MASTER PLAN & STRATEGIC VISION

OBJECTIF 2035

Building the Cameroon of tomorrow



ONYX BASKETBALL ACADEMY · YAOUNDÉ, CAMEROON · CAMPUS 2027 – 2035

Projected view of the campus



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THE NEED

The need is clear: in Cameroon, and across sub-Saharan Africa more broadly, **there is a severe shortage of sports and arts facilities that channel talented young people's passion into their education.**

Given population growth and the rapid expansion of major cities, the needs are immense.

ONYX Objectif 2035 aims to fill this gap with a modern, innovative approach **to train young Africans who will build the Africa of the third millennium.**

More broadly, it is an ambitious project to develop a generation of Cameroonians who will build the Cameroon of tomorrow with our own resources: human, intellectual, energy and cultural.



> ***"The greatest challenge for Cameroon and Africa in the 21st century is education and a revolution of minds."***

THE PROJECT FOUNDERS

LOUIS TSOUNGUI

Founder & President, ONYX Basketball Academy

- Former international basketball player (France)
- Founder and President of ONYX Basketball Academy
- International coach (Congo, Cameroon)
- Physical education teacher and coordinator
- Mental performance coach

OLIVIER BASSET

Technical Director, ONYX Basketball Academy

- FIBA Europe expert
- Head coach, Senior Division 2 team
- Co-founder of the ONYX Objectif 2035 project

"A commitment to returning to our roots"



00 · WHERE?

OUR LAND, OUR NATURE

40 MIN
maximum from downtown Yaoundé

5 MIN
from the main road, set back

2.5 HA
of wooded land, maximum

- On the outskirts of Yaoundé
- No more than 40 min from the city centre
- Set back from the main road (5 min by car)
- In a densely wooded, peaceful setting
- Near a water source if possible



Immersed in our land and our nature!

01

PART 1

GUIDING PHILOSOPHY

Vision · Pillars · Values · Activities



THE VISION: BUILDING THE AFRICA OF TOMORROW



01

AN INTEGRATED ACADEMY

combining athletic, academic and cultural excellence.



02

EDUCATE

young people in the universal values carried by sport and innovation.



03

CREATE AN ECOSYSTEM

where young people's passion for sport and culture drives academic success.



04

DEMONSTRATE

that a world-class institution can be built in Africa.

THE 4 PILLARS OF OUR PHILOSOPHY

01

POSITIVE EDUCATION

- Confidence
- Leadership
- Self-esteem
- Respect

02

ACADEMIC EXCELLENCE

- Boarding-school curriculum
- State-of-the-art technology
- Professional mentoring
- Bilingualism

03

ATHLETIC EXCELLENCE

- International coaches
- Training
- Competitions
- High-level expert staff

04

ECOLOGICAL SUSTAINABILITY

- Renewable energy
- Local materials, cultural identity
- Zero waste
- Environmental responsibility

CORE VALUES

1

RESPECT

For oneself, for others, for the environment

2

COURAGE

In facing challenges, embracing innovation, pursuing excellence

3

ALTRUISM

Serving others, contributing to the community

4

INTEGRITY

Honesty, transparency, accountability

5

INNOVATION

Thinking differently, daring to take initiative



SPORTS & ARTS ACTIVITIES

SPORTS

- Basketball
- Football (soccer)
- Tennis
- Athletics
- Table tennis
- Swimming
- Volleyball

ARTS

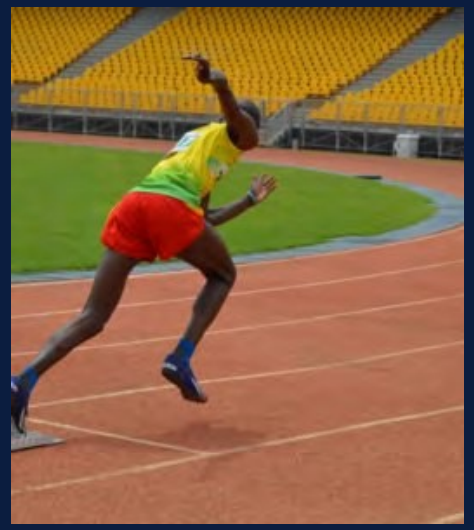
- Music
- Drawing
- Painting
- Sculpture
- Photography
- Other disciplines

Short term: partnership agreement with an existing school.

Long term: creation of our own school.













