



Toronto FC: Gaming the System

Felipe Zapater, Kedar Godbole, Luke Leon

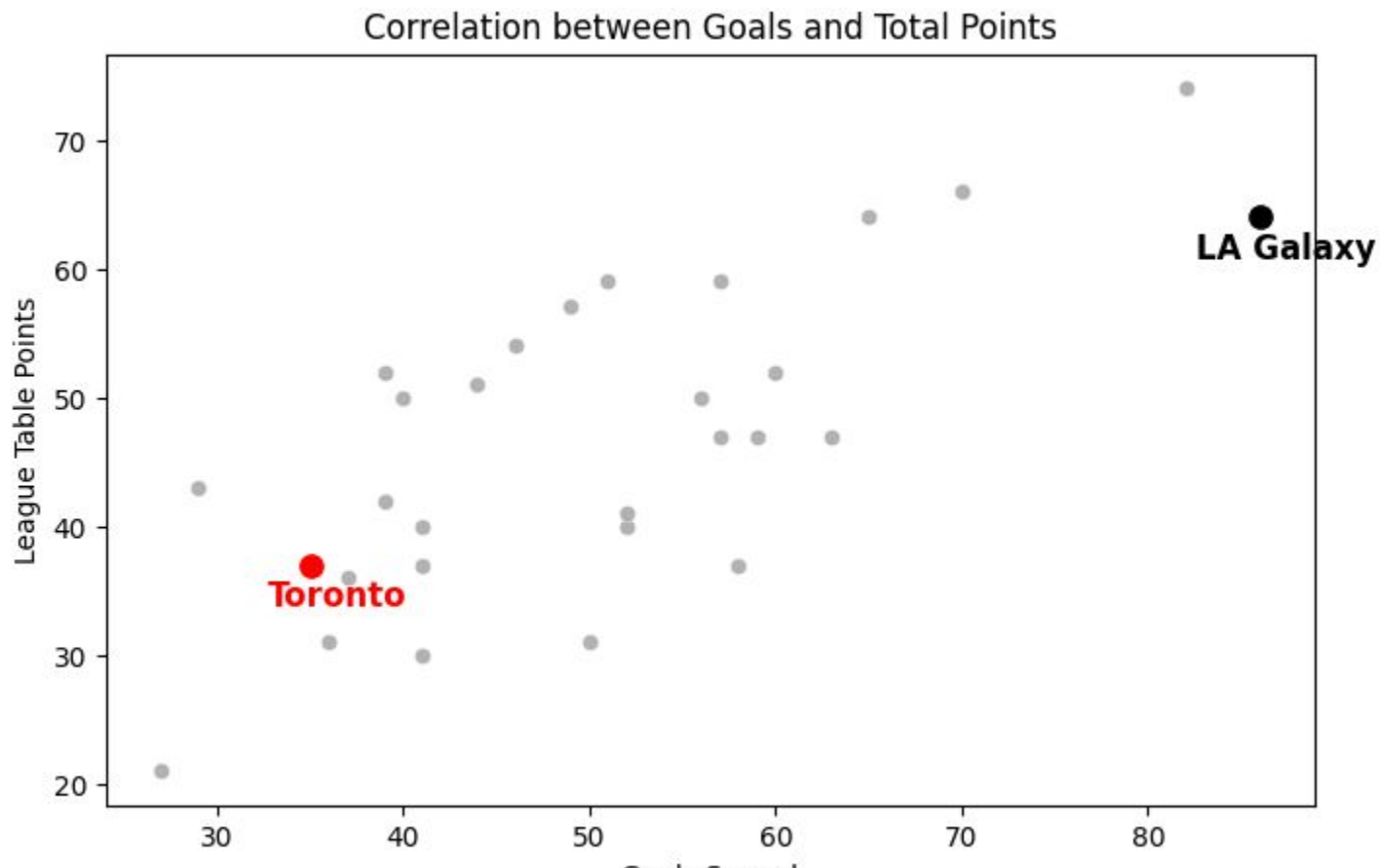
Target Audience

- Target Audience: Toronto FC GM and CFO
 - GM (General Manager): handles player and coach acquisition, head of team-building
 - CFO (Chief Financial Officer): handles club's finances and day-to-day operations

