OUTFIELD CONSULTING STRATEGY & MANAGEMENT | SPORTS INDUSTRY.



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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.





OUR POSITION WITHIN THE SPORTS INDUSTRY



Outfield: Performance Matrix and stakeholders

Investors, funds and independent advisors

Sports startups:

- Tech providers;
- Healthcare/wellness;
- · Fantasy gaming;
- · Crowdfunding.

Brands / Companies

Consulting for brands to help them understand the value of sports for their core business and channel its investments more efficiently by maximizing return.

Multisectoral strategy consultancies

Activation

Sports Marketing Agencies

Fan experience combo: how to leverage B2C revenue streams?

Development of strategies based on global best practices and technology innovations.

Fundraising to support investments in marketing and activation.

Clubs / Leagues

Performance data analytics (teams, players).

Strategy consulting and relationship with partners responsible for high impact investments (content, sponsorships, licencing).





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

Challenges

B₂B

B₂C

Not enough dedication on delivering quality products.

Lack of accurate revenue strategies.

Inaccurate mindset to approach the private sector for investments. Innovation deficit and underrated investments in technology.

Optimize assets, develop <u>attractive</u> <u>products</u> and leverage <u>overall</u> <u>revenues</u>.

Stage 1: Assessment

Stage 2: Strategy

Stage 3: Tracking

Outcome

Structuring

Evaluate the club's assets – fans and correspondent contact points. Design the investment strategy.

Qualified Match

Identify and match fans' profiles with potential partners and categories.

Impact Analysis

Measure how the partner investment affected its business.

Deliver more value to partners and transform the club into a revenue generation platform.

Experience Framework

Individual breakdown of all available interaction fan points and evaluation of revenue potential for each scenario. Fan Experience

Combined activation plan targeted on contact points to impact B2C revenues and strengthen fan relationship

Temperature 📆

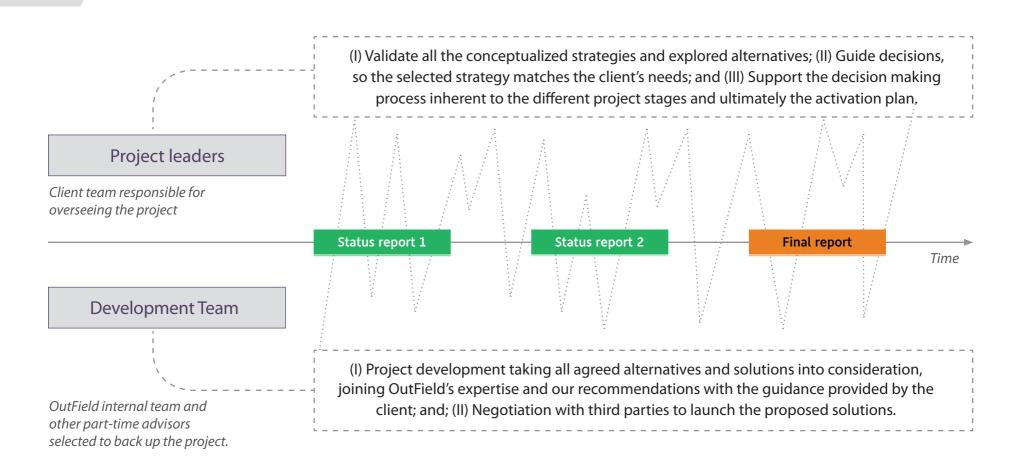
Evaluate how the activation plan affected the relationship with fans and their ARPU.

Deliver more value to <u>fans</u>, leverage B2C revenues and lead innovation.

Methodology



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



OutFielders

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 degreeBusiness 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)

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