02

PART 2

INFRASTRUCTURE PRIORITIES

2027 → 2035 roadmap · Accommodation · Sports · Academics



ROADMAP: 3 PHASES TO 2035

2027 – 2028



PHASE 1 · FOUNDATIONS

- 2 basketball courts
- Boarding house (50 beds)
- Kitchen & dining hall
- Medical centre
- 250 m borehole
- Solar panels

2029 – 2030



PHASE 2 · SCHOOL & SPORTS

- Nursery and primary school
- Middle / high school
- 4 tennis courts
- Football pitch
- Athletics track
- Boarding: + 100 beds

2031 – 2035



PHASE 3 · OUTREACH

- Higher education
- Training institute
- 25 m swimming pool
- Library
- Multi-sport hall
- Residences: + 100 beds
- Overall optimisation





ON-SITE ACCOMMODATION

250+

BEDS ADDED PROGRESSIVELY
FROM PHASE 1 TO PHASE 3

STUDENT RESIDENCES

250+ beds added progressively (phases 1 to 3)

COMFORT

Double/triple rooms, en-suite bathrooms, high-speed internet

SERVICES

Laundry, shared kitchen, common study room, lounge areas

SUPERVISION

Supervised residential life, community values, mutual support

SPORTS FACILITIES: A STRATEGIC PROGRESSION



PHASE 1: FOUNDATIONS

- 2 FIBA-standard basketball courts: the main arena + first outdoor court
- Locker rooms / showers
- Weight room
- Multi-purpose meeting room
- First boarding building
- Dining hall
- Medical area
- Outdoor car park
- Green spaces

→ Goal: create strong appeal



PHASES 2 & 3: COMPLETE ECOSYSTEM

- 3 outdoor courts
- Second boarding building
- Rest area
- Outdoor car park, phase 2
- 25 m swimming pool (phase 3)
- Leisure area

→ Grow and diversify



ACADEMIC FACILITIES

CLASSROOMS
Modern, airy, connected (Wi-Fi); maximum 25 students per class

TECHNOLOGY
Interactive whiteboard + projector in ALL learning spaces, AI tools

LIBRARY
Print and digital resources, collaborative workspaces

LABORATORIES
Science, computing, languages, arts

CANTEENS
Healthy food, regular meal times, allergy-aware

03

PART 3

TECHNICAL & FUNCTIONAL REQUIREMENTS

Site · Energy · Capacity · Quality



INFRASTRUCTURE REQUIREMENTS

LAND & TOPOGRAPHY

- ✓ Area: 5,000 m² to 2.5 hectares
- ✓ Wooded land with natural clearings
- ✓ Gentle slope (no more than 15%)
- ✓ Paved main road access
- ✓ Accessible water source
- ✓ Away from pollution and noise
- ✓ Minimal seismic risk

UTILITIES

- ✓ Drinking water (borehole + mains)
- ✓ Three-phase power (50 kW minimum)
- ✓ Compliant wastewater disposal
- ✓ Internet: fibre + Starlink
- ✓ Paved internal roads
- ✓ Parking: 100+ spaces
- ✓ Secure perimeter fencing

