



# BUSINESS PLAN

3/28/2016



## THE FIRM

**ALL IN BASEBALL ACADEMY, LLC** is a professional baseball instructional school dedicated to teaching and training aspiring young players from 4 years old on up through proper technique and mechanics.

## INITIAL BUSINESS FOCUS

Provide an all-encompassing, state of the art training facility where players can work on every aspect of their game from positional mechanics to physical strength, speed and agility as well as the mental approach to this great game we play.

## COMPETITION

There are mainly two facilities that we would be in direct competition with, they are Toms River Sports Academy which is a 5,000 sq. ft. small boutique with limited space and the Ballpark in Farmingdale which has 12,000 sq. ft. but space is separated by supporting beams which prevents holding actual field practice sessions.

## OUR SOLUTION

We will lease a 21,000 Sq. Ft. indoor multi-purpose facility located on Locust Street in Lakewood, NJ. Facility will not have any obstructions so teams can hold live practice sessions. Batting cages will be in a separate area to maximize rental space while maximizing our revenue stream. Facility can host not only baseball teams, both amateur and professional, but also softball, football, soccer and LAX teams as well.

## VALUE PROPOSITION

Knowledge, Experience, Brand. Management team has over 40 years' experience teaching, training and playing this great game at a high level. Coach Scott also has over 30 years' experience in the Financial Industry to bring to the plate. We will never be outworked and we will provide an experience that will keep our clients coming back for years to come. The client experience will be second to none.

## INVESTMENT OPPORTUNITY

**ALL IN BASEBALL ACADEMY, LLC.** is seeking:

- Financial partner(s) to provide capital infusion in exchange for equity position to fund start-up of brick and mortar facility including capital purchase of indoor turf flooring, batting cage netting, additional weight room equipment and other training apparatus. Additional funds to be used for cash flow.

## FINANCIAL PROJECTION:

	2017	2018	2019	2020	2021
REVENUE - 50% CAPACITY	\$781,611	\$ 859,772	\$ 945,749	\$ 1,021,408	\$ 1,103,121
PAYROLL	\$38,400	\$ 80,000	\$ 100,000	\$ 125,000	\$ 150,000
OCCUPANCY	\$204,750	\$ 204,750	\$ 204,750	\$ 204,750	\$ 204,750
UTILITIES	\$14,400	\$ 16,000	\$ 16,000	\$ 20,000	\$ 20,000
CABLE & PHONE	\$3,600	\$ 4,000	\$ 4,000	\$ 4,500	\$ 4,500
INSURANCE	\$3,000	\$ 3,250	\$ 3,250	\$ 3,500	\$ 3,500
TOTAL EXPENDITURES	\$264,150	\$ 308,000	\$ 328,000	\$ 357,750	\$ 382,750
NET INFLOW/(OUTFLOW)	\$517,461	\$ 551,772	\$ 617,749	\$ 663,658	\$ 720,371

## COMPANY PROFILE

URL:

[www.allinbaseballacademy.com](http://www.allinbaseballacademy.com)

Industry: Sports/Entertainment

Employees: 4

Founded: 4/4/2011

## CONTACT

Coach Scott Rossiter

(732) 742 - 0153

scott@allinbaseballacademy.com

## FINANCIAL INFORMATION

Growth/Expansion: SERIES "A"

Founders Capital: \$175,000

Capital Seeking: \$150,000

## MANAGEMENT

Scott Rossiter, President

Tyler Rossiter, Vice President

### OUR ASK:

Youth Sports is a \$5 billion a year industry. Each year, parents are spending thousands of dollars and as much as 10.5% of their gross income on their children to have them participate on athletic teams. Along with that, these parents pay for camps, clinics, equipment, indoor practice facilities and private lessons. This does not even include expenses relating to travel. I have already lived out this scenario as we spent on average, \$12,000 per year on our two children. No parent wants their child left behind and they want the best for them. They have to keep up with the Joneses to give their child every opportunity to play in college and get the scholarship of their dreams. Right or wrong, those are the facts. Youth athletics and sports is a huge industry that will just continue to get bigger and bigger as families continue to have more children. Attendance and revenue at the Little League World Series, College World Series, Minor League baseball stadiums and Major League Baseball (MLB) continue to soar. This is a great thing as the state of our game is in a continuous growth mode.

We have been operating in the Youth Sports Industry, as an organization, for the past five years and look to capture more of the market. **ALL IN BASEBALL ACADEMY, LLC** has reached the phase in its business cycle where we are required to expand. We are seeking \$150,000 for an equity stake in our company. These funds will be used for startup cost to purchase batting cage netting systems, to purchase and install field turf in the facility as well as additional cost for balls, protective screens, building and interior signage, office furniture, flooring for the gym area and additional gym equipment. We already have \$11,000 worth of gym equipment that is just waiting to be used at our facility.

Our doors will open in January 2017, with a five to seven year lease with option to purchase and we have attached our financial proforma to illustrate our forecast for anticipated expenses and revenue. Opening the doors in January is peak season due to the weather and so many players and teams looking to rent space indoors. This is truly the optimum time to launch our venture.

Investor will have the option to be included in purchase of building, if applicable, at a continued 25% equity stake in the business. If not, investor can walk away from their equity stake in the business at this time.

### **MISSION STATEMENT:**

We will stop at nothing to become the premier provider of baseball training to the amateur youth in our geographical area. We are a client service provider that will make each and every player/family feel welcomed when they walk through our doors. When they leave our establishment, they will feel like they just had a special experience and want to continue coming back. We strive to deliver a brand that our clients will be proud of and will feel compelled to speak highly of us. Our employees will be friendly and helpful, our facility will be warm, inviting and clean and our training will be top notch. Our passion for our brand and what we offer to the public will be unmatched. We will forge ahead in becoming even more educated on the latest technology and training methods as we strive to develop our clients/players into the athlete they should be.

### **ALL IN BASEBALL ACADEMY, LLC:**

**ALL IN BASEBALL ACADEMY, LLC** is a professional baseball instructional school dedicated to teaching and training aspiring young players from the age of 4 on up. We are a full service baseball training facility where players can go and work on all aspects of their game. Our proposed site will feature batting cages for individual and team use, private lessons, turf field usage to work on fielding drills, mounds for pitchers to throw bullpens and get private lessons, a weight room to work on strength training and a speed and agility area with instructed classes. Players today need the latest and greatest technology and equipment to compete at a very high level. In addition to our current staff of highly trained instructors, we will bring in other professional and ex-professional players to offer advice and training as well. Our facility will cater to individuals and teams alike. We will also have a “party room” to hold baseball themed birthday parties for the younger age group which is an area that we want to attract to the organization. The younger we can get players, the better off they will be as they will be trained the right way at a very early age thus minimizing bad habits. Most kids out west and down south are placed into baseball academies at five years old and that is the true reason why they are more successful and advanced than the kids from the east. Our mission is to change that. Our goal is to focus on the fundamentals of the game through our extensive knowledge and experience. In order for a player to reach his true potential, he must have the proper foundation. Once that is created, the player can then perform with incredible confidence and be able to compete at a higher level.

**ALL IN BASEBALL ACADEMY, LLC** has been in existence for 5 years and the organization was started out of our garage with one client. We have had tremendous growth and have trained hundreds of players seeking assistance to enhance their game. The organization quickly developed due to the quality of the lessons we provided and the results that the players achieved. All through word of mouth. With a stellar reputation within the industry, our next step was to start putting our students together and develop teams that would represent our brand. Hence, the **NJ EXPLOSION** Travel teams were formed. We started with one team and have now built the **NJ EXPLOSION** brand into six competitive teams from ages 11 through 16, two of which are nationally ranked and recognized. Our oldest teams play in elite showcase and invitational tournaments around the country and those teams now have players that are receiving interest from college recruiters. They are definitely not the same players we put on the field when we first started. These boys have listened, learned and executed and have worked harder than they ever had. We are proud of how far they have come as their development has been incredible. For an organization to come out of nowhere and obtain national recognition over a three year span is absolutely amazing. Our philosophy has always been to teach these players the right way to play but also to teach life lessons for when they are outside the lines of the field. Our players must maintain at least a “B” average in school or they are not allowed to participate in practice or games until we see progress in their work. We actually meet with the parents three times during the school year to discuss academic progress, issues and concerns. We are blessed with at least five players that will attend Ivy League schools and three may earn athletic scholarships to play baseball at those schools.

Our goal is to take our team total up to 12 teams ranging from age 8 to 17 over the next three years. We need to bring kids into the organization at a young age so that they do not develop bad habits that cannot be overcome in the future. Many parents want to try to teach their child but don’t have the experience and knowledge to do so and hinders the child’s growth. We believe that the younger we get a child into the organization, the better they will be. We also want the families to have a home and not have to find a new organization year after year because that team is no longer in existence or they do not have a team for that child’s age group. When a player consistently hears one voice, his growth is more rapid because he can continue to work on his mechanics through repetition and drills. When a player hears too many



voices telling him to do things several different ways, it leads to frustration and the fun is gone. So is the child's development. Our team players train and play all year and are on a one year contract. Our problem has always been that we have to find indoor facility space to train them during the year and especially during the winter months. Facility cost is added into the player's contract but without our own facility, we cannot get the proper amount of training needed. With our own facility, we would increase tuition which will allow our players access to train at our facility all year. This is a distinct advantage that we would hold over our competitors and would create an edge where we could attract more and even better players thus allowing us to increase the number of teams we currently have. From a recruiting perspective, we have missed the boat on attracting the elite players. I have spoken to numerous players/parents and they love the organization and training we provide, but the common theme on why they choose another organization is because they have a facility that their son can go to all the time. Another issue for us currently is that we do not have the proper space to hold tryouts for our teams. We usually have to go to a public place and we are never assured of the space being available. With our new facility, we can bring potential players into the facility and give them a firsthand look at where our players train. Even if a player did not come on board, we have a chance that that player may train there because the facility is top notch and has everything needed for them to be successful.

In 5 years, we have had tremendous growth and created a brand that is well liked by players, parents, other coaches, organizations and umpires. As the next part of the business cycle, **ALL IN BASEBALL ACADEMY, LLC** and the **NJ EXPLOSION** need to expand in order to stay in business. Without expansion at this point, we would become stagnant and become just like everyone else on the local scene. We are ready and bursting at the seams to take our brand to a whole new level. The only thing holding us back from greatness is the lack of a facility which creates credibility. This is an existing organization with real leadership and clients. We now need to bring our brand to meet more of the public. This combination of what we've already built and the potential to attract more clients, is a winning combination. We are not starting from square one. It is time to unleash the **ALL IN BASEBALL ACADEMY, LLC** and **NJ EXPLOSION** brand to the public in a big way. It is time to compete on a larger scale. Our slogan says it all; ***"YOU'RE EITHER ALL IN OR YOU'RE OUT"***.

