



Golden Horse Sports Company

Company
—— **Profile** ——
2025-2026

Introduction

Where Passion Meets Strategy

At the heart of the Kingdom of Saudi Arabia, where ambition meets innovation and the vision of the future takes shape, the Golden Horse Chess Academy proudly emerges as the Kingdom's first specialized and fully integrated institution dedicated to the art and science of chess education.

At the Golden Horse Chess Academy, we see the chessboard not merely as a field of play, but as a **dynamic model of real life** — where patience meets precision, foresight shapes destiny, and every decision carries the weight of opportunity or consequence. Through this lens, we deliver holistic educational programs that combine mastery of chess fundamentals with the development of essential cognitive, social, and leadership skills.

We are more than an academy — we are an **intellectual powerhouse and a catalyst for transformation**, committed to elevating chess from a recreational pursuit into a **strategic platform for cultivating leaders, innovators, and critical thinkers**.

Our approach nurtures **strategic vision, emotional intelligence, resilience, and decision-making under pressure**, equipping our learners with capabilities that extend far beyond the game. Whether it is **a child taking their first steps into the world of mental sport, a professional striving for intellectual excellence, or an organization seeking to inspire and empower its teams**, we provide a transformative journey that bridges the gap between **game mastery and life mastery**.

Golden Horse Chess Academy
where every move shapes a sharper mind, a stronger character, and a brighter future.



The philosophy of the Golden Horse Chess Academy is built on a set of strategic pillars that serve as our compass, guiding our journey and defining our identity, positioning us as a distinguished leader in chess education and development both locally and globally.

Our Vision



To be the undisputed pioneer in teaching and developing chess across the Kingdom of Saudi Arabia, inspiring a global community of strategic thinkers.



From our home in the Kingdom, we aim to extend our influence worldwide through advanced digital platforms.



We aspire to become a **center of excellence in chess**, discovering and nurturing talent, and shaping generations equipped with critical thinking, problem-solving, and decision-making skills to confidently and creatively face the challenges of the future.



Our Mission



To transform chess from a mere mental game into a **comprehensive educational and developmental tool** that enhances strategic thinking, sharpens focus, builds patience, and develops smart decision-making skills in every individual.



We are committed to delivering a holistic chess education that integrates mastery of the game with the cultivation of lifelong skills, firmly believing that chess is a powerful platform for instilling a **growth mindset** and shaping minds capable of innovation and excellence in all areas of life.

Our Core Values



Integrity & Sportsmanship

We instill in our student the principles of fair play, mutual respect, and justice, believing that sports ethics are the foundation of sustainable success.



Holistic Development

We go beyond teaching the rules of the game, focusing on personal and intellectual growth, and integrating chess into the development of essential life skills such as patience, resilience, and real-world decision-making.



Growth Mindset

We encourage continuous improvement and strategic thinking, celebrating every step forward—no matter how small—as progress toward mastery.



Community & Collaboration

We foster a strong network of lifelong chess enthusiasts, promoting a spirit of cooperation and engagement among our students, and building strong connections with the wider chess community both locally and globally.

Golden Horse Chess Academy

where every move on the board becomes a step toward a smarter mind, a stronger character, and a brighter future.

About the Academy

Leadership and Uniqueness in the Saudi Landscape

Golden Horse Chess Academy was established to be a distinctive landmark in the educational and sports landscape of the Kingdom of Saudi Arabia. We are proud to be the first specialized chess academy in the Kingdom, which grants us a unique insight and a deep understanding of the needs and aspirations of **Saudi society**. **We did not come to offer mere training courses**, but to build an educational edifice that focuses on the **holistic development of the individual**, thereby transcending the traditional concept of chess as a purely competitive game.

Our approach is based on using chess as a pivotal tool for developing mental and personal abilities. We believe that chess effectively contributes to:



**refining critical
thinking skills**



**enhancing problem-
solving abilities**



**developing the strategic sense that
is indispensable in all aspects of life**

This focus on intellectual and personal growth distinguishes us and makes our programs truly value-added for our students.

Inspired by Heritage, Building the Future

Leveraging our deep market understanding, we design strategic programs aligned with Vision 2030.

Through our academy, we use chess as an innovative tool to sharpen strategic thinking, shaping the next generation of leaders and innovators for the Kingdom's transformative journey.





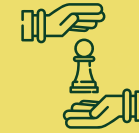
Golden Horse
Academy

Our Programs and Services

Broad Horizons for Capability Development



Golden Horse Chess Academy offers a comprehensive and diverse range of programs and services designed to meet the needs of various age groups and skill levels.



with a focus on providing a flexible and accessible learning experience for all

01 Core Educational Programs

For Children and Adults



We offer comprehensive educational programs starting from **5 years** old and above, **carefully designed to suit all levels**.

from beginners learning the basics of the game to advanced players seeking to refine their tactical and strategic skills.

