



 **Baseball & Softball Training** 

**BAY AREA SPORTS ACADEMY**

 **College Sports Recruiting**   
**(832) 523-8797 • basatx.net**

## **Business Plan**

### **March 2013**

*Eli Herrera*  
*info@allamericansportsrecruiting.com*  
*(832) 523-8797*

# Mission Statement

*The Bay Area Sports Academy (BASA) mission is to provide baseball and softball players of all ages and skill levels an educational opportunity to develop and improve skills, while increasing confidence and self-esteem in an exciting learning environment. Players will be introduced to skill and mental training techniques used at the intercollegiate and professional levels.*

*BASA also offers high school student-athletes, in all sports, the opportunity to gain nationwide exposure for intercollegiate athletic scholarship evaluation.*



# Keys to Success

1. *AMAZING LOCATION AT AN AMAZING RATE!*
2. *Prompt, courteous and quality customer service*
3. *Contracts with skilled baseball and softball instructors*
4. *Programs, classes and camps for consumers to choose affordable instruction that conveniently meets their needs!*
5. *Strong relationship building and maintenance, keeping our customers happy no matter the cost, and steady growth generated through a firm understanding of our customers and their value drivers.*



# BASA Summary

## ➤ Ownership, Eli Herrera



## ➤ EDUCATIONAL EXPERIENCE

- Master's Degree, Sports Management
- Bachelor's Degree, Kinesiology

## ➤ BUSINESS EXPERIENCE

- Baseball Charts Online, Owner, 2005
- Softball Charts Online, Owner, 2010
- All-American Sports Recruiting, Owner, 2008



# BASA Summary

## ➤ Ownership, Eli Herrera

### ➤ 13 YEARS INTERCOLLEGIATE COACHING EXPERIENCE

- NCAA I Jackson State University (MS), Pitching Coach
  - Winter and Summer Camps; Private Lessons
- NJCAA I University of Texas-Brownsville (TX), Head Coach
  - Winter and Summer Camps; Private Lessons
  - 2002 ABCA/TURFACE College Baseball Field of the Year Award
- NJCAA I Dyersburg State Community College (TN), Head Coach
  - Winter and Summer Camps; Private Lessons
- NJCAA I St. Catharine's College (KY), Pitching Coach
  - Winter and Summer Camps; Private Lessons



# BASA Summary

## ➤ Ownership, Eli Herrera

- NCAA II Wingate University (NC), Hitting & Infield Coach
  - Winter and Summer Camps; Private Lessons
  
- NCAA III Manchester College (IN), Hitting & Outfield Coach
  - Winter and Summer Camps; Private Lessons
  
- NCAA II Texas A&M University – Kingsville (TX), Hitting & Outfield Coach
  - Winter and Summer Camps; Private Lessons





# BASA Summary

## ➤ Ownership, Eli Herrera

### ➤ PROFESSIONAL EXPERIENCE

- West TN Diamond Jaxx - Chicago Cubs AA (TN), Groundskeeper
- Andy Tomberlin, 1998 New York Mets, Winter Hitting Coach

### ➤ YOUTH COACHING EXPERIENCE, 20+ Years

- Private Baseball & Softball Instructor, Greater Houston Area
- USA Baseball National Team 16-under (AZ), Trails Coach
- Camp Echo Lake (NY), Baseball & Softball Program Director
- Camp Mah-Kee-Nac (MA), Baseball & Softball Program Director
- Mathis Little League Baseball (TX), Team Manager

### ➤ INTERCOLLEGIATE PLAYING EXPERIENCE

- University of Mary Hardin-Baylor (TX)
- Huston-Tillotson University (TX)

### ➤ HIGH SCHOOL PLAYING EXPERIENCE

- Mathis High School (TX)



# BASA Summary

## ➤ Start-up Summary

- City of Webster Commercial Application - \$400
- Building Lease - \$4500/mth, Deposit Required (Credit Check Required)
- Insurance - Business, Property, Workman's Comp - \$300/mth
- Flood Insurance - \$50/mth
- LLC, Federal Tax ID included - \$345
- Equipment Start-up
  - Full - \$60,000
  - Conservative - \$35,000
- Staffing
  - 1 Director
  - 2 PT Office Managers -
  - Contract Instructors – 30% - 50% / Lesson
- Overall Start-up
  - Full - \$90,000
  - Conservative - \$70,000
  - Initial investment paid back over 3 years or sooner and a 15% equity stake offered for consideration.

