



GAMES OF THE FUTURE · ASTANA 2026

TEAM PROPOSAL

Phygital Basketball — a competitive roster
and a high-reach Spanish-speaking
basketball media platform.

3.4M+

CROSS-PLATFORM
AUDIENCE

56M

YOUTUBE
VIEWS

4

COMPETITIVE
PLAYERS

9+

MARKETS
REACHED

DIRECT INVITATION PROPOSAL

JULY 29 - AUGUST 9, 2026 · A.T. 14, KAZAKHSTAN



COMPETITIVE COMPONENT • THE ROSTER

BUILT TO COMPETE. BUILT TO TELL THE STORY.

A professional-level basketball roster competing in Argentina's national league system, reinforced by a dedicated phygital player.



Francisco Celentano

SHOOTING GUARD • 21

1.94M 86KG

HEIGHT WEIGHT

San Lorenzo de Almagro • Liga de Desarrollo 2024/25. Prev. Club Sud América.

3× champion across the 3×3 Circuit (La Plata • Pinamar). Three-level scorer and intense on-ball defender.



Valentino Nesci

POWER FORWARD • 22

2.02M 98KG

HEIGHT WEIGHT

San Lorenzo de Almagro • Liga Nacional 2025/26. Prev. Ateneo Popular de Versailles.

3 seasons Liga Nacional • 4 seasons Liga Próximo • FeBAMBA U17 selected. Dominant interior presence.



Ramiro G. Stehli

SHOOTING GUARD • 23

1.91M 89KG

HEIGHT WEIGHT

Jujuy Básquet • Liga Nacional / Liga Argentina. Prev. Gimnasia de Comodoro • El Talar.

Súper 20 champion • U17 national champion • Pre-Argentina U14–U18. Liga Nacional & Sudamericana semifinalist.



Lautaro Rodríguez

GAMER • PHYGITAL PLAYER

26 LAUTI_RDGZ

AGE BAHÍA BLANCA, AR

FIBA E-Sports Open • Argentina national team — South American champions, def. Brazil 4–1.

NBA 2K • ESL PlayNow 1v1 • FIBA eSports. Real basketball IQ from San Lorenzo del Sud & Napostá.

AUDIENCE & REACH · CREATOR IMPACT

COCO GALLO & FLOW GAME —
ONE OF THE STRONGEST SPANISH-SPEAKING BASKETBALL VOICES

More than reach — Coco brings cultural
relevance, trust and real community
impact across the Spanish-speaking
basketball world.



FOUNDER · TEAM LEADER

MATÍAS "COCO"
GALLO

Coco has built one of the most influential Spanish-speaking basketball communities — connecting elite basketball culture, mindset, storytelling and digital reach with audiences across Latin America, Spain and Spanish-speaking communities in the United States.

MATÍAS "COCO" GALLO · PERSONAL REACH

INSTAGRAM

1.3M

FOLLOWERS

TIKTOK

701K

FOLLOWERS

14.5M LIKES

YOUTUBE

5.5K

SUBSCRIBERS

UNIVERSO COCO

FLOW GAME BASKETBALL · PLATFORM

INSTAGRAM

585K

FOLLOWERS

TIKTOK

761K

FOLLOWERS

37.1M LIKES

YOUTUBE

144K

SUBSCRIBERS

56M VIEWS

3.4M+ COMBINED
FOLLOWERS &
SUBSCRIBERS

56M+ YOUTUBE
VIEWS

51.6M TIKTOK
LIKES

RESONANCE ACROSS THE SPANISH-SPEAKING WORLD

LATIN AMERICA

SPAIN

USA · HISPANIC

MEXICO

ARGENTINA

CHILE

COLOMBIA

PERU

PUERTO RICO

+ MORE

CREDENTIALS • BASKETBALL CREDIBILITY

CONNECTED TO GLOBAL BASKETBALL CULTURE

Led by Matías "Coco" Gallo — former pro player & coach, founder of one of the largest Spanish-speaking basketball communities.



BASKETBALL STARS • TEAM HABLA HISPANA



CREATOR ECOSYSTEM



MANU GINÓBILI

BASKETBALL STARS • COACHING



Coco contributed as a coach and basketball leader in the Basketball Stars environment, working alongside some of the most influential global creators, artists and basketball figures:

- MrBeast
- Ibai
- Fede Vigevani
- Duki
- Eladio Carrión
- Manu Ginóbili

CONTENT WITH MAJOR BASKETBALL FIGURES

Basketball presence built through content, access and storytelling connected to globally recognized players:

- Dwyane Wade
- Klay Thompson
- Tony Parker
- Jalen Brunson
- Manu Ginóbili



NBA-RELATED CONTENT EXPERIENCE

Emirates NBA Cup

Las Vegas content experience

NBA Mexico City Game



Content activation experience

29K Likes

Jalen Brunson interview piece

Independent content & commercial activation within the NBA ecosystem — not an official NBA, FIBA or club partnership or endorsement.

PROMOTIONAL & COMMERCIAL VALUE

A CONTENT ENGINE, ACTIVATED END-TO-END.

A concrete, operational plan to produce and distribute content before, during and after GOTF26 — with built-in sponsor value.

BEFORE · ROAD TO ASTANA

- Official announcement & roster reveal
- Player spotlight features
- Road to Astana training series
- Ambassador / creator content
- Spanish-speaking market activation

DURING · LIVE FROM ASTANA

- Daily recaps & match highlights
- Player & opponent interviews
- Behind the scenes & social stories
- Sponsor activations
- Creator collaborations

AFTER · THE STORY CONTINUES

- Mini documentary & best moments
- Player journey content
- Sponsor recap package
- Cross-market recap (ES · US · MX · AR)
- Community storytelling

COMMERCIAL VALUE

Proven NBA-ecosystem content

Emirates Cup & Mexico Game activations

Sponsor-ready formats

Branded challenges, clinics & drills

Ambassador & creator value

3.4M+ engaged cross-platform reach

EVALUATION FIT — GAMES OF THE FUTURE CRITERIA

COMPETITIVE

Pro-level roster in Argentina's national leagues, titles & national selections.

AUDIENCE & REACH

3.4M+ audience · 56M views · 51.6M likes across 9+ Spanish-speaking markets.

PROMOTIONAL

Three-phase content plan with creators, ambassadors & activation formats.

COMMERCIAL

Proven NBA-ecosystem content & sponsor-ready, brand-safe formats.

LEADERSHIP & STAFF

A PREMIUM BASKETBALL PROPERTY.

Premium basketball leadership built
around competitive level, content
production and international
development.



Matías "Coco"
Gallo Bevegni

TEAM LEADER

Founder · Skills Coach · Basketball
Development Figure



Max Roller

TEAM MANAGER

Strategic Partner · International
Development · Business &
Partnerships



Emiliano Avila

MENTAL COACH

Mindset · Emotional Preparation ·
Team Culture



Justo López
da Silva

SKILLS & TACTICS COACH

Technical Development · Training
Methodology

READY FOR THE FUTURE
OF BASKETBALL.

CONTACT

Max Roller — Team Manager

@maxroller_ linkedin.com/in/rollermax

Matías "Coco" Gallo

@coco.gbv

Flow Game Basketball

@flowgamebasketball

GOTF ASTANA 2026