

# || CLUB LIOME

## OVERVIEW

"Liome" inspired by the Icelandic word, 'lio' which translates to 'team.' The foundational idea of Liome represents the importance and value of a team rather than solely the individual. The importance of creating a home. Creating a sense of community and connection with others who share common experiences or walks of life.

Club Liome's vision is to grow and promote long term sustainability while generating valuable relationships with professionals and businesses globally. The genesis of Liome was inspired and created by the player with the player in mind. Club Liome plans to collaborate with Stria Sports & JimSports by creating an affordable, high performance basketball shoe. Reaching a broader audience and attracting an authentic, positive customer experience to reach sales goals will be essential for achieving consistent parallel growth.

## The Objective

Create an affordable, high performance basketball shoe for players at all stages of their career or skill level. Our brand identity and main focus is not only creating a tangible product to enhance a player's ability, but to simultaneously build a network to grow and maintain relationships with other players while providing professional services and opportunities through a constantly adaptive approach to product customer relations. The objective is to not just simply create a basketball shoe, but to connect people and players globally through creating a community.



- Need #1: Production of an affordable, minimalist shoe that can be recognized with the brands core values.
- Need #2: Promotion of Club Liome through creative channels and establishing key individuals to act as brand representatives.
- Need #3: Partner with Stria Sports and JimSports to utilize their resources to create and achieve sales goals while developing new opportunities for consumers and target audience.

## The Opportunity

Club Liome was initiated by Zach Monaghan who saw an opportunity and need for creating a network for basketball players. Having over 7 years of personal experience as an international professional basketball player, Zach saw a lack of comradery for other players to come together and have a platform to connect. The concept of the basketball sneaker is arguably one of the most important resources for a player. Club Liome's direct opportunity is to create a sneaker brand that stands for something more than a tangible product—but rather be a globally recognized as a community.

- Goal #1: Connecting Stria Sports and JimSports to accomplish Liome's brand in the form of a basketball shoe.
- Goal #2: Create a road map to expand Club Liome such as starting a simple yet wide ranging clothing brand or other future endeavors that will compliment the brand.
- Goal #3: Utilizing an initial niche market in Coruna, Spain to get a sample of how the brand is received or can be improved upon. (Using Coruna based on Zach Monaghan playing and living there for the majority of his 7-year playing career.)