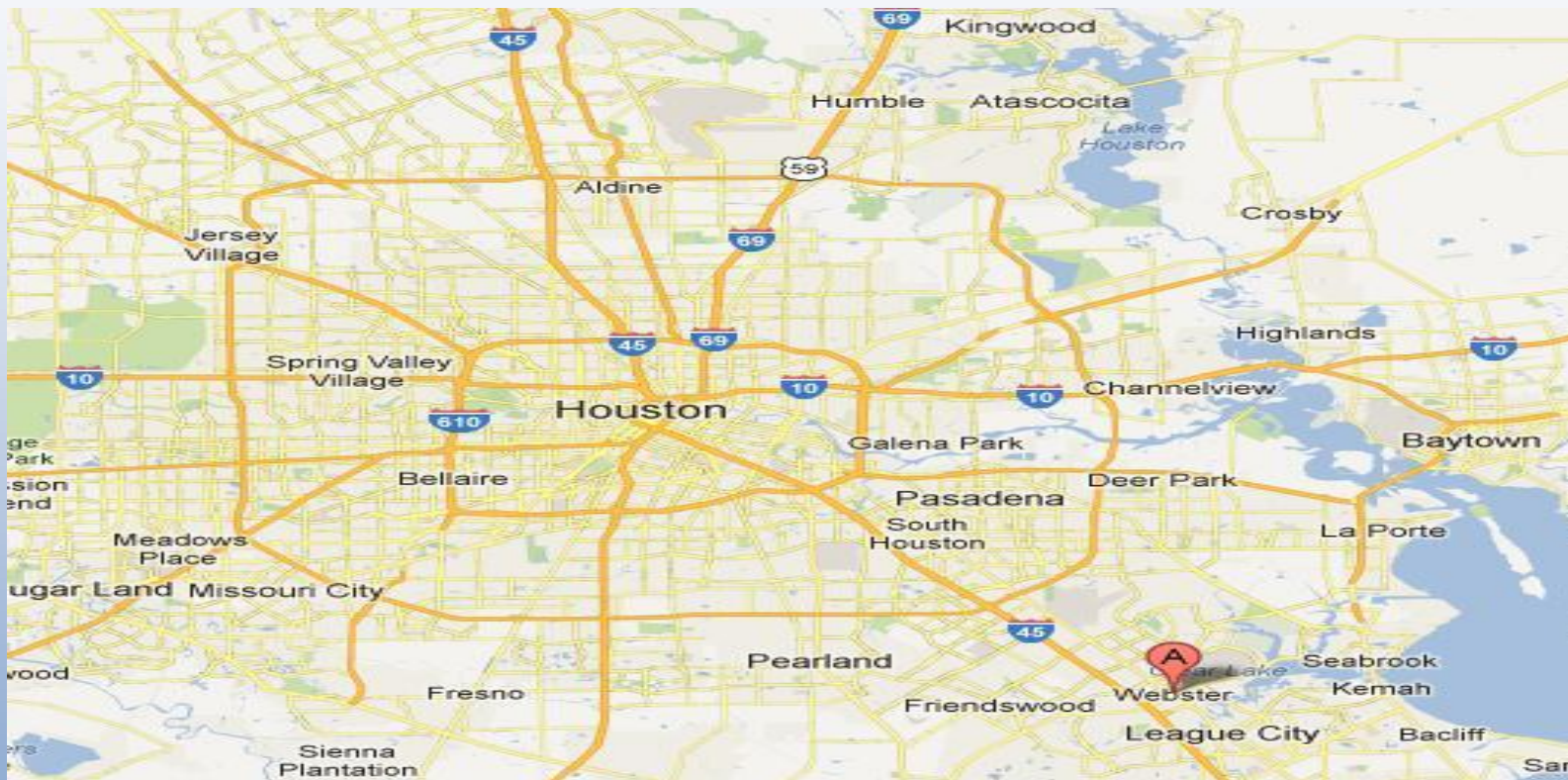




# BASA Summary

## ➤ BASA Location and Facility

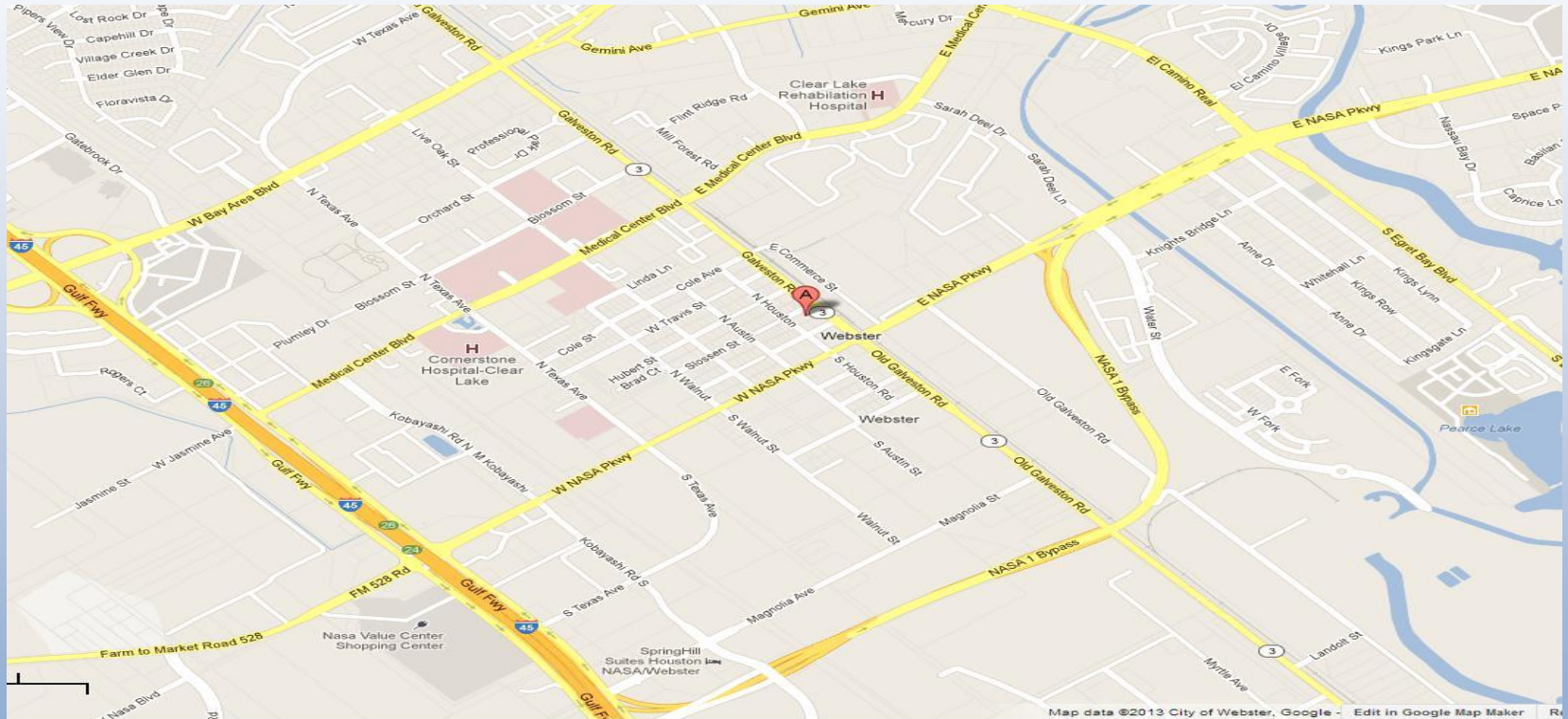
➤ 17700 Hwy 3, Webster, Texas 77598



# BASA Summary

## ➤ BASA Location and Facility

➤ 17700 Hwy 3, Webster, Texas 77598





# BASA Summary

## ➤ BASA Location and Facility

- 17700 Hwy 3, Webster, Texas 77598
- One block from the NASA Parkway and Hwy 3 Intersection
  - Traffic: 75,000 vehicles/day (Source: City of Webster)
  - Combined Indoor & Outdoor Training Areas nearly 15,000sf
  - Lobby: 2400sf
  - Office: 200sf