I absolutely love the following testimonial from a 17u player outside our organization that is now looking to join us as part of my recruiting efforts. Chris L. goes on to say, *"Coach, I've had the opportunity in the past to play in tournaments and see the professionalism demonstrated by the **NJ EXPLOSION**. It is a great and highly respected club team"*.

### **SUCCESSION PLAN:**

Scott Rossiter is the owner of **ALL IN BASEBALL ACADEMY, LLC** and the **NJ EXPLOSION**. He is the face of the organization. Coach Scott is 55 years old, married to Suzanne and has two children, a young man, Tyler, who is 22 years old and a beautiful daughter, Morgan, who just turned 19. With over 45 years in the business, from Little League record holder for no hitters in one year to high school phenom where he lead the country in ERA and most shutouts, to getting drafted by the Detroit Tigers out of High School to working out with the NY Mets, to coaching, conducting private and group lessons, serving as Director of Baseball Operations for Sports Zone Facility, to running his own very successful program, his record speaks for itself. *“Had it not been for a career ending injury, there is no doubt that Scott would have made it to the show”*. That is a direct quote from the Director of Scouting for the Detroit Tigers in the lawsuit that followed Scott’s injury.

Scott Rossiter left a solid career in the Financial Services Industry at the request of his wife, Suzanne. She had the foresight to know that her husband was not truly happy with the work he was doing. Suzanne knew that Scott’s passion was to give back to our youth. He has tremendous experience and knowledge in the world of baseball and the passion to teach and train kids. Coach Scott has built an organization from one client into where we are today. A successful teaching and training baseball organization with hundreds of clients and six travel teams with seventy two players. Coach Scott is a master at recruiting players into the organization and once they are here, we retain 82% of them. His passion for these players is unmatched and he wants his legacy to be that he was a coach that genuinely cared for his players and trained them to be their best. Along the way, he has trained several players that have gone on to the professional ranks as well as a dozen that now play in college.

Right on Coach Scott’s coat tails is his son Tyler, who was a national ranked player and received a couple of scholarship offers prior to getting injured himself. Coach Tyler has been trained by his father and is learning how to bring that knowledge and experience to his players. Coach Tyler loves teaching kids about the game and is going to school to major in Communications. He wants to use those skills to enhance his ability to teach at an even higher level. Additionally, Tyler is going to start a course to become a Certified Personal Trainer. Coach Scott is also teaching his son the business side of the organization so that he can potentially take over once Coach Scott finally hangs up his spikes on his 80<sup>th</sup> birthday.

### HOW WE CURRENTLY MAKE MONEY:

**ALL IN BASEBALL ACADEMY, LLC** has shown a profit since its second year in operation and has been profitable ever since. Our income is derived from the tuition from our **NJ EXPLOSION** travel teams and by performing private lessons for students. The makeup of the revenue is that 91% of the income is derived from **NJ EXPLOSION** player tuition and the remaining 9% coming from private lessons. Management and coaches have been paid and will continue to be paid by these same annual contracts of our players. We will not have to be paid a penny from our new facility. The new facility will not incur any of these payroll costs. Coaches will now have more opportunity to dramatically increase their income by increasing the number of private and group lessons they perform. No more, will they have to scramble to find a place to give these lessons as they will have their own facility. The facility will not incur any additional costs for these lessons. Quite the opposite will occur, as a one hour lesson will cost \$85 to the client and our coach will receive \$40 and the facility will take in the remaining \$45. In essence, the coach is paid on commission. They are income producing consultants that will receive 1099's at year end. In the current environment, the coach would make his portion and we would have to pay an outside facility for the rental time. We are throwing away money just because we have to pay for space that is not ours. At other times, we provide these lessons outside and we are at the mercy of the weather. If it rains, we cannot hold the lesson. Also, being on the east coast, we cannot provide lessons outside during the winter. I want our coaches to make extra money and I also don't want to pay someone else to rent their facility. We want others to rent our facility. In addition, we do not have credibility when we are flying by the seat of our pants and give lessons all over the place. There is no consistency and clients do not like that. There is also never any consistency in the time of the lesson as we never know where the lesson will be held.

In addition to our current income, we will increase the cost of tuition for our current team players. The added cost allows them to work out at our facility whenever they want. They have been wanting this for a long time and now is the time to provide them with this luxury. Currently, our players would have to go to other facilities to rent batting cages or pitching mounds. They are accustomed to spending the money anyway. Tuition would be increased by \$50 per month which gives the players unlimited access to training, based on space availability. They are currently spending on average \$100 per month for two cage rentals and access to a gym for the older players and \$90 for the younger players as they do not go to a gym to strength train. Some also spend extra money on speed and agility classes which is something we will do for an added cost. With the increase in tuition, approximately half of our proposed monthly rent will be paid for as we increase the number of teams to twelve. The beauty behind it all is that we don't incur any added expense.

There is a tremendous difference in our structure compared to most starting up a similar business. We already have our core client base and our income is derived from that source and will continue to do so as that revenue flows to the bottom line of **ALL IN BASEBALL ACADEMY, LLC**. With the new facility, we can now scale the business and open our brand up to the public, increase the number of teams that we run, provide more lessons and create credibility, continued growth and expansion. We can also rent our turf field to teams from other sports such as, soccer, football, field hockey, softball and LAX. These athletic teams also via for time on fields and pay handsomely for private indoor space.



### **DRUMMING UP BUSINESS PRIOR TO DOORS OPEN:**

Prior to our doors being opened in January, we will be extremely busy drumming up business and creating interest. We have email access to over 80 coaches in the area that run travel teams that will be seeking space for their teams to train during the winter months. We will also approach the 12 local high school coaches to make them aware of the space available for their teams. It has become common practice for high schools to push their players to train during the winter and prior to school tryouts in March.

We will also start to sell advertising space within the facility and add links and banners on our website, [www.allinbaseballacademy.com](http://www.allinbaseballacademy.com) to local businesses and colleges such as Rutgers, Rider, Kean, etc. In addition to our team players spreading the word, we will put up flyers at local establishments and ball fields to create interest, as well as utilize our email distribution list of over 300 players. We will also place free ads on NJ.COM and INFO SPORTS which reach over 250,000 potential players. We currently use this free ad space to recruit players and promote team tryouts with impressive success. We will promote our business through Groupon to sell discounted pre-sale annual contracts which could potentially bring in high dollar volumes prior to our doors opening.

We have many families/parents that are very loyal to the organization and they will utilize their contacts on social media, such as; Facebook, Twitter and Instagram.

Our goal is to have our facility booked for the first 3 months before we hold our grand opening. We will schedule team practice sessions, both for high schools and local travel teams, have our junior leagues ready to go and hold pre-registration for our January College Showcase. We have also set a goal to obtain 20 annual memberships prior to January 1, 2017. That alone will bring in revenue of \$15,000.

Our aggressive marketing campaign will assure us that we get off on the right foot and drive us to success from day one. Our current group of families that are **ALL IN BASEBALL ACADEMY, LLC** will be very excited and enthusiastic about assisting us to make sure they have a place they can call home.

# *A LITTLE BIT MORE ABOUT SCOTT ROSSITER*

- **NOT MATERIALISTIC**

- ALREADY HAVE OUR HOME AND NOT INTERESTED IN ANYTHING BIGGER.
- DON'T NEED BIG, FANCY CARS.
- FAMILY IS EVERYTHING.
- HAVE SIMPLE WANTS AND NEEDS.
- WOULD RATHER HAVE A NICE VACATION WITH WIFE AND FAMILY.
- WANT MY WIFE AND KIDS TAKEN CARE OF WHEN I'M GONE.

- **PROFESSIONAL, TRUST WORTHY, HONEST AND PASSIONATE**

- SCOTT WAS A VERY HIGHLY RANKED AMATEUR BASEBALL PLAYER AT ST. PETER'S PREP IN JERSEY CITY, NJ AND WAS DRAFTED BY THE DETROIT TIGERS IN 1978. AFTER AN INJURY, PRIOR TO THAT DRAFT, SCOTT WENT ON TO PITCH FOR ST. PETER'S UNIVERSITY AND DID A REHAB STINT WITH THE NY METS. THE INJURY TO SCOTT'S ARM ULTIMATELY CUT SHORT HIS CAREER.
- AFTER GRADUATING COLLEGE, SCOTT WENT ON TO WORK ON WALL STREET AND SPENT OVER 30 YEARS IN THE FINANCIAL SERVICES INDUSTRY.
- SCOTT HAS ALWAYS BEEN AN HONEST PERSON AND TRUST WORTHY PERSON. HE LEARNED AND WAS SHAPED BY SUCH MAJOR COMPANIES AS MERRILL LYNCH, NATIONAL WESTMINSTER BANK, FIRST UNION BANK, BANK OF AMERICA AND PNC BANK.
- ALTHOUGH SCOTT WORKED IN THE CORPORATE WORLD FOR ALL THOSE YEARS, HE NEVER LET GO OF HIS TRUE PASSION, BASEBALL. HE TAUGHT YOUNG, ASPIRING PLAYERS ON A PART TIME BASIS. HE KEPT UP ON THE LATEST AND GREATEST TECHNIQUES ON HOW TO IMPROVE MECHANICS, HOW TO GET BIGGER AND STRONGER AND HOW TO TRAIN THE WAY THE PROFESSIONALS TRAIN.
- SCOTT POSSESSES INCREDIBLE KNOWLEDGE AND EXPERIENCE AND HIS TRUE PASSION IN LIFE IS THE GAME OF BASEBALL AND TEACHING IT TO WHOMEVER WANTS TO LEARN.

