

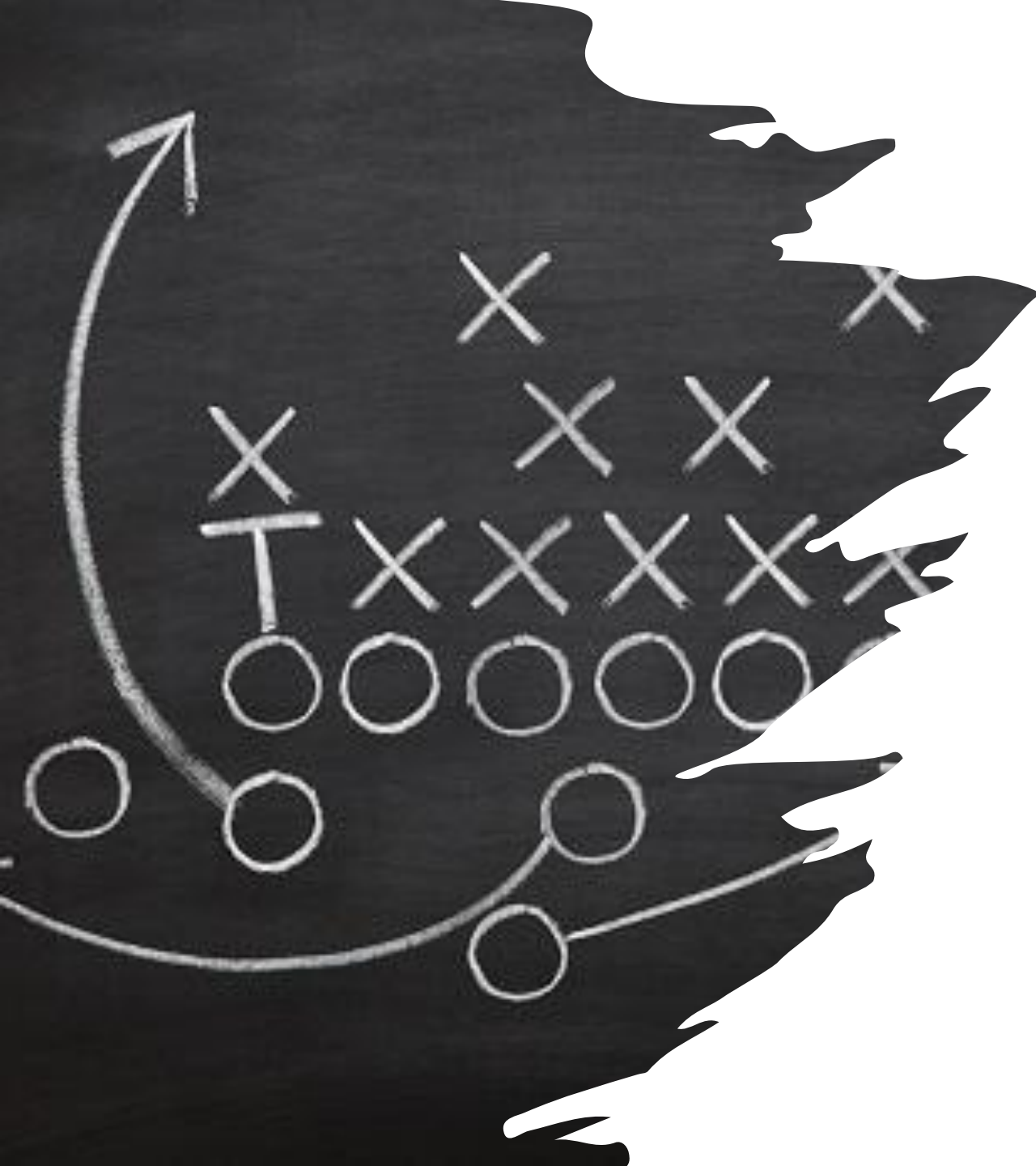


**DABLATRON**  
*Football*  
*Consulting*

A man with a beard, wearing a grey suit jacket over a light blue shirt and a blue lanyard, is the central focus. He is making a peace sign with his right hand. The background is a blurred stadium scene with other people and a large screen displaying a white silhouette of a player. In the bottom left corner, there is a QR code. At the bottom center, there is a text overlay: "GET YOUR TICKETS NOW! [europeanleaguefootball.com](https://www.europeanleaguefootball.com)".