Group and Individual Lessons



Multiple learning options are available, including group lessons that foster interaction and collaboration, and individual lessons that provide personalized attention and customized curricula based on the student's needs.

These lessons can be attended in-person at the academy's premises or online through our interactive digital platforms.



Our Programs and Services

Broad Horizons for Capability Development

02 Specialized and Innovative Programs



Corporate Training Programs:

We design customized training programs for institutions and companies, aimed at developing strategic thinking, problem-solving, and decision-making skills among employees, contributing to enhancing the overall performance of teams and leaders.



School Partnerships:

We work on building strategic partnerships with schools to integrate chess into the curriculum or as an extracurricular activity, believing in the importance of chess in developing students' mental abilities at early stages.



Cognitive Skill Development Programs for Football Players and Coaches:

In a pioneering step, we offer specialized programs that use chess as a unique tool to develop essential cognitive skills for football players and coaches.

These programs focus on enhancing quick decision-making under pressure, increasing tactical awareness, and improving the ability to anticipate and plan, which positively reflects on their performance on the field. This innovative approach connects two seemingly distant worlds to create synergy that enhances athletic and mental performance.

03 Events and Tournaments:

Hosting and Organizing Tournaments and Events: We organize and support a variety of chess tournaments and community events throughout the year, aiming to provide a platform for healthy competition, exchange of experiences, and building a vibrant and active chess community in the Kingdom. These events contribute to discovering and refining talents, and promoting the popularity of the game.

Our Methodology

Chess as a Tool for Holistic Development

Golden Horse Chess Academy adopts a unique and innovative educational methodology that goes beyond merely teaching the rules and moves of chess.

We view chess as a powerful and multi-dimensional tool for developing cognitive and personal abilities, and we focus on integrating this ancient game into a comprehensive educational framework aimed at building well-rounded personalities and strategic thinkers.

The Core Pillars of Our Methodology



01 Chess as a Tool for Cognitive Skill Development

Strategic Thinking

We teach our students how to think several steps ahead, evaluate complex situations, and develop long-term plans, which are vital skills not limited to the chessboard but extend to daily and professional life.



Decision-Making

We train students to make crucial decisions under pressure, analyzing risks and available opportunities, which enhances their ability to deal with challenges effectively.



Focus and Attention

The game of chess requires high concentration and attention to detail, and through our programs, we help students develop these essential mental abilities.



Patience and Perseverance

Players learn the importance of patience in waiting for the right opportunity and perseverance in facing difficulties, which are valuable lessons that positively reflect on their personalities.



02 Connecting Chess with Life Skills

Teamwork and Communication



Although chess is an individual game, our programs encourage teamwork through shared activities and develop effective communication skills between students and coaches.

Creative Thinking



We stimulate students to find unconventional solutions to problems and develop innovative strategies that surprise opponents and open new horizons.

Learning from Failure



The chessboard provides a safe environment to test ideas and make mistakes without severe consequences, allowing students to learn from their errors and build resilience and the ability to recover.

Leadership Skills



We cultivate in our students the ability to analyze situations, take initiative, and assume responsibility, which are essential qualities for successful leaders.

03 Unique and Innovative Methodology

We rely on the latest and most effective educational methods in teaching chess, integrating modern technologies to provide an interactive and enjoyable learning experience.



Curricula are designed by experts in chess and educational psychology, ensuring maximum benefit for students at both technical and personal levels.



Through this comprehensive methodology, Golden Horse Chess Academy aims to prepare a generation of individuals capable of critical thinking, making sound decisions, and facing life's challenges with confidence and intelligence, inspired by the ancient arts of chess.



Levels & content

Levels



Level 0: Board (Basics)



Level 1
(Beginner)



Pawn

(Intermediate 1)



Knight

(Intermediate 2)



Bishop

(Advanced)



Rook

(Expert)



