



## Laura Juul Hansen

Sport Creates Memories  
Denmark

**Entrepreneurial Mindset: Turning Passion into Global Impact**

### Abstract:

This session would provide an inside look at the mindset, strategy, and resilience required to build something extraordinary from scratch. Key takeaways would include:

- Bootstrapping & Bold Moves: How I built SCM from the ground up, securing corporate sponsorships and navigating global logistics to ship over 12 tons of football equipment to Africa.
- High-Stakes Negotiations & Relationship Building: How I successfully pitched and partnered with Nike, Maersk, UPS, DHL, Turkish Airlines, and Select Sport, proving that storytelling and purpose drive business success.
- Breaking Barriers as a Young Entrepreneur: How I secured meetings with major football clubs like Real Madrid, Manchester City, and LaLiga—often using unconventional strategies to gain access to high-level decision-makers.

### Biography

**Laura Juul Hansen**, I'm 23 years old, and I am the founder of Sport Creates Memories (SCM)—an organization that uses football as a tool to create lasting, positive change in the lives of vulnerable children. SCM focuses on building sustainable football clubs and leagues, currently engaging over 9,000 children through 90 football clubs across the African continent. Within our organization, over 200 matches are played every week, fostering community, competition, and growth.