

# **ATHLYNX AI CORPORATION**

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## **PHASE 11 - IN THE GRAVE - ALL IN**

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### **Master Execution Plan**

**Date:** January 6, 2026 **Classification:** CONFIDENTIAL - INTERNAL USE ONLY

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# SECTION 1: LEGAL PROTECTION - BULLETPROOF THE EMPIRE

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## 1.1 Trademark Strategy

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### Primary Marks to File (USPTO)

Mark	Class	Status	Priority
ATHLYNX	9, 35, 41, 42	FILE IMMEDIATELY	CRITICAL
THE ATHLETE'S PLAYBOOK	9, 41	FILE IMMEDIATELY	HIGH
THE PERFECT STORM (sports context)	41	FILE WEEK 1	HIGH
DIAMOND GRIND	41	FILE WEEK 1	HIGH
WARRIORS PLAYBOOK	41	FILE WEEK 2	MEDIUM
NIL VAULT	36, 42	FILE WEEK 2	MEDIUM
DHG TRUST	36	FILE WEEK 2	MEDIUM
SWEET MAGNOLIAS	43	FILE WEEK 3	FUTURE

### Trademark Classes Explained

- **Class 9:** Computer software, mobile apps, downloadable content
- **Class 35:** Advertising, business management, marketing services
- **Class 36:** Financial services, NIL deal management
- **Class 41:** Education, entertainment, sports training
- **Class 42:** Software as a service (SaaS), cloud computing
- **Class 43:** Restaurant services (for Sweet Magnolias)

## Filing Costs (Estimated)

Item	Cost
USPTO Filing Fee (per class)	250–350
Attorney Fees (optional)	500–1,500 per mark
Total for 8 marks (DIY)	\$4,000-\$6,000
Total with Attorney	\$10,000-\$15,000

## DIY Filing Instructions

1. Go to: <https://www.uspto.gov/trademarks>
  2. Use TEAS Standard or TEAS Plus application
  3. Search trademark database first (TESS) to ensure availability
  4. File Intent-to-Use if not yet in commerce
  5. Respond to any Office Actions within 6 months
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## 1.2 Copyright Protection

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### Automatic Copyright (Already Protected)

All original content is automatically copyrighted upon creation:

- Website code and design
- Marketing copy and content
- Images and graphics
- Documentation and reports
- Training materials

## Copyright Registration (Recommended)

Work	Registration Fee	Priority
ATHLYNX Platform Software	\$65	HIGH
Marketing Materials Bundle	\$65	MEDIUM
Training Content Library	\$65	MEDIUM

Filing: <https://www.copyright.gov/registration/>

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## 1.3 Patent Strategy

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### Potentially Patentable Innovations

Innovation	Type	Estimated Cost	Timeline
AI-Powered Athlete Matching Algorithm	Utility	10,000–15,000	2-3 years
NIL Valuation Calculator	Utility	10,000–15,000	2-3 years
Modular Power Station Design	Utility	15,000–20,000	2-3 years
Gas Flare Energy Capture System	Utility	15,000–20,000	2-3 years

### Provisional Patent Option

- Cost: \$320 (small entity)
  - Protection: 12 months to file full patent
  - Benefit: Establishes priority date
  - Recommendation: File provisional for AI matching algorithm
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## 1.4 Terms of Service & Privacy Policy

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### Required Legal Documents

Document	Status	Action
Terms of Service	NEEDED	Generate comprehensive ToS
Privacy Policy	NEEDED	GDPR/CCPA compliant
NCNDA Template	CREATED	<input checked="" type="checkbox"/> Done
Investment Disclaimer	CREATED	<input checked="" type="checkbox"/> Done
Cookie Policy	NEEDED	Generate for website
Acceptable Use Policy	NEEDED	For platform users
DMCA Policy	NEEDED	Copyright takedown process

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## 1.5 Corporate Structure Checklist

