**BUSINESS PLAN**

**Bravery**

**Kids Gym**

**Marcella Eubanks and Danielle Dixon, Owners**

Created on November 18, 2015

**EXECUTIVE SUMMARY**

Bravery Kids Gym, located in Fayetteville, North Carolina, is a therapist owned and operated indoor facility that offers a fun, safe and stimulating learning environment to promote childhood development through play. Bravery Kids Gym is based on four key fundamental aspects of development presented by the Center for Disease Control: communication, social interaction, physical (fine and gross motor), and cognition. Bravery Kids Gym will offer access to specialized therapy inspired equipment including a trampoline, zip line, therapy swings, slides, rock climbing wall, climbing nets, sensory equipment, imaginative play center , arts and crafts/fine motor area, and handicap accessible activities. Bravery Kids Gym will host many special events and special interest classes including music therapy, sensory massage, art and sign language classes, “Parent Night Out”,” Brave Kids Night”, and support group meetings.

Bravery gym caters to all children but is geared towards children with special needs, for example, children with autism or a physical disability. Consideration of the special needs population in a play setting go highly unmet as there are limited activities in the Cumberland County area that are easily accessible to these children. In NC, 62,415 children have a developmental disorder, and 1 out of 58 children are diagnosed with autism, which constitutes a large special needs community. This gym will provide much needed and affordable services for many children and parents in our community who have been searching for venues where their child can have fun, express themselves, and learn with their peers in a comfortable setting.

A retail area within the gym will provide the best selection of handpicked sensory/motor based equipment, educational toys, promotional items and apparel. To enhance a safe and positive experience, weighted vests, helmets, knee and elbow pads, noise reducing headphones, fidget toys, and other adaptive equipment will be available for rent during play, and for purchase.

Increasing awareness and support throughout the community on special needs issues is one of Bravery Kids Gym's top priorities. An information center will serve as a neighborhood resource for general disability education, therapy services, local events, and local businesses. Equipment and activities will be labeled to provide the parent and child better understanding on the desired goal of the exercise and its relation to developmental milestones.

We are requesting $50,000 to open Bravery Kids Gym in Fayetteville NC. The loan will go towards gym equipment, construction, advertising, inventory and other expenses needed to operate. The monthly loan payments will be paid by using profit from the gym’s daily operation. Thanks to love and financial support from our spouses, Danielle and I plan to not earn a salary within the first year of business. Owners’ contribution will total $20,000.

1. **COMPANY DESCRIPTION**
   1. **Mission Statement**

Our mission at Bravery Kids Gym is to provide an opportunity for children of all abilities to gain healthy social interactions, sensory and motor development, and quality time with loved ones.

* 1. **Goals and Objectives**
* Operate a successful and profitable business while providing a valuable service to the community.
* Create and build relationships with educational programs, pediatric therapy clinics, and special needs programs in Fayetteville, Fort Bragg and surrounding areas.
* To become a community resource that will support and promote awareness on developmental disabilities
  1. **Location**

Bravery Kids Gym will be located in a strip mall or similar retail location with easy access and within a high traffic area.

* 1. **Legal Structure**

Bravery Kids Gym will be structured as a Limited Liability Company (LLC). Marcella Eubanks will be 60% owner and Danielle Dixon will be 40% owner.

1. **COMPANY**
   1. **Company Overview**

Bravery Kids Gym is based on the Center for Disease Control principles of developmental milestones: communication, social, physical, and cognitive areas. Bravery Kids Gym will provide unique equipment to develop these milestones in a fun, safe, learning environment. Bravery Kids Gym will offer open play schedule, special interest classes, information on resources within the community, and offer a variety of education and sensory based toys for purchase to continue fun development at home. Bravery Kids Gym is a therapist owned and operated facility.

As Physical Therapist Assistants both owners are licensed to assist in the treatment of individuals of all ages, from newborns to the very oldest, who have medical problems or other health-related conditions that limit their abilities to move and perform functional activities in their daily lives. As PTAs, Marcella and Danielle have an educated eye for developmental needs of customers, and will be able to convert this knowledge into fun purposeful play.

* 1. **Principal Members**

The initial management team will include:

**Marcella Eubanks (60% Owner)**

Licensed Massage Therapist, Physical Therapist Assistant, US Army Veteran

Marcella served for 9 years in the military including three overseas tours to Iraq/Afghanistan. Her occupation as a Logistics Specialist allowed her to be knowledgeable in the management and accountability of over 1000 lines of inventory. Her experience as a Platoon Sergeant has taught her to multitask, be adaptable, and effectively operate in a high stress environment.

