ONYX BASKETBALL ACADEMY



YAOUNDÉ · CAMEROON · SINCE 2001

- HARD WORK
- EDUCATION
- SOLIDARITY
- DISCIPLINE

SCHOOL OF BASKETBALL

"More than a basketball school — a school of life!"

PRESENTATION BROCHURE

2026 – 2028

CONTENTS

PRESENTATION BROCHURE
2026 – 2028



03 FOUNDATIONS

Background · History · Our vision · Our values · Our motto · Our missions · Our medium-term objectives

06 MANAGEMENT & STRATEGY

Organisation and staff · 2026 – 2027 programme · Areas of activity and related programmes · Objectives · Target groups

10 THE ONYX PROGRAMME

Academic · Sport · Personal development · Social

11 OUR ACHIEVEMENTS

Sport · Social · Education

12 FUNDING

Sources of funding · Use of resources · 2026 – 2028 projected budget

13 SUPPORT THE ONYX PROJECT

Child sponsorship · Corporate sponsorship

16 PARTNERS

Organisations · Personalities

17 CONTACTS

FOUNDATIONS

BACKGROUND · HISTORY · VISION
VALUES · MISSIONS



CONTEXT

ONYX BASKETBALL ACADEMY was founded to coach young people aged 4 to 18 in basketball, at a time when no facility was suited to high-level training.

When the academy was created, the landscape was marked by:

01 a Cameroonian junior league in decline;

02 no league at all for the U17, U15 or U11 age groups;

03 a lack of long-term vision among Cameroon's basketball governing bodies.

ONYX is the **first basketball academy** to introduce daily training and to develop basketball in the youth categories.

HISTORY

FOUNDATIONS

2001

Louis Tsoungui, a former French-Cameroonian international, founds ONYX BASKETBALL ACADEMY.

ONYX is the first training organisation (sport / education / academic support) **to take on, free of charge,** promising young Africans.

Training venue: Club Noah (with the support of **Zacharie NOAH**). The young players train every day — unique in Cameroon.

2002

Centre League champions. The academy already has 40 players. Winners of the Centre League Cup.

Launch of ONYX's social programme: free academic support, with ONYX covering the school fees of 50% of players from low-income families!

2003

Cameroon junior champions. Membership grows by 50%. **The first ONYX-trained players leave for high schools in the United States.**

Development of the educational programme; schooling for socially excluded children.

First African team selected for the Cholet international tournament (France).

2005

Winner of the Cameroon Junior Cup.

Since 2003, ONYX has sent at least 2 players a year, on sports scholarships, to the best sport / education programmes in the United States (e.g. Montverde).

The academic support programme expands to welcome many more beneficiaries.

2007

Opening of the basketball school for children aged 4 to 12: 47 members in the first year — a real success!

LUC MBAH A MOUTE plays his 3rd NCAA Final Four with UCLA; the prestigious American university supports ONYX and sends one of its coaches.

A pure product of ONYX training, Luc joins the NBA with the Milwaukee Bucks in 2008. He is the only Cameroonian player in the NBA at the time.

2009

Membership reaches 160! ONYX now has influence across Central Africa (Congo, Chad, Gabon, Guinea, Central African Republic): recruitment of Junior T. (Congo junior national team).

Quality education remains a priority for ONYX: Steve Missi, sent to the USA, wins the high-school mathematics competition; T.S. Ekobo, a former ONYX player, served as Microsoft's Sales Director for Central Africa. The ONYX alumni network counts more than 300 former players who have succeeded in sport or in their careers.

The academy earns the respect and support of Roger MILLA.

2011

Steve Missi becomes the first foreign (and African) captain of the prestigious Montverde Academy in Florida.

The ONYX humanitarian tournament, launched in 2010, becomes an annual fixture.

Signing of a **partnership with Ahmadou KEITA (AK Sport)**, a former French international, to provide close follow-up of players competing abroad.

ONYX celebrates its 10th anniversary in June 2011! A milestone marking the academy's exceptional achievements — and a fresh start: the ONYX 2012 – 2018 project aims to build our own sports, academic, residential and social facilities and become an international benchmark in education and sport.

