

# SAMURAI INSTITUTE ALAGOAS



English version

**SAMURAI INSTITUTE ALAGOAS**

# STRATEGIC PLANNING

**2025-2028**

# TABBLE OF CONTENTS

---

- 1.** INSTITUTIONAL  
PRESENTATION
- 2.** STRATEGIC  
OBJECTIVES
- 3.** ACTION PLAN

**It is with great satisfaction that we present the Strategic Planning of the Samurai Institute, a document that reflects not only our goals for the coming years, but also the essence of our work: transforming lives through sport.**

**Since our foundation, we have believed that judo goes beyond sport. It is a school of discipline, respect, and perseverance through its established and timeless philosophy. Throughout our journey, we have witnessed children and adolescents discovering their potential, building dreams, and becoming citizens better prepared for life.**

**This strategic plan was developed with the commitment to keeping alive our mission of offering opportunities for everyone, prioritizing human development and sporting excellence. It is the result of a collective effort involving our technical staff, volunteers, partners, and supporters.**

**We invite you to walk alongside us on this journey. Every goal outlined here represents a step toward reaching more people, expanding our actions, and strengthening the legacy that the Samurai Institute has been building with dedication and commitment.**

**May we continue together, both on the tatami and in life, carrying the philosophy of judo as a guide for growth and social transformation.**

**Eliel da Silva**

President of the Samurai Institute

# ABOUT THE SAMURAI INSTITUTE

# foundation

The Dojo Samurais Association emerged from a joint idea shared by four friends: Julio César de Mota Farias, Rodrigo Lopes Lima, Carlos Henrique Firmino da Silva, and Eliel da Silva. At the time, they were athletes belonging to the same club, Associação Atlética Batista, between approximately 1996 and 2010.

After becoming Senseis and judo instructors, each one became responsible for their own club. Over time, the four friends realized the need to unite around a greater purpose and objective. Thus, in 2017, the Samurai Association was founded.

The term "Samurai," translated into Portuguese, means "the one who serves." Therefore, our greatest mission is to serve with loyalty and dedication. The name was chosen by the founders because they see in their members the values of loyalty, courage, and honor.

# mission

**To transform lives through judo by promoting social inclusion, human development, and the formation of athletes and citizens with discipline, respect, and opportunities for children, adolescents, and young people in situations of vulnerability.**

# vision

**To be recognized in Alagoas as a reference institution that combines social impact with the development of champions both on and off the tatami, while continuously expanding the reach of our projects to transform socially vulnerable communities.**

# values

**We believe in discipline as a path to growth, respect as the foundation of all relationships, and perseverance as the attitude required to face every challenge. We value inclusion by ensuring that judo is accessible to everyone, as well as teamwork, which strengthens our community and drives collective achievements.**

## SUPERAÇÃO PROJECT

The SuperAÇÃO Project is an initiative of the Samurai Institute aimed at supporting children and adolescents in situations of social and economic vulnerability through the practice of judo.

Currently, the project benefits approximately 150 young people between the ages of 5 and 18, who participate in weekly training sessions at our Training Center from Monday through Saturday.

The project also relies on important institutional and corporate partnerships. Through Brazil's Sports Incentive Law, supported by the Ministry of Sports, as well as a Federal Parliamentary Amendment, we have secured resources that allow us to provide comprehensive support to our beneficiaries.

This includes a multidisciplinary team composed of a pedagogue, psychologist, physiotherapist, and social worker — professionals who are essential to the holistic development of our athletes.



**MAYLIS DI GUARALDI**  
Psychologist



**VANYNNE LOPES**  
Physiotherapist



**LAÍS LESSA**  
Social Worker



**LÍVIA COSTA**  
Pedagogue

# ORGANIZATIONAL STRUCTURE



**Eliel da Silva**  
PRESIDENT



**Fabiana Carnaúba**  
PROJECT MANAGER



**Lauremilia Rocha**  
ADMINISTRATIVE  
ASSISTANT



**João Paulo Lopes**  
TECHNICAL COORDINATOR



**Rodrigo Lopes**  
Technical Coordinator



**Maylis di Guaraldi**  
Psychologist



**Vanyne Lopes**  
Physiotherapist



**Lais Lessa**  
Social Worker



**Livia Costa**  
Pedagogue



**Fernando Medeiros**  
nutritionist



**Bruno Gomes**  
Press Officer



**Lucas Cruz**  
WEBMASTER

**Manuela Medeiros**  
Coach



**João Vitor**  
Coach



**Isabelly Nascimento**  
Coach



**Julio Mota**  
Coach



**Gustavo Alves**  
Coach



**Luiz Felipe**  
Coach



**João Paulo**  
Coach



**Igor Vieira**  
Coach

# OUR PARTNERS

F u n d e d   b y



Lei de  
Incentivo ao  
Esporte

MINISTÉRIO DO  
ESPORTE



magazineLuiza

p a r t n e r s   a n d   s p o n s o r s .