Marcella is employed as a Massage Therapist Instructor at Fayetteville Technical Community College, and a Physical Therapist Assistant at Cape Fear Valley Rehabilitation Center. She has over 5 years of experience working with children on the Autism Spectrum and is currently pursuing her Bachelor’s Degree in Psychology at Fayetteville State University. Marcella's spouse will be a financial support during the first years of business.

**Danielle Dixon (40% owner)**

Physical Therapist Assistant

Danielle has over 7 years of experience working with special needs children including knowledge in all associated physical, occupational, and speech therapies. Danielle has held two management positions in the retail and theatre industry. She was responsible for the supervision of six employees to ensure the flow of business operations.

Danielle has 4 years of accounting experience overseeing payment of bills, and funds management with several small business accounts. Danielle's spouse will be a financial support during the first years of business.

1. **PRODUCTS AND SERVICES**

We will offer a selection of play opportunities for our customers from open play time to private parties and special interest classes. Equipment and activities categorized by area of development;

* Physical Development
* Trampoline
* Zip line with crash pad
* Monkey bars
* Rock climbing wall
* Climbing net
* Sensory Equipment
* Therapy Swing
* Squeeze machine
* Slide
* Tunnel
* Ball pit
* Sensory Tent
* Social Development
* Imaginative play
* Kitchen/Grocery/ Tool Bench
* Costumes
* Distorting mirror
* Musical instruments
* Handicap accessible Activity Panel
* Cognitive Development
* Puzzles
* Lego Table
* Arts and Crafts
* Reading Area with Lending/Exchange Library
* Communication
* Social Stories
* Time management
* First and Then Board
* Redirection Assistance
  1. **Open Play - For children infant and up.**
* Open Play Time is offered daily at $10 per child.
* All Day Pass lets guests in and out of the facility ALL DAY for just $15.
* Membership Cards are offered for a 5 or 10 visit discount.
* Bravery 5 card ~ 5 visits for $45
* Bravery 10 card ~ 10 visits for $90
  1. **Special Events/Classes**
* Special Interest Classes- include art, music therapy, sensory massage, and sign language classes.
* $20 per child
* Parent Night Out- child care for up to 3 hours, including snack, and play
* $25 per child
* Brave Kids Night- gym open for only our Brave Kids (children with special needs) and families
* $5 per child
  1. **Private Play Dates/Parties**
* Reserve gym and event room during specified available times (gym closed to public)
* $150 per hour
* event room available for use on first come basis during open play hours
  1. **Retail Area**
* A retail area within the gym will provide the best selection of handpicked sensory/motor based equipment, educational toys, promotional items and apparel.Prices for products will range from $2 to $120
* Sensory integration; noise reduction ear muffs**,** weighted vest, fidget toys
* Oral motor; chewy tubes, whistle
* Fine motor toys; pencil grips, putty, nuts/bolts game, lacing
* Gross motor toys; jump rope, paddle ball
* Educational toys; reading guide, puzzles, handwriting aide, social stories
* Promotional items; t-shirts, bumper stickers, pencils
  1. **Other Services**
* To enhance a safe and positive experience, weighted vests, helmets, knee and elbow pads, noise reducing headphones, fidget toys, and other adaptive equipment will be available for rent during play, and for purchase.
* Support Group Meeting- Host your support group meetings at Bravery while your children play with supervision provided, prices vary by size of group and scheduled time.
* Outside food and drink will be allowed in non-play areas only.
  1. **Hours of Operation**

**Open Play Hours**

* Sunday 12-6
* Tuesday - Wednesday 10-6
* Thursday -Saturday 10-8

**Scheduled Events/Parties/Field Trips**

* Hours of operation are flexible based on needs of customer

1. **MARKET RESEARCH**
   1. **Industry**

According to the Center for Disease Control (CDC), 1 in 68 children have been identified with an Autism Spectrum Disorder: In North Carolina the number is 1 in 58. In 2011 alone, in the state of North Carolina, 62,415 children were diagnosed with a developmental disorder. North Carolina public school exceptional child program has 177,158 children enrolled, as of December 2014. As of 2008 the total number of children enrolled in public schools in North Carolina was 1,458,156. These statistics show approximately 1 in 8 children in public schools have some sort of developmental impairment. There is currently no other facility in Cumberland County, North Carolina that caters to typically developing and special needs children. Developmental disabilities occur across all demographics. Every child, including those with a disability deserves an environment that promotes sensory, cognitive, socialization, communication and motor development.

* 1. **Customers**

The principal market for the services offered by Bravery Kids Gym is proactive parents to any child with special needs and anyone who is seeking purposeful play to foster socialization, communication, physical, and cognitive growth. Our target market will have a wide range of household income, ethnicity, religion, and age.

