



**Side Hustle
in Sport**



SIDE HUSTLE IN SPORT MANUAL



Co-funded by
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SIDE HUSTLE IN SPORT

ACTIVE SUPPORT FOR ATHLETES

An important complementary element, from the point of view of planning the future sports career of a modern athlete, seems to be the knowledge of skilful management of the potential, both the sporting one and the intellectual one, related to the practised discipline, type and specificity of sport, and at the same time the potential developed naturally during the main, competitive sports career.

The dual career path approach (also called double-tracked approach) of today's athletes to planning a future career, starting after the end of professional sports, focuses in the first place on obtaining the so-called "hard" qualifications related to the function of, for example, a coach or a trainer, i.e. the functions that are directly treated as full-time jobs.

On the other hand, thanks to the earlier recognition of natural predispositions, limitations as well as opportunities and threats resulting from the natural environment, it allows for answering the question whether finding a "fully-fledged" job

is the optimal direction for a future career, starting after the end of the active period of competition. Or perhaps, there is still a different, more optimal solution tailored to the individual interests, needs and predispositions of the athlete?

An interesting direction for athletes seems to be to focus on gaining additional knowledge and qualifications naturally related to the practised sport discipline, while not significantly limiting the specificity of the functioning of a professional athlete, with the dominant role of training, matches, competitions, continuous trips, training camps, etc.

The natural sports environment, in a friendly way for the person concerned, enables the acquisition of knowledge about the so-called "complementary functions", commonly referred to as Side Hustle.

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SIDE HUSTLE IN SPORT - SPORTS CAREER PATH. THE LIFE CYCLE OF A MODERN SPORTS PRODUCT

The situation related to the adaptation to the operating conditions prevailing on the specific market, the limited time of the so-called “life cycle of a sports product”, related to the possibilities

of professional sport, requires from modern athletes a great knowledge not only of the market itself, but also of the laws and rules of conduct leading to the achievement of the priority goal, which

for every athlete is to remain in the most favourable position on the market for a relatively long period of time, however, limited by the specific conditions.

SIDE HUSTLE PHILOSOPHY

The main goal of the **SIDE HUSTLE** philosophy is to build and strengthen athletes' awareness of possible directions of personal development after the end of their sports career. **SIDE HUSTLE** is a new idea for planning a dual path (double-track) career by gaining experience while still in the sporting career.

These can be small activities thanks to which the athlete will gain experience and competence, but what is important - they take up so little time that training and competitions are still the most important.

These needs have become the basis and impetus for athletes to accumulate not only factual knowledge concerning purely competitive training, but above all the knowledge concerning career management in a double-track manner (dual career path), being fully aware of the limitations associated with the period (time/years) during which it is possible to practice sport at a competitive level (sales/career).

Awareness of the length of the so-called “product life cycle”, the knowledge of the realities of a product's functioning

within the various development phases, when the product is operating in the market space, definitely helps in answering the question of whether and what direction to create a “second track” career path at the same time as the priority activity, i.e. a sporting career.

Bearing in mind the knowledge related to the functioning of entities in the realities of a free market economy, while looking for clear analogies to the realities of sports, we distinguish four basic phases in the “life cycle of a sports product”. First, an athlete starts his ca-

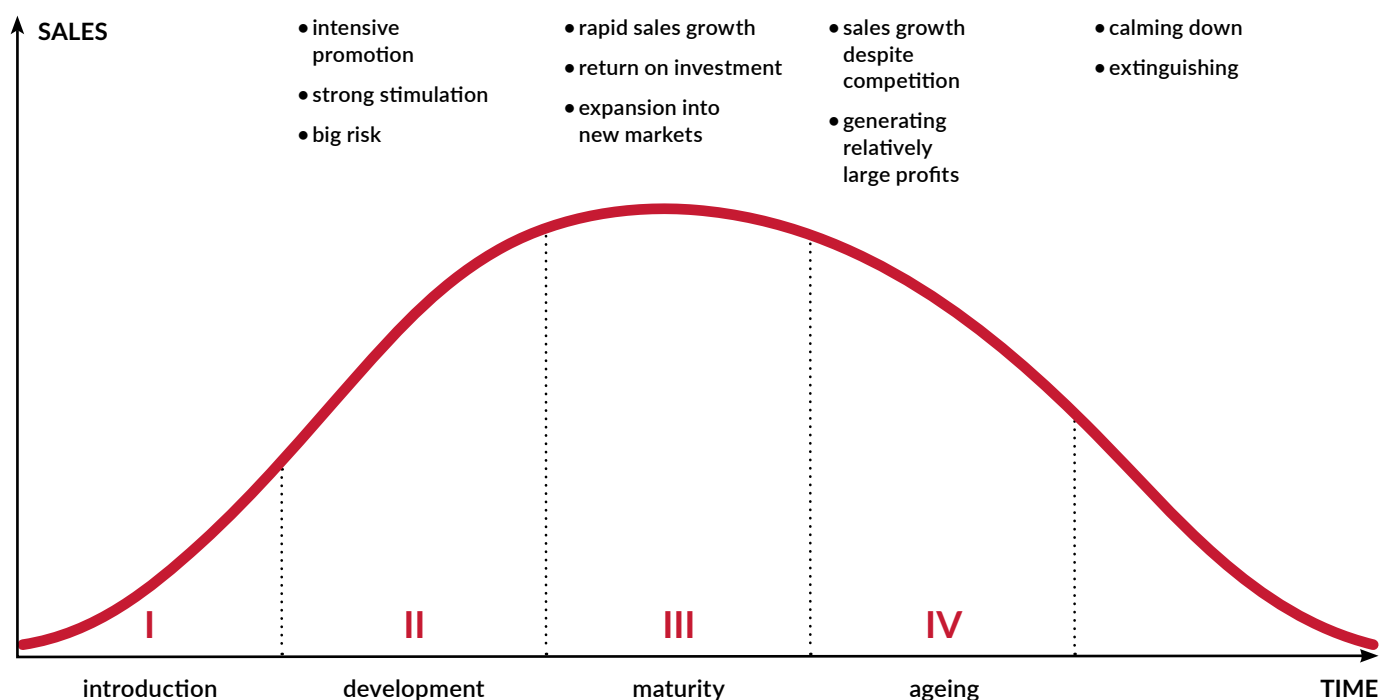


Figure 1. The life cycle of a sports product (Source: the author)

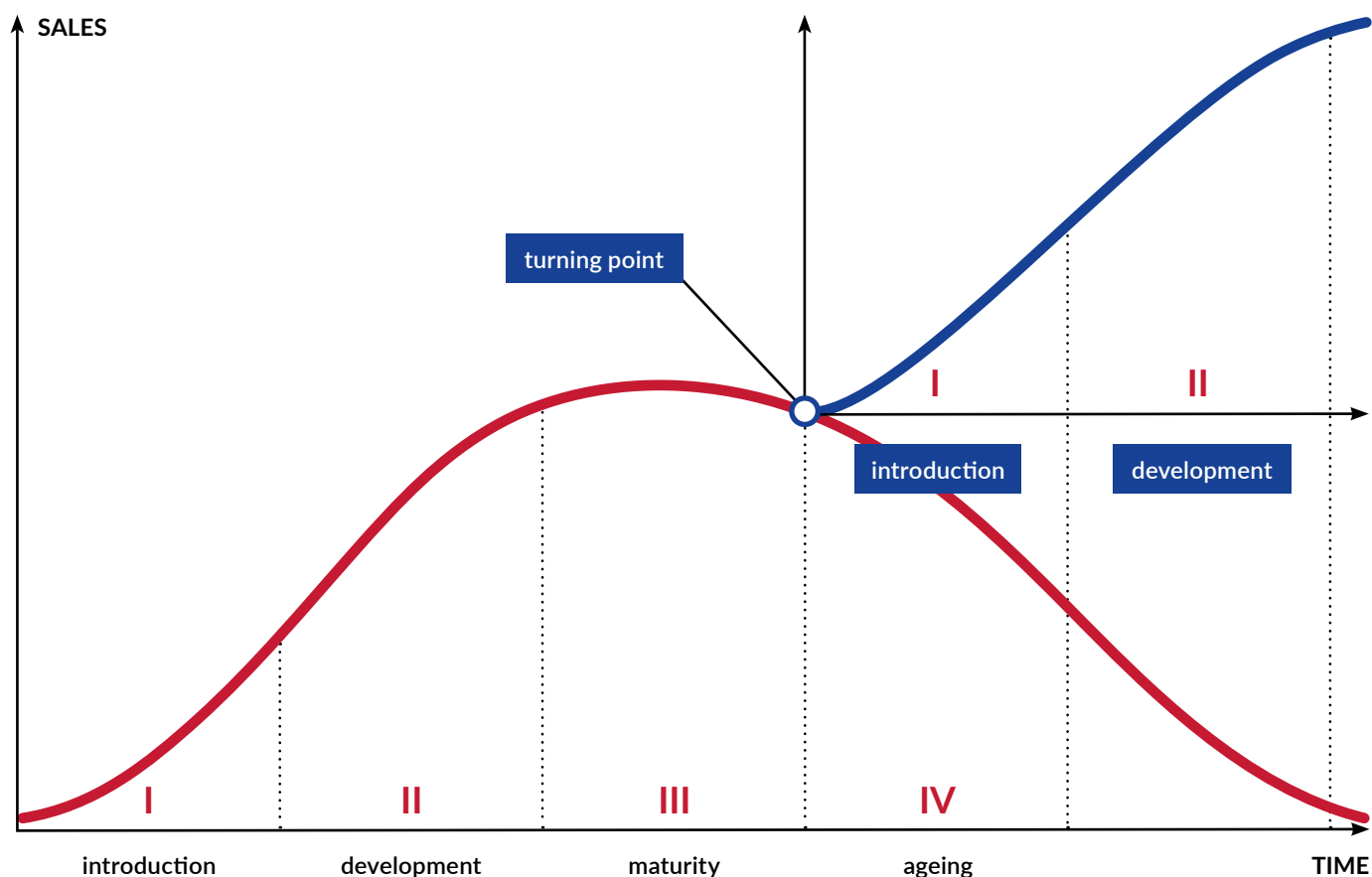


Figure 2 Life cycle of a sports product (Source: the author)

reer (introduction), then he achieves his first successes at a level that allows him to think of professional sport as a way of life (development), next, he achieves significant successes and signs lucrative contracts, he becomes a leading figure in the context of further career development (maturity), and finally he enters the period of physical age when he has to get used to the idea of definitively ending his professional career (ageing).

Running a career in a two-track way (dual career path) is an opportunity to smoothly enter the period after the end of a sports career, the so-called "life aftermatch". The key seems to be the optimal determination of the decision to end a career, at the time of the

so-called the "turning point", which naturally begins the next stage in the athlete's life, the stage when the earlier "second track", accompanying so far basic activities, professional competitive sport, naturally becomes the leading track around which the athlete creates his further professional development.

How to optimally choose the direction of a career path, is there a universal key related to its choice, and finally, when, from the point of view of functioning within the various phases of the development of a "sports product" (athlete's age), it is best to make a decision? There is no unequivocal answer to the above questions. There are many factors, each case should be consid-

ered individually. Nevertheless, the common denominator seems to be

the selection of the "second track" in a manner consistent with the natural personality predispositions of the competitor, with the specificity of the practised sport, character traits, the natural environment in which the athlete functions, etc.

SIDE HUSTLE IN SPORT - OPPORTUNITIES AND THREATS OF THE MODERN ATHLETE. SPECIFICITY OF A MODERN SPORTS PRODUCT

The specificity of the modern world of sport requires athletes to maintain constant awareness of the opportunities and risks associated with functioning in sports realities.

Skilful incorporation of the Side Hustle idea into the analysis of individual, strengths and weaknesses of an athlete, and at the same time opportunities and threats resulting from the

natural environment of a modern athlete, is definitely able to approximate the potential direction of Side Hustle in which, in a natural way, an athlete is able to follow in future.

SIDE HUSTLE IN SPORT - INTERDISCIPLINARITY OF A MODERN ATHLETE. AN OPPORTUNITY FOR A SUCCESSFUL FUTURE

The attitude of an athlete to a one-track choice of a sports career may, in the long run, turn out to be a very risky move. Nowadays, the key role in creating an optimal, and at the same time, highly effective sports career path is played by an interdisciplinary approach, where the leading element is and will always be the continuous improvement of sports qualifications focused on specific industry training directly related to the sport practised by the interested person (training, knowledge of regulations, etc.), while paying close attention to complementary elements, theoretically minor elements, not directly related to the originally assumed purely sporting goals related to the constant improve-

ment of individual achievements, while gaining more and more recognition in the form of successes achieved, titles won or signing ever higher contracts .

