



HoopIQ

Business Plan

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Executive Summary

Overview:

With our cutting-edge technology, HoopIQ is transforming basketball training for players of all skill levels, from beginners to seasoned professionals. Our goal is to introduce a platform that offers a wide range of tools to help enhance player development through personalized training sessions, live coaching sessions, and a thriving community center for support and engagement. Targeting all ages and skill level, HoopIQ emphasizes specialized training programs focusing on specific categories such as, playmaking, shooting, defense, and physical conditioning. Our app includes live coaching sessions who are experienced, providing real in-time advice and feedback to players looking to improve their game. Our vibrant community fosters connections amongst other players, coaches, and staff. This creates a safe atmosphere where our community can seek advice, share their feedback, and communicate with one another to elevate their skills. We provide subscription plans, such as HoopIQ Standard and HoopIQ VIP, that are catered to various user preferences and financial constraints in order to guarantee accessibility. With these programs, you can take advantage of premium features like working with NBA players and access to unique training materials. Our marketing plan includes influencer collaborations, app store optimization, social media influence, and focused email campaigns to spread the word about HoopIQ and draw in a large number of basketball fans. Basketball players of any age and skill level can use HoopIQ to establish a path towards realizing their full potential on the court, which makes training more interesting, approachable, and efficient than it has ever been.

Executive Summary Template

Objective:

HoopIQ's goal is to revolutionize basketball training by providing an accessible mobile app for all players. Our objective to is help foster growth and development through personalized training programs, live coaching sessions, and a vibrant community.

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Products and Services

HoopIQ solves the problem of limited access to personalized basketball training for all ages and skill levels. Our app offers a variety of tools, making basketball training efficient and effective.

Target Market

Our ideal customers include basketball enthusiasts of all ages and skill levels, from beginners to professionals. By allowing all players to have access to HoopIQ, it allows accessibility and diversity.

Competitive Analysis

HoopIQ competes with similar online companies like HomeCourt and in person coaching. However, our app separates us from the competition, offering specialized training sessions, live coaching sessions, and a community that is accessible to anyone, anywhere.

Marketing Plan

We'll utilize social media platforms like TikTok, Instagram, and Twitter, along with influencer partnerships, to reach our target audience. Our app will be on the app store for IOS and Andriod.

Sales Plan

Our mobile app will be free as shown in the app store. We rely on subscriptions based plans to bring in revenue, HoopIQ Standard at \$100 monthly, HoopIQ VIP \$500 monthly, and every skill session \$50.

Forecasts

We aim for significant user growth our first year with over 3000 Memberships, increased equipment, and tools. Our goal for the future is to expand all across the country to where HoopIQ is the standard basketball training method.

Financing

We'll seek funding through venture capital investment or strategic partnerships to support our growth and expansion plans.

Staffing and Hiring

Our current staff handles communication with players and provides coaching assistance. As we grow, we may hire more staff to support our expanding user base.

Locations

Based in Los Angeles, we plan to establish a nationwide presence in the future to reach more basketball enthusiasts.

Technology and Equipment

We require cloud computing infrastructure, video streaming capabilities, mobile app development tools, and communication tools for our basketball app. Email marketing tools and CRM software will also assist in managing user interactions and promotions.

Key Performance Indicators

Growth rates, reviews, and user happiness will be used to gauge our progress. These metrics will be used to monitor the success of our community involvement and training initiatives.

Company Description

HoopIQ was founded in Encino, California in 2024 by high school students Devon Duplessie and Dimitri Perris, graduates of Crespi Carmelite. Both enriched with basketball history, they took their love for the game and transformed it into something that can benefit others. They both now attend the University of California, Santa Barbara where they are continuing their academic studies. As a small business, we operate as an LLC.

Company Overview

HoopIQ, led by senior partners and founders Devon and Dimitri, is headquartered in Encino, California. As an LLC, our business structure allows for flexibility and agility in serving our players.

Company Mission Statement

Our mission is to revolutionize basketball training, providing accessible and personalized solutions for players of all ages and skill levels to elevate their game.