# BASA Summary

➤ Front



# BASA Summary

## ➤ Future Front





# BASA Summary

## ➤ South Wall and Back



# BASA Summary

## ➤ Future South Wall and Fence



**Enroll for Classes Today!**

**Select Team Tryouts  
August 25th 1pm**

**Coming Soon!**





# BASA Summary

## ➤ Future Back Wall and Fence



**Enroll for Classes Today!**

**Select Team Tryouts  
August 25th 1pm**

**Coming Soon!**



# BASA Summary

## ➤ North Gate and Back



# BASA Summary

## ➤ North Wall and Fence





# BASA Summary

## ➤ Future North Wall and Fence



**Enroll for Classes Today!**

**Select Team Tryouts  
August 25th 1pm**

**Coming Soon!**



# BASA Summary

- Lobby 360 Panoramic
- 2400sf



# BASA Summary

## ➤ Future Lobby 360 Panoramic





# BASA Summary

## ➤ Future Lobby Pro Shop





# BASA Summary

- Offices, Storage and Hallway
  - 200sf

*Office 1*



*Office 2*



*Storage*



*Hallway*



# BASA Summary

- Indoor Training Area 1 – 360 Panoramic View
- 3000sf





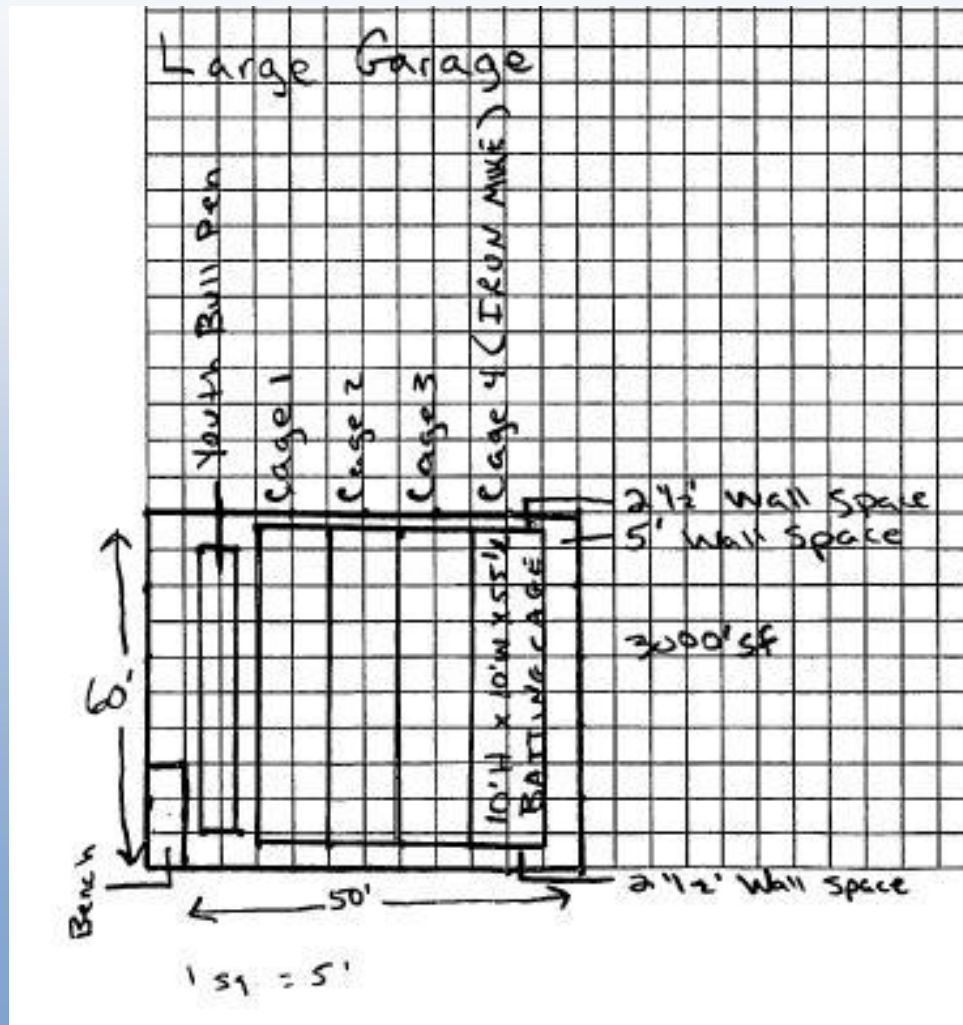
# BASA Summary

## ➤ Future Indoor Training Area 1 – 360 Panoramic View



# BASA Summary

## ➤ Future Indoor Training Area 1 – Sample Diagram





# BASA Summary

- Indoor Training Area 2 – 360 Panoramic View
- 1400sf





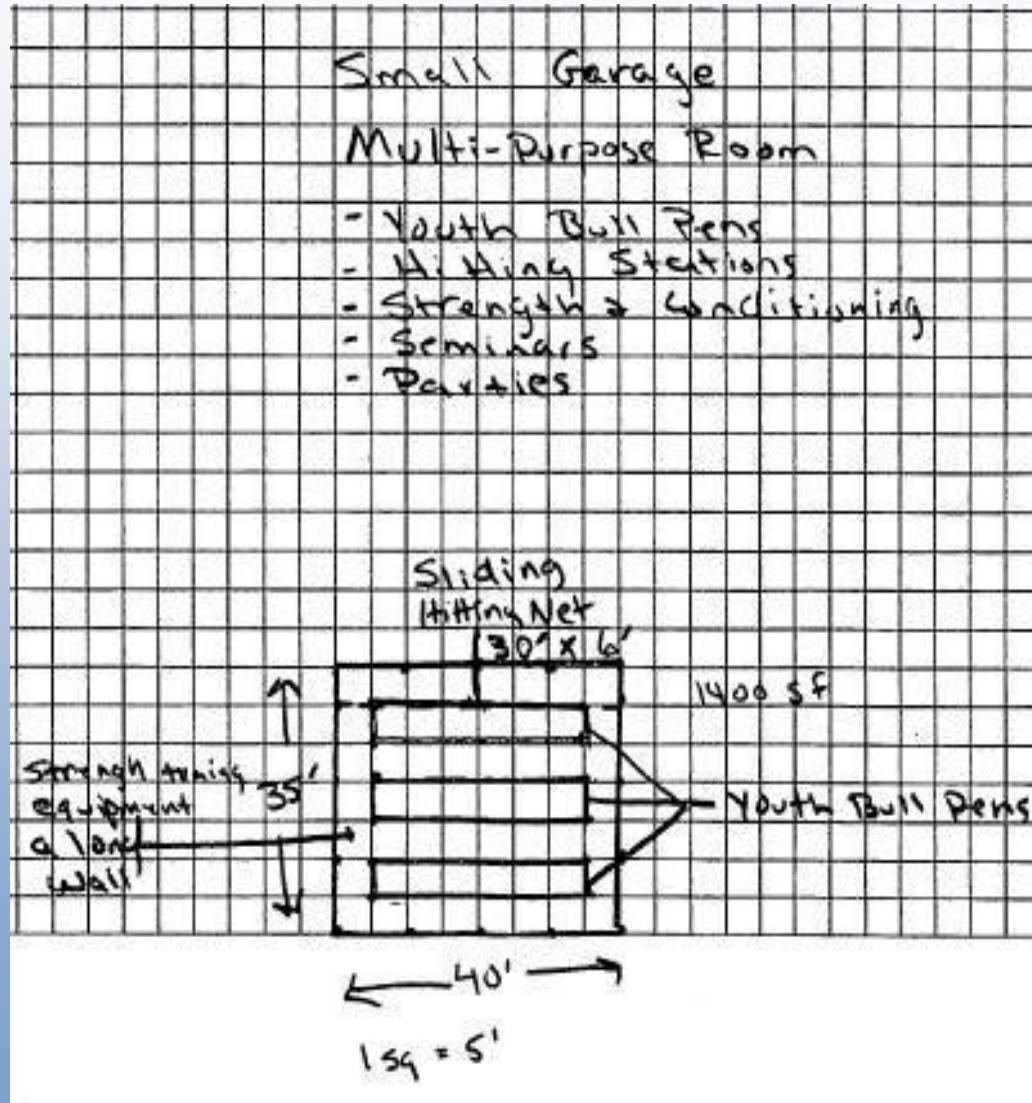
# BASA Summary

## ➤ Future Indoor Training Area 2 – 360 Panoramic View



# BASA Summary

## ➤ Future Indoor Training Area 2 – Sample Diagram





# BASA Summary

- Outdoor Training Area - 360 Panoramic View
  - 11,500sf



# BASA Summary

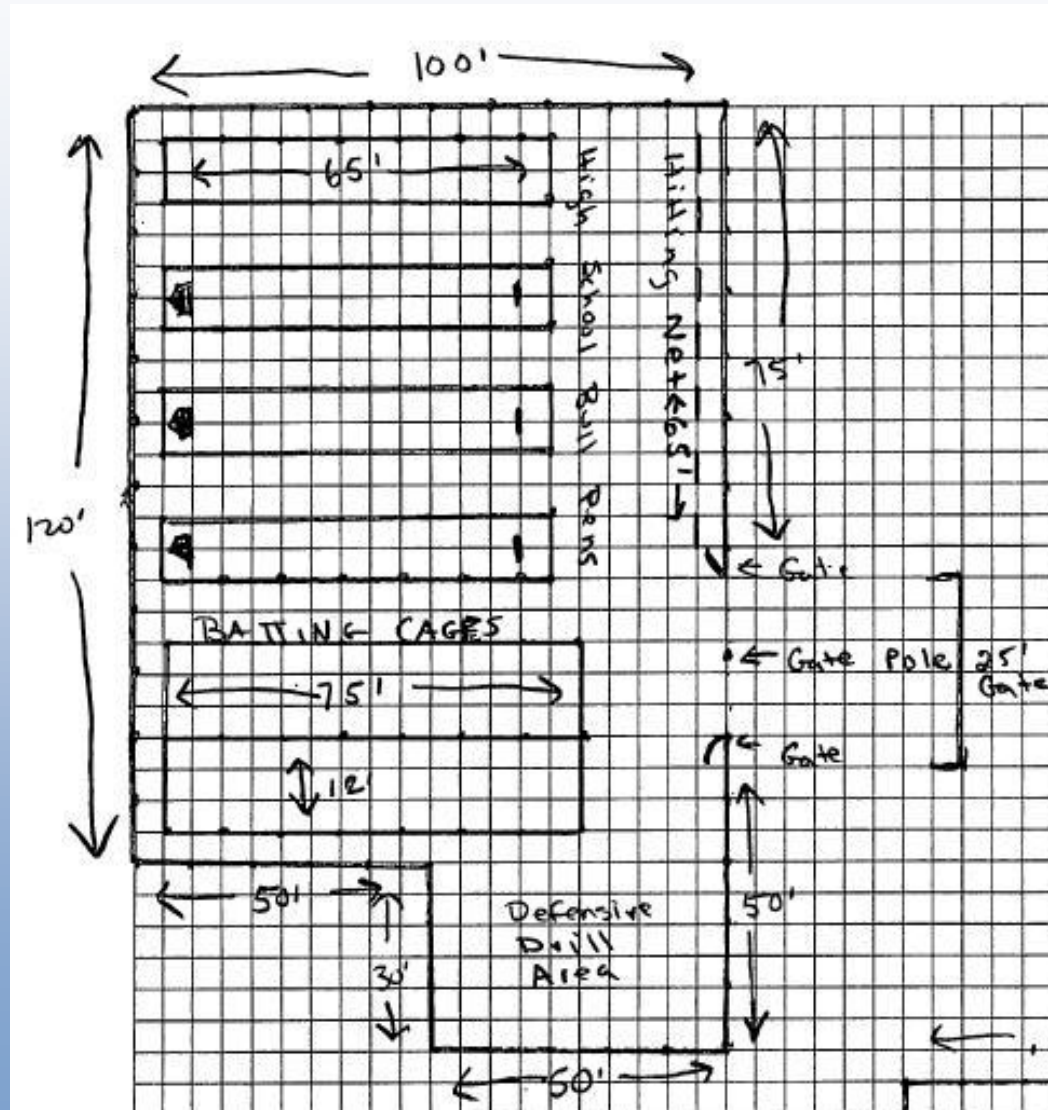
## ➤ Future Outdoor Training Area - 360 Panoramic Example View





