

UNLEASHING EXCELLENCE

MARKET VALUE IN FOOTBALL



EXECUTIVE SUMMARY

In the fast-paced and high-stakes world of football, where billions of euros are exchanged each transfer window, the need for precise and reliable market valuations is paramount. The Raiola Market Value (RMV) Model offers a sophisticated, data-driven approach to assessing a player's worth, moving beyond traditional methods like crowd-sourced platforms.

Developed by combining advanced data science techniques with deep market expertise, the RMV Model provides a more comprehensive and nuanced tool for clubs, athletes, agents, and investors. It incorporates not only performance metrics but also external factors such as market demand, media influence, and player adaptability.

This report explores the complexity of calculating player market value in an environment where multi-million-euro transfers are routine. The RMV Model leverages over 37,000 data points across Europe's major leagues, integrating proprietary performance ratings, clustering algorithms, and predictive forecasting to offer more accurate

market assessments. The model empowers stakeholders to make well-informed decisions in transfer negotiations, career planning, and financial investments.

While data alone cannot replace the invaluable experience of agents, sporting directors and football operators, the RMV Model complements this expertise, enhancing the strategic process of player evaluation. It equips stakeholders with the ability to navigate the nuances of modern football markets with greater unbiased precision, reducing the risks inherent in multi-million-euro transactions.

By presenting a balanced integration of data analysis and market experience, this report positions the RMV Model as a new standard in football player valuation. It serves as a vital tool in the financial and competitive landscape of football, offering clubs, players, and investors a clearer understanding of player worth—essential for driving smarter, more profitable decisions in today's complex football market.

AGENDA OF THE REPORT

1. Introduction
2. The Raiola market value model: a standard for player valuation
3. Understanding the multifaceted drivers of player market value
4. Career phases: market value across a player's life cycle
5. Case study: Micky van de Ven & Ryan Gravenberch
6. Conclusion

1. INTRODUCTION

Football is not only the world's most popular sport, but also one of the largest industries globally, with billions of euros exchanging hands during each transfer window. At the heart of this financial ecosystem lies the concept of market value — an estimated figure representing what a football player is worth on the open market. Yet, despite its common usage, understanding and accurately calculating a player's market value is both complex and multi-faceted, requiring a blend of data and deep market expertise.

This report presents an in-depth exploration of the proprietary Raiola Market Value (RMV) Model, a system designed to bring precision and objectivity to the process of determining a player's market value. Developed through a combination of advanced data science techniques and real-world market experience, this model offers a sophisticated alternative to widely used platforms like Transfermarkt. It incorporates performance data, club and league attributes, and general player information on which enables to run simulation models to provide a more comprehensive and realistic assessment of a player's value. However, when assessing these values, it is also fundamental to add contextual and intangible factors such as market demand, adaptability, and even fan perception.

1.1 DEFINING MARKET VALUE IN FOOTBALL

Market value in football is more than just an estimated number; it represents a player's worth both in present terms and in future potential. Unlike a **transfer fee**, which is the actual amount a club pays to acquire a player, market value is an 'abstraction' — an informed estimate based on various dynamic factors. These include a player's on-pitch performance, potential for growth, age, position, and many other contributing variables.

Market value plays a crucial role in decision-making for everyone in the football ecosystem:

- **Clubs** use market value estimates to avoid overpaying for players or undervaluing their own assets during transfer negotiations.

- **Agents** rely on market value to negotiate fair and advantageous contracts for their clients.
- **Players** view their market value as a benchmark of their standing in the sport, influencing their career decisions and future opportunities.
- **Investors** assess the market value of players and academies to predict the future profitability of their investments.

However, market value is not a fixed figure. It evolves over time. The commercial nature of modern football has made the precise estimation of market value more important than ever, as clubs frequently make decisions involving hundreds of millions of euros. Therefore, understanding the intricacies of a player's true worth can be the difference between a profitable transfer and a costly misstep.

1.2 THE EVOLUTION OF MARKET VALUE ESTIMATION

When discussing player valuation, Transfermarkt is often the first reference point. Launched in 2001, the online platform quickly became the go-to platform for player market valuations, widely used by clubs, media and even fans. The platform's strength lies in its accessibility and crowd-sourced data, registered users contribute to discussions and vote on the market value of players.

While Transfermarkt's model does consider factors like player performance, age, and league reputation, its reliance on collective opinion means it lacks the robustness and accuracy of more data-driven approaches. This community-driven method may give an impression of market consensus but in certain instances it may fall short of the precision required in the current high-stakes football landscape. In contrast, data-driven market value models can eliminate the biases and provide additional in-depth layers, allowing for immediate estimations based on certain factors which could affect the valuation.

2. THE RAIOLA MARKET VALUE MODEL: A STANDARD FOR PLAYER VALUATION

The Raiola Market Value Model was conceived to fill the gap between theoretical, crowd-sourced valuations and the realities of market negotiations. Drawing on data from the **2020-21** to **2023-24** season, which includes over **37,000** data points across **20** major European leagues, the model is designed to provide a precise, data-driven estimate of a player's market value. The RMV Model integrates rigorous statistical methods, including random forest algorithms, to evaluate players in a more nuanced and comprehensive manner.

Key components of the RMV Model include:

- **Raiola Ratings:** Custom performance ratings based on key footballing metrics such as defending, shooting, creativity, dribbling, pressing, and speed, developed in collaboration with the Team Raiola agents and scouts.
- **Age:** A player's age directly affects their market value, as younger players typically hold more potential for growth.
- **Nationality:** Marketability and international appeal, factors often tied to a player's nationality, influence their value.
- **Player Clusters:** A sophisticated clustering algorithm groups players based on playing style rather than simply by position, allowing for a more nuanced understanding of their role within a team.
- **Experience Rating:** Calculated through the quality and quantity of minutes played at various levels of competition.
- **Availability:** Based on the number of minutes played by the players, accounting for missed games and discipline.
- **League and International Experience:** A player's value is partly driven by the reputation and competitive strength of the league or competitions they participate in, as well as their international and national team experience.
- **Potential Rating:** An advanced forecasting model predicts future player development and potential market growth.

