

CURSO **ANÁLISE DE  
MERCADO  
NO FUTEBOL**

# Inteligência de Mercado

**Eduardo Dias**

Realização:



Curadoria e execução:

**FOOTURE**

Parceiro social:



## QUEM SOMOS

**CONTEÚDO**

**FOOTURE**

**EDUCAÇÃO**

**FOOTURE  
LAB**

**CONSULTORIA**

**FOOTURE  
PRO**

# O mercado de futebol

“Estamos entrando na década onde vai haver a maior mudança na ordem de grandeza de clubes de futebol, no mundo e no Brasil. Agora o jogo é global, quem entender e estiver preparado estrategicamente vai crescer muito e em pouco tempo.”

Eduardo Dias - CEO Footure

# Valuation

Se o **valuation** de uma empresa está relacionado com a sua capacidade de geração de caixa, em um clube de futebol, sob essa ótica, os departamentos mais importantes são os de **inteligência de mercado** e de **desenvolvimento de atletas**.



# Mercado e desempenho

## ANÁLISE DE DESEMPENHO



Comissão técnica | Jogadores | **Curto prazo**



## ANÁLISE DE MERCADO

Clube | Comissão técnica | **Médio/longo prazo**

# Contexto



# Encontre a sua estratégia



## Athletico

Scouting e estratégia de mercado



## Sevilha

Vender para crescer



## FC Midtjylland

Tecnologia de big data no scouting



## Del Valle

Base forte, construindo o jogador que o mercado quer comprar



## Atlanta United

Jovens de talento da america do sul ao contrário do padrão da MLS



## Betis

Usar tecnologia para identificar antes e comprar mais barato



## River Plate

Identificação com a comunidade e investimento na base



## FC Nordsjælland

Optou por ser o time mais jovem da europa e conquistou uma vaga na competição continental



**Red Bull**

## Projeto Red Bull

desenvolver jogadores com poder de revenda

# Padrões de mercado

## IDENTIFICAÇÃO DE PADRÕES DE MERCADO

LIGA	Função	Característica	Exemplo
 <b>Premier League</b>	..... Volantes .....	Força, troca de direção, organização.....	<b>Fabinho</b>
 <b>League One</b>	..... Extremas .....	Força e finalização .....	<b>Mbappe</b>
 <b>Serie A</b>	..... Zagueiros .....	Jogo aéreo, desarme, velocidade .....	<b>Romagnoli</b>
 <b>Bundesliga</b>	..... Laterais .....	Força, profundidade, precisão.....	<b>Alphonso Davies</b>
 <b>La Liga</b>	..... Meias .....	Controle, ritmo, troca de direção.....	<b>Toni Kroos</b>
 <b>J1</b>	..... Centroavantes .....	Altura, força, jogo aéreo.....	<b>Fábio Gomes, Damião</b>