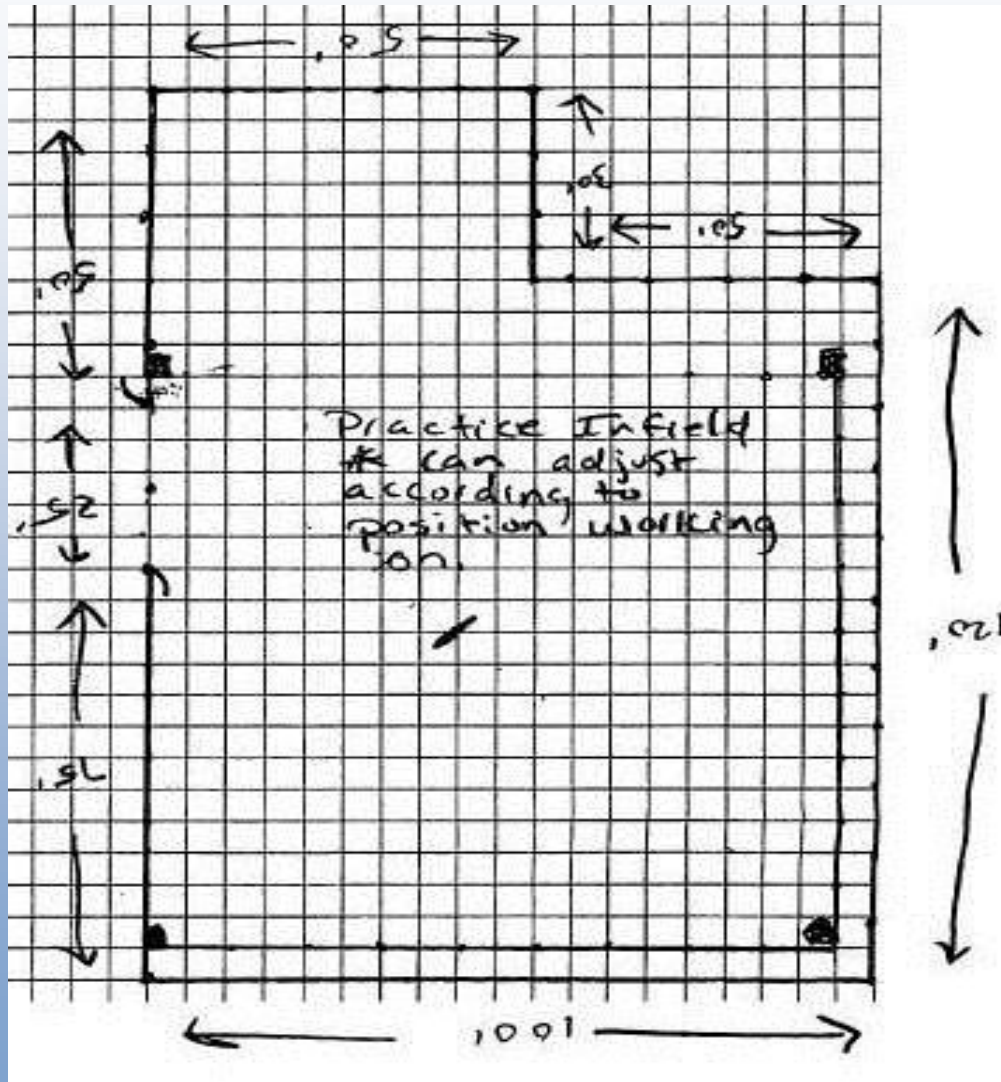
# BASA Summary

## ➤ Future Outdoor Training Area – Sample Diagram 1



# BASA Summary

## ➤ Future Outdoor Training Area – Sample Diagram 1



# Services

- *Day Programs*
- *After-School Program*
- *Evening Classes*
- *Private Lessons*
- *Select Teams*
- *Batting Cage Rentals*
- *Bull Pen Rentals*
- *Camps*
- *College Recruiting Services*
- *Game/Highlight Video Services*
- *Team Web Hosting*



# Products

- Lobby will be used as a Pro Shop once inventoried with baseball and softball goods.
- Baseball and Softball Charts Online Products
  - Year Round Pitching Programs
  - Year Round Strength & Conditioning Programs
  - College Level Scouting and Recruiting Reports
  - Hitting Chart Systems
  - Pitching Chart Systems
  - Scouting Reports
  - Hitter's At-Bat Evaluation
  - Schedules
  - Dugout Line-up Card
  - Adopt-A-Player Fundraiser
  - Coaching E-books



# Service Area Competitive Analysis within Clear Creek ISD

- NASA Baseball Academy, Webster, TX – 6,000 sf
  - Baseball exclusive, After School Program, Camps, Private Lessons, Rentals. Five youth select teams. Open about one year.





# Website: **BASATX.net**

**Home | About Us | Calendar | Memberships | Programs |  
Classes | Lessons | Rentals | Camps | Strength and  
Conditioning | Select Teams | Team Web Hosting | Coaches  
Clinics | College Recruitment | Video Services | Parties | Pro  
Shop | Advertising | Employment | Contact**



# Social Media



follow us on  
**twitter**



# Services Sourcing

- **Baseball & Softball Day Programs: 30% Commission**
  - **180 School Days: \$7/Day**
  - **Min. 12 players session**
  - **2 Baseball and 2 Softball Programs/Day**
  - **Possibly offer a free Zumba class for mothers or charge only \$5/mth to cover instructor costs.**





# Services Sourcing

- **Junior Slugger**

- Players 3 yrs. old learn the most basic fundamental skills such as concentration, flexibility and hand-eye-coordination.

- **Rookie League**

- Players 4 yrs. old learn warm-ups and drills, key fundamentals, teamwork with each class concluding with an in-cage baseball game.

- **Minor League**

- Players 5 yrs. old focus on hitting, throwing, fielding and game situations.

- **After School Programs**

- Players 5-8 yrs. begin balancing academics and athletic training.



# Services Sourcing

## DAY PROGRAMS

TOTAL REVENUE	\$164,304
TOTAL COST	\$58,680

# Services Sourcing

## AFTER SCHOOL PROGRAM

TOTAL REVENUE	\$72,000
TOTAL COST	\$10,800



# Services Sourcing

EVENING CLASSES	
TOTAL REVENUE	\$521,600
TOTAL COST	\$136,920

# Services Sourcing

CAMPS	
TOTAL REVENUE	\$79,200
TOTAL COST	\$23,760

# Services Sourcing

- **Baseball & Softball 8u – 18u Select Travel Teams**
  - **Start Fall 2013 or Summer 2014**
  - **Creation of teams depends on age group demand.**
  - **Potential for at least six baseball and six softball teams**
  - **12 players per team at \$225/month each**
  - **Team Manager compensation will come out of monthly fees collected. Rate TBD.**





# Services Sourcing

- College Sports Recruiting – Office Manager(s) will assist
  - AllAmericanSportsRecruiting.com, Established in 2008
    - College Matching Programs - \$300 - \$500/player
    - College Showcases - \$150 - \$175/player
    - Evaluation Camps - \$50 - \$100/player
    - Evaluation Camps for various sports - \$50 - \$100/player
    - Sunday Evening Recruiting Seminars - Free



# Services Sourcing

- **Video Service: Videographer rate TBD**
  - **Lesson/Game Evaluation - \$20/Half Hour**
  - **Game Video Filming - \$200/game**
  - **Highlight Video Editing - \$100/Up to 7 mins**



# Services Sourcing

➤ Lessons: 30% - 50% Commission

LESSONS	
Type	Price
1/2 Hours Lesson	\$40
1 Hour Lesson	\$60
1/2 Hour 2 Players	\$60
1 Hour 2 Players	\$80
1/2 Hour 3 Players	\$45
1 Hour 3 Players	\$90
1/2 Hour 4 Players	\$60
1 Hour 4 Players	\$120



# Services Sourcing

- **Team Practice without Instructor**
  - **2 hours - \$150**
- **Team Practice with Instructor: 30% - 50% Commission**
  - **2 hours - \$250**



# Services Sourcing

RENTALS	
Rental	Price
1/2 Hour Cage Rental 2 Players	\$20
1/2 Hour Cage Rental 3 Players	\$30
1 Hour Cage Rental 2 Players	\$40
1 Hour Cage Rental 3 Players	\$50
1/2 Hour Pitching Machine 2 Players	\$20
1/2 Hour Pitching Machine 3 Players	\$30
1 Hour Pitching Machine 2 Players	\$40
1 Hour Pitching Machine 3 Players	\$50
1/2 Hour Bull Pen Rental 2 Pitchers	\$20
1/2 Hour Bull Pen Rental 3 Pitchers	\$30
1 Hour Bull Pen Rental 2 Pitchers	\$40
1 Hour Bull Pen Rental 3 Pitchers	\$50

# Services Sourcing

➤ **Strength Training: 30% - 50% Commission**

Strength Training	
Type	Price
1 Hour 1 Player	\$60
1 Hour 2 Players	\$80
1 Hour 3 Players	\$100
1 Hour 4 Players	\$120

# Services Sourcing

➤ Birthday Party Rentals: \$200 - \$415





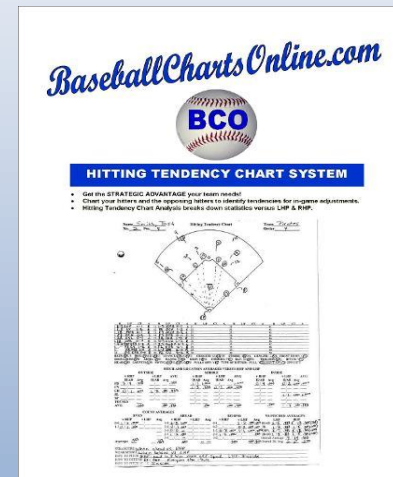
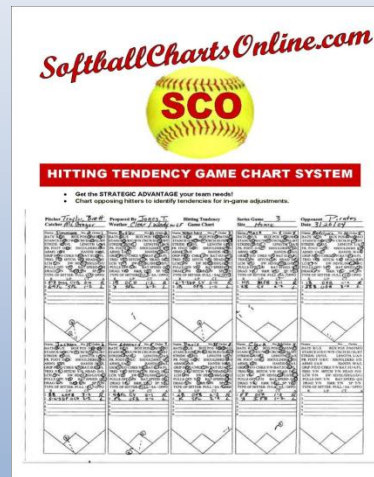
# Services Sourcing

## ➤ Advertising

- Target local sports businesses for banner ads, online ads and event sponsorships.



- **Pro Shop**
  - **Initial Products**
    - **Baseball Charts Online**
    - **Softball Charts Online**



-  **Baseball & Softball Training**  
**BAY AREA SPORTS ACADEMY**  
**College Sports Recruiting**  
**(832) 523-8797 • basatx.net**

# Market Analysis

## ➤ Primary Market: Clear Creek Independent School District

### ➤ 45 CCISD Schools

- 26 Elementary Schools
- 10 Middle Schools
- 7 High Schools
- 2 Alternative Schools

CCISD is considered a fast growth school district with as many as 500 new students enrolling every year. By 2020, CCISD is projected to be home to 47,000 students.

