# ATHLETE WEALTH PLAYBOOKS

How Athletes Are Turning Contracts Into Generational Wealth.

IMPORTANT NOTICE

# Before You Read On

## This series is an Educational Resource. It is not Financial Advice.

### What This Series Is

An educational resource designed to help athletes and entertainment professionals understand wealth-building concepts, the advisor landscape, and how others in similar positions have approached these topics.

### What This Series Is Not

This is not financial advice, investment advice, legal advice or tax advice. Nothing in this series should be used as the basis for any financial decision.

### What You Should Do

Every situation is different. The concepts in this series are a starting point for conversations with qualified professionals, not a replacement for them.

ABOUT EDOARDO GRANDI

# WHO BUILT THIS AND WHY IT EXISTS


**100+**

Investors & Operators

**70+**

Podcast Guests

### Why This Series Exists

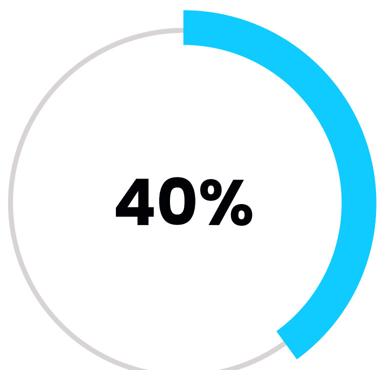
Most athletes and entertainers reach the peak of their earning power without a clear picture of the landscape around them. This series was built to change that by mapping out the concepts, the options and the professional ecosystem that shapes long-term wealth.

CONTEXT

# Most Athletes Earn Millions. Few Keep It.

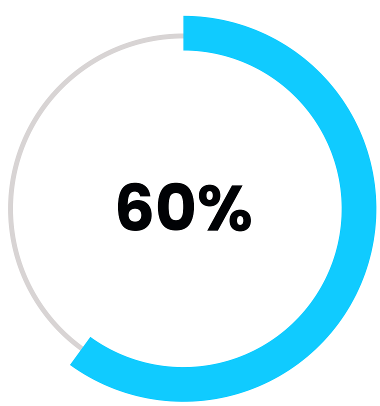

**Your entire earning career**

Less time than you think




**Gone before you touch it**

Tax, fees, and bad structure




**Broke within 5 years**

Of retired professional athletes

THE SERIES

# What You Know Now vs What You'll Know After

## WITHOUT THIS SERIES

1. **Your career feels open-ended**
2. **You take the deal that's offered**
3. **You know one way to hold money**
4. **Your name earns you deals**
5. **You assume your wealth is protected**

## WITH THIS SERIES

1. **You know exactly how many earning years you have**
2. **You know how to ask for equity in every deal**
3. **You see all five asset classes and how they connect**
4. **Your name becomes a structured long-term business**
5. **You know exactly what structures to put in place**

SAMPLE — PLAYBOOK 01

# Your Earning Window Is Shorter Than You Think

### First Professional Contract

It feels like the beginning of a long journey

### Peak Earning Years

This window is typically 3 to 5 years — most athletes don't realise it while they're in it

### Final Contract

Most athletes only recognise this moment after it has passed

### Post-Career

This phase lasts 20 to 40 years and needs to be funded by what came before it

WHAT MOST ATHLETES THINK

**There is still plenty of time to think about this**

**The next contract is the most important one**

**Someone else is keeping track of the bigger picture**

WHAT THIS PLAYBOOK SHOWS YOU

**Exactly how many earning years you realistically have left**

**How to map out your income across the full career arc**

**How to make your final contract fund the decades that follow**

SAMPLE — PLAYBOOK 02

# Every Deal Involving Your Name Has Two Versions

WHAT MOST ATHLETES SEE

**You are offered a fee to use your name or image**

**You accept the payment and the deal is done**

**The company keeps all the long-term value you helped create**

WHAT THIS PLAYBOOK SHOWS YOU

**Every deal has a version where you keep a stake in what you help build**

**Understanding how to ask for ownership changes the value of every conversation**

**The athletes who built lasting wealth understood this difference early**

### The Offer

A brand wants to use your name

### The Question

Is there an ownership option here?

### The Outcome

A fee ends. A stake grows.