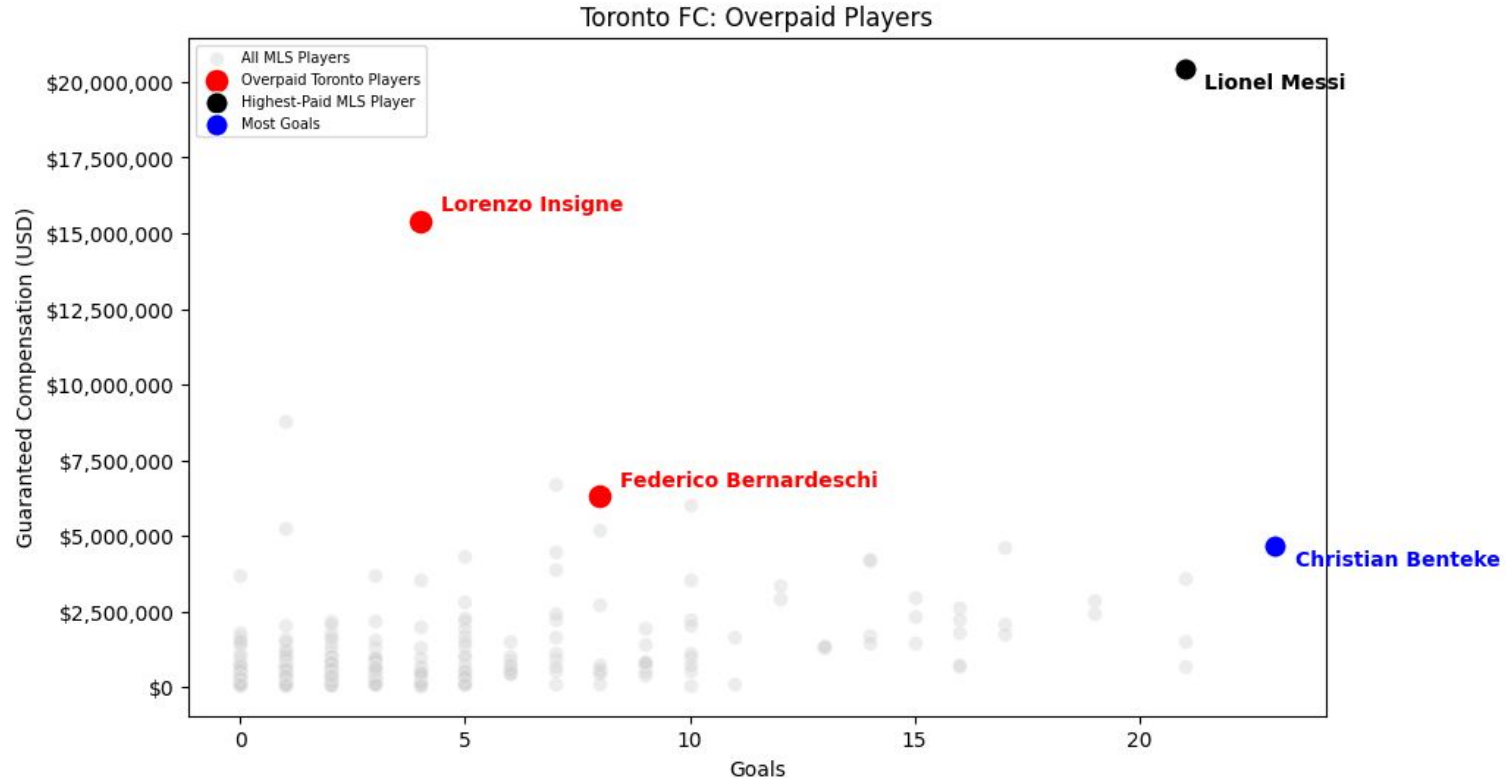
Problem Statement

- Since 2020, Toronto FC finished in bottom half of MLS each season
 - Toronto is in the bottom half of the MLS in goals scored
- In those same years, the payroll is amongst the highest in the MLS
 - Toronto's Attack is amongst the highest paid

