

The Application of School Enterprise Collaboration and New Media Influence in the Sustainable Development of Soccer Education in Xinjiang

Team ID: 997468



Oct. 2024



阿热勒小学足球队

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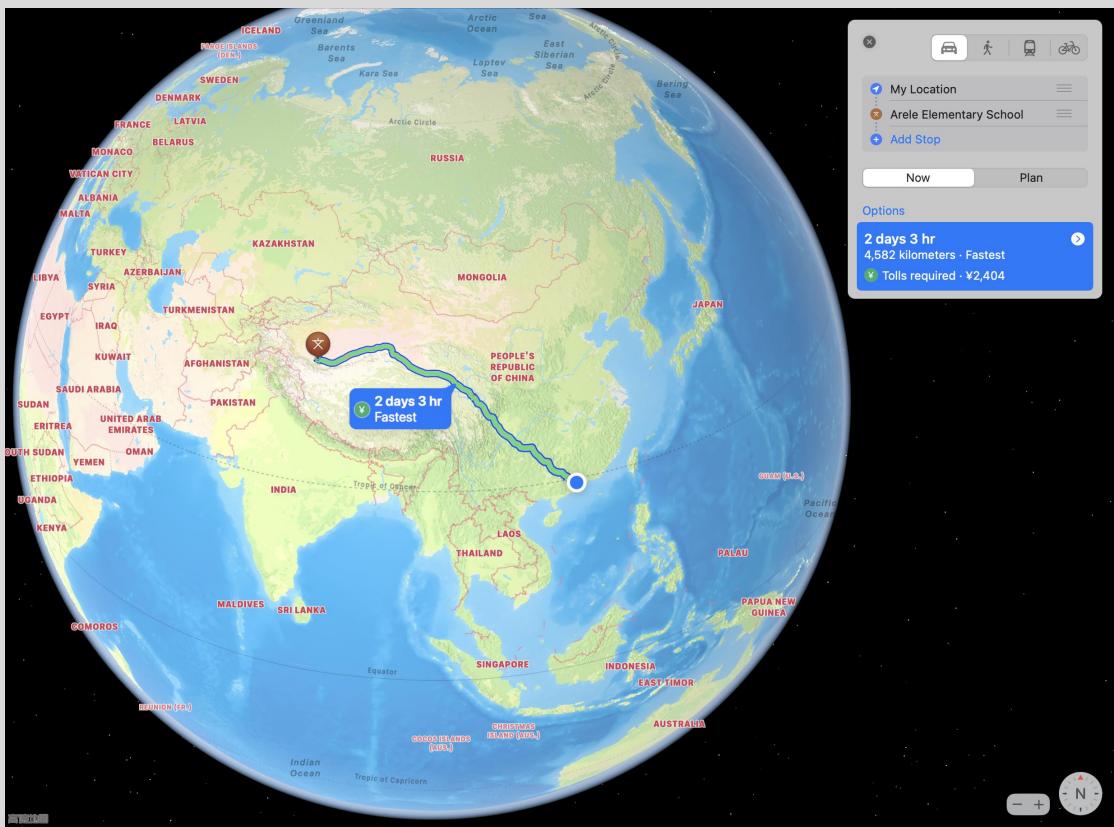
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Nov. 2024





**Not only in Arele Primary School, not only in Hotan,
but in every corner of Xinjiang.**



We need to make a change

Questionnaire and Literature Review

300 plus questionnaires and 278 valid responses collected

Targets to 4 groups (Xinjiang Parents, Xinjiang Youth, Inland Parents, Inland Youth)



中国足球青训情况调研2

你好，小朋友！
我们是一群来自全国各地的有梦想的高中生，我们热爱足球，并且想要了解你们对足球的喜爱和梦想。我们会问你一些问题，只要你简单的回答，你的每一个回答都对我们非常宝贵。谢谢你的帮助！

*你最喜欢的运动是足球吗？

- a. 是
- b. 不是

*是否有成为职业足球运动员的想法？

- a. 我的梦想就是成为一名职业足球运动员
- b. 足球只是我的爱好
- c. 我并没有这样的想法

*你觉得在你所在的地区（如内陆城市），有多少小朋友想成为职业足球运动员？

- a. 很多，都很有意愿
- b. 比较多



中国足球青训情况调研3

你好！
我们是一群来自全国各地的有梦想的高中生，同时也是中国足球爱好者。我们希望通过这些问题了解你对孩子足球兴趣和职业发展的想法。您的宝贵意见将帮助我们更好地推动中国足球的发展。感谢您的参与和支持！

