### Key partners

## Sporting Good Retailers

- Product/Service offerings
- Foot Traffic
- Marketing/Ad support
- Employment Opportunities
- Member Experience Diversity

### Personal Trainers

- Athletic Expertise
- Revenue
- Marketing/Ad Support
- Member retention
- Professional Development

### Food Services

- Convenience Dining
- Revenue
- Marketing/Ad Support

### **Event Management Services**

- Event Planning/Coordination
- Professional Expertise
- Revenue
- Marketing/Ad Support
- Member Experience Customization

## Professional Organizations

- Talent Sourcing
- Marketing/Ad Support
- Member retention

### Key activities

- Property Acquisition, Development and Maintenance
- Facilities Marketing and Event Scheduling
- Residence Leasing and Retail Tenant Contracting

## Key resources

#### Land

- Mountainous vicinity
- Proximity to body of water
- Within a city for event organization and participation feasibility

#### Facilities Maintenance

- Landscaping
- Resident Service Clerks
- Emergency Services
- Energy Management

### Key propositions

Walkable fitness-centric community designed to conventiently meet all the needs of all levels of athlete.

Training, shopping, dining networking, relaxing within a 5 minute commute from the residence.

Integrated athletic event venue for competitions/performance and spector comfort/entertainment.

Athletic-specialized commercial strip designed for the outdoor consumer

### Customer relationships

#### Resident Services

- Gear Storage Agreements
- Foodservice Options
- Residence maintenance
- Retail Experiences

## Non-resident Offerings

- Fitness Classes
- Foodservice Options

# Athletic Events/Competitions

- Retail Experiences

## B2C, B2B

#### Online

Channels

- Social Media
- Exclusive Community App
- Website Advertisements

## Third Party Advertising

- Retail Tenants
- Personal Trainers
- Food services
- Event Production Services
- Professional Organizations

# Community Engagement

- Open House Tours
- Local Events/Competitions

### Customer segments

#### Amateur/Professional Athletes

- Residents
- Facility users
- Retail Customers

## Athletic Consumers

- Retail Customers
- Facility users

#### Athletic Trainers

- Retail Customers
- Facility users

#### **Event Production Services**

Facilities users

Mass Market

#### Cost Structure

# Property Acquisition, Development, Maintenance and Management

- Fixed upfront Land Acquisition and Development Cost
- · Variable costs for maintenance for facility quality preservation, facilities utilities (electricity, water) usage

# Marketing/Advertising

Fixed employment costs of sales/marketing team to bring in talent, events and residents

## Events/Operations

· Variable event management personnel, content production services and general event equipment costs

### Food/Waste Services

Variable influx of consumable product for residents/members and services to dispose of waste

## Revenue Streams

# Residence/Retail Leasing

Fixed Monthly Income from residents and retail tenants

# **Event/Membership Sales**

- Variable Income from facilities renting, event registrations, content consumption contracts
- · Variable Income from facilities memberships (day, week, month, annual pass)

#### Resident/Member Services

Variable income of various services provided to members such as food, maintenance, storage, parking, guests