The model has shown an R^2 score of **0.7795**, meaning that approximately **77.95%** of the variation in player market value can be explained by the variables used in the model—a highly reliable figure in a field where so many unpredictable factors come into play.

Other factors that play a factor in the assessment which need to be accounted for in negotiations include Club financial health, market demand, media and social media influence, and agents influence. Additionally, it is important to note that while the length of a player's contract is also crucial for determining transfer fees, it does not directly impact the player's market value. A longer contract typically increases a player's transfer fee, as clubs are required to pay a premium to compensate for the remaining years, but this factor is not included in the core market value assessment of the player.

2.1 OBJECTIVES OF THIS ANALYSIS

The primary objective of this report is to provide a comprehensive overview of the Raiola Market Value Model, focusing on its ability to:

1. Identify and explain the key factors driving a player's market value.
2. Analyze how market value changes across different stages of a player's career, from early development (under 23) to their prime years (23-28) and late career (29+).

By offering a deeper, data-driven insight into market valuation, this analysis aims to assist clubs, agents, players, and investors in making better-informed decisions in the fast-moving, high-stakes world of football transfers.

In a current landscape where multi-million euro transactions are the norm, the ability to accurately assess a player's worth can shape the future of clubs, careers, and investments. The Raiola Market Value Model is aimed at providing an alternative standard in player valuation, bridging the gap between gut feeling and objective, data-backed insight.

3. UNDERSTANDING THE MULTIFACETED DRIVERS OF PLAYER MARKET VALUE

In modern football, player market values are far from static numbers; they are dynamic figures influenced by an array of variables that extend beyond mere on-pitch performance. Clubs, agents, and investors alike must weigh these variables when determining a player's worth in the transfer market.

Via the Raiola Market Value model, this study seeks to disentangle the complex web of factors shaping market value by analysing seven primary categories:

- Player clusters
- Performance metrics
- Quality of minutes
- Age
- League strength
- Nationality
- International competitions

Each category is explored with depth and rigor, supported by data from StatsBomb and SkillCorner, and further contextualized by recent transfer trends. In the final section, we address additional factors, including injuries, contract length, market demand, and social influence, which, though external to immediate performance, play a decisive role in determining a player's financial worth.

3.1 CLUSTER ANALYSIS: ROLE AND MARKET VALUE

Grouping outfield players by position alone fails to capture the nuances of their contribution on the field. Instead, by clustering players based on their tactical roles and playing styles, we gain a more precise understanding of how they influence games—and, consequently, how their market value is shaped. This clustering framework moves beyond broad positional labels and captures the unique skillsets players bring to their teams.

The five primary clusters we identified are: Ball-Winning Midfielders, Dynamic Strikers, Physical Defenders, Wingers and Attacking Playmakers,

and Attacking Fullbacks (Goalkeepers are not included in the analysis – separate cluster).

Ball-Winning Midfielders are central to controlling the tempo of the game and breaking up opposition attacks. They excel in defending, pressing, and distributing the ball.

Example Players: Ryan Gravenberch, Sofyan Amrabat, Eduardo Camavinga.

Dynamic Strikers are fast, powerful forwards who dominate in aerial duels and have an exceptional ability to finish scoring opportunities. They play a crucial role in stretching defenses. *Example Players: Erling Haaland, Victor Osimhen, Brian Brobbey.*

Physical Defenders are robust center-backs who excel in winning duels, both in the air and on the ground, and are vital in defensive organization and buildup play.

Example Players: Micky van de Ven, Ibrahima Konaté, Fikayo Tomori.

Wingers and Attacking Playmakers are offensive players who combine speed, dribbling, and technical ability to create goal-scoring chances for themselves and teammates.

Example Players: Rafael Leao, Kylian Mbappé, Justin Kluivert.

Attacking Fullbacks are versatile defenders who play a key role in both defensive duties and offensive transitions, often excelling in speed, pressing, and accurate passing.

