

**STRIKE INVEST IS A CUSTOMIZED  
PLATFORM TO FIND PARTNERS FROM  
THE WORLD OF SPORTS - BOTH AS  
INVESTORS AND MULTIPLIERS**



## INFORM. CONNECT. INVEST.

The world is always on the move! So are the potential investors from the world of sports! STRIKE INVEST believes that information about interesting startup opportunities should be available wherever a potential investor is. No matter if Sports Professionals are hanging out in the players' lounge, waiting at the airport for the next flight, sitting on the team bus heading to their next game or just killing time during training camp. With STRIKE INVEST you can display information about your StartUp and potential investors can see it, wherever they are.

STRIKE INVEST also believes that every promising StartUp should have access to the resources they need to succeed. We believe that great ideas deserve to be displayed to potential investors. Every exciting StartUp and Entrepreneur should have the opportunity to present its business opportunity and inform about details. Through STRIKE INVEST you can promote your company to investors from the world of sports. Be part of it!

STRIKE INVEST is convinced, that the most fruitful partnerships and investments are those, where the chemistry is right. It's all business, right, but we are all individual persons. Connect through STRIKE INVEST, meet in person, check the facts, discuss and at the end: make your personal decision.

STRIKE INVEST is your tool to succeed!

## WHY STRIKE INVEST

- I. STRIKE INVEST helps you find suitable INVESTORS, PARTNERS and CELEBRITIES!  
 Through our personal contacts in the world of professional sports, we have identified Sports Professionals as perfect investors. Sports professionals are modern, open minded, interested in new developments and they have the necessary financial resources for StartUp investments at their disposal.  
 Furthermore, sports professionals can give your project the desired visibility and public relation. Besides their financial resources, sports professionals generally have a strong image and a huge range of coverage.  
 STRIKE INVEST connects you to the exclusive, but “inaccessible” group of sports professionals, both as INVESTORS and CELEBRITIES!
  
- II. One PITCH DECK - accessible for numerous registered POTENTIAL INVESTORS!  
 Once having registered at STRIKE INVEST, you can upload your projects information. This PITCH DECK will be accessible for the group of registered POTENTIAL INVESTORS, all of them connected to professional sports. So, with only one registration, your project gains lots of visibility among POTENTIAL INVESTORS from the world of sports.
  
- III. ONLINE PITCH leads to PERSONAL CONTACT with POTENTIAL INVESTOR!  
 After having raised the concrete interest of one or more individual INVESTORS through your ONLINE PITCH, we arrange a PERSONAL CONTACT.\* You will get to know your POTENTIAL INVESTOR before taking a decision, you can explain your project, ask questions, exchange expectations and get a sense if the chemistry is right between all potential partners. STRIKE INVEST will organize the meeting and will be available on site for neutral support.

