



Introduction to The Company And Overview of Services Provided

Commercial presentation
January 2023

About Us – Who We Are

We are a Barcelona-based international football consulting company founded by experienced professionals, who hail from Europe, Latin America and Middle East and Africa



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(LATAM)



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Associate Director
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About Us – What our customers say about us

“ *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



About Us – Where We Are

Coming from different nations and cultures and through our network of collaborators and partners, we provide a global reach that allows us to be close to our clients



About Us – Vision and Mission

Through partnering with 4NFC our clients can rest assured that their organizations will be geared for the future of the football business world



OUR VISION

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

In the ever-adapting world of football, we will be there every step of the way to ensure that our clients are **one step ahead of the game**, especially in terms of **innovation**, considering the global circumstances that hinder their traditional business approach



OUR MISSION

Through expertise and throughout our consulting process, we aim to provide our clients with all the tools necessary to succeed as a football club, ensuring a **strong value proposition**

We will build all our business proposals together with the club's **decision makers**, guiding clubs during the thinking, **planning, execution and follow-up** processes

About Us – Main Areas of Expertise

We offer a wide range of services, covering areas such as investments, revenue generation, strategic planning and fan engagement, youth academy development or squad planning and financial management, which we consider are key pillars for football clubs



Evaluation of Investment Assets

Market Mapping and Evaluation of football clubs (investments & MCOs)



New Revenues and Financial Management

Business plans, Budget allocation and Squad financial assessment



Strategic Planning and Internationalization

Strategic plans, Fan Engagement initiatives and International expansion



Squad Planning and Academy Development

Squad planning, Transfer strategies 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**.

2

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

A) Business / Commercial Assessment:

- General overview of the club and **External environment analysis** (Political, Socio-economic and legal).
- Evaluation of current **governance / ownership structure** and potential restrictions for the investors.
- Analysis of main **commercial assets**, strategies and **sponsorship contracts** in place.
- Analysis of the current **fan engagement, TV audiences** and **stadium attendance**.

B) Sporting Assessment:

- Identification of **existing facilities** (stadium + training grounds).
- First team **squad analysis** (age, contract and value of players vs. performance).
- Evaluation of **investments and capital injections required** to achieve certain sporting outcomes.
- 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 key financial ratios (strengths and weaknesses), forecast of **future generated revenues** and expenses (under different scenarios), and **SWOT Analysis** to evaluate the potential **risks of the investment**, considering sporting outcomes.



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 establish suitable salary conditions.

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



Main Areas of Expertise

Strategic Planning and Internationalization

1

Preparation of **strategic plans** with focus on:

- **Sporting excellence** (Sporting outcomes, academy development, women's football, etc.).
- **Infrastructure** (Facility development, agreements with local institutions, innovation hubs, etc.).
- **Brand and global positioning** (Partnerships, international expansion, fan engagement, etc.).
- **Commercial development and digital transformation** (Sponsorship categories, new revenue sources, monetization of physical & digital assets, eSports, Fan Relationship Management, etc.).
- **Financial sustainability and governance** (Salary structure, efficiency of investments on player transfers, compliance of Financial ratios, governance model, etc.).
- **Social implication** (Fan groups, Community collaboration, local contribution to education, etc.).

2

Evaluation of new **strategies** to implement in order to **maximize match attendance, optimize fan engagement, and improve fan experience**: new supporters or family stands, new fan zone, "change your seat" options for season ticket holders, new away game strategies, **customized mobile App to democratize club decisions**, while generating **new revenues**, etc.

3

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



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.

Identification of **underperforming clubs** in specific leagues based on expected performance and not results, to help find players that could bring value at a cheaper cost.

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 & Best Practices**.

Ideation of a geostrategy, including the analysis of target locations, target partners, adjustment of recruitment strategy and setup, financial requirements, and recommendations.





Thank You!

FOUR NATIONS FOOTBALL CONSULTING

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