### ➤ 6 Private Schools within CCISD service area



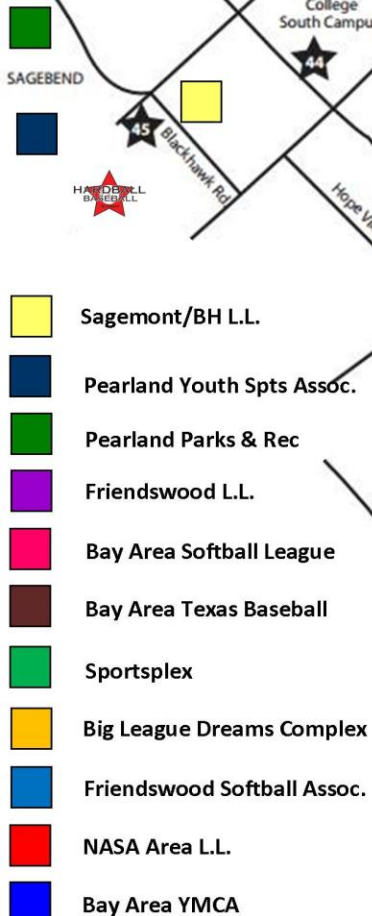
# Market Analysis

YOUTH LEAGUE ASSOCIATIONS WITHIN 10 MILES	
Association	City
<a href="#"><u>Bay Area YMCA</u></a>	Clear Lake
<a href="#"><u>Friendswood Softball Association</u></a>	Friendswood
<a href="#"><u>Friendswood Little League</u></a>	Friendswood
<a href="#"><u>Sagemont Beverly Hills Little League</u></a>	Houston
<a href="#"><u>Big League Dreams</u></a>	League City
<a href="#"><u>League City Sportsplex</u></a>	League City
<a href="#"><u>League City Little League</u></a>	League City
<a href="#"><u>Pearland Parks and Recreation</u></a>	Pearland
<a href="#"><u>Pearland Youth Sports Association</u></a>	Pearland
<a href="#"><u>Bay Area Texas Baseball</u></a>	Webster
<a href="#"><u>NASA Area Little League</u></a>	Webster
<a href="#"><u>Bay Area Softball League</u></a>	Webster





## & TRAINING ACADEMY'S MAP



# Market Analysis

## ➤ Specific Market Niche

- CCISD youth baseball and softball training
- CCISD high school baseball and softball training
- CCISD high school all sports college recruitment
- Greater Houston Area and nationwide all sports college recruitment



# Market Analysis

## ➤ Market Segmentation

### ➤ Baseball & Softball Training

- Pre-school aged children with sports oriented parents
- Local youth baseball and softball leagues
- Local high school and travel baseball and softball teams

### ➤ College Sports Recruiting

- Local high school and travel sports teams
- Greater Houston Area high school and travel sports teams
- Nationwide high school and travel sports teams



# Market Analysis

## ➤ Baseball and Softball Training Target Market Segment Strategy

- BASA will begin by focusing on CCISD youth, high school and select baseball and softball players.

## ➤ College Sports Recruiting Target Market Segment Strategy

- BASA will begin by focusing on CCISD high school and select baseball and softball players. Continue the nationwide expansion All-American Sports Recruiting has begun.





# Market Analysis

## ➤ Competition within CCISD

### ➤ NASA Baseball Academy, Webster, TX – 6,000 sf

➤ Baseball exclusive, After School Program, Camps, Private Lessons, Rentals. Five youth select teams. Location not visible from street. Open about one year.

- No Day Programs for pre-school aged children
- No evening classes
- No softball instruction offered
- No college recruitment services
- No video services
- Owner with only high school playing experience



# Market Analysis

## ➤ Market Needs

- Day Programs for pre-school aged children
- Evening classes
- Softball instruction offered
- College recruitment services
- Video services



# Strategy & Implementation

## ➤ Competitive Edge

- More visible location than local competitor.
- Larger training facility (nearly 15,000 sf) than NASA Baseball Academy (6000sf)
- BASA Director with over 20 years college coaching and youth lesson experience
- Offer multiple programs, classes and instruction for baseball and softball.
- Inclusion of All-American Sports Recruiting to generate multi-sports clients within CCISD, the Greater Houston Area and nationwide.



# Strategy & Implementation

## ➤ Baseball and Softball Training Strategy & Implementation

➤ BASA will begin by focusing on CCISD youth, high school and select baseball and softball players.

1. Market within the CCISD schools and area private schools.
2. Hand deliver a packet with Baseball or Softball Charts Online samples, offering the head coach a free chart gift (up to a \$20 value) in exchange for a five minute introduction to their team or booster club. Handout business cards to each player.
3. Establish a referral program to maximize the “Power of Mom’s” word of mouth. For example, offer a free hour session per enrolled referral.





# Strategy & Implementation

## SAMPLE BUSINESS CARD



**Baseball & Softball Training**  
**BAY AREA SPORTS ACADEMY**  
**College Sports Recruiting**  
**(832) 523-8797 • basatx.net**

Day Programs | Classes | Lessons | Rentals | Camps |  
Strength & Conditioning | Select Teams | Parties

**RSVP online now for your FREE session!**  
Session space is limited.

**Valid April 15 - May 14, 2013**  
One session per player.



**Baseball & Softball Training**  
**BAY AREA SPORTS ACADEMY**  
**College Sports Recruiting**  
**(832) 523-8797 • basatx.net**

# Strategy & Implementation

## ➤ College Sports Recruiting Strategy & Implementation

➤ BASA will begin by focusing on CCISD high school and select baseball and softball players. Continue the nationwide expansion All-American Sports Recruiting has begun.

➤ **Strategy:** Invite CCISD players and parents to bi-weekly, Sunday, College Recruiting Seminars at BASA. Utilize the CCISD high school baseball and softball coach network to contact to all other sports coaches. Offer to speak to booster clubs. Expand marketing to entire SE Houston, Greater Houston Area and nationwide.

➤ **AASR Contacts:** Currently have over 1,000 2014-16 student-athlete's to contact. Currently lack the time and support.



# Strategy & Implementation

## ➤ Sales Strategy

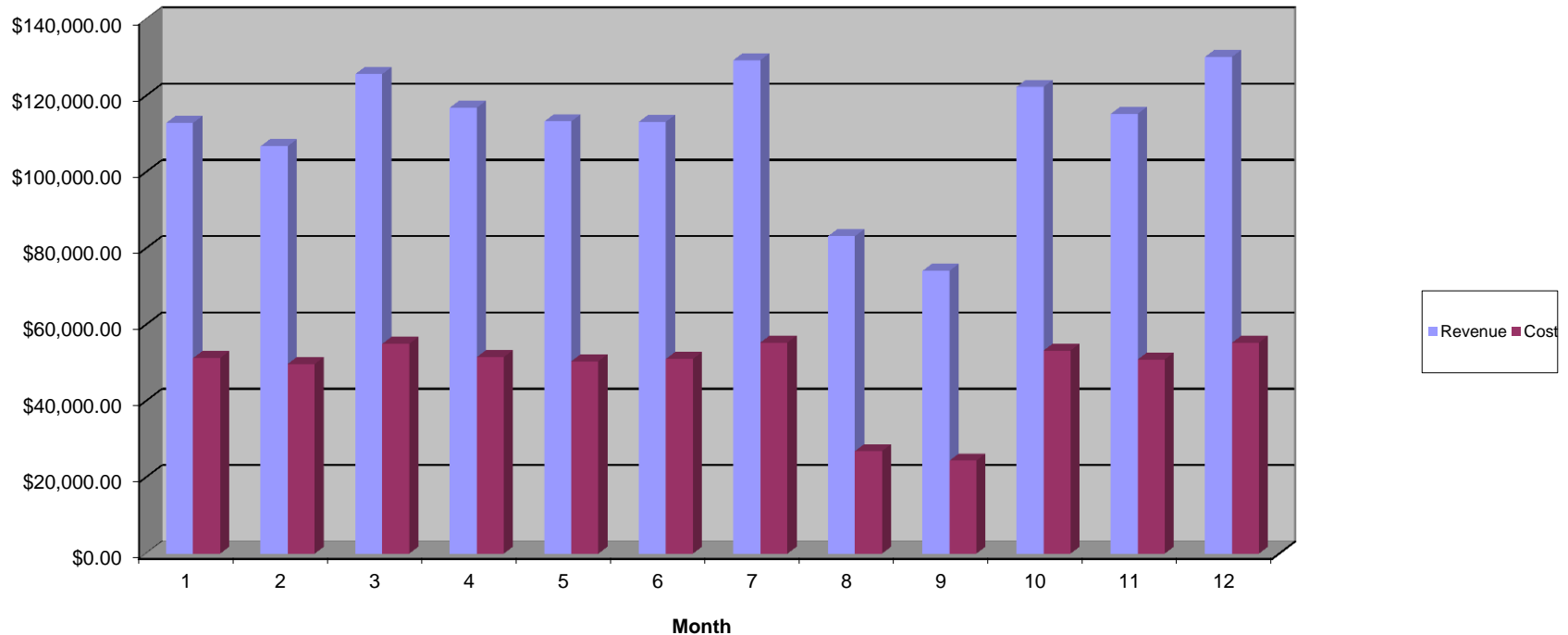
➤ Complete implementation of memberships, programs, classes, camps, teams, rentals, college recruiting services, video services with multiple affordable options for consumers, will create the customer satisfaction necessary for success.



