

Foundation for Success

Executive Summary

Foundation for Success, provides student athletes with training to assist them either to bridge the gap either between middle school to high school or high school to college both athletically and academically. In addition to offering athletic development, leadership training, career planning, and character building, we assist with the student athletes' homework and overall development by offering tutors and mentors. Youth sports industry is one of the fastest growing in the United States, according to the Sports and Fitness Industry Association (SFIA) in 2011, 21.5 million total number of kids between the ages of 6-17 playing team sports. Foundation for Success intends to capitalize on that growth.

Products and Services

Personal Services will consist of workout sessions. Football skill development training and basketball skill development training workouts are offer at \$60 per private session.

The program provides athletically development, character building, leadership training and career planning (high performance training) targeted student athletes between the ages of 12-18. Current Programs, Activities, and Accomplishments Educational Program and Life Skills: Foundation for Success assists student athletes to develop a better work ethic, expands students' educational abilities, and impact the community in a positive way. Approximately 10 student athletes meet two times per week for strength and conditioning training workout sessions, leadership lessons, and guest speaker testimonies. Youth Program: Foundation for Success is going to implement football camps, basketball camps, baseball camps, leadership conferences and football combines per year. Foundation for Success will provide additional athletic activities, study hall program, and leadership training.

Mentoring Program: Provide mentoring and tutoring opportunities for members of Foundation for Success. The group will meet two times per week for an hour and half. Sessions will consist of a 45 minute workout and 45 minutes of leadership and character building lessons. Each week there will be a general topic for the week for the group members to focus on throughout the week. Also, every week a guest speaker from the community will speak to the group about the weekly topic and how he or she used sports has an avenue to get to where they are now. The 45 minute workout will be sports performance training. The model of training Foundation for Success will follow is EXOS. EXOS assist athletes to get the most out of their bodies by increasing strengths endurance, and flexibility, leading to increased productivity and decreased injury.

Target Markets

Foundation for Success operates in the Northern Kentucky area. The Boone County public school district is the third largest school district in the state of Kentucky. Foundation for Success targets prospective student athletes in middle school and high school between the ages of 12-18.

The Competition

Get A.M. P. ed!, Inc. (Athletes Mentoring Program), A.A.S. Network, It's All About Sports LLC., All Star Performance Training, We FIT, and ASAP Performance Training.

Marketing and Sales Strategy

Foundation for Success differentiates itself in its marketing by emphasizing the essentials for prospective student athletes. The company widespread ties to the target market through face to face meetings. Foundation for Success appears at sports events and school visits. For clients, the company has an aggressive online marketing strategy that includes advertising on websites, exhibiting at sporting events, coaching clinics, and music concerts, publishing a monthly email newsletter about our clients. To support its customer base, Foundation for Success also maintains an active Facebook fan page, Instagram page, and Twitter feed.

Management

President and Founder Patrick Barnette brings significant athletics, career planning, mentoring, and leadership development experience to this position. The staff of Foundation for Success is Patrick Barnette Executive Director and Andre' White Business Consultant.

Financials

The financial strategy of Foundation for Success Group emphasizes reinvestments of income for growth during the first few years of operation, with the company reaching profitability within the next three years. Annual revenue projections for current year are \$67,200; (20 student athletes participate in groups classes at \$35 per week total weekly \$700, 5 student athletes participate in individual training classes at \$60 per class weekly \$300, and 4 student athletes Boot Camp Weekend sessions at \$400 weekly. Annual total \$67,200) for year two, \$134,400; (40 student athletes participate in groups classes at \$35 per week total weekly \$1400, 10 student athletes participate in individual training classes at \$60 per class weekly \$600, and 8 student athletes Boot Camp Weekend sessions at \$800 weekly Annual total \$134,400) for year three, \$194,800; (50 student athletes participate in groups classes at \$35 per week total weekly \$1,750, 15 student athletes participate in individual training classes at \$60 per class weekly \$600, 12 student athletes Boot Camp Weekend sessions at \$800 weekly, One Football Camp 50 student athletes at \$100 per student athlete \$5,000 annually, and One Basketball Camp 50 student athletes at \$100 per student athlete. Annual total \$194,800).

Funds Sought and Uses

The company is currently seeking \$250,000 in investment financing. These funds will be used for expansion, hiring new staff, new equipment, and increasing marketing activities. Long term plans are for the company to aggressively expand its sports performance training business; work with clients to develop a sports performance training facility our clients and either develop other offices in Eatontown, NJ, Lexington, Kentucky, or Hilton Head Island, SC or expand to become a regional recognize organization, adding at least and one Sports Performance Training Center.