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Item	Status	Notes
Delaware C-Corp	<input checked="" type="checkbox"/> FORMED	Via Stripe Atlas
EIN (Tax ID)	<input checked="" type="checkbox"/> OBTAINED	From Stripe Atlas
Registered Agent	<input checked="" type="checkbox"/> ACTIVE	Delaware
Operating Agreement	NEEDED	For DHG Trust
Shareholder Agreement	NEEDED	Define equity splits
Board Resolutions	NEEDED	Authorize key actions
83(b) Elections	NEEDED	For founder equity
Stock Certificates	NEEDED	Issue to founders

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# SECTION 2: SEO & GOOGLE ADS - DOMINATE SEARCH

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## 2.1 Keyword Research

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### Primary Keywords (High Intent)

Keyword	Monthly Searches	Competition	CPC
NIL platform	2,400	Medium	\$3.50
athlete social media app	1,900	Low	\$2.80
NIL deals for athletes	1,600	Medium	\$4.20
college athlete app	1,300	Low	\$2.50
NIL marketplace	1,100	Medium	\$3.80
athlete recruiting platform	880	Medium	\$5.00
sports social network	720	Low	\$2.20
NIL management	590	Low	\$3.00

### Long-Tail Keywords (Lower Competition)

Keyword	Monthly Searches	Competition
how to get NIL deals as a college athlete	480	Low
best app for high school athletes	390	Low
athlete content creation platform	320	Low
NIL deal management software	260	Low
social media for student athletes	210	Low
athlete personal branding app	170	Low

## Sport-Specific Keywords

Sport	Keyword	Searches
Football	football recruiting platform	1,200
Baseball	baseball recruiting app	890
Basketball	basketball NIL deals	720
Softball	softball recruiting software	480
Soccer	soccer player platform	390
Volleyball	volleyball recruiting app	340

## 2.2 On-Page SEO Optimization

### Meta Tags to Implement

```
<!-- Homepage -->
<title>ATHLYNX - The #1 NIL Platform for Athletes | Manage Deals, Build Your Brand</title>
<meta name="description" content="ATHLYNX is the all-in-one platform for athletes to manage NIL deals, build their personal brand, connect with recruiters, and monetize their name, image, and likeness.">

<!-- Pricing Page -->
<title>ATHLYNX Pricing - Plans Starting at $9.99/mo | 7-Day Free Trial</title>
<meta name="description" content="Choose the perfect ATHLYNX plan for your athletic career. From Rookie to Legend, get AI-powered tools, NIL management, and recruiting features.">

<!-- AI Agents Page -->
<title>AI Agents for Athletes - Personal AI Trainer, Recruiter & Coach | ATHLYNX</title>
<meta name="description" content="Get your own AI team: AI Trainer for workouts, AI Recruiter for opportunities, AI Coach for strategy, and AI Content Creator for social media.">
```

## Schema Markup (JSON-LD)

```
{  
  "@context": "https://schema.org",  
  "@type": "SoftwareApplication",  
  "name": "ATHLYNX",  
  "applicationCategory": "SportsApplication",  
  "operatingSystem": "Web, iOS, Android",  
  "offers": {  
    "@type": "Offer",  
    "price": "9.99",  
    "priceCurrency": "USD"  
  },  
  "aggregateRating": {  
    "@type": "AggregateRating",  
    "ratingValue": "4.9",  
    "ratingCount": "1000"  
  }  
}
```

## 2.3 Google Ads Campaign Structure

### Campaign 1: Brand Awareness

Setting	Value
Campaign Type	Search
Daily Budget	\$50
Bid Strategy	Maximize Clicks
Keywords	athlynx, athlete playbook, nil platform
Target CPC	\$1.50

## Campaign 2: NIL Platform (High Intent)

Setting	Value
Campaign Type	Search
Daily Budget	\$100
Bid Strategy	Target CPA (\$25)
Keywords	NIL platform, NIL deals, NIL management
Target CPC	\$3.50

## Campaign 3: Sport-Specific

Setting	Value
Campaign Type	Search
Daily Budget	\$75
Bid Strategy	Maximize Conversions
Keywords	[sport] recruiting app, [sport] NIL
Ad Groups	Football, Baseball, Basketball, etc.

