

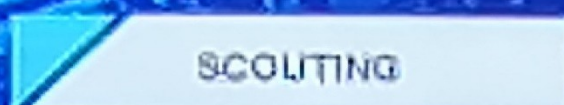
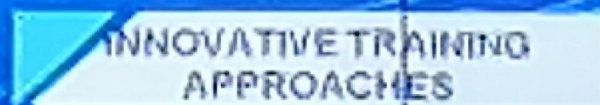
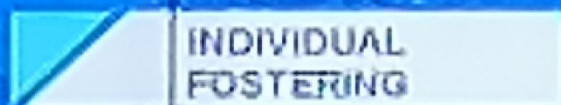
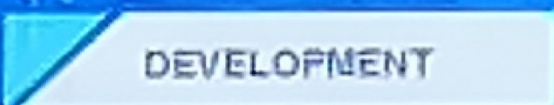
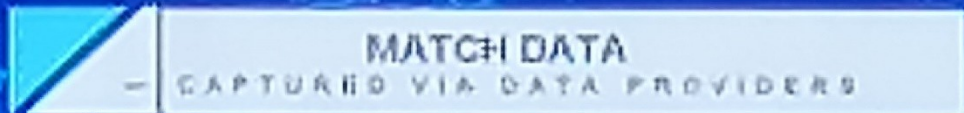
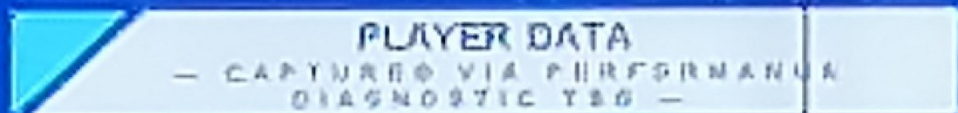


# Business Development at TSG 1899 Hoffenheim

Dr. Peter Görlich

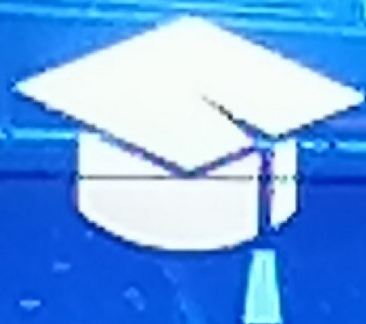


# ORGANIZE SPORTS



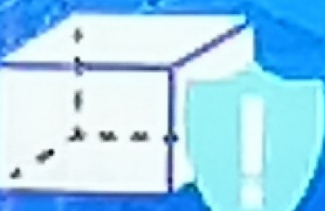


# LESSONS LEARNED



**LEARNING LESSONS  
ARE NOT ENOUGH UNTIL THE END OF LIFE**

**NEW PERSPECTIVES  
ARE REGULARLY TO INTEGRATE**



**CREATE PROTECTED ROOMS  
IN ORDER TO BREAK THE RULES**





Mojo.

