



# LaSource



**Advanced Programme**

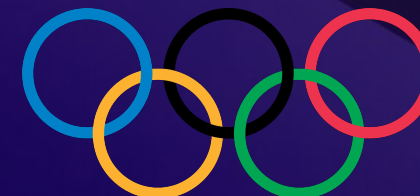


# About us

LaSource is a sport consulting agency focused on **digital innovation** and **technology**. Since 2019, we have been helping hand-picked and high-potential start-ups to expand their business and premium technology across the **European Market**. As sports organisations are going through a **digital transformation** enhanced by the current pandemic, we have created a model that gives them access to new innovative and digital solutions to meet their strategic objectives.

## WHAT MAKES US UNIQUE?

La Source has an **extensive and practice-market-oriented** approach with **high-profile experience** from its founding members, portfolio of clients, and a **strong set of partners**. Our value lies in our capacity to crack the innovation code and understand where the value lies within the sport innovation ecosystem. We bring our partners with only trusted, professional and highly promising strategic collaborations we believe in ourselves!





# Advanced Programme: Our One-Stop Shop Offer

Our Advanced Programme provide you with a whole dedicated team to drive sales, integration and customer satisfaction for long-term growth.



**BUSINESS  
DEVELOPMENT**



**IMPLEMENTATION &  
ON BOARDING**



**CUSTOMER SUCCESS  
MANAGEMENT**



**MARKET  
POSITIONING &  
BRAND AWARENESS**





# Business Development

We put the **skin in the game** and act as an extension of your current sales team.

1

We bring you the **sales force** and a deep understanding of the European market to develop your activity.

2

We manage the **entire sales workflow**, from the first contact to the contract signature.

3

We keep you updated about our activity through **weekly catch-up** and **personalized reports**.





# Implementation & On Boarding

We support your technical and product teams in the **different integration phases**

1

We set up all the necessary **first steps** (planning, roadmap) to prepare the **implementation**.

2

We **manage the integration** of your solution within each new client's digital ecosystem.

3

We do the **on boarding** and the **trainings** to make sure your client knows how to use your solution.





# Customer Success Management

We make sure your **new clients get the most out of your product.**

1

We ensure **clients satisfaction** through weekly meetings and synchronisation points.

2

We bring you **proximity** with clients, gathering additional needs and **managing the up-selling.**

3

We provide you with **status reports** about the **customer's situation** and potential next steps.





# Market Positioning & Brand Awareness

We **showcase your solution** within our network and through our communication channels

1

Be part of a curated community of the **best start-ups** in sports & media.

2

Be represented on the most **prestigious networking events**.

3

Enjoy the creation of **tailor-made new contents** (podcasts, newsletter, blog posts).

4

Gain **traction** through our social media and other **communication channels**.





# Why the Advanced Programme?



Mature start-ups need to **grow** and they often struggle to understand the **specificities** of the European market.



Sports organisations don't have **resources** to **identify** and operationalise relevant startups.



Start-ups don't have the **network** and struggle to **scale up** their business abroad with a **strong customer satisfaction**.



Sports organisations' traditional business models is **outdated** and **fail to capture** maximum upside.





# LiveLike

LiveLike presence in the European market has been further enhanced by our in-depth knowledge of the market's business practices, enabling us to connect with the most famous sport organisations. LiveLike is now extending its business beyond sports & entertainment as the product has proven its efficiency in other industries such as Ed-tech, Fin-tech, Retail, Fashion etc.

In 3 years, we have significantly extended its clients' portfolio in Europe:



**ALERT**  
**LALIGA NEW SEASON TICKET PROMOTIONS**  
 Our stadium is reopening! Be among the first to attend our upcoming return game.  
 GET YOUR TICKETS  
 SPONSORED BY

**New Badge Recieve**  
 Congrats! You just earned a new badge completing 1000 PTS  
 Collect

**PREDICTION 2/3**  
**SALAH LEADS PREMIER LEAGUE STANDINGS IN THE NUMBER OF GOALS SCORED WITH 18 GOALS. WH WILL BE IN 2ND PLACE NEXT WEEK**  
 Harry Kane Bruno Fernandes   
 Patrick Bamford Jamie Vardy   
 POWERED BY

