

EXPLORE THE WORLD OF
ROUTE 7//7 SOCCER MANAGEMENT



WELCOME TO ROUTE 7//7 SOCCER MANAGEMENT

Our heart and passion belong to soccer. That's why we see it as our job, to accompany you as a soccer player on your way to success. In doing so our approach is beyond standard – this means for us and you: Where many others stop, we always take the next step. Always in your best interests. Because only when you are successful, we can all win together. Always taking a holistic view. Always acting sustainably keeping a vision for the future in mind.

What this is supposed to mean?
Explore it yourself on the following pages.

Have fun! Your Route 7//7-Team.

We believe in personal contact and mutual communication. If you are interested in what we do, we are looking forward to your call or your e-mail. We will then arrange a personal appointment and decide together if we share common values and if we all want to work together.



WHY ROUTE 7//7 – OUR CONCEPT & PHILOSOPHY

Upon request, Route 7//7 takes over the management for you as a soccer player during your whole career as a pro. Our priority are sustainable, highly professional contract negotiations with clubs and advertising partners. At the same time we take care of sustainably planning your profession after your soccer career.

Why's that? And how does that work?

Route 7//7 Soccer Management is part of the MDMWG machdochmalwasgeiles-family

We always act and work according to the principles of our MDMWG cosmos. Specifically, this means:



» We live and love **disruption**: not always, but whenever existing processes should be questioned. This means we do many things differently. And if we do them differently, we do them better.

» We conduct negotiations according to the principles of the “**Gentlemen of Negotiation**”. Thus, we focus on sustainable and long-term profits for everyone involved (player, club, advisors). We don't provoke spectacles. Instead we offer highly professional negotiation know-how and strategic communication skills that concentrate on one thing alone – reaching the optimum result for both sides.

» We are always **open and transparent** in what we do. We don't play fouls. We stand the test playfully on the field.

» We stand for a **strong network and solidarity**. With us, it's about reaching things collaboratively. This means each party participates with his special abilities and competencies on the way to a previously defined objective.

» We **work internationally**, looking beyond our own noses.





A symbol for our way of working are the two numbers seven 7//7 in our name

The 7 generally stands as a symbol for success and strength. It stands for having reached what one has wished for.

In this context, we work highly professional on two parallel levels. On the one hand, we support our clients in sustainably realizing their soccer career plans. This includes next to contract negotiations e.g. strategically planning their career, training for interview and public relations as well as systematically turning a player into a brand.

On the other hand, supporting our clients in planning their careers and time beyond soccer business has an equivalent priority. Even though it is only mentioned reluctantly, a soccer career may end not only in a planned manner but unexpectedly due to injuries and other life choices. This may then be challenging for the player as well as his family. We believe that the soccer career will then be most successful when such worries concerning the time after the pro career or its abrupt end are as small as possible for a soccer player and his family.

WHAT ROUTE 7//7 CAN DO FOR YOU



ROUTE 7//7 & Up-Coming Talents

You are ambitious? You are talented? And you keep hearing that you have the potential to become a pro?

We are your contact partner when you are just about to start your soccer career. We will take over the strategic planning of your professional soccer career in close consultation with you and your social environment, especially with your families.

Next to your soccer training we support you in finding an alternative career choice in case it should turn out that professional soccer is not the right choice for you. This includes e.g. professional coachings regarding your own interests and how they could be useful in your future working life. Also internships provide you with valuable insights into potential future careers. Our extensive MDMWG machdochmalwasgeiles network provides you with excellent contacts into many areas of business and economics.





ROUTE 7//7 & Soccer Professionals

You are a professional soccer player and you are looking for a new management?

For soccer professionals, we offer a sound support and mentoring package covering all relevant areas. This includes:

Professional negotiations with contract partners like soccer clubs and advertising partners

In cooperation with soccer clubs we rely on a highly professional level – the club and the soccer player have one common interest: success. This is what our strategy is targeted to.

Therefore, at Route 7//7 we're not focusing solely on the material aspect of a soccer player's contract. It's about planning your career sustainably and long-term. Furthermore, we normally advise our clients to choose the club that offers the ideal position on the field and the best development opportunities.





Brand development & public relations

We turn you into a brand. Anything a soccer player does during his time as a pro can influence how the public perceives him – and thus also indirectly effects his brand value as well as the chance to become an advertising partner for companies or to work in a club after his career ended (e.g. as a scout, coordinator for youth recruiting etc.).

Therefore, we prepare our clients for interviews and train them in professionally dealing with the media – strategically as well as rhetorically. In our external communication with the press and public we always act in accordance with our clients as well in their priority and jointly developed interests.

Support from experts

On request, we support you with the help of our network in all relevant themes, e.g. in wealth creation, occupational disability and asset protection. Furthermore, together with our expert network we can advise you on topics that become relevant after your pro career. This includes especially your career after being a professional soccer player – a process that should already begin during your time as a pro and that pursue consequently.

For recommending experts we don't receive a fee – neither from you nor the expert. We are completely unbiased in our recommendations.

Training

Upon request, we offer or convey training courses that are tailored to the needs of soccer players during and after their career.





ROUTE 7//7 & The Clubs

We offer clubs a highly reputable and professional contact person for contract negotiations with soccer players. Our priority lies sustainably developing a soccer player and his talent. This motto guides our sustainable and trustful cooperation with the soccer clubs.

On request, we take over the negotiations with soccer players and their advisors on behalf of the soccer clubs.

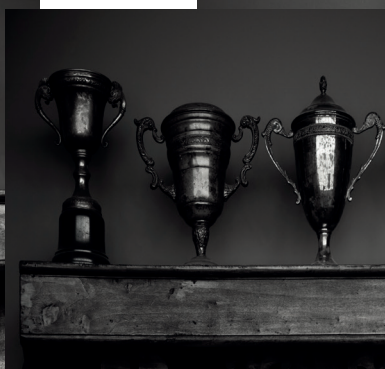


ROUTE 7//7 – BEHIND THE SCENES

Route 7//7 Soccer Management combines leading expertise in negotiation and strategic communication with sound experience in the “backstage-area” of the sports and soccer market.

This unique combination of your competencies with our broad expert network enables us to plan and execute all solutions in your interests.

**We don't work like the standard.
We are no standard.
We implement success
beyond standard.**



DON'T HESITATE: CONTACT US

If you want to learn more about Route 777 Soccer Management?
Then don't hesitate to contact us.

We are looking forward to getting to know you!!

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contact@route77-soccer.de
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