**Ronaldo's CR7 brand. Federer's On Running stake. Both started as a conversation about a name. The question that changed everything was: is there equity here?**

SAMPLE — PLAYBOOK 03

# Most Athletes Only Ever Use One Asset.

WHAT MOST ATHLETES KNOW

**Keep money in the bank and let it sit**

**Maybe buy a property if the opportunity comes up**

**Leave the rest to whoever manages your finances**

WHAT THIS PLAYBOOK SHOWS YOU

**There are five distinct asset classes that wealthy people use to grow and hold money**

**Each one works differently and serves a different purpose in the bigger picture**

### Public Equities

Owning a share in publicly traded companies that grow over time

### Real Estate

Owning physical property that generates value or income

### Private Equity

Owning a stake in private companies before they go public

### Venture Capital

Backing early-stage companies with high growth potential

### Alternative Assets

Owning things like brands, royalties, or intellectual property

SAMPLE — PLAYBOOK 04

# How to Turn Your Name Into an Income Stream.

WHAT MOST ATHLETES DO

**They sign the endorsement deal and take the fee that's offered**

**The brand uses their name to build something valuable over time**

**When the career ends, so does the income from that deal**

WHAT THIS PLAYBOOK SHOWS YOU

**Every deal involving your name can be approached as an opportunity to own a piece of what you help build**

**Understanding how your name creates long-term value changes how you approach every conversation**

### The Endorsement

A brand wants to use your name and reach

### The Outcome

A fee stops when you stop. Ownership keeps growing.

### The Question

Can this become something I own a part of?

## $1B+

**Jordan / Nike**

per year from Nike alone

## Billionaire

**Rihanna / Fenty**

not from music

## Empire

**LeBron / SpringHill**

Media built on his name

SAMPLE — PLAYBOOK 05

# How Athletes Keep Wealth Across Generations.

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WHAT MOST ATHLETES ASSUME

**Someone else is keeping track of the tax situation**

**High-profile legal disputes happen to other people**

**When the time comes, the family will work it out**

WHAT THIS PLAYBOOK SHOWS YOU

**Taxes are the single biggest silent drain on wealth for high earners and understanding how they work is the first step**

**High earners are among the most exposed to legal risk and knowing this changes how you think about protection**

**Without a clear plan in place, what you built may not go where you intend it to go**

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### Taxes

The largest and most consistent drain on wealth for professional athletes and entertainers.

### Legal Exposure

High earners are more exposed to legal risk than most people realise. This playbook helps you understand why.

### Generational Planning

What happens to what you have built depends entirely on what you put in place while you are still active

THE FULL SERIES

# Everything Athletes Need to Know About Wealth.

| WHERE MOST ATHLETES START | WHERE THIS SERIES TAKES YOU |
|---|---|
| Earning without a clear picture of how long the window lasts | A clear understanding of your earning window and how to make the most of it |
| Taking the deal that is offered without knowing what else was possible | The knowledge to ask the right questions in every deal conversation |
| Holding money in one or two places without seeing the full map | Familiarity with all five asset classes and how they work together |
| Using their name to earn deals without understanding how to own what it builds | An understanding of how your name can build long-term value beyond your career |
| Assuming someone else has the bigger picture covered | Clarity on what needs to be in place to protect what you have built |

WHO THIS IS FOR

# Built for Athletes With a Short Career and Long Term Goals

### Pro Athletes

Active or recently retired. You're earning now — this shows you how to make it last.

