



OUTFIELD CONSULTING

STRATEGY & MANAGEMENT | SPORTS INDUSTRY.



PRESENTATION FOR PROSPECTIVE CLIENTS

*NEW YORK/SÃO PAULO – OCTOBER, 2016*

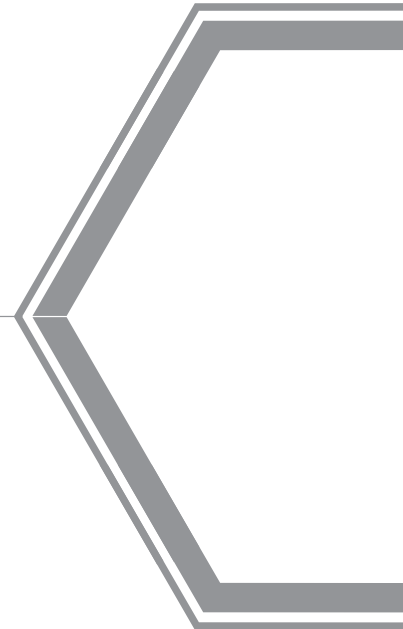
**OUTFIELD**  
CONSULTING

OutField is a transformative agent in the Brazilian sports industry, operating *behind the scenes*, with the mission to restructure the current model by reshaping the available offerings, in order to attract back the private sector and deliver more value to all the involved stakeholders, specially fans.

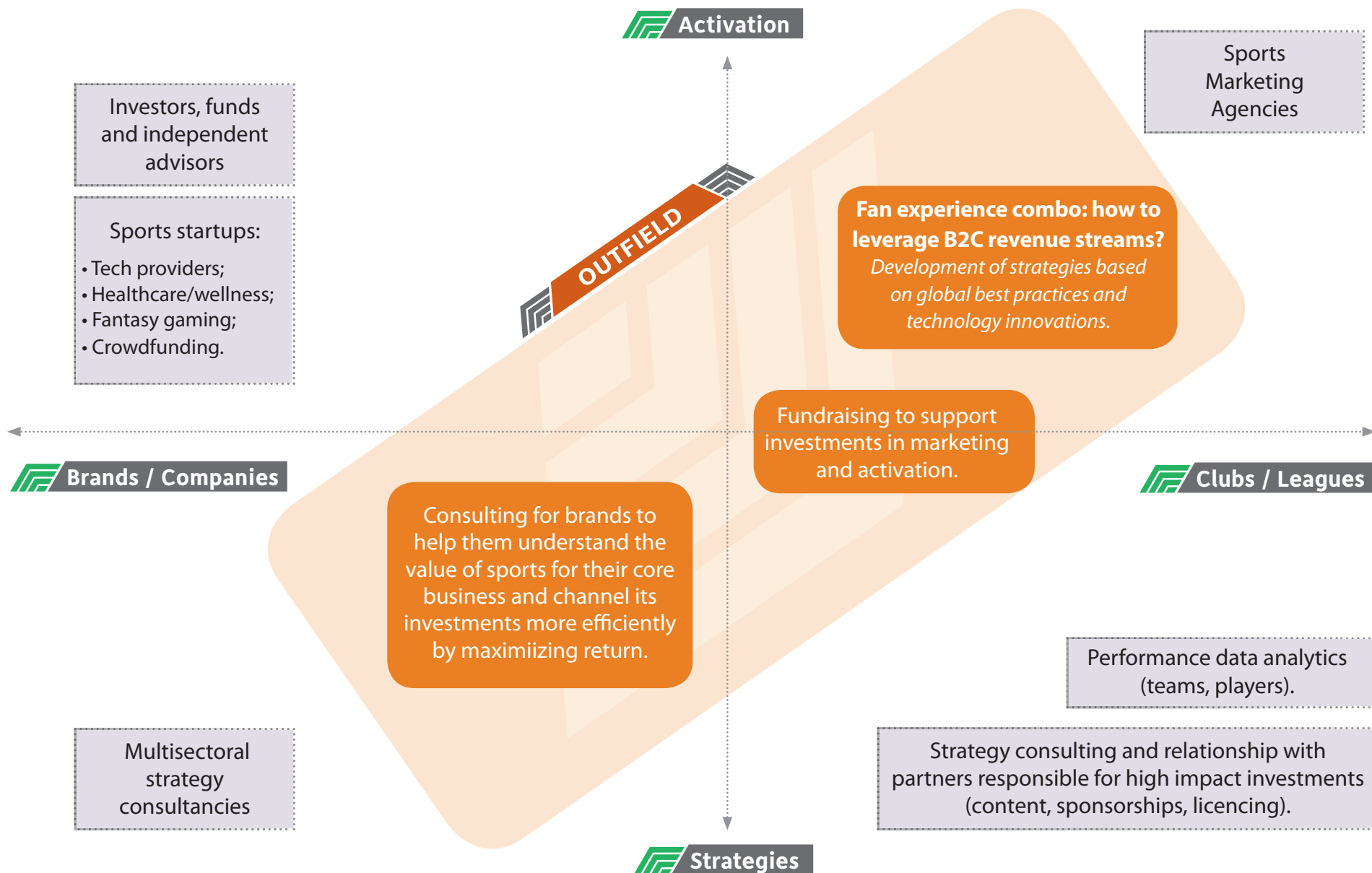


*“We believe the Brazilian sports industry is far from its peak, with key issues to be addressed, opportunities through which we can build upon and white spaces for innovation”.*