# Strategy & Implementation

## ➤ Year 1 Sales Forecast

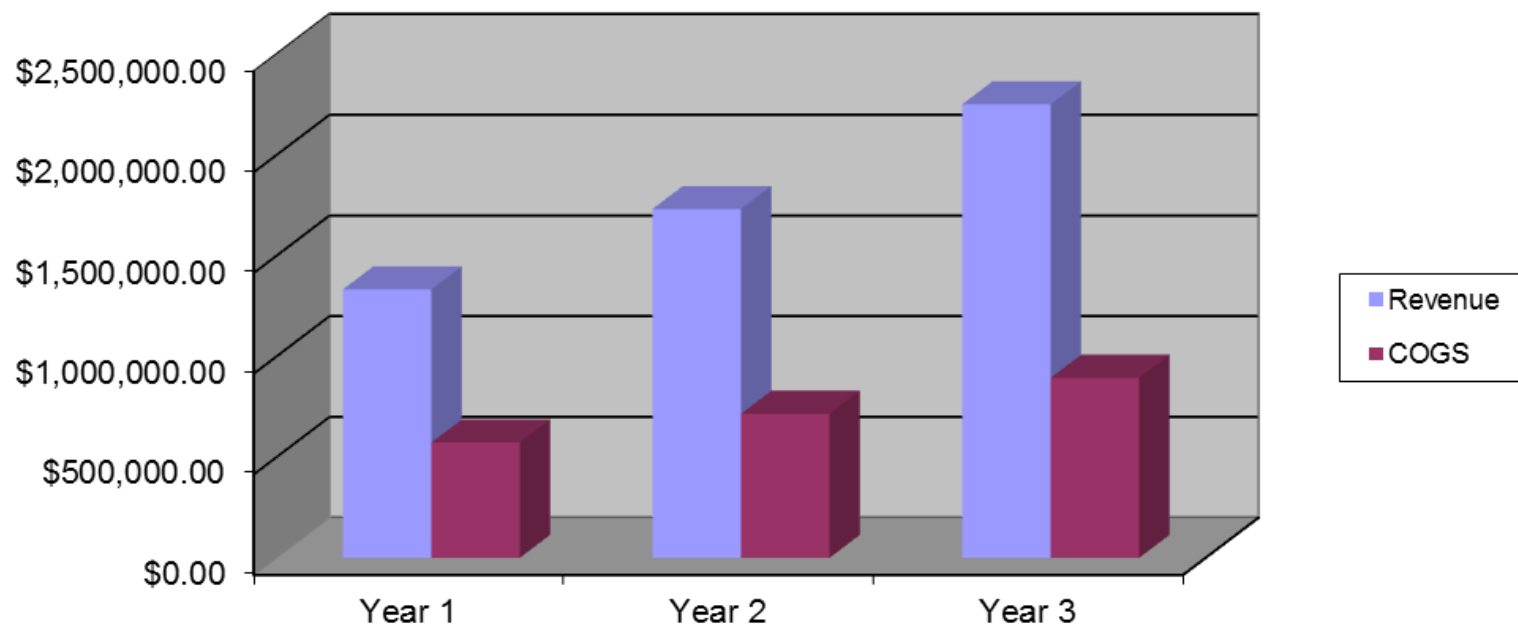
Monthly Revenue and COGS





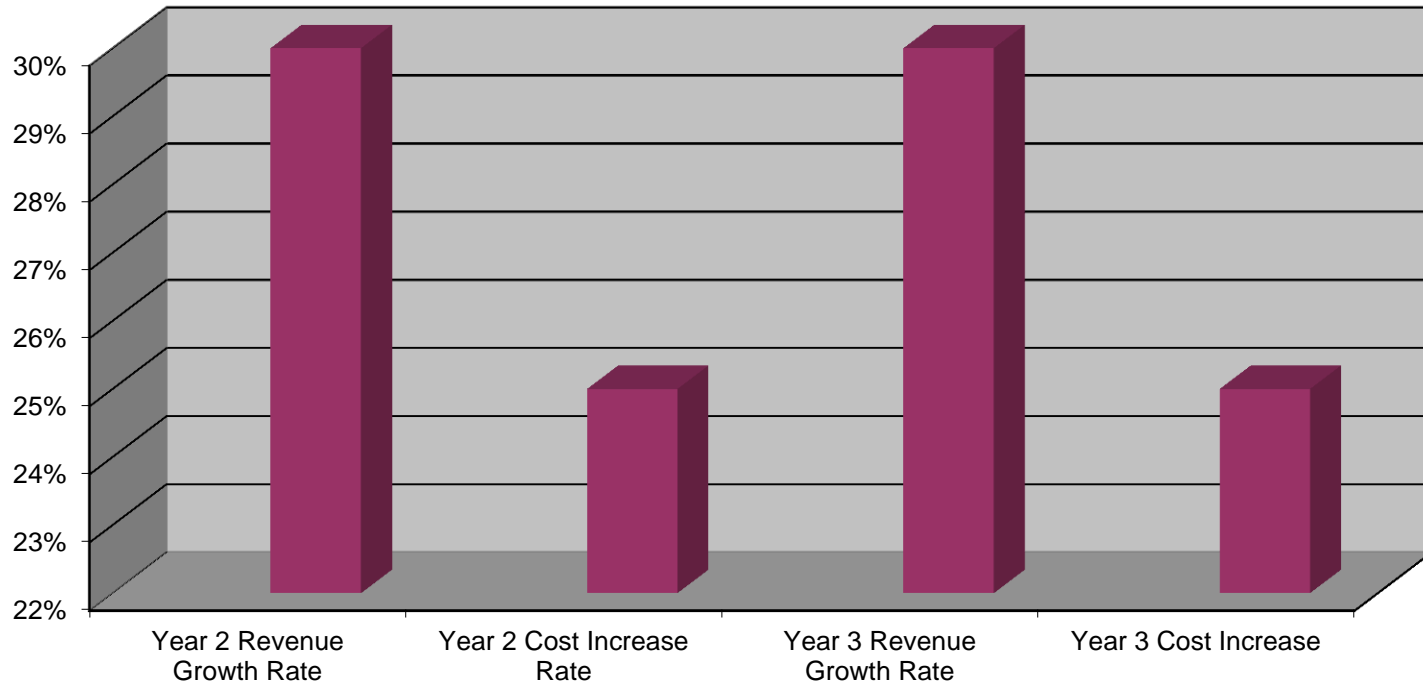
# Strategy & Implementation Projected YOY Growth & COGS

Year Over Year Growth Revenue and COGS



# Strategy & Implementation Projected 2<sup>nd</sup> & 3<sup>rd</sup> Yr Anticipated Revenue & COGS

2nd and 3rd Year Anticipated Revenue Growth and COGS Increase



# Strategy & Implementation

Year 1 Sales Forecast	
GROSS REVENUE	\$1,343,144
COST	\$574,680
NET REVENUE	\$768,464

# Strategy & Implementation

## ➤ Pricing and Commission Strategy

➤ Please review Services and Products Sourcing for various Pricing and Commission Strategies.

### ➤ Base Commission Strategy

- Regular Instructor: 30% commission per lesson
- Professional Player Instructor: 50% commission per lesson

