

SMWW - Final Paper

Miami FC

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Why Miami FC

- Perfect environment for soccer
- Great city and great vibe
- People want more soccer
- Soccer is a culture like in Europe & South America
- Multicultural city
- Players with different backgrounds and skills
- A great inside/in town challenge (Miami MLS is coming)
- Mission/goal to move to the MLS in the upcoming future
- Hypothetical chance to play a “*derby*”



MIAMI FC

Club's Overview

- Miami Football Club is Miami's professional soccer club, owned by Silva International Investments
- The club is co-owned by International entrepreneur Riccardo Silva and Paolo Maldini soccer super star
- The club was founded on May 20, 2015
- The Miami FC plays in the North American Soccer League (NASL)
- The club won the Spring Season and Fall Season Championships, along with breaking several modern day NASL team and individual records.
- The Miami FC also advanced to the Quarterfinals of the U.S. Open Cup, the oldest and most prestigious soccer tournament in the country.
- The Miami FC plays its home matches at Riccardo Silva Stadium, located on the campus of Florida International University.
- Featuring a new field turf playing surface and Daktronics videoboard, the 20,000-seat venue is one of the top home field advantages in the NASL

Team Standings

STANDINGS



Spring Season Fall Season **Combined**

P	TEAM	GP	W	D	L	GF	GA	GD	PTS
1	Miami FC	32	21	6	5	61	28	33	69
2	New York Cosmos	32	10	15	7	56	51	5	45
3	Jacksonville Armada FC	32	10	13	9	38	38	0	43
4	North Carolina FC	19	8	8	3	26	19	7	32
5	Puerto Rico FC	32	5	10	17	32	51	-19	25
6	San Francisco Deltas	17	5	7	5	20	24	-4	22
7	Indy Eleven	17	3	7	7	24	33	-9	16
8	FC Edmonton	17	2	4	11	10	23	-13	10

NEXT MATCH

00 DAYS 00 HOURS 00 MINS 00 SECS

STANDINGS



2017

Spring Season Fall Season Combined

P	TEAM	GP	W	D	L	GF	GA	GD	PTS
1	Miami FC	16	11	3	2	33	11	22	36
2	New York Cosmos	16	6	6	4	22	21	1	24
3	Jacksonville Armada FC	16	6	6	4	17	16	1	24
4	North Carolina FC	10	5	3	2	14	10	4	18
5	Indy Eleven	9	2	4	3	13	16	-3	10
6	Puerto Rico FC	16	1	6	9	19	28	-9	9
7	San Francisco Deltas	8	2	2	4	6	15	-9	8
8	FC Edmonton	9	2	0	7	6	13	-7	6

NEXT MATCH

00 DAYS 00 HOURS 00 MINS 00 SECS

STANDINGS

P	Team	Pld	Pts
1	Miami FC	16	33
2	New York Cosmos	16	21
3	Jacksonville Armada FC	16	19
4	Puerto Rico FC	16	16
5	San Francisco Deltas	9	14
6	North Carolina FC	9	14
7	Indy Eleven	8	6
8	FC Edmonton	8	4

FULL TABLE

SCHEDULE

STANDINGS



2017

Spring Season Fall Season Combined

P	TEAM	GP	W	D	L	GF	GA	GD	PTS
1	Miami FC	16	10	3	3	28	17	11	33
2	New York Cosmos	16	4	9	3	34	30	4	21
3	Jacksonville Armada FC	16	4	7	5	21	22	-1	19
4	Puerto Rico FC	16	4	4	8	13	23	-10	16
5	San Francisco Deltas	9	3	5	1	14	9	5	14
6	North Carolina FC	9	3	5	1	12	9	3	14
7	Indy Eleven	8	1	3	4	11	17	-6	6
8	FC Edmonton	8	0	4	4	4	10	-6	4

NEXT MATCH

00 DAYS 00 HOURS 00 MINS 00 SECS

STANDINGS

P	Team	Pld	Pts
1	Miami FC	16	33
2	New York Cosmos	16	21
3	Jacksonville Armada FC	16	19
4	Puerto Rico FC	16	16
5	San Francisco Deltas	9	14
6	North Carolina FC	9	14
7	Indy Eleven	8	6
8	FC Edmonton	8	4

FULL TABLE

Team Stats

General

GAMES

32	21	6	5	65.6	1	1	1
Games Played	Won	Drawn	Lost	Win %	Spring Position	Fall Position	Combined Position

DEFENCE

28	0.9	15	5
Goals Conceded	Per Game	Clean Sheets	Penalties conceded

350	262	2421	1177	620	319
Tackles	Tackles Won	Duels	Duels Won	Aerial duels	Aerial Duels Wc

DISTRIBUTION

15137 / 17264
Accurate Passes

87.7
Passing Accuracy %

67.7
Succ. Long Passes %

539.5
Passes Per 90 Mins

Pass Direction %

Passing Accuracy By Area %

370	93	58.0
Total Open Play Crosses	Succ. Crosses	Average Possession %

370	93	58.0
Total Open Play Crosses	Succ. Crosses	Average Possession %

ATTACK

325
Total Shots (exc. blocked shots)

149
Shots On Target

61
Goals Scored

18.8
Conversion Rate (%)

47.2
Mins Per Goal

22	29	9	1
Left Foot Goals	Right Foot Goals	Headed Goals	Other

2	54
Penalties Scored	Goals inside box
1	7
Penalties Missed	Goals outside box
	0
	Set Pieces