Company Philosophy and Vision Statement

At HoopIQ, we are committed to belonging, innovation, and diversity. Our goal is to exceed other training platforms in the basketball industry and enable athletes all over the country to reach their greatest potential on the floor.

Products and Services

HoopIQ is a full-featured app that helps players improve their basketball abilities through individual training plans, live coaching sessions, and a dynamic community platform. Our mission is to meet the various demands of basketball players by offering affordable and efficient training programs.

Explain Your Company's Products and/or Services

A community platform, live coaching, and customized programs are all included in HoopIQ's extensive basketball training app. We work with professionals in the basketball world to create material, and we provide subscription packages with different access levels. With the use of our high-tech gear and equipment, our players are able to perform when the lights get bright.

The Problem Your Product or Service Solves

The absence of easily available and individualized basketball instruction is addressed with HoopIQ. Our software provides simple and cost-effective training anytime, anyplace, in contrast to traditional techniques. Our all-encompassing strategy and original material offer users a distinctive and successful training experience that allows them to continue to grow as a player.

Pricing

HoopIQ Standard Edition: \$100 a Month

HoopIQ VIP Edition: \$500 a Month

Training Sessions: \$50 Each Session

Marketing Plan

Our target audience includes basketball players of all ages and skill levels, initially focusing on the San Fernando Valley and expanding nationwide as we grow. Our target audience consists of people who are enthusiastic about basketball and want to improve. Our primary means of reaching those who are our audience will be social networking sites like Instagram, Twitter, and TikTok, where we will provide captivating content, advice for getting started, and user success stories to draw in and keep them interested. We'll also introduce email subscriptions so that our audience may receive regular updates and special deals. Although rivals provide useful features, HoopIQ distinguishes itself with a full solution and the chance to learn from actual NBA players. Our desire to succeed spurs innovation, yet as a smaller business, we could face pricing difficulties. For players of all skill levels, HoopIQ provides a comprehensive training program with the bonus of teaching them from NBA pros. Our all-inclusive strategy distinguishes us from rivals.

Market Research

HoopIQ aims to gather information that will inform marketing strategies, customer engagement initiatives, product development, and initiatives geared toward the basketball community. To that end, it will define the buyer persona, develop research requisitions, engage participants through a variety of channels, conduct the research, and summarize findings.

Target Customer

Consumer Profile:

Age: All ages, from youth to adult players

Gender: All genders

Location: Initially focused on the San Fernando Valley, expanding nationwide

Income: Varied income levels

Occupation: Students, professionals, athletes, enthusiasts

Education level: Varied educational backgrounds

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Interests: Basketball, sports training, personal development

Shopping and buying habits: Active app users, tech-savvy individuals, value convenience and accessibility

Business Profile:

Industry: Sports and fitness

Location: Headquarters in Los Angeles, California

Size: Small to medium-sized business

Stage in business: Startup

Annual sales: N/A (as a startup)

Challenges: Establishing brand awareness, competing with established companies, scaling operations while maintaining quality.

Barriers to Entry

For our business, HoopIQ faces some barriers, in which the primary barrier is starting up the business and finding funding for facilities, equipment, and specialists rooms. We plan on starting with our marketing plan as we will post all across social media, showing people our main facility in Encino. We made certain financial budgets and planning, in which once we hit those goals, and even exceed them, then this problem will slowly fade away. Our other barrier is expansion, as we want to go Nationwide, finding the right personnel and employees, and figuring out that financial plan is of concern for our business, because we want to give our customers quality over quantity. We already have connections with the NBA, as we are in touch with many NBA players. We plan on doing a partnership with the NBA soon, in order to attract more customers.

