

# ALL IN BASEBALL ACADEMY, LLC.

## Business Plan



# 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 delight each and every player and family that walks through our doors. When they leave our establishment, they will feel like they just received a world class experience and feel compelled to come back, as well as rave to their friends and family about **ALL IN BASEBALL ACADEMY, LLC**. We will deliver what we promise and never settle for anything less. Our employees will be friendly, helpful, professional and knowledgeable, our facility will be warm, inviting and clean and our training will be second to none. Our passion for our brand and what we offer to the public will be unmatched.

# The Team



Scott Rossiter is the owner and face of **ALL IN BASEBALL ACADEMY, LLC**. Coach Scott is 55 years old, married to Suzanne and has two grown children. With over 45 years in the business; from Little League record holder for no-hitters in one year to high school sensation 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.

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. Coach Tyler has been trained by his father as well as other ex-professional players. He has a great way of teaching younger players and has had tremendous success with his students. Tyler is always there and willing to take on new challenges as well as to continue in his education within the industry. When Coach Scott retires at the age of 80, Coach Tyler will be there to run the show without skipping a beat.

# Market Summary

- Overall, 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 the expenses relating to travel for the more elite players. I have already lived out this scenario as we spent on average, \$12,000 per year on our 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 that drive families today and will drive them forever. Youth athletics and sports is a huge industry that will continue to grow as families continue to have 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 marvelous thing as the state of our game is in a continuous growth mode. Baseball, hot dogs, apple pie and Chevrolet. That is America!
- On the local front, there are three main 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. This facility is also dark and dirty and not very popular. The third facility, Baseball U, is a nice facility that has 18,000 sq. ft. but is in the middle of nowhere. This facility has done well but only draws players from a very small radius. Our facility will be only a mile off the Garden State Parkway and we will be able to attract players from a much wider area of the shore towns which is a hotbed for amateur baseball/softball players.

# Opportunities

- Most facilities today are either too small to generate a substantial revenue stream or they are hindered by supporting beams that run down the middle of the facility which creates dangerous situations for the players. In addition, a large number of these facilities are dirty, outdated, under-equipped and poorly run from an operational and financial standpoint. They provide little to secure their existing client base. There are also several franchises that struggle with the bottom line due to high fees and expansion and legal limitations.
- Our facility will include 21,000 sq. ft. of unobstructed space that has multi-purpose use. We can hold live fielding sessions on a 60/90 foot diamond which is a major draw for not only our teams, but also for local high school, colleges and professional teams as well. The Philadelphia Phillies Class A affiliate Lakewood BlueClaws is only 2 miles from the facility and the New York Yankees Class AA affiliate Trenton Thunder is only 30 miles from the facility. Both organizations are owned by the same group and we have a relationship with them. Our goal would be to have a business relationship where their players can come in and use the facility and teach at the facility in exchange for signage in our facility that states these players train here as well as signage in their stadiums that state that their players train at ALL IN BASEBALL ACADEMY.
- In addition to having this open space, our batting cages will be in a separate area which will maximize revenue. With this setup, players can hit when they want and we can rent the open space at any time. The space will be large enough to handle soccer, football and lax teams when not being used for baseball purposes. We will also house a state of the art weight room which is necessary for today's athletes as they need to be bigger, stronger and faster than their competitors.