**Leaderboard**  
**CONGRATS ON WINNING TWO FREE TICKETS**  
 You are on the top 5 this week. Redeem your free tickets.  

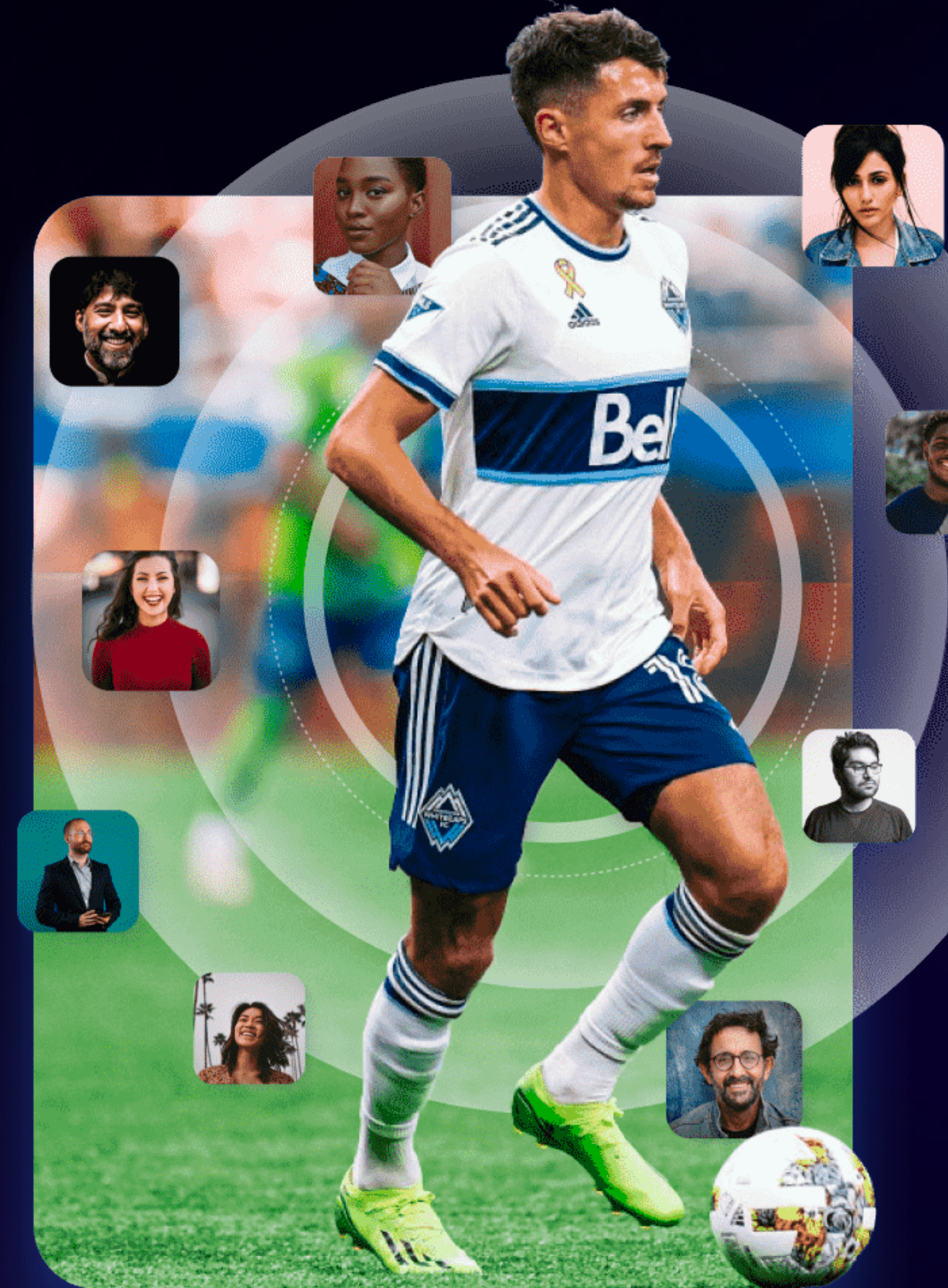
#	USERNAME
1	Adam Green
2	Omar Saris
3	Mira Stanton
4	Ann Baptista
5	Me (Andrew Hart)
6	Ann Vetrovs
7	Kierra Mango



# Greenfly

Named one of the fastest-growing organisations in California by Inc. magazine, Greenfly joined forces with us in 2019. Since then, we have enhanced their presence in the European sports industry. With our in-depth knowledge of the market's business practices, we are connecting them with the most famous sport organizations.

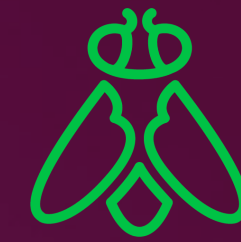
From one client to 50+ in Europe, Greenfly enhanced its footprint in Europe:





***“For more than two years LaSource is supporting us on all our sales activities. We are very satisfied about the work they do as it allows us to grow faster.”***

*Miheer Walavalkar,  
CEO at Livelike*



***“LaSource really helped us to scale up and penetrate the European market. They know well our clients and manage perfectly customer expectations.”***

*Daniel Kirschner,  
CEO at Greenfly*



# How Advanced bring you value?



## MORE BUSINESS

Creation of new business and increase of revenue.



## A TURNKEY SOLUTION

A combination of services that enables you to increase the pace.



## SAVE TIME & MONEY

An experienced team that will make you save money if you were to internalize it.





# LaSource

**BRINGING YOUR BUSINESS TO THE NEXT LEVEL**

**Empower your business and develop your client portfolio in Europe with our Advanced program**



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