The median income in Cumberland County, NC is $45,000, with a total population of 326,000, including approximately 40,000 soldiers with families stationed at Ft Bragg.

* 1. **Competitors**

**Competitor 1** – is a 6700 square foot indoor playground located in the northern part of Cumberland County. They offer a two level indoor play structure (covering over 1800 square feet) that has a variety of activities for children such as: a giant 4 person wave slide, rainbow bridges, pyramid obstacles, web net bridges. A place such as this can be very overwhelming to a child with sensory issues. This facility has been developed for the typical child. They only offer special needs nights 1 to 2 times a year.

**Our advantage:** We offer play for typical and special needs, specializing in functional development. Many of our play structures are inclusive and accessible to all children despite their ability

**Competitor 2** –is a facility located in central Cumberland County. They have an indoor bounce house facility that offers bouncing, sliding, and jumping play with an arcade area for kids 12 and younger. This facility has been developed for the typical child. They offer a special needs night once a month.

**Our advantage:** We offer purposeful play for kids of all abilities every day of the week, as well as a Brave Kids night weekly. We will target families with kids of all ages and abilities.

**Competitor 3** – is a facility located in central Cumberland County. They offer structured gymnastics, sports skills, dance, and other events for children 12 and younger. This facility has been developed for the typical child.

**Our advantage:** We will offer special events and classes that will encourage family participation in a setting that will accommodate individual developmental needs.

**Competitor 4** – is a facility located in southern Cumberland County. They are a pediatric therapy clinic based in Fayetteville, NC. They serve children by providing effective treatment services encompassing speech, occupational, physical, and play-based therapy. They offer individualized and comprehensive services in a family and patient friendly environment. This is a medical based center, therefore they charge medical insurance.

**Our advantage:** Our gym will provide parents access to the same, if not more therapy centered equipment without limitations on visits and approval of insurance companies.

* 1. **Competitive Advantage**

Bravery Kids Gym offers purposeful play centered on the principles of childhood developmental milestones: socialization, communication, physical and cognitive strength. The needs of exceptional children go highly unmet in this area as there are limited activities in Cumberland County that are easily accessible to these children. Bravery Kids Gym encourages parent involvement and family interaction during play time. Competitors lack accommodations for children with disabilities, modified class sizes, and education to stimulate improvement at home as well as social settings.

1. **MARKETING & SALES**
   1. **Growth Strategy**

During the initial phase of growth we will focus on developing relationships with the school systems, pediatric therapy clinics, daycare centers, church groups, special education programs, home school community, military programs and the general public to establish a strong customer base.

* 1. **Advertising**

Advertising materials will be distributed to local schools, therapy gyms, autism groups, home-school groups, churches and local businesses through flyers, business cards, handbills, stickers, magnets, and other marketing materials prior to grand opening. Media outlets including online and social media will be utilized. Face to face meetings will be scheduled with community leaders to offer special promotions and gain support.

1. **FINANCIAL PROJECTIONS**

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Retail Initial Stock\*\*\* $5,000

Gym Equipment \* $30,000

Signage $5,000

Office Supplies $1,500

Furniture $3,500

Security Cameras $400

Lease Hold Improvements \*\* $10,000

Advertising $3,000

Insurance $4,000

Business Licenses $1,000

Accounting & Legal $1,000

Security Deposit & Last Month Rent $8,000

Telephone/Internet/Cable $100

Utilities $500

Total $73,000

Owners’ Capital Investment $20,000

\* See Addendum 1

\*\* See Addendum2

\*\*\*See Addendum 3

**Addendum 1**

**Gym Equipment List**

Trampoline

Zip line with crash pad

Interactive Floor

Monkey bars

Rock climbing wall

Climbing net

Therapy Swing

Squeeze machine

Slide

Tunnel

Ball pit

Sensory Tent

Imaginative play props

Kitchen/Grocery/ Tool Bench

Costumes

Distorting mirror

Musical instruments

Handicap accessible Activity Panel

Cognitive Development

Puzzles

Lego Table

Arts and Crafts

Reading Area with Lending/Exchange Library

Social Stories

First and Then Board

Mats (Landing, Covering)

Mirrors

**Addendum 2**

**Lease Hold Improvements**

Will include construction of needed room partitions, beam supports, soft floor installation, climbing wall installation, and mirror installation.

**Addendum 3**

**Retail Initial Stock**

Noise reduction ear muffs

Weighted vest

Fidget toys

Chewy tubes

Whistle

Pencil grips

Putty

Nuts/bolts game

Lacing Board

Jump rope

Paddle ball

Reading guide

Puzzles

Handwriting aide

Social stories

Bravery gear: T-shirts, bumper stickers, pencils