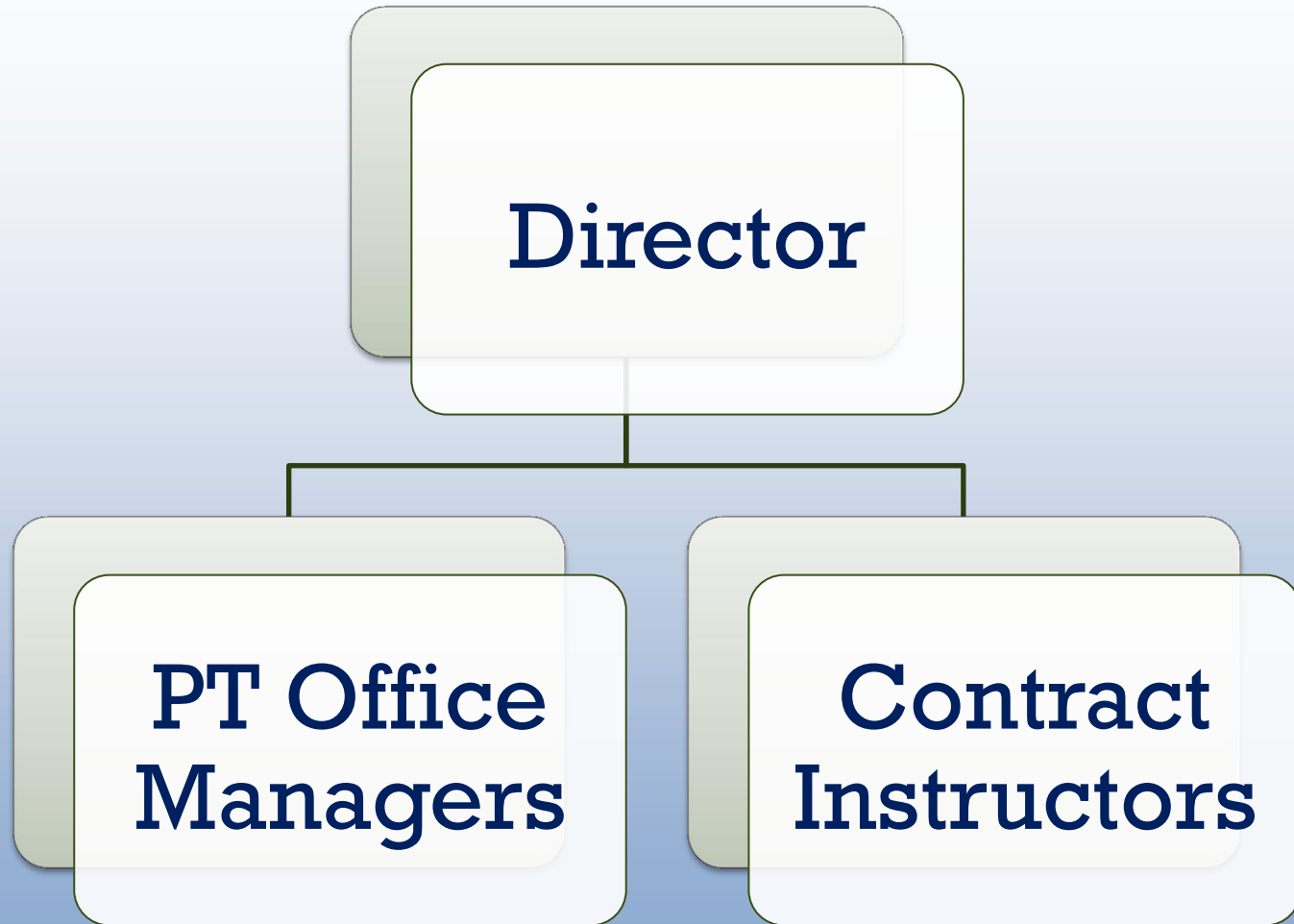




# Strategy & Implementation

BUSINESS PLAN MILESTONES						
	Planned	Projected	Actual	Acutual	Date	Budget
Milestones	Date	Budget	Date	Budget	Variance	Variance
Business Plan Review	Apr-13	\$0				
Secure Funding	Apr-13	\$0				
Apply for LLC	Apr-13	\$345				
Apply with City of Webster	Apr-13	\$400				
Facility Deposit	Apr-13	TBD				
Facility Lease	Apr-13	\$4,500				
Order Equipment	May-13	\$58,650				
Hire Office Managers	May-13	\$1,632				
Contract Instructors	May-13	\$0				
Marketing to CCISD	May-13	\$200				
Marketing to Youth Leagues	May-13	\$200				
Grand Opening	Jun-13	\$200				
Review and Create Corrective Plans	Sep-13	\$0				

# Management – Organizational Chart



# Management

## ➤ Management Team

- Director, Eli Herrera
- 2 PT Office Managers, TBD
- Contract Regular Instructors, TBD
- Contract Professional Instructors, TBD

# Management

## ➤ Staffing

<b>EMPLOYMENT PLAN - MONTHLY AND ANNUAL TOTALS</b>			
<b>June 2013 - May 2014</b>	<b>Year 1</b>		<b>TOTAL</b>
	<b>Monthly Salary</b>	<b># of People</b>	<b>SALARY</b>
Director	\$5,000	1	\$60,000
PT Office Managers	\$991	2	\$23,783
Regular Instructors 30% Comm	\$0	0	\$0
Pro Instructors 50% Comm	\$0	0	\$0
<b>TOTAL</b>			<b>\$83,783</b>

# Management

## ➤ Staffing Growth

EMPLOYMENT PLAN - ANNUAL GROWTH RATE			
	Year 1	Year 2	Year 3
Growth Rate (%)	0.00%	3.00%	3.00%
Director	\$60,000	\$60,000	\$61,800
PT Office Managers	\$23,783	\$24,497	\$25,232
Regular Instructors 30% Comm	\$0	\$0	\$0
Pro Instructors 50% Comm	\$0	\$0	\$0
TOTAL	\$83,783	\$84,497	\$87,032



# Financial Plan

## ➤ Start-up Funding Needed

➤ Full - \$90,000

➤ Conservative - \$70,000

➤ Initial investment paid back over 3 years or sooner and a 15% equity stake offered for consideration.

➤ (Additional equipment and staff are the difference between the conservative and full start up funding needed.)



# Financial Plan - Assumptions

## ➤ Competition

- 3 additional competitors within 15 miles Dickinson, Manvel and Pearland. NASA Baseball Academy only competitor within CCISD.

## ➤ Professional Instructor Lesson Rate

- May need to increase 1 hour lesson rate to \$90

## ➤ Facility

- High visibility with average of 75,000 vehicle traffic/day.
- May take City of Webster up to three months for business application approval.
- City Business Manager likes the training facility concept.



# Financial Plan- Projected Cash Flow Template

CASHFLOW STATEMENT	Year 1	Year 2	Year 3
<b>CASH RECEIPTS</b>			
<b>Income From Sales</b>			
Cash Sales	\$1,332,104	\$1,731,735	\$2,251,256
Collections			
<b>Total Cash From Sales</b>	\$1,332,104	\$1,731,735	\$2,251,256
<b>Income From Financing</b>			
Interest Income			
Loan Proceeds			
Equity Capital Investments			
<b>Total Cash From Financing</b>	\$2,500		
Other Cash Receipts			
<b>TOTAL CASH RECEIPTS</b>	\$1,334,604	\$1,731,735	\$2,251,256
<b>CASH DISBURSEMENTS</b>			
Inventory	\$345		
Operating Expenses	\$746,094	\$886,009	\$1,067,976
Commissions>Returns/Allowances	\$66,605	\$86,587	\$112,563
Capital Purchases	\$45,500		
Loan Payments			
Income Tax Payments	\$134,525	\$196,856	\$277,866
Investor Dividend Payments			
Owner's Draw			
<b>TOTAL CASH DISBURSEMENTS</b>	\$993,069	\$1,169,452	\$1,458,405
<b>NET CASH FLOW</b>			
Opening Cash Balance	\$1,000	\$342,535	\$862,938
Cash Receipts	\$1,334,604	\$1,731,735	\$2,251,256
Cash Disbursements	\$993,069	\$1,169,452	\$1,458,405
<b>ENDING CASH BALANCE</b>	\$342,535	\$904,818	\$1,655,789