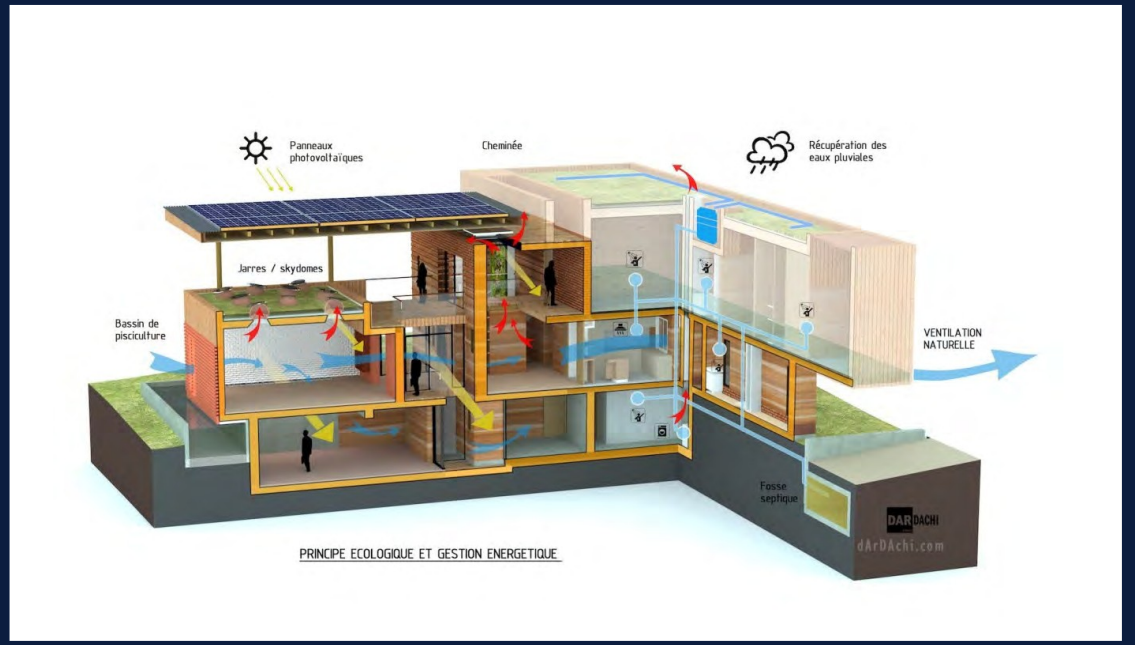


ENERGY & ENVIRONMENTAL REQUIREMENTS

80%

RENEWABLE ENERGY
SOLAR + BACKUP WIND

ENERGY	80% renewable: solar panels + backup wind turbine
WATER	Artesian well + tanks (4,000 m^3), UV treatment, rainwater harvesting
TOILETS	50% composting, 50% conventional (blackwater treatment)
WASTE	Sorting (5 streams), composting, no incineration
TRANSPORT	Electric bus, bicycles, e-scooters







OPERATIONAL CAPACITY

500+

STUDENTS

Long term, including 200+ boarders

1 / 10

SUPERVISION

1 adult per 10 young people: educators, coaches, cooks, maintenance