The leading complementary elements that build the interdisciplinarity of a modern athlete include aspects focusing, among others, on the knowledge of the realities of the functioning of the world of sport, the basics of (sports) marketing, the knowledge of the realities of the functioning of the media world (interviews, working with the camera, etc.), dietary awareness, the basics of psychology or, crucial from the point of view of an athlete who wants to achieve high sports goals, knowledge of foreign languages.

Extremely important components making up the interdisciplinary nature of the modern athlete are the following: aspects focusing on knowledge of the functioning of the business world (basics of investments, management of monetary assets, skilful placement of financial surpluses earned in sport, etc.), cooperation with a specialised advisory team (sports management, operation of marketing agencies, etc.) or, finally, the knowledge and skilful use of the virtual space, social media, which is extremely important nowadays.

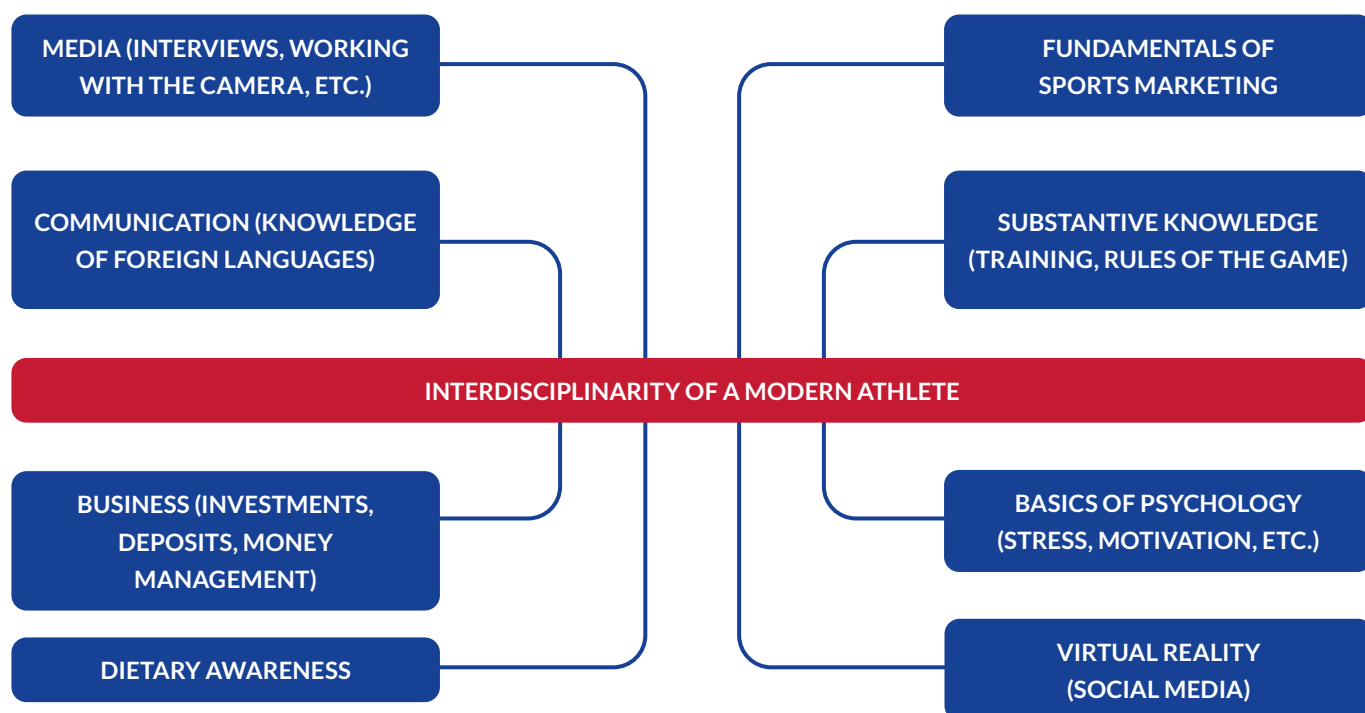


Figure 3 Interdisciplinarity of a modern athlete (Source: the author)

SIDE HUSTLE IN SPORT - NATURAL HORIZONS AFTER THE END OF A SPORTS CAREER

Taking into account the aspects related to optimal professional preparation for the specific functioning of the athlete after the end of an active sports career, while at the same time having the possibility of optimal choice of further development of the professional path, undoubtedly an important complementary element is the awareness of the existence in the peripheral space of a number of complementary functions, directly related to the creation of a real reality connected with the

functioning of the sport represented by the athlete, not necessarily in the role of a coach or a trainer.

It is commonly believed that not every outstanding player becomes an outstanding coach, while a player with less sports achievements, perhaps representing a club with less organizational potential, may in the future become a valued and recognized professional, leading teams to the greatest

successes. Generally, there are no rules and any scenario is possible.

Actually, there are a number of functions for players ending their careers, not necessarily in the context of using them as referee, sports scout, physical preparation trainer, physiotherapist, manager, team manager, competition announcer, organizer, and even a sports master (the Master of Ceremony) or a DJ.

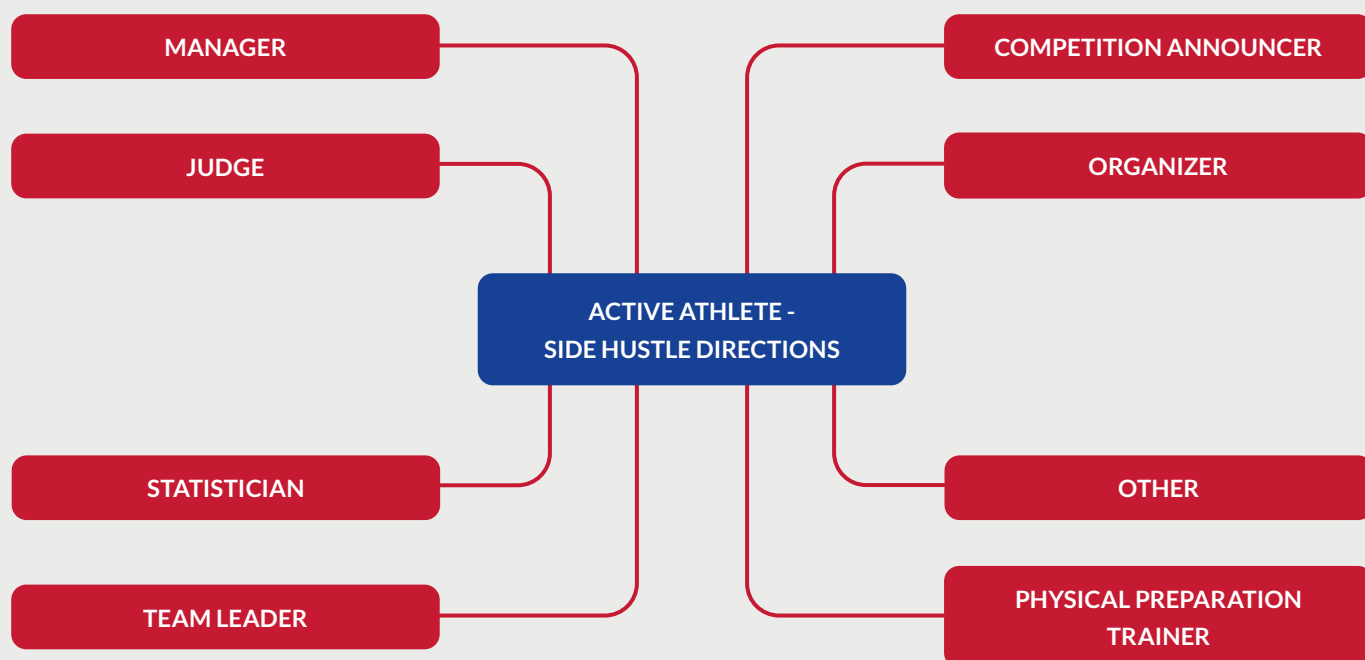


Figure 4 Active athlete - Side Hustle directions (Source: the author)

SIDE HUSTLE IN SPORT - POSSIBLE DIRECTIONS FOR ATHLETE'S CAREER DEVELOPMENT

The natural directions in which opportunities related to the possibility of gaining new qualifications should be sought are those related to the environment in which the athlete functions and with which he is associated on a daily basis. Sports clubs, sports organizations, sports associations, federations, sponsors supporting the club, local government institutions, communes where the player and the sports club operate

and function, sports media (press, radio, television, Internet), medical environment (doctors, physiotherapists, masseurs), physical preparation trainers, sports managers associated with a sports club or sports discipline, are the main directions of prospects related to the acquisition of possible additional qualifications at every stage of a sports career, definitely useful in the context of acquiring new qualifications by an

athlete. The qualifications are perceived as a factor supplementing education, not necessarily as a full-fledged profession requiring additional studies, time or challenges unattainable for a retired athlete. Such qualifications and skills may be useful in the future career, starting after the end of the professional sports path ("life aftermatch")

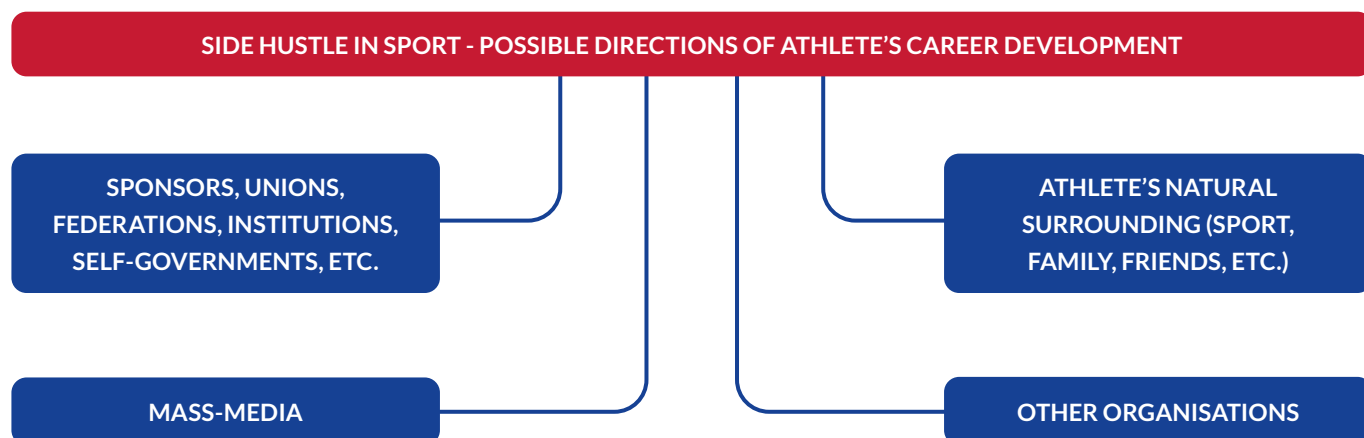


Figure 5 Side Hustle in Sport - possible directions of athlete's career development (Source: the author)

SIDE HUSTLE IN SPORT - THE BEGINNING OF NEW ACTIVITIES OF THE ATHLETE

The fundamental question seems to be, when to start looking for future directions? Is there an optimum time in a sporting career to decide in which direction to look in order to choose the optimum future life path, chosen after the end of the career? The answer to the above question is associated with numerous accompanying elements, mainly related to the natural predispositions of the person concerned, previous competences, e.g. official school education, knowledge of foreign languages, the natural surrounding in

which the athlete functions on a daily basis (family, friends, territorial area, big city, smaller city, etc.) or character traits (introvert, extrovert, etc.).

The common denominator of all the answers seems to be the one related to the time an athlete has to make a decision. The sooner the given elements towards which the athlete is looking when planning the directions of his or her future development are checked and confirmed in practice, the greater the comfort in the form of additional

time for qualification without undue interference with the athlete's career.

On the other hand, perhaps the faster, a negative answer to the question asked earlier, i.e. "I will not become a judge, masseur, sports manager, etc.. I will try a different solution and look for a path that does not conflict with my natural predispositions and interests", the better - there is still much time to search for answers!