# *WHAT WILL MAKE ALL IN BASEBALL ACADEMY DIFFERENT FROM OUR COMPETITORS?*

- HOSTING INDOOR LEAGUES WITH ACTUAL GAMES FOR AGES 5 TO 7. (THERE ARE ONLY TWO OTHER FACILITIES THAT HAVE THE SPACE TO DO THIS. NONE ARE IN OUR AREA.)
- ALL YEAR VELOCITY TRAINING CLASSES. CURRENTLY ONLY OFFERED DURING THE WINTER.
- FULL 60/90 FT. FIELD FOR OLDER PLAYERS AND TEAMS. CAN HOLD ACTUAL LIVE PRACTICE SESSIONS.
- 4 FIELDING QUADRONS FOR RENT FOR TEAM DRILLS AND FIELDING EXERCISES. MOST FACILITIES ONLY HAVE 2.
- BATTING CAGES SEPARATE FROM FIELDING AREA. BETTER UTILIZATION OF SPACE TO MAXIMIZE RENTALS AND PROFITS.
- PRO SHOP WITH NJ EXPLOSION AND ALL IN BASEBALL ACADEMY APPAREL. WHAT A GREAT WAY TO CREATE BRAND AWARENESS.
- BIGGER AND BETTER WEIGHT ROOM THAN ANY COMPETITOR.
- STATE OF THE ART SPEED, AGILITY AND STRENGTH TRAINING PROGRAMS WITH SPECIFIC FOCUS ON LOWER BODY STRENGTH, FLEXIBILITY AND MOBILITY.
- UTILIZE OUR CONTACTS WITH THE PHILADELPHIA PHILLIES CLASS "A" AFFILIATE LAKEWOOD BLUE CLAWS TO HAVE THEIR PLAYERS TRAIN AND TEACH AT OUR ACADEMY. ALSO, HOLD PUBLICITY EVENTS IN CONJUNCTION WITH BLUE CLAWS. I.E. MEET AND GREET THE PLAYERS, AUTOGRAPH SIGNINGS, ETC..
- FREE BLUE CLAWS GAME TICKETS WITH ANNUAL MEMBERSHIPS TO OUR FACILITY.
- PREMIER LOCATION AND FACILITY FOR COLLEGE AND PRO SHOWCASES.
- PROVIDE PLAYERS WITH MEASUREABLE RESULTS AND FEEDBACK THROUGH THE USE OF TECHNOLOGY. I.E. RADAR GUNS, VIDEO TAPED SESSIONS, VIDEO ANALYSIS, ETC..
- TOP QUALITY INSTRUCTORS, TRAINERS AND COACHES.
- ACCESS TO PHYSICAL THERAPY PROFESSIONALS, NUTRITIONISTS, CHIROPRACTORS AND CERTIFIED PERSONAL TRAINERS.
- IN ADDITION TO EVERYTHING WE OFFER FOR BASEBALL PLAYERS, WE WILL OFFER THE SAME MENU TO ASPIRING GIRLS SOFTBALL PLAYERS AND TEAMS.

## *PROFIT UTILIZATION*

- A LARGE MAJORITY OF SCOTT'S ANNUAL PROFITS WILL EITHER BE REINVESTED BACK INTO THE BUSINESS FOR CAPITAL PURCHASES, BE USED FOR ADDITIONAL CASH FLOW AND/OR INVESTED.
- OUR LONG TERM GOAL IS TO PURCHASE OUR OWN BUILDING FOR OUR ACADEMY.
- OUR STRATEGY IS TO OWN THE REAL ESTATE AND BRICK AND MORTAR WHICH HOUSES OUR FACILITY TO DECREASE FUTURE EXPENSES WHILE INCREASING OUR OVERALL NET WORTH AND PROFITABILITY.
- OUR GOAL TO MAKE THIS PURCHASE WILL BE IN 5 TO 7 YEARS FROM JANUARY 2017.

## *WHY START A FACILITY NOW?*

- WE HAVE BEEN IN BUSINESS FOR 5 YEARS AND THIS IS THE NEXT PHASE IN OUR BUSINESS CYCLE. WE NEED TO EXPAND AND TAKE THE ORGANIZATION TO THE NEXT LEVEL OR BECOME STAGNANT. WE HAVE TO TURN PLAYERS AWAY FOR LESSONS AND WE LOSE A LOT OF POTENTIAL PLAYERS TO JOIN OUR TEAMS DUE TO LACK OF CAPACITY AND A FACILITY TO TRAIN IN.
- I HAVE A BURNING DESIRE TO COMPLETE MY MISSION TO BUILD, DEVELOP AND SUCCESSFULLY GROW THE BUSINESS I STARTED FROM NOTHING. I NEED TO FINISH WHAT I STARTED EVER SINCE I WAS 7 YEARS OLD. THAT IS TO BE THE BEST IN BASEBALL. I NEED TO GIVE BACK AND PROVIDE TODAY'S PLAYERS WITH THE BEST FACILITY AND TRAINING IN THE STATE. I WANT THESE KIDS TO REALIZE THEIR GOALS AND DREAMS.
- I WANT TO LEAVE A LEGACY THAT I CARED AN INCREDIBLE AMOUNT ABOUT THESE PLAYERS AND THAT THEY WERE TRAINED THE RIGHT WAY. THAT I GAVE EVERY OUNCE OF WHAT I HAD TO HELP THEM TO BE SUCCESSFUL. WHEN I DO THAT, THEN I WILL CONSIDER MY LIFE A SUCCESS.
- MONETARILY, WE WILL BE PROFITABLE IF WE ARE SERIOUS, DEDICATED, DRIVEN AND OFFER A SUPERIOR PRODUCT AND FACILITY.
- I WANT OUR PLAYERS TO GET THE SAME RECOGNITION THAT THE KIDS FROM DOWN SOUTH AND OUT WEST GET. IT IS TIME FOR THE EAST COAST KIDS TO GET THE TRAINING THEY NEED TO OBTAIN THE HIGH LEVEL SCHOLARSHIPS AND PRO CONTRACTS.
- WE WILL MAKE A DIFFERENCE IN A VERY BIG WAY. THIS IS MY LIFE, THIS IS MY DREAM, THIS IS THE REASON WHY I EXIST. NO ONE WILL OUT WORK ME OR MY STAFF.
- AN INJURY CUT MY PROMISING CAREER SHORT. NOW I HAVE THE OPPORTUNITY TO HELP OTHERS EXTEND THEIRS.
- EXPERIENCE, KNOWLEDGE, PASSION AND EXECUTION. THESE ARE THE TRAITS I BRING WITH ME AND THESE ARE THE TRAITS THAT WILL CATAPULT ALL IN BASEBALL ACADEMY TO BE THE BEST BASEBALL TRAINING FACILITY IN THE STATE OF NJ.

### **NJ EXPLOSION CASH FLOW TO ALL IN BASEBALL ACADEMY**

# OF TEAMS	# OF PLAYERS	ANNUAL REVENUE	MONTHLY REVENUE
6	72	\$61,200	\$5,100
7	84	\$71,400	\$5,950
8	96	\$81,600	\$6,800
9	108	\$91,800	\$7,650
10	120	\$102,000	\$8,500
11	132	\$112,200	\$9,350
12	144	\$122,400	\$10,200
13	156	\$132,600	\$11,050
14	168	\$142,800	\$11,900
15	180	\$153,000	\$12,750
16	192	\$163,200	\$13,600
17	204	\$173,400	\$14,450
18	216	\$183,600	\$15,300

**FACTS: \$850 PER PLAYER AND 12 PLAYERS PER TEAM**



# *ADDITIONAL FUTURE REVENUE STREAMS*

- INSTRUCTIONAL TRAINING VIDEO'S FOR PUBLIC CONSUMPTION.
  - TO INCLUDE;
    - PITCHING MECHANICS
    - PITCHING VELOCITY
    - FIELDING YOUR POSITION LIKE A PRO
    - HITTING MECHANICS
    - STRENGTH TRAINING FOR BASEBALL PLAYERS
- PROFESSIONAL PLAYER VIDEO ANALYSIS. CHARGE TO ANALYZE A PLAYERS MECHANICS THROUGH CUSTOMER SUPPLIED VIDEO OF PLAYER. THIS WILL BE COMPLETED THROUGH OUR ALREADY OWNED VIDEO SOFTWARE.
- INCREASE EXPOSURE AND PENETRATION TO SOFTBALL SIDE OF BUSINESS.
- EXPLORE POSSIBILITY TO PURCHASE OUTDOOR FIELDS WHERE WE CAN HOLD OUR OWN LEAGUES AND TOURNAMENTS AS WELL AS OUTDOOR SHOWCASES. (DIAMOND NATION IS VALUED AT APPROXIMATELY \$25M)
- EXPLORE POSSIBILITY OF FRANCHISING OUR BRAND.
- EXPLORE POSSIBILITY OF TRAINING HANDICAPPED CHILDREN.
- CREATE RECRUITING WEBSITE FOR COLLEGE RECRUITERS AND PROFESSIONAL SCOUTS TO REVIEW OUR DATABASE. THIS DATABASE WILL BE EXCLUSIVE TO OUR CLIENTS ONLY.
- HOLD SEMINARS WITH VERY HIGH LEVEL PROFESSIONAL PLAYERS, MANAGERS, COACHES. THESE WOULD BE PAY TO ATTEND EVENTS.
- INCREASE COST OF ADVERTISING WITHIN THE FACILITY AS WE BECOME MORE PROFITABLE AND ATTRACT LARGER AND MORE INFLUENTIAL COMPANIES.

## THE FACILITY

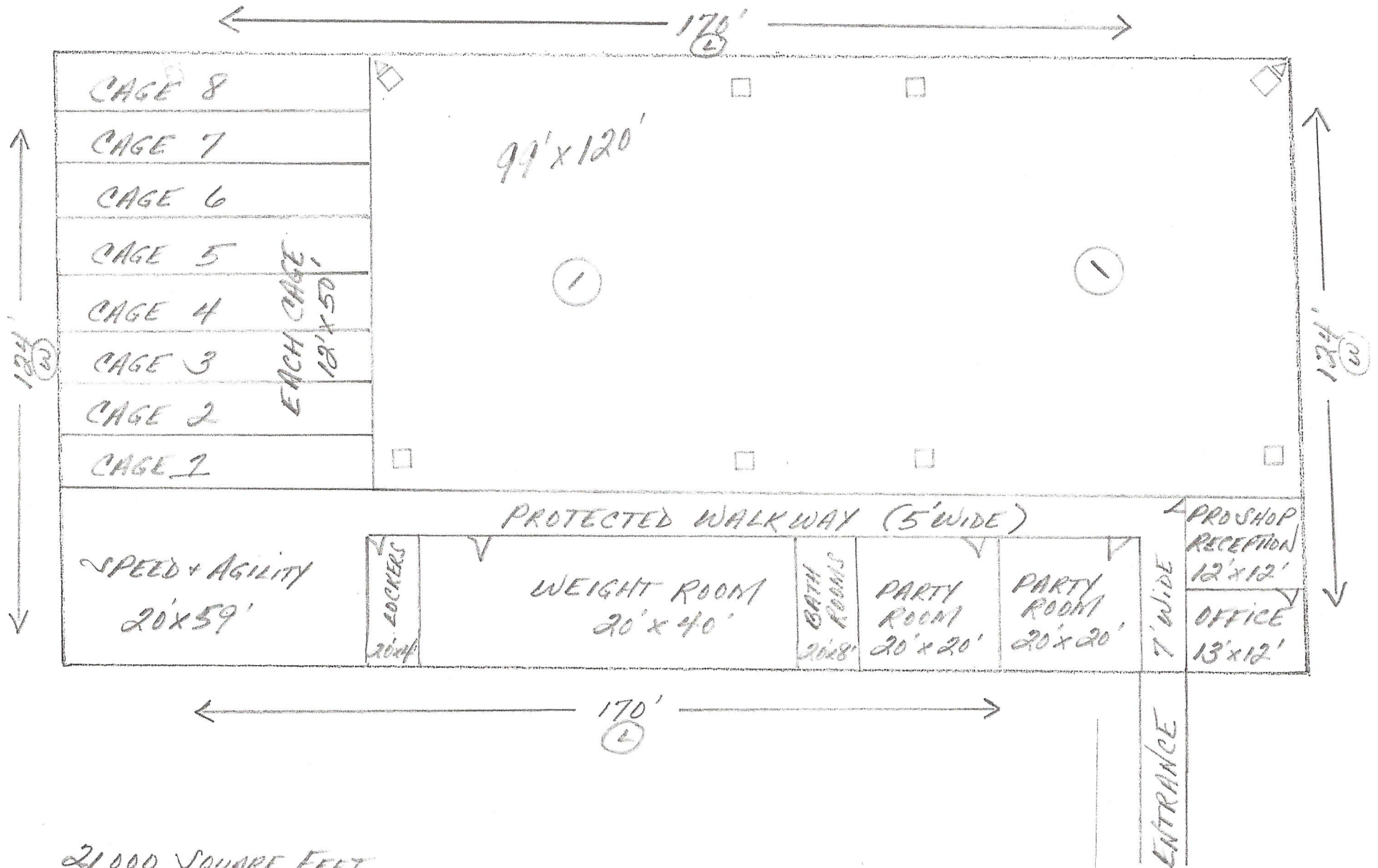
Geno Auriemma, head basketball coach of the Connecticut University women's basketball team, has been quoted as saying, he could not build a championship caliber team nor recruit the top players from high school until the school built him a state of the art facility. He even threatened to leave the school if his demands were not met. He assured the UCONN decision makers that they would win championships when their facility was complete. This is a great story because prior to Coach Auriemma's demand, he never won a championship. After the facility was completed, Coach Auriemma has gone on to become the winningest coach in college women's basketball history and has won 10 National Championships. Coach Auriemma knew what was stalling his success and did something about it. The school believed in Geno and the rest is history.

