

UNITÉ CONFERENCE 2018, 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

Live.voxvote.com

PIN: 93029

You find a direct link in
your Conference App – Activity Feed
or
in the Unité facebook group as news



Congratulations!



MY STORY

taking control of your future

thoughts, ideas, best practice

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&TUI



PROFESSIONAL VITAE

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.

2018 funding of DeinTeam Reisen. Sports travel company



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:

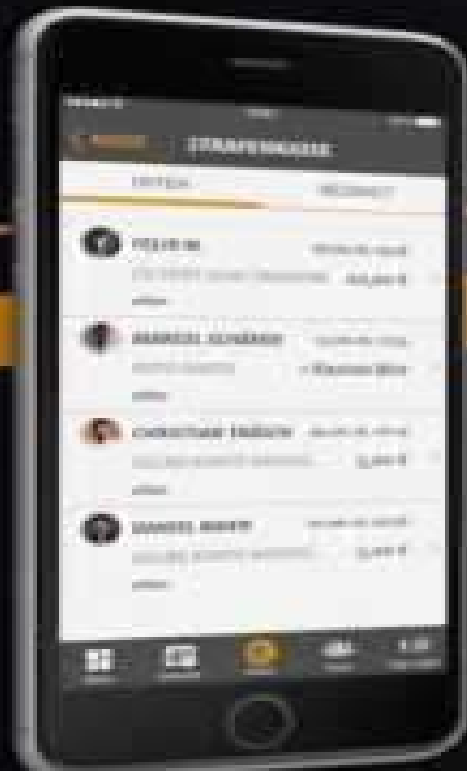
- Easier access to labour market
- Creating your own company



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

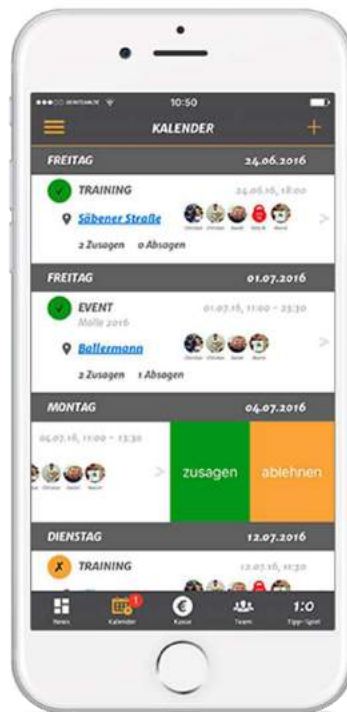
WHAT IS DEINTEAM?

CALENDER

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

CASH REGISTER

Penalty- and
team cash register inkluding
a sinner ranking.



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



#1

in the sport category
for several weeks

over 30

weeks in the „Top Ten“ of
the AppStores

#5

of all free Apps in the first
week.

DEINTEAM IS WITH OVER **850.000 DOWNLOADS** AND **75.000 TEAMS** ONE OF THE BIGGEST MOBILE APPS IN THE SPORTS FIELD IN GERMANY.

STATUS QUO

USER STATISTICS

As of end of Octobre 2018:

> 850.000

Downloads

> 280.000

Aktive User / Month

> 30.000

New Downloads /
Month



Average In-App duration ca. 4:00 minutes

Already more than **40 Mio. In-App sessions** and **over 410 Mio. onscreen invocations** in the App

extract www.deinteam-reisen.de



The screenshot shows the homepage of the website **DEIN TEAM REISEN**. The header includes the logo and navigation links: Start, Reisen, Gewinnspiel, WhatsApp Service, Kontakt, Über uns, and a button for the DeinTeam App. The main banner features a group of people and the text **ALLE REISEN AUF EINEN BLICK** and **DEIN TEAM REISEN**. Below this, it states "DeinTeam Reisen präsentiert" followed by **TEAMREISEN, MANNSCHAFTS-FAHRTEN, TRAININGSLAGER & SPORTEVENTS**. A paragraph describes the variety of travel options available. At the bottom, there is a "REISE FINDER" section with a search prompt and a blue arrow pointing to the website link.

DEIN TEAM REISEN
FUN SPORT SPIRIT

Start Reisen Gewinnspiel WhatsApp Service Kontakt Über uns DeinTeam App

ALLE REISEN AUF EINEN BLICK
DEIN TEAM REISEN

DeinTeam Reisen präsentiert
**TEAMREISEN, MANNSCHAFTS-FAHRTEN,
TRAININGSLAGER & SPORTEVENTS**

Hier findest du alle Reisen für dich und dein Team auf einen Blick. Egal, ob Mannschaftsfahrten mit Fun, Sport, Beach & Party, Trainingslager, Teamreisen, nationale und internationale Sportevents wie Champions League Spiele oder DFB Pokal Finale, Action bei den Team Spirit Events... ihr findet garantiert die passende Reise für euer Team.