But first...baby steps





# Our Playbook

## Vision

- Bring High Level American Football in Europe

## Mission

- Develop European teams and players to the highest competitive level

## Mantra

- We create the future standard of football in Europe

# Our Team of Experts

*We possess the expertise on every angle to structure, develop & improve your Team!*



**Anthony Dablé**

**Head of Football Team**

*NFL Alumni*

*(NY Giants, ATL Falcons)*

*Business Developer*



**Juan Callejas**

**Head of Events & Marketing**

**Team**

*Marketing Strategy Designer,*

*Product & Brand Manager,*

*Content Creator*



**Jan Truchliński**

**Head of Technology &**

**e-Commerce Team**

*Business Administration and*

*Operations with IT support*



**Arthur Falcão**

**Head of Financial Team**

*Financial Planner | Multiple*

*Investments*

# The opportunity

- NFL International Player Pathway and ELF
- STAGNANT competitive level of American Football in Europe
- Potential to monetize the “bridging of the gap” between US level (NCAA & NFL) American Football and European Football
- American Football around the world is growing and we can capitalize on that growth.
- [“How Germany has become the New Hotspot for American Football”](#)
- [“One Hell of a Party: The NFL Returns to the Raucous German Fan Base It Left Behind”](#)



# Our Market - Germany

- Germany American Football Teams
  - +100 teams total
  - 31 teams in first two divisions
    - 10 teams in Y1
- Potential Player Pool
  - Total population: 83.2 million
  - German men 18-25 years old
    - 7.7%
    - 6.4 million
    - Engage 5,000 potential prospects per year



**WHY NOW ?**

**NFL Global Expansion  
Campaign**

**NFL International Player  
Pathway Program**

**Flag Football Promotion**

**European League of  
Football 3rd Season**





## Consultancy for football teams

### Team Performance Development

- On game and training filming (along with diagnosis and orientation)
- On Playbooks
- On training sessions
- On players mentoring