2013

50 young people have received study scholarships in the USA through ONYX since 2002.

Partnership established with JOAKIM NOAH (New York Knicks, NBA), including equipment donations.

Louis Tsoungui coaches the Congo national team at AFROBASKET 2013.

3rd medicine donation drive for children in northern Cameroon. Mosquito nets and medicines donated to elderly people in Akono (Centre Region).

2016

ONYX turns 15. Launch of the ONYX 2020 project: building our own multisport / study centre by 2020.

2017

JC Ntep, an ONYX coach, takes charge of the Cameroon national team for AFROBASKET 2017.

National 3X3 championship organised by ONYX.

Landry NNOKO signs with the DETROIT PISTONS in the NBA.

ONYX now has 300 players.

2023

ONYX Women win the Cameroon Cup and the LBC championship.

2026

ONYX turns 25.

FOUNDATIONS

VISION · VALUES
MOTTO · MISSIONS



“More than a basketball school — a school of life!”

OUR VISION

To contribute to the training and education of young people aged 4 to 18 through sport, while raising public awareness of social and environmental issues and supporting those most in need.

OUR GOAL: TO SHAPE RESPONSIBLE FUTURE ADULTS.

OUR VALUES

HARD WORK | DISCIPLINE | EDUCATION | SOLIDARITY

OUR MOTTO

More than a basketball school, ONYX is a school of life!

OUR MISSIONS

- Train tomorrow's top-level male and female players.
- Train tomorrow's top-level basketball coaches.
- Shape responsible future citizens.
- Pass on the values that will help young people succeed in life.
- Create jobs through our projects.
- Develop win-win exchanges between ONYX, the USA, Europe and the Middle East.

OUR MEDIUM-TERM OBJECTIVES

- Build our own ONYX MULTISPORT centre by 2028.
- Strengthen partnerships around the world.
- Bring more young people from disadvantaged backgrounds into the ONYX project.



MANAGEMENT & STRATEGY

ORGANISATION

Open to all: 300 girls and boys from every background.

The largest basketball training organisation in Central Africa.

CENTRE OF EXCELLENCE 1

BASKETBALL SCHOOL FOR ALL

Girls and boys aged 4 to 18.

CENTRE OF EXCELLENCE 2

THE ACADEMY

Runs every day; focused on training an elite group of boys and girls aged 13 to 18.

Club Hellénique
Training venue (Yaoundé – Bastos)

08 coaches
Eight coaches

3 to 6 / week
Training sessions per week

Competition
Regional and national leagues, from U11 upwards

STAFF

President	**Louis TSOUNGUI**
Treasurer	**Francoise TSOUNGUI**
VP Social Affairs	**Kiki MINDJA**
VP Sport	**Olivier BASSET**
Head of Internal & External Relations	**Sylvain BANAI**
Legal Adviser	**Marcele LIGOM**
Secretary General	**Sylvain BANAI**
VP Logistics	**Simon MBEY**
VP Marketing & Sales	**Louis TSOUNGUI**
Head of Administration	**Simon MBEY**
Head of Medical Services	**Dr Suzy MOYO**

2026 – 2027 PROGRAMME

HIGHLIGHTS

SEPT. 2026	**ONYX OPEN DAY** Centre Hellénique · exact date [to be confirmed]
OCT. 2026	**“3X3 BY ONYX” LEAGUE KICK-OFF** Centre Hellénique · exact date [to be confirmed]
OCT. 26 → MAY 27	**ONYX YOUTH TOURNAMENTS** All season long
DEC. 2026	**FESTI VETO** [Nth] edition · exact date [to be confirmed]
JUNE / JULY 2027	**ONYX BASKETBALL CAMP** 15th edition



MANAGEMENT & STRATEGY

AREAS OF ACTIVITY & RELATED PROGRAMMES

EDUCATION

- Schooling for the most disadvantaged; academic support and monitoring.
- Help with reading, writing and homework.
- Careers guidance.
- Coordination between parents, schools and ONYX staff.
- Financial support for the schooling of children in great hardship.