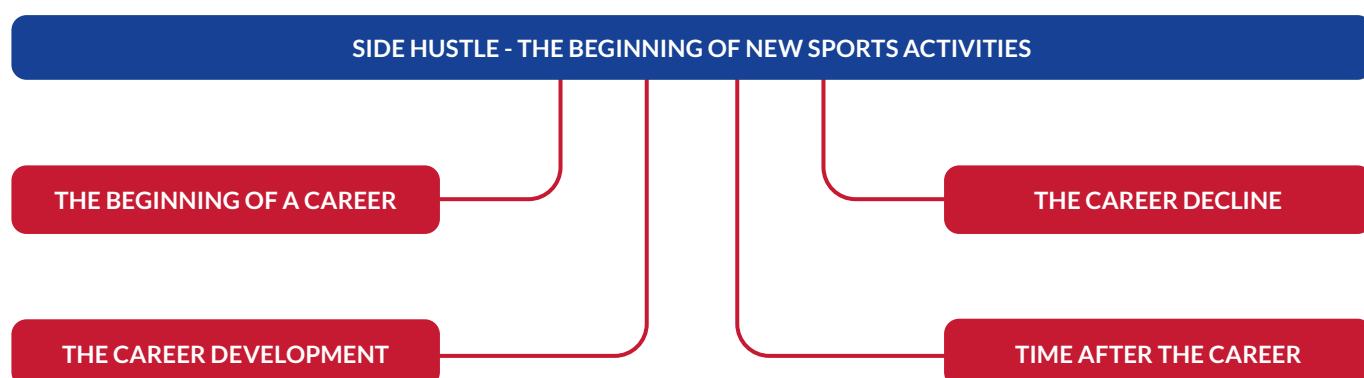


Figure 6 Side Hustle - the beginning of the athlete's new activities (Source: the author)

SIDE HUSTLE IN SPORT – AN OPPORTUNITY FOR AN ACTIVITY IN SPORTS RETIREMENT

A skilful choice of the direction of Side Hustle, adequate to interests, natural character predispositions, and, finally, skills acquired naturally during a sports career, definitely increases the probability of appearing both in sports structures and outside sport after the end of an active competitive career. At

the same time, it is a chance to be active when retiring from sport, initially as an addition, a supportive element that provides a positive “springboard”, at the same time it is not an element treated as “ordinary” work, perceived only from the point of view of possible earning or financial benefits. Over time, it gains more

and more importance as a deliberate and well-thought-out action allows for freedom and independence in making decisions on a typical professional level, both those directly related to sport, and those outside the sports industry.

SIDE HUSTLE IN SPORT – SUCCESS STORIES OF ATHLETES (PRACTICAL EXAMPLES)

On the basis of the questionnaires and interviews with athletes practising various randomly selected sports and of different nationalities, which were also prepared and constructed for the purposes of the project, a number of very interesting examples emerged, showing how the idea of Side Hustle is put into practice in the lives of athletes. These include both active, current and retired professional athletes.

METHODOLOGY

In accordance with the original project assumptions, 50 interviews and

surveys were conducted in the form of questionnaires with athletes representing three countries (project partners) - Spain, Greece and Poland.

STUDY GROUP:

The target study group consisted of athletes representing various, randomly selected sports disciplines (football, basketball, volleyball, ice hockey). The age, sex and sports level represented by the respondents were randomly selected. The common denominator linking all the respondents was the element of sports professionalism, ex-

pressed through the money received for participation in training and sports competitions connected with sports competition at each professional level.

Both women and men participating in the study answered a number of questions related to their own sports career, including the level of professionalism represented, the length of the sports career path, the number of years of practising sports professionally and earning, or determinants related to the choice of the future direction of Side Hustle.

MAIN CONCLUSIONS FROM THE STUDY:

The majority (90%) of the surveyed athletes emphasized that the experience gained during their sports career was naturally associated with, and at the same time naturally facilitated, the activities related to the future direction of Side Hustle.

A significant minority (10%) of the surveyed athletes claimed that the experience gained during their sports career was not related to undertaking activities related to the future direction of Side Hustle.

Practically all the surveyed athletes (100%) emphasized the fact that already during an active sports career one should have an idea to develop one's own potential after the end of a sports career. According to the interviewees, the above approach significantly facilitates entering the period starting immediately after the end of the career.

All the surveyed athletes (100%) pointed out that professional development should be equally complemented by non-sporting development - school edu-

cation, various types of courses, knowledge acquired in an informal way, etc.

None of the surveyed athletes (0%) supported the idea of a single-track approach to career planning, where the athlete focuses solely on his sports career, without taking any initiative aimed at securing, both tangible and intangible investment (i.e. an investment in learning, knowledge) of one's own future after the end of active sports life.



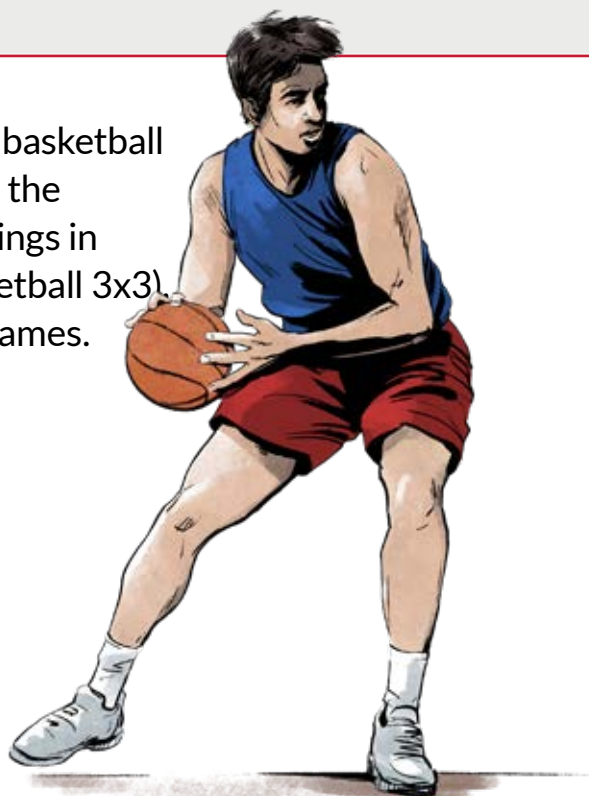
SIDE HUSTLE SUCCESS STORIES

PRACTICAL EXAMPLES

Łukasz (Poland/basketball) – an active basketball player, several years of sports career at the highest level, financially - 100% of earnings in sports. Rich national team career (basketball 3x3) medalist of national and international games.

Side Hustle: A Camp Counselor

Country: Poland



In the case of Łukasz, the closest family was the main inspiration for his activity - his wife, who ran different camps such as camps for children and teenagers, informed him that she needed help during those camps she organized as part of her own business activity.

DECISION TIME TO START A NEW

SIDE HUSTLE TRACK:

The athlete made the decision to engage in the activities related to the function of a camp counselor at a time when his career was at its peak.

DEVELOPMENT OF SIDE HUSTLE

ACTIVITY DURING SPORTS CAREER

The work of a youth camp counsellor, sports animator, educator during holiday periods, coinciding with breaks in competitions.

This is an activity not interfering with league participation, partially interfering with the pre-season, which requires planning this activity and various preparations and arrangements.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

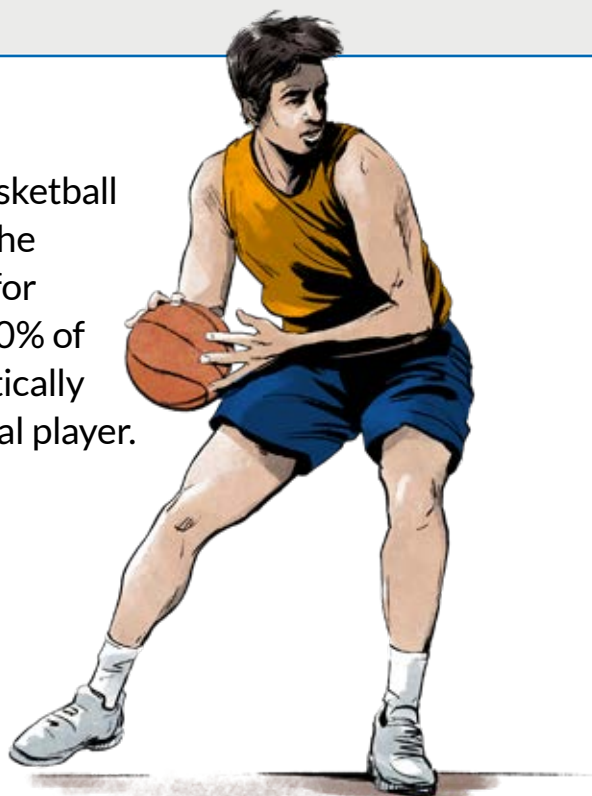
After completing his formal education (pedagogical studies graduation), Łukasz started working as an animator of children's sports. He works in educational units, youth centres and social projects, specializing in the organization of physical activities.

He is particularly active in the projects promoting physical activity for under-active children, including those who are obese, disabled and at risk of exclusion in large urban centres.

Tomasz (Poland/basketball) - former basketball player, an athlete representing clubs at the highest level of domestic competitions; for several years of his career he earned 100% of earnings as a professional athlete - practically throughout his all career as a professional player.

Side Hustle: Sports Reporter

Country: Poland



The source of knowledge about the selected direction of Side Hustle in this case was an inquiry from a TV broadcaster regarding the need for a sports reporter covering basketball matches.

DECISION TIME TO START A NEW SIDE HUSTLE TRACK:

The end of a sports career.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY DURING SPORTS CAREER

Tomasz initially, still as an active player, took part in television broadcasts of basketball matches, as an expert, an experienced competitor who complements the programme host. Over time, the more the level related to the choice of the Side Hustle direction increased plus there appeared subsequent invitations and more and more frequent work as a sports reporter at an increasingly higher level, the more Tomasz felt the need to develop this Side Hustle idea of his choice.

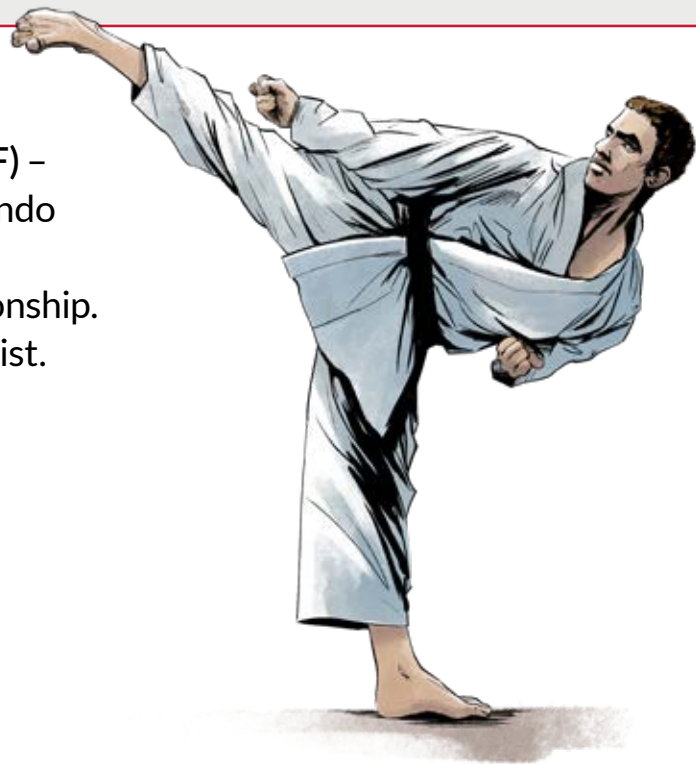
DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

The time of the decision to focus on a new, chosen direction of Side Hustle was made after the end of his sports career. The originally chosen direction of professional development was related to taking up activity as a trainer, not a sports reporter. Over time, the amount of time devoted to Side Hustle activity - work as a sports commentator, initially treated as a supplement, later turned into the main direction of his activity. It should be emphasized that the change from an additional activity into a leading activity meant that the activity treated so far as a complementary element became, over time, the activity constituting the main source of income related to the previously practiced sport discipline.

Nikos (Greece/taekwondo ITF) –
Nikos is a professional taekwondo fighter who participated in the highest level of Greek championship. He is a multiple national medalist.

Side Hustle: Sports Animator

Country: Greece



Nikos Side Hustle directions are naturally related to jobs included in his undergraduate studies, such as camping executive, skipper (boat driver) for the summer season. In the winter season he earns his money as a ski coach, TKD club academy coach and as a personal trainer.

