



CATALOGUE

2026

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INTRODUCTION

Edutrace is a South African company delivering **high-impact** products, services, and software solutions across the **professional sports** and **school sectors**. We work with **top-tier** sporting organisations, independent and public schools, and developmental bodies to **unlock** human potential through **technology** and **performance systems**, rooted in **data** and **proven methodologies**.



DIRECTOR
Jean De Lange

ABOUT US

The Edutrace journey started when the **VKB Group** consulted **A-Game Performance** Coaching on how they could add more value and impact the **'platteland'** communities which they served in a meaningful and lasting way. The current directors (then through A-Game Performance Coaching) designed a **bold** and **purpose-driven** plan: to improve the **performance** of **schools** in these regions and unlock the **untapped potential** within the countryside. VKB believes that these areas in South Africa represent a **sleeping giant** — full of promise, talent, and strength waiting to be activated. A proof of concept followed at two schools, demonstrating that success at an international sports level and implementation of global best practices could be achieved even in small communities.

WHAT WE DO



PROJECT LEAD
Ruan Botha

To assist schools and organisations in **improving** and **measuring** their **progress** towards their **goals**, Edutrace has identified five performance levels into which schools in South Africa can be categorised. Through the implementation of our programme, we apply best practices, systems, and principles drawn from successful **international** professional sports teams. Leveraging our experience with both these teams and some of South Africa's leading **corporate** organisations, we introduce a **world-class performance model** and **mindset** into the school system — one that positively influences **teachers**, **parents**, and **students** alike.

VISION & MISSION

Vision

To **elevate** the standard of **performance**, **wellbeing**, and **talent** development in South African schools and sports through practical, **innovative systems**.

Mission

We **equip** schools and **sports teams** with **practical tools**, **expert services**, and **performance software** to **develop** talent, **track** progress, and build **high-performance environments**.



SOFTWARE PRODUCTS

TECHNOLOGY PRODUCTS

Software products designed to assess and rate athletic ability, instills physical development, and strengthen mental awareness and wellbeing.

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HIGH-PERFORMANCE SOLUTIONS

HUMAN PERFORMANCE PRODUCTS

Align your team, build leadership capacity, and install systems that improve team cohesion, individual performance, and develop long-term high-performance culture.

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COMMERCIAL PRODUCTS

PERFORMANCE INNOVATIONS

Bring high-performance development to your school grounds with the Skilltracer activity centre designed to unlock learner potential where it matters most.

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At **EduTrace**, we believe that **optimal performance** requires support from every angle. Our product ecosystem is designed to create a seamless experience across four key **stakeholder** groups:



SYSTEM

Comprehensive infrastructure and platforms that power performance tracking



COACH/TEACHER

Specialised tools for those guiding and developing talent



ATHLETE/STUDENT

Personalised equipment for those striving to improve



PARENT/HOME COACH

Supportive resources for continued growth outside institutional settings



SOFTWARE PRODUCTS



SOFTWARE PRODUCTS

SKILLTRACER ATHLETIC RATING PROGRAM

skilltracer



Uncover Potential

Build Champions

Track Growth

HELP STAFF TRACK AND IMPROVE LEARNER PHYSICAL DEVELOPMENT USING RELIABLE DATA, NOT GUESSWORK.

PRODUCT DESCRIPTION

Skilltracer is a school-based app that measures and tracks each learner's physical ability across nine key areas like strength, speed, flexibility, and endurance. It helps teachers and coaches identify where learners are strong, where they need support, and how they improve over time — giving schools real data to guide physical development, team selection, and learner support.

LAUNCHING AUG 2025
SKILLTRACER VIRTUAL COACH

skilltracer
VIRTUAL COACHING SYSTEMS



Sport Specific

Coach Toolkit

Optimise Potential

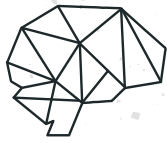
A COMPLETE COACHING SYSTEM THAT RAISES YOUR SCHOOL'S SPORTING STANDARD — BY EMPOWERING YOUR COACHES AND DEVELOPING EVERY LEARNER.

PRODUCT DESCRIPTION

Skilltracer Virtual Coach is a digital coaching platform built for schools. It gives your staff access to expert-designed season plans, skill drills, and development frameworks across key sports like **rugby, cricket, netball, hockey, tennis, and soccer**. Whether your coaches are experienced or new, they'll deliver structured, proven sessions — while your learners benefit from top-tier coaching without needing to leave their school environment.