250+

BEDS

Supervised dormitories, double/triple rooms

5,000

KCAL / MEAL

Balanced, varied, no waste

24/7

SECURITY

Guards, CCTV, compliant fire extinguishers, equipped infirmary

100

MBPS MINIMUM

Wi-Fi, backup servers, redundant backups

QUALITY & CERTIFICATION

SPORTS STANDARDS

Facilities built to FIBA, World Athletics and ITF standards

ACADEMIC ACCREDITATION

Qualifications recognised in Cameroon and internationally

HEALTH & SAFETY

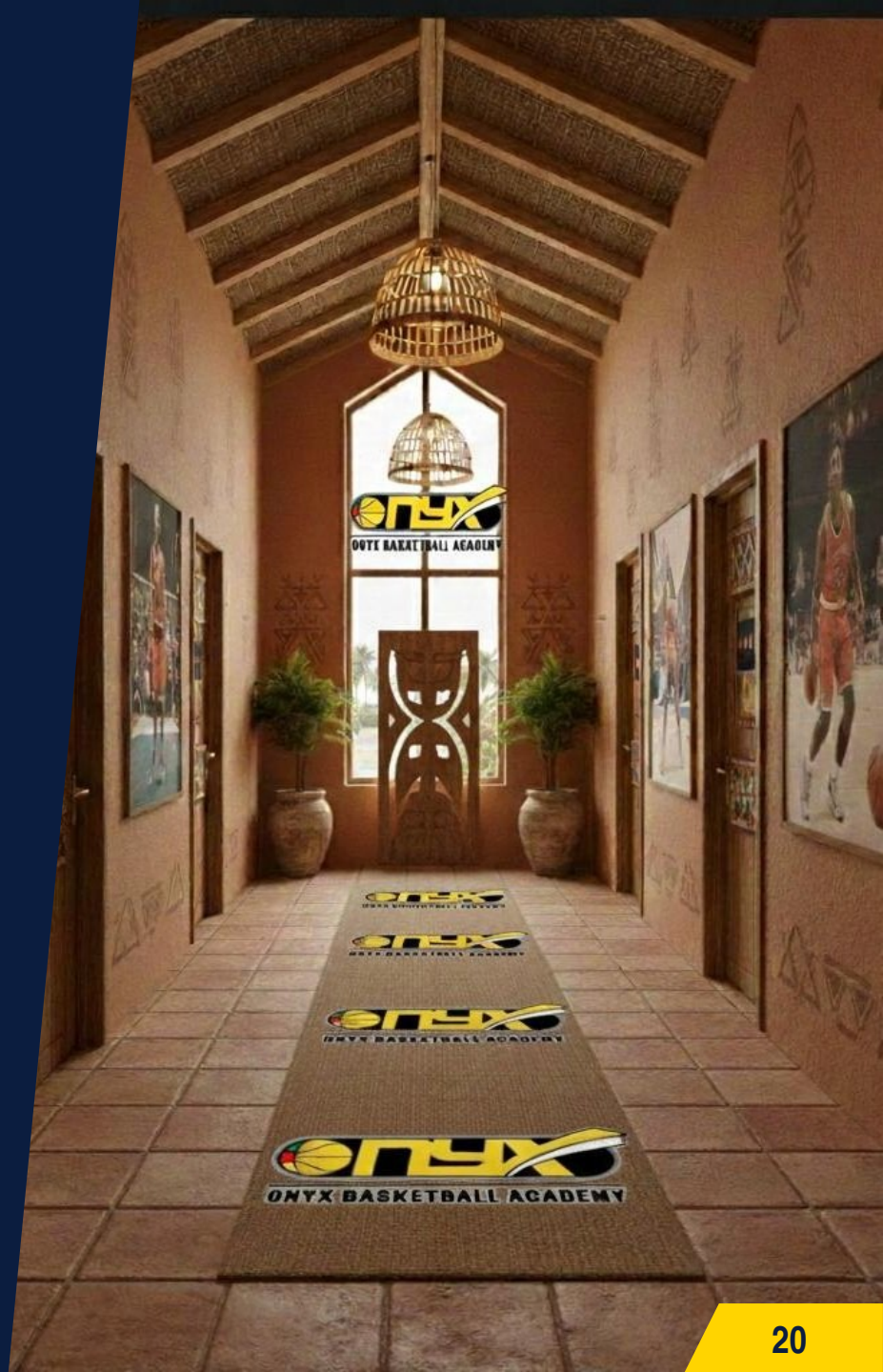
Quarterly audits, health protocols in place, resident doctor