\* at the investors request

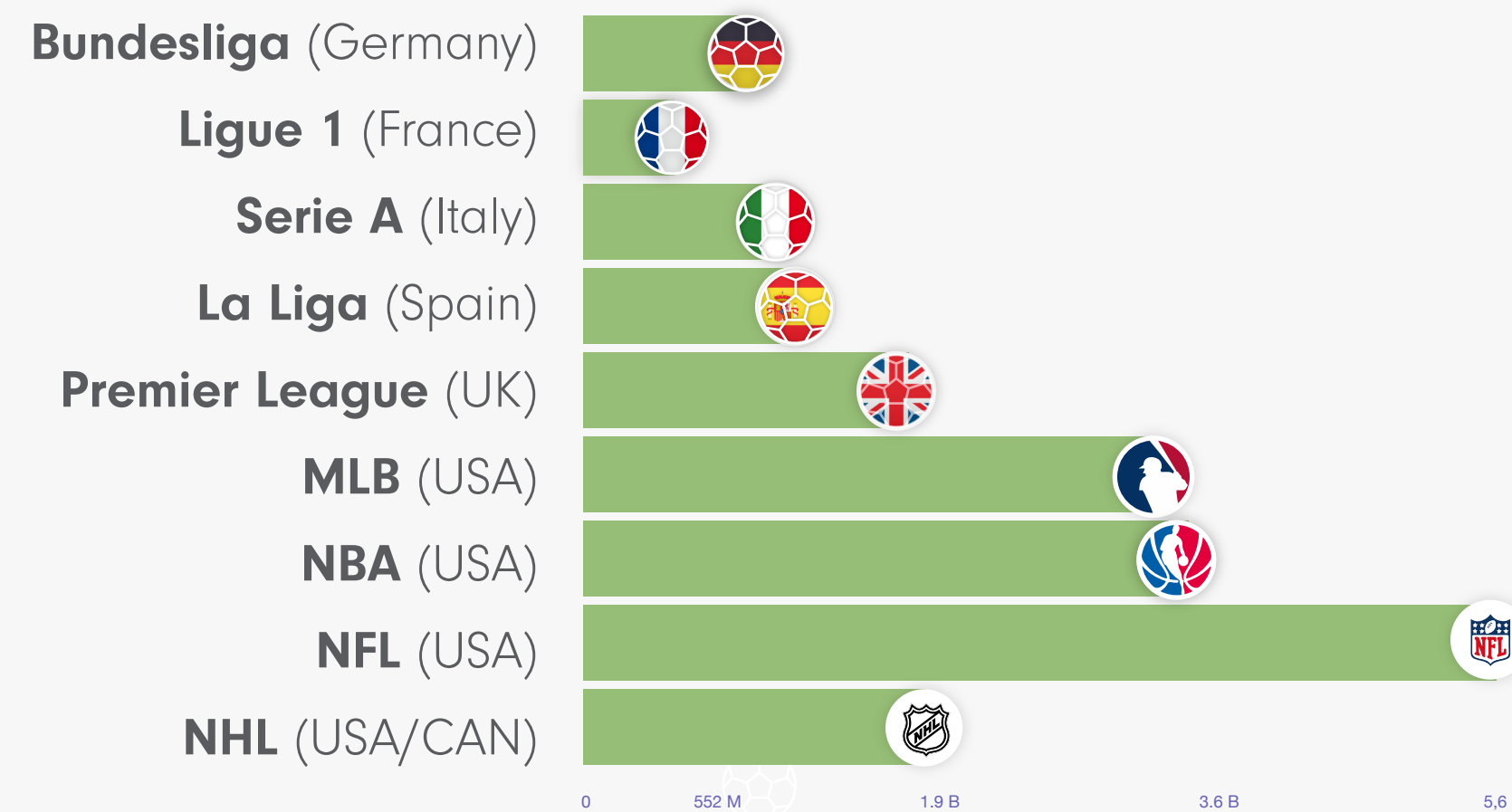


# MARKET POTENTIAL

League	Number of Clubs	Number of Players (Per League)	Average Wage Per Player*	League Potential Market *
Bundesliga (Germany)	18	493	\$1,979,638	\$975,961,338
France (Ligue 1)	20	531	\$1,298,449	\$551,581,121
Italy (Series A)	20	547	\$2,231,871	\$1,220,833,350
Spain (La Liga)	20	492	\$2,547,061	\$1,253,153,811
UK (Premier League)	20	496	\$3,966,580	\$1,967,423,750
MLB	30	856	\$4,031,549	\$3,451,005,858
NBA	30	440	\$8,321,937	\$3,661,652,248
NFL	32	1,696	\$3,257,403	\$5,524,555,998
NHL	31	770	\$2,688,173	\$2,069,893,259
Totals	221	6,321	\$26,291,112	\$20,676,060,733

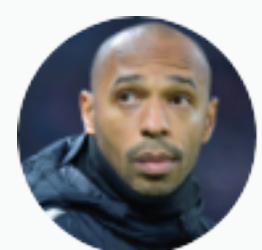
https://globalsportssalaries.com/GSSS%202019.pdf

\* Per year

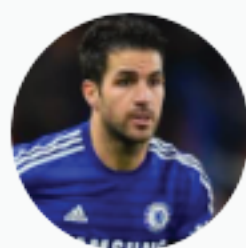
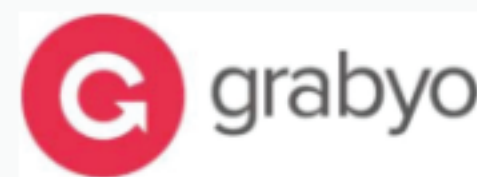


## SPORT PROFESSIONALS AS STARTUP INVESTORS \*\*

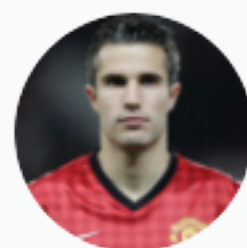
\*\* Examples



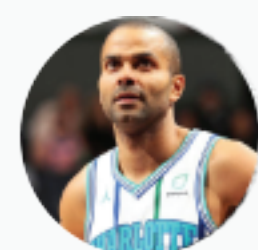
THIERRY HENRY



CESC FABREGAS



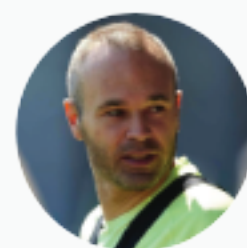
ROBIN VAN PERSIE



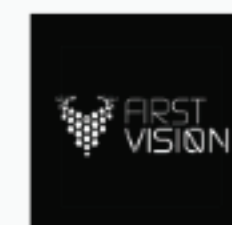
TONY PARKER



NORTHROCK PARTNERS



ANDRÉS INIESTA



SERGE IBAKA



GARY LINEKER



# HIGHLIGHTS



**Access to a huge number of potential INVESTORS, PARTNERS and MULTIPLIERS**



**Large amounts of CAPITAL can be raised with relatively few bureaucracies**



**Most of investors are persons of PUBLIC INTEREST, so you gain VISIBILITY**



**Only ONE registration leads to MULTIPLE high level CONTACTS**



**Your PROJECT is displayed to REGISTERED and VERIFIED USERS only**



**STRIKE INVEST is present at every stage**

## HOW IT WORKS – STEP BY STEP APPLY:



Please REGISTER at: [www.strike-invest.com](http://www.strike-invest.com) and fill out our online application form (on our website).