*您的孩子喜欢足球吗？

- a. 非常喜欢
- b. 比较喜欢
- c. 一般
- d. 不喜欢

*您支持孩子追求职业足球运动员的道路吗？

- a. 非常支持
- b. 比较支持
- c. 无所谓，看孩子意愿
- d. 不太支持
- e. 不支持



中国足球青训情况调研4

你好！
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- a. 非常喜欢
- b. 比较喜欢
- c. 一般
- d. 不喜欢

*您支持孩子追求职业足球运动员的道路吗？

- a. 不支持
- b. 不太支持
- c. 看孩子意愿，自己不主张
- d. 比较支持
- e. 非常支持

中国足球青训情况调研1

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中国足球青训情况调研1

中国足球青训情况调研1

*你最喜欢的运动是足球吗？

- a. 是
- b. 不是

*爸爸妈妈支持你的足球爱好吗？

- a. 支持
- b. 不支持
- c. 无所谓

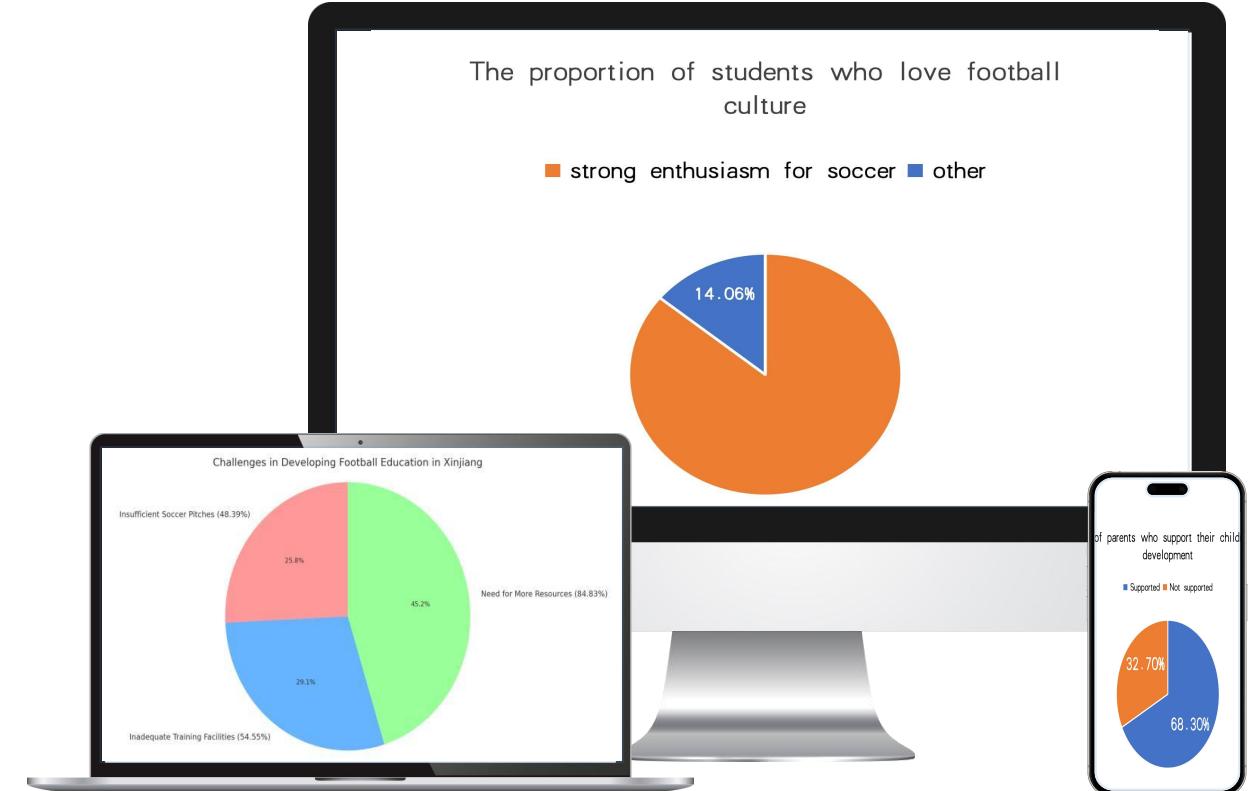
*学校里的老师支持你的足球爱好吗？

- a. 支持
- b. 不支持
- c. 无所谓

Questionnaire and Literature Review

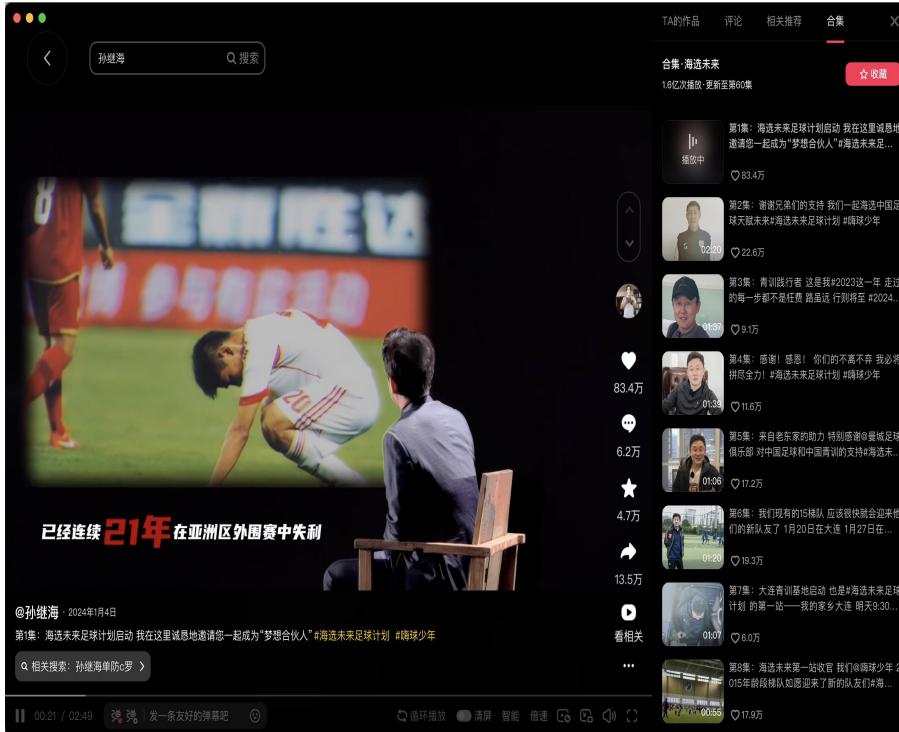
Key Findings:

1. Enthusiasm
2. Insufficient soccer pitches
3. Insufficient training facilities
4. Insufficient Coaches



Lack of Sustainable Source of Finance

Present Solutions



Sun Jihai (Former Chinese Soccer Player)



Dong Lu (Famous Youth Soccer Worker)

1. Absolutely **NO SPECIFIC Solution**
2. Weaknesses of the solutions:
 - a. Too professional
 - b. Overlook the minorities
 - c. Partially solving the problem

Our Solution

