

Four Nations Football Consulting

Introduction to the company and Overview of services provided

Commercial Presentation

May 2024



Four Nations Football Consulting

We are a Barcelona-based consulting company founded by experienced professionals and football business experts. Together with our network of collaborators and partners we provide a wealth of knowledge and expertise, as well as a global reach that allows us to be close to our clients



OUR VISION

We believe that clubs with a sound **strategy and a clear structure** can achieve stability, which is the basis of success, both on and off the pitch.

Decision makers are continuously under pressure to deliver sporting results, placing the focus on the short-term. However, they should also be concerned about developing a **long-term strategic outlook** to ensure the club's stability and financial sustainability, requiring as well strong governance structures.



OUR MISSION

Through our football expertise and our business experience, we aim to equip our clients with all the necessary tools to succeed in the football industry, ensuring a **strong value proposition**.

We aim to provide our **expert advice** to the main **decision makers**, as well as recommendations to tackle any issues on the club management and operation, guiding them during the **planning and implementation** of the best practices proposed.

Our Clients

Our clients are mainly football clubs and investors. We work with professional clubs to implement better business strategies and management structures, collaborating also in the pursuit of new investments and partnership agreements with third parties

“ *Whether focus is on sporting perspectives or relevant challenges and questions off the pitch, I can vouch for the quality of Four Nations Football Consulting* ”

Claus Steinlein – FC Midtjylland CEO



Our Main Areas of Expertise

Our team accumulates decades of experience working on high-profile projects across the globe, as well as a range of skills that allows us to cover most of the work necessary during this type of projects, from a financial, operational, commercial, strategic, and sporting perspective



Evaluation of Investment Assets

Market Mapping and Financial, Commercial & Sporting Assessment of Football Clubs



Strategic Planning and Internationalization

Strategic Planning, International Expansion and Partnerships



New Revenues and Financial Management

Business Plans, Budget Allocation and Squad Financial Assessment



Squad Planning and Academy Development

Squad Planning, Transfer Strategies and MCOs, and Academy Development

Main Areas of Expertise

Evaluation of investment assets – football clubs

1

Market mapping to narrow down the search on which countries to invest in, providing guidance on specific clubs / leagues that **fulfill the objectives of the investors**, highlighting **benefits, barriers or threats**.

Evaluation of football clubs for **private investments** or new **multi-club ownership structures**, including:

A) General Club Assessment:

- Overview of the club and **External environment analysis**, focused on uncovering potential risks and challenges, including the opposition to the takeover from the club fanbase.
- Evaluation of current **governance / ownership structure** and potential restrictions for the investors.
- Analysis of main **commercial assets**, strategies, and **sponsorship contracts** in place, as well as the current **fan engagement** and **stadium attendance**, highlighting their impact on the club revenues.

B) Sporting Assessment:

- First team **squad analysis and valuation** (age, contract, and value of players vs. performance).
- Estimation of additional **investments and capital injections required** to achieve certain sporting outcomes (extra money for player salaries or transfers).
- Assessment of strategy, structure & **transition plan of the Academy**, looking at its **productivity potential and ROI** either through external sales or savings on transfer fees with internal promotion.

C) Financial assessment: analysis of financial statements and calculation of key financial ratios, forecast of **future generated revenues** and expenses (under different scenarios), **Market Valuation** and **SWOT Analysis** to evaluate the potential **risks of the investment**, considering sporting outcomes.

2



Main Areas of Expertise

Strategic Planning and Internationalization

1

Strategic planning for the transformation of professional clubs, with focus on:

- **Sporting excellence** – Team and individual performance, player recruitment, youth Academy Development, player scouting, retention, and transition, etc.
- **Infrastructure Management** – Stadium upgrade and fan experience, Academy operation and logistics, agreements with local institutions, etc.
- **Brand and global positioning** – Partnerships with clubs, sponsors, or service providers, international expansion and events, fan engagement, etc.
- **Commercial development and digital transformation** – Ticketing and membership schemes, new revenue sources, business clubs, social media and digital assets, FRM, etc.
- **Financial sustainability and governance** – Player salary structure, efficiency of investments on player transfers, ROI of the Academy, compliance of financial ratios and Fair play regulations, governance model and roles & responsibilities, transparency, etc.
- **Social implication** – Fan groups, Corporate Social Responsibility, and cultural, educational, and environmental projects aimed at the common good, etc.

2

Development of **International strategies** for brand expansion: search of possible **partnership agreements** with other football clubs or sponsors, organization of youth **campuses** or **workshops** for coaches & executives, development of commercial academies, etc.



Main Areas of Expertise

New Revenues and Financial Management

1

Redefinition of Business plans to increase **match day and non-match day revenues**:

- **Ticketing strategies**, membership schemes.
- Hospitality and Sponsorship packages.
- Museum and **stadium tours** plus integration with other touristic options in the city.
- Corporate and **entertainment events**.
- **Digital tools** (website, e-shop, club app, etc.), **assets** (community tokens) or contents.
- Public **Crowdfunding** (using blockchain).

2

Optimization of yearly **allocated budgets** with focus on big operational expenses and investments on the sporting side (amortizations + salaries).

Evaluation of different scenarios which consider sporting outcomes, and its impact on the revenues, to assess key financial decisions or to stablish suitable salary conditions.

Implementation of **Dashboards** to evaluate key metrics per player (contract, age, salary) related to performance.



Main Areas of Expertise

Squad Planning and Academy Development

1

Evaluation of the current first team football squad considering different performance metrics and its relation to the market value, salary and age/contract length of the players, to **help clubs on the decisions of possible sales, reinforcements, or renewals**, as well as during the negotiations with the agents (backing-up with quantitative data).

Analysis of the **current transfer strategy** in place (players arrived vs. departed, on loan vs. permanent transfer, ages, leagues of origin/destination, etc.) to determine possible areas of improvement. Proposal of **new markets to target** for buying players.

Optimization of transfer/loan strategies within **Multi-club Ownership structures**.

2

Assessment of **high-performance youth Academies**:

- Budget allocation, Organizational structure, Player scouting model and Strategic planning.
- Productivity analysis, Return on investment and Areas of improvement (SWOT Analysis).
- Proposal of guidelines, including additional services for player development and retention.

Ideation of youth scouting geostrategies, including the analysis of target locations, target partners, recruitment strategy and setup, financial requirements, and recommendations.



Thank You!



FOUR NATIONS FOOTBALL CONSULTING

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