



BUSINET STUDENT CONFERENCE 2019,
EDINBURGH

taking control of your future
thoughts, ideas, best practice

WHAT ARE YOU HERE FOR?

1. Beautiful city of Edinburgh
2. Improve Language Skills
3. Interesting format of this conference
4. Home Institute forced me to go
5. Meet new people
6. Other reason

QUICK POLL

Vote on live.voxvote.com

PIN: 93029



Congratulations!



MY STORY

taking control of your future

thoughts, ideas, best practice

Matthias Limbach

WHAT ARE YOUR GOALS?

become rich?

work international?

travel the world?

create your own business?

something in sports/football?

have a family?



WHO

can help you with this?







STUDENT FELLOWS



HENRIK



PROFESSIONAL VITAE

1995 german Abitur (A-Levels) in Hanover, Germany

1999 first own business – tour operator for canada & sports travel

1999 foundation degree in vocational training for real estate management

2000 second company in solar industry

2003 diploma in economics at Leibniz University Hanover, Germany

2004 german sales manager CANescapes – a Division of BCAA in Vancouver

2006 european sales manager CANescapes – based in Hanover, Germany

2008 head of school, Dr. Buhmann Academy, Hanover

2012 start of PhD program at Leibniz University Hanover

2016 funding of DeinTeam App and MS4 Sports GmbH Sportsmanagement Co.

2019 handing in my dissertation at LUH



PERSONAL VITAE

1990 founder and chief editor of school newspaper

1996 freelance editor at BILD sports editorial

1999 football referee, linesman in 4th division

2000 football coach of regional under 19 team

2002 member of university parliament and local government

2005 regional director lower saxony for german-canadian association

2008 regional director of sports managers association (VSD)

2009 education coordinator of Hannover 96 youth academy

2012 team manager of U19 team TSV Havelse (U19 Bundesliga)

MAKE USE OF IT

Think about your options

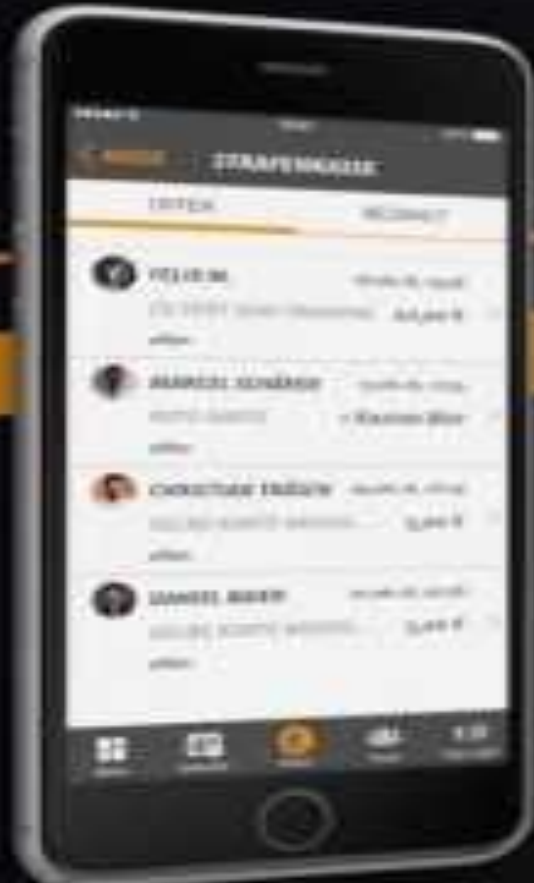
Use the vital network for:

- Easier access to labour market
- Creating your own company



DEIN TEAM --- DEINE APP.





KASSE €

ÜBERBLICK DER TEAMFINANZEN

VERWALTUNG VON

- EINNAHMEN UND AUSGABEN
DER MANNSCHAFTSKASSE
- STRAFENKASSE INKLUSIVE
SÜNDERRANKING

FÜR ALLE MITGLIEDER JEDERZEIT

The app has numerous functions to manage your team finances

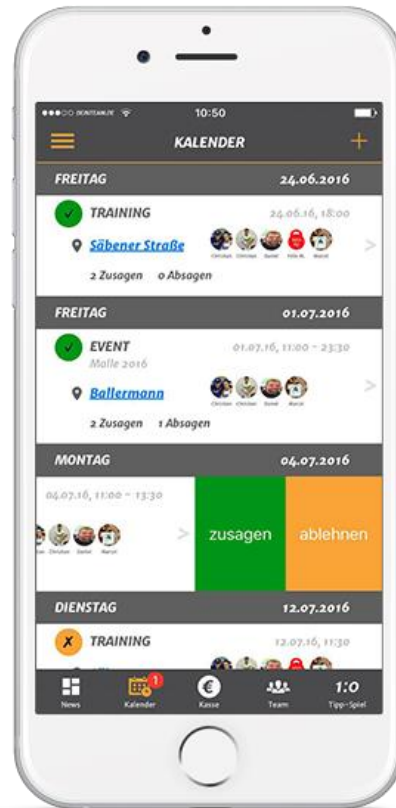
WHAT IS DEINTEAM?

CALENDER

All appointments at a glance.
Practice times, matches, events etc.

CASH REGISTER

Penalty- and
team cash register inkluding
a sinner ranking.



PLAY



TEAM

Voting tool, squad view and
statistics around the team.