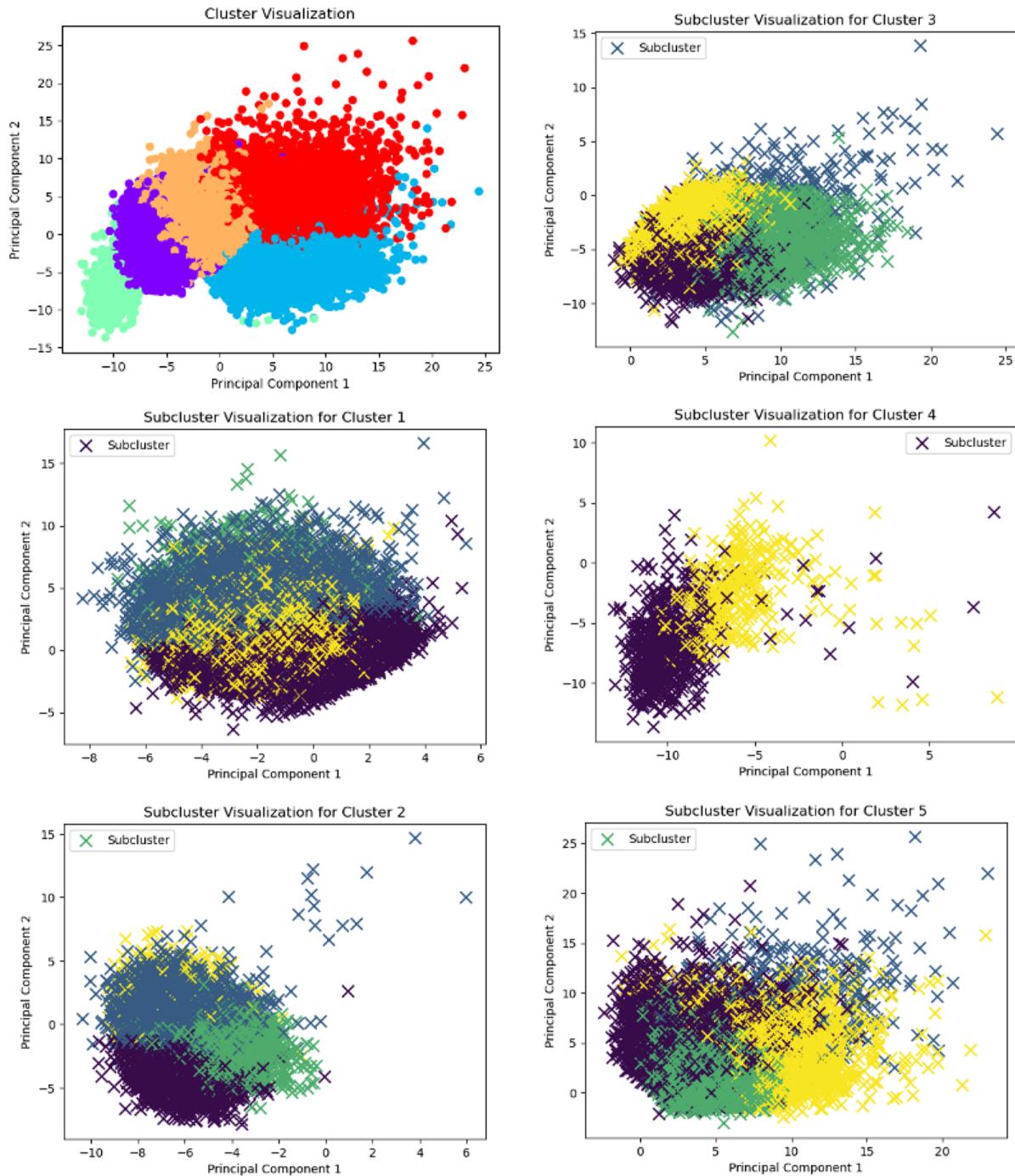
Example Players: Alphonso Davies, Kyle Walker, Mitchel Bakker.

Each of these broad clusters contains three further subclusters that dive deeper into the tactical nuances of the players. Subclusters allow us to see how players within the same cluster might differentiate themselves through unique attributes or skills.

For instance, within Ball-Winning Midfielders, some players may focus more on pressing, while others specialize in play distribution or defensive positioning. Similarly, Dynamic Strikers may rely on different traits, such as positioning, aerial ability, or speed.

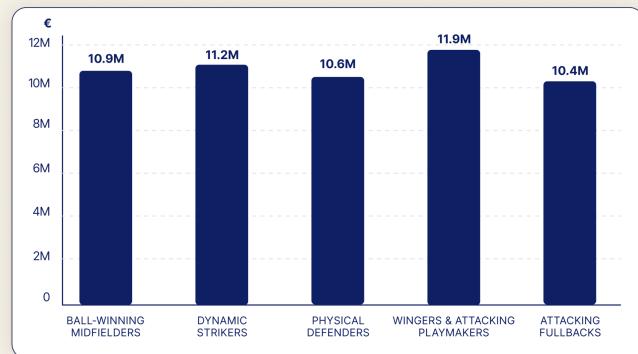
These subclusters help identify the tactical specialization within each player role, allowing for a more granular analysis of market value based on specific skillsets. The visualization below

displays how these subclusters are distributed across the five main clusters, highlighting how various roles overlap yet still maintain distinct characteristics.

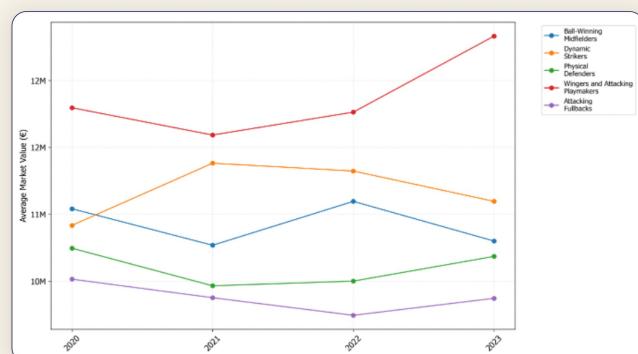


Market value differentiation by cluster

The market values assigned to these clusters reveal consistent trends. Wingers and Attacking Playmakers command the highest average market value, with an average of **€11.9 million**, reflecting their direct impact on goals—football's most prized currency. Dynamic Strikers follow closely at **€11.2 million**, emphasizing the premium placed on players with finishing prowess. Ball-Winning Midfielders and Physical Defenders are next, averaging **€10.9 million** and **€10.6 million**, respectively, highlighting the growing importance of controlling the midfield and defending robustly. Lastly, Attacking Fullbacks, essential for modern wing play, average **€10.4 million**, reflecting their tactical versatility and contributions to both attack and defense.

