. SDG 5: Gender Equality

Sport is one of the most powerful tools for women's empowerment.

- Action: Ensuring equal places, infrastructure and investment for Women's Football and other sports.
- Impact: Combating gender prejudice in sport and offering girls the same professional development opportunities, scholarships and medical support as boys.

6.4. SDG 7: Affordable and Clean Energy

Through Essentia Business's consultancy, the project incorporates environmental sustainability into its infrastructure.

- Action: Installing solar panels and energy efficiency systems at the Brasília headquarters.
- Impact: In addition to reducing the complex's operating costs, serving as an educational facility on renewable energy for secondary school students.

6.5. SDG 8: Decent Work and Economic Growth

The project directly addresses precarious employment in the sports job market.

- Action: Professional retraining and technical education programs.
- Impact: By offering technical and higher education qualifications, the project aims to prevent young athletes from falling into underemployment after their short careers end, promoting entrepreneurship and employability in the sports services sector.

6.6. SDG 9: Industry, Innovation and Infrastructure

Alignment with Finep positions the project at the frontier of scientific innovation.

- Action: Building physical research and development infrastructure (Biomechanics Laboratories).
- Impact: Promoting technological innovation in Brazilian sport, generating patents, scientific studies and new health methodologies that can be applied on an industrial scale.

6.7. SDG 10: Reduced Inequalities

The Brasília headquarters will focus on serving populations in vulnerable Administrative Regions.

- Action: Offering 1.500 free places with comprehensive support (health, education and sport).
- Impact: Promoting social mobility and democratizing access to advanced technologies previously restricted to elite athletes or affluent groups.

6.8. SDG 17: Partnerships for the Goals

The project is, at its core, a coalition of strengths.

- Action: A strategic alliance between INEES, Central de Eventos Esportivos and Essentia Business, with anticipated support from universities and funding agencies.
- Impact: Demonstrating the effectiveness of public-private partnerships in achieving complex social goals, combining technical knowledge with community impact.

Alignment Summary: By adopting the SDGs as its compass, the National School of Sport seeks to move beyond a local project to become a commitment to global goals. The proposal describes this alignment as a "UN Quality Seal", intended to facilitate approval under funding calls and consolidate Professor Marcio Faria Correa's vision of transforming Brazil through science and sport.

7 structural pillars (areas of activity)

The National School of Sport project is founded on four interdependent pillars forming a human development ecosystem. Each pillar is designed to ensure comprehensive support at every stage of a person's education.

7.1. Basic Education: Intellectual Development and Citizenship (primary year 1º to secondary year 3º)

This pillar is the project's academic heart. The proposal is to overcome the divide between "studying" and "training", creating a symbiosis in which classroom and pitch reinforce each other.

- Primary Education (years 1º to 9º): A focus on functional literacy, logical reasoning and social and emotional skills. Sport serves as a playful learning and discipline tool.
- Secondary Education (years 1º to 3º): A critical phase of career guidance. The curriculum is enriched with learning pathways in Sports Science, Management and Technology. Students are intended to finish school with not only a standard diploma but a technical foundation preparing them for the sports job market and ENEM/university entrance examinations.
- Distinguishing Feature: Smart classrooms and active learning methods that accommodate athletes' competition calendars, preventing school dropout.

7.2. Sport and Inclusion: The Pitch as a Classroom

In this area, football (men's and women's) and other sports are used as vehicles for social transformation and talent discovery.

- Social Inclusion: 1.500 places for young people from vulnerable DF regions, with uniforms, food and transport support. The focus extends beyond high performance to developing citizens.
- Women's Football: A priority sub-area pursuing gender equality, offering the same advanced facilities available to men's football, combating prejudice and opening doors to international scholarships.
- Sports Education Methodology: Training that prioritizes ethics, teamwork, resilience and respect for rules, preparing young people for the challenges of life in society.

7.3. Science, Health and Performance: The Physiology Laboratory

This pillar distinguishes the project from a conventional sports academy, transforming it into a Center of Intelligence.

- **Physiology and Biomechanics Laboratory:** Using state-of-the-art technology to map motor development, prevent injuries and optimize performance. Each student will have a digital "performance record".
- **Multidisciplinary Care:** A team of physiologists, sports psychologists, nutritionists and physiotherapists will support student-athletes and their families.
- **Community Health:** Extending physiology and rehabilitation services to 400 older adults and community members, focusing on preventive medicine and quality of life.

7.4. Higher Education and Research: College and Postgraduate Education

The National School of Sport plans to complete the educational cycle by offering academic progression within the complex itself.