DECISION TIME TO START A NEW SIDE HUSTLE TRACK:

At the very beginning of his career, Nikos decided that he would combine sport with other sources of income. It was mainly due to the fact that in the sport he represents, you do not earn a lot of money, enough to live a good life.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY DURING SPORTS CAREER

Nikos Side Hustle direction was directly connected to his undergraduate studies.

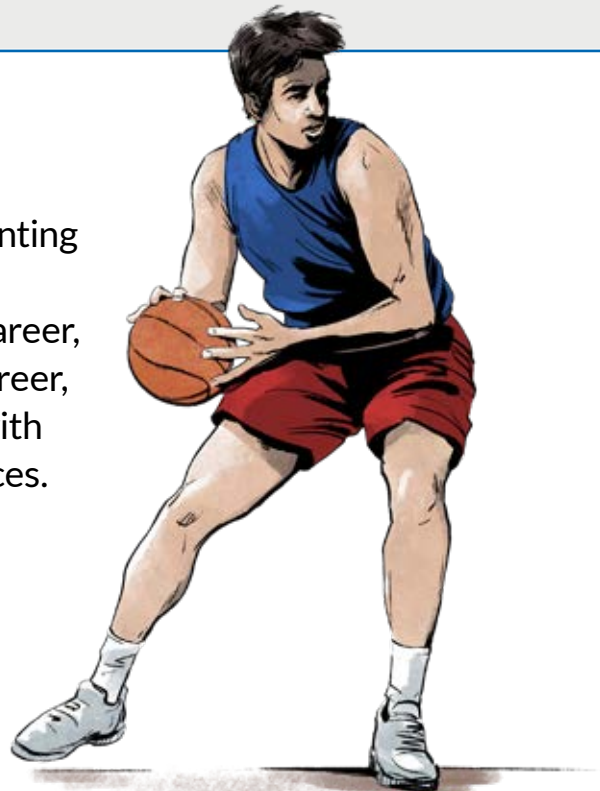
DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

After the end of his sports career, Nikos opened his own company. He cooperates with the sports club he represented. He lives by the sea, which makes it easier for him to get commissions in the summer. His motto is: chase your dreams, believe in yourself, work hard and do not give up, as well as put yourself and your wants first. Do not neglect your education, because sport career has an expiration date, while education is timeless.

Wojtek (Poland/basketball) – a former basketball player, as an athlete representing clubs at the lower level of domestic competitions, for several years of his career, practically from the beginning of his career, he combined earning money in sport with other forms of gaining financial resources.

Side Hustle: Sports Statistician

Country: Poland



In the case of Wojtek, the source of knowledge about the chosen direction of Side Hustle was the information read in the social media of a local sports club, regarding the need for a statistician supporting basketball matches. Wojtek took part in a free licensing course for statisticians organized by the Polish Basketball Association. An interesting fact is that the organized course was conducted virtually in the on-line formula. Wojtek did not incur any costs related to obtaining a new professional qualification.

DECISION TIME TO START A NEW

SIDE HUSTLE TRACK:

The decision to take up the new activity was made by the player after the end of his career. This was due to the fact that at the time when he was still practising sports competitively, there were no official internet statistics during basketball games.

DEVELOPMENT OF SIDE HUSTLE

ACTIVITY DURING SPORTS CAREER

During Wojtek's sports career, no official internet statistics were kept during basketball matches.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

The direction of Side Hustle - working as a sports statistician - is generally associated with the place of residence, however, depending on the place of the assignment, it is associated with the need to travel to the supported competitions. The amount of time spent on the Side Hustle activity is treated as a typical complement, an opportunity to pursue a passion for his favourite sport, i.e. basketball. It should be emphasized that the specificity of the activity performed, despite the fact that it brings satisfactory financial benefits, is still a complementary activity in relation to the main source of income, which is not related to sport.

Maria (Spain/basketball) –Maria is a Spanish top level basketball player. Financially 100% income from sport. She is active and still plays in the highest category of basketball in Spain, she also played for the National team

Side Hustle: Personalised Training And Coaching

Country: Spain



Throughout her career, María has felt the lack of personal trainers for high-level players. Little by little, she has perceived a need that has pushed her into a side hustle as a personal trainer and coach. Besides, her experience qualifies her for consultation in basketball at any level of practice and organisation.

DECISION TIME TO START A NEW SIDE HUSTLE TRACK:

With only few more years in perspective before retirement, María has started a company that offers coaching services together with a partner. It is the great experience that she has had throughout her career that has led her to see the need and shape it.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY DURING SPORTS CAREER

To complement her qualification in business and basketball, she found a partner who complemented the field of training and coaching. She is well known and remains active in the world of basketball, which helps her develop the project.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

At the moment, professional basketball is her main activity, but any free time is devoted to develop the new activity. She is planning to finish her qualification as a coach complementary to the other partner in the future.

Patxi (Spain/speed skating) – Patxi is a speed skater in active, twice a World champion. In need to complete sports earnings.

Side Hustle: Coaching, Promotion, and Online Commerce

Country: Spain



Patxi is determined to locally promote and develop his minority sport while trying to be competitive. He is engaged with his club and launched an online sales services of the brands he trusts the most.

DECISION TIME TO START A NEW SIDE HUSTLE TRACK:

Patxi is an ambassador of Basque Team and a top skater, but skating is not a profession in Spain whatsoever. The impulse to promote and spread his beloved sport while still active is mandatory to him.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY DURING SPORTS CAREER

Skating is not only a competitive practice, although the line of products he is dealing with at peulastore comes from tip manufacturers. This activity is complemented with the promotion of leisure practice of skating and conferences.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

Patxi is still an active athlete, but he is already developing his new direction of interests with great success.

Ewa (Poland/volleyball) – former volleyball player, several years of sports career at the highest level and in lower leagues. During the career financially - 100% of earnings from sport (signed sports contracts).

Side Hustle: Volleyball Trainer

Country: Poland



In the case of Ewa, from the very beginning of her career, there was her natural interest in the practised sport; she liked the way the trainings were conducted; she liked having contact with people; it was easy for her to implement the tactical assumptions outlined by the coaches during trainings and competitions. She felt satisfaction when what the trainer explained theoretically came out in practice.

DECISION TIME TO START A NEW

SIDE HUSTLE TRACK:

From the very beginning of her career, Ewa wanted to work as a coach when she finished her professional sports career.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY DURING SPORTS CAREER

Initially, the activity of Side Hustle, i.e. conducting classes and trainings as a volleyball coach, was carried out during holiday periods, periods naturally not colliding with the leading activity, the volleyball season. Ewa, from the beginning thinking about her future after the end of her career, constantly tried to reconcile two main goals - being a professional athlete and being a trainer, thanks to which she naturally found an additional source of income.

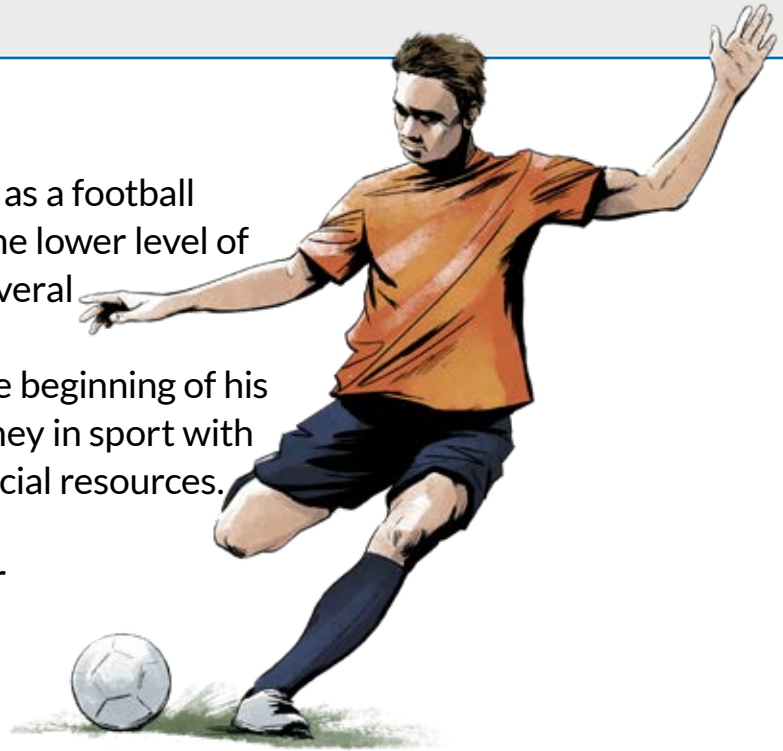
DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

Currently, after finishing her career, Ewa trains as a volleyball coach with children and youth groups. This is her Side Hustle activity in the initial development period, bringing a little financial satisfaction. It is treated as a complementary activity to the leading one, i.e. Ewa is a physical education teacher in a primary school. If the appropriate conditions are met - gaining more coaching experience, receiving a job offer from a professional league - it may be an occupation with a real perspective of development in the full-time job in the future. It is important, however, that if this happens, there will be absolutely no resignation from the second track of her professional career path - Ewa will not give up her job as a school teacher.

Grzegorz (Poland/Football) – as a football player representing clubs at the lower level of domestic competitions, for several years of his career he always financially, practically from the beginning of his career, combined earning money in sport with other forms of obtaining financial resources.

Side Hustle: Financial Advisor

Country: Poland



In the case of Grzegorz, the inspiration for his interest in the chosen direction of Side Hustle was his private passion for managing personal finances, initially his own finances. Practically from the beginning of his sports career, the player was aware that his sports potential was too low to bring measurable, satisfying financial benefits in the long term.

DECISION TIME TO START A NEW SIDE HUSTLE TRACK:

Early career. Over time, the more the sports level decreased, the more Grzegorz felt the need to develop his own, chosen idea of Side Hustle - financial counselling to others.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY DURING SPORTS CAREER

The amount of time devoted to the Side Hustle activity was initially treated as an additional activity, supplementing the budget.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

After the end of his sports career, the amount of time spent on Side Hustle activity, initially treated as a supplement to the budget, over time turned into a full-fledged source of income, which resulted in an increase in measurable financial benefits. Better earnings, more money in the budget, at the same time less and less time for training, ultimately resulted in a positive sense that the additional activity turned into his full-time job.

Jacek (Poland/basketball) – active basketball player, several years of sports career at the lower level of national competitions. Financially, practically from the beginning of his career, he combined earning money in sport with other forms of gaining financial resources.

Side Hustle: Basketball Coach

Country: Poland



Jacek has always been interested in sports and basketball. He comes from a sports family - his father was a basketball coach and from an early age he took his son to trainings, sports camps and other coaching events, which made him think about the direction of his own professional future very early.

DECISION TIME TO START A NEW SIDE HUSTLE TRACK:

Early career

DEVELOPMENT OF SIDE HUSTLE ACTIVITY DURING SPORTS CAREER

Side Hustle's activity, initially during holiday periods, over time, after completing formal education - graduating from pedagogical studies - changed from an additional activity to his full time job.

Jacek, as an active player, at the same time as a full-fledged coach, conducts classes with athletes as part of classes in a sports club and at school, where he is a physical education teacher.

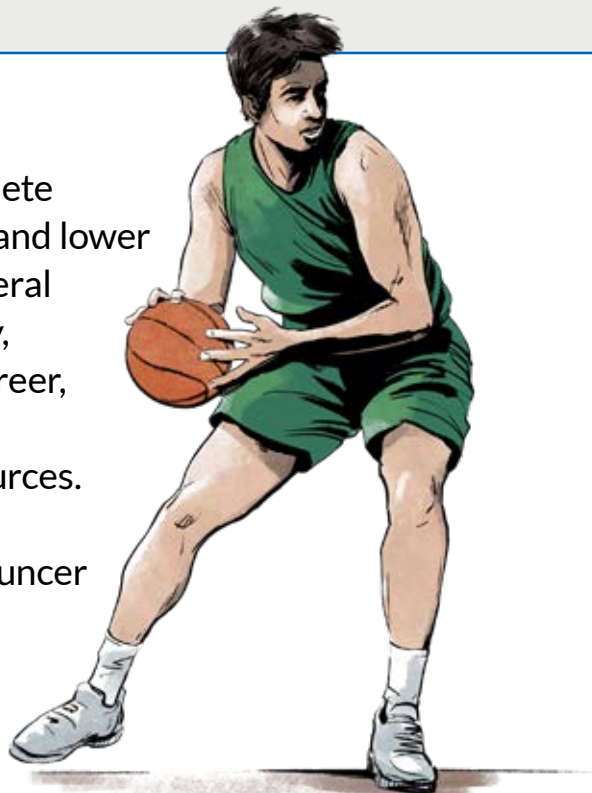
DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

After the end of his sports career, Jacek plans to develop his coaching career in a fluent and natural way, combined with working as a physical education teacher. Jacek does not rule out a situation where, when he receives a professional and financially satisfactory offer to become a coach of a professional basketball team, he will resign from his job as a physical education teacher at school and devote himself 100% to a coaching career.