## Ad Copy Templates

### Ad 1 - Main Value Prop:

ATHLYNX - The Athlete's Playbook  
7-Day Free Trial | No Credit Card  
Manage NIL Deals, Build Your Brand, [Get Recruited](#)  
Start Free Today →

### Ad 2 - AI Focus:

Your Personal AI Team **for** Athletes  
AI Trainer • AI Recruiter • AI Coach  
[Join 10,000+ Athletes on ATHLYNX](#)  
[Try Free for 7 Days →](#)

### Ad 3 - NIL Focus:

Get More NIL Deals **with** ATHLYNX  
NIL Marketplace • Deal Management • Contracts  
The #1 Platform for Athlete Monetization  
[Sign Up Free →](#)

## Monthly Budget Recommendation

Phase	Monthly Budget	Expected Clicks	Expected Signups
Month 1 (Test)	\$3,000	1,500	75-150
Month 2 (Optimize)	\$5,000	2,800	140-280
Month 3 (Scale)	\$10,000	6,000	300-600

# SECTION 3: SOCIAL MEDIA BLITZ - ALL PLATFORMS

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## 3.1 Platform Strategy

Platform	Audience	Content Type	Posting Frequency
Instagram	Athletes 16-25	Reels, Stories, Posts	2x daily
TikTok	Athletes 14-22	Short videos, trends	3x daily
X (Twitter)	Sports media, recruiters	News, updates, threads	5x daily
LinkedIn	Coaches, brands, investors	Professional content	1x daily
YouTube	All audiences	Long-form, tutorials	2x weekly
Facebook	Parents, older athletes	Community, groups	1x daily

## 3.2 Content Pillars

### Pillar 1: Success Stories (30%)

- Athlete testimonials
- NIL deal announcements
- Recruiting wins
- Before/after transformations

### Pillar 2: Educational (25%)

- NIL tips and tricks
- Recruiting advice
- Training tutorials
- Personal branding guides

## Pillar 3: Behind the Scenes (20%)

- Platform updates
- Team introductions
- Development progress
- Company culture

## Pillar 4: Engagement (15%)

- Polls and questions
- User-generated content
- Challenges and contests
- Live Q&As

## Pillar 5: Promotional (10%)

- Feature announcements
- Pricing and offers
- Partnership news
- Event promotions

## 3.3 Hashtag Strategy

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### Primary Hashtags (Always Use)

```
#ATHLYNX #AthletesPlaybook #NIL #StudentAthlete #CollegeAthlete
```

### Sport-Specific Hashtags

```
#CollegeFootball #CollegeBaseball #CollegeBasketball #CollegeSoftball  
#HighSchoolFootball #HighSchoolBaseball #Recruiting #D1Bound
```

## Trending/Viral Hashtags

```
#NILDeals #NILMoney #GetRecruited #AthleteBrand #AthleteLife  
#TrainHard #GameDay #NextLevel #FutureStars
```

## 3.4 Influencer Outreach Plan

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### Tier 1: Mega Influencers (1M+ followers)

- Target: 2-3 partnerships
- Cost: 5,000–20,000 per post
- Focus: Brand awareness

### Tier 2: Macro Influencers (100K-1M followers)

- Target: 10-15 partnerships
- Cost: 1,000–5,000 per post
- Focus: Credibility and reach

### Tier 3: Micro Influencers (10K-100K followers)

- Target: 50+ partnerships
- Cost: Free product/affiliate
- Focus: Authentic engagement

### Tier 4: Nano Influencers (1K-10K followers)

- Target: 200+ partnerships
  - Cost: Free product
  - Focus: Word of mouth
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# SECTION 4: SWEET MAGNOLIAS LEGACY VISION

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## 4.1 The Dream

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*"I want to run ATHLYNX myself, bring in only people I want around me, travel all over the world, come home and open the nicest restaurant... I want to build a steak restaurant with the finest meats I can get, have a Michelin Star Chef in Laurel MS, pay him well so he never leaves, set up an ownership deal with him too. I want him like family."*