# Padrões de mercado



**ZAGUEIRO**

**1,85 M**



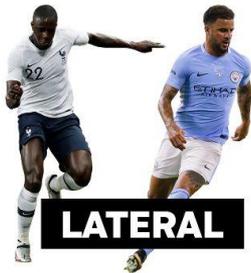
**MEIA OFENSIVO**

**1,75 M**



**EXTREMO**

**1,75 M**



**LATERAL**

**1,75 M**



**VOLANTE**

**1,80 M**

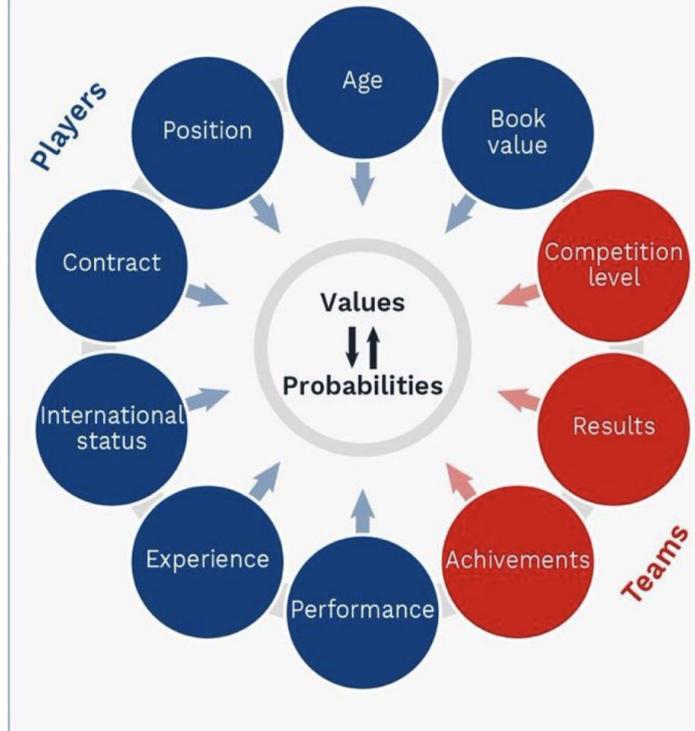


**ATACANTE**

**1,80 M**

# Valuation de jogadores

Figure 1: key indicators in estimating transfer values and probabilities



# Valuation de jogadores

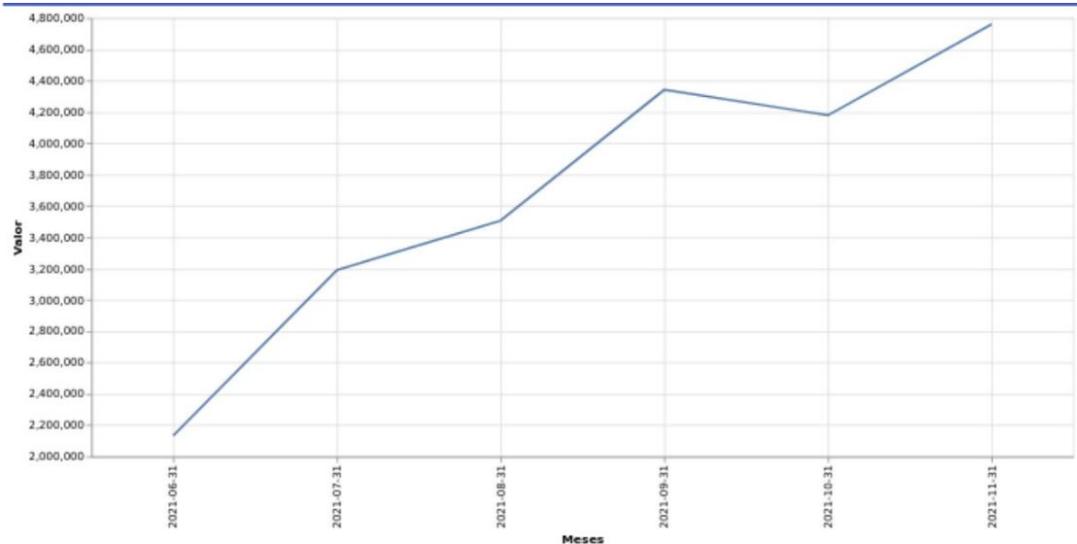
**Igor Paixão**

Valor: €2,133,528.00

Valorização: 0.0%

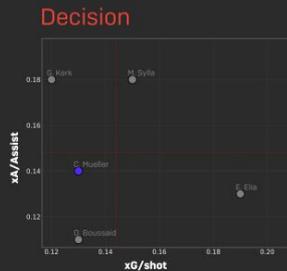
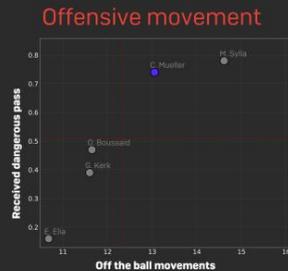
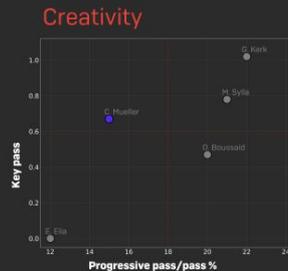
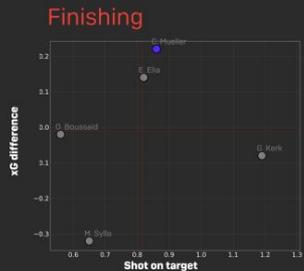
Idade: 21

Transfermarkt: €550,000.00



# Valuation de jogadores

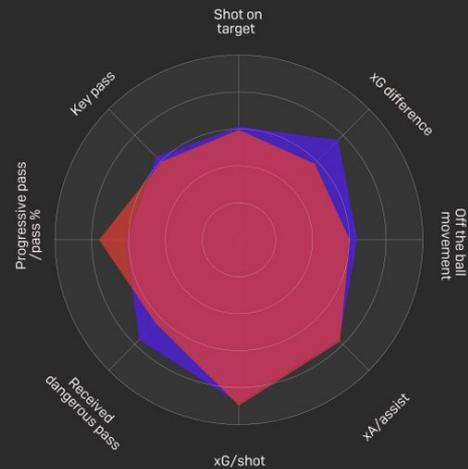
Utrecht



## Comparison with Eredivise teams



● C. Mueller ● Utrecht



FOOTURE  
PRO

# Contexto

## SHAKHTAR DONETSK



Club recognized for being a Brazilian entrance to Europe, with 12 Brazilians in the actual squad and a historic close relationship with Brazilian athletes in the last decade. More recently they bought Vinicius Tobias, from the same 2004 generation, and Andrey's teammate at Brazil Youth team. Shakhtar doesn't offer great perspective of playing in short term, because of the great competition for midfield. But considering the club culture, it still being one of the best places for Andrey to adapt and develop in medium/long term in European football.

## CITY FOOTBALL GROUP



City Football Group is becoming more and more aggressive when it comes to buying Brazilian prospects. Also having bought players of the same position with similar potential and Brazil Youth experience: Metinho and Diego Rosa. They are a good alternative for Andrey to have minutes: he could be sent to developing leagues as France or Belgium, or a most competitive one as Spain.

