



# **MONEYBALL LOWER TIER CLUB OWNERSHIP**



**SABIN ANALYTICS**

BUSTING MYTHS. RESPECTING TRADITION.  
BUILDING LEGACY.

# 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 seek to make its lower division clubs profitable through player sales.
  - Most football clubs do not operate in a profit.
- Lower division clubs don't have resources to spend on data/analytics, sharing new analytics companies cost across multiple clubs makes it more feasible and gives those clubs a much bigger advantage than a top tier club would have investing in data/analytics.
- If successful, the group would pursue larger clubs (down the road) using the proven success identifying talent.



# TOTAL INVESTMENT AND USES OF FUNDS

- **Overview:**

- Total investment: up to \$50M over 5 years
- Year 1 investment: \$10-15M
  - Covers acquisition & 1 year costs of 1<sup>st</sup> club and starting analytics company.

- **Years 2-5**

- Buy 2<sup>nd</sup> club: \$5-10M
- Average deficit from operating clubs by year: ~ \$2M
- Investment into analytics company: \$8M over 5 years



# PROVEN ROADMAP TO CREATE VALUE

- Chien Lee – multi-club investor in European football with focus on moneyball techniques
  - Bought OGC Nice in 2016 for €20M and sold it to INEOS in 2020 for €100M.
  - Owns other clubs including Barnsley FC with Billy Beane where they make a profit on player sales
- Toulouse FC
  - Billy Beane and Luke Bornn bought Toulouse FC in 2020 for \$15M and power by Zelus Analytics (Bornn was cofounder) selling now for \$70M
  - Toulouse was promoted to Ligue 1 after one year and won the French cup after two.
- Matthew Benham – Brentford FC
  - Former professional sports bettor fully bought hometown club in 2012 for < £10M in League One (3<sup>rd</sup> division)
  - By 2021 they were in the Premier League and are now worth > £400M



# RISK MITIGATION

- The company will own soccer teams but also be an 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 close to promotion after a couple of years?
    - We will measure club's growth based on KPI's (such as luck independent standings & net player sales)
    - If close but had some bad luck, staying invested will be the better bet.





# WHY ME?



One of the world's most experienced sports analytics professionals in forecasting future player/team performance, quantifying player value, and assessing on-field strategy/results.

**ESPN**  
**ANALYTICS**



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.



"One of the best decisions an ownership group could make is to let Paul run things."

- Ryan O'Hanlon, ESPN Soccer Writer



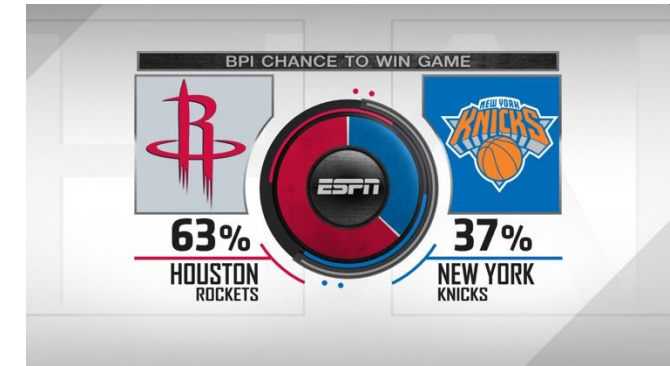
BRIAN BURKE

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](#)



# WHY ME?

- Others have tried, why me?
  - Few ownership groups at lower levels have been as analytically centered as this one.
    - Those who have, have been successful.
  - My expertise is in forecasting future player and team performance. Traditional sports executives historically are overconfident with how players will turn out... Leading to many bad decisions and wasted money.
- Have vast network of expertise across sports to bring in once deal is close/done.