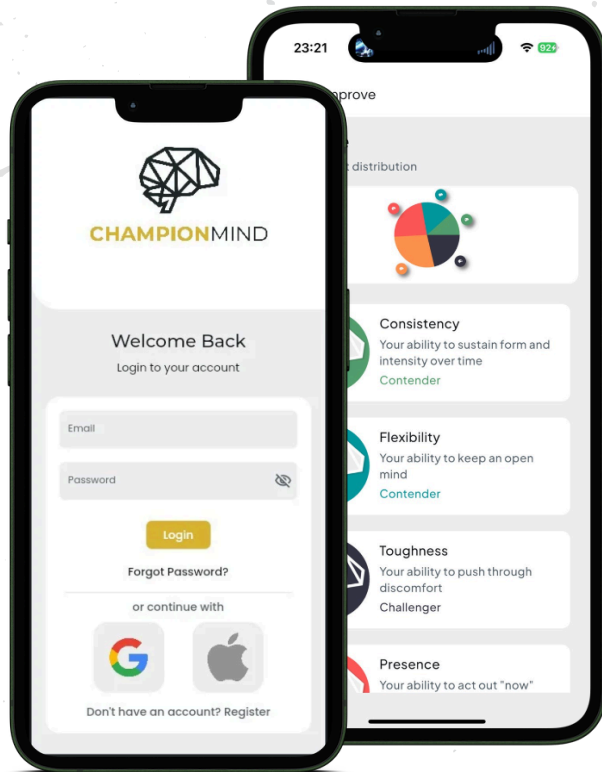
SOFTWARE PRODUCTS

HIGH PERFORMANCE MINDSET



CHAMPIONMIND

The **future** of Mindset
for all industries



Pressure Mindset

Enhanced Awareness

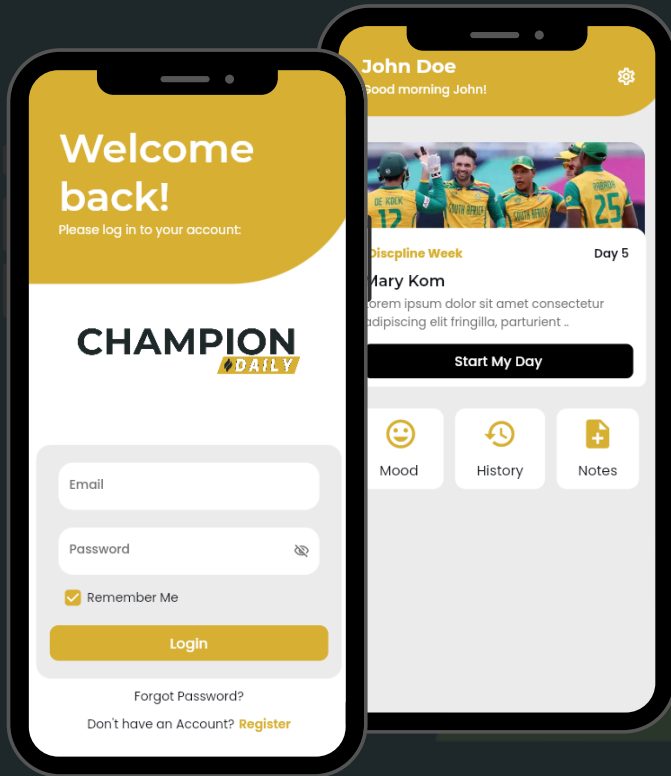
Team Understanding

EQUIP YOUR TEAMS WITH A PROVEN TOOL TO
STRENGTHEN THE MINDSET OF LEADERS, COACHES,
AND ATHLETES — IN SPORT, CLASS, AND LIFE.

PRODUCT DESCRIPTION

ChampionMind is a structured mental performance training app designed to help students, teams, and staff improve focus, resilience, and emotional control. Through short, guided sessions, it teaches learners how to handle pressure, recover from mistakes, and build a mindset for success — in class, in sport, and in life. It's a practical tool for developing confident, mentally strong individuals.

CHAMPION DAILY



Positive Routine

Personal Wellbeing

Self Awareness

GIVE EVERY LEARNER A STRUCTURED WAY TO BUILD CONFIDENCE, EMOTIONAL CONTROL, AND A FOCUSED SCHOOL DAY.

PRODUCT DESCRIPTION

ChampionDaily is a daily mindset and wellbeing tool that helps students build self-awareness, emotional regulation, and decision-making skills in just 10–15 minutes per day. Through short stories, reflections, and mission-based check-ins, learners develop the mental habits needed for consistent focus and resilience — while school staff can track engagement without extra admin.



HIGH PERFORMANCE SOLUTIONS

HUMAN PERFORMANCE PRODUCTS





HUMAN PERFORMANCE PRODUCTS

Two decades of experience in working with industry-leading teams and individuals, our custom-designed team programs offer the perfect solution for enhancing your team's performance through the optimising of human teams.