### Team Management Development

- On football team's management best practices
- On marketing and advertisement

### Player & Coaching Development

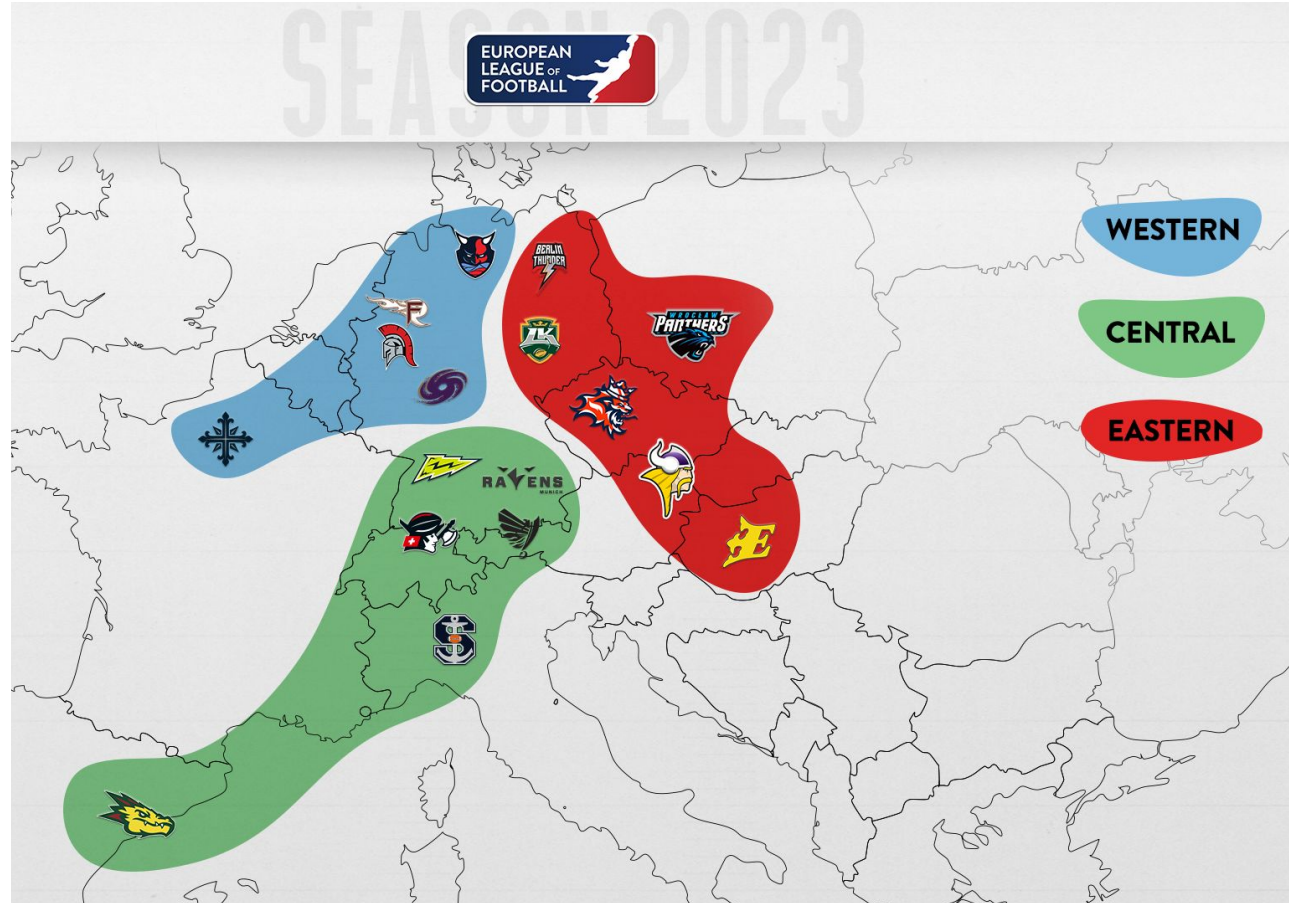
- Prospecting young talents from high school and college around the world for European Football teams
- Prospecting coaching staff

## Player Development Pipeline

- For current football and potential football players on how to improve their physical and technical abilities; motivation; network



# Our potential clients



- Football teams from all over Europe that play professional leagues, focusing on the 17 teams of European League of Football (which must be expanded to 24 by 2025)
- Football players in Europe interested in being mentored