- **College of Sport:** Undergraduate programs (Physical Education, Club Management, Physiotherapy) using the complex itself as the setting for compulsory internships.
- **Integrated Postgraduate Health Education:** Specializations in Football Science, Exercise Physiology and Sports Law, attracting professionals from across the country to Brasília.
- **Research and Innovation (Finep/MCTI):** Continuous production of scientific articles and theses based on laboratory data, with the aim of making the Brasília headquarters Latin America's largest center for producing sports knowledge

7.5. Management, Sustainability and Renewable Energy

Coordinated by Essentia Business, this area aims to ensure that the project is financially self-sustaining and environmentally responsible.

- **Energy Sustainability:** Installing a model solar power plant to supply the complex, also serving as a technical training facility for secondary school students in future careers (Green Energy).
- **Consulting and Governance:** The complex plans to provide consulting services to other clubs and federations, generating revenue to be reinvested in the social pillar (INEES). Governance will be based on complete transparency and external auditing, ensuring integrity in the use of public and private resources.

8 operational targets (short term)

To ensure consistency, sustainability and immediate social impact in the Federal Capital, the project establishes the following operational targets for its first operating cycle (short term):

8.1. School Infrastructure and Enrollment Capacity

- **Total Capacity:** Establish physical and educational infrastructure to serve 3.000 students through full-day or extended-day provision.

- Complete Cycle: Allocate places from primary year 1º through secondary year 3º, ensuring students' continued participation in the National School's ecosystem.
- Educational Technology: Equip 100% of classrooms with state-of-the-art resources and implement computer laboratories focused on sports data analysis.

8.2. Social and Sports Project Services

- Direct Impact: Serve 1.500 children and young people free of charge annually through INEES programs.
- Inclusion and Retention: Ensure that 100% of young people in social projects are formally enrolled and maintain school attendance above 90%.
- Football for All: Allocate places equally between men's and women's football, promoting equal opportunities from grassroots level.

8.3. Higher Education and Specialization (College of Sport)

- Academic Education: Offer 700 places annually across undergraduate programs (Physical Education, Physiotherapy, Sports Management) and Integrated Postgraduate Health programs.
- Employability: Establish agreements with at least 100 companies, clubs and federations for compulsory internship programs, facilitating students' entry into the job market.

8.4. Health, Rehabilitation and Community Social Impact

- Performance and Health: Rehabilitation and clinical monitoring for 500 athletes (professional and amateur) per year, using the Physiology Laboratory's resources.
- Older Adults: Implement monitored physical activity and preventive medicine programs for 500 older adults in the local community, focusing on fewer falls and greater functional independence.
- Family Support: Hold 12 annual training and psychosocial support workshops for the families of participating students.

8.5. Scientific Excellence and Innovation (Finep/MCTI Pillar)

- Intellectual Production: Conduct and publish more than 100 scientific studies per year, focused on exercise physiology, biomechanics and sports management.
- Funding Applications: Submit at least two major development projects annually to innovation funding calls (such as Finep/Proinfra), seeking continuous technological upgrades to the General Analysis Laboratory.
- Technical Exchange: Organize an International Sports Science Congress in Brasília, positioning the headquarters as a knowledge hub in Latin America.

9 working methodology: the sports intelligence cycle

The National School of Sport's operational model is structured around a cycle of four interdependent stages, ensuring that every activity-on the pitch, in the classroom or in the laboratory-is monitored, analyzed and turned into real progress.

9.1. Data Collection: Systematic Monitoring

The foundation of the entire project is generating accurate, individualized data. This stage goes beyond physical performance to encompass the student-athlete's holistic development.

- **Multidimensional Assessment:** Using wearable sensors, GPS and video analysis software to monitor training load, biomechanics and physiology in real time.
- **Health and Educational Screening:** Regular collection of health indicators (laboratory tests, body composition) and educational indicators (school performance from year 1^o through secondary education).
- **Unified Database:** Creating a single digital record for each of the 3.000 students, enabling longitudinal monitoring from childhood into adult or professional life.

9.2. Collaborative Analysis: Multidisciplinary Intelligence

Data collected in isolation do not produce transformation; they need interpretation. This is where the technical strength of the partnership between INEES, Central de Eventos and Essentia Business comes into play.

- **Expert Committee:** Periodic meetings bringing together physiologists, psychologists, nutritionists, social workers and education specialists.
- **Cross-Referencing Information:** Analyzing how nutritional and psychological status affects school achievement and performance on the pitch.
- **Personalized Interventions:** Developing individual plans that may range from targeted academic tutoring to personalized diets or adjustments to training load to prevent injuries identified prospectively in the laboratory.