Suche und finde hier: alle Reisen, Events und Aktionen.
Du vermisst ein bestimmtes Reiseziel? Schreib uns – wir erweitern jeden Monat unser Angebot.

REISE FINDER

LINK: DeinTeam Website: Reise-Übersicht

TEAMFAHRTEN

✓ 2-3 Tage Kurztrip Party-Reisen:

- ✓ Partyschiff Oslo
- ✓ Partyschiff Newcastle
- ✓ Partyschiff Amsterdam
- ✓ Norderney, Egmond
- ✓ Mallorca, Goldstrand
- ✓ Tough Mudder

✓ Professionelle Trainingslager

- ✓ Österreich
- ✓ Kroatien
- ✓ Türkei
- ✓ Ägypten
- ✓ Sports Resort Halberstadt

TRAINING



- ✓ Insel Events & Reisen
- ✓ DeinTeam Insel Kroatien

INSEL

SPORTEVENTS

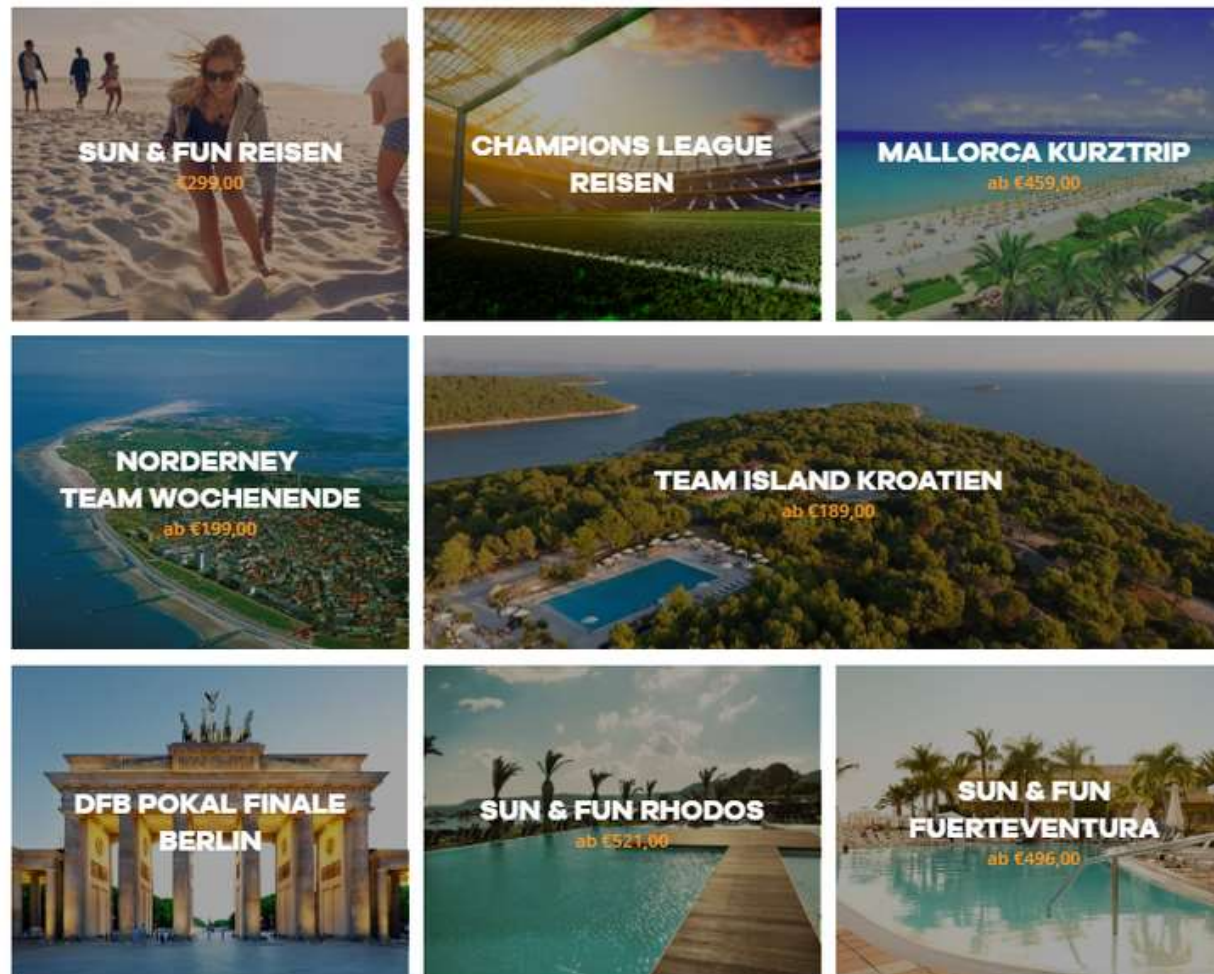
✓ Reisen mit 1 oder 2 Übernachtungen und Rahmenprogramm:

