

BUSINESS START UPS

CASE STUDY: RUGBY PLAYER and BEER FOUNDER

Name: Will Cliff **Age:** 32

From: Manchester

Playing Career Summary:

After starting out at Sandbach, Will then came through the Sale Academy. He made more than 100 appearances for the club, before a two-year spell at Bristol where they gained promotion to the Premiership in the 2015-16 season. He returned to his boyhood club in 2017, committing his future to Sale until 2022.

Second Career:

Founder of low calorie beer Bach 95

Support from Player Association:

Will has spoken regularly with his RPA Development Manager Mike McCarthy who provided Will with useful articles and has been a good support throughout. The RPA also helped Will do a business degree which has been a great base to build on.

Second Career Highlights:

- Researching and creating a brand and a beer to be proud of.
- Making contacts and broadening his horizons beyond rugby.

Second Career Challenges:

- Creating a beer that was sub 100 calories which was still a full strength beer.



“ You don't realise how much free time you have as a rugby player until you get a bit older, you have kids and then you start to try and branch out and you think why wasn't I doing this before. It doesn't need to be something that you do for the rest of your life, but try things. Explore what motivates you. ”