

# AFEB MALI

Empowering Basketball  
Coaches in Mali for  
Greater Impact



# The Problem & Context



## Limited Access to Quality Coaching:

- Shortage of professional training resources for basketball coaches in Mali.
- Gap in methodology, sports science, and modern coaching techniques.

## Growing Popularity of Basketball in Africa:

- NBA Africa's expansion and increased local interest among youth.
- Potential for Mali to become a regional basketball powerhouse, but still lacking infrastructure for training coaches.

# OUR MISSION & VISION

## THE BIGGER PICTURE



## MISSION

To support, train, and certify basketball coaches across Mali to improve player development and foster a lifelong passion for the sport.

## VISION

Create a robust network of highly skilled coaches who can elevate the basketball standard, nurture future talent, and contribute to sports-based community development.

# Value Proposition

Coaches & Communities



## Professional Training Programs

Initiation courses for beginners.

Advanced coaching clinics focusing on tactics, team management, and performance analytics.

Specialized modules in sports psychology and player development.

Opportunity to obtain official FIBA coaching license.

## Positive Community Impact

Enhanced youth engagement in basketball.

Pathways for talented players to advance, leading to social and economic benefits.

## Networking & Community

Dynamic exchange of ideas, experiences, and best practices among members.

Collective voice in representing coaches' interests to sports federations and government bodies.

# Core Objectives & Activities



## Objectives

**Elevate Coaching Standards:** Provide tailor-made training programs to produce top-tier coaches.

**Advocacy:** Represent coaches' interests at government and federation levels.

**Build a Unified Coaching Community:** Organize forums, workshops, and mentorship opportunities.

## Year-Round Activities

**Training Courses:** Initiation, Advanced, and Specialization sessions.

**Amateur League:** Opportunity for community members to participate in sports across skill levels.

**School Programs:** School programs to promote fitness and healthy habits.

**Workshops & Seminars:** Regular gatherings for skill refresh and new industry insights.

**Annual Coach Summit:** Celebrate achievements, share best practices, and discuss future goals.

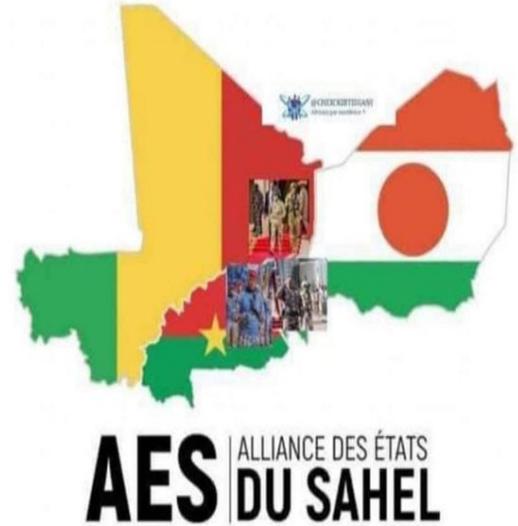
# Why Mali, Why Now?

## Strengthening state capacity to prevent terrorism

Coaches' sports programs are a transformative tool for preventing young people from joining rebel groups in Mali. By tackling the root causes of rebellion and offering young people opportunities for growth, these programs can contribute to sustainable peace and development. Collaboration with local communities, governments and international partners is essential for success.

## Community involvement

- Involve parents, Mali leaders and local organizations in program design and implementation.
- Organize community events and tournaments to foster unity and pride.
- Use sport as a platform to promote peace and dialogue.



# MARKET CONDITIONS & ATTRACTIVENESS



## **Strategic Opportunity:**

Mali's youth population is large, with increasing interest in sports.

Potential to produce future national/international players, with the right coaching.

## **NBA Africa & Local Leagues:**

Expansion of basketball events and leagues in West Africa.

Rising demand for qualified trainers to meet professional standards.

## **Supportive Landscape:**

Government initiatives encouraging youth sports.

Growing private sector interest in supporting basketball for brand visibility and social impact.

# Community & Partnerships



## Differentiators:

- Specialized Curriculum: Localized for Mali's context + global best practices.
- Expert Instructors: Collaboration with international coaches and experienced local professionals.
- Holistic Approach: Integrating sports psychology, nutrition, and leadership development.

## Potential Partnerships:

- Sports Federations: Malian Basketball Federation for certification.
- Educational Institutions: Universities or sports academies for expanded training facilities.
- Corporate Sponsors: Equipment and scholarship programs for coaches in underprivileged areas.

# Success Metrics & Impact

## Social & Economic Impact:

**Youth Empowerment:** More organized youth leagues and sports activities.

**Career Opportunities:** Coaches and players gain local recognition, potential for professional tracks.

**Community Engagement:** Reduced delinquency, greater social cohesion through sports.

## Key Performance Indicators (KPIs):

- Number of Coaches Trained Annually
- Retention rate Ongoing Engagement
- Player Performance Improvements
- Youth Team Growth



# Roadmap & Growth Plan

## Mid-Term (Year 3-5):

Expand to more regions; train over 500 new coaches.

Secure ongoing sponsorship deals for equipment and facilities.

Host annual coaches conference with international speakers.



## Short-Term (Year 1-2):

Establish pilot training centers in key regions of Mali.

Forge partnerships with local schools and community centers.

Launch first wave of Basic & Advanced Coach Training.

## Long-Term (Year 5+):

Position Mali as a recognized hub for basketball coaching in West Africa.

Create advanced certification recognized by top federations.

Begin exchange programs with global basketball organizations.

# Board of Directors



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**Zoumana Coulibaly**  
Treasury



**Amara Traoré**  
General Secretary

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**Lassana Diabaté**  
Representative  
for Kita:



**Amara Traoré**  
Head of  
National Office

# Volunteer: Coach and Trainer



**Oumar Traoré  
(Bété)**



**Mohamed Maiga**



**Moussa Koné  
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**Moussa Maiga  
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AFEB MALI

# Join Us in Transforming Malian Basketball

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