Maciek (Poland/basketball) - as an athlete representing clubs both at the highest and lower level of domestic competitions, for several years of his career he always financially, practically from the beginning of his career, combined earning money in sport with other forms of obtaining financial resources.

Side Hustle: Sports Competition Announcer

Country: Poland



The source of knowledge about the selected direction of Side Hustle in this case was the information provided in the social media of the local sports club, regarding the need for a technical announcer of sports competitions, servicing basketball matches. Maciek took part in the announcer's course organized by the Polish Basketball Association and received the right to work as an announcer during basketball matches.

DECISION TIME TO START A NEW

SIDE HUSTLE TRACK:

The decision to take up the new activity was taken after the end of the career.

DEVELOPMENT OF SIDE HUSTLE

ACTIVITY DURING SPORTS CAREER

No activity during sports career.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY

AFTER THE END OF SPORTS CAREER

Over time, the more the level associated with Side Hustle's chosen direction, i.e. handling basketball competitions as an announcer, rose to a higher and

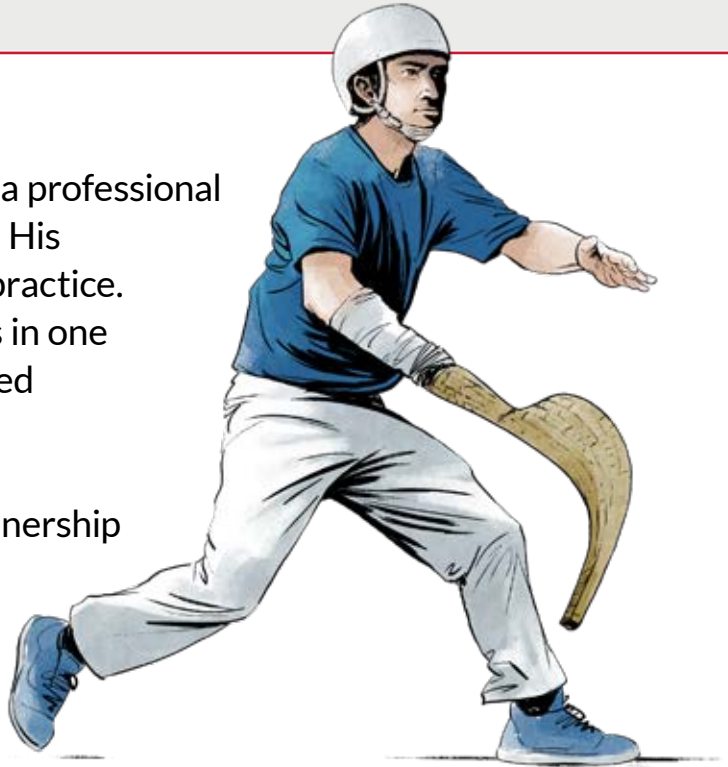
higher level, the more strongly Maciek felt the need to develop this particular Side Hustle idea of his choice.

The Side Hustle direction is connected with his place of residence, without the need to change the place of residence. The amount of the time devoted to the Side Hustle activity, initially treated as a supplement, over time turned into the main direction of activity. It should be emphasized that despite the change from an additional activity into a leading activity, the specificity of the activity still remains an activity supplementing the main source of income, not related to sport. An interesting fact is that Maciek decided to expand his competences and qualifications as an announcer, i.e. he took part in a competition announcer course organized by the Polish Football Association and received official permission to work as an announcer at every level of national football games.

Mikel (Spain/pelota) – Mikel was a professional «Basque pelota» player (pelotari). His income came 100% from sports practice. He got to qualify to play the finals in one tournament before an injury forced his retirement at an early age.

Side Hustle: Bussiness Entrepreunership

Country: Spain



Professional pelota is very attached to the industrial fabric of the Basque country. In fact, this sport is run by a couple of franchises that operate in a business-like environment. This reality inspired Mikel to pay attention to opportunities and personal liasions. The personal connection to a person who already ran a funeral home made him confident enough to invest on the project.

DECISION TIME TO START A NEW SIDE HUSTLE TRACK:

The pelotari decided to start a funeral home business with a partner in his hometown at the peak of his career, which was meant to be the first of his ventures. As he said, being a professional sportsperson opens many gates ready to be crossed if willing to.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY DURING SPORTS CAREER

Mikel Idoates' career had an early ending due to a severe injury. Fortunately, he had already set up the project and finished his degree in Law, so he could start making it real.

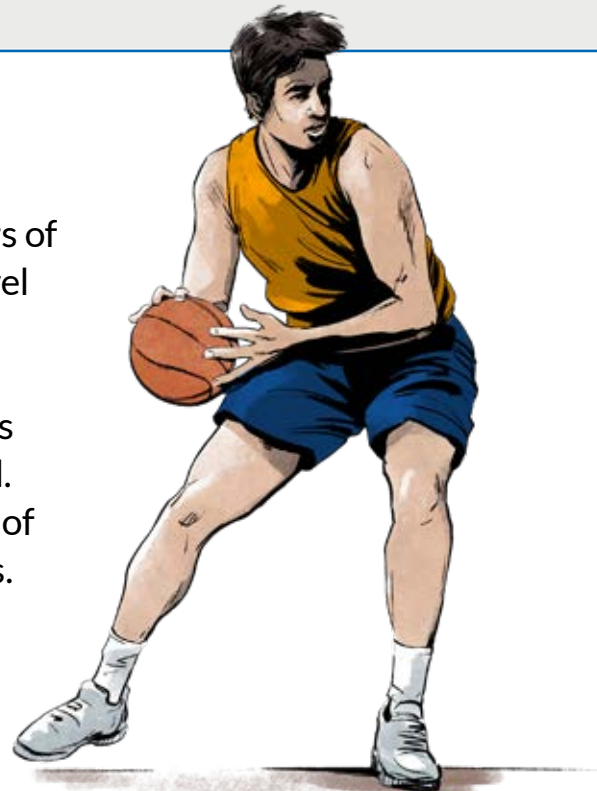
DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

There was a good harmony and he began to project the creation of a funeral home once he learned that the injury would prevent him from playing again. After finishing his sports career, Mikel began running dull time a new funeral home that offers all kinds of services. Being known and respected as a pelotari definitively helps him run the business with success.

Sebastian (Poland/basketball) – former basketball player, has a dozen or so years of sports career at the highest national level (Polish Basketball League). Throughout his career, his only source of income was sport. He signed professional sports contracts with the clubs he represented. It was his only source of income - 100% of his earnings came from player contracts.

Side Hustle: Real Estate Agent

Country: Poland



In the case of Sebastian, the main inspiration to undertake the above-mentioned activity was the fact that being a professional athlete, as a young, active competitor, he observed the surrounding reality and at the same time he analysed what he could be doing in the future.

DECISION TIME TO START A NEW SIDE HUSTLE TRACK:

The initial decision to start a new Side Hustle path was made by Sebastian during his early career. His own thoughts related to the fact that an athlete's life is inextricably linked with the real estate market, i.e. professional athletes have to rent an apartment in every place where a contract is signed, reinforced his natural interests of real estate market.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY DURING SPORTS CAREER

The time of a conscious decision to develop the chosen direction of Side Hustle in the case of Sebastian is a career in the final period - the end of his career. The direction of Side Hustle in this case is connected with the place of residence.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

The Side Hustle activity, initially treated as a complementary activity, over time became a leading activity. Completing formal education (obtaining a real estate agent and manager license) brought him satisfactory financial benefits, and at the same time great personal satisfaction. Over time, there was a change of his business on the real estate market from a complementary activity to his full time job. Sebastian has opened and runs his own real estate brokerage and rental company.

Artiz (Spain/surfing) – Spanish professional surfer. In 2008, he was ranked among the ASP Top 45 after having won the 2007 ASP European Title. In 2007 he was named “Best Basque Sportsman”.

Side Hustle: Surf Academy and Restaurant Bussines

Country: Spain



Upon returning from a competition in Africa, he realised that surfing could be used for certain therapies and inclusion while promoting the sport too. At the same time, he started to think about his future when his professional surfing career finished.

DECISION TIME TO START A NEW

SIDE HUSTLE TRACK:

Aritz has always been aware of the risks inherent to professional sports practice. Besides, his commitment to local community made also part of his decision to start the academy.

DEVELOPMENT OF SIDE HUSTLE

ACTIVITY DURING SPORTS CAREER

The main goal was to have an approach to surf that may works as well as in other sports: weekly team training, individual and group progression, follow-up in championships, advice to families, and so on.

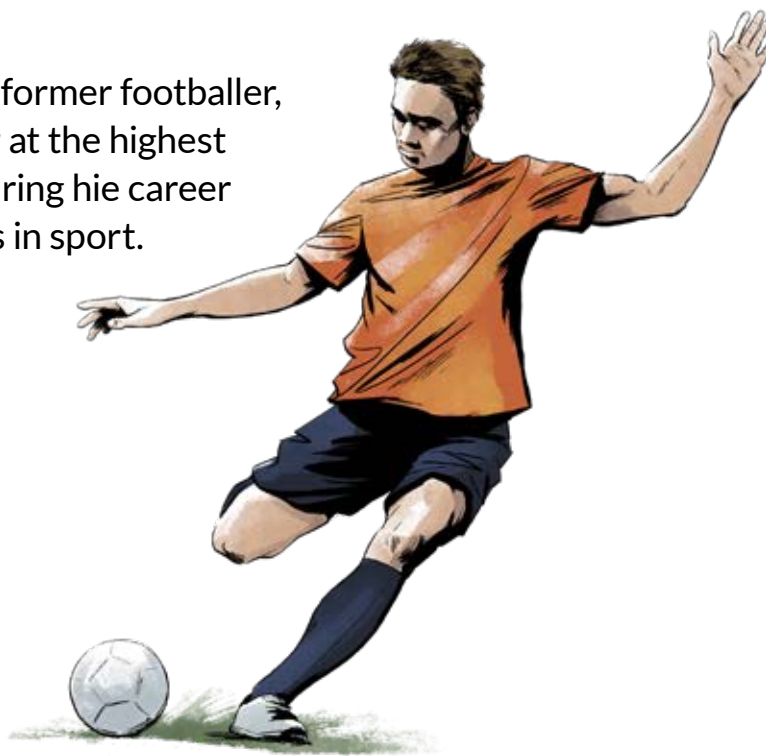
DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

<https://shelter.surf> offers a wide range of services and activities conducted by qualified instructors and coaches along the whole year, for any level of skill, and for schools too.

Grzegorz (Poland/football) – former footballer, several years of sports career at the highest level and in lower leagues. During his career he made 100% of his earnings in sport.

Side Hustle: Manager

Country: Poland



From the beginning of his career, Grzegorz showed a natural interest in his sport - football. The time to make a conscious decision to start a new Side Hustle path was made after the end of his career. From the very beginning, there was no interest in working as a coach after the end of his professional career. Side Hustle destination is connected with his place of residence (no need to change his place of residence).

DECISION TIME TO START A NEW SIDE HUSTLE TRACK:

After the end of his career.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY DURING SPORTS CAREER

Already during his career, Grzegorz, thinking about the future direction of Side Hustle, used the contacts he naturally established during his career with sports clubs, organizations, management

agencies, etc., preparing the ground for starting his new business in the future. In general, he signalled that he would be ready to effectively represent interested players and, using his previous, extensive field experience, take care of their interests.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

In the case of Grzegorz, the activity of Side Hustle - working as a manager representing players - is an activity in the initial stage of development, bringing moderate financial satisfaction. If the right conditions are met - gaining more experience, establishing contacts with young players interested in cooperation, receiving a job offer in a management agency, etc., - it may be an activity with a real prospect of development into a full time job, with high earning potential in the future.

Yeray (Spain/long lasting swimming)

– Yeray is a long lasting swimmer and coach, recently retired. Member of the Spanish Olympic team and National and International medalist.

Side Hustle: Sporting Goods Production

Country: Spain



Inspired by a competitor fellow who sold good quality swimming suits, Yeray and his partner focused on design and durability when producing their first line of training garments.