- ✓ DFB Pokal-Finale Berlin
- ✓ Champions League
- ✓ Premier League
- ✓ Bundesliga-Topspiele
- ✓ Nationalmannschaft

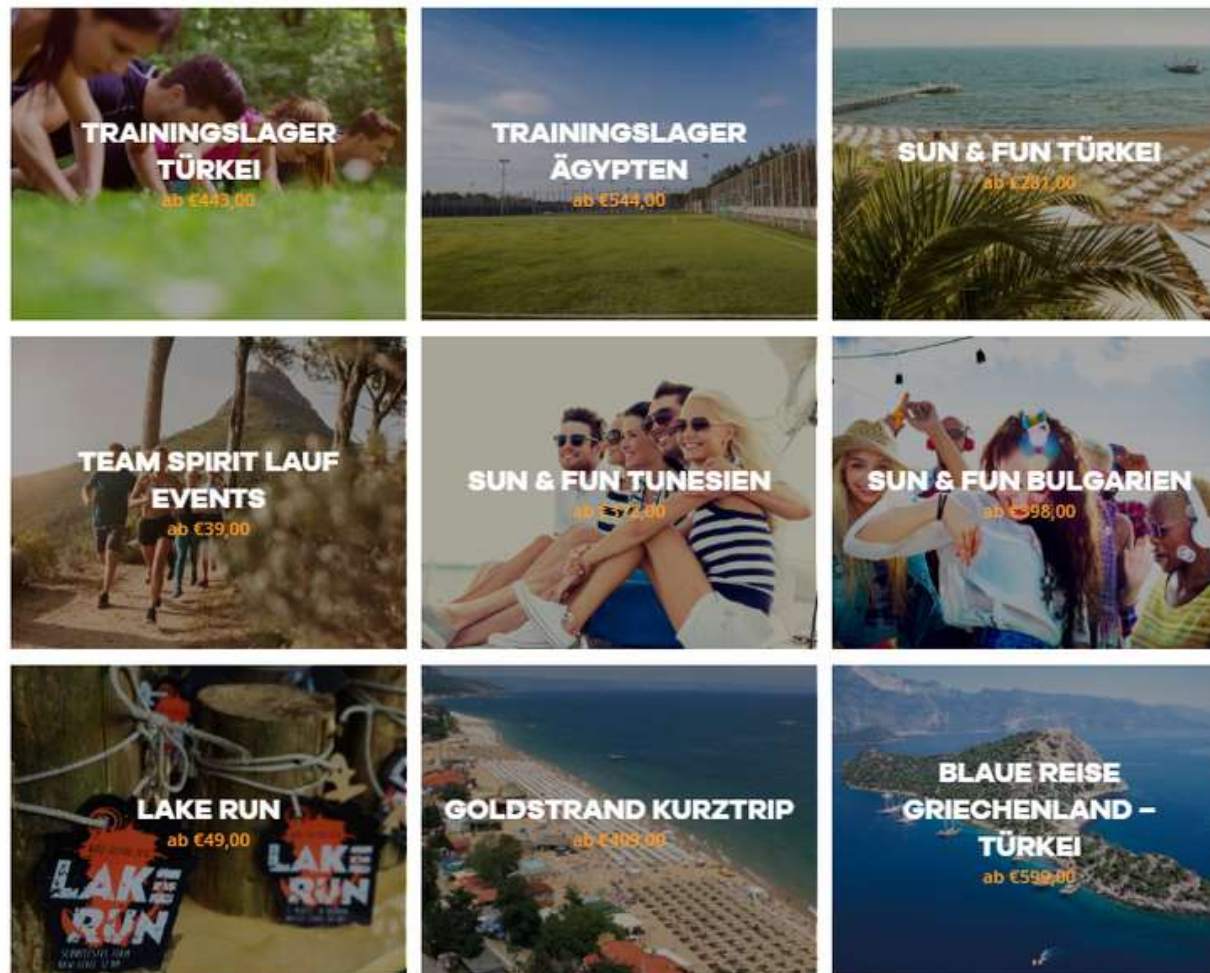
✓ Flugreisen 4-7 Tage

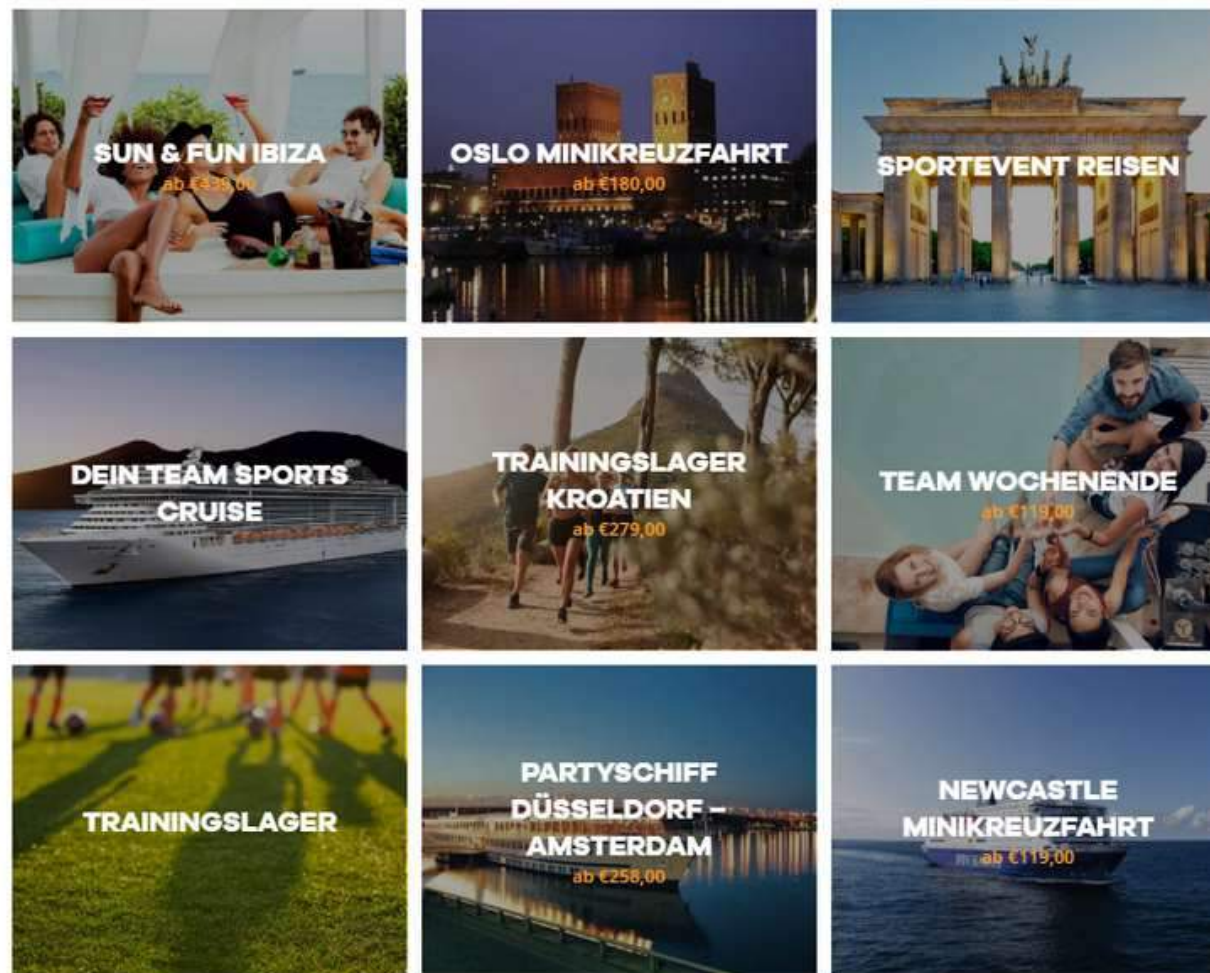
- ✓ DeinTeam Insel Kroatien
- ✓ Mallorca, Ibiza
- ✓ Bulgarien, Fuerteventura
- ✓ Kreta, Rhodos,
- ✓ Türkei, Tunesien, Ägypten

SUN & FUN









CONCLUSION

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