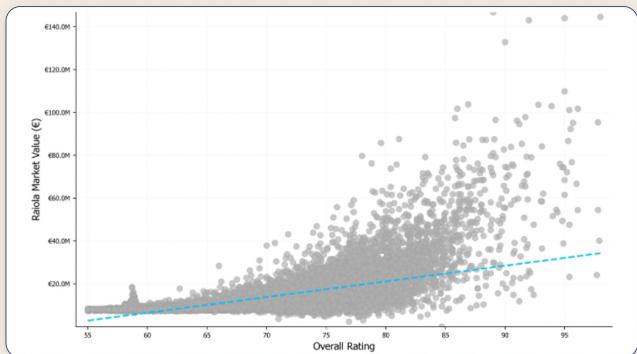


The growing tactical emphasis on defense, however, has seen Physical Defenders steadily increase in value, particularly as teams place greater emphasis on aerial duels and defensive transitions. This evolving market trend reflects a recognition of defense as the foundation for sustainable attacking success.



3.2 PERFORMANCE METRICS: RAIOLA RATINGS AND PLAYER VALUATION

At the core of player valuation is on-pitch performance. The Raiola Ratings system—built on comprehensive data from StatsBomb and SkillCorner—evaluates players based on nine key attributes: defending, shooting, creativity, passing, dribbling, aerial ability, pressing, speed, and stamina. These attributes are weighted according to each player's role and tactical importance, providing a holistic view of their contribution.



Correlation between performance and market value

The correlation between a player's Overall Raiola Rating and their market value is **0.68**. Players scoring above **90** typically fetch valuations of **€60 million** or more, while those in the **80-89** range see valuations around **€20 million**. However, the influence of specific metrics within different clusters is varied.

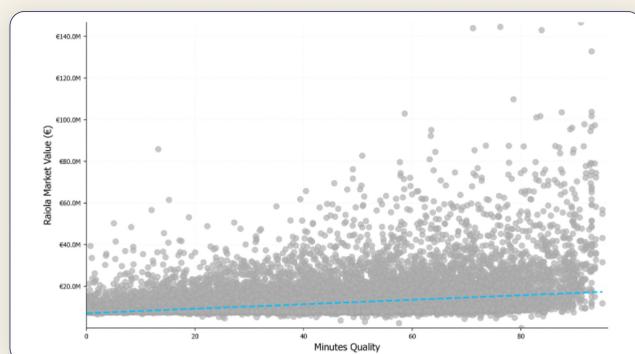
- Ball-Winning Midfielders** are most valued for their defending, pressing, and passing skills. Their ability to disrupt opposition play, win back possession, and contribute to ball distribution is key to their market value.
- Dynamic Strikers** are assessed primarily on their shooting, creativity, and dribbling prowess. Their ability to score goals and create opportunities significantly impacts their market worth.
- Physical Defenders** see their value rise through metrics like defending, passing, and aerial duels. These players drive the teams' defensive solidity, with a strong aerial presence being an additional asset.

- **Wingers and Attacking Playmakers** are most valued for their shooting, creativity, and dribbling. Their roles focus on creating chances and breaking down opposition defenses with technical prowess.
- **Attacking Fullbacks** are valued for their pressing, passing, and creativity abilities. They are key contributors both in defense and when pushing forward to join the attack, offering a balance between defensive duties and chance creation.

While overall performance ratings offer a baseline, deeper analysis reveals the importance of role-specific metrics. **Speed** and **Stamina**, though crucial, tend to have a more indirect effect on market value, as the data seems to indicate that teams prioritize technical ability and decision-making over purely physical attributes.

3.3 QUALITY OF MINUTES: EXPERIENCE AS A MODIFIER

Another key factor in assessing a player's market value is the quality of minutes played. Minutes accumulated in elite-level competitions are weighted more heavily than those earned in lower-tier leagues. This concept is normalized using an ELO rating system, which assigns value to the competitiveness of a player's matches.

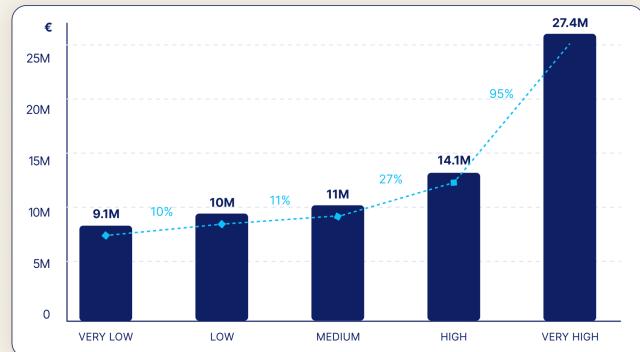


Impact of quality of minutes on market value

The correlation between quality of minutes and market value stands at **0.34**, indicating that, while performance metrics are paramount, experience in high-pressure environments also plays a critical role. Players with substantial playing time in top leagues or international tournaments naturally see their market value increase.

To better understand this relationship, the data was aggregated into bins of minutes representing quality levels:

- **Very Low:** 0-20
- **Low:** 20-40
- **Medium:** 40-60
- **High:** 60-80
- **Very High:** 80-100



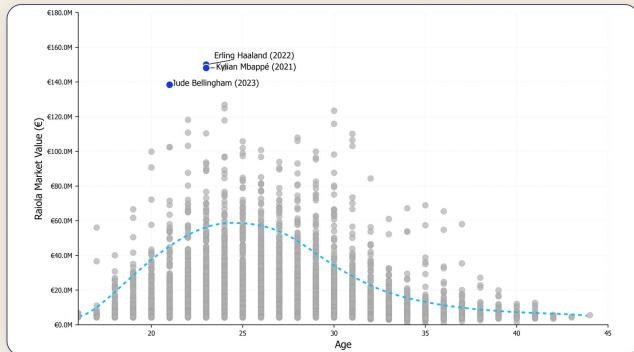
The data demonstrates a direct relationship between experience tiers and market valuation:

- Players with very high-quality minutes (in top leagues or prestigious international competitions) command average values of **€27.4 million**.
- Players in the high-quality minutes category typically see values around **€14.1 million**, while those with medium-quality minutes hover near **€11 million**.

