

# 2022

# Patparius

## UPDATE / FEB 2022

### ENTREPRENEURSHIP

SEMINAR - FOR ELITE ATHLETES ONLY

FROM THE COURT TO THE BOARDROOM

MAY 20-21, JUNE 16-17, JULY 14-15 2022

#### TOPICS:

#### ATHLETES HAVE WHAT IT TAKES

*"(...) the entrepreneur and the athlete are less neurotic, more extraverted, more conscientious, and record a higher risk propensity than members of the reference groups."*

#### CONNECT, EMPOWER, EDUCATE

*How do professional athletes, artists, influencers and investors come together as a collective to connect, empower, educate and invest?*

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## WHAT IS IT?

The similarities in thought and action of athletes and entrepreneurs, combined with further research, bring entrepreneurship into the spotlight as a possible additional career path for athletes.

In her study („Top athletes’ psychological characteristics and their potential for entrepreneurship" > [insights and link study](#)), Kathrin Steinbrink et al. conclude "In light of person-job fit theory, the similar job demands associated with the careers of athletes and entrepreneurs lead to the conclusion that athletes are more likely to pursue a career in entrepreneurship and do so successfully as a second career choice".

Further research (Learning from Sports Entrepreneurs - Development of a conceptual framework for entrepreneurial risk-handling by Lukas Meißner and Finn von Appen > [insights and links](#)) and earlier studies show that athletes are more suited to entrepreneurship than non-athletes because of their higher risk tolerance, which is particularly pronounced among athletes in high-risk sports.

## THE PLAYERS´ IMPACT

In my work with athletes, I naturally talk to them about how they manage their finances. The consequences of those decisions are huge when investing thousands or even millions in new ventures, compounded by the pressure to maximise earnings during a short career that can be cut shorter still by unexpected injury or being replaced by the next young star.

Besides, it’s hard enough to protect your capital, never mind grow it. Athletes alleged more than \$600m in fraud-related losses between 2004 and 2018, according to EY: ‘They are targets in an industry rife with horror stories about unscrupulous financial advisers, scams and surprise tax bills.'

Of course, investing is tempting. You read all these glittering stories. But the reality is often different. That's why we bring you together as a collective to connect, share experiences, empower, educate and invest. Hence we are thrilled to have [The Players´ Impact](#) on board to support you on your journey to becoming an entrepreneur. More information to follow.

**APPLY NOW:**

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