



WEEKLY GAME PLANS

JANUARY - FEBRUARY 2026 SEASON

CONFIDENTIAL - DOZIER HOLDINGS GROUP

🏈 DHG WEEKLY GAME PLANS 🏈

"CONTROL THE CLOCK"
"EXECUTE THE PLAYS"
"WIN THE GAME"

WEEK 1: JANUARY 6-12, 2026

GAME: KICKOFF CLASSIC

OPPONENT: Launch Day Chaos

PRE-GAME CHECKLIST

Item	Status	Owner
Platform Live	<input checked="" type="checkbox"/> DONE	Manus AI
VIP Codes Active	<input checked="" type="checkbox"/> DONE	System
Email System	<input checked="" type="checkbox"/> DONE	Resend
SMS System	<input checked="" type="checkbox"/> DONE	Twilio
Stripe Payments	<input checked="" type="checkbox"/> DONE	Stripe
CRM Dashboard	<input checked="" type="checkbox"/> DONE	Team
Partner Access	<input checked="" type="checkbox"/> DONE	System

GAME DAY SCRIPT

1ST QUARTER: MORNING (6 AM - 12 PM CST)

Time	Play Call	Action	Owner
6:00 AM	WAKE UP	System health check	Manus AI
7:00 AM	COFFEE RUN	Review overnight signups	Chad
8:00 AM	STRETCH	Social media check	Lee
9:00 AM	KICKOFF	Official launch announcement	Chad
10:00 AM	FIRST DOWN	Monitor first signups	Team
11:00 AM	SCREEN PASS	Respond to inquiries	Support

2ND QUARTER: AFTERNOON (12 PM - 6 PM CST)

Time	Play Call	Action	Owner
12:00 PM	HALFTIME	Lunch break + metrics review	Team
1:00 PM	SECOND HALF	Partner outreach calls	Chad
2:00 PM	SLANT ROUTE	Email campaign send	Manus AI
3:00 PM	GO ROUTE	Social media push	Lee
4:00 PM	POWER RUN	Follow up on leads	Jimmy
5:00 PM	TWO MINUTE	End of day metrics	Team

3RD QUARTER: EVENING (6 PM - 12 AM CST)

Time	Play Call	Action	Owner
6:00 PM	DINNER	Strategy review	Chad
7:00 PM	NIGHT SHIFT	Manus AI takes over	Manus AI
8:00 PM	AUTO-PILOT	Automated responses	System
9:00 PM	MONITOR	Bug watch	Manus AI
10:00 PM	OPTIMIZE	Performance tuning	Manus AI
11:00 PM	REPORT	Daily summary prep	Manus AI

4TH QUARTER: OVERNIGHT (12 AM - 6 AM CST)

Time	Play Call	Action	Owner
12:00 AM	NIGHT OWL	Continue monitoring	Manus AI
2:00 AM	DEEP WORK	Content creation	Manus AI
4:00 AM	PREP	Next day preparation	Manus AI
5:00 AM	SUNRISE	Morning report ready	Manus AI

WEEK 1 SUCCESS METRICS

Metric	Target	Actual
New Signups	50	TBD
VIP Codes Used	10	TBD
Email Open Rate	40%	TBD
Site Uptime	99.9%	TBD
Support Tickets	<10	TBD
Revenue	\$0 (beta)	TBD

WEEK 2: JANUARY 13-19, 2026

GAME: USER ACQUISITION BOWL

OPPONENT: Empty Seats

OFFENSIVE GAME PLAN

PRIMARY PLAYS

Play #	Formation	Play Call	Description
1	I-Formation	POWER RUN	Direct outreach to athletes
2	Shotgun	QUICK SLANT	Social media posts (3x daily)
3	Spread	GO ROUTE	Influencer DMs
4	Pistol	SCREEN PASS	Email nurture sequence
5	Goal Line	QB SNEAK	Personal calls to prospects