FOOTBALL POOL

Own team internal Bundesliga
tipping round.

THE FOUNDERS

„BY PRO'S FOR AMATEURS!“



The App was the idea of four football pro's with long-term Bundesliga experience



Marcel Schäfer



Christian Träsch



Daniel Baier



Christian Gentner

EXECUTIVE TEAM



Sebastian Carlin

CEO – MS4 Sports

Founder and partner of MS4 Sports

Previously Sponsoring & Sales
at VfL Wolfsburg



Daniel Peikert

CMO - MS4 Sports

Previously Head of Sales
at VfL Wolfsburg

More than 15 year sales experience
and Marketing expertise



Michael Ketzler

CFO – MS4 Sports

Commercial Graduate
Tax Consultant/ Certified
Financial Planner/Consultant

SHAREHOLDERS-ABSTRACT



Maxi Arnold

Partner MS4 Sports

Professional Football
Player
VfL Wolfsburg

DFB-Pokal Champion and
U21 European Champion



Diego Benaglio

Partner MS4 Sports

Professional Football Player
AS Monaco

German Bundesliga Champion,
DFB-Pokal Champion and
61 caps for Switzerland



Patrick Rohner

Partner MS4 Sports

Avantgarde Sponsoring GmbH
Sports Agent

Clients e.g. Bastian Schweinsteiger,
David Alaba and Co.

SHAREHOLDERS-ABSTRACT



Sven Froberg

Partner MS4 Sports

General Manager SID

Previously Head of Sports of ProSiebenSat.1
and editor-in-chief of DSF



Matthias Limbach

Partner MS4 Sports

General Manager of
Dr. Buhmann Schule gGmbH



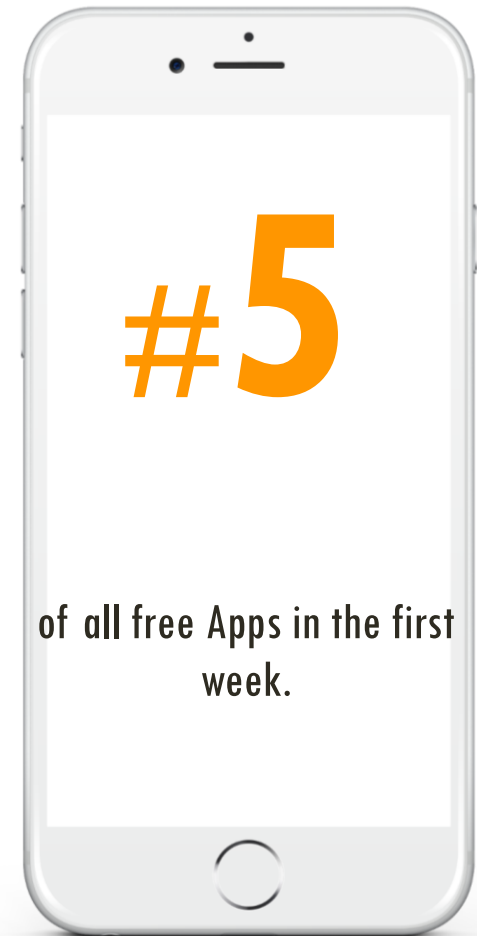
Manfred Hörnschemeyer

Partner MS4 Sports

Business Man in the economic branches
Publishing Houses and Dialoguemarketing

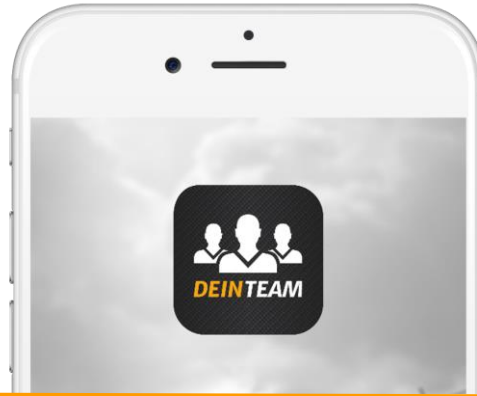
MARKET RELEVANCE

RANKING APP STORE



DEINTEAM IS WITH OVER **1.000.000 DOWNLOADS** AND **75.000 TEAMS** ONE OF THE BIGGEST MOBILE APPS IN THE SPORTS FIELD IN GERMANY.

STRATEGIC FOCUS



The app focusses on the contemporary communication and connects the professional with the amateur sport

DIGITAL

INNOVATION

Added value through a easy, flexible and userfriendly setup

**Grassroots
Sports**

CREDIBILITY

Through a authentic story which provides the amateur sports with additional value

STATUS QUO USER STATISTICS

as end of June 2019:

> 1.200.000

Downloads

> 320.000

Active User / Month

> 20.000

New Downloads /
Month



Average In-App duration ca. 4:00 minutes

Already more than **60 Mio. In-App sessions** and over **510 Mio. onscreen invocations** in the App

SOLD TO GERMAN FOOTBALL ASSOCIATION (DFB)

by end of June 2019:



PR Transition over summer break

DEINTEAM REISEN TEAM TRAVEL



DEINTEAM
REISEN

FUN SPORT SPIRIT

CONCLUSION

- 1) Have your dreams and goals
- 2) Find and maintain a sound network
- 3) Think of entrepreneurship as an option for your career