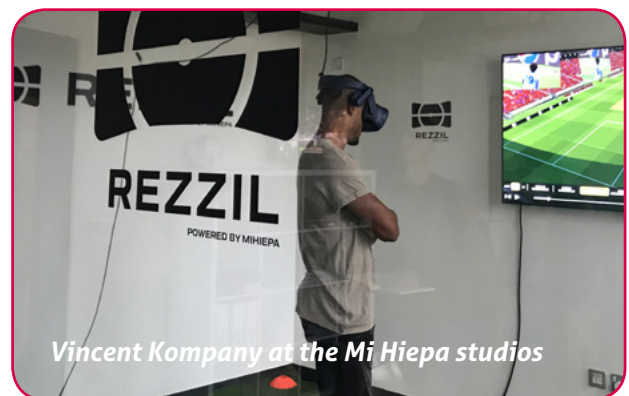
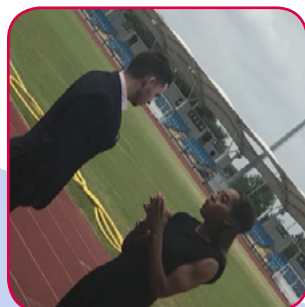


## A YEAR IN REVIEW – 2018

- Newly launched website and re-brand, resulting in a 295% increase in web activity that month
- Barn Door now actively involved in the sport tech industry, with an exciting pipeline of new deals
- 19 Premier League winners, 13 Rugby World Cup Winners and 28 medal-winning Olympic and Paralympic athletes are among the 200 sports stars and media personalities that now feature on the platform
- JMW awarded the title of 'Law Firm of the Year in The North and Scotland' by The Lawyer
- Plans formalised for a Barn Door event in mid-2019 giving our start-up businesses the opportunity to pitch to athletes, institutional investors, brands and industry executives



Vincent Kompany at the Mi Hiepa studios

## WHAT OUR MEMBERS SAY

*"Barn Door are at the forefront of helping athletes like myself prepare for life beyond sport. They understand what industries excite me and provide high quality new business opportunities and valuable connections with companies in those sectors. I look forward to continuing to work together in 2019!"*

**Greg Rutherford, GB Olympian**

*"As a start-up it's really hard to get the attention of elite level sports people. A programme like Barn Door, which directly connects both parties, and provides a level of protection and validation on each side is really helpful. As we're just about to scale, the potential to bring in athletes who could not only provide investment but also marketing reach and a real world understanding of the sports market would be invaluable."*