Threats and Opportunities

Once your company overcomes the barriers to entry you have listed above, what additional threats might still exist? Explain how the following could affect your startup:

- Strengths:
 - HoopIQ offers personalized skill development plans covering shooting, playmaking, defense, and physicals, providing a different approach to basketball training.
 - HoopIQ is partnered with NBA players like Jalen Brunson, LeBron James, and Kobe Bryant gives us a competitive edge, offering insights and techniques directly from professional athletes.
 - HoopIQ offers live training sessions led by experienced coaches like Dimitri and Devon, in which they offer versatile learning experiences based on individual preferences.
 - Utilizing advanced technology for skill analysis and training program customization shows the effectiveness and efficiency of our program.
- Weaknesses:
 - HoopIQ has limited technology infrastructure, limited partnerships with NBA players, and setting up training facilities include a lot of money, potentially depleting the business profit.
 - HoopIQ being a new business, getting into the basketball training market among different competitors requires aggressive marketing strategies and brand building efforts to gain recognition.
 - HoopIQ relies heavily on partnerships with NBA players and coaches for training sessions and endorsements or other business deals and exposes us to the risk of losing partnerships.
 - Since HoopIQ is only located in California for right now, focusing on specific regions may limit our promotion and reduce growth opportunities beyond the facilities.
- Opportunities:
 - HoopIQ offers unique training programs to include specialized clinics, online courses, and youth development leagues, opening up new profit and opening up the opportunity for new customers.
 - HoopIQ has digital platforms and online coaching capabilities which allows us to reach basketball athletes worldwide, transcending outside the United States.
 - HoopIQ engages with the communities through outreach programs, and school partnerships, not only creating a HoopIQ family, but also a positive social impact.
 - HoopIQ embraces technology such as virtual reality training simulations and AI-driven performance analytics enhances the innovation and uniqueness of our business.
- Threats:
 - HoopIQ is concerned with rapid changes in basketball trends, coaching methods, and training preferences may need our business to frequently adapt to the competition, so we stay up to date.

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- HoopIQ is concerned with financial crises, as they could impact consumer spending on other priorities, potentially leading to decreased demand and revenue.
- HoopIQ is concerned with unpredicted conflicts or disagreements with NBA player partners, coaches, or facility providers, in which this could disrupt our reputation.

Competitive Analysis

An analysis of your competitors identifies businesses in your industry or market that offer similar products or services to yours and evaluates them based on specific business criteria.

A good competitive analysis helps you perceive your business (and the competition) through customers' eyes, and it can help you pinpoint where you could improve.

A competitor analysis should include the following elements:

- A list of key competitors
 - Sports Academy
 - Shoot 360
 - Crosscourt
- A feature matrix
 -

Services	HoopIQ	Sports Academy	Shoot 360	Crosscourt
Personalized Training	X	X	X	X
NBA Player Partnerships	X			
Live Training Sessions	X	X	X	X
New Technology	X			X

- The market share percentage of each competitor
 - HoopIQ: 20%
 - Sports Academy: 30%
 - Shoot 360: 25%
 - Crosscourt: 25%

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- Pricing
 - HooplQ: Base price of \$100 per month, additional fees for specialized training programs and live sessions.
 - Sports Academy: Pricing varies based on the sport and program duration, with packages ranging from \$50 to \$300 per month.
 - Shoot 360: Membership plans start at \$150 per month, with additional fees for personalized training sessions.
 - Crosscourt: Offers pricing options, with group sessions starting at \$50 per hour and individual coaching packages ranging from \$100 to \$500 per month.
- Marketing strategies
 - HooplQ utilizes digital marketing such as social media, emails, and website use to reach consumers.
 - Competitors use a mix of online advertising, local promotions, and partnerships with schools and sports organizations to attract customers.
- Differentiators
 - HooplQ has exclusive partnerships with NBA players, personalized training plans, and advanced technology to set it apart from competitors.
 - Competitor's focus on specific niches such as elite-level training, cutting-edge technology, or sports programming.
- Strengths
 - `HooplQ has a strong brand recognition, innovative training, and a diverse range of packages which appeal to the consumers.
 - Competitors have an established reputation, specialized expertise, and facilities that provide a competitive advantage in the market.
- Weaknesses
 - HooplQ has higher pricing compared to some competitors, and limited facilities.
 - Competitors: Lack of exclusive partnerships with NBA players, dependence on traditional training methods, and limited technology.
- Competitor geographic areas
 - Sports Academy- Agoura Hills, CA
 - Crosscourt- Los Angeles, CA
 - Shoot 360- Torrance, CA
- Company culture
 - HooplQ promotes a culture of community, growth mindset, and continuous improvement among coaches and staff.
 - Competitors create a culture of excellence, innovation, and athlete development, emphasizing teamwork and dedication.
- Customer reviews
 - HooplQ has positive customer feedback highlighting the effectiveness of personalized training plans and the professionalism of coaching staff.
 - Competitors have mixed reviews, with some praising the quality of instruction and facilities while others express concerns about pricing and program offerings.