9.3. Practical Application: Knowledge and Technology Transfer

At this stage, theory and analysis become direct action. Knowledge generated within the National School of Sport will be applied to raise the standard of Brazilian sport.

- **On-Pitch Intervention:** Immediate adjustment of training methods based on findings from collaborative analysis.
- **External Consulting:** Transferring methodologies and health protocols to partner clubs, federations and confederations, professionalizing the management of Brazilian sport.
- **Technical Training:** College of Sport and secondary school students will participate in practical application as interns and assistants, learning to use science in everyday professional work.

9.4. Publication and Dissemination: The Scientific Legacy

The final stage aims to ensure that the project fulfills its mission as an innovation hub and reference for the scientific community and society.

- Scientific Production: Preparing articles, theses and technical reports based on the more than 100 annual studies planned within the complex.
- Events and Workshops: Organizing seminars and congresses at the Brasília headquarters to disseminate the "Best Practices" developed by the project.
- Continuing Education: Research findings will inform curriculum updates at the College of Sport and in postgraduate programs, ensuring that teaching remains at the frontier of current knowledge.

10 master plan and details of the physical facilities

The National School of Sport complex was planned around the concept of a "Smart Sports City", where every square meter is optimized for learning and health.

10.1. Educational Center: The Human Development Cycle

This center is divided into independent wings to accommodate each age group's psychosocial maturity, connected by a central administrative backbone.

- Primary I Wing (years 1º to 5º): Colorful, ergonomic environments, playful literacy classrooms and a Play-Based Activities Room, a 200m² space with rubber flooring for developing fine and gross motor coordination. It includes a Teachers' Room and dedicated Dining Hall to ensure younger children's food and social safety.
- Primary II Wing (years 6º to 9º): Classrooms focused on core subjects and introductory scientific learning, with computer laboratories and a Teachers' Room. The Dining Hall is shared through staggered schedules, supporting the transition to independence.
- Secondary Education Wing (years 1º to 3º): Technical education infrastructure, with university entrance preparation classrooms and laboratories for physics/biology applied to sport. It includes a Teachers' Room integrated with the university section.
- Higher Education and Postgraduate Wing: Contemporary spaces for the College of Sport, with conference rooms, thesis defense auditoriums and a Faculty Room with individual research workstations.
- Strategic Libraries:
- School Library: Focused on children's and young adult literature, with shared reading spaces.
- Academic Library and Research Center: A two-story building with an international technical collection, terminals for accessing scientific journals and quiet study rooms.

10.2. High-Performance Aquatic and Sports Center

Designed to become the best Training Center (CT) in the Central-West:

- Integrated Aquatic Park: * 01 Semi-Olympic Pool (25m): With 6 lanes, electronic timing and solar heating, intended for swimming competitions and training.

- 03 Purpose-Designed Pools: Shallower pools for INEES's social project, children's swimming, water aerobics for the 500 older adults and aquatic rehabilitation.
- FIFA Football Complex: * 02 Football Pitches: Official dimensions (105m x 68m), vacuum drainage and international-standard turf for developing men's and women's football academies.
- Courts and Competition Sports Hall:
- 04 Multi-Sport Courts: Arranged together for simultaneous Physical Education classes.
- 01 "Arena Nacional" Multi-Sport Hall: With a sprung wooden floor (impact protection), spectator capacity and broadcasting booths for national competitions.
- Smart Changing Rooms: Separate facilities by gender and age group throughout the sports centers, with individual lockers and rapid washing areas.

10.3. Cultural and Events Center

Spaces connecting the School with Brasília's community:

- Grand Amphitheater (1.500 seats): An architectural landmark with national-theater acoustics, luxury dressing rooms, a reversible stage and an exhibition foyer. Ideal for graduations, cultural celebrations and concerts.
- Workshop Theater (500 seats): A semicircular auditorium-style facility ensuring visibility during technical talks, Essentia Business courses and research seminars.

10.4. Advanced Health and Science Center (PASC)

Where Central de Eventos Esportivos's technology will be applied:

- Physiology and Biomechanics Laboratory: Equipped with gas analysis systems, isokinetic dynamometry and high-speed cameras for movement analysis.
- Multidisciplinary Care Center:
- 02 Fitness Facilities: One for strength and power (athletes) and one for movement therapy and functional exercise (older adults and the community).
- Integrated Clinic: Physiotherapy Rooms, Dental Consulting Rooms (athletes' oral health) and Sports Psychology Rooms.
- Research Unit: Dedicated rooms for Finep/MCTI researchers to process the 100 annual studies.