# Business Concept

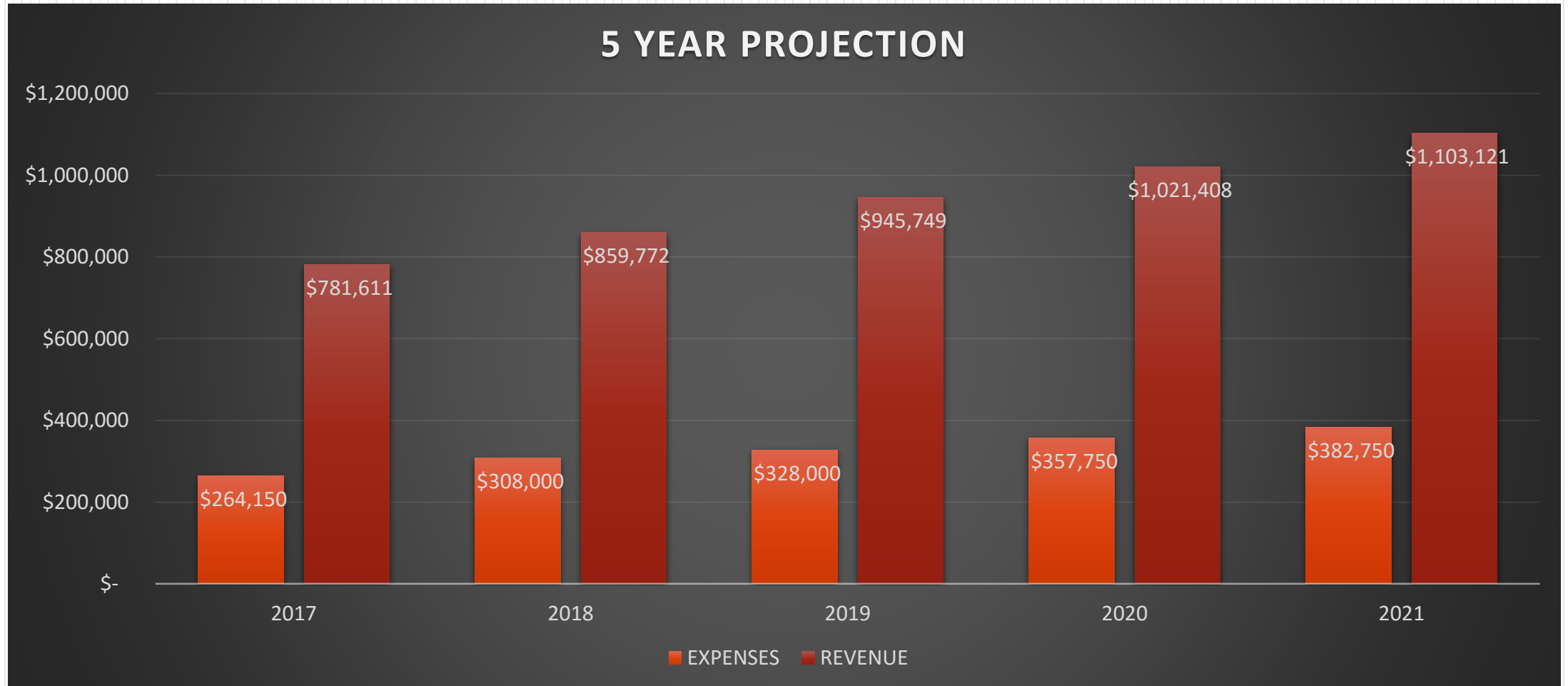
- We are in an industry that is heavily governed by results. Every where you turn, people are speaking to miles per hour, exit velocity, batting average, slugging percentage, wins above replacement and the list goes on and on. You have to be a financial wizard to keep track of all the calculations and what they really mean. As an organization, we are fortunate to be on top of it and use the latest technology to teach and train our students. We incorporate radar guns, statistical analysis, video analysis and stop watches to evaluate our players. We also chart both students and team members to highlight successes and areas which need improvement. Parents will pay for results, both visual and quantitative. We use our technology to illustrate to them where we have made progress and what we will implement to continue in the child's development. This is a major competitive advantage as over 90% of the facilities do not produce analysis like we do. Through our charting process, we deliver both short term and long term results.
- We are also going through a courting process with management software companies to see what will work best for our particular application. We want to have all the bells and whistles that will simplify data management and provide us with an all encompassing system to obtain client contact information and history with the capability to sort information by different criteria. We will also use this system as a marketing tool to send mass emails and broadcasts.