For Dynamic Forwards and Wingers and Attacking Playmakers, time spent in high-caliber competitions translates into greater visibility and market demand. As top clubs seek players proven at the highest levels, experience serves as a powerful amplifier of performance metrics.

3.4 AGE: A MODIFIER, NOT A DRIVER

Age has always been a crucial factor in determining player market value, with younger players generally commanding higher fees due to their potential for long-term contribution and development. However, the relationship between age and value is more complex than a simple linear progression.



Age and market value dynamics

While the correlation between age and market value is weak overall (around **-0.10**), this figure belies the importance of age as a multiplier for other factors such as performance and experience. The data shows that players aged **22 to 25** often reach peak market value, as they combine youthful energy with enough experience to make an immediate impact.

Year	Correlation (Age vs avg. RMV)
2020	-0.03
2021	-0.04
2022	-0.08
2023	-0.10

Interestingly, recent transfer trends reveal an increasing focus on younger talent, with clubs willing to invest more in players in their late teens and early 20s, even when their immediate performance metrics are not yet elite. This has created a divergence in the transfer market, with some teams opting to pay a premium for potential, while others focus on proven, peak-age talent.

3.5 LEAGUE AND COMPETITION STRENGTH: THE ELEVATING FACTOR

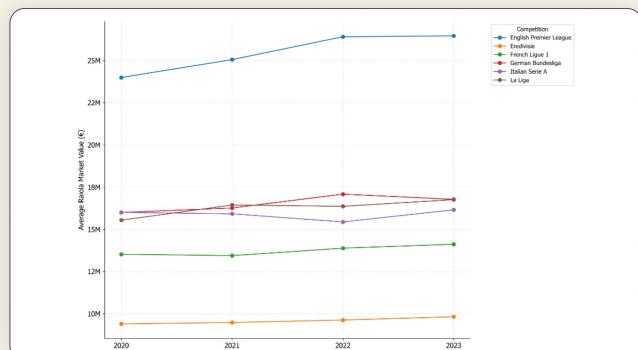
Not all leagues are created equal, and a player's market value is significantly influenced by the strength of the competition in which they ply their trade. Players in Europe's top five leagues—the Premier League, La Liga, Serie A, Bundesliga, and Ligue 1—consistently command higher market values than those in lower-tier or less visible competitions.



The effect of league strength on market value

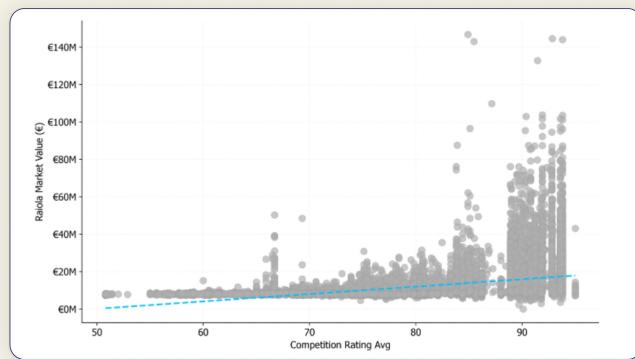
Players in the Premier League, often regarded as the most competitive and financially powerful league, see an average market value of **€25.5 million**—nearly x2.5 that of players in Eredivisie (**€9.6 million**). The Premier League's global reach and wealth make it the most lucrative environment for players, leading to inflated market values for those performing well there. Followed closely by the Bundesliga (**€16.5M**), La Liga (**€16.3M**) and Serie A (**€15.9M**).

Another key insight about player market values in the top six European competitions is how these values have evolved over the years. This not only provides an understanding of how a player's market value can be influenced by the league they play in but also highlights how these dynamics are shifting over time. Tracking these trends helps identify which leagues are increasing their financial dominance and which are seeing a decline in spending power.



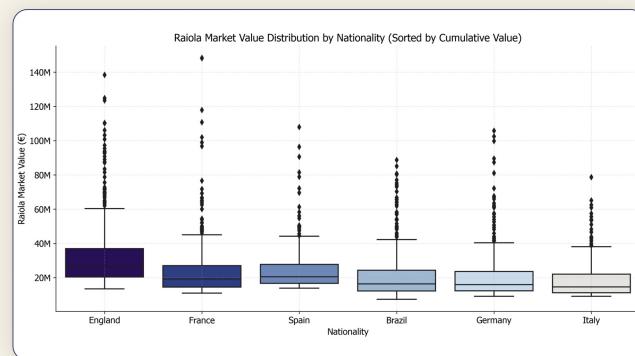
Even among the top leagues, market values reflect the differing financial structures and competitiveness. This is further demonstrated by a **0.48 correlation** between league competition

rating and player market value, underscoring the importance of league strength in shaping market perceptions.



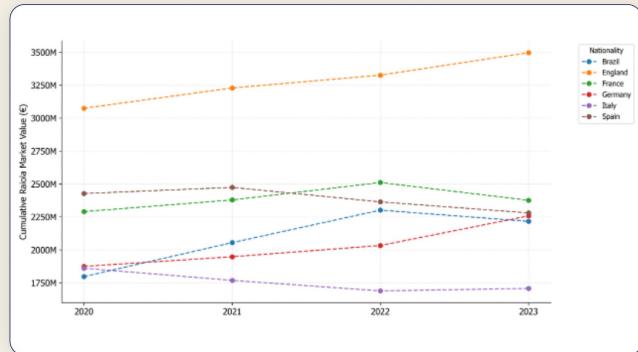
3.6 NATIONALITY: THE ROLE OF NATIONAL REPRESENTATION

Nationality plays a key role in shaping market value, particularly when combined with international exposure. Countries with strong footballing traditions tend to produce players who command higher fees. To ensure a fair comparison across nations, the plot represents the **cumulative market value of the top 100 most valuable players per nationality** over the span of 4 years (2020-2023).