10.5. Administrative and Logistics Center

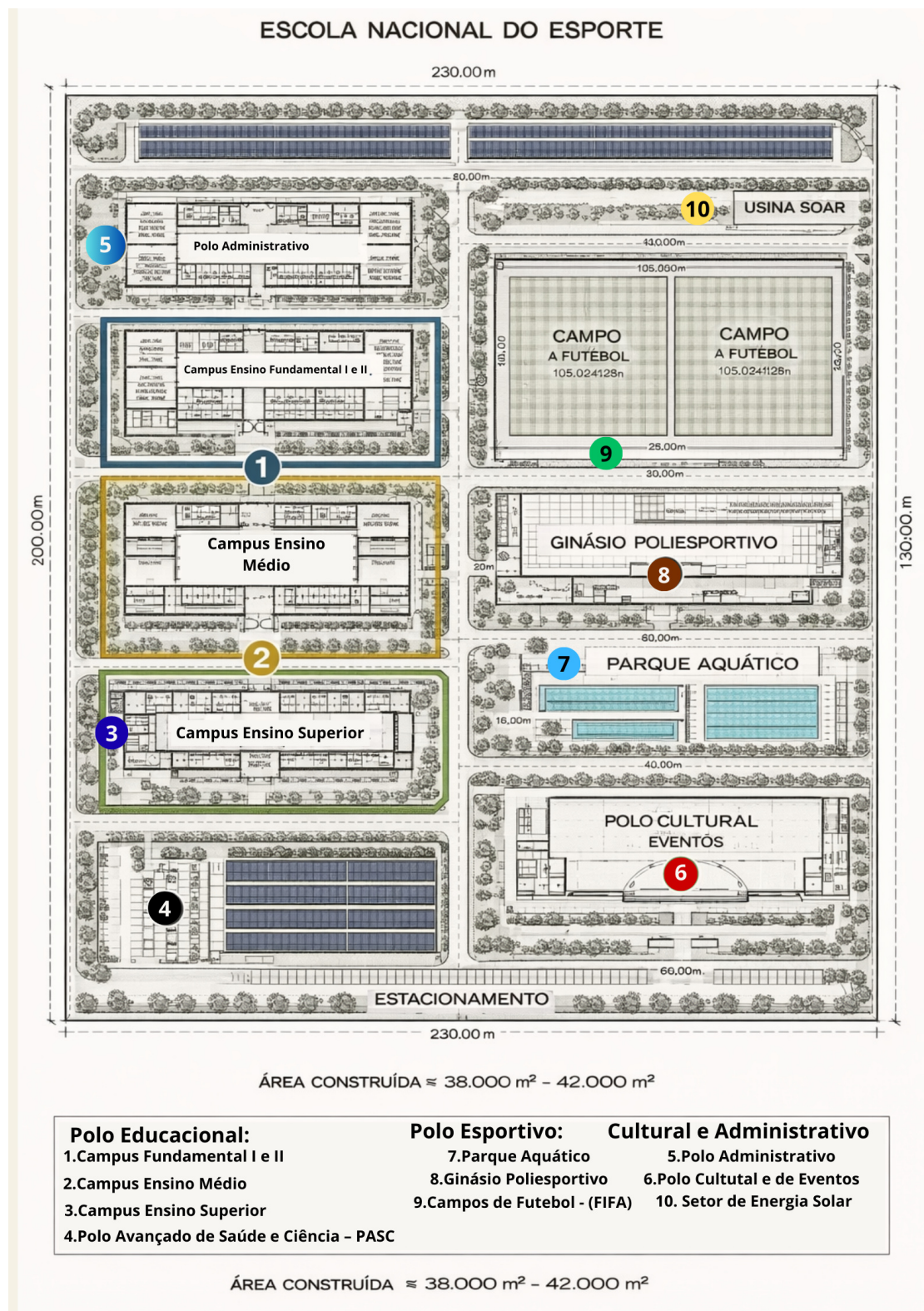
The management brain of Essentia Business:

- Administrative Complex: A central building housing General Management, HR, Financial Control and meeting rooms for international partners.
- Food Service System (5 Dining Halls): Complete separation by sector (Primary I, Primary II, Secondary/Higher Education, Social Projects and Employees) to ensure efficient service and specific nutritional monitoring for each group.

- Photovoltaic Power Plant: A secure, isolated solar installation area, intended to ensure that the SDG 7 project reduces the complex's fixed costs.
- Additional Infrastructure: Covered parking for the institution's fleet, an automated storeroom, a centralized infirmary and tree-lined recreational areas for family gatherings.