## OUR POSITION WITHIN THE SPORTS INDUSTRY



# Outfield: Performance Matrix and stakeholders



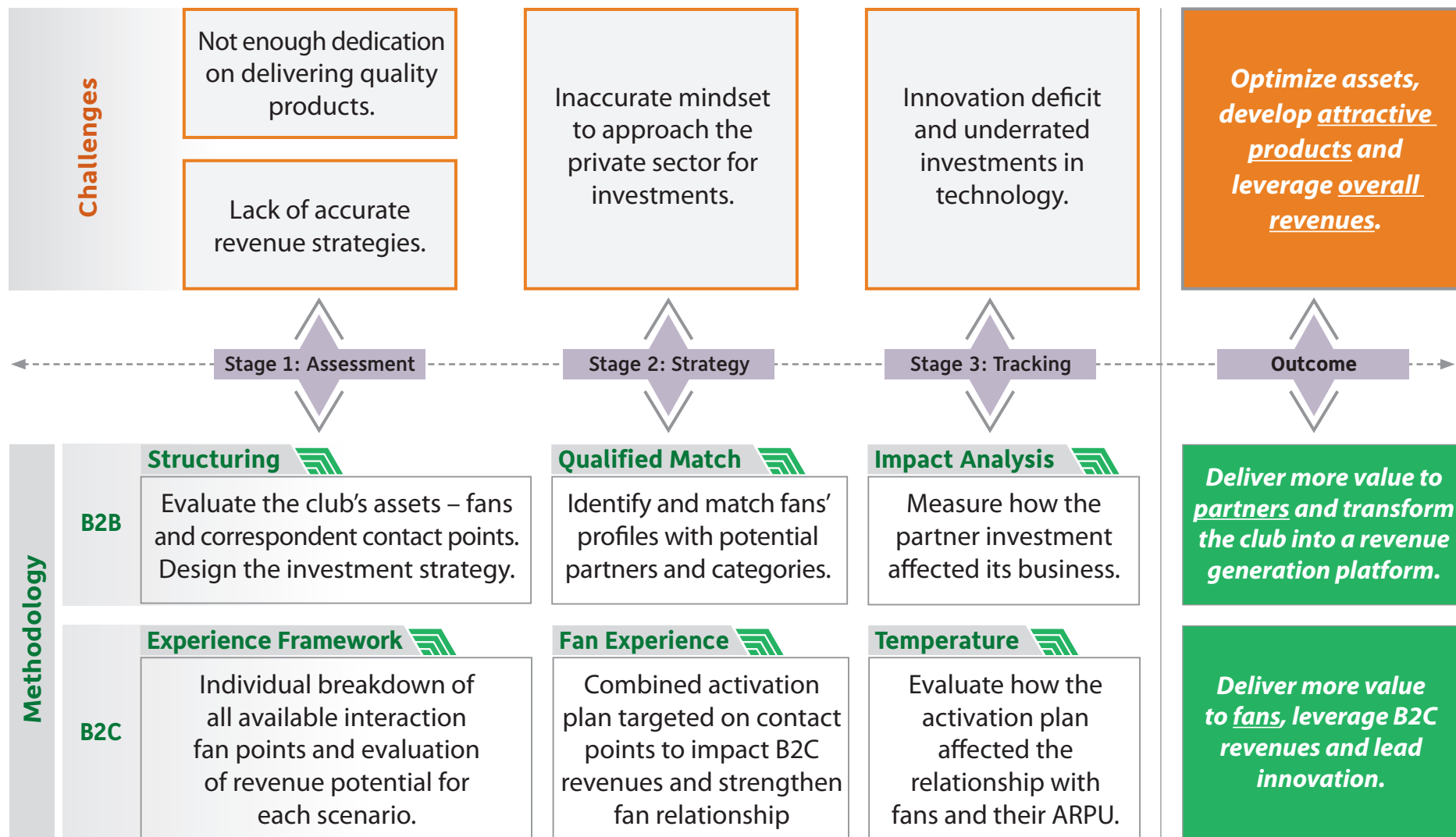
**WE PARTNER WITH CLUBS TO HELP THEM DEVELOP  
ATTRACTIVE PRODUCTS AND WINNING STRATEGIES**