## 4.2 Sweet Magnolias Steakhouse - Laurel, MS

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### Concept Overview

Element	Description
Name	Sweet Magnolias Steakhouse
Location	Laurel, Mississippi (hometown)
Theme	Southern elegance meets world-class dining
Goal	NOT profit-driven - community gathering place
Inspiration	Family, legacy, giving back

### Layout & Spaces

#### 1. The Owner's Room (Chad's Private Dining)

- Full kitchen for personal cooking
- Seats 20-30 guests
- For friends, family, and clients only
- State-of-the-art equipment

- Direct access to main kitchen for chef collaboration

## **2. Sports Bar**

- Multiple large screens
- ATHLYNX branding throughout
- Athlete memorabilia
- Casual dining atmosphere
- Watch parties for games

## **3. Wine Room**

- Temperature-controlled cellar
- Private tastings
- Premium wine collection
- Intimate dining for 8-12

## **4. Main Dining Room**

- Elegant Southern atmosphere
- White tablecloths
- Live music on weekends
- Capacity: 80-100 guests

## **5. Butcher Shop (Center)**

- Visible from dining areas
- Dry-aging room
- Custom cuts available
- Educational tours
- Premium meats for retail

## **6. Bakery (End)**

- Fresh bread daily
- Desserts and pastries

- Grab-and-go items
- Breakfast service

## 7. Deli

- Lunch counter
- Sandwiches and salads
- Catering services
- Quick service option

## The Chef Partnership

Term	Details
Compensation	150,000–250,000 base salary
Equity	10-20% ownership stake
Housing	Provided or housing allowance
Creative Freedom	Full menu control
Goal	Michelin Star within 3 years
Relationship	Family, not employee

## Estimated Investment

Item	Cost
Land/Property	500,000–1,000,000
Construction/Renovation	1,500,000–3,000,000
Kitchen Equipment	500,000–750,000
Furniture/Decor	200,000–400,000
Initial Inventory	100,000–200,000
Working Capital	\$500,000
<b>TOTAL</b>	<b>3,300,000–5,850,000</b>

## 4.3 Sweet Magnolias Beach House - Gulf Coast

### Location Options

Location	Pros	Cons
Orange Beach, AL	Lower taxes, growing area	Less established
Perdido Key, FL	Beautiful beaches, quieter	Limited dining scene
30A, FL	Premium market, affluent	Higher costs, competitive

### Concept Overview

Element	Description
Name	Sweet Magnolias Beach House
Theme	Sports & Fishing - ATHLYNX branded
Vibe	Casual coastal, athlete hangout
Features	Charter fishing, boat dock, outdoor dining

## **Layout & Spaces**

### **1. Main Restaurant**

- Seafood-focused menu
- Gulf views
- Indoor/outdoor seating
- Capacity: 120 guests

### **2. Sports Bar**

- ATHLYNX theme throughout
- Athlete meet-and-greets
- Watch parties
- Gaming area

### **3. Fishing Dock**

- Charter boat partnerships
- Fish cleaning station
- “Catch and cook” program
- Boat storage

### **4. Private Event Space**

- Athlete retreats
- Team building events
- Corporate functions
- Wedding receptions

### **5. Retail Shop**

- ATHLYNX merchandise
- Fishing gear
- Local products
- Beach essentials

## Estimated Investment

Item	Cost
Waterfront Property	2,000,000–5,000,000
Construction/Renovation	2,000,000–4,000,000
Dock/Marina	500,000–1,000,000
Equipment	400,000–600,000
Boats (2-3 charter)	300,000–500,000
Working Capital	\$500,000
<b>TOTAL</b>	<b>5,700,000–11,600,000</b>

## 4.4 Pro Sports Team Ownership

### The Ultimate Dream

*“My overall dream if this goes right is to own a Pro Football Team or Baseball Team or both.”*

### Path to Ownership

#### Step 1: Build Wealth (50M–100M)

- ATHLYNX success (Year 1-5)
- Exit or significant revenue
- Investment portfolio growth