England leads with the highest cumulative market value, reaching around **€3.5 billion** in 2023. France follows, maintaining steady growth at approximately **€2.35 billion** in the same year. Germany and Spain stay competitive, with market values slightly over **€2.25 billion**.

Meanwhile, Brazil continues to rise, increasing from approximately **€1.9 billion** in 2020 to around **€2.25 billion** in 2023. Italy maintains consistency with a slight decline, closing the gap at around **€1.75 billion** by 2023.



3.7 INTERNATIONAL COMPETITIONS

Participation in major international tournaments, such as the UEFA Euros or the National Team games, is another important factor that influences player market value. The table below shows the average market value difference between players who competed in the latest UEFA Euros and those who did not.

- Average Market Value for players in UEFA Euros: **€24.8M**
- Average Market Value for players not in UEFA Euros: **€10.9M**
- Difference in Market Value: **€13.9M**

This significant difference underscores the importance of international exposure in boosting player market value. Players who participated in the UEFA Euros tend to be valued much higher on average compared to those who did not, not only due to their performance but also because of the increased visibility, experience, and prestige that comes with competing on the international stage.

3.8 OTHER ELEMENTS INFLUENCING MARKET VALUE

While on-pitch performance metrics are essential in determining market value, several external factors can also play a pivotal role in shaping a player's transfer price. These factors, though often less quantifiable, are crucial for clubs to consider during negotiations:

Injuries

A player's injury history can significantly impact their market value. Players prone to recurring or long-term injuries are often seen as high-risk

investments, which can lead to reduced valuations. Conversely, a player who maintains a consistent record of fitness may command a higher price, as they are seen as more reliable and durable over the course of a season.

Market Demand

Market dynamics, such as positional scarcity or a surplus of players in certain roles, can affect market value. Players in high-demand positions (eg. Dynamic Strikers), or those targeted by multiple clubs, often command premium fees. In contrast, an oversupply of talent in a particular position may depress prices.

Club Financial Health

The financial condition of the selling club can influence player prices. Financially strained clubs may be forced to sell players at lower prices to generate revenue, while wealthier clubs can hold out for higher bids or reject offers altogether.

Player - Head Coach Affinity

A strong player-head coach affinity boosts market value by maximizing the player's performance within a system that fits their style. When a player excels under a specific coach, their impact increases, making them more valuable to both their current team and potential suitors seeking a similar fit.

Agent Influence

Agents play a critical role in shaping market values through negotiation tactics, leveraging media narratives, and fostering relationships with clubs. Top agents often negotiate higher wages and transfer fees by creating demand for their clients.

Cultural and Geopolitical Factors

Players from emerging football markets or regions with commercial growth potential may see their value rise as clubs seek to tap into these areas. Conversely, players from politically and/or economically unstable regions may face reduced demand, affecting their market value.

Social and Media Influence

A player's personal brand and media presence increasingly influence their market value. Players with strong social media followings and global recognition contribute additional revenue streams through marketing and sponsorship deals. Certain clubs nowadays tend to factor in this commercial potential when negotiating transfer fees.



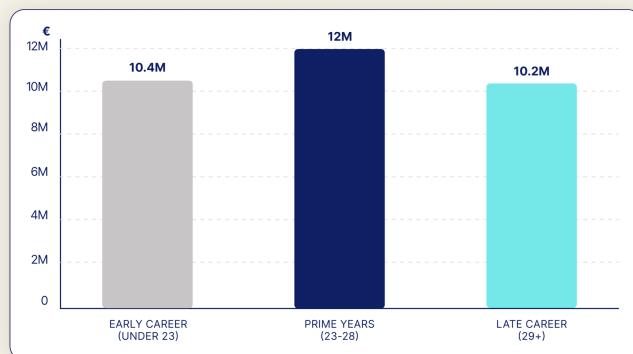
4. CAREER PHASES: MARKET VALUE ACROSS A PLAYER'S LIFE CYCLE

Understanding how market value fluctuates across the different phases of a player's career is crucial for predicting long-term trends and making informed transfer decisions. Players are typically grouped into three main career phases: **Early Career** (Under 23), **Prime Years** (23-28), and **Late Career** (29+). Each phase represents a distinct period in a player's development, performance trajectory, and their corresponding market value.

4.1 MARKET VALUE TRAJECTORIES ACROSS EACH CAREER PHASE

Data from 2020 to 2023 highlights how players in their Prime Years command the highest average market value, at **€12 million**. This is followed closely by Early Career players, who average **€10.4 million**, and finally Late Career players, who see a slight dip, with an average value of **€10.2 million**.

These trends reflect the central role of peak-age players in a club's success while also pointing to the rising value of younger talents as long-term investments. The gradual decrease in value for players aged 29 and above reflects the perception that older players offer diminishing returns, particularly as physical and performance declines become more pronounced.

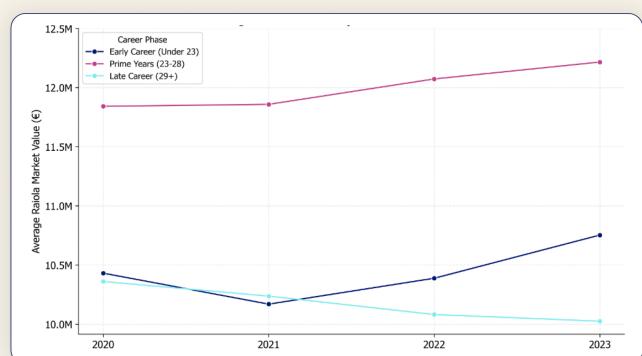


When examining trends over time, market values have evolved distinctly for each career phase. Between 2020 and 2023, players in their Prime Years (23-28) consistently hold the highest value, starting around **€11.8 million** in 2020 and rising to nearly **€12.5 million** by 2023. This period is often

referred to as a player's 'peak' when they are at the height of their athletic and technical prowess. Demand for such players remains high, particularly among top clubs, as they offer both immediate impact and stability.