DISCIPLINE

352	374	45	2
Fouls Won	Fouls Conceded	Yellow Cards	Red Cards

Players Ranking

GOALS



ASSISTS



SHOTS



SAVES



YELLOW



RED



CHANCES CREATED



Players Ranking

TOTAL PASSES



TOTAL CROSSES



TOTAL CLEARANCES



CLEAN SHEETS



GOALS CONCEDED



NEXT MATCH



STANDINGS

	Spring Season	Fall Season	Combined	
P	Team	Pld	Pts	
1	Miami FC	16	33	
2	New York Cosmos	16	21	
3	Jacksonville Armada FC	16	19	
4	Puerto Rico FC	16	16	
5	San Francisco Deltas	9	14	
6	North Carolina FC	9	14	
7	Indy Eleven	8	6	
8	FC Edmonton	8	4	

FULL TABLE

Miami FC's Community Relations

- *One Goal*
- *Coach of the Match*
- *Meet Golazo*
- *Appearance Request*
- *Event Request*

One Goal

- The Miami FC's mantra. It is driven by extending the platform of soccer to make a positive and significant impact in education, community service, and health and wellness through the pillars of Philanthropy and Corporate Citizenship.

Coach of the Match

- One coach will be selected each month through the end of the Miami FC regular season and will be featured during a home match.
- Coaches will be chosen on the criteria of leadership, community involvement, and sportsmanship.
- Nominate your coach to win:
 - *Four tickets to a Miami FC match*
 - *Pre-match recognition at a Miami FC match*
 - *A Miami FC Jersey*
 - *\$500 donation from TECO Peoples Gas*

Meet Golazo

- Golazo is the Miami FC's Mascot

Club's CSR

- The Miami FC is a team of the community and a leader in Corporate Social Responsibility (CSR).
- In partnership with The Miami Foundation and the Play for Change Foundation, The Miami FC's goal is to connect with South Florida's communities through the global language of soccer
- The Miami FC Foundation pledged **\$20.000** to support local communities affected by Irma, the hurricane that devastated South of Florida
- The Miami FC Foundation also donated volunteer effort & support

Miami FC's Fans


Join Dade Brigade

- The Official Supporter Group
- The Dade Brigade mission is twofold. The passion for the team and community will not only be reflected in the stands but throughout charitable events and activities.
- It is a non-profit organization fiercely committed to giving back to the community via promotions and drives for local based charities
- Fan Code of Conduct
- Newsletter


Club Manager/Head Coach

- Cesare Prandelli
- International experienced
- Formation used: 4-2-3-1/ 4-3-3 / 4-4-2 diamond
- Knows how to work with young players
- Makes young players grow/improve
- Teaches soccer (perfect for a league that is relatively young)
- His teams play an offensive soccer
- His tactics are very keen and detailed
- His teams know how to cover the entire field properly
- Space is one of his teams best quality and characteristic




Cesare Prandelli



Al-Nasr
Manager



Born/age: **Aug 19, 1957 (60)**
Nationality:  **Italy**
Appointed: **Jul 1, 2017**
Contract until: -
Agent: **D.P. Football ...**
Avg. term as coach: **1,78 Years**
Preferred formation: **4-2-3-1**


Was player:
Defensive Midfield

 **2**  **1**  **1**

≡ Sub Menu

PROFILE DATA

Name in home country:	Claudio Cesare Prandelli
Date of birth:	Aug 19, 1957
Place of birth:	Orzinuovi 
Age:	60
Nationality:	 Italy
Avg. term as coach:	1,78 Years
Trainer licence :	UEFA Pro licence
Preferred formation:	4-2-3-1




New Players

Available Budget \$25 million

- Andrea Petagna - CF (\$11m)
- Davide Calabria - RB (\$6m)
- Niccoló Zanelato - CM (465 Th. \$)
- Nicolás Lodeiro - AM (\$6.6 m)
- Alfonso Davies - CF (700 Th. \$)
- **Tot = \$ 24.765 millions**

#29


Andrea Petagna



Atalanta
Serie A

Born/age: **Jun 30, 1995 (22)**
Nationality: **Italy**
Height: **1,90 m**
Position: **Centre-Forward**
Contract until: **30.06.2020**
Agent: **Gr Sports**
International player: **Italy**