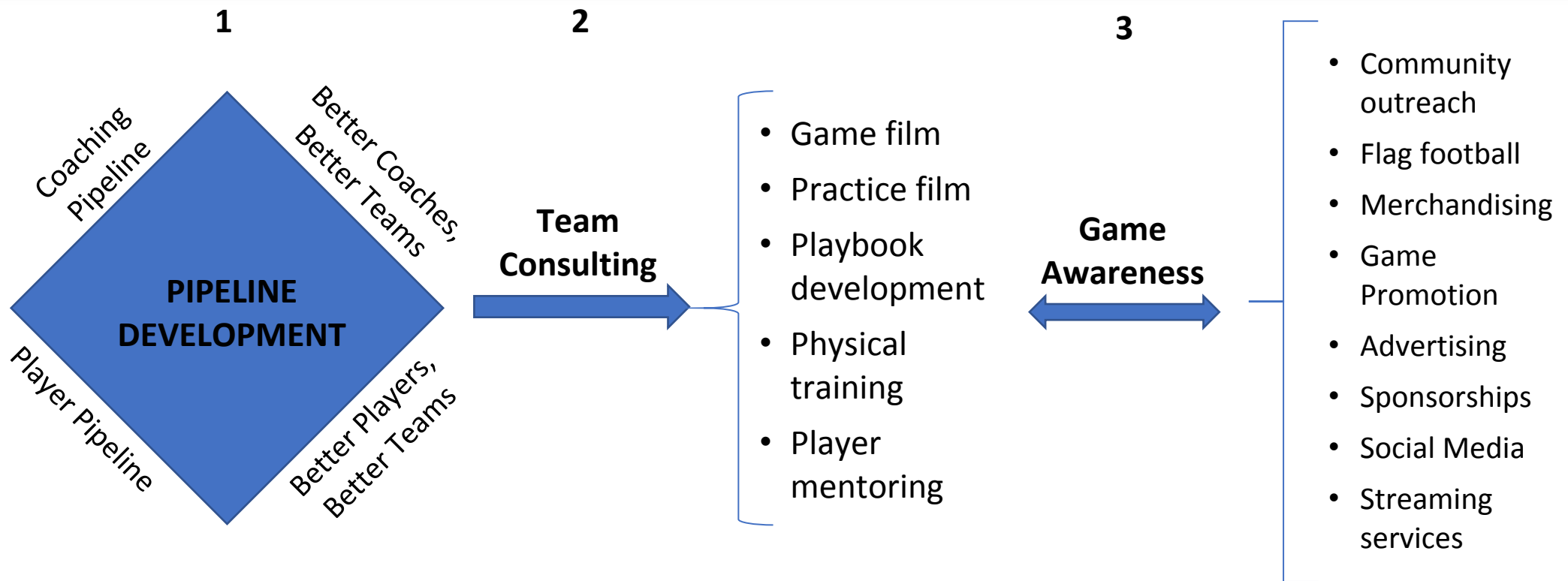
# Our personnel

- 2 Coaches and 1 assistant with NFL experience
- 1 Former NFL player following a coaching career
- 2 experienced Business Consultants
- 1 Scout
- The 4 partners



# Team & Player Development

## 3 Touchpoints



# Holistic Marketing Strategy – *Build engagement across the board!*

## Community Engagement

- Local team visit to schools
- Recreational flag-football
- Local team cheerleaders
- Local team “hooligan” fans

## Game Promotion

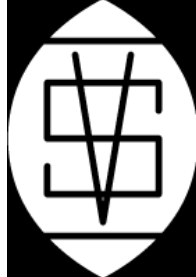
- Team merchandising
- Develop game **experience** (tailgating, food trucks, music, etc)
- Team songs and cheers
- Team licensing

## Advertising

- Flag football teams sponsors
- On-field advertising
- Game live streaming
- European Football podcast / vodcast

# Potential Competitors

- The development of the game outside the US opens an opportunity for professional scouts from the US to venture into developed markets like Mexico and Europe and leverage economies of scale, infrastructure and contacts.



Vice Suriano 360  
Football



Our Key Difference:  
Our focus is to  
develop *European  
Football teams and  
talent*, not syphon it  
to the US.

# Year 1 P&L

Revenue		Amount Sold	Price	€
	Training Consultancy	3	€ 30.000	€ 90.000
	Managerial Consultancy	3	€ 20.000	€ 60.000
	Prospecting Consultancy	1	€ 15.000	€ 10.000
	Player Mentoring	10	€ 250/ week	€ 10.000
<b>Total Revenue</b>				<b>€ 175.000</b>
Costs				
	Coaches/Assistants Salaries		~€ 2.000/month (each)	€ 96.000
	Filming equipment (drones, computers, programs)			€ 10.000
	Management consultants salaries		€ 3.000/month (each)	€ 72.000
	Scout Salary		€ 1.500/month	€ 18.000
	Traveling and operational expenses			€ 30.000
<b>Total Costs</b>				<b>€ 226.000</b>
<b>Total Profit/Loss</b>				<b>(€ 51.000)</b>