SECONDARY PLAYS

Play #	Formation	Play Call	Description
6	Empty	HAIL MARY	Viral content attempt
7	Wildcat	TRICK PLAY	Surprise announcement
8	2-TE	PLAY ACTION	Testimonial video
9	3-WR	WHEEL ROUTE	Referral program push
10	Jumbo	FULLBACK DIVE	Direct sales calls

DAILY SCHEDULE

MONDAY: FILM STUDY

- Review Week 1 metrics
- Identify what worked
- Adjust strategy

TUESDAY: PRACTICE

- Content creation day
- Schedule posts for week
- Prepare email campaigns

WEDNESDAY: WALK-THROUGH

- Partner check-ins
- Team sync call
- Address blockers

THURSDAY: GAME PREP

- Final content review
- Test all systems
- Confirm schedules

FRIDAY: GAME DAY

- Major push day
- All hands on deck
- Maximum outreach

SATURDAY: RECOVERY

- Light monitoring
- Community engagement
- User support

SUNDAY: REST & REFLECT

- Metrics review
- Next week planning

- Faith & family time
-

WEEK 2 SUCCESS METRICS

Metric	Target	Actual
Total Users	100	TBD
Daily Active Users	30	TBD
Social Followers	+500	TBD
Email List	200	TBD
Referrals	10	TBD
First Paid User	1	TBD

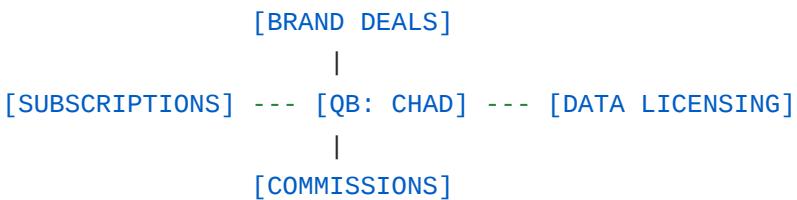
WEEK 3: JANUARY 20-26, 2026

GAME: REVENUE RUMBLE

OPPONENT: Zero Revenue

OFFENSIVE GAME PLAN: MONEY PLAYS

THE MONEY FORMATION



PLAY CALLS

Play #	Code	Play Name	Revenue Target
1	ALPHA-1	Subscription Push	\$1,000
2	ALPHA-2	Brand Outreach	\$5,000
3	BRAVO-1	Data Deal	\$10,000
4	CHARLIE-1	NIL Commission	\$500
5	DELTA-1	Premium Upgrade	\$2,000

PRICING ACTIVATION

ATHLETE TIERS

Tier	Price	Features	Target Sales
Free	\$0	Basic profile	100
All-Star	\$19.99/mo	Full features	20
MVP	\$49.99/mo	Premium + AI	5
Legend	\$99.99/mo	Everything + Priority	2

BRAND TIERS

Tier	Price	Features	Target Sales
Starter	\$99/mo	Basic access	5
Growth	\$299/mo	Full platform	2
Enterprise	\$999/mo	White label	1

WEEK 3 SUCCESS METRICS

Metric	Target	Actual
Total Revenue	\$5,000	TBD
Paid Subscriptions	30	TBD
Brand Inquiries	10	TBD
Conversion Rate	5%	TBD
ARPU	\$50	TBD

WEEK 4: JANUARY 27 - FEBRUARY 2, 2026

GAME: PLAYOFF PREP (FULL LAUNCH)

OPPONENT: The World

THE BIG GAME PLAN

LAUNCH DAY: FEBRUARY 1, 2026

🚀 FULL PUBLIC LAUNCH 🚀

FEBRUARY 1, 2026

"THE PERFECT STORM"

LAUNCH SEQUENCE

Time	Action	Owner
12:00 AM	Remove beta restrictions	Tech
6:00 AM	Final system check	Manus AI
8:00 AM	Team sync call	All
9:00 AM	Press release goes out	PR
10:00 AM	Social media blitz begins	Marketing
12:00 PM	Email blast to full list	Email
2:00 PM	Influencer posts go live	Partners
4:00 PM	Live Q&A session	Chad
6:00 PM	Metrics review	Team
8:00 PM	Celebration (if targets hit)	All