ACCESSIBILITY

5% of spaces wheelchair-accessible, lifts, accessible toilets

ENVIRONMENT

Annual environmental audit, carbon impact certification



04

PART 4

AESTHETIC, ORGANISATIONAL & STRATEGIC DIMENSIONS

Architecture · Zoning · The campus in pictures



VISUAL IDENTITY & ARCHITECTURE

PALETTE

ONYX YELLOW
Energy, youth, optimism

ONYX MIDNIGHT BLUE
Signage, trust, elegance

TERRACOTTA & BROWN
Earth, stability, respect

GREEN
Ecology, growth, nature

WHITE, BEIGE & GREY
Modernity, minimalism

ARCHITECTURAL STYLE

- Inspired by African cultures
- Pitched (climate-adapted) thatched roofs
- Local materials (brick, timber…)
- Large natural openings
- Fluid circulation
- Curves & harmony
- Clear signage (simple logos)
- Covered walkways between spaces

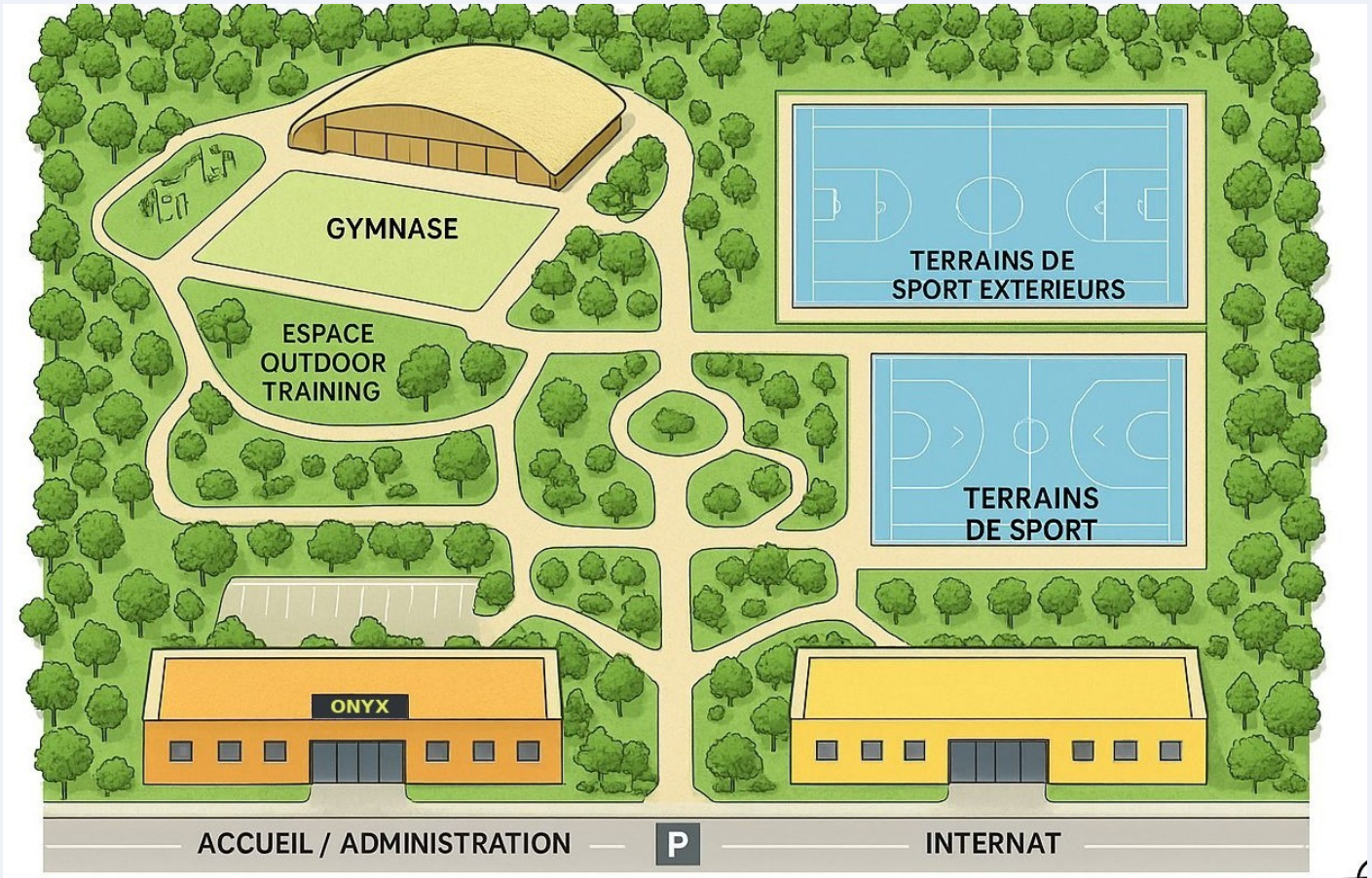






Sketch of the main arena and references from contemporary earth and brick architecture.

SPATIAL ORGANISATION (ZONING)



ADMINISTRATIVE ZONE

Welcome · Offices · Reception · Meeting rooms · Procurement

ACADEMIC ZONE

Classrooms · Science lab · Library · Computer room · Visual arts

RESIDENTIAL & SPORTS ZONE

Boarding houses · Courts · Locker rooms · Weight room

OVERVIEW



Campus projection: main arena, courts, weight room and two boarding houses around a central garden.

THE MAIN ARENA

1,200 SEATS



- Two cross-court basketball courts, sprung sports floor
- 1,200-seat stands
- Adjoining weight room



RECEPTION & ADMINISTRATION



04 · THE ADMINISTRATION BUILDING

- Entrance hall & reception
- 10 offices
- 1 large meeting room
- 1 small meeting room
- Equipment store
- Maintenance room
- Staff lounge
- Restrooms

Fine materials, carved woodwork and terracotta tiles: a welcome that affirms ONYX's African identity.