Players in the Early Career (Under 23) phase, however, have seen the sharpest rise in market value over the same period. Beginning at **€10.4 million** in 2020, their value dipped briefly in 2021, before climbing to **€10.8 million** by 2023, surpassing the value of Late Career (29+) players. This surge underscores a growing trend: clubs are increasingly prioritizing young players with potential for growth, especially given the lucrative resale potential if these players fulfil their promise.

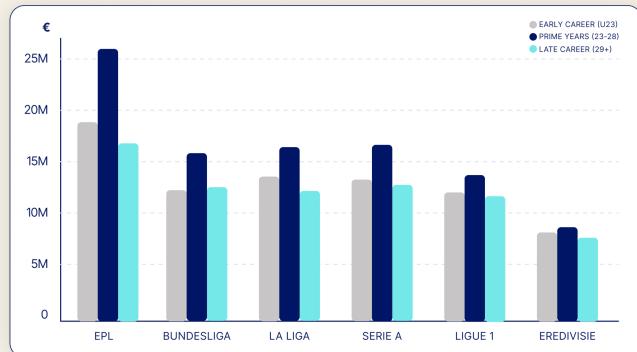
Players in the Late Career (29+) phase show a consistent decline in market value over time. Starting at **€10.35 million** in 2020, their value fell to below **€10 million** by 2023. This reflects a natural decline in demand, as clubs shift their focus to younger players or those in their prime years who offer greater longevity and resale value.



4.2 THE ROLE OF LEAGUES IN EARLY PLAYER DEVELOPMENT AND VALUE GROWTH

Certain leagues play a crucial role in shaping the early stages of a player's career, offering them exposure, playing time, and development opportunities that can significantly elevate their market value. For instance, leagues such as the Eredivisie in the Netherlands and the Portuguese Primeira Liga have gained a reputation for developing young talent and serving as stepping stones to more internationally exposed leagues like the Premier League or La Liga.

These leagues focus on nurturing young prospects by giving them regular first-team minutes, a platform to showcase their skills, and an opportunity to grow their reputations internationally.



Historically, players who emerge from these developmental leagues often see their market value skyrocket after securing moves to more prestigious leagues. The trend of players moving from smaller leagues to Europe's "Big Five" competitions is a testament to how important it is for young talent to gain experience in a less pressurized environment before transitioning to higher levels of competition. For example, moving to a top-five league like the Premier League or Bundesliga not only increases a player's visibility but also positions them to command higher wages and transfer fees.

4.3 OPTIMAL DURATION AT A CLUB

The timing of a player's move between clubs or leagues can significantly influence their market value trajectory. Based on historical data, the ideal career path for maximizing market value typically follows a progression aligned with the player's career phase:

- Early Career (Under 23):** During this phase, it is often advantageous for young players to leave their youth academies or parent clubs on loan or permanent transfers to smaller teams where they are more likely

to play regular first-team football. Accumulating match experience at a young age is critical to developing their skills and increasing their visibility. Staying at a top club without consistent playing time can plateau their development and limit future transfer opportunities. Data indicates that young players who secure regular minutes in competitive, but not elite, leagues tend to see a more rapid increase in market value compared to those who remain on the fringes of larger squads.

- Prime Years (23-28):** Players in this phase often command the highest market value when they are performing at their peak. To maximize their transfer potential, players typically benefit from moving to a top league around the age of 23 to 25. This gives them a window of three to five years to establish themselves at a high level before their market value begins to plateau or decline as they approach their late 20s. Staying too long in a less competitive league during this phase could result in a missed opportunity to maximize value, as elite clubs focus their attention on players who can deliver immediate results.
- Late Career (29+):** As players approach the twilight of their careers, their market value generally declines, particularly in Europe's top leagues. While some may still secure lucrative moves, particularly to leagues where experience is highly valued, such as Major League Soccer (MLS) or the Saudi Pro League, remaining in top European competitions can limit a player's financial upside. Players in this phase often benefit from strategic moves to leagues with less physical intensity or those experiencing a financial boom, where veteran leadership and name recognition are prized.

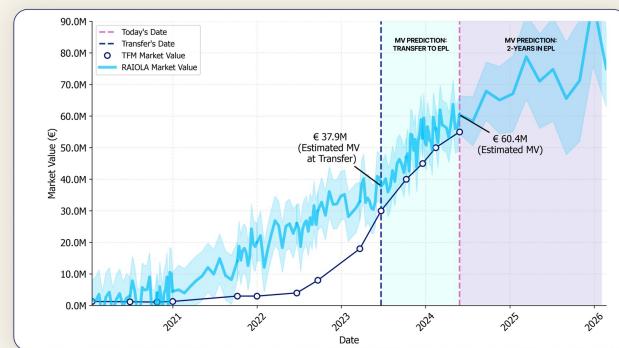
5. CASE STUDY: MICKY VAN DE VEN & RYAN GRAVENBERCH

This case study highlights how the Raiola Market Value Model accurately predicts and tracks a player's market value over time, focusing on the examples of Micky van de Ven and Ryan Gravenberch.

Micky van de Ven: Development and Premier League Impact

Micky van de Ven's career progression, from his development at FC Volendam in the Netherlands to his move to Wolfsburg in Germany, exemplifies the RMV model's ability to track market growth. At Wolfsburg, van de Ven's performances solidified his reputation as a promising defender, and the RMV model captured this spike in market value.