Our anticipated facility is a new 21,000 sq. ft. multi-purpose entertainment building in Lakewood, NJ. The complex is located off of the Garden State Parkway, Exit 88 and off of Rte. 70 and minutes from Rte. 9. A very attractive draw to this building is that there are other sports related businesses that are thriving. Those businesses include a gymnastics academy and indoor skate park which have both been at this location for over 12 years. Also, two minutes down the road on New Hampshire Rd is a Sky Zone facility which is extremely busy all the time. We have visited each of the facilities previously listed and they are all very profitable and all have stated that this area needs a baseball academy as the one that was in the vicinity (Frozen Ropes) has closed due to internal problems with the partners and the franchise. This facility borders three towns including; Lakewood, Brick and Toms River. This area has consistently been noted as a hotbed for producing very good baseball players but these players need to travel a distance to get top notch training. Toms River has been to the Little League World Series and is always competitive. In addition to these three towns, we will also draw players from the Jackson, Howell, Freehold and other shore areas. The convenience of being off of the Parkway is a big draw. The nearest competition is over 20 miles away and that facility is only 5,000 sq. ft. which cannot handle the needs of today's players. We are also a two minute drive from the Major League Baseball Philadelphia Phillies Class A affiliate, Lakewood Blue Claws, whom we have a relationship with. Our goal would be to have their players train at our facility. We would also have their players train our students. This is a very big draw to the facility. In addition, we would have scouts and college recruiters interested due to the proximity to the Blue Claws stadium.

Within our facility, we will have 18,000 sq. ft. of field turf which can be split into 4 separate team fielding areas, 8 retractable batting/pitching cages and 3 regulation pitching mounds. We will have the space to run actual regulation league games for our junior players in the 5 to 8 year old range and have a full 60/90 ft. field to hold live regulation fielding practice which 96% of the existing facilities cannot do. This is a big draw for high school teams in the area. The field turf is where we will also conduct our speed and agility training. In addition, we will have a 40 ft. by 20 ft. weight room area as well as (2) 20 ft. by 20 ft. party/meeting rooms.

We will also have a pro shop in our lobby which is where we will sell **ALL IN BASEBALL ACADEMY** and **NJ EXPLOSION** fan wear to create even more brand awareness.

# PROPOSED ALL IN BASEBALL ACADEMY LAKEWOOD, NJ



21,000 SQUARE FEET  
170' x 124'

MEASUREMENTS (WIDTH x LENGTH)

**ALL IN BASEBALL ACADEMY, LLC**  
**PROFORMA #1 (15% UTILIZATION)**  
**MINIMAL REVENUE FORECAST**

**2017 REVENUE STREAM**  
**CATEGORY**

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
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TEAM PRACTICE SCHOOLS)	\$ 3,200	\$ 3,200	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,400
TEAM PRACTICE (LOCAL TEAMS)	\$ 1,800	\$ 1,800	\$ 1,800	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 7,200
CAGE RENTALS	\$ 5,040	\$ 5,040	\$ 5,040	\$ 5,040	\$ 5,040	\$ 5,040	\$ 5,040	\$ 5,040	\$ 5,040	\$ 5,040	\$ 5,040	\$ 5,040	\$ 60,480
INDIVIDUAL LESSON	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 36,000
WINTER INSTRUCTIONAL LEAGUE	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20,000
COLLEGE SHOWCASE	\$ 1,500	\$ -	\$ -	\$ -	\$ -	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ -	\$ 7,500
ANNUAL CONTRACT	\$ 15,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 15,000	\$ 110,000
JUNIOR JETER CAMPS (5&6 YR OLDS)	\$ -	\$ 495	\$ 495	\$ 792	\$ -	\$ 1,750	\$ 2,625	\$ 2,625	\$ 792	\$ 792	\$ 792	\$ -	\$ 11,158
SPEED & AGILITY CLINIC	\$ -	\$ 980	\$ 490	\$ 980	\$ 1,960	\$ 980	\$ 980	\$ 1,960	\$ 980	\$ 980	\$ 1,960	\$ 980	\$ 13,230
STRENGTH TRAINING CLINIC	\$ -	\$ -	\$ -	\$ 490	\$ 980	\$ 490	\$ 490	\$ 980	\$ 490	\$ 490	\$ 980	\$ 490	\$ 5,880
SOCCER/LAX FIELD RENTALS	\$ 2,400	\$ 2,400	\$ 2,400	\$ 2,400	\$ 2,400	\$ 2,400	\$ 2,400	\$ 2,400	\$ 2,400	\$ 2,400	\$ 2,400	\$ 2,400	\$ 28,800
POSITION PLAYER CLINIC	\$ -	\$ -	\$ 495	\$ -	\$ 495	\$ -	\$ 495	\$ -	\$ 495	\$ -	\$ 495	\$ -	\$ 2,475
PITCHING CLINIC		\$ 645	\$ 645	\$ 645	\$ 645	\$ 645	\$ 645	\$ 645	\$ 645	\$ 645	\$ 645	\$ 645	\$ 7,095
CATCHERS CLINIC	\$ -	\$ -	\$ 645	\$ -	\$ 645	\$ -	\$ 645	\$ -	\$ 645	\$ -	\$ 645	\$ -	\$ 3,225
HITTING CLINIC	\$ -	\$ -	\$ 495	\$ 495	\$ 495	\$ 495	\$ 495	\$ 495	\$ 495	\$ 495	\$ 495	\$ 495	\$ 4,950
VELOCITY TRAINING	\$ 1,374	\$ 1,374	\$ -	\$ -	\$ -	\$ -	\$ 1,374	\$ 1,374	\$ -	\$ -	\$ 1,374	\$ 1,374	\$ 8,244
NJ EXPLOSION TUITION	\$ 4,250	\$ 4,250	\$ 4,250	\$ 4,250	\$ 4,250	\$ 4,250	\$ 4,250	\$ 4,250	\$ 4,250	\$ 4,250	\$ 4,250	\$ 4,250	\$ 51,000
WEIGHT ROOM PERSONAL TRAINING	\$ -	\$ -	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 7,500
ADVERTISING REVENUE	\$ -	\$ -	\$ -	\$ 50	\$ 50	\$ 100	\$ 100	\$ 100	\$ 150	\$ 150	\$ 150	\$ 150	\$ 1,000
ARM REHAB THROWING PROGRAM	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
BIRTHDAY PARTIES	\$ 1,600	\$ 1,600	\$ 1,600	\$ 1,600	\$ 1,600	\$ 1,600	\$ 1,600	\$ 1,600	\$ 1,600	\$ 1,600	\$ 1,600	\$ 1,600	\$ 19,200

<b>TOTAL</b>	\$ 44,164	\$ 37,784	\$ 35,105	\$ 33,692	\$ 30,510	\$ 31,700	\$ 33,089	\$ 35,419	\$ 29,932	\$ 30,792	\$ 32,776	\$ 36,374	\$ 411,337
<b>(EXPENSES)</b>	\$ 22,012	\$ 22,012	\$ 22,012	\$ 22,012	\$ 22,012	\$ 22,012	\$ 22,012	\$ 22,012	\$ 22,012	\$ 22,012	\$ 22,012	\$ 22,012	\$ 264,144
<b>NET REVENUE</b>	\$ 22,152	\$ 15,772	\$ 13,093	\$ 11,680	\$ 8,498	\$ 9,688	\$ 11,077	\$ 13,407	\$ 7,920	\$ 8,780	\$ 10,764	\$ 14,362	\$ 147,193