**Jim Law, Founder of FindAPlayer, winner of 5 major industry awards since 2017**

# — 2018 IN NUMBERS —

SPORTS STARS

200

ATHLETES &  
SPORTS MEDIA  
PERSONALITIES  
ACROSS 27  
DIFFERENT  
SPORTS



102 CURRENT /  
ACTIVE  
98 RETIRED

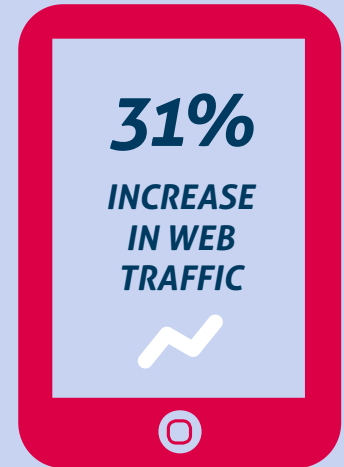


MEMBERS IN THE  
BARN DOOR TEAM



KEY STRATEGIC  
PARTNERSHIPS

**BARN DOOR**  
POWERED BY JMW



£35M+

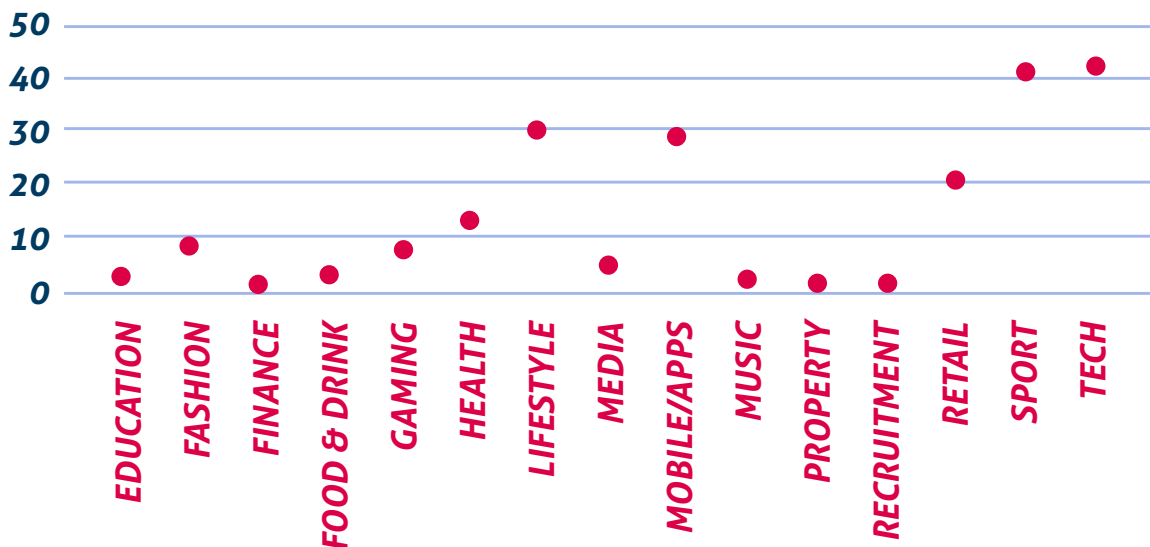


RAISED & 20+ INDUSTRY  
AWARDS WON BY BUSINESSES  
THAT ARE A PART OF BARN DOOR

65

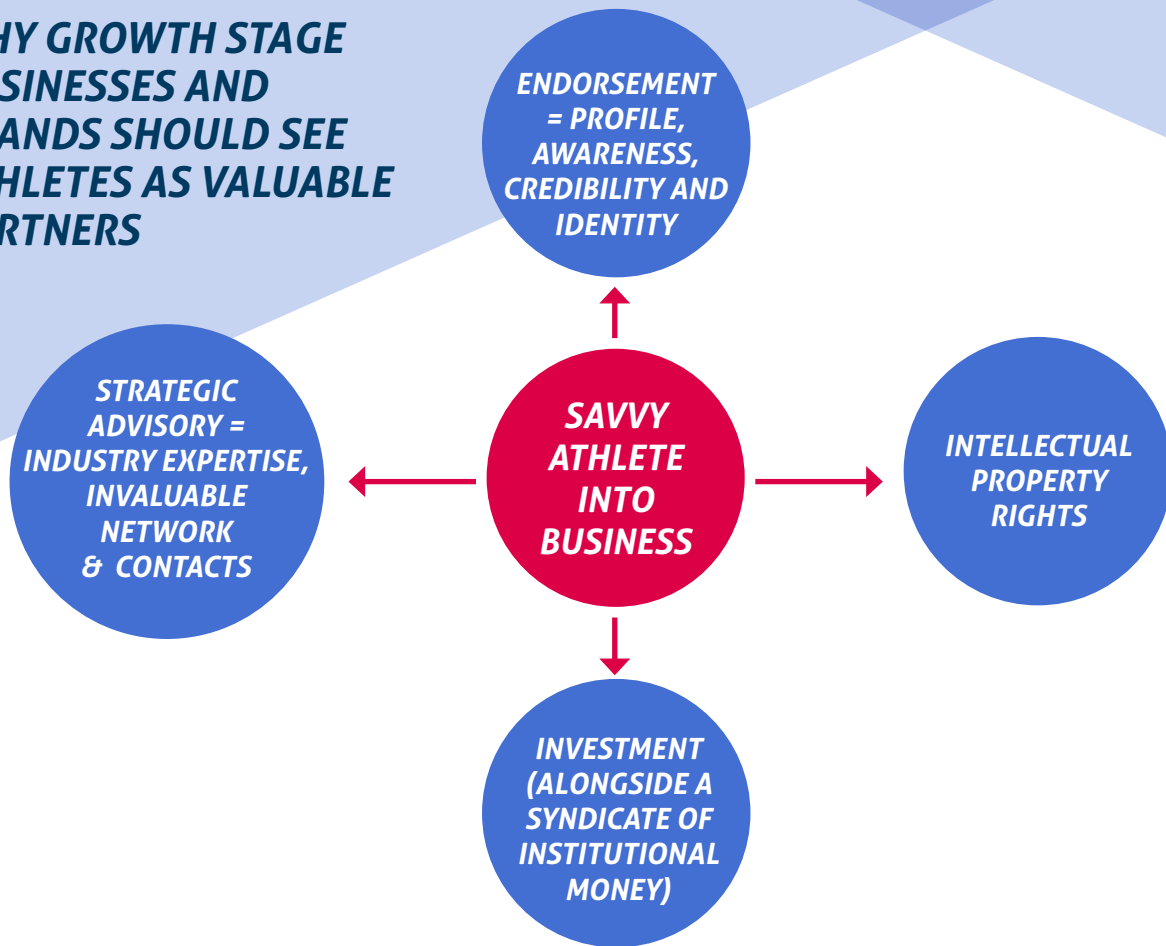
BUSINESS / BRAND OPPORTUNITIES:

- INVESTMENT (SEIS/EIS)
- BRAND AMBASSADOR
- AMBASSADOR FOR EQUITY
- STRATEGIC ADVISORY



CONNECTING SPORTS STARS TO UNMISSABLE OPPORTUNITIES.

## WHY GROWTH STAGE BUSINESSES AND BRANDS SHOULD SEE ATHLETES AS VALUABLE PARTNERS



## INDUSTRY SUCCESS STORIES

**Derek Jeter** founded The Players' Tribune in 2014 which has since raised \$58m and has 50+ athlete investors and ambassadors, including Kobe Bryant's \$100m VC fund

**Carmelo Anthony** founded his VC firm, Melo7 Tech Partners, in 2013 and has since invested his time, image and/or financial resource into 25+ companies

Through **Andy Murray's** direct association with the crowdfund platform Seedrs, his portfolio now includes 15+ companies such as WeSwap, BeeLine and Landbay



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FOLLOW  CONNECT 

Don't miss Ben Peppi's first blog for 2019 on the industry trends within sports tech and the increasing value for start-ups in working with both current and retired athletes. [Read here](#)