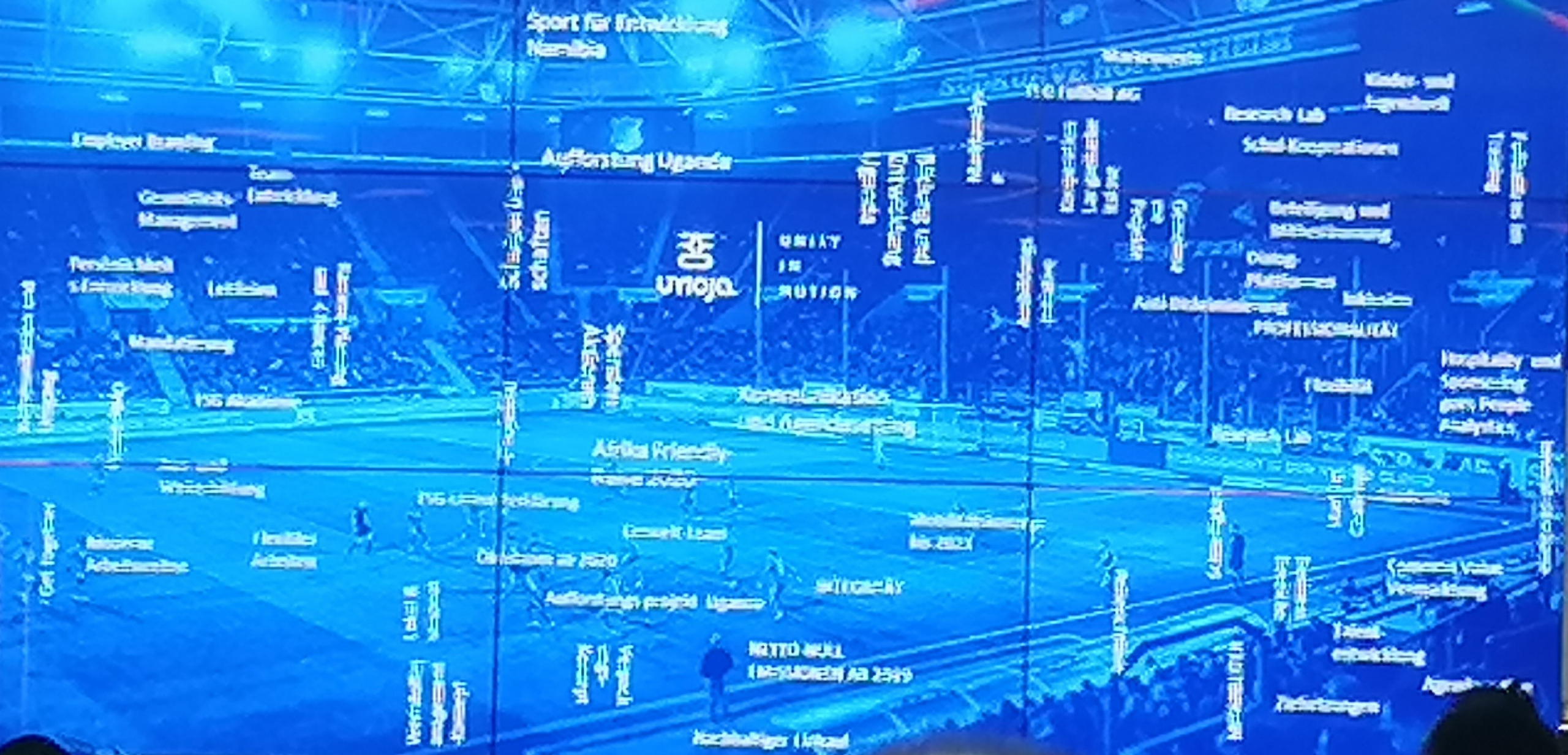
A T S G

H O F F E N H E I M

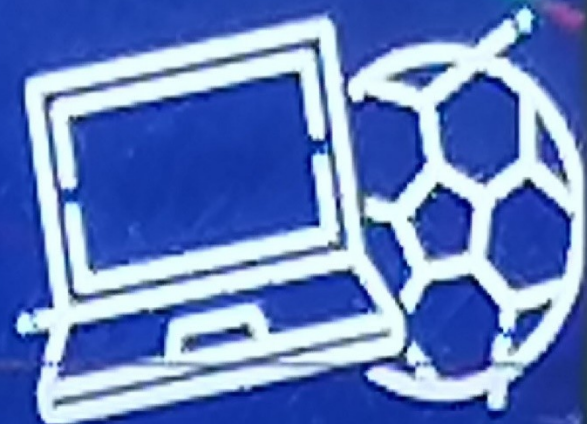
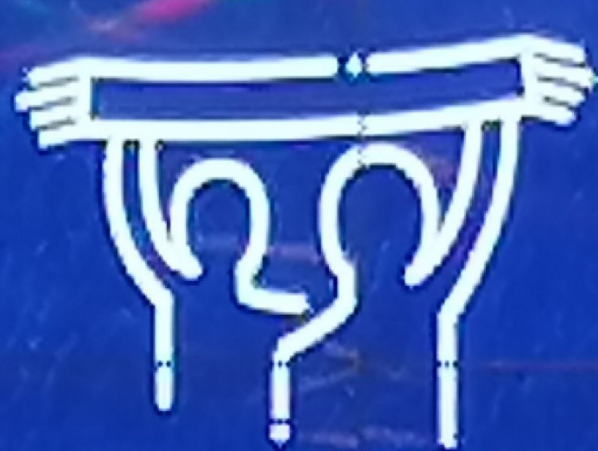
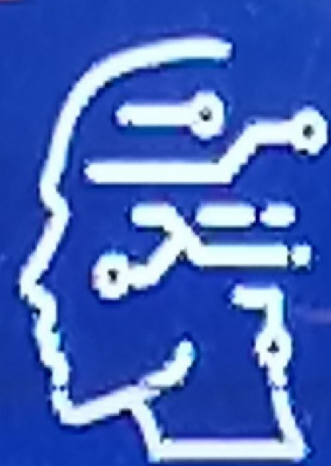
I N I T I A T I V E