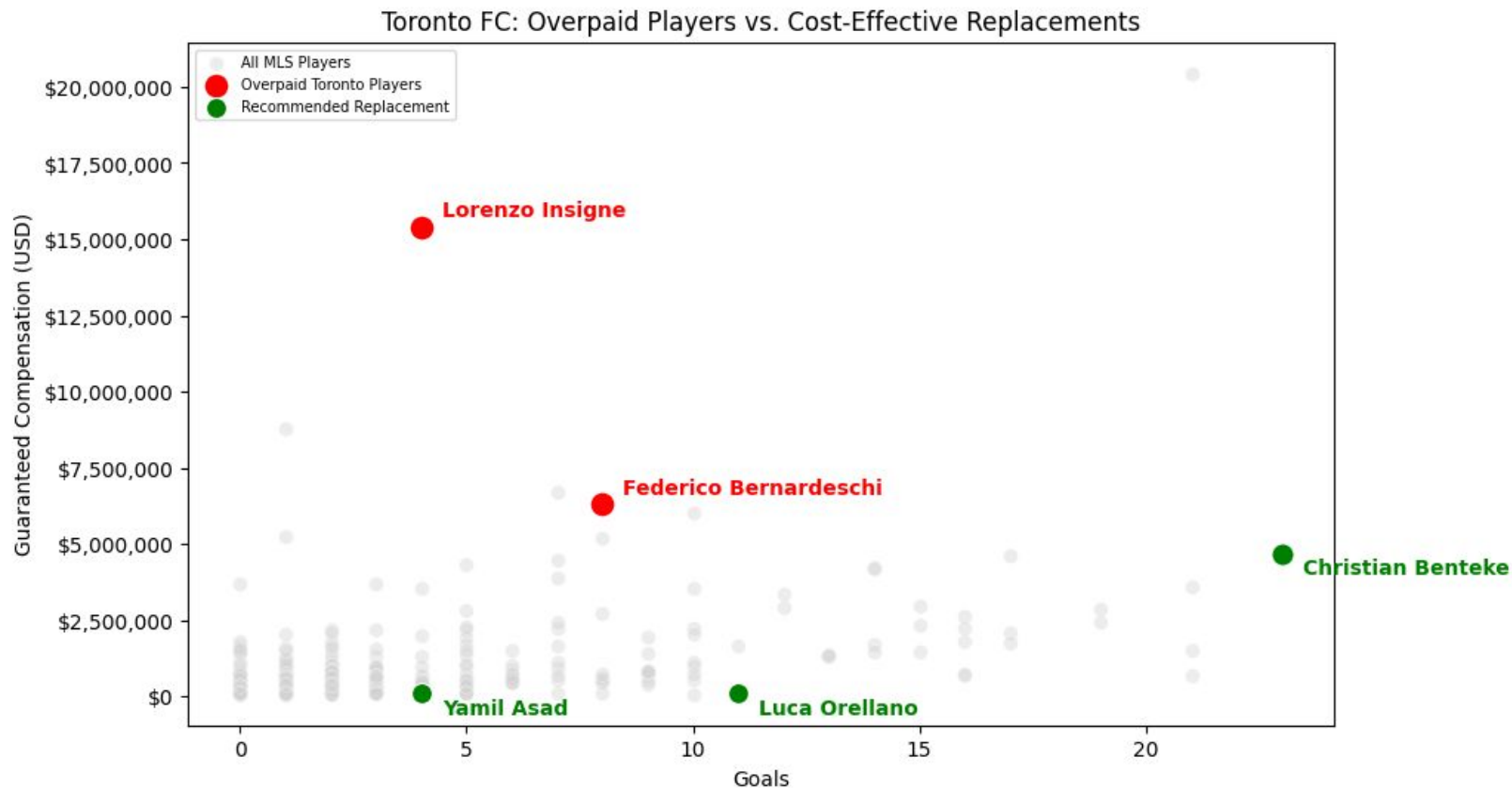
Goals Win Games



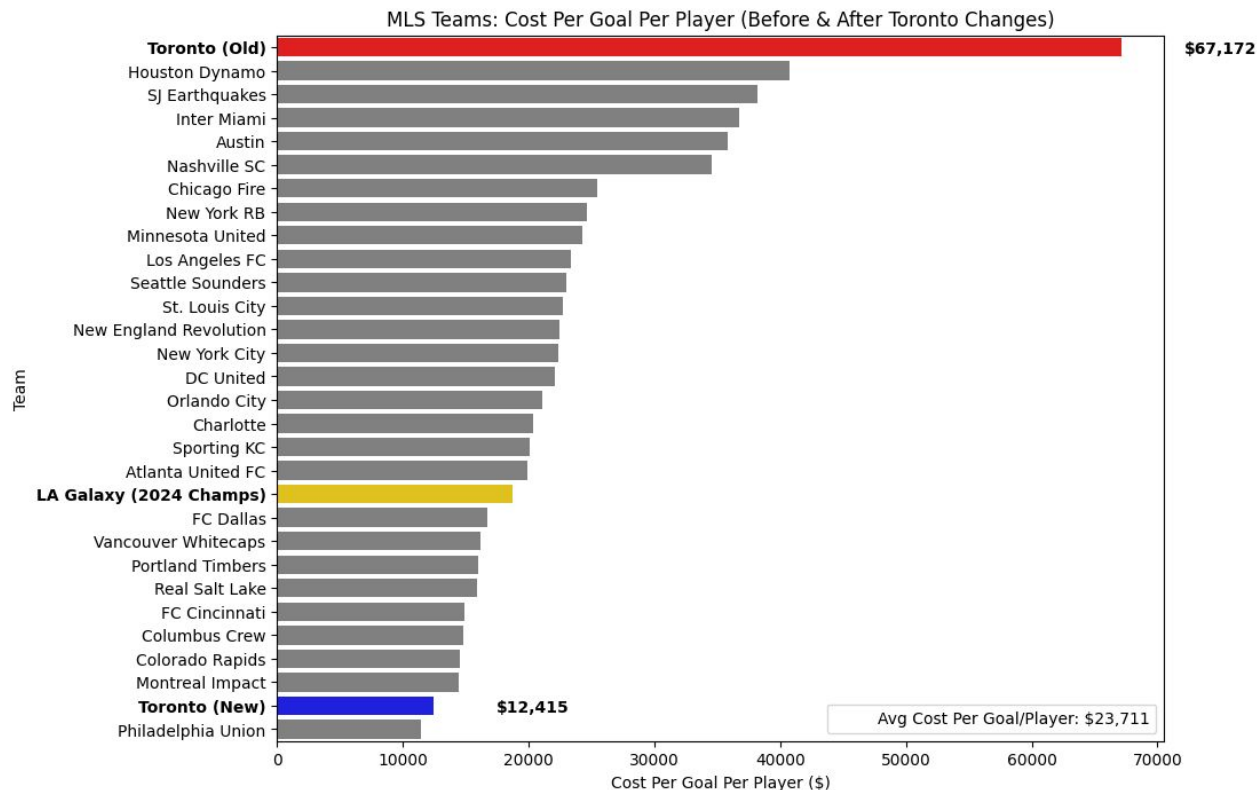
Comparing Star Players: Toronto vs Rest of MLS



Cost-Effective Replacements from Rest of MLS



Replacements Improve Efficiency



Toronto's Projected Improvement in the Standings

22nd

League Finish
2024



8th

Projected League
Finish 2025

Conclusion

- Get Rid of “Big Name” highly paid players
 - Greatly Reduces Overall Team Payroll
 - Improves On-Field Results