9,00 Mill. €




≡ Sub Menu

PLAYER DATA

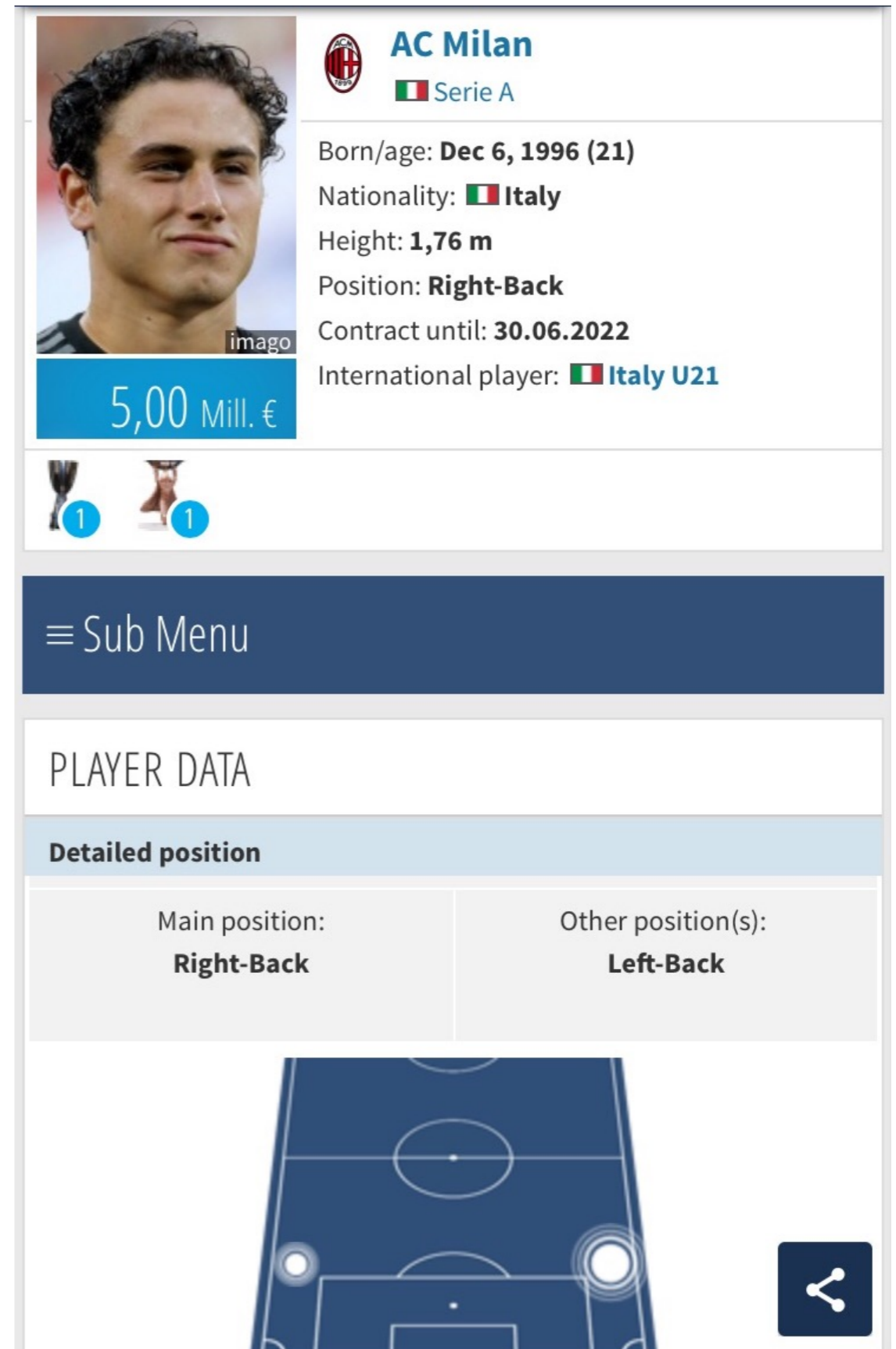
Detailed position

Main position:
Centre-Forward



#2

DAVIDE CALABRIA



AC Milan
Serie A

Born/age: **Dec 6, 1996 (21)**
Nationality: **Italy**
Height: **1,76 m**
Position: **Right-Back**
Contract until: **30.06.2022**
International player: **Italy U21**

5,00 Mill. €


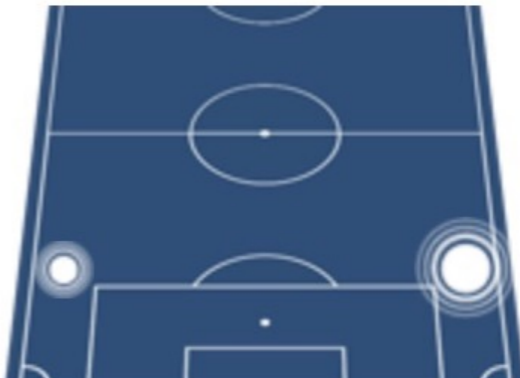
1 1

≡ Sub Menu

PLAYER DATA

Detailed position

Main position: Right-Back	Other position(s): Left-Back
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#45

Niccolò Zanellato



Player profile card for Niccolò Zanellato. The card features a portrait of the player on the left, with the word 'imago' in the bottom right corner. To the right of the portrait, the AC Milan logo and name are displayed, along with the Serie A league logo. Below this, the player's birth date and age are listed as 'Born/age: Jun 24, 1998 (19)'. Further down, his nationality is listed as 'Italy', his height as '1,78 m', and his position as 'Central Midfield'. His contract end date is '30.06.2019', and his agent is 'Gr Sports'. At the bottom of the card, his international player status is listed as 'Italy U20'. A blue bar at the bottom left of the card displays the value '400 Th. €'.

AC Milan
Serie A

Born/age: **Jun 24, 1998 (19)**
Nationality: **Italy**
Height: **1,78 m**
Position: **Central Midfield**
Contract until: **30.06.2019**
Agent: **Gr Sports**
International player: **Italy U20**

400 Th. €

≡ Sub Menu

PLAYER DATA


Detailed position

Main position:
Central Midfield



#10

Nicolás Lodeiro



Sounders FC
MLS

Born/age: **Mar 21, 1989 (28)**
Nationality: **Uruguay**
Height: **1,69 m**
Position: **Attacking Midfield**
Contract until: **31.12.2019**
Agent: **SR All Stars**
Current international: **Uruguay**


www.mlssoccer.com
£4.95m

≡ Sub Menu

PLAYER DATA


Detailed position

Main position: Attacking Midfield	Other position(s): Left Wing Right Wing
---	---



#67

Alfonso Davies



Vancouver
MLS

Born/age: **Nov 2, 2000 (17)**
Nationality: **Canada**
Height: **1,78 m**
Position: **Left Wing**
Contract until: **31.12.2018**
International player: **Canada**

700 Th. €



1

≡ Sub Menu

PLAYER DATA

Detailed position

Main position: Left Wing	Other position(s): Attacking Midfield Secondary Striker
------------------------------------	---



