

1.0 Executive Summary

The purpose of this document is to signify an opportunity in *professional athlete consulting* and *professional athlete development*. Increasing awareness and growth potential in the current sports market permits opportunity for an offering of services different from the a-typical sports agency representation. Imagine a service dedicated to getting the athlete to the “ah-ha” moment not solely based on contract fulfillment; ranging from life coaching, image development, relationship building and business strategy.

1.1 What Is This About?

The primary service is advisement and the provision of assistance and guidance in addressing personal, social, even psychological barriers outside of the usual realm of sports representation. Included by not limited to:

- Life Coaching, Mentorship & Life Courses
- Personal Growth & Development Mapping
- Everyday Financial Literacy
- PR/Marketing Campaigning
- Athlete-to-Organization Service

There is an availability to counsel clients in more regards than obtaining contractual employment in sports. Though contractual employment is the foundation of any sports representation service, this is more than a sports agency; more than personalized sports management. If we are going to place a title on it, let's call it “Human Performance Coaching in Professional Sports”.

1.2 Mission Statement

It is the goal to magnify the full potential of each athlete as a person of substance, humanitarianism and true integrity. The bottom line is NOT a number but yet the well-being of the athlete's legacy, moral compass and intellectual property. The rulebook: Experience. The precedence: In every grassroot gym across the country, there is a coach, volunteering their time. There are aspirations that one of their young athletes will be the future “G.O.A.T.”. But what drives them every day is to transform adolescents into well-versed, diverse individuals. That never entirely concludes. There's always continual growth.

1.3 Motivation

Amongst the industry, there's always been the slogan of more than just an athlete. Seemingly how each and every working citizen is more than the profession they chose to provide a living for themselves, their family and fuel for their dreams. *This service is the maturation of the athlete.*

The idea that this is a new discovery is far from true. We can analyze moments in time of professional athletes utilizing their abilities exceptionally beyond an athletic perspective:

“Bill Russell is the only other player-coach who has won the championship, as well as the only player-coach to win multiple championships. In 1966, he took over the Boston Celtics' head coaching duties from Red Auerbach, becoming the first African American head coach in the league.”

“Muhammad Ali's stand against the Vietnam War transcended not only the ring, which he had dominated as the undisputed heavyweight champion of the world, but also the realms of faith and politics.”

“Following Vinnie Johnson's career with the Detroit Pistons, Johnson established Piston Automotive in 1995. The company found success as a supplier for major international automotive companies, particularly Ford Motor Company and General Motors. Johnson serves as the Piston Group's chairman and Chief Executive Officer.”

“During the off-season’s of his playing career, Junior Bridgeman worked and learned the business model of Wendy’s fast food restaurant franchise. After retiring from the NBA, he invested in the franchise and eventually owned over 100 various Wendy’s and Chili’s restaurants. As President and CEO of Bridgeman Foods Inc, in 2017, Bridgeman became a bottler for The Coca-Cola Company.”

2.0 Products and Services

Below is a structure of the services offered.

2.1 Sports Representation

Our primary revenue center will come from consulting services provided to the clients structured as retainer and contract agreements. The two options provide flexibility and extends potential client flow.

Since athletes work schedule is divided into seasons, the significance of a retainer structure is that it can be divided by seasonal needs: Pre-season, Regular season schedule (pre-trade deadline/post-trade deadline), Post-season and Off-season. As well as through injury recovery periods, contract negotiating holdout (CBAs and lockouts) and free agency. The contract structural options can provide longevity and signify further relationship establishment. This structure can be composed along the duration of each individual player contract.

The secondary revenue center can include full client representation; the foundation of securing athletes with employment and contractual agreements for their athletic services. As stated in the executive summary, there are definite intentions to work closely with athletes and companies that produce athlete works among every genre and medium. For each successfully acquired employment contract obtained for a client, we will receive a fee equal to 15% of the face value of the contract.

2.2 Agent Certification Process

In order to provide full client representation, licensing and certification will have to be established amongst every acting partner. Here are the steps to NBPA agent certification:

The window to apply for certification is between August 1 and November 1. The requirements for application are providing a copy of highest diploma received or transcripts in PDF format and a payment in total of \$1,500.00. Along with these requirements are a completed and signed consent and release form, authorization of background investigation, two forms of Government issued Photo ID and completed W9 or W-8BEN form.

The NBPA Certified Agent Examination is administered mid to late-January of the following year. For FIBA certifications, test exceptions/special conditions are administered for Active BAR & NBPA/WNBPA members.

3.0 Market Analysis

3.1 Professional Requirements

For each member of our team, we must obtain NBPA licensing as stated above.

3.2 Economic Climate

This section of the analysis details the economic climate, social outlook, the sports representation industry, the customer profile, and the competition that the business will face as it progresses through its business operations. Currently, the economic market condition in the United States is healthy. The GDP growth rate is expected to fall below the 2% and 3% ideal range. Unemployment is forecast to continue below the natural rate. There isn't too much inflation or deflation. Companies are concerned about uncertainty resulting from the trade war. With strong results from the current CBA agreements (particularly in the National Basketball Association), new entry into this industry is positive.

3.3 Social Outlook

Sports, socially, have elevated to uncharted heights. As the US and International social/digital media outlook continues to increase, the reach of athletes is hitting new levels of significance. More and more, athletes are praised as specialist and experts on many, if not all, social issues, topics, trends and conversations. Information is necessary. Understanding athlete's responsibility is necessary. A good part of the initiative of this service is to provide the athlete with high level education material and consulting on subject matters pertaining to their social, economic and personal impact.

3.4 Industry Analysis

There is a demand. There are 6,500+ businesses that provide business affair services within the US to athletes and entertainers (they are considered to be part of the same industry). The aggregate revenue generated by these people and businesses is in excess of \$4 billion dollars each year. The industry employs approximately 40,000 people and disburses \$2 billion dollars in payrolls. During the last economic census, it was found that the number of businesses operated within this industry has increased at a rate of 28% every five years. However, gross receipts have increased 65% over the same period. This is primarily attributed to the fact that the demand for public relation and its associated services have become exponentially more complicated as the number of new technologies and athletic media have increased.

3.5 Customer Profile

The client for this service and representation will be an athlete that is seeking to expand their personal growth and development, business understanding and awareness and relationship development. Secondly, athletes seeking extended market reach, contract (re)negotiations, etc. The expectation is that clients will be professional athletes among all major sports but initially, primarily basketball.

3.6 Competitive Analysis

Since this service is an amalgam of personnel advisement and athlete contractual services with *Human Performance Coaching* being at the foundation, competition can spread across different industry types. Business counseling is one sector of competition. Human behavioral advisement is another while traditional agency contractual services being the last. The advantage is creating a service structured to focus on the gap in between all.