DECISION TIME TO START A NEW SIDE HUSTLE TRACK:

They decided to come out with a brand named «Nada de nada» - an intended pun in Spanish hard to translate that speaks up about their spirit and intentions. They wanted to offer fun, easy to wear training suits for the regular swimmer at an affordable price.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY DURING SPORTS CAREER

Their venture was surprisingly successful, although economic return was never a goal - any income was immediately reinvested in the project, and the activity was never professionalised. Their contribution was on aesthetics and pattern making.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

Yeray has decided to go definitively for it, dropping off his coaching duties and owning the company in solo. As he states in <https://nadadenada.shop>, they want to make a difference from bigger brands in terms of design, sustainability, and creativity; he tries to take rap, surf, skateboarding to the swimming pool, and he may have well made it!

Aitor (Spain/surfing) – Aitor is a adapted surfer, world champion; most of his earnings come from sports (prizes and public granting).

Side Hustle: Motivational Coach

Country: Spain



Aitor is a mature and active, successful competitor in adapted surf who opened the first teaching academy in the Basque country, sadly closed down some years ago. He has published some handbooks on surf teaching and practice.

DECISION TIME TO START A NEW SIDE HUSTLE TRACK:

His hope and desire are adapted surf to be included in 2028 Olympics. After the closure of his academy, he has started a career as keynote presenter in schools, colleges and companies. Besides, he is collaborating with the Spanish Surf federation in the promotion of adapted surf.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY DURING SPORTS CAREER

Aitor is in alliance with a company that helps organising corporate events. His vital trajectory and the difficulties he had to overcome to succeed in sports are outstanding and worth to be known of.

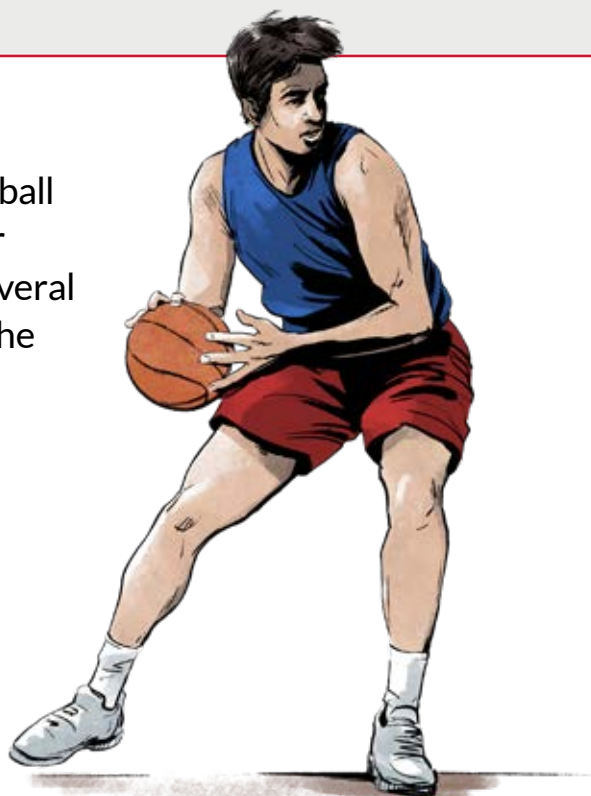
DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

Aitor has decided to run his own business. A company that deals with cooperation in the field of motivational support for athletes and people running their own business.

Adrian (Poland/basketball) - a basketball player representing clubs at the lower level of domestic competitions; for several years of his career - practically from the beginning of his career - he combined earning money in sport with other forms of gaining financial resources.

Side Hustle: DJ (Music)

Country: Poland



The source of knowledge about his Side Hustle in this case was his passion for music, and at the same time his willingness to remain in the sports environment, not necessarily as a trainer. Practically from the beginning of his sports career, the player was aware that he would not be interested in working as a trainer.

DECISION TIME TO START A NEW SIDE HUSTLE TRACK:

Early career

DEVELOPMENT OF SIDE HUSTLE ACTIVITY DURING SPORTS CAREER

During the career, over time, the closer Adrian got to the end of his sports career, the more he felt the need to develop his own chosen idea of a Side Hustle - working as a DJ, securing the musical setting during both sporting and non-sporting events.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

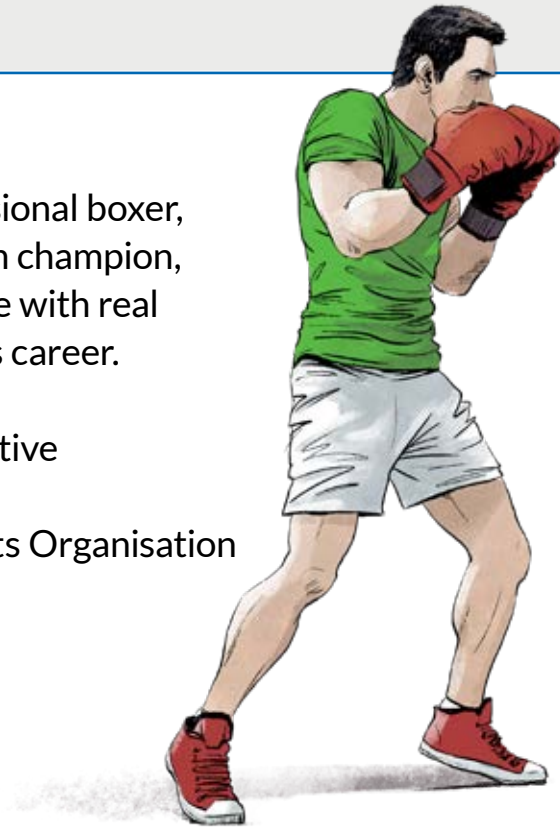
After finishing his sports career, Adrian plans to develop his passion in a smooth and natural way. The direction of his Side Hustle is related to his place of residence - he cooperates with local sports clubs. It is worth emphasizing that the amount of time spent on his Side Hustle activity - initially treated only as a supplement to the budget - over time resulted in increased measurable financial benefits - more orders, better earnings, more money in the budget. The idea of his Side Hustle has changed from an additional activity into a full-fledged occupation that brings measurable, satisfying financial benefits. Adrian has set up his own company and runs it successfully.

Kerman (Spain/boxing) – professional boxer, welter and superwelter European champion, he started to complement income with real estate investments early on in his career.

Side Hustle: Medical Representative

Side Hustle: Real Estate and Events Organisation

Country: Spain



Kerman has always been interested in real estate, being relatively easy for him to find good opportunities to buy at the right time and personally manage them. More recently, he has started to promote and organise boxing events while still active.

DECISION TIME TO START A NEW

SIDE HUSTLE TRACK:

Boxing is an extremely demanding sport at any weight level, and Kerman has been certain of the need to invest in his financial future from the very beginning. Competitive and business success allow him to consider other options further in his career.

DEVELOPMENT OF SIDE HUSTLE

ACTIVITY DURING SPORTS CAREER

Attentive to the market, he is the owner of different assets ready for rental.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY

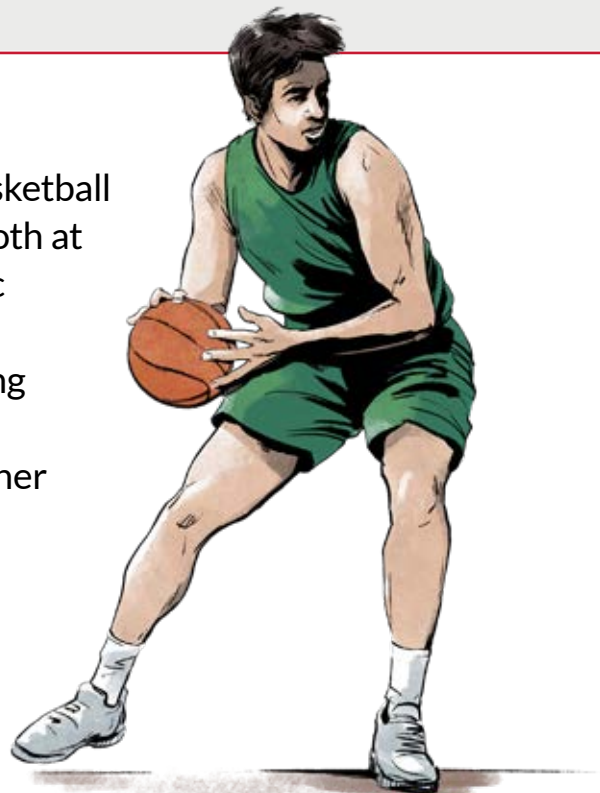
AFTER THE END OF SPORTS CAREER

Kerman is still active, although his diversified activities will allow him to keep in both domains wisely protected.

Filip (Poland/basketball) - a former basketball player; an athlete representing clubs both at the highest and lower level of domestic competitions; for several years of his career he has been financially combining (practically from the beginning of his career) earning money in sport with other forms of obtaining financial resources.

Side Hustle: Basketball Referee

Country: Poland



The source of knowledge about the direction of his Side Hustle in this case was the desire to improve his own qualifications as a basketball player. Filip took part in a basketball referee course organized by the parent sports association.

DECISION TIME TO START A NEW SIDE HUSTLE TRACK:

The time of the decision to start a new Side Hustle path was when his career was in the final period. Over time, the more the level related to the choice of the Side Hustle direction - refereeing basketball competitions at an increasingly high level - rose, the more Filip felt his need to develop this, a bit accidentally, his Side Hustle idea.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY DURING SPORTS CAREER

During his sports career, the chosen direction of Side Hustle, basketball refereeing, due to the limited possibilities related to time availability, was a typical supplement to the main activity - being a player.

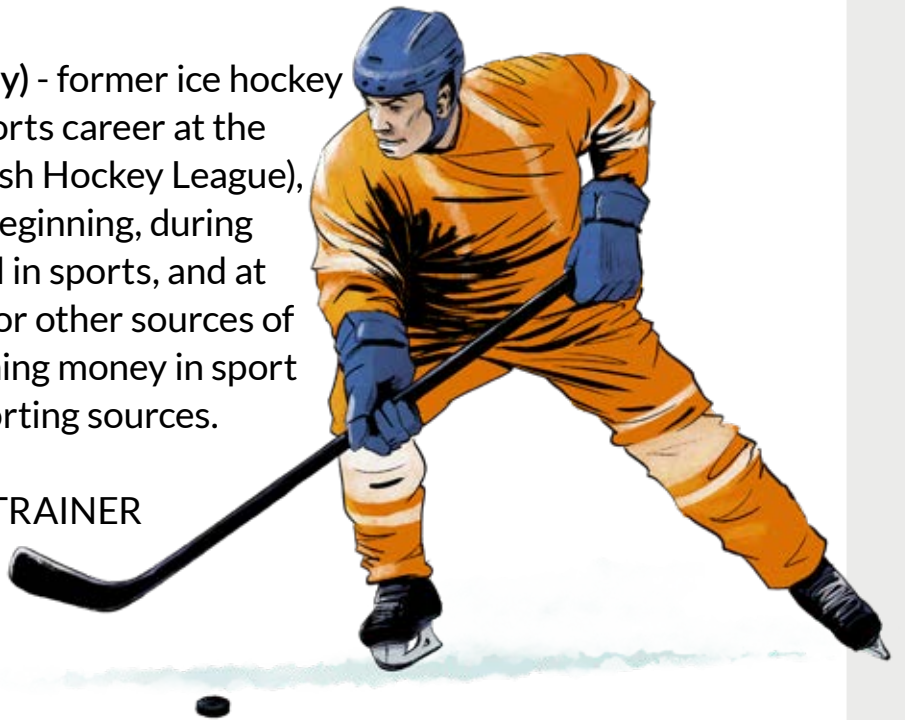
DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

The idea of Side Hustle, initially treated as a supplement to a sports career, over time turned into the main direction of activity - the end of a player's career and a smooth transition towards being a referee. In this case, it should be emphasized that despite the change from an additional activity into a leading activity, the specificity of the activity performed has little chance of turning into a full-time job.

Roman (Poland/ice hockey) - former ice hockey player, several years of sports career at the highest national level (Polish Hockey League), financially from the very beginning, during his career, he was involved in sports, and at the same time he sought for other sources of income; he combined earning money in sport with income from non-sporting sources.