Refined Distinguishing Feature: This facility is designed as a Center for Applied Science as well as a school. Separate wings will allow a Primary I child and a postgraduate student to share the same campus safely, while elite health and sports infrastructure will elevate the project to the level of a national legacy in Brasília.

Illustrations of the proposed facilities



Conceptual site plan. Illustrative representation of the project.

Conceptual views of the complex



Illustrative representation of the project.



Illustrative view of educational and sports facilities.

Conceptual views of the complex



Illustrative representation of the project.

11 complete educational, academic and operational staffing structure

The structure has been divided into four main areas of activity, ensuring that Essentia Business's administrative processes, Central de Eventos's technical rigor and INEES's social impact work in complete harmony.

11.1. Senior Leadership (Central Governance)

- CEO / General Executive Director: The complex's highest authority. Responsible for integrating the educational, sports and scientific centers, and for institutional relations with the Federal Government and embassies.
- CFO / Administrative and Financial Director: Oversees the overall budget and is responsible for financial sustainability, strategic procurement and auditing accounts.
- CHRO / Human Resources Director: Oversees human capital, focusing on career development, employee well-being and compliance with labor laws.

11.2. Basic Education (National School of Sport)

- General Director of Basic Education: Responsible for delivering the school's educational plan and achieving its IDEB targets.
- Educational Coordinator (Primary I): Focused on literacy, reading and writing development, and the integration of play and sport.
- Educational Coordinator (Primary II and Secondary): Focused on interdisciplinary learning, ENEM preparation and sports career guidance.
- Teaching Staff:
 - Generalist Teachers (Primary I): Qualified in Education and responsible for language, mathematics and humanities.
 - Subject Specialist Teachers: Teachers of Portuguese Language, Mathematics, Physics, Chemistry, Biology, History, Geography, English and Spanish (all with full teaching qualifications).
 - School Physical Education Teachers: Focused on the compulsory curriculum and basic motor development.
 - Art and Music Teachers: Responsible for cultural integration in the Amphitheater.
 - School Supervisors: Professionals assisting with children's organization, classroom support and supervision of breaks and recreation.

11.3. Higher Education and Science (University and PASC)

- Rector / Academic Director (Doctorate): Responsible for regulatory compliance with MEC and the quality of higher education.
- Research and Innovation Director (Doctorate): Leads the Advanced Research and Science Center (PASC) and manages Finep funding calls.

- Program Coordinators (Master's/Doctorate): One for each undergraduate program (Physical Education, Physiotherapy, Sports Management).
- Academic Faculty:
- Faculty with Master's and Doctoral Degrees: Responsible for higher education teaching and supervision of postgraduate research.
- Field Researchers: Doctoral-level professionals focused exclusively on producing the 100 annual scientific studies.
- Laboratory Technicians: Specialists in precision biomechanics and physiology equipment.

11.4. Operations and Support (Infrastructure and Logistics)

Under Essentia Business's direct supervision, this group will keep the complex's "machinery" running continuously:

- HR and Tax Department:
- HR Analysts: Payroll, benefits and training management.
- Tax and Accounting Analysts: Ensuring tax compliance and accountability for incentive-law funding.
- Logistics and Supplies:
- Logistics Managers: Fleet control (buses and vans) and inventories of sports and teaching materials.
- Storekeepers: Control of incoming and outgoing supplies.
- Security and Access:
- Gatekeepers and Access Controllers: 24h surveillance at every entrance to the educational centers (Primary, Secondary and Higher Education).
- Property Security Officers: Camera monitoring and internal patrols.
- Maintenance and General Services:
- Cleaning and Upkeep Team: Responsible for rigorous hygiene in classrooms, sports halls, changing rooms and the 5 dining halls.
- Maintenance Technicians: Electricians, plumbers and IT technicians maintaining the network and solar power plant.
- Gardeners and Caretakers: Maintaining green areas and football pitches.
- Nutrition and Food Service Team:
- Nutritionists RT (Technical Leads): Preparing menus tailored to each age group and level of physical activity.
- Head Cooks and School Meal Staff: Working in the 5 sector-specific dining halls.

11.5. Social Development and Performance (INEES and Central de Eventos)

- Social Development Director (INEES): Oversees programs addressing social vulnerability.
- Social Workers: Direct support for the families of the 1.500 young people.

- Social and Sports Supervisors: Interns and professionals working on the pitch, focused on education through sport and ethical values.
- Elite Health Team:
- Physiologists and Physical Conditioning Coaches.
- Physiotherapists and Sports Physicians.
- Psychologists and Dentists.