Foundation for Success is Sole Proprietorship.

Company History, Milestones, & Development to Date

Founded in December 2011 by Patrick Barnette, Foundation for Success began operations by providing students athletes with an avenue to assist them both athletically and academically at Leestown Middle School in Lexington, Kentucky.

Industry Developments and Trends

Foundation for Success is well positioned to take advantage of the significant opportunities presented by the rapidly expanding market for training and development student athletes in team sports and offering them a mentor program as well.

The Sports and entertainment industries have been around since the late 1800s; the industries are rapidly growing and generating more revenue than ever before. According to the Kaiser Foundation, in 2009 children spent more than 7 ½ hours in front of some sort of media ranging for handheld devices, to, computers, to televisions. Youth sports industry is one of the fastest growing in the United States,

according to the Sports and Fitness Industry Association (SFIA) in 2011, 21.5 million total number of kids between the ages of 6-17 playing team sports. The latest trends in youth sports are parents are causing kids to specialize in one sport at a young age. Parents are investing funds for their kids to get scholarships at a specialize sport in training and skill development. Sports are getting more competitive at a younger age. Studies are showing there has been an explosive youth sport movement in the last four years. Youth sports industry has become a seven billion industry in traveling alone.

The key to success in the industry is to develop a locally recognized company brand in assisting student athletes achieving their goals both athletically and academically. We representing student athletes achieve their goals, as it is currently the case with other skill development, speed training, career planning, leadership training, and character building. We are developing relationships around the local public and private schools, recreation centers, and major businesses in the region to earn revenues and build market share sufficient to sustain continued development representation.

The current lack of industry leadership represents an opportunity to Foundation for Success to develop a strong regional as well as a national presence.

Funding

Funding of the company to date has come from the personal savings of Mr. Barnette. This has amounted minimum investments and loans. All other funding has come from the income generated by sales.

The company is now \$250,000 from outside investors by 2019. These funds will used to open a main office, add staff, and expand activities.

What Foundation for Success makes or does? We provide assistance for student athletes to maintain solid academic standing while further developing athletic skill in their sport. Our program is designed to mold well-rounded student athletes through academic and character discipline, skill training, and lessons in leadership and sportsmanship. We charge \$35 a week per group class. We charge \$60 per individual class. Lastly we charge \$100 per Boot Camp weekend session. Every session is 8 weeks long. We charge \$100 per kid for any sporting camp or conference Foundation for Success provides.

What's the market Foundation for Success serves? Our target market that we serve is male student athletes the ages of 12 and 18 who are in the participating in a team sport.

How do Foundation for Success's plan to make money? We charge \$35 a week per group class. We charge \$60 per individual class. Lastly we charge \$100 per Boot Camp weekend session. Every session is 16 weeks long. We charge \$100 per kid for any sporting camp or conference Foundation for Success provides.

How Foundation for Success compares to other, familiar businesses.

ASAP Performance Training, Sports of All Sorts, Better Bodies and Mid Western Hoops all charge a high training fee for their services without any character building, career development, or leadership training. Foundation for Success is going to focus on building a well rounded student athlete and only charge one fee for all its services.

Why will Foundation for Success succeed?

The Youth sports industries are rapidly growing and getting more competitive. Tons of parents want their kids to be a rounded student athlete. Parents are looking for opportunities to help their kids maximize their opportunities. This creates a perfect scenario to showcase clients.

Idea

Foundation for Success provides student athletes training for them to be successful in life in innovative ways to assist them achieve their goals. Although Foundation for Success has a main office in Lakeside Park, KY, we conduct our services nationwide. Our program is designed to mold well-rounded student athletes through academic and character discipline, skill training, and lessons in leadership and sportsmanship. We charge \$280 per session. Every session is 8 weeks long. Individual Sessions are \$60 per sessions. Our Boot Camp sessions, we charge \$100 per session. We charge \$100 per kid for any sporting camp or conference Foundation for Success provides.

Foundation for Success intends to take advantage of the absence of career planning, character building, and leadership developing as well as skill development clear market leader in the area of youth sports in order to become a major player in the industry. Our cutting-edge and professionally developed relationship with different businesses, extensive offerings of events, and experienced management and staff will enable us to seize a large piece of the growth opportunity in the sporting business.

Foundation for Success is participating in a form of high performance training with their student athletes. The model of High Performance training is joining the physical, mental, tactical, and technical and forming them into one perfect union to build a better athlete. High performance training tracks total distance, the different speed zones an athlete travels within acceleration patterns and the load a body is incurring from a change of direction. Also, High Performance tracks heart rate and efficiency and promotes nutrition.