Side Hustle: PERSONAL TRAINER

Country: Poland



As a young, active player in a discipline directly related to strength sports (training of hockey players at the gym), Roman naturally observed the surrounding reality, had his own thoughts on future career directions, while at the same time having natural interests directed towards improving his own physical form (fitness)

DECISION TIME TO START A NEW

SIDE HUSTLE TRACK:

Career in the final period - career decline.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY DURING SPORTS CAREER

The direction of Side Hustle is related to the place of residence (without having to change the place of residence). Roman's Side Hustle activity, working as a personal trainer, was initially treated as a complementary activity; over time, it became a leading activity, after completing formal education (obtaining a personal trainer's diploma), bringing satisfactory financial benefits, financial

satisfaction. Over time, there was a change from the complementary activity to a full-time job.

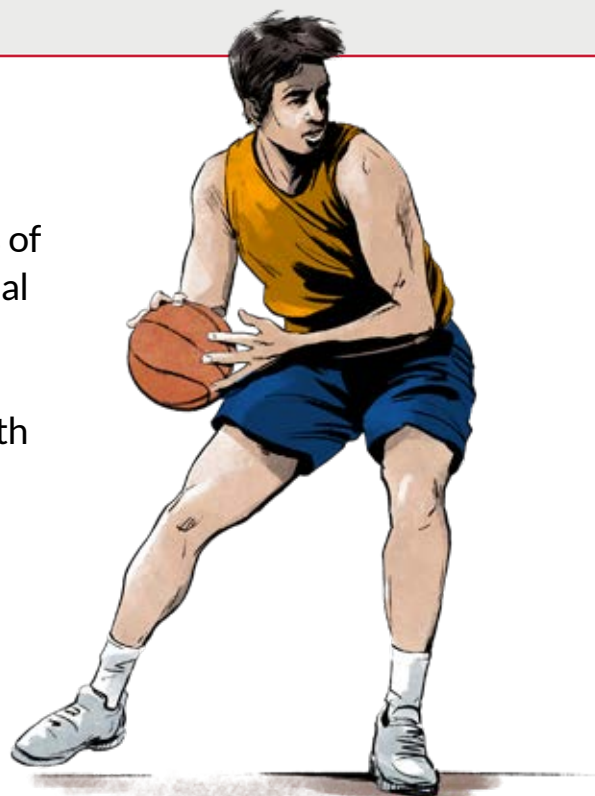
DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

After gaining more experience, establishing contacts, completing education (personal trainer diploma), Roman started working as a licensed personal trainer. He runs his own business, cooperates with a large network gym, specializing in preparing individual training programs for athletes and people not related to sports.

Adam (Poland/basketball) - former basketball player, during several years of his sports career at the highest national level he made money in sports as well as from other sources of income, he combined earning money in sports with income from sources outside sports.

Side Hustle: Physiotherapist

Country: Poland



Adam naturally, as an active player, had his own thoughts regarding the directions of professional development in the future, and at the same time his natural interests focused on taking care of his own health and physical form. This was due, among other things, to an injury he suffered during his career.

DECISION TIME TO START A NEW SIDE HUSTLE TRACK:

He made a conscious decision to take up a new professional activity during his career. It was nearly at the end of his career.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY DURING SPORTS CAREER

Adam initially treated the activity of Side Hustle, working as a physiotherapist, as a complementary activity. Over time, it became his leading activity. After completing formal education (graduation from higher education institution), it started to bring him satisfactory financial benefits and financial satisfaction. Over time, there was a change from the complementary activity to a full-time job.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

After gaining more experience, establishing contacts, completing education, Adam began to cooperate as a physiotherapist with a befriended sports club. Currently, he runs his own company, specializing in the preparation of individual physiotherapy programs for athletes and for ordinary people not related to sports.

Patrycja (Poland/basketball) – former basketball player, as an athlete representing clubs at the highest national and international level. For several years of her career, she always earned practically 100% of her income as a professional athlete.

Side Hustle: Competition Technical Commissioner

Country: Poland



In the case of Patrycja, the source of knowledge about the chosen direction of Side Hustle was the information provided by the Polish Basketball Association regarding the possibility of improving professional qualifications, gaining new competences by participating in an educational and training project aimed at athletes planning to retire. Patrycja took part in a project organized by the European Basketball Federation (FIBA) for athletes planning to end their competitive sports career.

DECISION TIME TO START A NEW

SIDE HUSTLE TRACK:

Time after the end of her sports career.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY DURING SPORTS CAREER

During her sports career, Patrycja, due to her level of competition - playing for the highest goals, medals of the Polish Championships, extensive national team career, etc. was not able to com-

bine the leading activity - being a competitor - with the chosen direction of a Side Hustle.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

Only after the end of her sports career the more the level related to the choice of her Side Hustle direction increased (working as a technical commissioner of basketball competitions organized by the Polish Basketball Association at an increasingly higher level up to the Polish top league), the more Patrycja felt the need to develop this very thing of her choice, her Side Hustle direction. The amount of the time devoted to the Side Hustle activity, initially treated as a supplement, over time turned into the main direction of her activity. However, it should be emphasized that despite the change from an additional activity into a leading activity, the specificity of the activity still remains an activity supplementing the main source of income, not related to sport.

Andreas (Greece/basketball) – as a member of the small teams, despite playing at the highest level of national competition, from the beginning of his career he was financially involved both, in sports and in other sources of income.

Side Hustle: Medical Representative

Country: Greece



Andreas knew from the beginning of his career that he would not want to become a coach after his sporting career ended. His coach always encouraged him and the other players to look at life without sport at the centre.

DECISION TIME TO START A NEW

SIDE HUSTLE TRACK:

Apart from sport he worked on the subject he studied. He studied pharmacology in the US while competing in the NCAA league. So he got the opportunity to work at a pharmaceutical company in the mornings, in the afternoon he could train normally.

DEVELOPMENT OF SIDE HUSTLE

ACTIVITY DURING SPORTS CAREER

After returning to the country, because of the pandemic, where sport in Greece stopped, he decided to focus on new activity. The company he worked for as a part time employee offered him a full time job, both professionally and financially satisfying. So it became his main occupation and source of income.

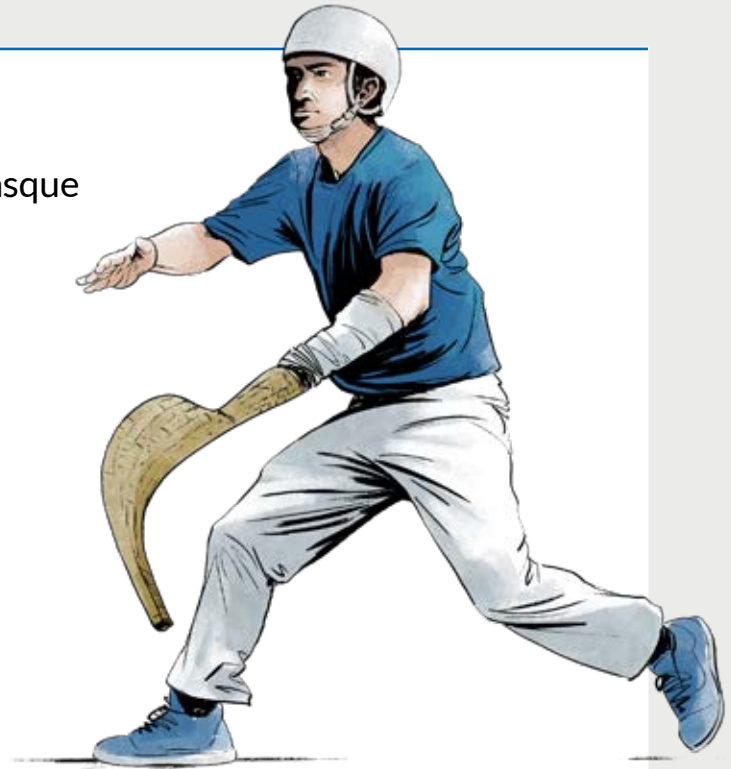
DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

At the moment, Andreas is currently in the process of being promoted at work. He stopped playing basketball professionally. Unfortunately, doing professional sport in Greece is difficult. Only a small percentage manages to play at the highest level and make money that will allow them to support life financially. Andreas realized that the second love, except for basketball, he has to offer to people, is to help them to be healthy. And so he became a pharmacist. He always emphasizes: Do what you like and manage to reach as high as possible, just be aware that few can make a living solely from sport without doing some other work.

Imanol (Spain/pelota) – Imanol is a Basque pelota professional player

Side Hustle: Stock Farming

Country: Spain



Even though he got a degree in physical education and sports sciences, in minority sports like Basque pelota it is necessary to look around for more options than those offered by the sport itself. In Imanol's case, the way out was a comeback to his rural environment.

**DECISION TIME TO START A NEW
SIDE HUSTLE TRACK:**

To Imanol, taking advantage of the opportunities around professional sports is an important know-how of professional athletes.

**DEVELOPMENT OF SIDE HUSTLE
ACTIVITY DURING SPORTS CAREER**

Already during his sports career he started a small, part-time business of pig and cattle breeding, mainly for growth and fattening.

**DEVELOPMENT OF SIDE HUSTLE ACTIVITY
AFTER THE END OF SPORTS CAREER**

Imanol has specialised in cattle breeding working with different breeds. Apart from that, he is still doing some coaching for the love of the game.

Adam (Poland/basketball) – a former basketball player, as an athlete representing clubs at the lower level of domestic competitions, for several years of his career; he always financially - practically from the beginning of his career - combined earning money in sport with other forms of obtaining financial resources.

Side Hustle: Sales Representative

Country: Poland



The source of knowledge about the chosen direction of Side Hustle in the case of Adam were mainly contacts and relationships established in the sports environment (basketball) during the competitive period.

DECISION TIME TO START A NEW SIDE HUSTLE TRACK:

Practically from the beginning of his sports career, the competitor was aware that his sports potential was too low to bring measurable, satisfying financial benefits in the long term, at the same time he felt that he had natural predispositions to work with people - high communicativeness, willingness to learn new things, high resilience to stress, high assertiveness and empathy.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY DURING SPORTS CAREER

The amount of time spent on the Side Hustle activity, initially treated as a supplement to the budget - working for a friend sponsor as a seller of sports goods, resulted in an increase in measurable financial benefits.

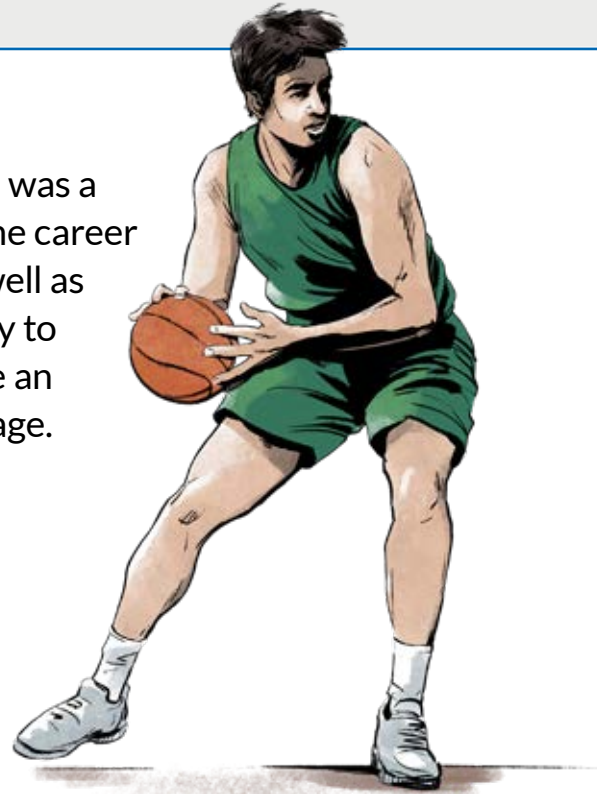
DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

Over time, the chosen direction of Side Hustle changed from an additional activity into a full-fledged job, where natural predispositions and skills acquired during a sports career are used. Adam took a full-time job as a sales representative selling sports equipment and accessories for athletes (dietary supplements, nutrients, vitamins, etc.).

Michalis (Greece/basketball) – Michalis was a professional basketball player. During the career his income always came from sport as well as from the other sources. He got to qualify to play the finals in one tournament before an injury forced his retirement at an early age.

Side Hustle: Personal Trainer

Country: Greece



Michalis has always been in sports since he was a kid. His coach at the younger ages helped him decide to do something different than basketball. The coach apart from the performance in basketball was always interested in the performance in school as he considered it essential for players progress.

DECISION TIME TO START A NEW

SIDE HUSTLE TRACK:

Michalis made the decision to start the new activity in his sport career at the peak moment. The money he earned from his career was not enough to provide him with a standard of living. He was lucky to get the knowledge about the possibilities from his own club and organization.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY DURING SPORTS CAREER

Michalis if fortunate to have his own space where he does personal training. Generally, the Side Hustle direction is connected with the subject he studied. He

chose this subject that is the subject of gymnastics because it is a subject around the field of sport and so he can help young gentlemen that he works with, as he works with academies, to develop in this field.