Positioning/Niche

HoopIQ's relationships with NBA players set it apart in the competitive sports training industry. This gives its training programs distinctive insights, methods, and legitimacy, giving athletes access to elite knowledge and motivation. In contrast to many rivals, HoopIQ provides highly customized training programs made to meet each athlete's demands, enabling them to concentrate on certain abilities and areas for growth.

Method of Marketing Your Product and/or Service

TikTok, Instagram, and Twitter social media marketing will be the primary emphasis of HoopIQ. Social media channels will be essential for promoting HoopIQ's distinctive products, interacting with our audience, and increasing brand recognition. We'll make use of our visual materials like NBA player training sessions, athlete endorsements, and behind the scenes looks at our program. Our website will be visited and our target audience will be reached with the aid of postings, regular updates, and advertising.

Content Marketing (Blog, Video Content) will be included in HoopIQ. To establish HoopIQ as a thought leader in the sports training sector, content marketing will be essential. Our goal is to provide interesting and educational blog pieces, articles, and films that showcase basketball advice, workout methods, inspirational tales, and conversations with NBA coaches and players. Our goal is to build credibility and trust with our audience while drawing them in and keeping them interested with insightful analysis and instructive material.

Finally, HoopIQ will offer email marketing. We will be able to provide individualized messaging, foster relationships with our consumers, and increase conversions through email marketing. We're going to start sending out customized email campaigns based on user engagement levels, training choices, and activities. Included in these campaigns will be emails, special deals, invites to events, and updates on unique material. We can keep in constant contact with our customers.

Logo and Branding



We used these specific colors of bright orange, cream, black and a light blue to attract our audience. These are our main colors too as our facilities will have light blue and black interior, in which our courts will have this logo on each court as well. This logo is meant to attract people not just to basketball, but using their minds to manipulate the game.

Marketing Budget

- Identify Marketing Goals
 - In the first quarter, increase app usage by thirty percent.
 - During the first quarter, generate 100 leads using email marketing campaigns.
 - Create a social media presence for your company and, in six months, get 1,000 followers on each site.
- Understand Target Audience
 - Basketball fans, athletes, and parents looking for professional basketball training programs for their kids or themselves makeup HoopIQ's target market.

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- Basketball players between the ages of 10 and 18, parents of future athletes, and basketball coaches searching for more training materials are examples of buyer personas.
- Understand Market and Competition
 - According to market research, there is an increasing need for customized basketball training plans, particularly those recommended by NBA players.
 - While they don't have exclusive NBA relationships, rivals like Sports Academy, Shoot 360, and Crosscourt provide comparable services.
- Choose Marketing Channels
 - Pay particular attention to email marketing, content marketing (blogs, videos), and social media marketing (Facebook, Instagram, Twitter).
 - Raise the company's visibility of your website and draw in natural visitors.
 - To reach target audiences, spend money on paid digital advertising (such as Youtube advertisements and social network advertisements).
 - Take part in regional basketball tournaments, sponsor events, and work with NBA players.
- Social Media Marketing: \$5,000 per month
- Content Marketing: \$3,000 per month
- Email Marketing: \$2,000 per month
- Paid Digital Advertising: \$4,000 per month
- Events and Sponsorships: \$3,000 per month
- Total = \$17,000 per month