I. Collaboration With Local Firms

- A. Officially adopt the design in May, 2025
- B. Guaranteed to donate 10% of profit of each unit to the soccer team
- C. A more sustainable funding source comparing to current sources
- D. Promote local economic development



A picture with the founder of Sunset Desert Company



Original Product



Target



Jar

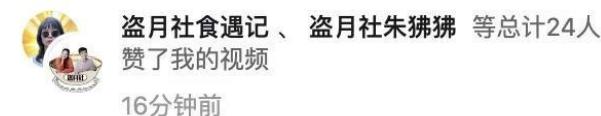
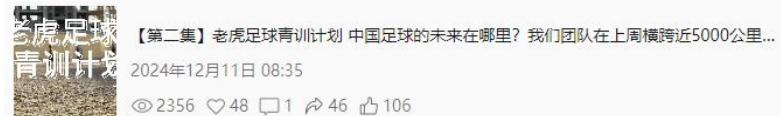


Package Design

Our Solution

II. Social Media Influence

- A. Made **2** videos about the soccer team and uploaded on **5** platforms (Bilibili, Douyin, We-chat channel, Red note, Youtube)
- B. **70,000 +** views; 300+ comments
- C. Get touch with **5** professional soccer clubs
- D. Receive funding (**¥30,000**) from two social media influencers for the tryout trip



"If they stay in Hotan, there's **no way they can become a soccer player..."**

— — Soccer coach of Arele Primary School



Our Solution

III. Tryout Trip

With the 30,000 funding from the influencers, we brought **7 kids** to Guangdong in January



Our Solution

First Times...