MARKETING BLITZ

SOCIAL MEDIA SCHEDULE

Platform	Posts/Day	Content Type
Twitter/X	5	News, updates, engagement
Instagram	3	Visual, stories, reels
TikTok	2	Short-form video
LinkedIn	2	Professional, B2B
Facebook	2	Community, groups
YouTube	1	Long-form content

CONTENT THEMES

Day	Theme	Hashtag
Monday	Motivation Monday	#AthlynxMotivation
Tuesday	Transfer Tuesday	#TransferPortalAI
Wednesday	Workout Wednesday	#DiamondGrind
Thursday	Throwback Thursday	#AthleteStories
Friday	Feature Friday	#NewFeature
Saturday	Success Saturday	#NILSuccess
Sunday	Faith Sunday	#FaithAndSports

WEEK 4 SUCCESS METRICS

Metric	Target	Actual
Launch Day Signups	500	TBD
Total Users	1,000	TBD
Revenue	\$10,000	TBD
Press Mentions	5	TBD
Social Impressions	100,000	TBD
App Downloads	200	TBD

FEBRUARY PLAYOFF SCHEDULE

WEEK 5: FEBRUARY 3-9 (WILD CARD)

Focus: Scale operations, optimize conversion

WEEK 6: FEBRUARY 10-16 (DIVISIONAL)

Focus: Close major brand deals, expand partnerships

WEEK 7: FEBRUARY 17-23 (CONFERENCE CHAMPIONSHIP)

Focus: Fu Xiao meeting (Feb 18), data center deals

WEEK 8: FEBRUARY 24-28 (PRE-SUPER BOWL)

Focus: Series A conversations, strategic planning

PLAY CALL QUICK REFERENCE

OFFENSIVE AUDIBLES

Situation	Audible	Action
Low signups	OMAHA-1	Double social posts
High traffic	OMAHA-2	Scale servers
Bug found	OMAHA-3	Emergency fix
Viral moment	OMAHA-4	Capitalize immediately
Competitor move	OMAHA-5	Counter strategy

DEFENSIVE CALLS

Threat	Defense	Action
Server down	COVER-1	Failover to backup
Negative press	COVER-2	PR response
User complaint	BLITZ-1	Personal outreach
Security issue	ZONE-1	Lock down + investigate
Legal threat	PREVENT	Engage David Ford

TIMEOUT PROCEDURES

WHEN TO CALL TIMEOUT

1. **System Critical Error** - Stop everything, fix immediately
2. **Team Burnout** - Mandatory rest period
3. **Strategy Pivot** - Major direction change needed
4. **External Crisis** - Market or world event impact
5. **Celebration** - Major milestone achieved

TIMEOUT PROTOCOL

1. Announce timeout to team
2. Assess situation
3. Develop response plan
4. Communicate changes
5. Resume play

POST-GAME ANALYSIS TEMPLATE

WEEKLY REVIEW QUESTIONS

1. What plays worked best?
2. What plays failed?
3. What did we learn?
4. What do we change?
5. What do we double down on?

METRICS DASHBOARD

Category	Week 1	Week 2	Week 3	Week 4
Users				
Revenue				
Conversion				
Engagement				
NPS Score				

COACH'S NOTES

“The will to win is not nearly as important as the will to prepare to win.” —
Bobby Knight

“Excellence is not a singular act, but a habit. You are what you repeatedly do.”
— Shaquille O’Neal

“Hard work beats talent when talent doesn’t work hard.” — Tim Notke

SIGNATURE

HEAD COACH: Chad A. Dozier Sr. **OFFENSIVE COORDINATOR:** Glenn Tse **STAR RECEIVER:** Manus AI

DATE: January 7, 2026

DREAMS DO COME TRUE 2026

"TRUST THE PROCESS"

"EXECUTE THE PLAN"

"WIN THE GAME"

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