



**SABIN ANALYTICS**

BUSTING MYTHS. RESPECTING TRADITION.  
BUILDING LEGACY.

## **MONEYBALL LOWER TIER CLUB OWNERSHIP**



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# EXECUTIVE SUMMARY



# BIG PICTURE

- Seeking principal investor to fund ownership and analytics company for lower profile European soccer clubs.
- The company's main goal would be to buy lower division club(s) and increase value through promotion to higher divisions at which point a sale would be sought.
- The company would also make its lower division clubs profitable through player sales.
  - Most football clubs do not operate in a profit.
- Top divisions: money determines winning
- Lower divisions: Identifying talent (not money) determines winning.
  - These clubs don't have resources to spend on data/analytics, making our competitive edge larger.



# TOTAL INVESTMENT AND USES OF FUNDS

- Overview:
- Initial capital sought: \$15M
  - Covers acquisition of 1st club, running it, and jumpstarting analytics company.
  - Total investment: up to \$50M over 5 years
- Years 2-5
  - Capital raise: \$35M
  - Buy 2nd club: \$5-10M
  - Average deficit from operating clubs by year: ~ \$2M
  - Investment into analytics company: \$8M over 5 years
- Seeking \$500k - \$15M+ capital commitments
- Also exploring opportunities in acquiring European basketball teams
- Proposing private equity structure with carry



# WHY LOWER DIVISION SOCCER?

Highest possible medium-term ROI

- Lakers selling \$10B after the Buss Family paid \$67.5MM for it in 1979.
  - 11.5% yearly return which is less than S&P 500 of 12% in same time span
- Washington Commanders sold for \$6.05B in 2023 after \$800M purchase in 1999
  - 8.6% yearly return
- Ryan Reynolds & Rob McElhenney bought AFC Wrexham for \$2.6M in 2021, now worth >\$200M
  - **1,823% yearly return !**



# MONEYBALL SOCCER: PROVEN ROADMAP TO INCREASE VALUATIONS

- Chien Lee – OGC Nice
  - Bought OGC Nice in 2016 for €20M
  - Sold it to INEOS in 2020 for €100M.
- Billy Beane - Toulouse FC
  - Bought Toulouse FC in 2020 for \$15M
  - Selling now for \$70M
- Matthew Benham – Brentford FC
  - Bought hometown club in 2012 for < £10M in League One (3<sup>rd</sup> division)
  - Now worth > £400M
  - In Premier League since 2021





# RISK MITIGATION

- 2 Assets: Soccer club investment vehicle & analytics company
- The value of a sports analytics company that could service other teams/sports will mitigate downside risk should the clubs perform worse than expected.
- What if...
  - Relegation – with this level of investment vs. competition it really isn't realistic.
  - Not promoted?
    - Valuation still increases
    - Chances with analytics expertise as engine and competitive advantage, we estimate ~ 90%+ chance within 5 years.



# ENDORSEMENTS OF PAUL



“One of the best decisions an ownership group could is to invest in Paul running on field strategy and player trading.”

- Ryan O'Hanlon, ESPN Soccer Writer
- Author of **Net Gains: Inside the Beautiful Game's Analytics Revolution**



**BRIAN BURKE**

Sports Data Scientist, ESPN Analytics & "Godfather" of NFL Analytics

“Paul is a master data scientist... and my 'go-to' for help, and his valuable instruction was essential to the success of my most recent major project.” [source](#)  
“Paul is easily one of the smartest dudes I know.” [source](#)



**ADAM VONDER HAAR**

Director of Football Analytics at SumerSports & former football research analyst at the Dallas Cowboys

“Working with Paul was a deeply rewarding journey into the nuances of data science and sports analytics... Paul's enthusiasm for applying data science within sports not only showcased his substantial knowledge in the field but also highlighted his talent for inspiring and engaging others... I am very thankful for his mentorship.” [source](#)



**John Taormina**   
@TheRealPapaJohn

Dir. Of Football Strategy,  
TruMedia Networks



Rare talent and even better person on the market. Wherever Paul lands will be getting one of the best in the industry.





# WHY ME?

- Very few in world with education + sports analytics experience also under a live microscope with millions of ESPN and ESPN.com customers
- Much experience working alongside top sports executives.
  - Previously worked directly for a 10+ year NFL General Manager,
  - Was an advisor for 2nd tier Belgian club owners
  - Worked with many ex-athletes and executives across my career.
- Few ownership groups at lower levels have been as analytically centered as this one.
  - Those who have, have been successful.
- Expertise is in forecasting future player and team performance. Traditional sports executives are historically overconfident with how players will turn out... Leading to many bad decisions and wasted money.



# QUESTIONS?

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