I'm Matheus Finochio, Brazilian from Rio de Janeiro and very passionate about football and loud singer for the 90 minutes wherever we play. I moved to London and fell in love with the Dons as our unique history resembles my childhood team (Fluminense). I consider myself a lucky father as today I can watch the mighty Dons week in and week out with my 11 year old son, who is as football-mad as I am. My lovely wife, Beatriz, and I are expecting our second child, so we are doing the best to increase the fanbase.

I want our children and the future generation to inherit a club that is still ours, financially sustainable but maintaining our values. I am standing because the next years will be crucial.

Experience that members can trust

I am a Capital Markets Director and have spent more than 15 years as a trusted advisor helping companies raise equity and debt or supporting them in mergers & acquisitions in the UK, US and Brazil. I have advised football clubs and investors in Brazil and in the UK on critical decisions, from developing financing structures to designing new revenue streams.

We need investment, but on terms members can understand and trust. And when investors join us, we should have guardrails in place to ensure responsible growth and that Plough Lane is protected.

Investment is not the only answer. The club needs to grow revenue streams, with my experience and enthusiasm I intend to work closely with the club, fans and volunteers to bring the fan back to spend more time at Plough Lane. This is about elevating the matchday experience, where every matchday at Plough Lane something to look forward to, from the walk to the ground to way beyond the final whistle, so that every supporter, whether a lifelong Don or a first-time visitor, feels welcome and wants to come back.

Communication is key! Real choices, not "yes or we fail"

I value communication and transparency as key for any successful relationship and as a Board member I want to increase member engagement and participation on decisions. I want to re-open channels for communication, allowing Dons for all over the world to have a voice.

I respect the time current board members give. But too often major decisions have been presented as a single option set against a doom warning, with little explanation of what else was considered. Members deserve better. If elected, I will push for a longer period for debate of major resolutions, providing opportunity for members to be better informed before deciding in how we shape the future of our club.

One club, men's and women's

Our women's team plays in tier three and is owned by the same members. It deserves the same ambition as the men's side, as our own club strategy promises. I will push for the women's side to feature in every Trust strategy and finance discussion and for more of its matches at Plough Lane. A stronger commercial offer for the women's game, from sponsorship to family Sunday matchdays, is growth, not cost.

Community first

Since becoming a Don, I have supported DLAG and the AFC Wimbledon Foundation on several occasions. Every financial decision the Trust takes should protect that community work and I will do whatever it takes to keep the community at the heart of this club, whatever investment comes in.

My promise

I will listen, explain and ask hard questions constructively. I will never ask you to back a decision without showing you the alternatives and involving you.