



Interview ▶ He is one of the three founding partners of Five Media Clan



Graduated in economics and law, Sergi Martí completed much of his studies in France. He is one of the three founding partners of Five Media Clan, an Andorran company that works from Hive Five Coworking Andorra. He is considered a person, above all, very familiar and very close to his friends.

–How would you define you in three words?

–I would define myself as an extroverted, empathetic and practical person.

–What is Five Media Clan and how was it born?

–Five Media Clan is a company based on sports, digital entertainment and lifestyle. It is a concept in the form of an organization that unites the sports club, fashion and the creation of content on new platforms. In addition, we provide vehicular services such as the representation of influencers and advice to networks. It can be a bit confusing at first when you are not familiar with this world, but during the interview I think it will become clearer.

Dani, Roger (co-founders) and I were working and studying at different parts of the world and following the Covid-19 pandemic we decided to return to Andorra. This meant that we shared a lot of time together and were constantly brainstorming. Roger proposed to us to analyze the e-sports sector and above all to focus on the American model where the new ways of communicating were closely linked to very diverse entertainment, such as music, traditional sports... From here and a few months of prior work we saw that it could fit in Andorra.

–Why did you decide to start?

–After spending several years working abroad and in Andorra in the financial sector, I realized that I didn't want to be bound in a field of action that limited me and that over time became routine. But above all, I decided to undertake because I believed in the project we had in hand, knowing that I was leaving behind a job stability. I think that sometimes you have to take risks if you strongly believe in them and more so at a young age as you have time to redirect your life if things don't work out as you expected. Fortunately, after two and a half years we are still here.

–What is behind Five?

–We have a small and horizontal structure, the founding partners hold the management positions, but we do a lot of day-to-day tasks. We outsource what requires more acute knowledge in certain areas. We are a family where everyo-



Sergi Martí

Founder and operations coordinator of Five Media Clan

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ne knows what the other is doing and we all row in the same direction. This makes us much more agile with decision-making and much more reactive to possible changes in trends and the market. Within the company we have partners who are high-level content creators and investors who joined, as they saw that the project was more atypical and differentiating compared to others.

–How do you differ from other projects similar to yours?

–The main difference between a traditional e-sports club and us is that we do not focus our core on video games but on content creation. We have creators under our umbrella with a very large speaker and we are connected with a lot of people who like the brand and spread it organically. We try

to give a vision of the brand that is carefree, cool and bold. It is the most important and complicated part, since you have to work little by little knowing that it is an intangible factor. You know you're on the right track when people have a sense of belonging with what you do, whether it's the events or the clothing lines we're putting out. Brands find us a good option to advertise at a young age group.

–Why Andorra?

–There were more pros than cons and in the end we opted for Andorra for different reasons. In the Principality, we have the largest concentration of content creators in Europe, initially for fiscal reasons, and we felt that the cluster that had been created had not been given enough juice. Being in Andorra makes it easier for us to create

synergies much easier and to have access to very influential figures within the sector. We believe that in Spain we had to deal with more actors who had consolidated their project years ago and placing ourselves here was a point of added value to differentiate us.

–There is also, obviously, a part of love for the country and trying to contribute our bit to make the Andorran brand known.

–The other side of the coin of being in Andorra is that you cannot do public investment rounds or crowdfunding. This fact gives a lot of rigidity to the innovation market and the development of new companies. I understand that everything is a process and I hope that in the short to medium term it will be possible to enter the legislative framework.



HIVE FIVE

-Why are you installed in a 'coworking'?

-We are currently at Hive and the truth is that the deal is unbeatable. We needed a certain order in terms of schedules, since we realized that from home we did not have a specific schedule and we saw each other meeting late at night. I think it's important to set limits and know how to separate professional life from private life, even though due to the circumstances of work we have to be connected many hours of the day.

-What do you value most about this type of space?

-These types of spaces are optimal

for exchanging ideas and taking projects forward. You have the feeling that you are accompanied by people who have similar worries and may have faced the same problems. Working in an entrepreneurial environment makes you more productive.

Of course, there is the flexibility of the schedule and the facilities available to be able to meet when you want is a big plus.

-Tell us what day-to-day life is like in a space like the one you work in.

-I guess everyone has their routine, we always try to have different points on the agenda to comment on operational or strategic decisions. Then we

profile and work on the projects we have marked on the road map.

-What is success for you?

-I consider that, to a large extent, success is feeling fulfilled. It is the engine to keep going and achieve the mini goals you have in your day to day for a greater purpose. The normalization of failure is very important as a learning factor. Embracing mistakes to find a way out makes you grow in all areas. I do not consider success as a quantifiable variable, rather as a path of development, personal and/or professional growth, which adapts to your needs and your ambitions. ≡

S.M.



►► The founder and operations coordinator of Five Media Clan, Sergi Martí.

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so at a young age»

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