**ALL IN BASEBALL ACADEMY, LLC**  
**PROFORMA #2 (50% UTILIZATION)**  
**HALF CAPACITY FORECAST**

2017 REVENUE STREAM CATEGORY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
TEAM PRACTICE SCHOOLS)	\$ 8,000	\$ 8,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 16,000
TEAM PRACTICE (LOCAL TEAMS)	\$ 4,200	\$ 4,200	\$ 4,200	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 18,000
CAGE RENTALS	\$ 15,120	\$ 15,120	\$ 15,120	\$ 15,120	\$ 15,120	\$ 15,120	\$ 15,120	\$ 15,120	\$ 15,120	\$ 15,120	\$ 15,120	\$ 15,120	\$ 181,440
INDIVIDUAL LESSON	\$ 5,600	\$ 5,600	\$ 5,600	\$ 5,600	\$ 5,600	\$ 5,600	\$ 5,600	\$ 5,600	\$ 5,600	\$ 5,600	\$ 5,600	\$ 5,600	\$ 67,200
WINTER INSTRUCTIONAL LEAGUE	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 40,000
COLLEGE SHOWCASE	\$ 5,250	\$ -	\$ -	\$ -	\$ -	\$ 6,250	\$ -	\$ 6,250	\$ -	\$ 6,250	\$ -	\$ -	\$ 24,000
ANNUAL CONTRACT	\$ 22,500	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 22,500	\$ 165,000
JUNIOR JETER CAMPS (5&6 YR OLDS)	\$ 792	\$ 792	\$ 792	\$ 792	\$ -	\$ 1,750	\$ 2,625	\$ 2,625	\$ 792	\$ 792	\$ 792	\$ -	\$ 12,544
SPEED & AGILITY CLINIC	\$ 490	\$ 980	\$ 490	\$ 980	\$ 1,960	\$ 980	\$ 980	\$ 1,960	\$ 980	\$ 980	\$ 1,960	\$ 980	\$ 13,720
STRENGTH TRAINING CLINIC	\$ 490	\$ 980	\$ 490	\$ 490	\$ 980	\$ 490	\$ 490	\$ 980	\$ 490	\$ 490	\$ 980	\$ 490	\$ 7,840
SOCCER/LAX FIELD RENTALS	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 72,000
POSITION PLAYER CLINIC	\$ -	\$ -	\$ 495	\$ -	\$ 495	\$ -	\$ 495	\$ -	\$ 495	\$ -	\$ 495	\$ -	\$ 2,475
PITCHING CLINIC	\$ -	\$ 645	\$ 645	\$ 645	\$ 645	\$ 645	\$ 645	\$ 645	\$ 645	\$ 645	\$ 645	\$ 645	\$ 7,095
CATCHERS CLINIC	\$ -	\$ -	\$ 645	\$ -	\$ 645	\$ -	\$ 645	\$ -	\$ 645	\$ -	\$ 645	\$ -	\$ 3,225
HITTING CLINIC	\$ -	\$ -	\$ 495	\$ 495	\$ 495	\$ 495	\$ 495	\$ 495	\$ 495	\$ 495	\$ 495	\$ 495	\$ 4,950
VELOCITY TRAINING	\$ 2,862	\$ 2,862	\$ -			\$ -	\$ 2,862	\$ 2,862	\$ -		\$ 2,862	\$ 2,862	\$ 17,172
NJ EXPLOSION TUITION	\$ 5,100	\$ 5,100	\$ 5,100	\$ 5,100	\$ 5,100	\$ 5,100	\$ 5,100	\$ 5,100	\$ 5,100	\$ 5,100	\$ 5,100	\$ 5,100	\$ 61,200
WEIGHT ROOM PERSONAL TRAINING			\$ 1,625	\$ 1,625	\$ 1,625	\$ 1,625	\$ 1,625	\$ 1,625	\$ 1,625	\$ 1,625	\$ 1,625	\$ 1,625	\$ 16,250
ADVERTISING REVENUE	\$ -	\$ -	\$ -	\$ 100	\$ 100	\$ 200	\$ 200	\$ 200	\$ 300	\$ 300	\$ 300	\$ 300	\$ 2,000
ARM REHAB THROWING PROGRAM	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 1,500
BIRTHDAY PARTIES	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 48,000
<b>TOTAL</b>	\$ 90,529	\$ 76,404	\$ 67,822	\$ 63,672	\$ 55,490	\$ 60,980	\$ 59,607	\$ 66,187	\$ 55,012	\$ 60,122	\$ 59,344	\$ 66,442	\$ 781,611
<b>(EXPENSES)</b>	\$ 22,012	\$ 22,012	\$ 22,012	\$ 22,012	\$ 22,012	\$ 22,012	\$ 22,012	\$ 22,012	\$ 22,012	\$ 22,012	\$ 22,012	\$ 22,012	\$ 264,144
<b>NET REVENUE</b>	\$ 68,517	\$ 54,392	\$ 45,810	\$ 41,660	\$ 33,478	\$ 38,968	\$ 37,595	\$ 44,175	\$ 33,000	\$ 38,110	\$ 37,332	\$ 44,430	\$ 517,467

**ALL IN BASEBALL ACADEMY, LLC**  
**PROFORMA #3 (75% UTILIZATION)**  
**NEAR CAPACITY FORECAST**

2017 REVENUE STREAM CATEGORY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
TEAM PRACTICE SCHOOLS)	\$ 12,800	\$ 12,800	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,600
TEAM PRACTICE (LOCAL TEAMS)	\$ 5,400	\$ 5,400	\$ 5,400	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 23,400
CAGE RENTALS	\$ 18,900	\$ 18,900	\$ 18,900	\$ 18,900	\$ 18,900	\$ 18,900	\$ 18,900	\$ 18,900	\$ 18,900	\$ 18,900	\$ 18,900	\$ 18,900	\$ 226,800
INDIVIDUAL LESSON	\$ 7,800	\$ 7,800	\$ 7,800	\$ 7,800	\$ 7,800	\$ 7,800	\$ 7,800	\$ 7,800	\$ 7,800	\$ 7,800	\$ 7,800	\$ 7,800	\$ 93,600
WINTER INSTRUCTIONAL LEAGUE	\$ 12,500	\$ 12,500	\$ 12,500	\$ 12,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			\$ 50,000
COLLEGE SHOWCASE	\$ 7,000	\$ -	\$ -	\$ -	\$ -	\$ 9,250	\$ -	\$ 9,250	\$ -	\$ 9,250	\$ -	\$ -	\$ 34,750
ANNUAL CONTRACT	\$ 30,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 30,000	\$ 220,000
JUNIOR JETER CAMPS (5&6 YR OLDS)	\$ 792	\$ 792	\$ 792	\$ 792	\$ -	\$ 1,750	\$ 3,500	\$ 3,500	\$ 792	\$ 792	\$ 792	\$ -	\$ 14,294
SPEED & AGILITY CLINIC	\$ 980	\$ 1,960	\$ 980	\$ 980	\$ 3,920	\$ 980	\$ 980	\$ 3,920	\$ 980	\$ 980	\$ 3,920	\$ 980	\$ 21,560
STRENGTH TRAIN CLINIC	\$ 980	\$ 1,960	\$ 980	\$ 980	\$ 1,960	\$ 980	\$ 980	\$ 1,960	\$ 980	\$ 980	\$ 1,960	\$ 980	\$ 15,680
SOCCER/LAX FIELD RENTAL	\$ 8,400	\$ 8,400	\$ 8,400	\$ 8,400	\$ 8,400	\$ 8,400	\$ 8,400	\$ 8,400	\$ 8,400	\$ 8,400	\$ 8,400	\$ 8,400	\$ 100,800
POSITION PLAYER CLINIC	\$ -	\$ -	\$ 990	\$ -	\$ 990	\$ -	\$ 990	\$ -	\$ 990	\$ -	\$ 990	\$ -	\$ 4,950
PITCHING CLINIC	\$ -	\$ 1,290	\$ 1,290	\$ 1,290	\$ 1,290	\$ 1,290	\$ 1,290	\$ 1,290	\$ 1,290	\$ 1,290	\$ 1,290	\$ 1,290	\$ 14,190
CATCHERS CLINIC	\$ -	\$ -	\$ 1,290	\$ -	\$ 1,290	\$ -	\$ 1,290	\$ -	\$ 1,290	\$ -	\$ 1,290	\$ -	\$ 6,450
HITTING CLINIC	\$ -	\$ -	\$ 990	\$ 990	\$ 990	\$ 990	\$ 990	\$ 990	\$ 990	\$ 990	\$ 990	\$ 990	\$ 9,900
VELOCITY TRAINING	\$ 1,350	\$ 1,350	\$ -	\$ 1,350	\$ 1,350	\$ -	\$ 1,350	\$ 1,350	\$ -	\$ 1,350	\$ 1,350	\$ -	\$ 10,800
NJ EXPLOSION TUITION	\$ 6,800	\$ 6,800	\$ 6,800	\$ 6,800	\$ 6,800	\$ 6,800	\$ 6,800	\$ 6,800	\$ 6,800	\$ 6,800	\$ 6,800	\$ 6,800	\$ 81,600
WEIGHT ROOM PERSONAL TRAINING			\$ 2,125	\$ 2,125	\$ 2,125	\$ 2,125	\$ 2,125	\$ 2,125	\$ 2,125	\$ 2,125	\$ 2,125	\$ 2,125	\$ 21,250
ADVERTISING REVENUE	\$ -	\$ -	\$ -	\$ 200	\$ 200	\$ 400	\$ 400	\$ 400	\$ 600	\$ 600	\$ 600	\$ 600	\$ 4,000
ARM REHAB THROWING PROGRAM	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 3,000
BIRTHDAY PARTIES	\$ 6,400	\$ 6,400	\$ 6,400	\$ 6,400	\$ 6,400	\$ 6,400	\$ 6,400	\$ 6,400	\$ 6,400	\$ 6,400	\$ 6,400	\$ 6,400	\$ 76,800
<b>TOTAL</b>	\$ 120,352	\$ 102,602	\$ 91,887	\$ 86,557	\$ 79,465	\$ 83,115	\$ 79,245	\$ 90,135	\$ 75,387	\$ 83,707	\$ 80,657	\$ 86,315	\$ 1,059,424
<b>(EXPENSES)</b>	\$ 24,013	\$ 24,013	\$ 24,013	\$ 24,013	\$ 24,013	\$ 24,013	\$ 24,013	\$ 24,013	\$ 24,013	\$ 24,013	\$ 24,013	\$ 24,013	\$ 288,156
<b>NET REVENUE</b>	\$ 96,339	\$ 78,589	\$ 67,874	\$ 62,544	\$ 55,452	\$ 59,102	\$ 55,232	\$ 66,122	\$ 51,374	\$ 59,694	\$ 56,644	\$ 62,302	\$ 771,268



## **BACK UP DETAIL FOR PROFORMA**

### **➤ TEAM PRACTICE (SCHOOLS):**

We ran a very successful program while I was Director of Baseball Operations at SportsZone where we would charge local High School team players \$10 per session if the team came to the facility together to practice. We averaged 20 players per session and ran the program for 2 sessions per week with each session being 1.5 hours long for 8 weeks. This was also done right after school during none peak facility hours. We would anticipate attracting 3 to 4 schools but have used 2 schools for our calculation.

**CALCULATION: \$10 PER PLAYER PER SESSION (X) 20 PLAYERS (X) 2 SESSIONS PER WEEK (X) 8 WEEKS = \$3200**

**\$3200 (X) 2 SCHOOLS = \$6400 OR \$3200 PER MONTH REVENUE (Minimal Level)**

**The Half Capacity Model uses (5) teams and the Near Capacity Model uses (8) teams for its calculation.**

***THE COST PER STUDENT WOULD BE \$160. Very reasonable for parents to handle.***

### **➤ TEAM PRACTICE (LOCAL TEAMS):**

\$1200 per team for 8 weeks of training which includes (2) 1 hour sessions per week. One session is for 2 hitting cages and the other session is for field time. This works out to \$600 per month. For the parents, if we assume that a team brings in 10 players, the cost per player is \$125 or \$7.82 per session.