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# ORGANIZATIONAL STRUCTURE



# MANAGEMENT GROUP EXECUTIVE DIRECTORS

(STRUCTURE FLEXIBLE DEPENDING ON INVESTOR'S BACKGROUND)

- **Analytics Company Executive:** Paul Sabin, CEO & Founder
  - Staff of 4-6 full timers working on data & analytics engine for teams.
  - Hiring will be quick and efficient given my experience in the sports analytics space.
- **Ownership Partners:**
  - **Paul Sabin:** Chief Strategy
    - Oversees coach & sporting director(s) of each club
  - **Needed:** Partners focused on commercial revenue, marketing, communication, real estate.
- **At the clubs**
  - Existing leadership (managers, sporting directors, etc.) at clubs will be retained while each is evaluated for alignment with ownership group.
  - Potential former Scottish club CEO has shown interest if role for him.





**SABIN ANALYTICS**

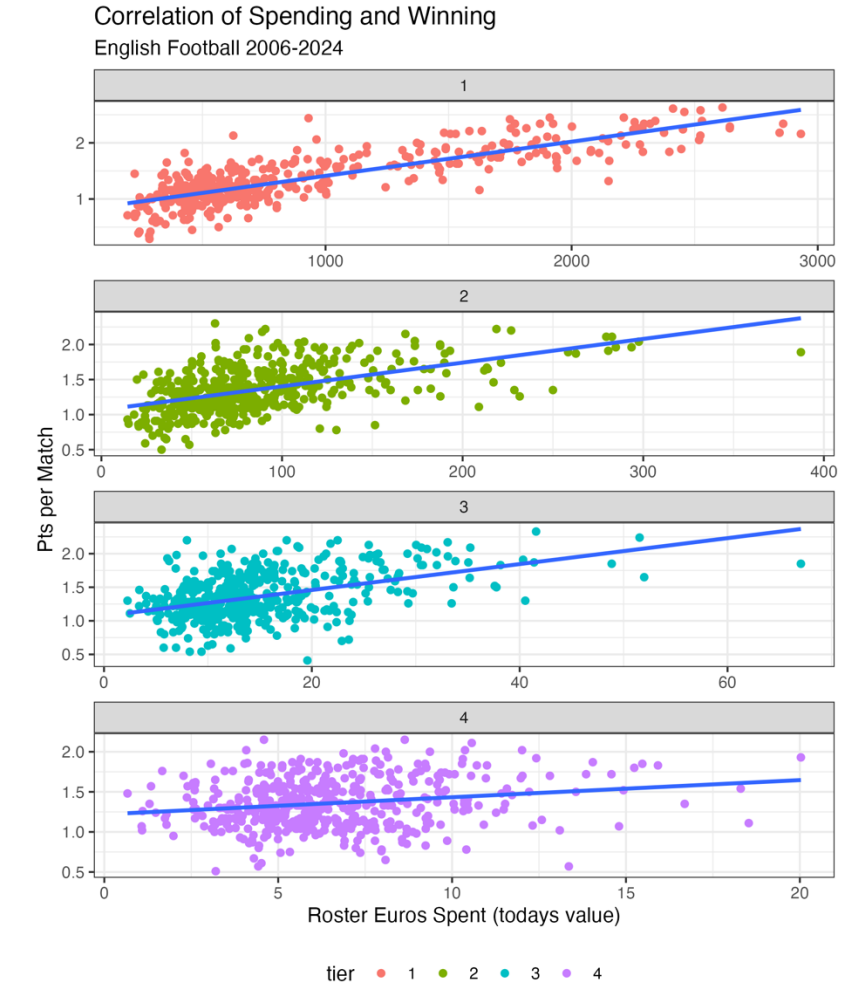
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# WHY SOCCER (FOOTBALL)?



# WHY SOCCER (FOOTBALL)?

- Success in the top division is mostly driven by spending on player wages.
- The correlation gets worse the further down the pyramid.
- Differentiating talent This evidence that lower division teams are much worse at evaluating talent.
- Identifying the tail of the talent distribution (Premier League) is easier than differentiating the middle (lower divisions).
  - One significant difference between lower divisions and the Premier League is the sophistication around talent evaluation and the use of data.
  - Adding in this element gives clubs a bigger advantage in lower divisions than at the top.



# QUESTIONS?

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