Distribution Channels

- Direct Sales
 - Our basketball training programs and services will be sold directly to clients through phone conversations, emails, in-person meetings, and app purchases.
 - With this strategy, we can establish multiple clients, comprehend their problems, and offer solutions that are specifically suited to them.
- E-commerce
 - The main means of distribution for HoopIQ's goods and services will be online shopping.
 - We'll create a safe online app where clients can buy, and book basketball training sessions.
 - Customers will be able to use this platform to conveniently and easily access our services at any time, from any location.
- Wholesale
 - We may look at partnerships with retail establishments, athletic facilities, and academic institutions to offer our training programs wholesale as HoopIQ grows and forges a strong brand identity.
 - We'll be able to connect with more people and take advantage of our current networks to boost exposure and revenue.

Operational Plan

This section outlines the ongoing operations of your business.

Staffing

- Basketball Trainers (Full-time and Part-time):
 - To meet different schedules and demand, we will initially engage 10 part-time trainers and 5 full-time trainers.
 - Depending on their expertise and credentials, full-time trainers may expect to make between \$40,000 and \$60,000 annually. The hourly compensation for part-time trainers will be between \$20 and \$30 per hour.
 - A solid basketball background, coaching experience, and certifications like NASM, or an equivalent are required for all trainers. They should also be able to collaborate with people of various ages and abilities and have outstanding communication skills.
 - We'll post job openings for trainers on social media, like LinkedIn and Indeed, employment boards, and forums devoted to basketball. We will also establish connections throughout the basketball community.
-
- Marketing Manager
 - Number of Employees: 1
 - Depending on experience and credentials, \$50,000 to \$70,000 annually.
 - Proven expertise in digital marketing, content generation, and campaign management are desired, as is a bachelor's degree in marketing or a similar discipline. A bonus is having certification in digital marketing platforms like Facebook Blueprint and Google Ads.
 - We'll advertise the marketing manager position on LinkedIn, and online forums for related industries. The assessment of candidates will be focused on their background, portfolio, and capacity to create and implement marketing plans that are in line with HoopIQ's goals.

Production

- Planning and Design
- Development of Software
- Content Creation
- Testing
- Launch Process
- Equipment Needed: Coding Tools (Java), Cloud Services, Website Development, Video Recording, Debugging
- Roughly up to \$100,000

Quality Control

- Software Requirements: Best practices in coding and constant running/debugging
- Testing
- Quality over Quantity
- User Feedback through communication center

Location

Our main and only headquarters is located in Encino, California. As our company continues to grow, we look to expand all over the country with multiple headquarters and facilities. Our main facility is not massive, with only 10,000 square feet of space. Rent for this warehouse is not cheap, looking at around \$5,500 a month. We added our equipment needed and the place well put together with very few issues. As we said on the production page, it will roughly be around \$100,000 for all equipment, insurance, team, etc.

Legal Environment

- **Licenses and Permits:** Acquired business licenses and permits required by the state of California and the city of Los Angeles for operating a tech and training business.
- **Trademarks and Copyrights:** Filed an application with the United States Patent Trademark Office through our attorney at Pearson Specter Litt. This secured our brand name and logo as well as copyrighted original content, including training videos and app design elements.
- **Insurance Coverage:** General liability insurance to protect against potential claims. Professional liability insurance to cover coaching and training services. Cyber liability insurance to protect the company against data breaches and cyberattacks.
- **Workplace Regulations:** Safe working environment adhering to OSHA and implementing health and safety protocols within the warehouse.

Inventory

Type of Inventory:

- Digital content: Training videos, instructional materials.
- Software: App development tools, cloud storage.
- Investment and Value: Initial content creation: \$25,000.
- Annual software/cloud services: \$15,000.
- Total current value: \$50,000.
- Turnover Rate: Regular updates to keep content nice.
- Seasonal Peaks: Higher demand during basketball seasons and summer, requiring increased server capacity.
- Lead Time: Digital content: 2-4 months.
- Software/cloud services: Immediate to 1 week.

