

On Court Player Development



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Type of Opportunity

100% ownership of all rights to a player development programming model for youth sports and the On Court Player Development trademark and brand.

Situation Background

Suwanee Sports Academy required a recurring revenue programming model. The basketball model was developed and launched initially and volleyball was then chosen as the "Next" sport to develop within the On Court brand. Suwanee Sports Academy is a licensee for the On Court program. The On Court Player Development Programming proved to be the "leap frog" growth initiative that provided the foundation for sustainable profitability for the Suwanee Sports Academy. The goal was to "teach" the small business how to create and successfully launch a new service offering and thus set the standards for how things will be done for all programming. It was critical for the Suwanee Sports Academy business to transition from a low-margin rental facility to a high-margin programming business. The success of the program has created local, regional and national recognition. This momentum is the impetus for the long-term value creation strategy for this "stand-alone" licensing opportunity.

Our Strategy

New Service Offering Development: Create a player-development program with an emphasis on supporting the personal growth of all athletes, not just caring about their ability to play the sport. The timing was right to address a "better way" to create the right environment in the youth sports community, due to the challenges brought on by the unhealthy, high intensity levels of adults interacting with young athletes and impacting their emotional and physical development. The ultimate strategy was to use this new concept to create a stand-alone business opportunity through branding along with a process and methodology that could be replicated and launched throughout the United States and select international locations. Once successfully launched, high profile national and international strategic partnerships will be engaged to enhance the impact on grassroots basketball throughout the nation.

Key Entrepreneur to Enterprise Accomplishments

Key initiatives implemented to successfully take this "business building" concept to market:

- Created a process for developing and launching a new service offering.
- Created a marketing position, name, brand strategy, message strategy, and creative input brief for a new concept.
- Developed the offering for the new concept, using focus groups to fine-tune the message strategy, and finalizing packaging and pricing.
- Developed the delivery systems, staffing and pay model.
- Created all marketing collateral and developing a branded Web site, with on-line information and communications through password protected customer access.
- Developed and launched the marketing communications strategy to begin the selling process.
- Developed and staffed a "consultative" selling process for the new concept.
- Developed financial and staffing models to ensure effective financial management of the margins.
- Created a customized on-line registration system.
- Documented full marketing, sales, delivery, financial management processes and business management processes into an operating manual that is part of a licensing package to provide future licensees an entire "business in a box."

Results to Date

- Proven concept with initial licensee, the Suwanee Sports Academy, location in Suwanee, Georgia.
- It works. It makes money. People are buying it and excited about the results of the training.
- Launched second location and proving the initial decentralization of the model in Cumming, Georgia.
- Strategic partnership with a professional basketball club in Germany to create opportunities for athlete and coach exchanges, as well as the assessment of an On Court Player Development location in Germany.
- Currently completing business plan and model for transitioning this offering into a stand-alone organization to take to market, including a "soft" launch in 2008 and the "splash" rollout in 2009.