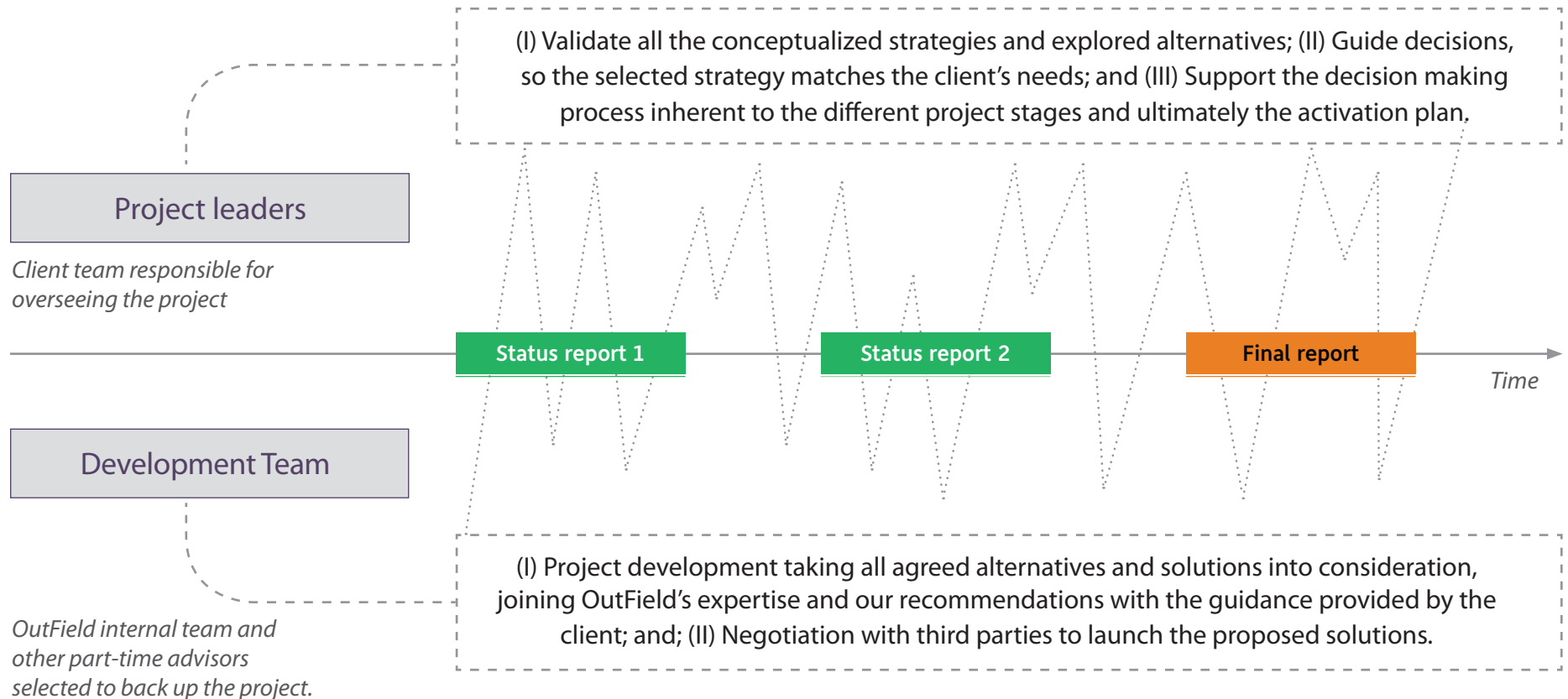
# When client's challenges and our methodology meet

## Value Proposition

Revamp clubs and leagues asset strategies and relationships, and leverage their B2B and B2C revenues



The project execution will position the concepts and objectives drawn through periodic interactions between clients and the development team.



Each stage of the Project shall be finalized in a "Status Meeting" backed up by a "Status Report" and a "Presentation" comprising all the assessments and results of a specific stage

**LUCAS DE PAULA (SP)**

Founding Partner



**Bachelor**

Marketing (ESPM/SP)

**Masters degree**

Business and Strategy (FIA/SP)

**Masters degree**

Innovation (Berkeley/CA)

5-years in Strategy Consulting (SP)

Independent Consultant for  
Tech Startups (CA/BRA)

**PEDRO OLIVEIRA (NY)**

Founding Partner



**Bachelor**

Marketing (ESPM/SP)

Law (Mackenzie/SP)

**Masters degree**

Business and Finance (FGV/SP)

**Masters degree**



MBA – Sports Management (Columbia/NY)

LLM – Global Sports Law (Columbia/NY)

4-years in multinational company –  
Strategic and Commercial Planning (SP)

Sports Management Consultant (NY/BRA)





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