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- Storage: Digital content stored on secure cloud servers. Backups and equipment stored in Encino warehouse.

Suppliers and Vendors

Visual Studio Code (Microsoft)

- Address: One Microsoft Way, Redmond, WA 98052
- Website: code.visualstudio.com
- Inventory: App development.
- Policies: Free to use, instant download and updates.
- Reliability: Highly reliable, widely used by developers worldwide.
- Backup Suppliers: JetBrains IntelliJ IDEA, Atom.

Wilson Sporting Goods

- Address: 1349 3rd Street Promenade, Santa Monica, CA 90401
- Website: wilson.com
- Inventory: Basketballs and related sports equipment.
- Policies: Bulk purchase options, standard shipping policies.
- Reliability: Trusted brand with a long history in sports equipment manufacturing.
- Backup Suppliers: Spalding, Nike.
- Payment Terms: Net 30 days.

Tarzana Painting Services

- Address: 18520 W Oxnard St, Tarzana, CA 91356
- Website: tarzana-services.edan.io
- Inventory: Painting Service and Supply
- Reliability: Abundance of 5 Star Reviews

Payment Terms and Credit Lines

Payment Methods:

- Major cards accepted.
- PayPal, Apple Pay, Venmo, Cashapp, etc
- Bank Transfers

Credit Lines:

- Good Credit
- Payment Plans: Monthly installments with automatic payments.
- Late Payments: 5-day grace period

Management and Organization

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The company's passionate co-founders and leaders, Dimitri Perris and Devon Duplessie, are motivated by their shared love of basketball and desire to see others succeed. They want to expand their company and offer top-notch basketball training experiences, and they are driven to do so. They are currently looking for bright people to join their team and help the business succeed.

Resume Summaries

Devon Duplessie:

- Graduated from Crespi Carmelite High School, and UC Santa Barbara
- 4 President Honor Rolls, being honored for his new technological developments.
- 5 Student of the Year Awards in College, for his interest in basketball and training
- 1st Place in Stem Expo
- Going to World Championship for Vex Robotics
- Varsity Basketball Team
- Created new world wide Robotics program
- 2x World Lifting Champion
- Played 20+ years of Sports
- Created the program for the business HOOPIQ
- CO-Owner of HOOPIQ

Dimitri Perris:

- UC Santa Barbara Undergraduate Degree
- Graduate of Crespi Carmelite High School with Presidential Honors Award for all four years
- Completed numerous AP and honors courses, including AP Computer Science
- Varsity basketball star, demonstrating deep understanding of the sport
- 15+ Years of Sports
- Active member and contributor to Greek Orthodox church community
- Various Internship experiences at high tech companies, gaining insights into data analysis and business operations
- Worked in various roles in the real world, including fast food, managing counseling
- Inherits strong entrepreneurial spirit from father, who owns his own business

Management Gaps

Both Devon and Dimitri do not have any great deal of experience when it comes to marketing. Our solution is hire a great and affordable market manager who will control this section. As we grow as a business, our marketing team will get larger and larger.

Advisors

Mr. Lopez: Math and Computer Science teacher at Crespi Carmelite High School who has helped us gain the knowledge and experience to start and run our business.

Mr. Kearin: Taking his business class, we gained the knowledge and information we needed in order to start our own business. With his help and guidance, we will continue to look towards him as one of our top advisors.

Father(s): Both our father's are hard working and experienced men who are very successful in life. They are not only our advisors but someone who we look up to.

Organizational Chart

We are organized. Keep things in line and do not let failure get in the way of our success.

Budgets and Expenses

Research, Insurance, Legal Fees, Marketing, Technology, and Equipment

Startup Expenses

- Research- \$5,000
- Insurance and licensing- \$15,000
- Technology and equipment- \$60,000
- Legal fees- \$10,000
- Marketing- \$10,000
- Facility: 900,000

Develop Budgets

Investing \$1,000,000 into this company, split at \$500,000 each, we have set up a secure budget that we can build off of. Our budget as of right now is \$1.2 Million. That additional money is to hopefully build a new facility in a different location where we can expand our business nationwide.