SOCIAL

- Annual humanitarian tournament supporting the NOUBOU health centre (Far North) and the Garoua Windé health centre (North) in CAMEROON.
- First-aid medicines donated to elderly people in Akono (Centre Region, Cameroon).
- Collection of money, medicines, clothing, etc. for humanitarian organisations (e.g. “Rayon de soleil” and Association Wudda wu).

HEALTH

- Awareness of healthy living (cholera and stomach illnesses) and nutrition.
- Awareness of sexually transmitted infections (STIs).

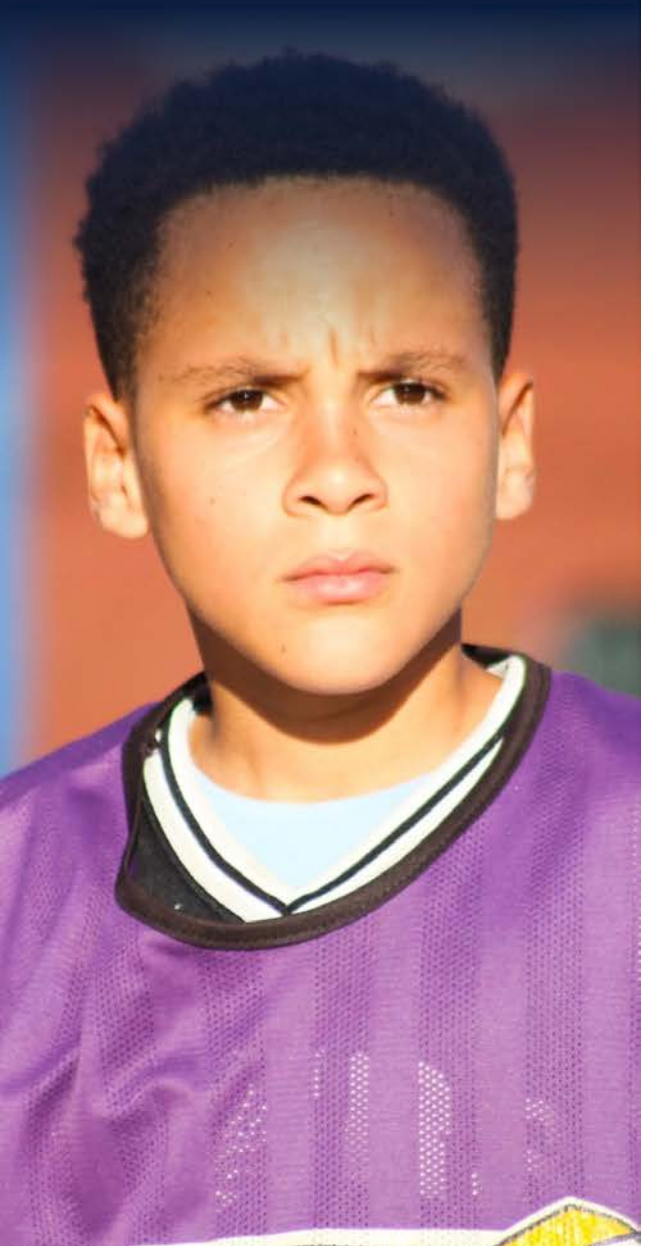
ENVIRONMENT

- Fighting plastic waste; promoting the sorting and recycling of plastic waste.
- “One player / one tree” reforestation project.



MANAGEMENT & STRATEGY

OBJECTIVES · TARGET GROUPS



OBJECTIVES

SHORT TERM

70 children · 25%

- 70 disadvantaged children supported to enrol in the basketball school (25% of the school's members).
- Funding for children from families in great hardship through sponsorship.
- Use basketball as a ladder for social mobility.
- Self-funding: donations and fees from the other children.

MEDIUM TERM

90 children · 33%

- 90 children supported at the basketball school (33%).
- Seeking grants to cover sports and school costs.
- Creating jobs in youth coaching and supervision.

LONG TERM

- A shelter for children in great hardship within the future ONYX centre.
- An ONYX hub in the regions, particularly in Cameroon's North and Far North.