First time having a professional tutor



First time working with a foreigner



First time playing against professional U13 Team



First time visiting a zoo



First time seeing a rainbow



First time seeing a tower





We can **Proudly** say:

“We Changed 6 Kids' Lives”



THE RESULTS

Metrics for Success #1: Long term Collaboration with local firms

As we stated before, 10% of profit would be dedicated for the rejuvenation of the soccer team

From e-commerce platforms:

Sales: 100,000+ combined

Price: ¥50

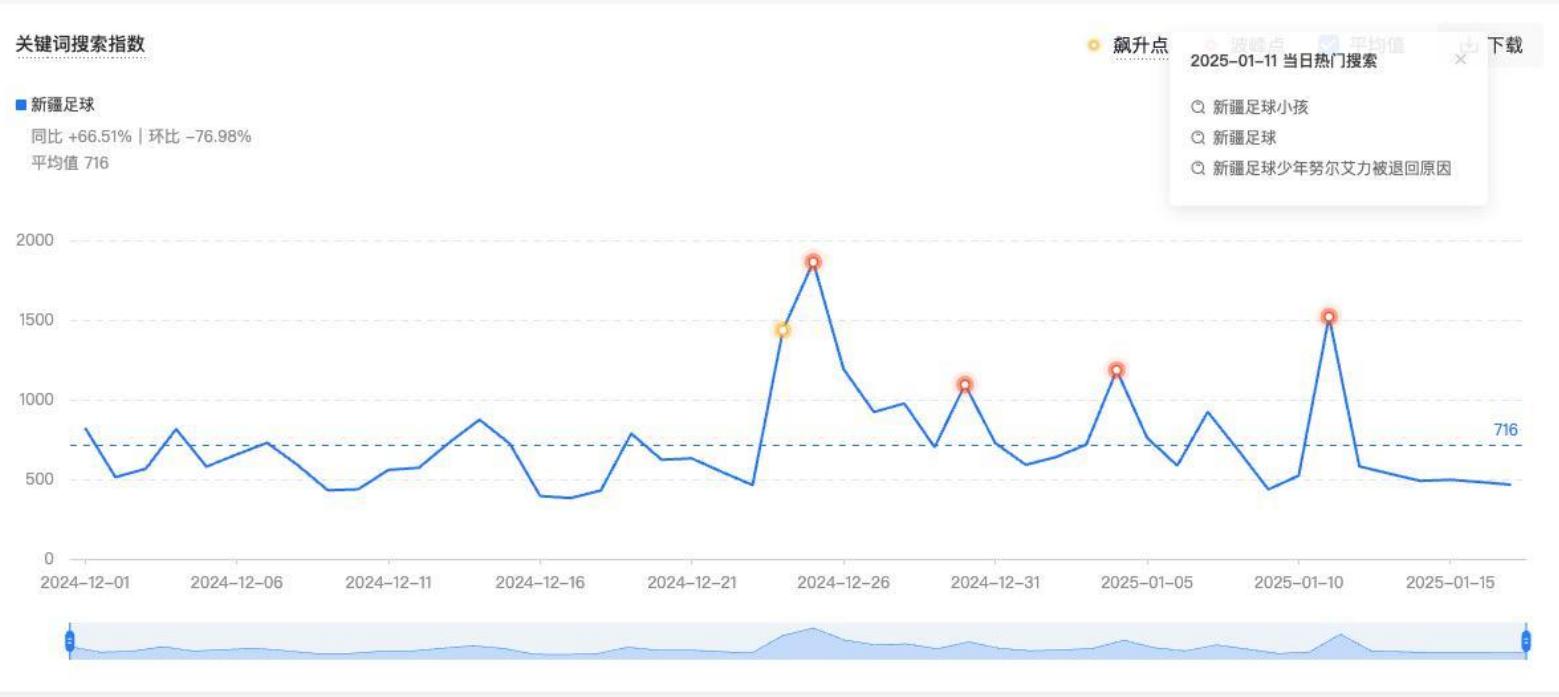
Revenue: ¥5,000,000

Assuming a profit margin of 20% (usual margins firms aim for), the amount the team receives would be ranging around ¥100,000