Club's Weaknesses

- Points comparison - Spring season (36p) & Fall season (33p)
- Goals Difference - Spring season (+22) & Fall season (+11)
- In the Fall season the team scored less and suffered more goals
- Lack of a killer striker
- Stefano Pinho signing with Orlando FC was a huge lost
- Needs of creativity in the midfield
- Needs of unpredictability in the third line
- Tends to attack mostly on the wings
- Needs more central attacks
- More passing combinations between the second and third lines
- More vertical passes
- Needs for midfielders to attack the space and to finish more often
- More support in terms of goals from the entire ‘

Players Released

- Jonny Steele - LM
- Bradford Rusin - CB
- Michel - LB
- Jonathan Borrajo - RB
- Kwadwo Poku - AM

Why they go

Jonny Steele - LM

- Zanellato can play also as LM.
- Didn't play a lot.
- According to the stats his performances were just ok

Bradford Rusin - CB

- He never played. Didn't fit with the team

Michel - LB

- Didn't have a huge impact. Calabria can play also as LB
- His performances were ok but not outstanding
- Stats show his season was average

Jonathan Borrajo - RB

- Didn't play a lot.
- Calabria is a RB and he does both phases perfectly
- Stats show he struggled crossing. This is a must for a RB in a 4-2-3-1 or 4-3-3

Kwadwo Poku - AM

- His performance was good and he played quite a lot
- The signing of Lodeiro, Davies and Petagna will cut him off
- Stats show he needs to be more concrete and decisive

Jonny Steele

GENERAL

1 Games Played 11 Minutes Played 0 Starts 0 Sub Off

DEFENCE

1 Clearances 0 Blocks 0 Interceptions

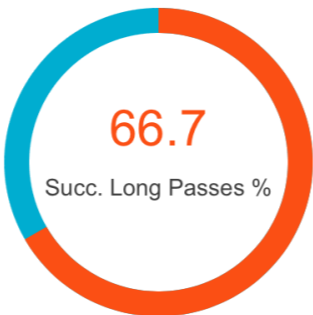
0 Tackles 0 Tackles Won 1 Duels 0 Duels Won 0 Aerial duels 0 Aerial Duels Won