TARGET GROUPS

BASKETBALL SCHOOL

Young people aged 4 to 18 from all socio-economic backgrounds in and around Yaoundé.

BASKETBALL ACADEMY

High-potential young people aged 12 to 16 from the Central African sub-region and from families in great hardship.

THE ONYX PROGRAMME

01 ACADEMIC PLAN

- Minimum 3-year programme.
- Academic monitoring.
- 100% pass rate at the baccalaureate within the academy.
- Placement at prestigious universities (scholarships in the United States, Asia…) through the ONYX network.

02 SPORTS PLAN

- Developing athletic ability.
- Developing the mental, technical and tactical skills required at the highest level.
- Top-level players on every continent.
- More broadly, developing motor skills and coordination for well-rounded young athletes.

03 LIFE SKILLS PLAN

- Educational support.
- Developing a sense of responsibility.
- Developing independence.
- A culture of solidarity.

04 SOCIAL PLAN

- Basketball as a ladder for social mobility.
- Social mixing as a guarantee of social harmony.
- Help for the disadvantaged (donations of medicines and equipment).
- Raising awareness of environmental causes.



25 YEARS

2001 – 2026

SINCE 2001, ONYX HAS DELIVERED RESULTS IN THE FOLLOWING AREAS:

SPORT

300+

MEMBERS PER SEASON

SOCIAL

MEDICINE DONATIONS

for children in northern Cameroon · humanitarian tournament held since 2010

OUR VALUES

HARD WORK · DISCIPLINE
EDUCATION · SOLIDARITY

ONYX TOGETHER!

EDUCATION

1,500+

YOUNG PEOPLE TRAINED SINCE 2001



PROGRAMME



FINANCES

SOURCES OF FUNDING

Membership fees | **Child sponsorship** | **Patrons**

Development aid

Merchandise sales | Sponsors

USE OF RESOURCES

- Court hire
- School fees for disadvantaged children
- Equipment purchases
- Staff and coach allowances
- Communication
- Transport for disadvantaged children
- Meals for disadvantaged children
- General care for disadvantaged children

PROJECTED BUDGET

2026 – 2028

30,000,000

FCFA · € · US$



FINANCES

SUPPORTING THE ONYX PROJECT

Giving young Cameroonians the opportunity to become educated, skilled and responsible citizens through sport.

Contributing in a tangible way to the development of African youth.

Promoting solidarity, respect and environmental protection.

There are many ways to support ONYX BASKETBALL ACADEMY. **Two main options are available to support ONYX's young players:**

CHILD SPONSORSHIP

PAGE 14

Through this programme, you personally support a child for a full year, materially and/or financially. As an individual, you become the sponsor of a disadvantaged young person with strong potential.

CORPORATE SPONSOR

PAGE 15

This option allows your organisation to support the centre's young players through a partnership that offers every opportunity to promote your products and services effectively, while actively contributing to the development of high-potential young people.

SPONSORSHIP

FINANCIAL · MENTORING



FINANCIAL

Full sponsorship of a child — schooling, sport and meals

500,000 FCFA / year

€800 · US$830

Partial sponsorship of a child — sport and meals

250,000 FCFA / year

€400 · US$420

Sports equipment sponsorship for a child

50,000 FCFA / year

€80 · US$90

MENTORING

An internationally recognised sports personality gets in touch with the child once or twice a year (e.g. Joakim Noah, New York Knicks) to offer advice and encouragement.

Sponsors automatically receive updates, at the agreed frequency, on the child's progress in every area: **school, health, sport and behaviour.**

SPONSORSHIP PACKAGES

PLATINUM

20,000,000 FCFA · €30,000 · US$35,000 / year

Maximum brand exposure for the sponsor across all ONYX physical, print, online and event media (banners, website, logo on jerseys and apparel, logo on posters, flyers…).

SECTOR EXCLUSIVITY for the Platinum partner.

Full integration of the Platinum sponsor into all ONYX events.

A tailor-made communication plan covering the sponsor's entire activation programme. Option to create an event entirely dedicated to the sponsor, linked to ONYX activities.