# Goals and Objectives

- To 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.
- Prior to our doors opening, we will flood the market with informational fliers and promotional discounts to create excitement. This will be done through local media, social media, handouts at games and tournaments that we participate in, purchase of player email lists, meetings with grammar and high school coaches and athletic directors as well as decision makers at local little leagues. We have a small army of advertising personnel in the form of current players and parents that will be more than happy to spread the word.
- We are determined and passionate to turn a profit in year one through a very comprehensive business plan that details exactly what goals need to be reached and what functions and tasks need to be accomplished.
- We have a staff of four very qualified employees that are ready and passionate to get started and take our business to the next level. We will recruit and hire employees that share in our passion and have the same qualifications that we have. All potential employees/consultants will go through a screening process to assure they have clean records and are reputable people.
- Expenses will be managed by Coach Scott to assure that we are sticking to our budget. Our compensation line item will be limited as we will bring in 1099 employees on a consulting basis which is the norm in this industry. Coaches and trainers work on a commission basis and earn a portion of the fee charged for lessons.
- In five to seven years, we are looking to purchase our own brick and mortar facility which will reduce occupancy expense while increasing our overall net worth and profitability.
- We will also increase the number of our travel teams from the six we currently have up to 15 to 18 teams. By doing this, we greatly increase revenue to the facility as a portion of the players tuition will flow directly to the facilities bottom line for player training cost. We usually carry 12 players per team and the cost for training will be \$900 per player per year. This will bring in approximately **\$195,000 in revenue each year** without a single person walking through the doors.

# Financial Plan





# Risks and Rewards

- As with any investment, whether it be in the stock market, real estate, commodities, your own business or someone else's business, there is risk. We are all educated and we do our homework and invest in businesses and people that have a solid plan with the passion to execute and see it through.
- My risk as a 55 year old man with a family to provide for is higher than anyone investor. I go into this with eyes wide open fully aware that failure can happen. The only thing is that failure does not scare me. Success is my only option.
- As an athlete, I have the competitive nature to never give up and to outwork all others to succeed. My passion in life is to teach our young and educate them to be the best baseball player they can be and to assist them to hopefully realizing their goals and dreams.
- As a professional that has worked in the financial services industry for over 30 years, I have the experience, knowledge and background to be able to run my business efficiently and effectively.
- As a husband, father and friend, I am driven to give everything I have so that I can leave my legacy of supporting my family and providing my clients with every ounce of energy I have to help them succeed. I care deeply for the kids I coach and train and I want the absolute best for them.
- The reward to the person/people that invest in me and my business is to provide a very impressive Return on Investment (ROI). My goal is to start returning a revenue stream back to my investor(s) in the first year of operation and continue to do so year after year. My five year return projection is 5 times the original investment.

# CONCLUSION

- **ALL IN BASEBALL ACADEMY, LLC.** is at the point in it's business cycle where expansion is a necessity. We have spent the past five years passionately working on our reputation, building our foundation, player by player and preparing for this phase in our growth.
- We have the existing client base, the background, the experience, the knowledge and a successful past to drive us forward into the future.
- This is not a fly by night adventure for us, rather it is our life, which we eat, sleep and breathe. Our goal is to be the best and most recognized baseball facility in the state of New Jersey.
- We are seeking a serious investor(s) that will also like to assist in a mentoring roll along the way. A person that cares about the people and the business that he or she is investing in and celebrates in our successes. We are seeking an investment of \$150,000 in return for a 25% equity stake in the business.
- I will sum it up by quoting our company slogan – **“YOU'RE EITHER ALL IN OR YOU'RE OUT”!**

# CONTACT INFORMATION

- For more details, any serious, potential investor can reach Coach Scott Rossiter, as follows;
- CELL PHONE: (732) – 742 – 0153
- EMAIL: [scott@allinbaseballacademy.com](mailto:scott@allinbaseballacademy.com)
- WEBSITE: WWW.ALLINBASEBALLACADEMY.COM