Acquativ  
academia

impacto  
BIOENERGIA

BRAVOUR

USINA  
COPUPIPE

Estácio

Praêro  
| BEACH CLUB |

PAJUÇARA

PREFEITURA DE  
MACEIÓ

# STRATEGIC PILLARS

# STRATEGIC PILLARS

---

**Social Impact**

**Culture and Education**

**Management and Governance**

**Judo as Transformation**

---

## **STRATEGIC PILLARS**

## **social impact**

**The Samurai Institute's core mission is to promote social transformation through sport. Our commitment is to support children and adolescents in vulnerable situations by offering not only judo classes, but also opportunities for personal growth and social inclusion.**

**Our impact extends beyond the tatami, contributing to improvements in education, health, family relationships, and citizenship, demonstrating that sport is a powerful tool in combating inequality.**

## **STRATEGIC PILLARS**

## **culture and education**

**We understand judo as part of a holistic education that goes beyond the sporting aspect and connects with culture and education.**

**We value continuous learning, encourage discipline in academic studies, and reinforce the importance of schools as partners in building more promising futures. The Samurai Institute promotes educational initiatives that strengthen human values, broaden perspectives, and inspire young people to develop a sense of belonging within society.**

## **STRATEGIC PILLARS**

---

### **management and governance**

---

**Transparency and accountability are the principles that guide our work.**

**We operate with efficient, ethical, and professional management that ensures the proper use of resources and institutional sustainability.**

**We prioritize participatory governance by involving staff members, families, partners, and the community in decision-making processes. In doing so, we strengthen the Institute's credibility and ensure its longevity as a reference in sport and social transformation.**

## **STRATEGIC PILLARS**

## **judo as transformation**

**More than just a sport, judo is a philosophy of life.**

**At the Samurai Institute, it forms the foundation of our methodology and serves as the tool that shapes character, discipline, respect, and perseverance.**

**Through judo, our students learn to face challenges with resilience, value others, and believe in their own potential. It is on the tatami that we cultivate principles that extend into everyday life, transforming each young person into the protagonist of their own story.**

# STRATEGIC GUIDELINES

## STRATEGIC GUIDELINES

### DE 1.

#### **Ensure the Sustainability and Maintenance of the Institute**

Invest in fundraising strategies and partnerships that ensure the payment of fixed expenses (rent, electricity, water, and Training Center maintenance), guaranteeing the continuity of activities and the expansion of services for children and adolescents.

### DE 2.

#### **Invest in the Holistic Development of Athletes and Citizens**

Create development opportunities that combine sport, culture, and education, encouraging young people to achieve not only sporting results, but also improved living conditions, self-esteem, and future prospects.

### DE 3.

#### **Expand Community Presence and Social Impact**

Work alongside communities and schools by expanding project centers, strengthening local partnerships, and encouraging integration among sport, family, and society in order to create support networks and a sense of belonging.

# SPORTING RESULTS

## **SPORTING RESULTS**

**The Samurai Institute understands that sport goes beyond citizenship development; it is also a powerful tool for visibility and recognition.**

**In this context, the Samurai Performance Project was created as a medium- and long-term initiative aimed at increasing the participation of athletes from Alagoas in national and international judo competitions.**

**This is an ambitious and strategic project, especially considering that Alagoas still does not have representatives on Brazil's national judo teams. This reality reinforces the importance of investing in qualified training, specialized technical support, and interdisciplinary assistance so that our athletes can achieve the highest levels of performance.**

**By reaching this milestone, we will not only elevate the name of Alagoas within the national sports scene, but also open doors for young talents from the SuperAÇÃO Project, enabling athletes developed within our communities to one day represent Brazil.**

**This achievement will bring not only visibility to judo in Alagoas, but also concrete transformation in the lives of children, adolescents, and their families, creating new opportunities and future perspectives through sport.**

INSTITUTO  
**SAMURAI** 侍  
ALAGOAS