Sponsorship of at least five (05) children.

GOLD

10,000,000 FCFA · €15,000 · US$18,000 / year

Brand exposure for the sponsor across one category of ONYX physical, print, online and event media.

Full integration of the Gold sponsor into all ONYX events.

A tailor-made communication plan covering the sponsor's entire activation programme.

Includes sponsorship of three (03) children.

SILVER

5,000,000 FCFA · €8,000 · US$10,000 / year

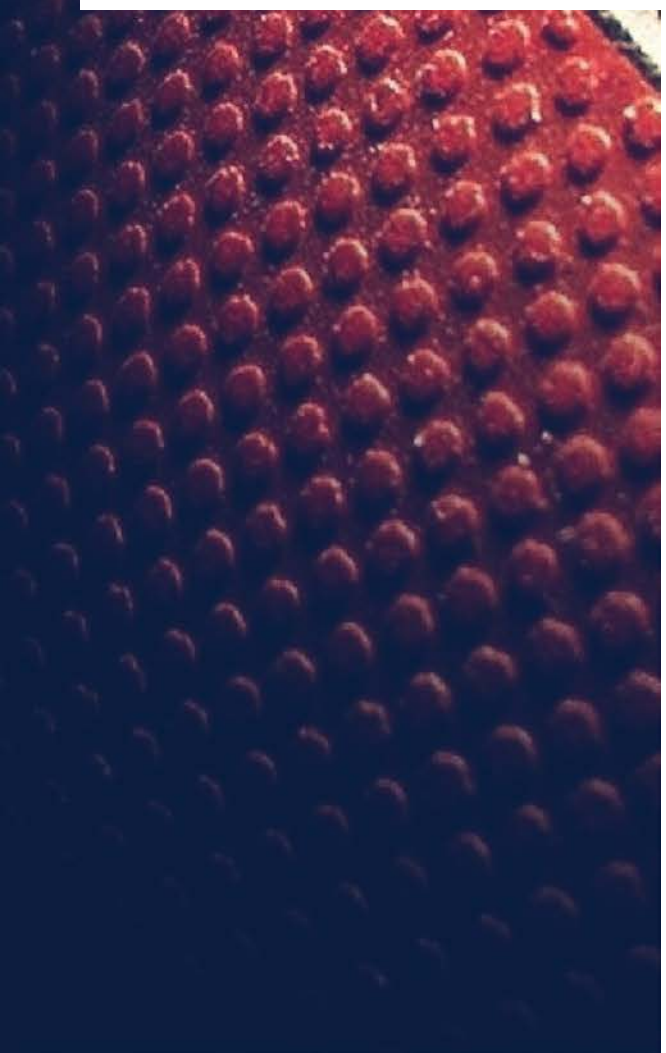
Brand exposure for the sponsor across a secondary category of ONYX physical, print, online and event media.

Includes sponsorship of one (01) child.



SPONSORSHIP





PARTNERS

THEY SUPPORT US

AK sports

NO BRAIN NO PLAY

AMW

Global Edu Pals
STIFTUNG FÜR WISSENSAUSTAUSCH

ASSOCIATION RAYONS SOLEIL

IMPROVE
COACH DE VIE

LIKALE

BOOMERSTYLE

FISICAL
CREATIVE & DIGITAL STUDIO

RAINBOW SA
MULTI-SERVICES & CONSULTING
SUPPORTS & STRATEGIES DE COM

Tchopetyamo

The Burger Bar

HOTEL MANSEL
HM

ONYX BASKETBALL ACADEMY

CONTACTS

ONYX BASKETBALL ACADEMY
YAOUNDÉ, CAMEROON

PRESIDENT
Louis Tsoungui
+237 676 18 11 34

VICE-PRESIDENT
Simon Mbey
+237 699 54 06 51

CONTACT
Olivier Basset
+33 6 09 66 33 76
+237 659 77 71 06

Onyx International Basketball Academy

@Onyxbball



SCHOOL OF BASKETBALL

"More than a basketball school — a school of life!"