PERFORMANCE CENTRE



MEDICAL AREA

Treatment, recovery and medical monitoring



COACHES' OFFICE

Strategy, preparation and analysis



VIDEO ROOM

Video analysis and team sessions

WEIGHT ROOM & LOCKER ROOMS



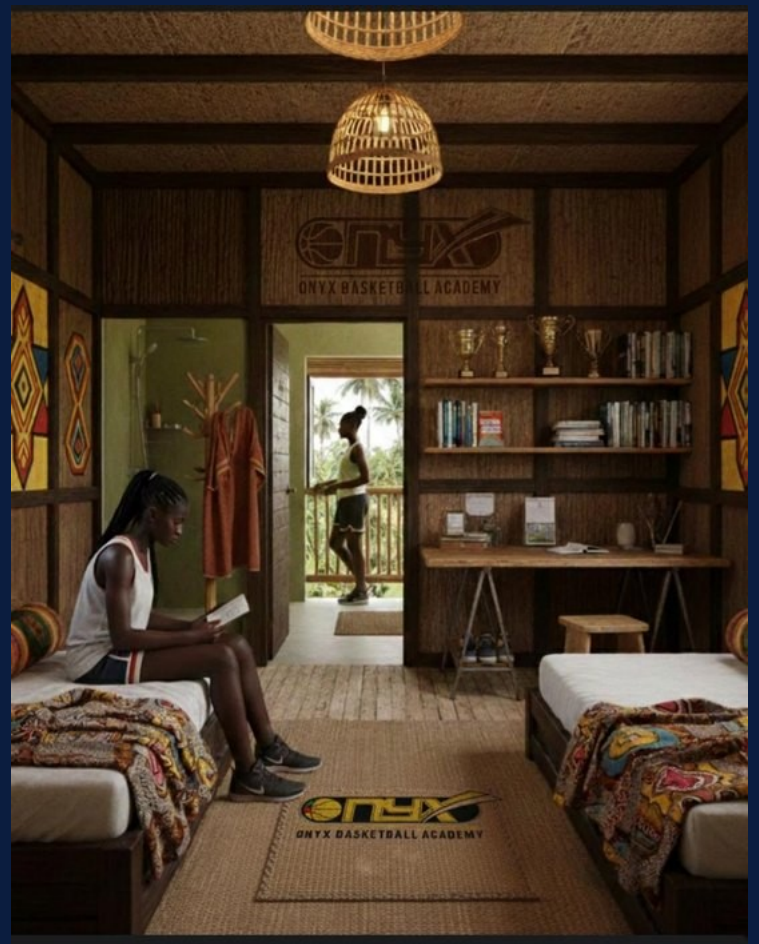
THE BUILDING



THE LOCKER ROOMS

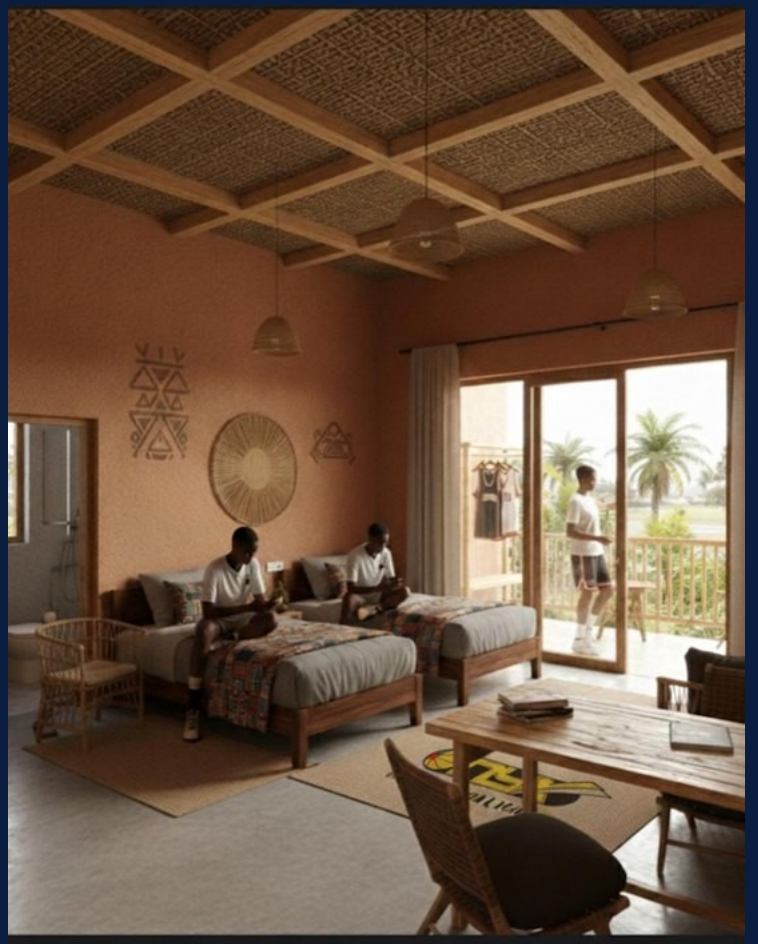
- Large space under a timber frame, natural overhead lighting
- Free weights, resistance machines and cardio
- Changing rooms and showers, benches and lockers
- Strong ONYX branding, from floor to walls

THE BOARDING HOUSE



GIRLS' ROOM

Wood finishes and African heritage patterns



BOYS' ROOM

Double rooms opening onto a balcony



EN-SUITE BATHROOMS

Shower and toilet in every room

DINING & GARDEN

THE DINING HALL

Local produce, healthy food, regular meal times and allergy awareness. A pleasant place to enjoy and share.