**CALCULATION: \$600 PER MONTH (x) 3 TEAMS = \$1800 PER MONTH REVENUE**

**The Half Capacity Model uses (7) teams and the Near Capacity Model uses (9) teams for its calculation.**

### **➤ CAGE RENTALS:**

Hitting and pitching cages will be rented by the ½ hour and hour. From past experience, 90% of cage rentals are done so on an hourly basis.

**½ HOUR CAGE RENTAL = \$30**

**1 HOUR CAGE RENTAL = \$45**

**WE ARE FORECASTING A MINIMUM AMOUNT OF 4 CAGES RENTED PER DAY FOR 1 HOUR EACH (X) 7 DAYS PER WEEK.**

**The Half Capacity Model uses (12) cages rented per day and the Near Capacity Model uses (15) per day for its calculation.**

➤ **INDIVIDUAL LESSONS:**

Coach Scott provides instruction in all aspects of the game, whether it is hitting, pitching, catching or fielding.

**COACH SCOTT'S RATE PER HOUR IS \$100 while other instructors fees will be \$85 per hour.**

**CALCULATION:** For the Minimal Capacity Model, we have forecasted (17) lessons per month. For the half Capacity Model, we project a total of (32) lessons per week and for the Near Capacity Model, we have projected (45) lessons per week.

This category has a large upside as people grow to trust our ability to effectively train their children. I have worked in a facility where over 100 lessons were given in a week.

➤ **WINTER INSTRUCTIONAL LEAGUE:**

Due to the size and capacity of our facility, we can hold live baseball games for younger aged players. The t-ball players have always gotten the short end of the stick as they only play during the spring months and it is one of the big reasons the players in the east do not develop as rapidly as the kids in the south and west. They simply are not trained when they should be and they are not trained by professionals. Our priority is to attract the players from 4 to 7 years old to get them more heavily involved in the sport. It also provides us with a distinct advantage over our competition in that these players know us from a very young age and they will join our travel teams when they turn 8 years old.

We will start a baseball instructional league where these young players will play real baseball games during the winter all while receiving top level training. They will learn to play the right way from the start of their young careers. This will accelerate their learning and develop proper mechanics early on.

**CALCULATION: THERE WILL BE (4) TEAMS OF (10) PLAYERS. EACH FAMILY WILL PAY \$250 PER CHILD FOR AN EIGHT GAME SEASON. THAT BREAKS DOWN TO \$31.25 PER GAME FOR FUN AND PROFESSIONAL INSTRUCTION FOR 1.5 HOURS PER WEEK.**

We used (8) teams for the Half Capacity Model and (10) teams for the Near Capacity Model.

➤ **COLLEGE SHOWCASE:**

Throughout the year, there are College Showcases that take place for aspiring players to attend and showcase their talents in front of focused college recruiters. These showcases are either held at a field or at a baseball academy that has enough room. The players receive instruction from these recruiters throughout the day. It is an opportunity for these players to make a name for themselves so that the recruiter may start to follow them while they are playing in games. Most players have to travel a long distance from our immediate area to attend these showcases. In order for Division 1 and Division 2 coaches to attend these showcases, they need to be paid. A high level D1 coach usually requires \$500 for the day, while a D2 coach requests \$250. Division 3 coaches do not get paid. You want at least 15 college recruiters to be present to have a good player turnout. So for our expense purposes, we

assumed (8) D1, (5) D2 and (2) D3 coaches. In addition, we have added expenses for tee shirts for each player as well as food and beverages for the recruiters.

**CALCULATION: Showcase profitability is dependent upon the number of players that register and the number of college recruiters that commit to it. We have projected on the low end that 30 players would be present and increased those numbers upward from 45 to 70 for the higher capacity models. As a side note, showcases can be very lucrative if players see value in the recruiters that show up and how comprehensive the event is. The facility itself has a tremendous amount to do with it. If the players feel they were provided an environment to really showcase their skills in a professional manner, they will talk about it and continue to come back. If the recruiters see a lot of high level talent in one place, they will continue to come back.**

➤ **ANNUAL CONTRACT:**

As with any business, securing money upfront is important for cash flow purposes. Our goal is to sell as many annual contracts/membership as possible that provides members unlimited access to the facility, both practice area and weight room, based upon availability. They will also receive an opportunity to attend a camp/clinic for a reduced cost.

If a client utilizes the facility just once a week, his savings would be over \$1,500 for the year. (\$45 per 1 hour cage rental \* 52 weeks = \$2,340). This will attract the serious player and give him the opportunity to really work on his game.

Prior to the doors opening, we will sell 20 annual memberships on Groupon at a discounted rate of \$750. After that, our goal is to sell 10 annual memberships per month at a cost of \$825. As the capacity models increase, we have projected up to 20 annual memberships sold on a monthly basis. That alone would cover approximately 69% of our monthly expenses.

➤ **JUNIOR JETER CAMPS (5&6 YR OLDS):**

Attracting young players to the facility and organization is critical to our future. We realize that the 5 and 6 year old age group is where it all starts and we want to capture that audience. These kids are usually out of school early and we can get them in during non-peak hours.

We will run clinics that specifically work on the basic fundamentals to get these young tikes off to a good start.

Our offering for this group will be clinics of (4) 1 hour sessions at \$99 per clinic

**CALCULATION: 5 PLAYERS (X) \$99 = \$495**

➤ **SPEED & AGILITY CLINIC:**

We have been doing winter Speed and Agility training for the past three years with our team members and have received a lot of positive feedback. It is conducted in a group environment and the kids have a lot of fun as well as become more athletic. These classes are held for 8 weeks with 2 (1) hour sessions per week totaling 16 sessions. We will have a separate area to conduct these classes and it will not interfere with cage or field rentals. These clinics are tailored to any age group.

**CALCULATION: 8 participants (x) \$245 = \$1,960. This breaks down to \$15.32 per session which is a great bargain.**

➤ **STRENGTH TRAINING CLINIC:**

This is for the serious athlete or someone that really wants to make a difference. These guys will use medicine balls, flip heavy tractor tires, learn to squat the proper way, do lunges until they feel the burn and have fun doing it. This is a challenging course that really takes the athlete to a new level. Similar to the Speed and Agility class, there will be 8 weeks with 2 (1) sessions per week. These sessions will take place in our expansive weight room and the practice space will be completely open for cage and field rentals. In addition, these athletes will learn more than they ever have about proper nutrition and how to take care of their body.

**CALCULATION: 8 PARTICIPANTS (X) \$245 = \$1,960**

➤ **SOCCER/LAX FIELD RENTAL:**

Due to having an expansive facility with no field intrusions or obstructions, we put ourselves in an enviable position. 96% of the existing multi-purpose facilities have poles or beams that sit in the middle or off to the side of the complex which creates not only a dangerous situation for running kids but also takes away from real training. You can't run a true practice when you have to worry about running into something or throwing a ball around something. This has always been one of the biggest complaints for players and families alike and prevents them from going back to a facility to practice. Serious athletes and teams want a serious place to train. We provide that.

With that said, baseball teams and players are not the only ones that need indoor space to train. More and more, kids and teams train all year or they get lost in the shuffle. They can't compete if they can't properly train. Sports such as, soccer, softball, football and LAX are all seeking time indoors and they know they have to pay for it.

We will market our facility to these teams and players and greatly increase revenue during our slower times of the year.

➤ **POSITION PLAYER CLINIC:**

Learn the right way to field the ball and overcome your fears. Position play is mainly about footwork. Players need to possess the proper fundamentals to excel in this area. We teach professional techniques so our players can shine. These sessions are 1 hour each for 4 weeks and are filled with drills that keep it fun and exciting all while enhancing the player's game.

**CALCULATION: 5 PLAYERS (X) \$99 = \$495**

➤ **PITCHING CLINIC:**

The only way to consistently throw strikes and to realize your true velocity is to have the proper mechanics. The only way to keep your arm healthy is to learn how to pitch from the ground up. Anyone can throw a ball but pitching is being able to throw to a certain location with every pitch you have in your arsenal with minimal effort. Pitching is all about out thinking the hitter and having the confidence to throw any pitch in any situation. Pitching is also being able to field your position and helping your defense. Arm care is critical and these are the things we focus upon. We have a very successful long toss program, velocity programs and conditioning programs. Learn the right way to pitch and take your game to a whole different level just like our **NJ EXPLOSION** pitchers have. In our clinics, we offer four (1) hour sessions that provide you with the essential training and drills to start you on your path to becoming a better pitcher.

**CALCULATION: 5 PITCHERS (X) \$129 = \$645**

➤ **CATCHERS CLINIC:**

Tough position to play and not many play it well. The top three things a scout or recruiter looks for in a catcher are; (1) proper footwork, (2) mental and physical toughness, (3) arm strength. Do you possess these skills? We work on specific drills that enhance your footwork so that you can throw the ball with more accuracy and with a quicker release. We teach you the game and how to be a field general. Catchers are leaders and have to be sharp the whole game. Our drills and techniques get you to perform at a whole new level. We offer clinics that run for 4 weeks with one hour per session. Expect to go home tired.

**CALCULATION: 5 CATCHERS (X) \$129 = \$645**

➤ **HITTING CLINIC:**

Hitting is an art and you must have the perfect mechanics in order to excel. Each year, the pitching you face gets better and better. The fielders are better and the game is faster. So many kids have success at a younger age because they just get the bat on the ball and it falls in somewhere or a fielder can't make a play. Everyone thinks you're a hero because you get on base. So many kids have left the game way too early because they stop having the success they used to. A super hitter in Little League hits about .600 for an average. As you start moving up the averages start to shrink dramatically. The player moves on to

low level travel ball and hits .500, then to high school and the average goes to .400, high level travel he goes to .350, in college he becomes a .320 hitter and then on to the pro ranks where he becomes a .300 hitter. I am speaking about a one in a million hitter here. The truly superior hitter has a .300 batting average at the pro ranks. He gets 3 hits in every 10 at bats. The game is extremely difficult and if you don't have superior mechanics you don't have a shot. Proper mechanics need to be learned at a very young age. If they are not learned then, it becomes difficult to overcome the flaws. There are different methods to getting to the ball and we teach our kids about rotational hitting. Most pro players use it and we did throughout our careers. We offer clinics of 4 weeks with each session lasting one hour. Stop using pitching machines and take your game to another level through using the tee and soft toss.

**CALCULATION: 5 PLAYERS (X) \$99 = \$495**

➤ **VELOCITY TRAINING:**

This clinic is for advanced players who possess good mechanics. We incorporate arm speed techniques with strength training to increase velocity for our players. We evaluate the players throwing motion prior to allowing this clinic to be taken. This clinic lasts for 8 weeks of one hour sessions. Each player is put on the radar gun before and after the clinic to show their progress.