DISTRIBUTION

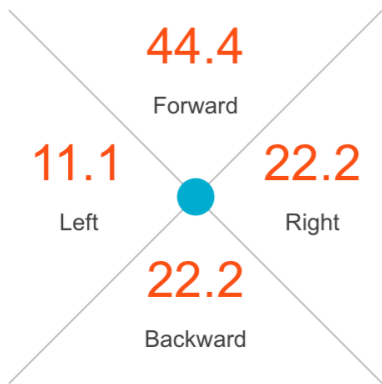


88.9 Passing Accuracy %

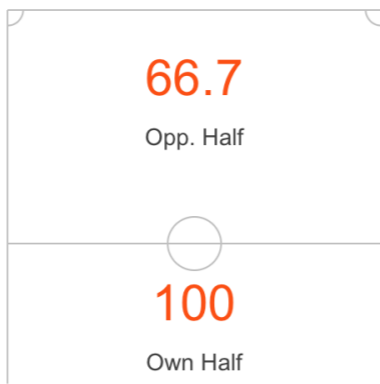
73.6 Passes Per 90 Mins



Pass Direction %



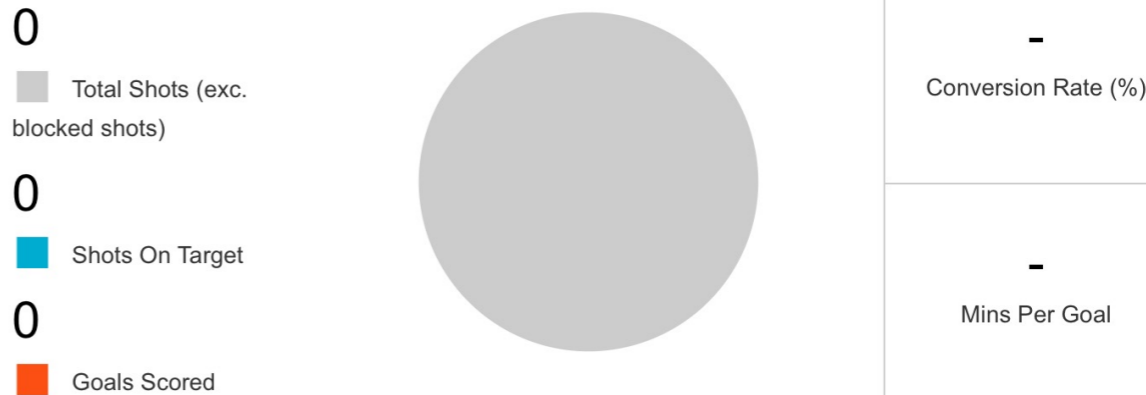
Passing Accuracy By Area %



1 Total Open Play Crosses 0 Succ. Crosses

0 Assists 0 Chances Created

ATTACK



0 Left Foot Goals 0 Right Foot Goals

0 Headed Goals 0 Other

0 Goals inside box

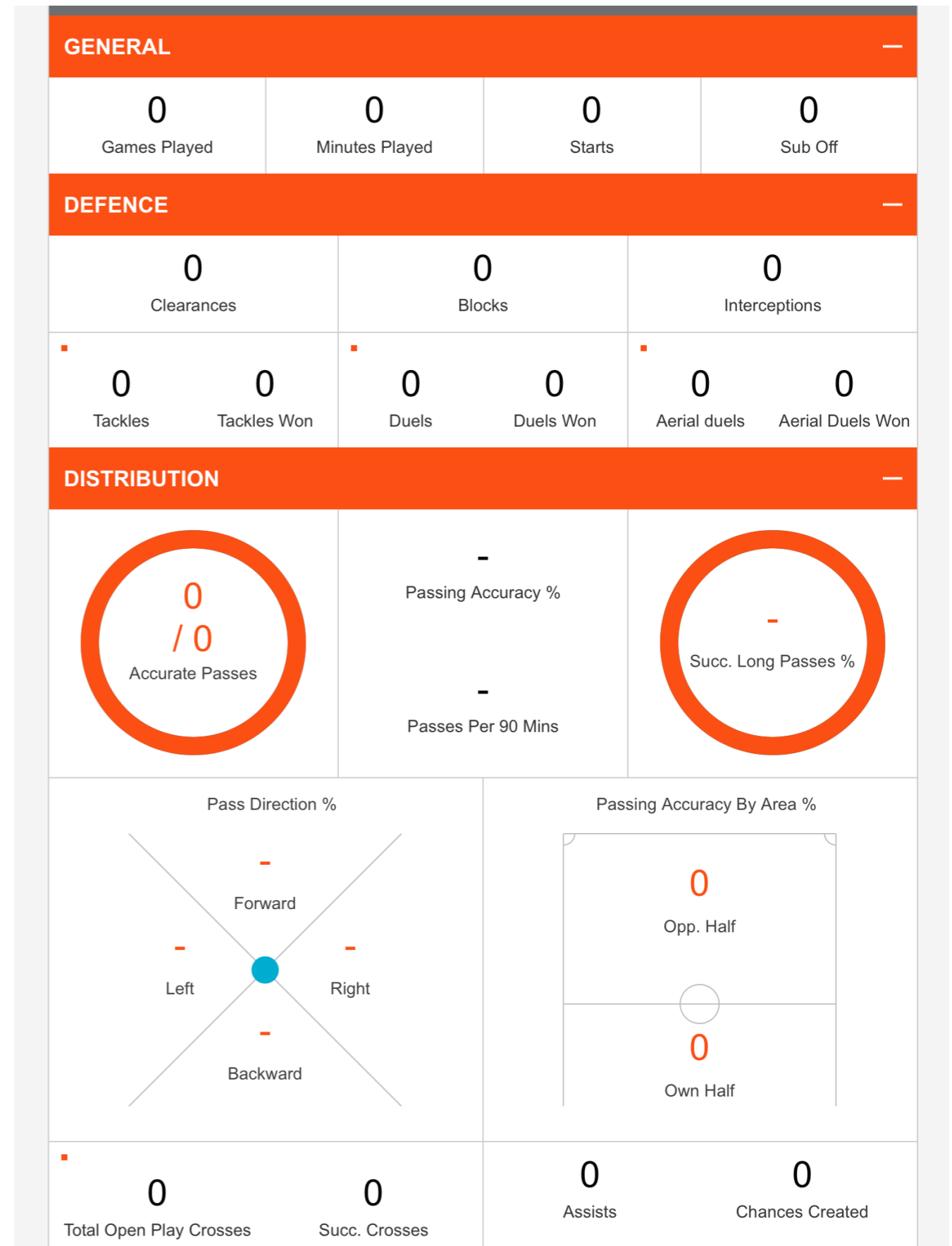
0 Goals outside box 0 Set Pieces

DISCIPLINE

0 Fouls Won 0 Fouls Conceded

0 Yellow Cards 0 Red Cards

Bradford Rusin



Michel

GENERAL

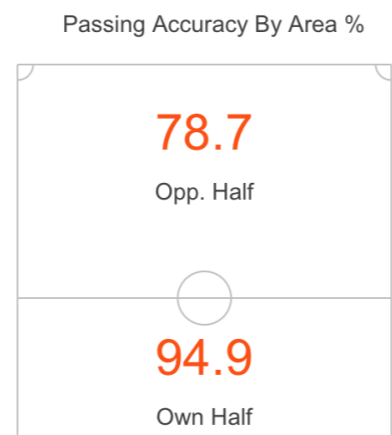
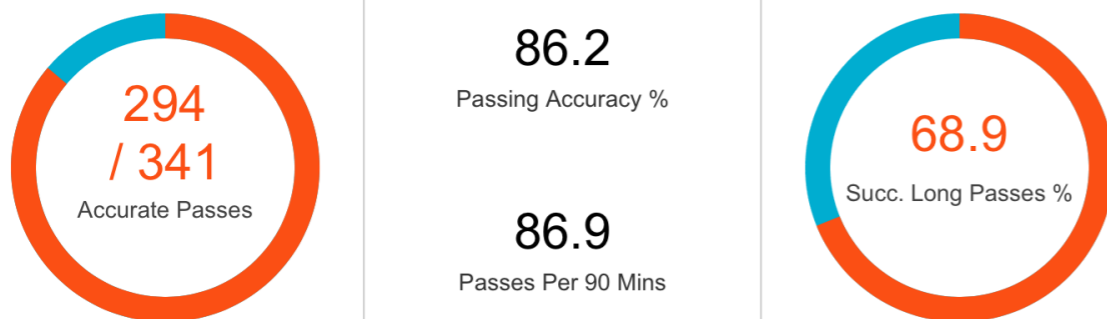
15 Games Played 353 Minutes Played 2 Starts 1 Sub Off

