A Unique Training Programme for Unique Talents

Elite athletes have an outstanding potential to become successful business men and women. In their sporting career, they acquire extraordinary skills that are also crucial to entrepreneurial success:

- Leadership and team spirit
- Goal-orientation and determination
- Motivation and commitment
- Never-give-up attitude and performance under pressure
- International mind-set and cross-cultural competences

Athletes make Great Entrepreneurs

AtLETyC is a pioneering European entrepreneurship training course at postsecondary level. The highly flexible curriculum is commonly designed by elite athletes, dual career experts and academics. A blended learning concept combines MOOC-based online modules with concise on-site workshops.

www.atleyc.eu