We specialise in guiding teams to build optimised human performance systems that will revolutionise productivity in a practical way

ANY TEAM. ANY CHALLENGE. ANY TIME



EDUTRACE A-PLAYER PROGRAM

OVERVIEW

The A-Player Program is our signature human performance model, designed to activate individuals who lead with purpose, act with clarity, and perform with consistency.

Built for teams who want to raise their standard, the A-Player Program helps each person align who they are (identity), how they operate (wiring), and what they believe (principles) to become the kind of teammate, leader, and contributor who drives meaningful results — every day.

HOW IT WORKS

In a one day team workshop your team will be introduced to the principles that separate good team members from truly world-class ones.

Through powerful frameworks, case studies, and actionable tools, they'll discover why a great person in a bad system will still struggle.

Discover why average performers thrive inside great systems and get introduced to the core habits of A-Players.

Perfect for

Teams who need inspiration, alignment, and a powerful mindset reset.

Outcome

A re-energised, re-focused team ready to take the next step toward greatness.

PROGRAM STRUCTURE

1 DAY

TEAM WORKSHOP

90 DAY

TEAM DEVELOPMENT

1 DAY

PERFORMANCE REPORT



EDUTRACE LEADERSHIP DEVELOPMENT

OVERVIEW

Leadership isn't limited to titles — it's a team-wide responsibility. The Leadership Program builds practical influence across three dimensions:

- Top-Down: Lead with vision, structure, and clarity from management and decision-makers.
- Bottom-Up: Empower individuals to lead through ownership, action, and initiative.
- Peer-to-Peer: Strengthen team culture through accountability, respect, and shared standards.

This program is built to help people lead where they stand — sharpening the skills and mindsets that drive high-performance environments forward.

HOW IT WORKS

We build a full leadership ecosystem that sustains momentum, drives accountability, and fuels excellence across your entire team.

We equip your leaders with the mindset, tools, and behaviours needed to model excellence, inspire trust, and set clear expectations.

Team leaders will get introduced to the Edutrace leadership models through workshops, communication system development and discover how to create a voluntary following.

Program Outcomes

- Aligned, Purpose-Driven Teams
- Stronger Trust and Accountability Across All Levels
- Greater Innovation and Problem-Solving Agility
- Sustainable High Performance
- A Thriving Culture of Ownership and Collaboration

PROGRAM STRUCTURE

1 DAY

SYSTEM INTRO

60 DAY

SYSTEM DEVELOPMENT

2 DAY

SYSTEM HANDOVER



EDUTRACE WORLD-CLASS SCORECARD

OVERVIEW

The World Class Scorecard is a performance framework designed to assess, report, and develop teams from the bottom up. Built around 15 key elements of world-class teams, this program provides clear data, honest insight, and actionable steps to elevate team culture and execution.

It's more than a score — it's a roadmap to becoming truly world class.

HOW IT WORKS

Phase 1: Identity Alignment:

Is your team's vision clear? Is every member aligned with the mission, values, and traditions that form your unique DNA? The Scorecard ensures your team knows exactly who they are and where they're going.

Phase 2: Communication Excellence:

You'll assess and improve the platforms, content, processes, and timing of internal and external communication. Teams that communicate effectively, perform effectively.

Phase 3: Packaging and Presentation:

Every detail matters — from how your team presents itself to how it delivers its product or service. Learn how to show up in a way that creates credibility, loyalty, and trust.

Phase 4: Competition and Engagement Strategy:

High-performance teams don't just compete — they dominate. This program helps you build an ecosystem where growth, engagement, and continuous improvement are part of your everyday culture.

PROGRAM STRUCTURE

90 MIN

LEADERSHIP MEETING

1 DAY

TEAM WORKSHOP

90 DAY

WORLD CLASS PROGRAM



EDUTRACE PERFORMANCE SYSTEM DEVELOPMENT

OVERVIEW

The Edutrace Performance Development Program helps schools unlock the full potential of their existing activities — from sport and extra mural activities, to specific coaching and performance.

Your school selects the focus areas you want to optimise. Then, through our system development process, the Edutrace team designs and implements a tailor-made coaching program that targets the specific performance indicators of each activity. It's not about doing more — it's about doing what you already do, better.

HOW IT WORKS

INITIAL DESIGN

Create clarity around your activity vision, values, and performance strategy — and align your people around it.

SYSTEM OPTIMISATION PROCESS

Helps teams install systems for weekly reviews, clear actions, accountability, and day-to-day execution programs

PROGRAM STRUCTURE

90 MIN

LEADERSHIP MEETING

120 MIN

WORKSHOP PER ACTIVITY

90 DAY

OPTIMISATION PROCESS



OTHER PROGRAMS



CHAMPIONMIND

CHAMPIONMIND TEAM PROGRAM

ChampionMind is a transformative mindset program unlocking your team's true potential.