Please note that you must complete the application in its entirety for it to be considered.



If your StartUp is accepted, it will go live immediately. If it needs clarifications, modifications and more documentation, please be ready to RSVP.

If you have any questions or need clarifications don't hesitate to contact us at: [contact@strike-invest.com](mailto:contact@strike-invest.com)



**SHOWCASE YOUR PROJECT:** When your application is approved and activated, STRIKE INVEST showcases your project to the registered users - potential INVESTORS from the WORLD OF SPORTS.

The online pitch will be displayed according to the preview mode you will see towards the end of your application process. Make sure that your online pitch draws attention!



**CONNECT AND CONVINCE:** During a personal meeting with the potential investors, you and your project need to convince. Your business fundamentals are evaluated to determine if the business has the potential to be scaled. Be ready to clarify any questions that our investors might have, or submit additional documentation. Be professional, show passion!

Don't forget to update any changes, the deal is based on the information that you submitted.



**CLOSE THE DEAL:** Be ready to negotiate. Explain your offer and expectations. Be prepared to receive and discuss a counter offer. It's up to you to accept or decline the offer, renegotiate terms and close the deal.

We are neither a broker, nor an agent. We offer the STRIKE INVEST platform for you to transport your information. We coordinate meetings and help with clarifications. Additional services available on request.

# APPLICATION AND INVESTMENT CRITERIA

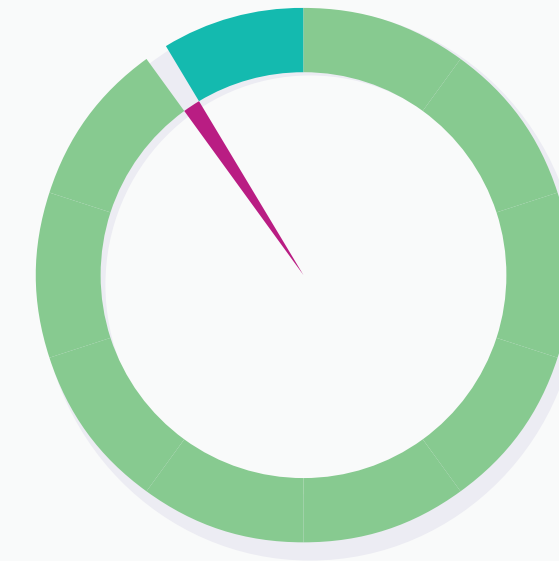
Every startup is welcome for application. Every startup has the chance to find an investor.

STRIKE INVEST neither limits applications to certain branches, nor to the structure of the desired investment.

Startups should show passion, talent, a professional set-up, a clear strategy and a business plan to succeed. Point out that your project has the potential to generate profit and motivate the investor to invest in your project.

Relying on their personal interest, investors at STRIKE INVEST will individually decide about investments based on the information given by the startups.

## OUR DEAL



- **2% of equity of the concrete project for every 10% equity acquired by an investor through STRIKE INVEST**

- 
- **6.6% of the investment amount generated through STRIKE INVEST**



## ABOUT US

We at STRIKE INVEST are stakeholders in both professional sports and the StartUp industry. We work with top level athletes as well as with StartUps of all kind. On the one hand we have vast experience with well-paid athletes, who nowadays are businessmen and entrepreneurs at the same time, looking for business opportunities. On the other hand we know, that StartUps have difficulties finding investors, sometimes don't even have access to them and need support.

Therefore, we concluded that these diverging needs have to be brought together to create win-win-situations. These situations can perfectly be created with STRIKE INVEST.

STRIKE INVEST is run under the umbrella of B101 GmbH. The B101 GmbH, an innovative company based in Berlin, Germany, is observing the global market, looking for shortcuts through unique opportunities, encouraging the growth of our clients, partners and investors. We connect people, corporations, new ideas and technologies, cities, regions and countries quickly, steadily and consistently.

[www.strike-invest.com](http://www.strike-invest.com)

[contact@strike-invest.com](mailto:contact@strike-invest.com)

B101 GmbH  
Hubertusallee 29  
14193 Berlin, Deutschland  
[contact@b101.co](mailto:contact@b101.co)

Sitz der Gesellschaft: Amtsgericht Charlottenburg HRB 196277 B,  
Geschäftsführer: Rodrigo Gularte, Marcus Haase