Staffing Structure Conclusion: This structure establishes a clear hierarchy. Students are supported by supervisors, who report to teachers, who answer to coordinators, who report to directors. Meanwhile, the operations team will ensure a safe, clean and well-supplied environment, enabling educators and scientists to focus exclusively on excellence in teaching and research.

12 financial structure and strategic investment

12.1. Capital Investment (CAPEX) - Construction and Implementation

The initial investment covers civil works, technical finishes, licensing and the extensive technology infrastructure.

Construction/Implementation Item	Technical Specification	Estimated Value (R\$)
Educational Center (Primary I, II, Secondary and Higher Education)	Classrooms, laboratories, libraries and administrative areas.	R\$ 35.000.000
Aquatic Complex	1 semi-Olympic + 3 functional pools (heating and filtration).	R\$ 8.500.000
Stadium and FIFA Pitches	2 hybrid/natural grass pitches + drainage and irrigation.	R\$ 6.000.000
Sports Hall and Multi-Sport Courts	Sprung flooring, LED lighting and spectator stands.	R\$ 12.000.000
Cultural Center (Amphitheater and Theater)	Acoustics, air conditioning, stage and seating (2.000 seats).	R\$ 18.000.000
Health and Research Center (PASC)	Clinics, consulting rooms and scientific laboratories.	R\$ 7.500.000
Scientific Equipment and Fitness Facilities	Biomechanics, Physiology and strength equipment.	R\$ 10.000.000
Infrastructure and Sustainability	Solar Power Plant, 5 Dining Halls, Parking and Urban Design.	R\$ 9.500.000
Furniture and Information Technology	Data center, networks, school and administrative furniture.	R\$ 5.500.000
Licensing, Design and Fees	Architectural designs, engineering and permits.	R\$ 3.000.000

Construction/Implementation Item	Technical Specification	Estimated Value (R\$)
TOTAL ESTIMATED CONSTRUCTION COST	Investment in Complete Infrastructure	R\$ 115.000.000

12.2. Annual Operating Costs (OPEX) - Maintenance and Management

These values represent the "cost of running" the complex with 3.000 students, 1.500 young people in social projects and the entire scientific infrastructure.

A. Payroll and Employment Costs (Annual)

Considering the complete staff (Leadership, Doctoral-Level Professionals, Teachers, Technicians, Health and Operations):

- Teaching Staff and Management: R\$ 14.500.000
- Health and Research Team: R\$ 4.800.000
- Operations (Security, Cleaning, Maintenance): R\$ 5.200.000
- Employment Contributions and Benefits: R\$ 7.500.000
- HR Subtotal: R\$ 32.000.000

B. Maintenance, Consumption and Logistics (Annual)

- Food Service (5 Dining Halls): Production of approximately 4.500 meals/day (Students + Projects + Staff).
- Estimate: R\$ 8.200.000
- Energy and Water: (Allowing for savings from the institution's Solar Power Plant).
- Estimate: R\$ 1.200.000
- Consumable Materials (Educational, Sports and Clinical):
- Estimate: R\$ 2.500.000
- Logistics (Fuel and Fleet Maintenance):
- Estimate: R\$ 900.000
- Marketing, Events and Scientific Publications:
- Estimate: R\$ 1.100.000
- Operations Subtotal: R\$ 13.900.000

C. Insurance, Taxes and Contingencies

- Building and Civil Liability Insurance: R\$ 600.000
- Building Maintenance Reserve Fund (Retrofit): R\$ 1.500.000

TOTAL ANNUAL OPERATING COST: R\$ 48.000.000

Economic Feasibility Analysis (Break-even)

To sustain this annual cost of R\$ 48 million, Essentia Business will use a hybrid revenue model:

- Tuition Fees (Private Education): Fee-paying students in Basic and Higher Education.
- Incentive Laws (Social Programs): Funding through Sport and Culture Incentive Laws for the 1.500 young people.
- Science Funding (Finep/MCTI): Non-repayable resources for laboratories and research.
- Services and Events: Rental of the Amphitheater and Sports Hall, and Physiology consulting for external clubs.
- Energy Sustainability: Reducing electricity bills by up to 80% through the institution's photovoltaic plant.

This financial plan is intended to ensure that the National School of Sport becomes a lasting institution capable of sustaining itself and advancing technologically over decades in Brasília, beyond the construction phase.

13 fundraising plan (funding & revenue)

The plan is divided into four main areas, combining international private capital, Brazilian tax incentives and direct partnerships with the football industry.