DEFENCE

6 Clearances 2 Blocks 4 Interceptions

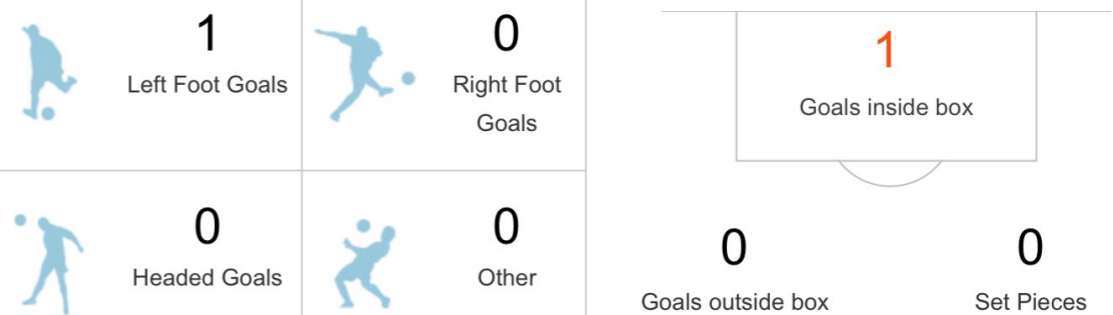
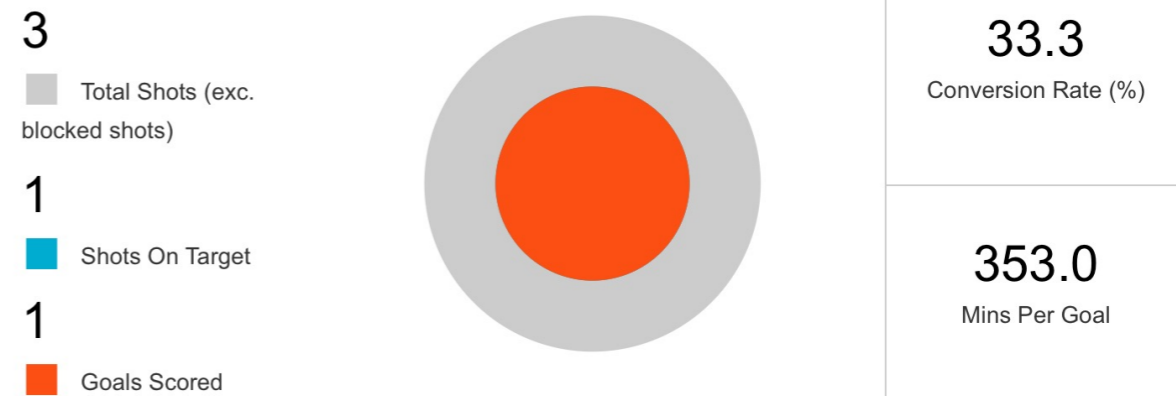
4 Tackles 2 Tackles Won 30 Duels 10 Duels Won 5 Aerial duels 1 Aerial Duels Won

DISTRIBUTION

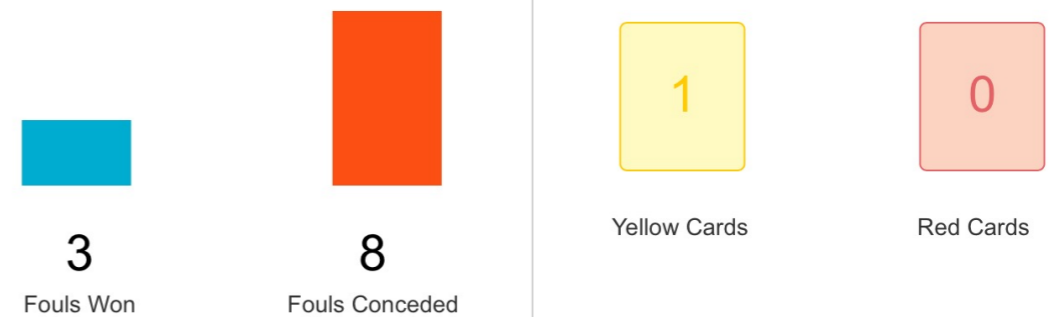


4 Total Open Play Crosses 0 Succ. Crosses 0 Assists 3 Chances Created

ATTACK



DISCIPLINE



Jonathan Borrajo

GENERAL

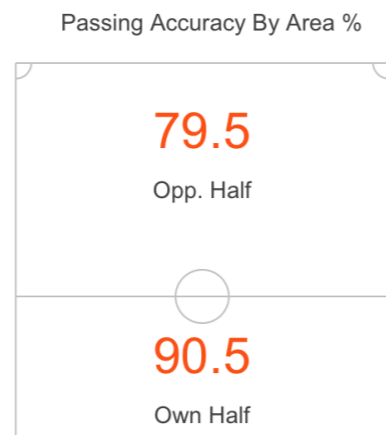
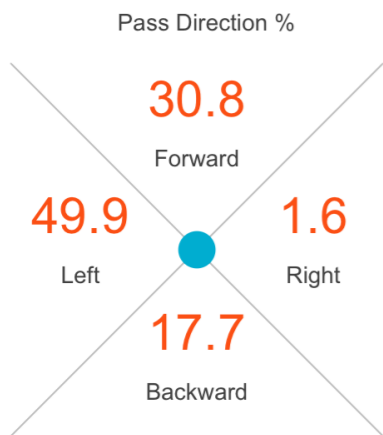
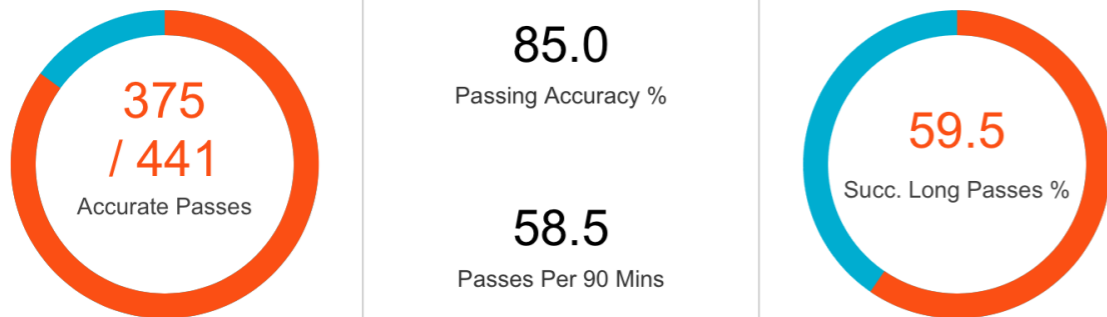
11 Games Played 679 Minutes Played 7 Starts 3 Sub Off