DEVELOPMENT OF SIDE HUSTLE ACTIVITY AFTER THE END OF SPORTS CAREER

The side hustle activity changed into a full time job after he finished his career. But it's very important to mention that he has always had plan for the future.

«Herri» (Spain/long lasting swimming)
– «Herri» is a world level motorcyclist

Side Hustle: Sales Manager

Country: Spain



Motor sports are unique in terms of financial requirements, and the way to GP championships is paved with stakes and scarcity alike.

**DECISION TIME TO START A NEW
SIDE HUSTLE TRACK:**

«Herri» and his family founded a company called «Racing Tolua» to help and make the dream possible. They could take advantage of his being a racer to find a niche in the automotive oil sales industry.

**DEVELOPMENT OF SIDE HUSTLE
ACTIVITY DURING SPORTS CAREER**

From the very beginning their company was surprisingly successful. Even during his sports career, «Herri» focused on developing his business.

**DEVELOPMENT OF SIDE HUSTLE ACTIVITY
AFTER THE END OF SPORTS CAREER**

<https://racingtolua.com/racing-tolua/> offer highly specialised services in engine lubricants. «Herri» became general manager and specialist due to his sports experience and relationships to motorbike makers.



SIDE HUSTLE IN SPORT

WORKSHOP SCENARIO FOR ATHLETES

DIRECTIONS OF SEARCH

The idea of Side Hustle in sport is related to numerous directions of searching for athletes' future activities, naturally integrated into their predispositions, interests, future professional development paths. On the one hand, an active interest in the possible past direction of development is possible due to the natural sports environment represented by a given athlete. As natural components, sports clubs, sports organizations, sports associations, and sponsors, both private and institutional, can be mentioned here. An important element, which is an important area of search for side hustles, seems to be the media environment that naturally moves around the field of sport - the press, radio, television, the Internet, or, especially nowadays, all kinds of social media. Not without significance are also all kinds of directions naturally related to the functioning of an athlete in a space that is not necessarily sports

- family, acquaintances, colleagues, friends, or any entities that have a significant view on the situation. Regardless of the chosen direction, by far the most important element related to the optimal direction of the search for one's own Side Hustle is a constant analysis of natural predispositions and interests, while skilfully matching them to the requirements and needs of the potential future labour market, understood in the sense of an activity which primarily brings satisfaction, both professional and financial.

WORKSHOPS FOR ATHLETES - SCENARIO

With these assumptions in mind, and at the same time based on discussions, interviews and the practical reflections of the athletes, a workshop scenario was naturally designed for the athletes, allowing them to make the most of the potential associated with the oppor-

tunity to learn about the right choice and make the best decision regarding the future direction of Side Hustle.

On the one hand, this is a theoretical introduction to the subject matter in the form of a mini-lecture introducing the subject matter of the course, and on the other hand, a workshop to optimise the transfer of practical knowledge. This includes conversations, discussions, exchanges of observations and opinions with invited guests, athletes, practitioners in their fields. Classes are conducted in an interactive formula, where the main emphasis is directed towards the optimal use of acquired knowledge in practice.

SIDE HUSTLE IN SPORT - SOURCES OF KNOWLEDGE ABOUT FUTURE ACTIVITIES

With these guidelines and orientations in mind, a map naturally emerges showing the natural sources of knowledge about future activities. Firstly, the sports community, represented by coaches, players, sports clubs, sports organizations, sports associations, etc. with knowledge and a broad outlook on topics related to the possible directions

of development of a given athlete. Secondly, family, friends, colleagues, even outsiders, seemingly not related in any way to the athlete or the world of sport, are an extremely important and at the same time effective source of knowledge about future development opportunities. Finally, the world of the media surrounding the athlete, which is inex-

tricably linked to existence in a space surrounding sport, is also a very important element providing knowledge and opportunities related to the use of potential and the realisation of future goals.

SIDE HUSTLE IN SPORT - LEGAL ASPECTS OF ATHLETE EARNINGS

LEGAL RESTRICTIONS RELATED TO TAKING UP ADDITIONAL PROFESSIONAL ACTIVITY BY PROFESSIONAL ATHLETES

I. INTRODUCTION

A professional athlete who is a citizen of an EU Member State has the right to move freely to work or run a business

within the territory of all Member States. It is for the Member States to ensure that the athlete has all the necessary entitlements to exercise this freedom.

In addition to providing sports services, the athlete has the right to run a business on the territory of an EU Member State on equal rights

with local entrepreneurs. Restrictions related to running additional economic activity by an athlete or providing other services by him have been regulated at the level of EU and national law as well as international and national sports associations.

II. PROHIBITION OF REFEREEING MATCHES BY A PROFESSIONAL PLAYER AT THE INDICATED LEAGUE LEVEL AND PROHIBITION OF REFEREEING MATCHES OF HIS CLUB

Article 47 of the Charter of Fundamental Rights of the European Union the right to an effective remedy and access to **impartial** court.

“Nemo iudex in causa sua” (“No one can be a judge in his own cause”).

III. PROHIBITION OF PLACING BETS

A professional athlete using economic/business information, not made public, in order to achieve financial gain violates the principle of equality and respect for good manners.

IV. BAN ON THE SALE AND MARKETING OF PROHIBITED SUBSTANCES (E-COMMERCE SHOP)

Regardless of whether a professional athlete would like to manufacture, sell or import food supplements, he must ensure that the product complies with EU regulations.

LEGAL BASIS:

- DIRECTIVE 2002/46/EC OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 10 June 2002 on the approximation of the laws of the Member States relating to food supplements
- REGULATION (EU) 2019/5 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 11 December 2018 amending Regulation (EC) No 726/2004 laying down Community procedures for the authorisation and supervision of medicinal products for human and veterinary use and establishing a European Medicines Agency,
- Regulation (EC) No 1901/2006 on medicinal products for pediatric use and Directive 2001/83/EC on the Community code relating to medicinal products for human use.

V. PROHIBITION ON SURREPTITIOUSLY DISPLAYING A PRODUCT PLACEMENT DURING A VLOG/YOUTUBE VIDEO/TIK TOK

The obligation to mark product placement in television, radio and press broadcasts results directly from the following regulations.

EU Regulation (Directive 2007/65/EC of the European Parliament and of the Council of 11 December 2007 concerning the pursuit of television broadcasting activities), according to which:

(...) product placement should be allowed under certain circumstances, unless a Member State decides otherwise, and some quantitative restrictions should be abolished. However, where product placement is surreptitious, it should be prohibited.

VI. PROHIBITION OF ADVERTISING PRODUCTS THREATENING THE LOSS OF HEALTH IN THE EU

A professional athlete may not advertise products that threaten the loss of health, e.g. cigarettes and electronic cigarettes.

LEGAL BASIS:

- Directive 98/43/EC: broad ban on tobacco advertising;
- Directive 2014/40/EU: extends the ban on advertising (commercial communications) to electronic cigarettes

VII. LIABILITY OF THE PROFESSIONAL ATHLETE FOR INFRINGEMENT OF THE PROHIBITIONS

A professional athlete may incur liability in the event of a breach of the above bans and prohibitions:

- disciplinary (union)
- civil
- administrative (financial penalty imposed by an EU or national authority)
- criminal

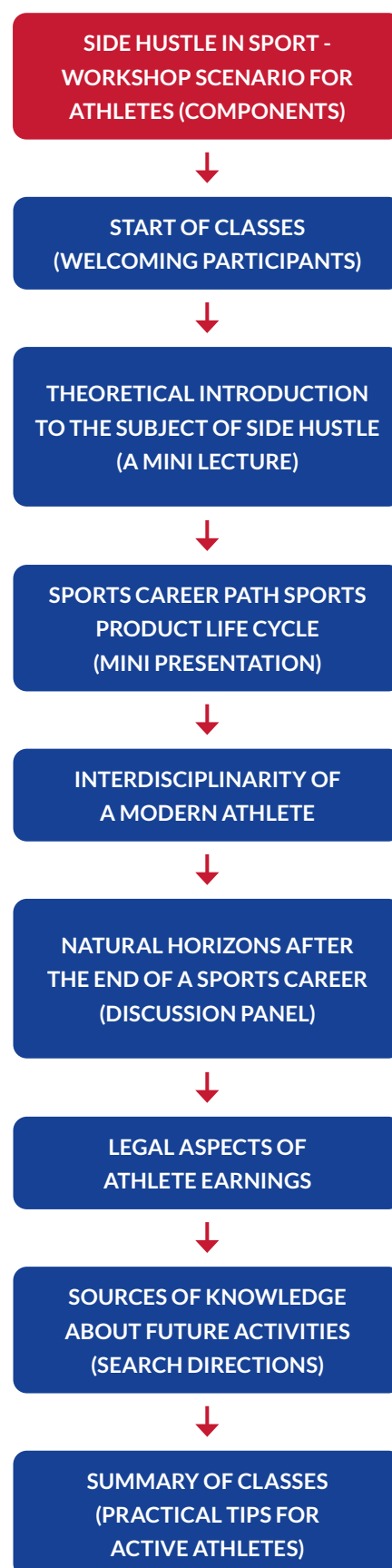


Figure 7 Side Hustle in Sport - scenario of workshops for athletes (Source: the author)

SIDE HUSTLE IN SPORT - PRACTICAL TIPS FOR ACTIVE ATHLETES

FROM THE POINT OF VIEW OF THE MODERN ATHLETE, AN IMPORTANT ELEMENT THAT COMPLEMENTS ATHLETIC DEVELOPMENT, BOTH AT THE INITIAL AND LATER STAGES OF AN ATHLETIC CAREER, SEEMS TO BE THE SELECTION OF ADEQUATE PRACTICE TIPS, INDIVIDUALLY TAILORED TO EACH INDIVIDUAL CASE.

The convergence of the selected Side Hustle direction with the athlete's natural predispositions and interests is of key importance. What counts is the natural willingness to develop, allowing for the achievement of goals related to future activity, e.g. staying in the environment in the role of one's choice - trainer, journalist, manager, personal trainer, statistician, announcer, etc. It is extremely important to be aware that the knowledge gained at every stage of one's sports career can be very useful, even neces-

sary in the context of practical use at a later stage. An important element is the one related to athlete's self-observation. He should have having an idea - the so-called "concept" - for himself, for his own development in the future. However, it should be balanced, it should go hand in hand with his natural predispositions and interests. He should actively pay attention to maintaining healthy proportions related to investing in his own Side Hustle direction, initially not to concentrate in an absolutely committed way, because

there is a danger that the main area of core activity, which is the most important and basic activity in the present time - the full time job - will suffer. Focusing on the future without disturbing the present is the optimal approach that allows for effective and harmonious development at every stage of a sports career.

SIDE HUSTLE IN SPORT - SUMMARY

It is impossible not to mention that the idea of Side Hustle in an innovative way looks towards career paths. It is largely focused on creating new trends. It pays close attention to the acquisition of experience of future professional activities, both those directly related to the sporting environment and those completely outside sport, not only after the end of a professional career, but from an early age, at the same time as a professional career. The Side Hustle direction focuses on the

"two-track sports career path". It seems unique that an athlete who is just at the threshold of his sporting career, a cadet or junior year, following the Side Hustle concept, is given the chance to answer perhaps one of the most crucial ques-

tions asked in adult life: "what do I want to do in the future and what direction should I take to pursue my passion and future professional goals". At the same time, the main assumption of the Side Hustle idea is the absolute subordination and putting sports development in the first place over the selected complementary direction, commonly known as Side Hustle, without any negative prejudice to the originally assumed goals related to sports performance.

Thanks to the proposed solutions and examples, the idea of Side Hustle appears as optimal support, enrichment, and at the same time supplementation and extension of directions related to the possibility of professional development from a very early stage related to

the choice and creation of an individual professional path related to sport.

By drawing attention to the aspect of creating a career in a two-track way, the project allows participants from an early age to smoothly create their own directions for both professional and sporting development, where the burden of gravity puts the sporting development in the first place, at the same time the second place - the chosen direction of Side Hustle - is no less important. At the end of a sports career, after its completion, it allows looking with great optimism into the future, starting after a sports career!

ATHLETES – GOOD LUCK ON YOUR WAY TO SUCCESS AND PROFESSIONAL SATISFACTION!