# ...means more than scoring

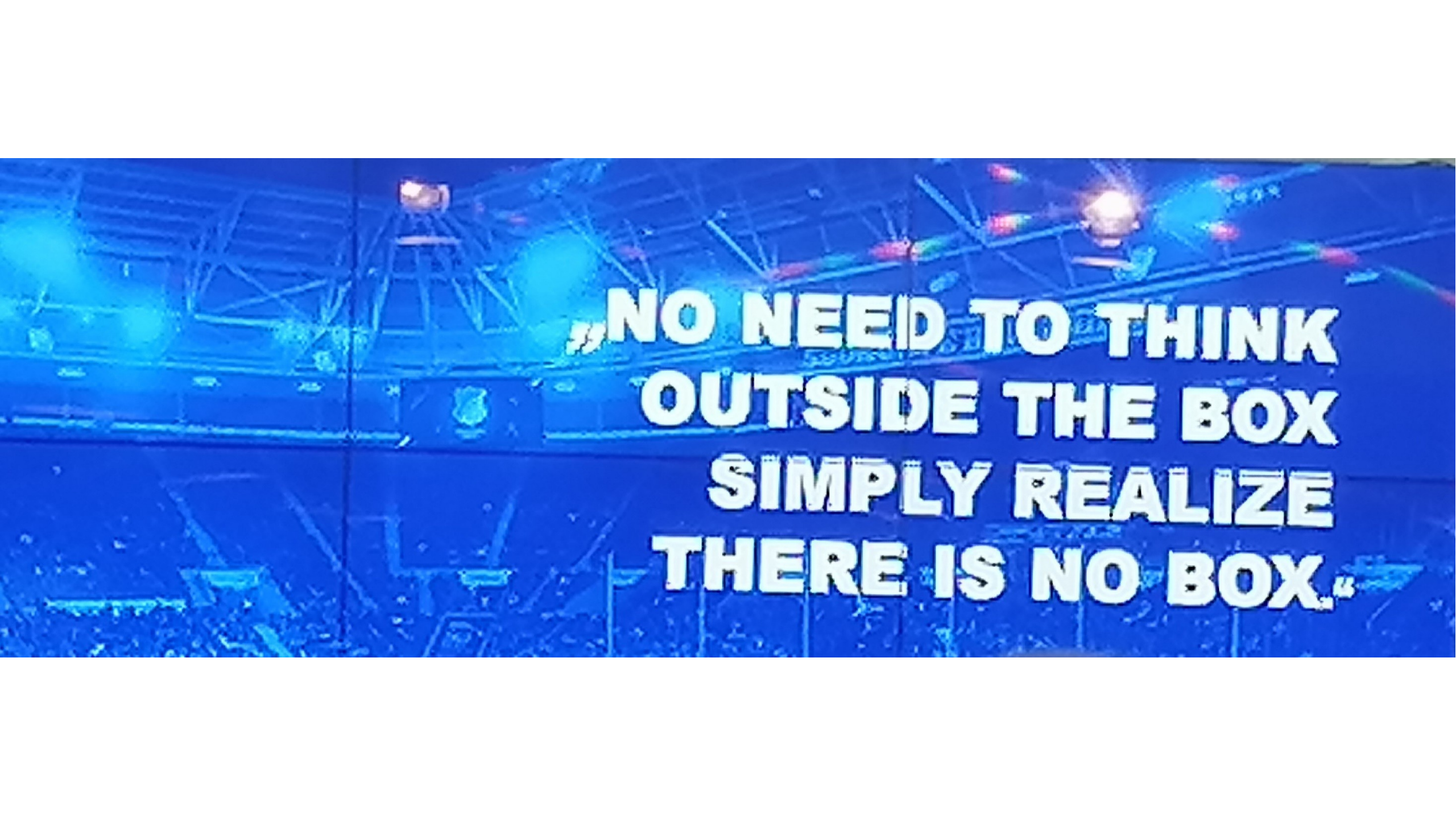






**TSG IST BEWEGUNG.**



A blue-tinted photograph of a construction site. The image shows a complex network of metal scaffolding and structural beams. Several bright lights are visible, some of which are glowing with a blue hue, while others are white. The overall scene is industrial and technical.

**„NO NEED TO THINK  
OUTSIDE THE BOX  
SIMPLY REALIZE  
THERE IS NO BOX.“**