Notably, before his transition to the Premier League, the model projected his market value would rise from **€37.2 million** to approximately **€60.4 million** a year after upon joining a Premier League club. This projection emphasizes the league's global visibility and higher level of competition, key factors that significantly boost a player's market value. Additionally, the simulation offers a constant monitoring of his performance in the Premier League which generates insights into van de Ven's future potential and market trajectory.

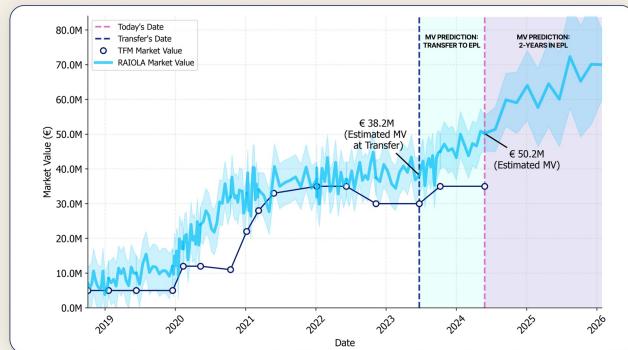


Ryan Gravenberch: From Dutch Prodigy to Premier League Potential

Ryan Gravenberch's career began with great promise at AFC Ajax, where he was hailed as one of the most talented young midfielders in Europe.

His subsequent transfer to Bayern Munich, while prestigious, presented challenges as limited playing time constrained his ability to fully realize his potential. Gravenberch's market value, hovering around **€30 million**, reflected both the prestige of his club and the constraints of his limited minutes on the pitch. However, the RMV model's simulation demonstrated how a move to the Premier League with more consistent and quality playing time could elevate his market value to **€50.2 million**. This projected increase underscores the model's ability to factor in both league strength and individual performance as key determinants of market value.

For Gravenberch, such a scenario would reignite his trajectory and position him among Europe's top midfielders.



As shown in these cases, the RMV model combines advanced analytics with the insights and expertise of seasoned agents to support more confident decision-making during player transfers. While data cannot entirely replace experience, it serves to complement and reinforce the strategic approach taken in negotiations, making it indispensable in navigating the complexities of modern football markets. The model's ability to forecast future market trends based on real-time performance offers clubs and agents a critical edge, ensuring that transfer decisions are both informed and strategically sound.

6. CONCLUSION

The Raiola Market Value (RMV) Model provides a sophisticated, data-driven framework through which to assess player valuations in football's intricate transfer market. This model transcends traditional metrics by integrating a broad range of variables, such as player performance, career trajectory, and external influences like league strength and nationality. The result is a comprehensive and holistic understanding of player value, vital in an era where financial investments must be balanced against competitive success.

Key insights from the analysis:

Wingers and Strikers command the biggest premium: Player roles play a significant part in market value determination. Attacking players like Wingers and Dynamic Strikers consistently command the highest values due to their direct impact on game outcomes. Meanwhile, the growing emphasis on Defensive Leaders and Ball-Winning Midfielders highlights the increasing importance of control and defense in modern football.

Technical excellence drives value: A player's overall rating is closely tied to their market value, particularly for those excelling in specific areas such as defending or shooting. These metrics show that while technical ability remains crucial, attributes like stamina, speed, and creativity play different roles depending on the player's position.

High-stakes minutes in top leagues significantly boost market valuations: Market value is significantly influenced by the quality of minutes played, especially in top-tier leagues or prestigious international competitions. Players with high-quality minutes often see a considerable increase in their valuation, underscoring the importance of elite-level experience over raw talent alone.

Prime-age players dominate, but youth potential is the new investment focus: While players in their prime years (23-28) continue to hold the highest market value due to their immediate impact on the field, clubs are increasingly shifting their attention toward young talents with high future returns. Although the correlation between age and value is weak, youth potential is now a sought-after commodity, especially given the long-term benefits of investing early in promising players.

Premier League effect: Players competing in the Premier League consistently see their market value skyrocket, reflecting the league's commercial dominance and global visibility—far outpacing the impact of other European leagues.

Nationality and International exposure impact MV: Nationality plays a key role in shaping a player's market value, particularly for those from football-rich nations like England and Brazil. Moreover, international exposure through tournaments like the UEFA Euros significantly boosts player value, emphasizing the role of visibility on the global stage.

External market forces need to be accounted for in negotiations: Various external factors such as injuries, market demand, and media influence play a significant role in determining a player's value. Additionally, agents, club financial health, and geopolitical factors can all affect how player transfers are negotiated and valued.

In conclusion, the RMV Model is a cutting-edge tool for navigating football's complex financial landscape. By factoring in a wide range of variables, it offers a refined approach to market valuation that allows for objective, data-driven decision-making. However, while data brings precision, it must complement—rather than replace—the seasoned insights that come from real-world football experience.

METHODOLOGY

The information presented in this report has been curated by Raiola Global Management's Insight Team which has elaborated metrics from trusted data providers, including StatsBomb and SkillCorner. We understand the importance of integrating cutting-edge statistical analysis into the player assessment process, thereby ensuring a robust evaluation framework.

Our metrics represent an elaboration of data from our preferred data providers alongside bespoke metrics engineered by our in-house team. This dual-pronged approach not only capitalises on established metrics but also pioneers innovative indices tailored to identifying talents and optimal

club fits. Guided by the wealth of experience within our team, we continually refine and expand upon these metrics to enhance the efficacy of our evaluations.

Within each index, our in-house experts have meticulously crafted and expanded upon metrics, contributing to a comprehensive evaluation of player abilities to refine the market value prediction. This distinctive methodology allows us to capture and analyse diverse facets of a player's performance, offering a nuanced perspective that transcends traditional metrics.

DISCLAIMER

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