VEGETABLE GARDEN & MINI-FARM

Learning, recycling and organic produce for the canteen.





FUNDING & BUSINESS MODEL

3 SOURCES OF FUNDING

DONATIONS

From individuals who wish to support an innovative project in Africa

INVESTORS

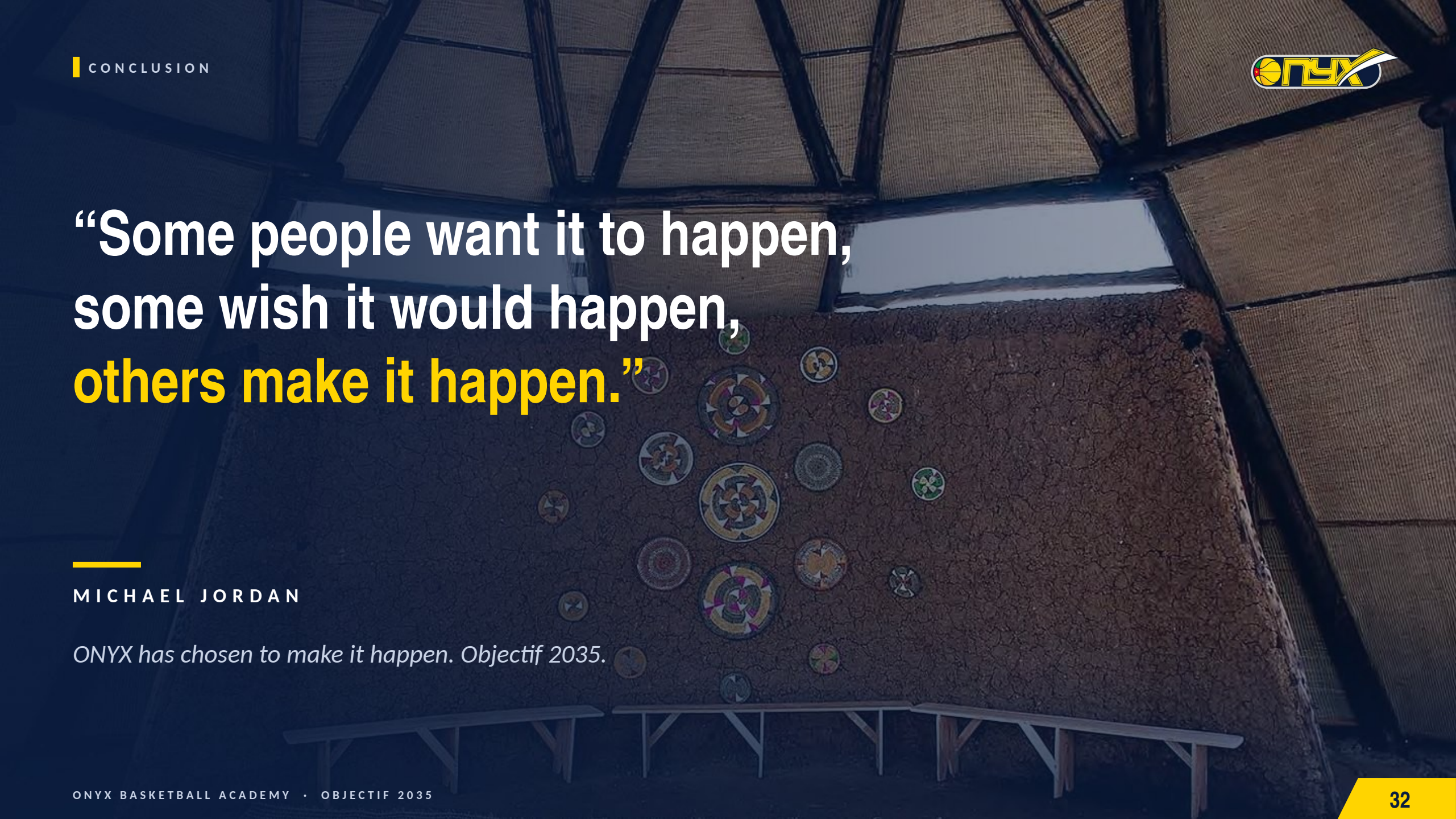
Who wish to contribute to Cameroon's development

