

# Alain van West: Strategic Advisor & Sports Business Expert

An accomplished strategic advisor with over 25 years of experience in sports business, capital raising, and governance. As Founder and Executive Chairman of the Elite Women Rugby Community (EWRC), Alain combines commercial leadership with deep sector expertise to help venture-backed companies, investors, and sports organisations achieve sustainable growth and impact.



## Expertise & Services

Leveraging over two decades of experience across the sports, travel, and technology sectors, I offer a distinctive blend of startup agility, commercial insight, and robust governance expertise. My proven track record includes transforming the Elite Women Rugby Community (EWRC) from an initial concept into a global platform, supported by a multinational shareholder base and significant pre-institutional funding from a diverse network of friends, family, and sport executives.

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<b>Commercial Strategy &amp; Execution</b> Developing robust commercial frameworks that drive revenue growth and sustainable business models. I specialise in forging strategic partnerships that deliver mutual value and long-term results. <ul style="list-style-type: none"><li>Revenue stream diversification</li><li>Partnership strategy and activation</li><li>Commercial operations optimisation</li></ul>	<b>Capital Raising &amp; Investor Engagement</b> Structuring and executing capital raises from pre-seed to institutional rounds. I guide organisations in preparing compelling investment narratives and effectively engaging with the right financial partners. <ul style="list-style-type: none"><li>Investment readiness assessment</li><li>Pitch deck and financial model development</li><li>Investor relationship management</li></ul>
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<b>Growth &amp; Governance</b> Implementing governance structures that foster sustainable growth. I advise on board composition, reporting frameworks, and strategic planning to ensure organisational resilience and effectiveness. <ul style="list-style-type: none"><li>Board structure and effectiveness</li><li>Growth strategy development</li><li>Organisational restructuring</li></ul>	<b>Women's Sport Strategy</b> Pioneering innovative approaches to women's sport development and commercialisation. I help organisations unlock the significant potential of women's sport through cutting-edge platform design and fan engagement strategies. <ul style="list-style-type: none"><li>Platform development and scaling</li><li>Fan engagement strategies</li><li>Commercial sponsorship models</li></ul>

## Client Portfolio

### For Investors

I collaborate with venture capital and private equity firms seeking operational expertise to maximise portfolio value. My services include:

- Operating partner and advisory board roles
- Portfolio company growth acceleration
- Exit strategy development and execution
- Due diligence on sports and travel tech investments

### For Sports Organisations

I advise rights holders navigating the complex landscape of professionalisation and commercial expansion. My support encompasses:

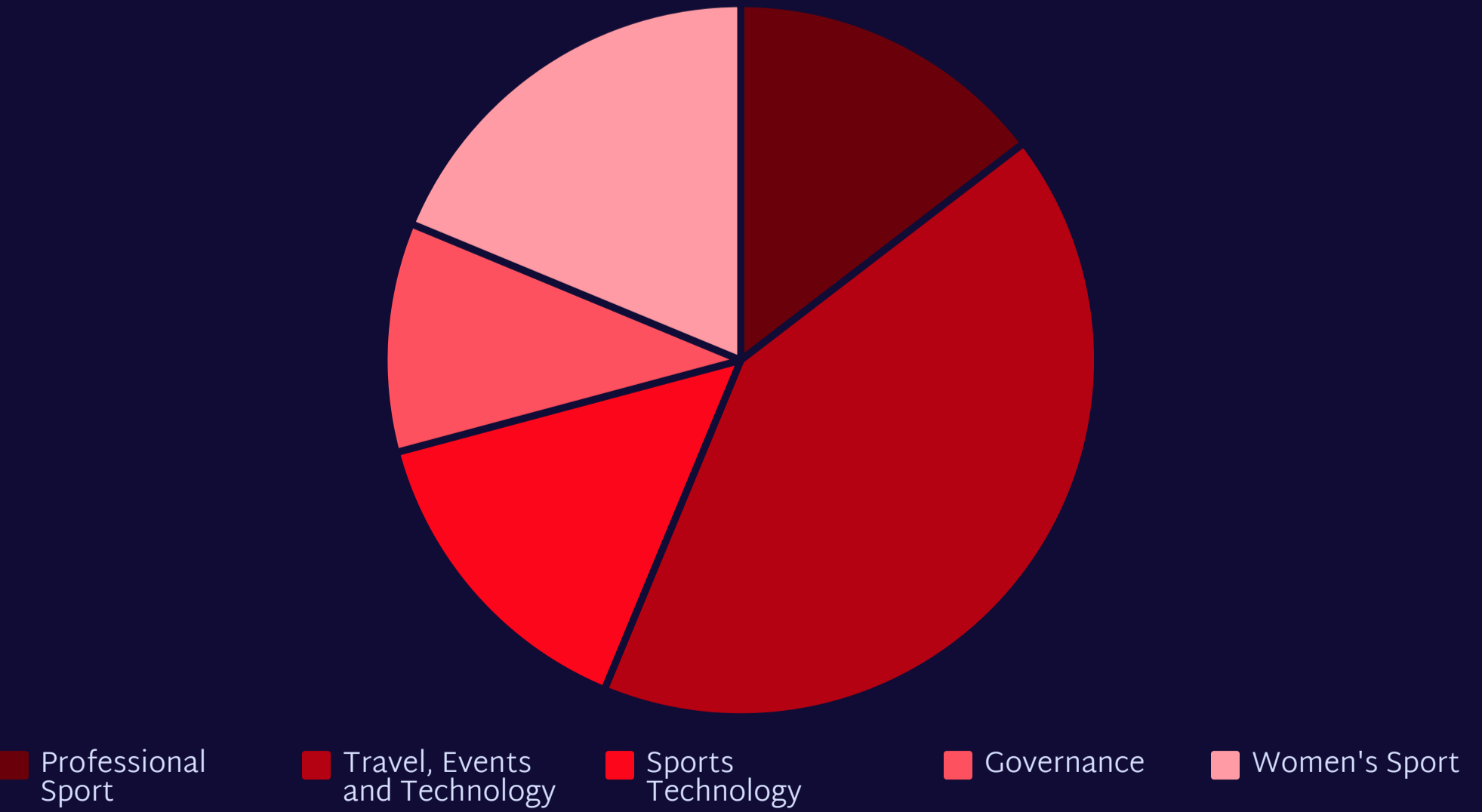
- Private investment strategy and readiness
- Commercial rights valuation and optimisation
- Digital transformation and fan engagement
- Governance modernisation for growth

### For Founders

I provide hands-on support to founders and C-suite leaders scaling their businesses. My approach focuses on:

- Strategic planning and execution
- Capital raising and investor relations
- Product-market fit optimisation
- Leadership team development

## Sector Experience



### Contact Information

Ready to explore how we might work together? Reach out directly:

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