## LYON



Lyon shook up the market with the sale of Bruno Guimarães to Newcastle. They got Ndombele in a loan until June from Tottenham as a reposition, and his sell-on clause of €65M doesn't seem affordable. The club has some names that could fill that gap, but Andrey could fight for a place in squad. France is a great place to develop, Paquetá and Bruno are examples. The idol and ex-football director, Juninho Pernambucano, who was key to many Brazilian transfers to Lyon, is no longer at the club, but the Brazilian culture at the club seems to remain rooted.

# Contexto

Negotiations involving young players with similar profile and potential that happened recently.

**DIEGO ROSA**  
GRÊMIO→LOMMEL



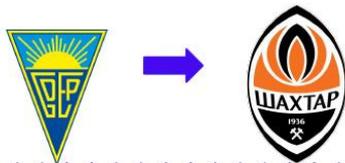
U17 world champion in 2019 and finalist of 2020 Copa São Paulo, Diego Rosa was bought by City Group in 2020, when he was 17. The transfer fee was of €6M. With target clauses the value could turn into €23.5M. He left Grêmio only in the beginning of 2021 and quickly went on a loan to Lommel, second division Belgium club, where he's frequently a starter.



**MARCOS ANTÔNIO**  
ESTORIL→SHAKHTAR



U17 south american champion in 2017, Marcos Antonio left Athletico in 2018, when he turned 18, and went for free to Estoril, in Portugal. The case went on trial, but Marcos won. The choice for Estoril was because of the club relation to TSM, that in 2019 mediated the athlete move to Shakhtar, in a transfer with no value officially published. But , Transfermarkt, although, register a €3.5M fee.



**METINHO**  
FLUMINENSE→TROYES



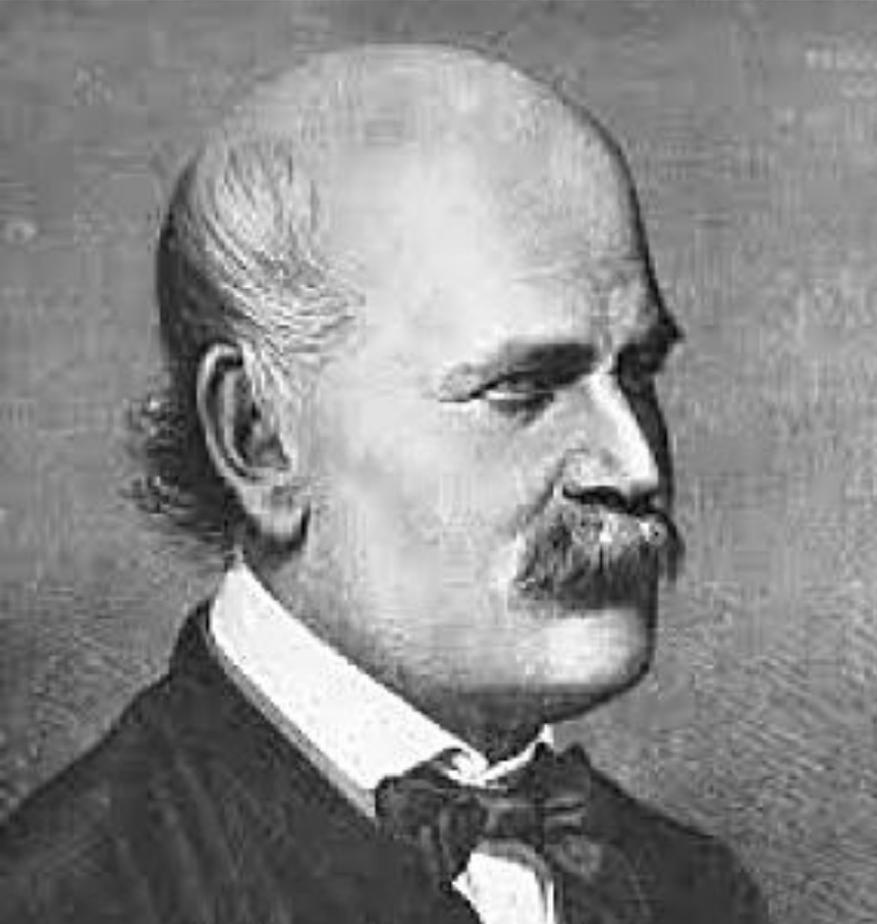
Born in Congo and naturalized Brazilian, U17 Brazilian champion in 2020, Metinho was bought by City Group in 2020, when he was 17. The fee was of €5M, being able to get to €13M with bonus. Similarly to that transfer, Fluminense sold the striker Kayky for €10M to Manchester City. There's a chance Kayky's sale influenced somehow on Metinho's one.



# Portabilidade da eficiência



# Reflexo de Semmelweis



**É uma metáfora para o reflexo como tendência de rejeitar novas evidências ou novos conhecimentos porque contradiz normas estabelecidas, crenças ou paradigmas.**

Semmelweis foi um médico húngaro que descobriu que os pacientes tratados por profissionais que lavavam as mãos sofriam menos infecções, porém sua tese foi rejeitada inicialmente e teve que lutar para convencer outros médicos de que sua descoberta era verdadeira e útil.



**Muito obrigado!**