DEFENCE

16 Clearances 0 Blocks 11 Interceptions

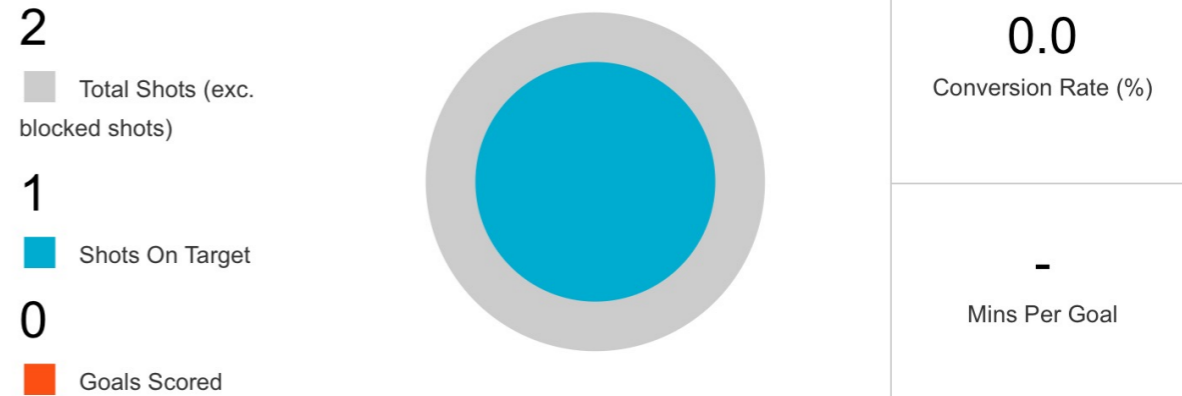
11 Tackles 9 Tackles Won 51 Duels 28 Duels Won 14 Aerial duels 8 Aerial Duels Won

DISTRIBUTION



30 Total Open Play Crosses 3 Succ. Crosses 0 Assists 7 Chances Created

ATTACK



0 Left Foot Goals 0 Right Foot Goals

0 Headed Goals 0 Other

0 Goals inside box 0 Goals outside box 0 Set Pieces

DISCIPLINE

10 Fouls Won 10 Fouls Conceded 1 Yellow Cards 0 Red Cards

Kwadwo Poku

GENERAL

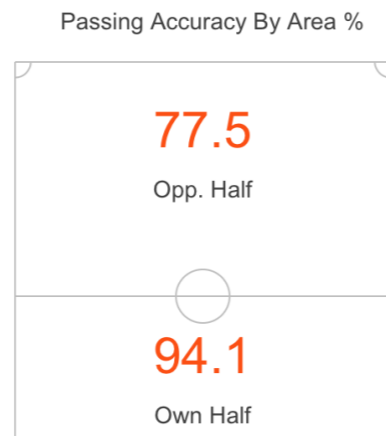
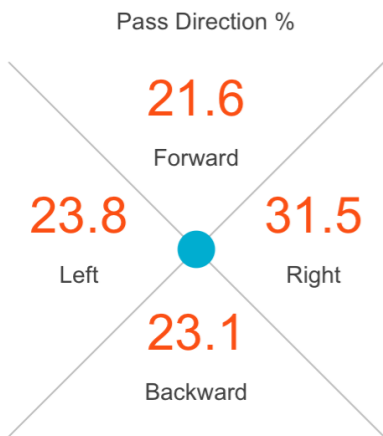
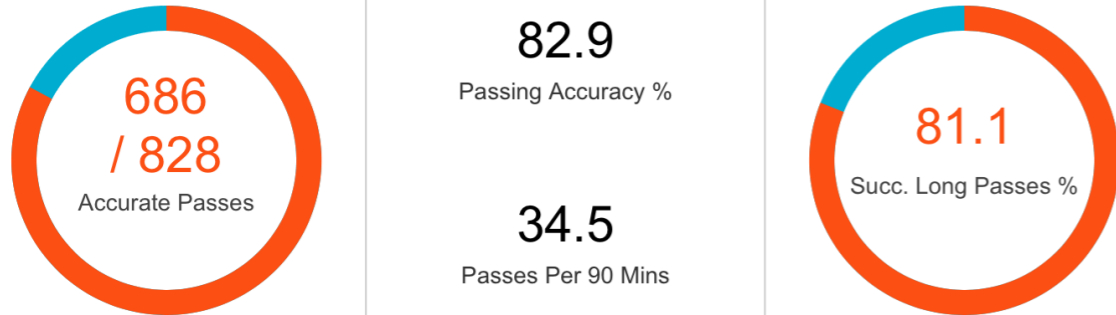
29 Games Played 2163 Minutes Played 26 Starts 14 Sub Off