We focus on cultivating a winning mindset, by optimising 5 key cognitive attributes that influence mental performance in any situation.

OVERVIEW

Elevate your team to the next level in a live ChampionMind upload workshop!

Team members will get assessed, be introduced to the Championmind system and discover how their team can work together in more effective ways. Post workshop your team will receive ChampionMind coaching through the application for 180 days.

PROGRAM STRUCTURE



1 DAY WORKSHOP



APP MEMBERSHIP



COACHING PROGRAM



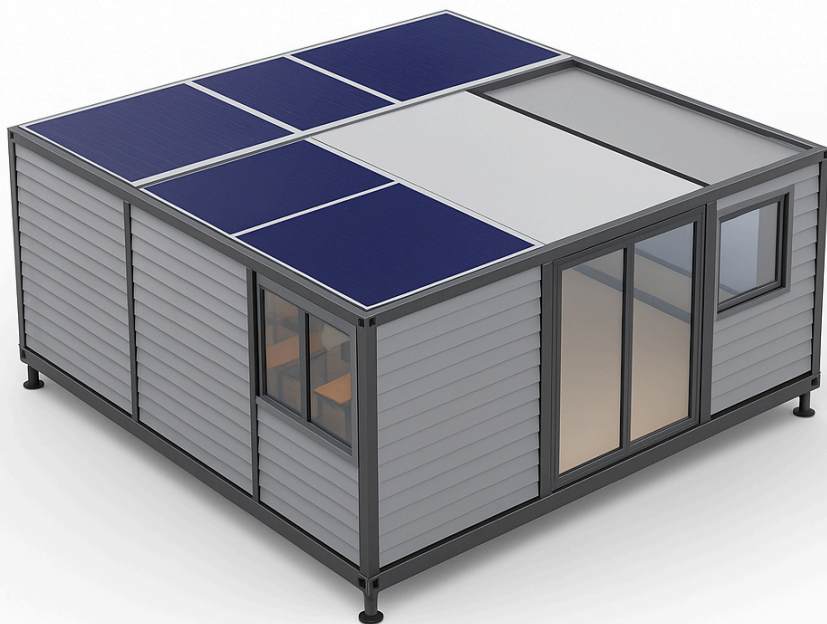
COMMERCIAL PRODUCTS

PERFORMANCE INNOVATION PRODUCTS



TRADE PRODUCTS

PERFORMANCE INNOVATION PRODUCTS



Activity Centre

Classroom

Club House

THE FUTURE OF LEARNING AND ACTIVITY SPACES —
FLEXIBLE, FAST, AND PURPOSEFULLY-BUILT FOR
ACHIEVEMENT

PRODUCT DESCRIPTION

EduSpace is a fully equipped mobile unit designed to solve urgent infrastructure needs. Whether used as a classroom, activity centre, or clubhouse, each unit is delivered ready-to-use, durable, and customisable — giving schools a fast, affordable way to create safe, high-performance spaces for learning and development.

TRADE PRODUCTS

SKILLTRACER TESTING KIT



skilltracer
Achievers in Motion

SKILLTRACER TESTING KIT

The Skilltracer Testing Kit gives your school or club everything you need to assess and rate athletic ability across nine key areas.

Designed to support accurate testing and easy implementation through our Skilltracer App, it's the complete physical toolkit for the Skilltracer athletic rating.

OVERVIEW

Easily run Skilltracer assessments on-site with all required tools in one kit. Ideal for schools, sports teams, and certified assessors looking to test and track athletic development accurately.

**RASSIE ERASMUS - SPRINGBOK HEAD COACH**

The people of a team plays such a huge part in the success of a team. When we first started, we knew what the system would look like, but we needed the right people to drive it.

The people behind Edutrace have helped us to shape our team members into the kind of performers that we needed to become our best version.

They understand the fundamentals of what makes a team thrive and they helped us to instil the team mindset we were looking for. I think they can help any team find a higher level of performance.

**JACO PEYPER - NASHUA M.D**

The Edutrace team are the mental performance experts. They enabled me and my organisation, whilst under pressure, to unlock our highest productivity level in a very practical way.

These same **HIGH-PERFORMANCE** systems are now available to schools. 

INTRODUCTION OF **OUR TEAM**



Jean De Lange
Director



Ruan Botha
Director



Robert Ebersohn
Skilltracer Rugby



Armand Annandale
Client Manager



Carel Bester
Director Sport Science

OUR PARTNERS



A • G A M E
performance coaching

IN ASSOCIATION WITH



WESGROW



SUPER SPORT SCHOOLS



TRACK & FIELD



SKILLTRACER PPL



BEST OF PLATTELAND
TOURNAMENT



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