AFD

Concessional-rate loan

3 REVENUE DRIVERS

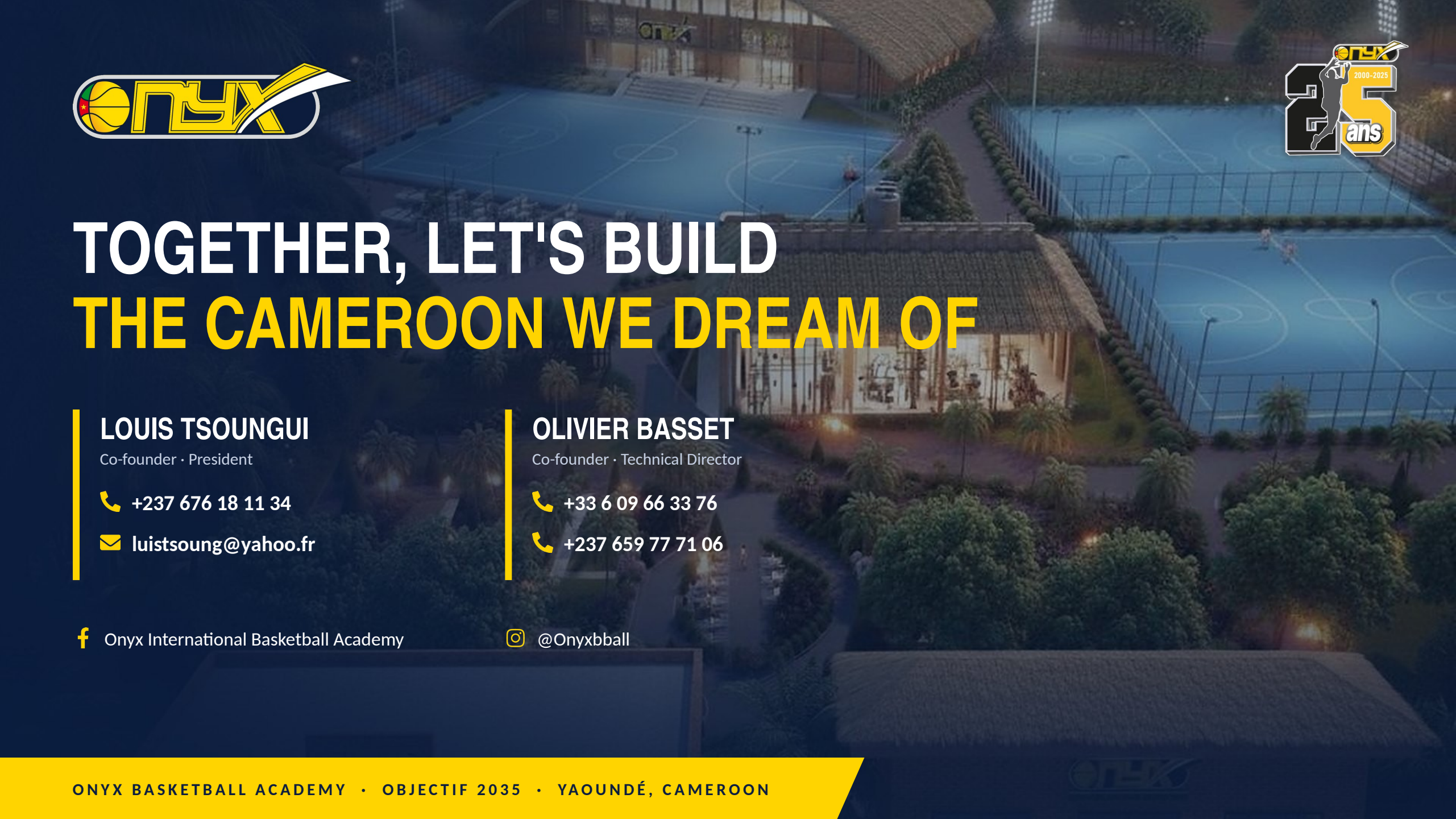
1. **Facility rental** for training camps and games (basketball, volleyball...)
2. **Tuition fees** from players' families who can afford them
3. **Sponsorships,** grants, corporate sponsorship and partnerships



“Some people want it to happen, some wish it would happen, others make it happen.”

MICHAEL JORDAN

ONYX has chosen to make it happen. Objectif 2035.



TOGETHER, LET'S BUILD
THE CAMEROON WE DREAM OF

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