**CALCULATION: 12 PLAYERS (X) \$229 = \$2,748 or \$1,374 per month**

➤ **NJ EXPLOSION TUITION:**

Each **NJ EXPLOSION** player will pay \$850 per year in their contract for unlimited facility usage and winter training<sup>1</sup> beyond team practice sessions. This also includes the weight room. Every penny of this line item will go towards monthly rent for the facility. Currently, we have to pay other facilities to use their space. We only want serious players on our teams and we want them to utilize the facility to enhance their game. Why else would you be paying for a travel team if you don't aspire to play at a higher level? All of the top organizations function this way and it is our time to attract the serious players.

**CALCULATION: CURRENTLY WE HAVE 6 TEAMS OF 12 PLAYERS PER TEAM WHICH EQUATES TO 72 PLAYERS. 72 PLAYERS (X) \$850 = \$61,200 OR \$5,100/MONTH.**

**OUR 2 YEAR PLAN IS TO INCREASE THE NUMBER OF TEAMS TO 12 WITH 12 PLAYERS PER TEAM WHICH EQUATES TO 144 PLAYERS. 144 PLAYERS (X) \$850 = \$122,400 OR \$10,200/MONTH.**

➤ **WEIGHT ROOM PERSONAL TRAINING:**

Our plan is to feature a state of the art weight room for players coming into our facility. In today's environment, players are getting bigger and stronger and our players need an edge. By providing this room in our facility, it will attract more serious players thus enhance the product we put on the field. It will create more exposure to scouts and recruiters for our athletes. We will have a certified personal trainer on staff that will assure these players are working out the right way and to follow a very strict



schedule geared specifically to baseball players. We need to work differently than most other sports, especially pitchers. Everything a baseball player does is from the core down. If they work too hard on their chest and shoulders, they become tight and restricted. This can lead to loss of flexibility and mobility and cause an adverse effect on what the baseball player is looking to accomplish. It also creates a situation where the player is not working as hard on the body parts that matter.

**CALCULATION:** We are forecasting in our Minimal Capacity Model that (20) players will sign up for personal training at a cost of \$75 per month. Half of that fee will go towards paying the trainer, who will work as a consultant and receive a 1099 at year end. As our capacity models increase, so does the number of players signing up for this service. If the trainer wants to make more money, he/she will push on selling the service. Our Near Capacity Model uses (45) players as our projection. I know of other facilities that train over 200 players monthly. As you can see, this line item can increase greatly if we sell it the right way.

➤ **ADVERTISING REVENUE:**

Our facility will have the space to hang banners for local businesses to advertise. As we grow so will the exposure to these businesses and hopefully we can help each other grow our businesses together. We will charge \$50 per month to have their banner in our facility as well as place a link on our website.

➤ **ARM REHAB THROWING PROGRAM:**

As with any sport, injuries happen. Most of them in baseball are arm related. Players develop sprains, strains and tears and need to rehab prior to coming back and competing. At **ALL IN BASEBALL ACADEMY, LLC** we have an arm care rehab program that gets players back on the field. It is a guided plan that players follow within our facility and we chart progress along the way. We charge a flat fee of \$250 for this service.

➤ **BIRTHDAY PARTIES:**

What a great way for kids to have fun, with a baseball themed birthday party in their own party room with lots of activities and food. It is also a fantastic way for our facility to gain exposure to families that didn't know about us. For a fee of \$300 minus \$100 expenses, the birthday boy/girl gets two hours to spend with their friends playing and having fun. Parents don't have to clean up and everyone goes home happy. Many organizations provide this feature and do very well with it, especially with the added exposure and residual potential.

**ALL IN BASEBALL ACADEMY, LLC  
RETURN ON INVESTMENT SCHEDULE**

*BASED ON 5 YEAR PROJECTION  
AT HALF CAPACITY*

CALENDAR	PROJECTED	SCOTT ROSSITER	INVESTOR
YEAR	NET REVENUE	SHARE @ 75%	SHARE @ 25%
2017	\$ 517,461	\$ 388,096	\$ 129,365
2018	\$ 551,772	\$ 413,829	\$ 137,943
2019	\$ 617,749	\$ 463,312	\$ 154,437
2020	\$ 663,658	\$ 497,743	\$ 165,915
2021	\$ 720,371	\$ 540,278	\$ 180,093

<b>INVESTOR PRE TAX PROFIT OVER 5 YRS.</b>	<b>\$ 767,753</b>
<b>% RETURN ON \$150,000 INVESTMENT</b>	<b>511%</b>

CALENDAR	PROJECTED	SCOTT ROSSITER	INVESTOR
YEAR	NET REVENUE	SHARE @ 70%	SHARE @ 10%
2017	\$ 517,461	\$ 362,223	\$ 51,746
2018	\$ 551,772	\$ 385,240	\$ 55,177
2019	\$ 617,749	\$ 432,424	\$ 61,775
2020	\$ 663,658	\$ 464,561	\$ 66,366
2021	\$ 720,371	\$ 504,260	\$ 72,037

<b>INVESTOR PRE TAX PROFIT OVER 5 YRS.</b>	<b>\$ 307,101</b>
<b>% RETURN ON \$50,000 INVESTMENT</b>	<b>614%</b>
<b>( ASSUMES 3 INVESTORS @ 10% EACH )</b>	

## **RETURN ON INVESTMENT (ROI)**

Imagine your son comes home from school and in his book bag is a test score he just got back from his teacher. It was 10 questions and your son only got 3 answers right! Oh my God, it's the end of the world. Think about how upset you are and what is going through your mind. Then think back to last weekend's little league game when your son got a hit in 3 times at bat. WOW, what a great day! You are so happy you took your son out for ice cream after the game to celebrate his success. Is there something wrong with this picture?

We are fortunate or unfortunate, depending on how you look at it, to play this great game of baseball. It is really the only place in the world where a .300 average is considered golden. Yes, it is a game of failure. So why then do so many people love this game?

Baseball is about passion. It is about learning so many life lessons. It teaches us to work hard, to be able to compete, to work as a team and to endure through tough times. So many kids quit playing because they can't deal with the failure. They don't embrace the failure and use it as motivation to work harder to achieve a goal. Many, don't even have a goal or believe that the goal can never be attained.

I am fortunate enough to realize that I can deal with both sides, the successes and the failures. True, I was born with an incredible amount of talent but I also knew that if I wanted to get better and compete at a very high level, I would have to work harder than everyone else. I also had a set in stone goal of making it to the professional level, the pinnacle of our sport. Nothing was going to get in my way except a freak injury, which I had no control over. It is my passion, drive, dedication and motivation that would prevent me from failing.

So why do I bring this up? Because it speaks volumes to who I am and what I bring to the plate. Failure is not an option at this point in my life. I have a family to support, an ego to feed and investors to satisfy and make proud that they put their trust in me. You can invest in the stock market, put money into real estate or commodities and there is risk. I want to assure you that I am worth the risk and confident in myself to reach my goal, just as I did when I was younger. Had it not been for that freak injury, I would have been the kid you watched on the television, as you will read later in my plan.

My goal is to start returning a revenue stream back to my investors in the first year of operation and continue to do so year after year. We will have approximately six months to unleash our marketing plan with a goal of having the facility booked for the first three months prior to us opening the doors. Our advantage here is that we will be playing on fields all over the state during the summer and fall leading up to our grand opening. We will flood the market with flyers and talk to everyone we come across alerting them of our new facility. We will sell annual contracts and create excitement and awareness leading up to our big day. I will be in touch with my contacts at the Lakewood Blue Claws organization to negotiate having their players train and teach at our facility. We will also discuss having some of their players at the grand opening. I also have a celebrity friend at WFAN Sports radio and will work with him to be present at the grand opening as well as to have ex NY Yankee great, Willie Randolph at our facility. I have over 350 connections on LinkedIn with over 40 pro scouts and 100 college coaches. I will leverage those relationships to have them at our facility. Some have even offered to hold clinics at the facility once we are up and running.

We are in the business of customer service. We will not have to worry about maintaining an inventory or manufacturing a product. We have a lot of control over our successes and failures. If we do our job effectively and produce measureable results for our clients, they will continue to come back and refer us to their family and friends. People want proper training for their kids, a clean and friendly environment and every advantage they can get over their competition. They want a facility that they can go to that doesn't constantly turn them away because they don't have any available space. With our layout and expansive floorplan, we will be able to accommodate our client base almost always.

From a budgetary perspective, the two biggest line items are for occupancy and compensation costs. Our occupancy cost will remain fixed over the next five to seven years. This will be negotiated with the landlord in May. On the compensation line, we will hold steady until we can hire a general manager to run the facility and free up more of my time. Our plan calls for 4 part time employees to manage the operation side of the business. From a sales prospective, all trainers, coaches and instructors will be brought in on a consulting basis, which is normal in this industry. These personnel will be income producing, 1099 employees. They will not incur any cost as they will be paid on a portion of what they produce in the form of lessons, clinics, camps, etc.

In order for a business to grow and prosper, it needs to consistently increase revenue and hold or reduce cost. It has to possess strong leadership, have engaged employees that care about the business and its brand, create an environment where clients feel at home and offer a product that is superior. It must have a rock solid plan that is executed upon perfectly. That is what we have created here. Our name speaks for itself. To me, there is only one way to do things and that is ALL IN.

Attached, I have included our investor's return forecast. It is built on the premise of the facility being utilized at 50% capacity. Although forecasts are just that, we envision these numbers to be very doable based on our work ethic, knowledge of the industry, contact and marketing strategies and our unwavering commitment to making it work. We are accustomed to working 80 hours a week and have no problem continuing at that pace or better to assure our success. Failure is not an option here and we look forward to gaining your trust.

### **CONCLUSION:**

**ALL IN BASEBALL ACADEMY, LLC** and the **NJ EXPLOSION** will be a force to be reckoned with in the very near future. We are aggressive and totally passionate about enhancing our brand and determined to compete with the other top organizations in the state, like; the Jack Cust Diamond Jacks, Tri-State Arsenal, All Out Baseball and Gallagher's Baseball. With a new facility in place, we will realize our true potential as an organization. We have spent the past five years working on our reputation, building our foundation, player by player and preparing for this expansion.

I am certain that you could see our dedication to our growth and our passion to give back and create something special. This is not a fly by night adventure for us, rather it is our life, which we eat, sleep and breathe.

We have the existing client base, the background, the experience, the knowledge and a successful past to drive us forward into the future. In the next five to ten years, when we have reached our next plateau, we will then seek to purchase our own building to further enhance the organizations growth and value while reducing expenses.

The only thing I fear is not obtaining the funding to launch this venture. We are ready to take this organization to the next level and will do whatever it takes to get there. There is risk in everything we do and we are absolutely worth the risk. An organization requires great leadership, direction and a well thought out plan with passionate people behind it to see it through. We have it and ready to go **"ALL IN"**.