13.1. Private Investors and International Funds (Private Equity)

As a diplomatic center, Brasília facilitates access to social impact funds (Social Impact Bonds) and investors seeking ESG credentials (Environmental, Social and Governance).

- Focus: Investment groups from Abu Dhabi (UAE), Qatar and Europe interested in developing athletes with a European mindset and a scientific foundation.
- Model: Naming Rights for the complex or specific areas (e.g., "Arena [Brand Name]").
- Social Equity: Participation in future transfers of athletes developed by the complex (respecting FIFA and CBF rules), generating a reserve fund for the institution.

13.2. Tax Incentive Laws (Brazil)

Maximizing the use of tax incentives available to large companies established in Brazil (Banks, State-Owned Companies and Multinationals).

- Sport Incentive Law (Law 11.438/06): Raising up to 2% of corporate income tax to support the 1.500 young people in social projects and maintain training centers.
- Lei do Bem (Law 11.196/05): Essential to the Research and Science Center. Companies investing in the Physiology Laboratory may deduct spending on RD&I (Research, Development and Innovation).

- Culture Incentive Law: Funding the maintenance of the Amphitheater and Theater, promoting cultural festivals and events open to Brasília's community.

13.3. Strategic Partnerships with Football Clubs (Brazil and Abroad)

The National School of Sport will serve as the clubs' Center of Intelligence rather than compete with them.

- Youth Development Exchanges: Brazilian and international clubs may "rent" the School's science and health facilities for preseason training of their youth teams, using the Physiology Laboratory.
- Social Innovation Sales: Licensing the School's educational methodology to clubs seeking to professionalize youth development but lacking academic expertise.
- Training Compensation: Receiving FIFA solidarity mechanism payments for athletes who complete the entire educational cycle (Primary through Secondary Education) at the institution.

13.4. Private Sector Sponsorship and Renewable Energy

- Principal Infrastructure Sponsorship: Technology, sports equipment and health companies seeking to have their products tested and validated by the Research Center.
- Financial Sustainability (Energy): In addition to reducing costs, the solar plant is intended to allow surplus energy sales to the grid or partners, generating an ongoing financial credit.
- Master Classes and International Events: Central de Eventos will organize paid workshops for industry professionals, using the theaters and sports hall as direct revenue sources (high-performance average ticket value).

13.5. Fundraising Schedule (Roadmap)

- Phase 1 (Seed): Present the project to private investors and investment funds to purchase the land and begin construction (12 months).
- Phase 2 (Structuring): Submit projects under Incentive Laws (Sport, Culture and Finep) to equip laboratories and classrooms. (6 months)
- Phase 3 (Operational): Launch corporate sponsorship packages and football club partnerships to begin activities. (12 months)

14 policy for democratizing access: the 60/40 social commitment

The project is intended to be a platform for social mobility as well as an elite institution. The National School of Sport will operate under a Social Impact Quota system, with the majority of places reserved for scholarship students from vulnerable backgrounds.

14.1. Annual Allocation of Places

Below, we detail how the 3.000 basic education places and 700 higher education places will be allocated:

Education Level	Total Places	Scholarship Students (60%)	Fee-Paying Students (40%)	Strategic Objective
Basic Education (Primary I, II and Secondary)	3.000	1.800 places	1.200 places	Integrate low-income sporting talent into an environment of high academic standards.
Higher Education (Undergraduate)	500	300 places	200 places	Develop qualified professionals from the project's earlier stages (continuity of education).
Postgraduate Education and Specialization	200	120 places	80 places	Democratize scientific specialization for coaches and social program managers.
OVERALL TOTAL	3.700	2.220 Scholarships	1.480 Fee-Paying Students	Balance social impact and economic sustainability.

14.2. Detailed Selection Criteria (INEES Commitment)

Reserving 60% of places for scholarship students represents not only a number but a rigorous selection and retention process:

- **Socioeconomic Profile:** Full scholarships (100%) will be allocated to families with verified per capita income meeting current social assistance criteria, prioritizing residents of the DF's most vulnerable Administrative Regions.
- **Sporting and Academic Merit:** Scholarship places will be filled through "Scientific Talent Trials" and academic placement tests, identifying young people with athletic potential who need the School's support to stay in education.
- **Scholarship Retention:** Scholarship students must maintain school attendance above 90% and satisfactory academic achievement, as well as participate actively in the complex's health and psychology programs.