Metrics for Success #2: Social Media Influence

Metrics for Success #2: Social Media Influence

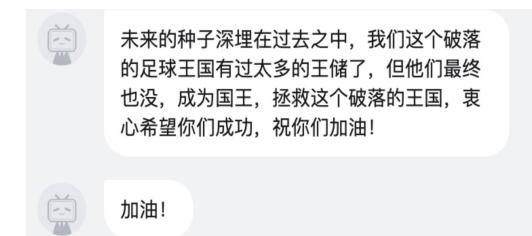


Oceanengine Searching Data on Tiktok



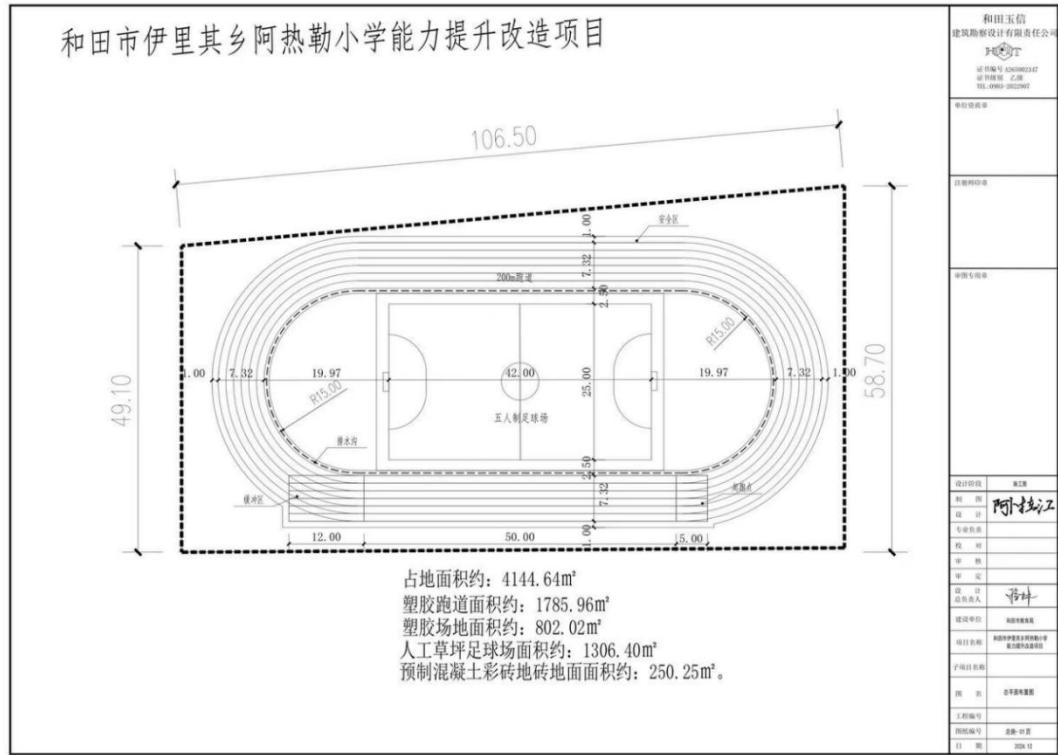
¥1,000 donation from a follower of our channel

Metrics for Success #2: Social Media Influence



Metrics for Success #2: Social Media Influence

Planning from the local
government



A photograph of a young boy standing behind a tattered soccer goal net on a sandy field. He is wearing a dark jacket with a red collar and a face mask. In the background, there is a large, modern building and a tall concrete wall. The sky is hazy.

SIX KIDS CHOSEN, WHAT NOW?

Metrics for Success #3: The qualification of the 6 kids

Future Planning:

- Arrange school, training and life in Guangzhou
- Keep tracking the 6 continuously
- Video creation to continue the increasing exposure
- Ensure there is always a group of students going to Arelre Primary School each year



We believe, **SIX IS JUST THE BEGINNING**



Limitations



Scalability

Long-term Sustainability



Coaches' Development



community involvement

Lessons Learned

- A. Community Engagement
- B. Social Media
- C. Collaboration
- D. Take Actions



A screenshot of a Douyin (TikTok) profile page for '老虎足球青训计划' (The Tiger Project). The profile picture is a tiger logo. The bio reads: '我们，是一群对中国足球充满热爱高中生。我们，希望用行动来让更多人关注中国足球青训事业。' (We are a group of high school students who love Chinese football. We hope to use our actions to let more people pay attention to Chinese youth football training.) The page has 480 likes, 6 mutuals, 10 follows, and 24 fans. The last post shows a man smiling with the caption '回不去的何止是时间' (More than just time can't be recovered) and '30.0万人参与' (300,000 people participated). The bottom navigation bar includes '首页', '商城', '消息' (with a red notification dot), and '我'.

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第13届

2024-25 CTB

全球青年研究创新论坛

Harvard, we are ready!

Think big
Start Small

从热爱出发，完成跨学科PBL课题

走上国际级别学术创新舞台



**“Building Dreams, One
Kick at a Time.”**

**Thank you for
listening**