Plan for Capital

We do not have any investors at this time as we used our own money, both split evenly to fund this business. Going forward we are open to investors to expand our business.

Personal Financial Statement


Devon Duplessie: Total Business Investment: \$500,000, Total Assets: \$3,535,000, Total Liabilities: \$475,000, Net Worth: 2 Million

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Dimitri Perris: Total Business Investment: \$500,000, Total Assests: 3,535,000, Total Liabilities: \$475,000, Net Worth: 2 Million

Financial Plan.

Cash Flow Projection

		
Simplified Cash Flow Projection HoopIQ:		
Our projected Cash Flow Projection		
	Instructions	Cell / Column / Row
INPUTS		
<i>Current Month</i>	14 Months	<i>Cell D3</i>
<i>Current Cash Balance</i>	500,000	<i>Cell D4</i>
<i>Annual Operating Expenses</i>	250,000	<i>Cell D5</i>
<i>Cash Receipts</i>	1,000,000	<i>Columns E - P, Rows 10 - 53</i>
<i>Cash Disbursements: Monthly operating expense estimate</i>	83,333	<i>Columns E - P, Row 57</i>
<i>Adjustments (+ / -)</i>	+60,000 -23,333	<i>Columns E - P, Row 58</i>
<i>Capital and Financing</i>	No investors at this time, looking for investors.	<i>Columns E - P, Rows 66 - 73</i>
OUTPUT		
<i>Net Cash Excess (Shortfall)</i>	250,000	<i>Row 75</i>
<i>Rolling Cash Balance</i>	54,000	<i>Row 77</i>

Profit and Loss Projection

Revenue:

Basic Subscription Revenue: \$1,200,000

VIP Subscription Revenue: \$1,320,000

Skill Development Programs Revenue: \$300,000

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Live Training Sessions Revenue: \$300,000

Total Revenue: \$3,120,000

Cost of Goods Sold: Estimated at 30% of total revenue: \$936,000

Gross Profit: $\$3,120,000 - \$936,000 = \$2,184,000$

Operating Expenses: Estimated Annual Operating Expenses: \$1,500,000

Operating Profit: $\text{Gross Profit} - \text{Operating Expenses} = \$2,184,000 - \$1,500,000 = \$684,000$

Net Non-Operating Expenses: Estimated Non-Operating Expenses: \$100,000

Total Profit: $\text{Operating Profit} - \text{Net Non-Operating Expenses} = \$684,000 - \$100,000 = \$584,000$

Projected Balance Sheet

- Assets
 - Current Assets:
 - Cash Account: \$500,000
 - Accounts Receivable: \$260,000 (Monthly revenue expected from subscriptions and training sessions)
 - Prepaid Expenses: \$10,000 (Insurance, rent, etc.)
 - Fixed Assets:
 - Property and Equipment:
 - Facility in Encino: \$1,000,000 (Real estate)
 - Office Equipment: \$50,000 (Computers, furniture, designs)
 - Training Equipment: \$100,000 (Basketball hoops, courts, training tools, etc.)
 - Intangible Assets:
 - Brand Value: \$5,000,000
 - Software and Technology: \$150,000 (Custom training software)
- Total Assets: \$7,070,000

- Liabilities
 - Current Liabilities:
 - Accounts Payable: \$100,000 (Supplies, utilities, etc.)
 - Wages and Salaries: \$50,000+ per person
 - Long-term Liabilities:
 - Mortgage Payable: \$600,000
 - Loan Payable: \$200,000
- Total Liabilities: \$950,000

- Equity
 - Owner's Equity:
 - Both Owner's Investment: \$1,000,000
 - Earnings: \$200,000
- Summary
 - Assets:
 - Current Assets: \$770,000
 - Fixed Assets: \$1,150,000
 - Intangible Assets: \$5,150,000
 - Total Assets: \$7,070,000
 - Liabilities:
 - Current Liabilities: \$150,000
 - Long-term Liabilities: \$800,000
 - Total Liabilities: \$950,000