### Entertainers

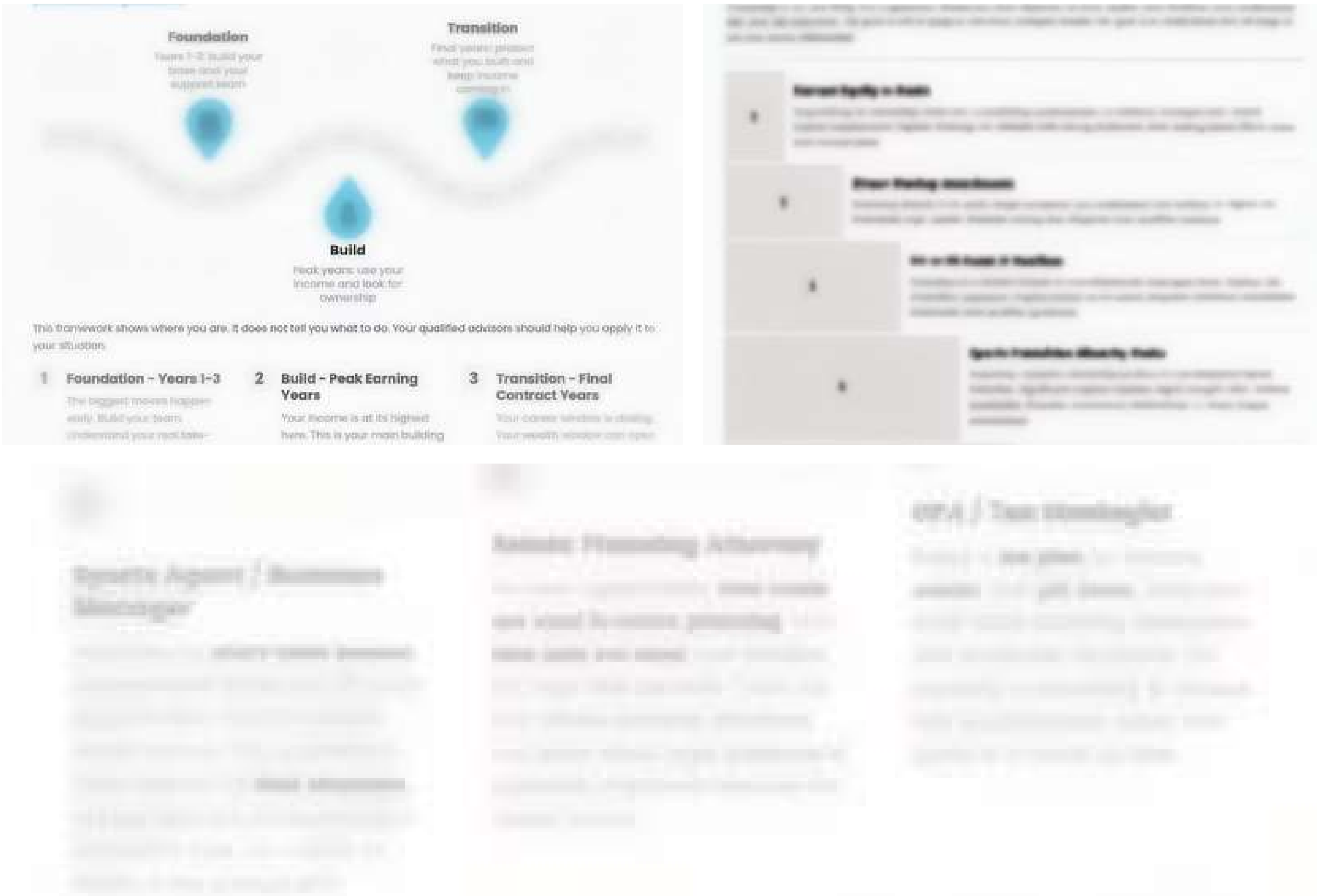
Musicians, actors, creators. Your name is your business. This shows you how to structure it.

### Advisors

Who work with elite athletes and entertainers. This gives you the language and landscape your clients need.

INSIDE THE SERIES

# A Look Inside What You Are Getting.




BEFORE YOU READ THIS

**You do not know what questions to ask in a deal conversation**

**You rely entirely on others to understand the bigger picture for you**

AFTER YOU READ THIS

**You know exactly what to ask and why it matters**

**You walk into every room with your own understanding of the landscape**

NEXT STEP

# Purchase the full series to unlock every framework.

## The Wealth Playbook Series

**One-Time Purchase**

**$10,000**

The complete five-playbook system. Every framework, every concept, yours to keep and reference at any stage of your career.

## The Tailored Playbook

**One-Time Purchase Engagement**

**Price on Request**

Everything in the standard series, plus a personal intro call to map out the advisor landscape and the network of professionals relevant to your situation. Includes a tailored overview of what athletes and entertainment professionals in similar positions have done. For educational purposes only, not financial advice.

## Operating Partnership

**Retainer-based Engagement**

**Details on Request**

A retained relationship covering opportunity origination, brand development and media advisory. Given the confidential nature of this work, full scope is discussed privately.