DEFENCE

14 Clearances 0 Blocks 8 Interceptions

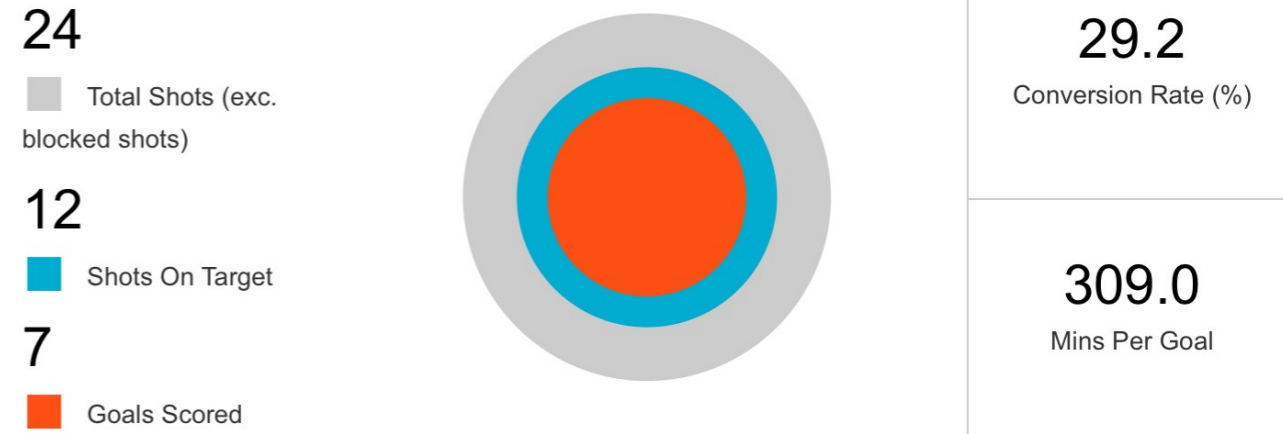
19 Tackles 16 Tackles Won 243 Duels 94 Duels Won 35 Aerial duels 13 Aerial Duels Won

DISTRIBUTION



16 Total Open Play Crosses 5 Succ. Crosses 3 Assists 37 Chances Created

ATTACK



0 Left Foot Goals 6 Right Foot Goals

1 Headed Goals 0 Other

7 Goals inside box

0 Goals outside box 0 Set Pieces

DISCIPLINE

20 Fouls Won 34 Fouls Conceded

2 Yellow Cards 1 Red Cards

Formal Interviews

Steven Caldwell

- Former TFC Captain
- TSN Commentator
- MLSE (Global Partnerships)
- Ontario Soccer Association Facilitator

Enzo Concina

- Former Montreal Impact Coach
- DC United Coach
- AS Napoli Coach
- Inter scout

Bill Manning (BManning@torontofc.ca)

- TFC President (I will have a meeting with him at the end of the month. Too late for the finals but it will be very helpful and useful).

Q&A

stevenaldwell@hotmail.co.uk

Questions

1. What were/are your responsibilities in the club?
2. The goals for the future of the team?
3. What position are you hoping the team to achieve/upgrade next time? And how?
4. What are the teams weaknesses? Do they have any?
5. What's your opinion about the players roster this year and in the past?
6. Your role prior to the start of the season and during the season?
7. Future developments within your area?
8. How did you got into the soccer business and what your background is?
9. Do you have any advice for someone who wishes to enter this field or to advance their career?

Answers

1. My responsibilities were on the strategy of our grassroots program and Academy. It was my role to manage our partnership with Ontario Soccer and have individual relationships with the major clubs in the GTA.
2. The teams goal is to be a dominant force in MLS and eventually Concacaf. A leader in soccer for North America.
3. I think the team have to upgrade at the right wing back position and probably at central defender.
4. They are a very strong team with few weaknesses. I think they have a tendency to play too central at times and they are vulnerable at the base of their midfield. A better team could exploit that moving forward.
5. I think the roster has got stronger and stronger in the past 4 years. There is a good blend of youth and experience and they are very deep in terms of quality within MLS as it's a salary cap league.
6. TFC ambassador - liaison between the club and the fans/customers
7. Looking for opportunities
8. I played professional soccer in England for 16 years. I finished my career in MLS with TFC.
9. My advice is to listen and learn but don't be afraid to speak up when it's your area of expertise.

Q&A

enzo.concina@gmail.com

Questions

1. What were/are your responsibilities in the club?
2. The goals for the future of the team?
3. What position are you hoping the team to achieve/upgrade next time? And how?
4. What are the teams weaknesses? Do they have any?
5. What's your opinion about the players roster this year and in the past?
6. Your role prior to the start of the season and during the season?
7. Future developments within your area?
8. How did you got into the soccer business and what your background is?
9. Do you have any advice for someone who wishes to enter this field or to advance their career?

Answers

1. Assistant coach with focus on implementing tactical shape on offensive, defensive and both transition phases. Cutting and preparing film clips. Set pieces offense & defense.
2. Presently not with a club.
3. See above
4. The weaknesses of the two MLS clubs I worked for were both lacking a sufficient fitness word program, North American MLS players too soft physically and mentally in relation to training regimes and back to back games. Coaches lack of knowledge in tactics (both phases), recruiting/scouting and inability to up the training intensity levels.
5. In those two seasons roster depth was always an issue.
6. Assistant coach duties increased as time passed thanks to the tactical stuff that I implemented little by little.
7. Living in Italy and like in most football countries more emphasis and funding is needed in youth development. Canada and USA even more so.
8. Grew up in Canada, went to play in Italy at 20 and retired after 13 year career. Background was soccer oriented when I hit 16.
9. Advise for coaches: take coaching courses in Europe and South America. If your a coach, study the game and watch as many games live as you can. Meritocracy is not considered enough here in North America. The lack of promotion and relegation brings lack of urgency and much mediocracy.

Thank you ...!!!

Antonello Inverso