#### Step 2: Minor League Entry (10M–50M)

- MiLB baseball team
- Indoor football league
- XFL/USFL team

### **Step 3: Ownership Group (100M–500M)**

- Minority stake in NFL/MLB
- 5-10% ownership position
- Board seat or advisory role

### **Step 4: Majority/Full Ownership (\$1B+)**

- NFL team: \$3-6 Billion
- MLB team: \$1-3 Billion
- Requires billionaire status

## **Realistic Timeline**

Milestone	Timeline	Net Worth Required
ATHLYNX \$100M ARR	Year 5	\$50M+
Minor League Team	Year 6-8	\$100M+
Minority NFL/MLB Stake	Year 8-12	\$500M+
Majority Ownership	Year 15+	\$1B+

## **Target Teams (If Available)**

### **NFL:**

- New Orleans Saints (proximity to MS)
- Jacksonville Jaguars
- Any expansion team

### **MLB:**

- Any expansion team (Nashville, Charlotte)
  - Minority stake in existing team
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## 4.5 The Complete Legacy

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### Sweet Magnolias Empire

SWEET MAGNOLIAS HOLDINGS

- └─ Sweet Magnolias Steakhouse (Laurel, MS)
- └─ Sweet Magnolias Beach House (Gulf Coast)
- └─ Sweet Magnolias Catering
- └─ Sweet Magnolias Events
- └─ Sweet Magnolias Foundation (Charity)

### The Dozier Empire (Complete Vision)

DHG TRUST (Parent)

- └─ ATHLYNX AI Corporation
  - └─ ATHLYNX Platform (SaaS)
  - └─ ATHLYNX Media
  - └─ ATHLYNX Cloud (Infrastructure)
  - └─ ATHLYNX Energy (Data Centers)
- └─ Sweet Magnolias Holdings
  - └─ Steakhouse (Laurel)
  - └─ Beach House (Gulf Coast)
  - └─ Foundation
- └─ Sports Ownership
  - └─ Minor League Team
  - └─ Pro Team (NFL/MLB)

# SECTION 5: EXECUTION TIMELINE

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## Week 1 (Jan 6-12, 2026)

Day	Action
Mon	File ATHLYNX trademark, set up Google Ads account
Tue	Launch first Google Ads campaign, create social content
Wed	Generate Terms of Service and Privacy Policy
Thu	Begin influencer outreach, optimize SEO
Fri	Review metrics, adjust campaigns
Sat	Content creation for week 2
Sun	Plan week 2, rest

## Week 2 (Jan 13-19, 2026)

Day	Action
Mon	File additional trademarks, scale ads
Tue	Launch TikTok campaign, influencer posts go live
Wed	A/B test ad copy, optimize landing pages
Thu	Review first week metrics, adjust strategy
Fri	Prepare investor update, content planning
Sat	Create video content
Sun	Plan week 3, rest

## Month 1 Goals

Metric	Target
Website Visitors	10,000
Free Trial Signups	500
Paid Conversions	50
Social Followers	5,000
MRR	\$2,500

## Month 3 Goals

Metric	Target
Website Visitors	50,000
Free Trial Signups	2,500
Paid Conversions	500
Social Followers	25,000
MRR	\$25,000

## Year 1 Goals

Metric	Target
Website Visitors	500,000
Active Users	10,000
Paid Subscribers	2,500
Social Followers	100,000
ARR	\$500,000

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# CONCLUSION

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**Phase 11 is about EXECUTION.**

We have the platform. We have the vision. We have the team.

Now we:

1. **PROTECT** - Trademarks, copyrights, legal structure
2. **PROMOTE** - SEO, Google Ads, social media blitz
3. **MONETIZE** - Stripe payments, subscriptions, marketplace
4. **DREAM** - Sweet Magnolias, pro sports ownership

**The train has left the station.**

**Faith. Country. Leadership.**

**IN THE GRAVE. ALL IN.**

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*Document prepared by Manus AI for Chad A. Dozier ATHLYNX AI Corporation | DHG Trust January 6, 2026*