


Champion Gymnastics and Cheer, LLC



CCC

1 year PD
9.02% to 14.87%

Headquarters	Atlanta, GA	U.S.
Type	Private (Non-PE)	
Employees	<5	
Year Founded	2024	
Website	n/a	
Business	Youth-focused gymnastics and cheer training center.	
Revenues	\$1.0M	

Company Overview

- Company Overview:** Champion Gymnastics and Cheer, LLC is a specialized youth training center offering gymnastics and cheerleading programs in Buckhead, Atlanta.
- Product:** The facility will provides a wide range of programs, from introductory to advanced classes, summer camps, birthday parties, and private sessions, all aimed at developing strength, confidence, and athletic skills in children.
- Customers:** The gym targets families with children aged 12 months to early teens, focusing on preschoolers through 3rd and 4th graders, which comprise the core of their enrollment.
- Ownership:** The business is owned and actively managed by founders Jenn Donnelly and Erica Pope, both seasoned gymnastics coaches committed to personalized, hands-on training.
- Debt Structure:** The venture is entirely self-funded, yet Jenn mentioned that she could bring in investors if needed.
- Other (pros/cons):** The startup nature poses inherent credit risks, with financial stability heavily dependent on achieving ambitious enrollment targets of 400 students within the first year and managing mainly fixed costs, including annual rent of \$134k. The founders’ extensive industry experience and hands-on involvement mitigate some operational risks, but the lack of experience as gym operators, and limited cash reserves heighten their vulnerability to unforeseen disruptions or cash flow fluctuations. Yet, a higher security deposit, and personal guarantee should be good mitigants. PFS indicated \$1.3mn in cash. Owners' made a compelling point about the demand in the area, exceeding the supply. Pricing is in range with competitors.

Financial Snapshot

	#VALUE!	Feb-25 (P)	Feb-26 (P)	Chg
\$ '000s	T12	T12	T12	%
Total Revenue	-	1,005	1,665	65.8%
Gross Profit	-	1,005	1,665	65.8%
Adjusted EBITDA	-	753	1,352	79.6%
Gross Profit Margin	-	100.0%	100.0%	0.0 ppt
EBITDA Margin	-	75.0%	81.2%	6.2 ppt
Net Income	-	753	1,352	79.6%

		Weight	Rating Range		
		10%	6.5	to	7.5

Financial Ratio Benchmarking

# of Benchmarks:	33	Industry Median	Company Metric	Percentile Rank	# of Industry Benchmarks	33
					Company Financials Date	Feb-25 (P)
	Revenue	\$11M	\$1M			
Liquidity	Current Ratio	0.73			Industry Benchmarks - Primary: Leisure Facilities	
	Quick Ratio	0.61				
Leverage	Net Debt / EBITDA	2.28	-	<div></div>		76%
	Debt to Assets	37.3%				
Profitability	EBITDA Margin	15.9%	75.0%	<div></div>	100%	
	ROCE %	6.9%				

Business Risk

Industry Group Risk Profile		Leisure And Sports			20%	4.5	to	6.0
Industry Risk Assessment		KPI Rating	Contribution	Industry Group Description				
Cyclicalty		Moderately high risk	<div></div>					
Competitive Risk		Intermediate risk	<div></div>					
Global Industry		Intermediate risk	<div></div>					
Market Segment Outlook		Stable	<div></div>					
Competitive Position Profile		Business And Consumer Services			50%	5.5	to	7.0
Competitive Position KPIs		KPI Rating	Contribution	Rating Guideline				
Cycle-Tested		>= 2020	<div></div>	No through-the-cycle operating history.				
Market Position		Above Average	<div></div>	Moderate market position with some barriers to entry.				
Scale and Scope		Weak	<div></div>	Lacks scale and diversity, highly dependent on specific markets or services.				
Brand Equity and Reputation		Satisfactory	<div></div>	Average brand with limited ability to command a price premium.				
Business Strategy		Above Average	<div></div>	Mostly consistent strategy with minor areas for improvement.				
Customer & End-Market Diversity		Strong	<div></div>	Diverse customer base; no reliance on specific customers.				
Service Diversity		Above Average	<div></div>	Offers a moderate range of services. Some diversity in customer needs met.				
Expense Structure		Satisfactory	<div></div>	Limited ability to flex staff or inventory. Higher direct labor expense.				
Reinvestment Needs		Strong	<div></div>	Low reinvestment needs to maintain operations.				
Management, Governance, Sponsorship					30%	5.5	to	7.0

Anchor Modifiers

Modifiers			
Revenue Segment	Normalization	<div></div>	< \$5M

Rating Range (Rounded)

3.5 to 4.5