# Financial Projection

Revenue	Year 1	Year 2	Year 3
Training Consultancy	€ 90.000	€ 210.000	€ 360.000
Managerial Consultancy	€ 60.000	€ 120.000	€ 210.000
Prospecting Consultancy	€ 15.000	€ 30.000	€ 60.000
Player Mentoring	€ 10.000	€ 20.000	€ 40.000
<b>Total Revenue</b>	<b>€ 175.000</b>	<b>€ 380.000</b>	<b>€ 670.000</b>
Costs			
Coaches/Assistants Salaries	€ 96.000	€ 120.000	€ 144.000
Filming equipment (drones, computers, programs)	€ 10.000	€ 5.000	€ 5.000
Management consultants salaries	€ 72.000	€ 108.000	€ 144.000
Scout Salary	€ 18.000	€ 36.000	€ 54.000
Traveling and operational expenses	€ 30.000	€ 40.000	€ 50.000
<b>Total Costs</b>	<b>€ 226.000</b>	<b>€ 309.000</b>	<b>€ 397.000</b>
<b>Total Profit/Loss</b>	<b>(€ 51.000)</b>	<b>€ 71.000</b>	<b>€ 273.000</b>



# Our Ask

- **Total ask:** € 250,000
  - € 10,000 for **drones and software**
  - € 190,000 for **staff payment**
    - Coaches
    - Assistants
    - Consultants
    - Scouts
  - € 50,000 for **SG&A**
    - Operational and Traveling Expenses

# The Idealizer



## ANTHONY DABLÉ

### PROFILE

Age **27 years old**

Born **Paris, France**

Position **Wide receiver**

Nickname **Dablatron**

 **@DablaTron**

height  
6.4 ft

weight  
227 lbs



### CAREER

**New York Giants**  
(2016 – present)

**Braunschweig NY Lions**  
(2014 - 2015)

**Berlin Rebels**  
(2013)

**Centaurès of Grenoble**  
(2008 - 2012)

- Started to play Football at 19 in France
- Learned English watching [NFL.com/videos](https://www.nfl.com/videos)
- Signed my 1st NFL contract at 27 with the NY Giants



# APPENDIX

Our Key Differentiator:

We know the game.

We have been to the highest level.

We know how to help you get there.



# Pipeline Projections

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Coach Pipeline	1	1	1	1	1	1	1	1	1	1	1	1
		1	1	1	1	1	1	1	1	1	1	1
			1	1	1	1	1	1	1	1	1	1
				2	2	2	2	2	2	2	2	2
					2	2	2	2	2	2	2	2
						2	2	2	2	2	2	2
							3	3	3	3	3	3
								3	3	3	3	3
									3	3	3	3
										3	3	3
											3	3
												3
		1	2	3	5	7	9	12	15	18	21	24

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Player Pipeline	3	3	3	3	3	3	3	3	3	3	3	3
		3	3	3	3	3	3	3	3	3	3	3
			3	3	3	3	3	3	3	3	3	3
				5	5	5	5	5	5	5	5	5
					5	5	5	5	5	5	5	5
						5	5	5	5	5	5	5
							10	10	10	10	10	10
								10	10	10	10	10
									10	10	10	10
										10	10	10
											10	10
												10
		3	6	9	14	19	24	34	44	54	64	74

# Consulting Projections

		<b>M1</b>	<b>M2</b>	<b>M3</b>	<b>M4</b>	<b>M5</b>	<b>M6</b>	<b>M7</b>	<b>M8</b>	<b>M9</b>	<b>M10</b>	<b>M11</b>	<b>M12</b>
<b>Teams</b>	Number of Teams	3	3	3	5	5	5	10	10	10	12	12	12
<b>Game Film</b>	16 hours per month	48	48	48	80	80	80	160	160	160	192	192	192
<b>Practice Film</b>	60 hours per month	180	180	180	300	300	300	600	600	600	720	720	720
<b>Play Book Development</b>	80 hours per month	240	240	240	400	400	400	800	800	800	960	960	960
<b>Physical Training</b>	40 players x 20 hours per month	2400	2400	2400	4000	4000	4000	8000	8000	8000	9600	9600	9600
<b>Player Mentoring</b>	5 players x 10 hours per month	150	150	150	250	250	250	500	500	500	600	600	600