### **CONTACT INFORMATION FOR SCOTT ROSSITER**

**CELL PHONE NUMBER: (732) – 742- 0153**

**EMAIL ADDRESS: SCOTT@ALLINBASEBALLACADEMY.COM**

**Kelly**

Monday May 4, 2015

Coach Scott,

Wanted to thank you for bringing the smile back to CJ's face about baseball!! I have not seen him that excited after practice in such a long time. Thank you!

Kelly

**Joe**

Saturday April 18, 2015

Hi Coach, just wanted to thank you for all the coaching you have been giving my boys. Today's open day shows the results. Justin hit twice up the middle bringing in 2 RBI's. As for Trevor, he hit a triple to left and pitched. JT played third and from what you taught him last night he used and was able to make 2 outs. The boys can't wait for more practice.

Joe

**Mark H**

Friday April 17, 2015

Hey Scott

I had a moment to reflect on the time that you spent with Tyler last night.

I just want you to know how much I appreciate the time that you spent with him and the time that you spend with him. It's more than your pitching expertise. It's also your genuine interest, honesty and sincerity. You teach Tyler to have confidence, to be independent and to work hard. These lessons, along with really knowing about pitching make you a great coach of young men. You made every pitch seem like it was the most important pitch ever. I just want you to know that I don't take this for granted and that your efforts are greatly appreciated. The Hayden family is "All In" and thank you for being "All In". You definitely make a difference with my son.

Have a great weekend,

M Hayden

**Hila**

Wednesday April 1, 2015

Hi Coach Scott

I have to tell you how happy your email made me this morning. This is exactly the coaching we were looking for when searching for a new team and I am confident we made the right choice. Looking forward to the spring season :)

Thank you,

**Robert**

Wednesday April 1, 2015

Scott and Tyler,

I know I have said this to you before, but I don't like negative energy with the youth baseball. I have dealt with it for many years and I know you two sometimes have a thankless job.

I just wanted to let you both know how much Robby and I appreciate all you have done with him in the short time we have been involved with your organization. I have been involved with the baseball rec program for over seven years and I understand the many other issues with the fields and the weather. Beyond that the way you don't clock watch, and too many other positive aspects to go into here. You do many positive things with these boys.



Also the fact that Scott is a dog lover is a big plus for Robby. :)

I tell Robby beyond the ins and losses the most important thing to take away is the experience.

I just wanted you to know that some people know that you know best when it comes to the players. For that Robby and I thank you.

**David and Ronni**

Monday March 16, 2015

Scott and Tyler

As I said on the phone before and just wanted to reiterate the gratefulness that Ronni and I have for all of the hard work you both put in with William. He was ecstatic when he found out this weekend that he will be pitching for the JV team. His growth on the baseball field is certainly because of the effort you guys put into his development. That being said we also see growth in him off of the field as well and we can only assume that this confidence is in part because of how he has developed on the field. We know that his comfort zone is on the ball field and the patience and time that the both of you spend with him has helped make him a better student as well. To see the smile on his face this weekend again reinforces that going with the Explosion and not coaching him myself any longer was the way to go!!!!

We are very grateful for all of the hard work you guys do.

See you on soon.

**Larry**

Wednesday March 11, 2015

Hi Scott

Devin made the freshman baseball team!

He tried out for an outfield position. He is the happiest kid in the world. Thanks so much for all you have done and do!

**Richard**

Tuesday March 10, 2015

Congratulations to all the boys who will be representing the 14U team. And thank you to coach Scott and Tyler for all the training , effort , motivation and sportsmanship philosophy you extend to our boys. We look forward to growing within the Explosion organization

**Sergio G**

Friday March 6, 2015

The kids do hear and listen to your encouragement..

My son has seen the other side of coaches where despite winning championships and having winning seasons telling them they suck and have no heart...

Cheers

**Victor I**

Friday March 6, 2015

Coaches,

Thank you for your continued support and encouragement for Nicholas! It means a great deal to know that he has the Explosion Coaches , especially his mentor Coach Scott, in his corner!

Good Luck to all the boys! Continue to make yourselves , your family and the Explosion proud!!

**Tom C**

Monday February 9, 2015

Scott, Tyler, and Tom,

I want to pass on a few words of appreciation to the NJ Explosion organization - thank you for the time, energy, and focus you put towards Zach. I have seen a big difference in his mechanics and results due to your instruction. He thoroughly enjoys being part of Explosion and loves the intensity that you expect from the players. As a parent, it is comforting to know that my son's coaching staff coaches in the same manner I try to parent - teaching lessons that he can take in other facets of his life as he continues to mature. Again, thank you and we can not wait until the 2015 season opens! Tom

**Eileen G**

Thursday November 6, 2014

Scott,

Thank you so much for taking the time to give us guidance on teams and recruitment tips for college. It is truly refreshing to speak to someone who cares about the kids. I understand that everyone needs to pay their bills but first and foremost the players should supersede that.

I would of loved for Ryan to have had the opportunity to tryout out for your team. If we need help regarding the video I will reach out to you. Please keep Ryan in your thoughts if you are holding any showcase camps etc.

I am interested in finding out more about your baseball work out sessions as well. He just started working with a personnel trainer but we are looking for more of a baseball all around workout.

I will do my best to spread the news on the quality of what you are offering at your baseball academy. Please keep in contact and I will reach out to you if I see any opportunities arise that can help you out.

Again many thanks,  
Eileen

**Sherry J**

Tuesday September 30, 2014

Good evening Coach Scott,

I first want to say thanks so much for the free lesson with Colt today! What an awesome offer, and a great lesson!

The difference in his batting from the time he walked in, and the time he walked out, was eye-opening! He's very excited about the prospect of working with you, and I do believe, he thinks your the coach to finally get his batting back on. He was out hitting off of the T earlier tonight! I would like to continue the lessons with you. Thanks again for working with Colt-it's nice to see him excited about batting-haven't seen that in a long time!

Sherry

**Dave**

Friday May 2, 2014

Guys

I just wanted to drop you a note of thanks for all that you do for the boys. I am beginning to see in our son a change for the better in how he responds to the tips and help that you guys give him. I know that by my wife and I (and our son) choosing the Explosion he is in good hands. As his father and former coach there comes a time when I had to have him play under someone else and I do not think that we could have made a better choice.

Thanks again for all the you do.

Dave K

**Matt**

Monday November 11, 2013

Congrats Scott and Tyler and obviously the team! Great credit to your leadership and direction - nice work!

**Jenn**

Tuesday October 15, 2013

Hi Scott,

I just wanted to thank you. Seriously, I know we've had brief discussions in the past regarding our similar philosophy, but to see your words in an email that so closely echo what we have been saying is more than a welcome breath of fresh air. To use our son's words when I shared your email with him "it's really nice to know the coach cares so much and is so positive!"

Please know how much we all appreciate your efforts and time that you spend creating this wonderful family of players that will make it places under your unwavering guidance.

**Roger**

Monday September 9, 2013

Scott,

I just wanted to say THANK YOU! I don't know how you do it but I'm sure glad you do. Whatever you told Roger about pitching, using his back leg to push off is working VERY well. I was working with Roger and had him pitch a few (under 20) and couldn't believe how much more accurate he was with it.

GREAT WORK on building this team!!!!

Because of you my son is having the time of his life right now. Roger is VERY proud to tell people he is on your team. He is also seeing what it's like to have teammates. He looks forward to seeing them at practice and games, but also playing with them on x-box. He always has a smile on his face when he talks about his coach, teammates, practice, and games.

I can't thank you enough for allowing us to be apart of the NJ EXPLOSION family!!!!

Thanks again,

Roger

**Laura G**

Thursday July 4, 2013

What a great workout yesterday. I love when Matt leaves one of your lessons. He is so excited and confident about himself.

**Chris B**

Tuesday June 4, 2013

Hello Scott,

It's been a while, I hope all is well with you.

Wanted to thank you for the time that you spent coaching Nicky this pre-season, it's paid off. He's making contact almost every at bat and is really turning on the ball. One of the few kids who consistently pulls the ball. He's led both his teams in batting average and is just now starting to get the confidence he needs to be consistent in all aspects of his game.

Chris B

**Brian M**

Monday June 3, 2013

Scott,

Daniel and I want to thank you for taking the time yesterday to look at his mechanics. Daniel walked away feeling good about it. He took a lot away from that 1 hour, was working on his swing and throwing when we got home. He had a solid hit up the middle yesterday in Travel and told me it was his new swing.

We are both hoping that come fall/winter, you will have slots available to get him some serious training, and with improvement, maybe a shot at being part of next years 11u Explosions!

I like the idea of one voice, and want to afford him the best opportunity to be his best.

I will reach out to you late summer and see what opportunities there are.

Thanks again and Good Luck this coming season. Both Daniel and I will be following you!

Regards,

Brian M

**Don L**

Monday February 18, 2013

Hey Scott,

I wanted to tell you about Brian's progress. He had his first travel winter indoor practice at a facility where he was facing live pitching with real balls. He used his wooden bat and put on a show. I'm usually the most critical of him but I have to give him props (and you!). I've never seen him hit so many line drives in a session before. His swing was pretty consistent and almost looked like he was in mid-season form. He also reminded himself to apply the tips you gave him about fielding. It was a very good practice for him all around.

Thanks,

Don

**Don L**

Tuesday January 1, 2013

You have helped to renew his interest in baseball over the Winter. He's been taking swings every day since we saw you on Fri.

**Tom W**

Wednesday July 4, 2012

As a life-long volunteer for youth baseball, a coach, travel manager and a past President of Manalapan, NJ American and National Little League, it's always been important to me to find great coaches and trainers for our kids so that they can continue to develop their skills for the great game of baseball. This year, I met Scott Rossiter who just moved into town and coached my son's Spring baseball team. Scott emphasized the positive with the kids at all times and really got them to believe in themselves. They started 0-4 and improved each week and eventually won the league Championship! When my son went through a little hitting slump, he asked if he could take a lesson with Scott at his ALL IN Baseball Academy. The results were AMAZING! Even though he played travel baseball for 5 years and got training from several different coaches, none of them had the impact over that long period of time that Scott had with a couple of hours of lessons. Scott was able to pinpoint exactly what needed to be fixed with his swing, communicate it clearly so my son understood it and help him get it to work. Where others didn't pay enough attention, Scott was able to instill the confidence and skill that my son needed to really improve. My son was ready to give up on baseball and now after playing for Coach Scott and attending the ALL IN Baseball Academy, he is really excited to continue playing and improve. He can't wait to work on his pitching next at ALL IN Baseball Academy. I am thrilled that we have this resource right in our town and I totally recommend that you check out Scott and the ALL IN Baseball Academy!

**Sue Rossiter**

Saturday March 31, 2012

Congratulations on your new website! Wishing you much success doing what you LOVE!