Queen

(Model)_Level 6

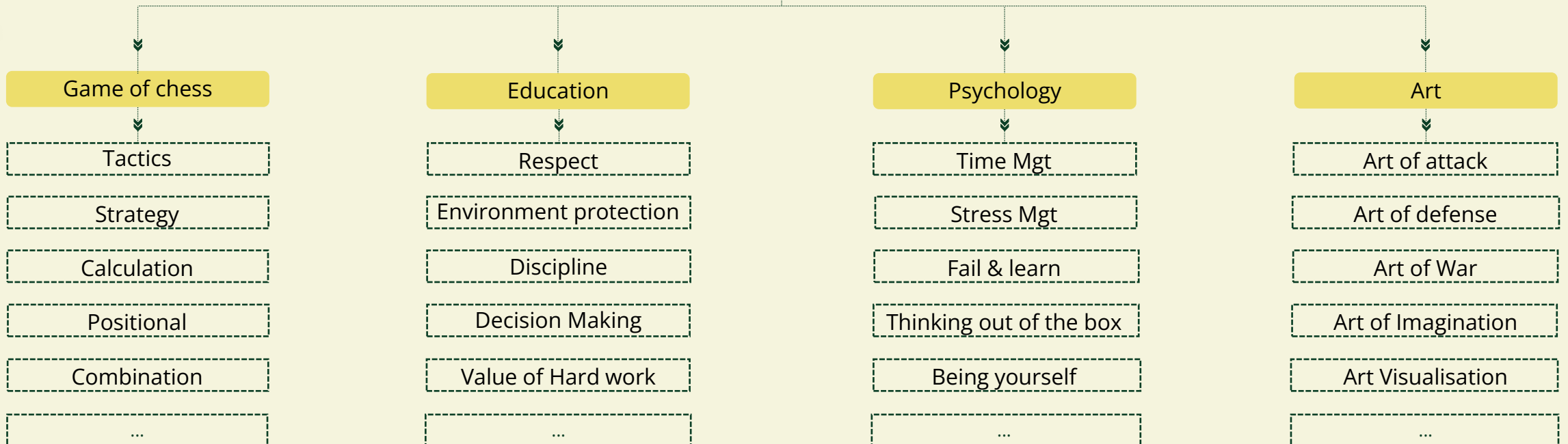


King



Levels & content

Content per level



The Significance of Chess in Enhancing Sports Performance

Levels



Pawn

Basics and Fundamentals

Simple actions, following rules, concentration, discipline.

Habit Building

Simple coordination, basic planning, importance of time management.

Basics and Fundamentals

Simple actions, following rules, concentration, discipline.



Rook

Adaptive Strategy

Adjusting tactics based on opponents and context

Execution Under Pressure

Smoothly performing predefined tactics in stressful situations.

Resilience & Leadership

Building resilience, leadership, and positive influence within the team.

Mental-Physical Mastery

Integrating mental preparation, time management, and physical performance



Knight

Action Integration

Linking simple actions and sequences.

Anticipation

Predicting opponents' reactions and planning few steps ahead.

Endurance & Focus

Developing concentration and Endurance under pressure.

Teamwork & Stress Management

Beginning to collaborate with the team while managing psychological pressure and time constraints.



Queen

Mastery

Complex positions and strategies

Long-Term Strategy

Planning with vision and precision.

Innovation

Combining multiple approaches to bring new ideas into sport.

Educational Leadership

Ability to teach and mentor others, managing stress and time effectively



Bishop

Strategic Vision

Medium- and long-term planning, combining multiple strategies.

Mental & Physical Endurance

Handling more complex challenges.

Basics and Fundamentals

Simple actions, following rules, concentration, discipline.

Creativity & Personal Style

Developing originality in sport performance and managing stress effectively.



King

Creation & Innovation

Turning foundational principles into original, intellectually driven approaches

Influence & Mentorship

Guiding, inspiring, and shaping the growth of others with educated insight.

Balance & Excellence

Integrating mental, physical, and creative skills Smoothly while mastering stress and time management—an educated, intellectual global role model who knows himself, recognizes his strengths, and identifies areas for growth.

Leadership Team

Minds Driving Innovation and Excellence

Golden Horse Chess Academy relies on a leadership team that combines strategic expertise, deep chess knowledge, and a passion for development and education. This team is the main driver behind the academy's vision and ambition.

Founder & Chief Executive Officer

Sultan Al Akeel

A strategic leader with a bold vision and extensive expertise in financial planning and business management, combining transformational thinking with the ability to drive pioneering initiatives.

His mission is to redefine the standards of excellence in developmental chess programs, positioning the Academy as a premier reference in the field both locally and globally.

Under his leadership, the Academy advances with confidence toward its strategic objectives, expanding its reach and influence while empowering minds and shaping a new generation of leaders and innovators — fully aligned with the aspirations of Saudi Vision 2030.



Strategic Partnerships



Connect With Us

At **Golden Horse Chess Academy**, we always welcome your inquiries, provide more information about our programs, or discuss partnership opportunities. You can reach us through the following channels:

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 info@goldenhorse.sa  goldenhorse.sa

 [goldenhorse-academy](https://www.linkedin.com/company/goldenhorse-academy)  [golden_horse_academy_sa](https://www.instagram.com/golden_horse_academy_sa)

We look forward to building strong and sustainable relationships with you, and together contributing to spreading the culture of chess and developing minds in the Kingdom of Saudi Arabia.