Sales Plan

- Projected Total Sales Volume
 - Year 2 Revenue Goal: \$3,000,000
 - Monthly Revenue Goal: \$250,000
- Sales Breakdown
 - Subscription Sales
 - **Basic Subscription:**
 - Price: \$100/month
 - Projected Users: 1,000 users/month
 - Monthly Revenue: 1,000 users * \$100 = \$100,000
 - Annual Revenue: \$100,000 * 12 = \$1,200,000
 - **VIP Subscription:**
 - Price: \$1,100/month (including \$1,000 VIP membership fee and \$100 base price)
 - Projected Users: 100 users/month
 - Monthly Revenue: 100 users * \$1,100 = \$110,000
 - Annual Revenue: \$110,000 * 12 = \$1,320,000
 - **Additional Revenue from Skill Development Programs**
 - Additional Fee: \$50/month
 - Projected Users: 50% of Basic Subscription users at least choose 1 additional skill program
 - Projected Users: 50% * 1,000 users = 500 users
 - Monthly Revenue: 500 users * \$50 = \$25,000
 - Annual Revenue: \$25,000 * 12 = \$300,000

- **Additional Revenue from Live Training Sessions**
 - Additional Fee: \$100 month
 - Projected Users: 25% of Basic Subscription users opt for live training
 - Projected Users: $25\% * 1,000 \text{ users} = 250 \text{ users}$
 - Monthly Revenue: $250 \text{ users} * \$100 = \$25,000$
 - Annual Revenue: $\$25,000 * 12 = \$300,000$
- **Total Projected Revenue**
 - Basic Subscription Revenue: \$1,200,000
 - VIP Subscription Revenue: \$1,320,000
 - Skill Development Programs Revenue: \$300,000
 - Live Training Sessions Revenue: \$300,000
- **Total Annual Revenue:** $\$1,200,000 + \$1,320,000 + \$300,000 + \$300,000 = \$3,120,000$
- **Sources of Revenue**
 - Basic Subscriptions (38.5%)
 - 1,000 users/month
 - \$100,000/month
 - VIP Subscriptions (42.3%)
 - 100 users/month
 - \$110,000/month
 - Skill Development Programs (9.6%)
 - 500 users choosing additional skills training/month
 - \$25,000/month
 - Live Training Sessions (9.6%)
 - 250 users opting for live training/month
 - \$25,000/month
- **Quarterly Sales Projections**
 - Monthly Revenue: \$260,000
 - Quarterly Revenue: $\$260,000 * 3 = \$780,000$

Appendices

- Partnership Agreement: Both Devon Duplessie and Dimitri Perris signed this agreement to outline their rights, responsibilities, and profit and loss distribution.
- Crespi Carmelite High School Diploma
- Resumes: Devon Duplessie: Graduated from Crespi Carmelite High School, and UC Santa Barbara, 1st Place in Stem Expo, Going to World Championship for Vex Robotics, Created new world wide Robotics program, 2x World Lifting Champion, Played 20+ years of Sports, Created the program for the business HOOPIQ, CO-Owner of HOOPIQ
- Resumes: Dimitri Perris: UC Santa Barbara Undergraduate Degree, Graduate of Crespi Carmelite High School with Presidential Honors Award, 15+ Years of Sports demonstrating deep understanding of the sport, Active member and contributor to Greek Orthodox church community, Various Internship experiences at high tech companies, gaining insights into data

HoopIQ

analysis and business operations, Created the program for the business HOOPIQ,
CO-Owner of HOOPIQ

- Tiktok, Instagram, App Store, Twitter, Gmail
- Encino Facility, Wilson Basketball's, Cloud computing infrastructure, Video streaming capabilities, Mobile app development tools, and communication tools for our basketball app. Email marketing tools and CRM software.