14.3. The Role of the 40% Fee-Paying Students (Cross-Subsidy)

The presence of 40% fee-paying students is essential to maintaining the complex's quality:

- **Sustainability:** Tuition fees paid by private students help subsidize fixed costs (teachers, infrastructure, food) for the entire student body.
- **Social Integration:** Students from different social classes sharing the same educational and sporting environment combat prejudice and prepare young people for the diversity of society and the global job market.
- **Networking:** Children of investors and members of Brasília's diplomatic community will study alongside talented young people from outlying neighborhoods, creating a network of contacts that benefits everyone's professional future.

14.4. Additional Benefits for Scholarship Students

Beyond a conventional scholarship, National School of Sport scholarship students (60%) will be entitled to a Comprehensive Support Package including:

- Full meals in the sector-specific dining halls (Breakfast, Lunch and Snack).
- School uniforms and sports training kits.
- Full access to dental and psychological consulting rooms and physiotherapy rooms.
- Free school transport (Project Vans/Buses) to the most vulnerable areas.

By ensuring that 6 out of every 10 students study free of charge, the National School of Sport aims to fulfill its constitutional role of promoting the right to education and recreation. This model is intended to make the institution a true vehicle for social mobility, where success depends on effort and talent rather than a family's financial circumstances.

Uniforms and project materials



Proposed uniforms for elementary education.



Proposed uniforms for lower and upper secondary education.

Uniforms and project materials



Illustrative materials for the INEES Social Project.

15 bibliographic references and regulatory frameworks

The project's foundations are aligned with the guidelines of the Ministry of Education (MEC), Ministry of Sport, Ministry of Science, Technology and Innovation (MCTI) and international organizations.

15.1. National Legislation and Standards

- BRASIL. Constituição da República Federativa do Brasil de 1988. Brasília, DF. (Articles 205 to 214 on Education and Article 217 on the State's duty regarding Sport).
- BRASIL. Lei nº 9.394/1996. Establishes the Guidelines and Bases of National Education (LDB).
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15.2. Development and Sustainability Frameworks

- ONU (Organização das Nações Unidas). Transformando Nosso Mundo: A Agenda 2030 para o Desenvolvimento Sustentável. (Reference for SDGs 3, 4, 5, 7, 8, 9, 10 and 17 cited in the project).
- UNESCO. Carta Internacional da Educação Física, da Atividade Física e do Esporte. Paris, 2015.

15.3. Sports Science and Physiology (PASC Scientific Foundation)

- AMERICAN COLLEGE OF SPORTS MEDICINE (ACSM). Diretrizes do ACSM para os Testes de Esforço e sua Prescrição. 11ª ed. Rio de Janeiro: Guanabara Koogan, 2021.
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- BOMPA, T. O.; BUZZICHELLI, C. Periodização: Teoria e Metodologia do Treinamento. 6ª ed. São Paulo: Phorte, 2019.

15.4. Management, Economics and Infrastructure

- CUB-DF. Custo Unitário Básico de Construção. Sindicato da Indústria da Construção Civil do Distrito Federal (Sinduscon-DF), 2024/2025.
- FIFA. Football Stadiums: Technical Recommendations and Requirements. (Reference for football pitch and changing room standards).
- FINEP (Financiadora de Estudos e Projetos). Manual do Proinfra. (Guidelines for submitting research infrastructure projects).

15.5. Talent Development and Career Management

- CBF (Confederação Brasileira de Futebol). Manual de Licenciamento de Clubes. (Criteria for Youth Development Club Certification and educational support).
- BOURKE, A. The Socialization of Young Footballers: Schools and Academies. Journal of Sport and Social Issues, 2003. (Reference for the importance of academic education alongside sport).

16 service channels and official contacts

For technical questions, partnership proposals or details about the implementation schedule, contact the institutions responsible for the project.

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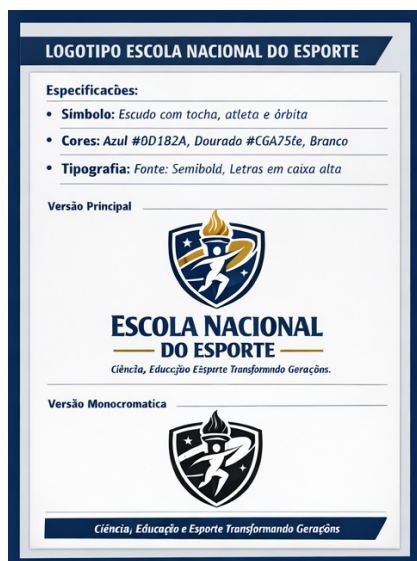
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Institutional identity



Coat of arms and visual identity of the National School of Sport.