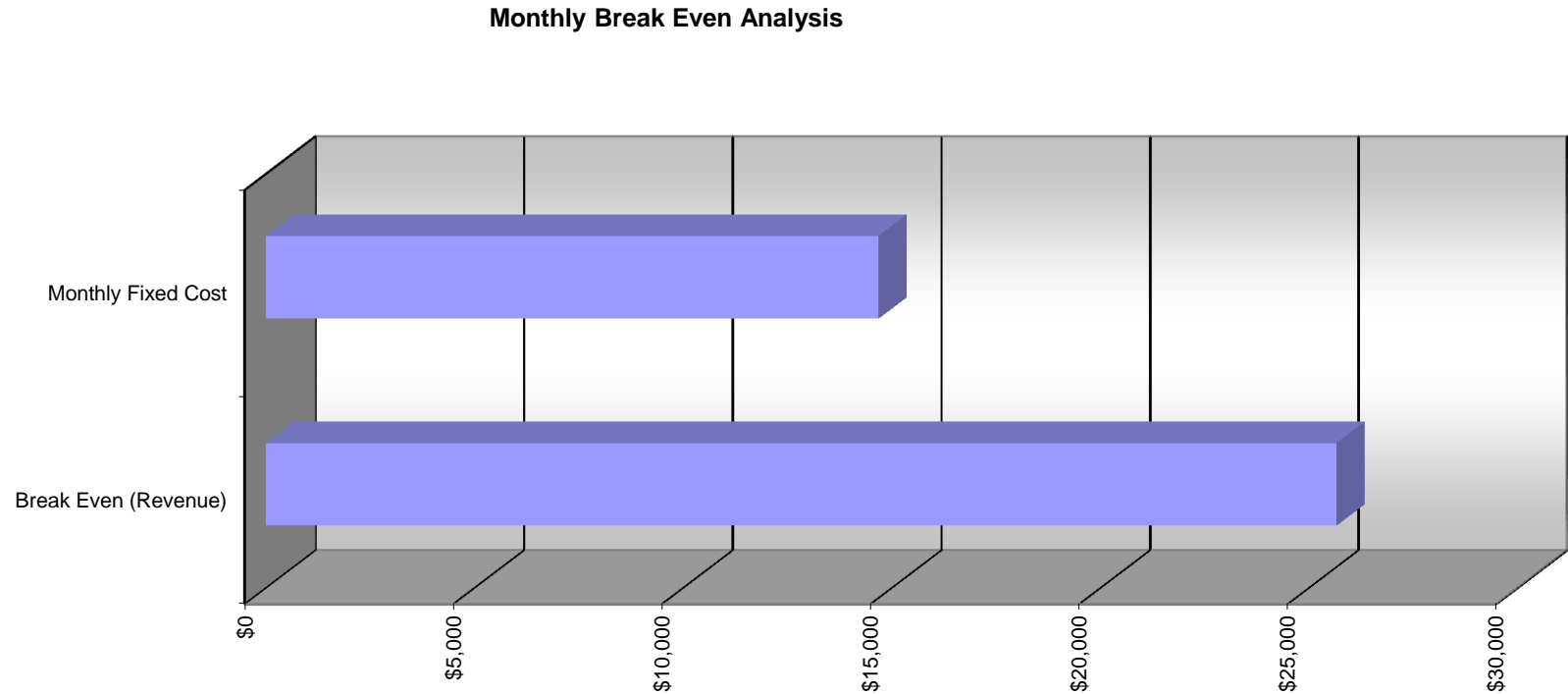


# Financial Plan- Projected Balance Sheet Template

BALANCE SHEET	Year 1	Year 2	Year 3
<b>ASSETS</b>			
<b>Current Assets</b>			
Cash	\$342,535	\$904,818	\$1,655,789
Accounts Receivable			
Inventory	\$345		
Other Current Assets			
<b>Total Current Assets</b>	<b>\$342,880</b>	<b>\$904,818</b>	<b>\$1,655,789</b>
<b>Fixed Assets</b>			
Land			
Facilities			
Equipment	\$45,500	\$45,500	\$45,500
(Less Accumulated Depreciation)			
<b>Total Fixed Assets</b>	<b>\$45,500</b>	<b>\$45,500</b>	<b>\$45,500</b>
<b>Other Assets</b>			
<b>TOTAL ASSETS</b>	<b>\$388,380</b>	<b>\$950,318</b>	<b>\$1,701,289</b>
<b>LIABILITIES</b>			
<b>Current Liabilities</b>			
Short Term Notes Payable			
Income Taxes Due	\$134,525	\$196,856	\$277,866
Other Current Liabilities			
<b>Total Current Liabilities</b>	<b>\$134,525</b>	<b>\$196,856</b>	<b>\$277,866</b>
<b>Long Term Liabilities</b>			
Long Term Notes Payable			
Other Long Term Liabilities			
<b>Total Long Term Liabilities</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>NET WORTH</b>			
Paid In Capital	\$3,500		
Retained Earnings	\$250,354	\$753,462	\$1,423,422
Total Equity	\$253,854	\$753,462	\$1,423,422
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$388,380</b>	<b>\$950,318</b>	<b>\$1,701,289</b>

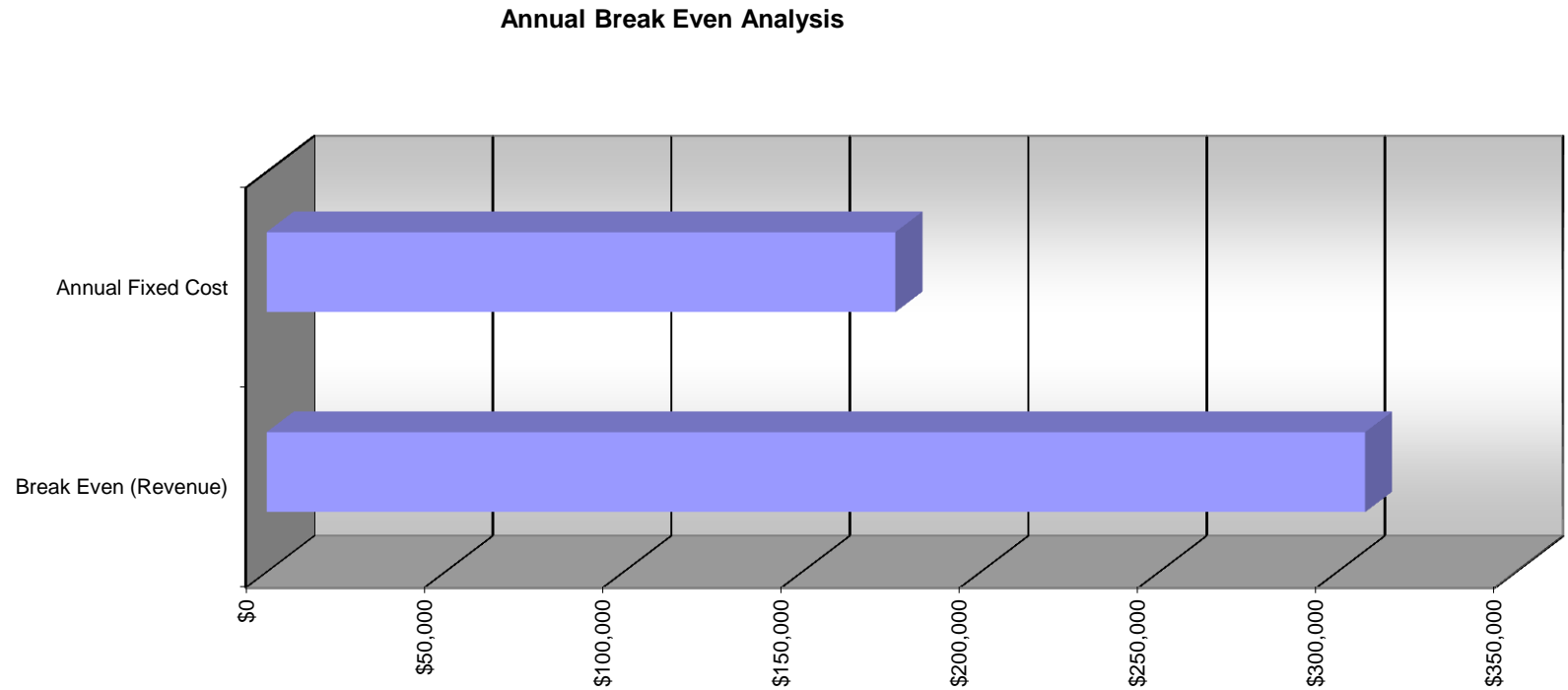


# Financial Plan – Break-even Analysis





# Financial Plan – Break-even Analysis



# Financial Plan – Projected Profit & Loss Template

## Profit and Loss Statement

Bay Area Sports Academy

For the June 2013 ending May 2014

Stated in 000s

Gross margin [L/J] =

Return on sales [T/J] =

	Prior Period	Budget	Current Period	Current Period as % of Sales	% Change from Prior Period	% Change from Budget
1 Hr Bull Pen Rental 2 Players				-	-	-
1 Hr Bull Pen Rental 3 Players				-	-	-
Team Practice				-	-	-
Team Practice w/ Instructor				-	-	-
1/2 Hr Lesson				-	-	-
1 Hr Lesson				-	-	-
1/2 Hr Lesson 2 Players				-	-	-
1 Hr Lesson 2 Players				-	-	-
1/2 Hr Lesson 3 Players				-	-	-
1 Hr Lesson 3 Players				-	-	-
1/2 Hr Lesson 4 Players				-	-	-
1 Hr Lesson 4 Players				-	-	-
Lesson Video Evals				-	-	-
Parties				-	-	-
Banner Advertising				-	-	-
Online Advertising				-	-	-
Select Teams				-	-	-
College Recruitment				-	-	-
Highlight Videos				-	-	-
Baseball Charts Online Products				-	-	-
Softball Charts Online Products				-	-	-
Total Sales Revenue [J]	0	0	0	-	-	-

# Financial Plan – Projected Profit & Loss Template

## Cost of Sales

Day Programs						
After School Program						
Evening Classes						
Camps						
1/2 Hr Cage Rental 2 Players						
1/2 Hr Cage Rental 3 Players						
1 Hr Cage Rental 2 Players						
1 Hr Cage Rental 3 Players						
1/2 Hr Iron Mike Rental 2 Players						
1/2 Hr Iron Mike Rental 3 Players						
1 Hr Iron Mike Rental 2 Players						
1 Hr Iron Mike Rental 3 Players						
1/2 Hr Bull Pen Rental 2 Players						
1/2 Hr Bull Pen Rental 3 Players						
1 Hr Bull Pen Rental 2 Players						
1 Hr Bull Pen Rental 3 Players						
Team Practice						
Team Practice w/ Instructor						
1/2 Hr Lesson						
1 Hr Lesson						
1/2 Hr Lesson 2 Players						
1 Hr Lesson 2 Players						

# Financial Plan – Projected Profit & Loss Template

1/2 Hr Lesson 3 Players						
1 Hr Lesson 3 Players						
1/2 Hr Lesson 4 Players						
1 Hr Lesson 4 Players						
Lesson Video Evals						
Parties						
Banner Advertising						
Online Advertising						
Select Teams						
College Recruitment						
Highlight Videos						
Baseball Charts Online Products						
Softball Charts Online Products						
Total Cost of Sales [K]	0	0	0			
Gross Profit [L=J-K]	0	0	0			



# Financial Plan – Projected Profit & Loss Template

## Operating Expenses

### Sales and Marketing

Advertising				-	-	-
Direct marketing				-	-	-
Other expenses (specify)				-	-	-
Other expenses (specify)				-	-	-
<b>Total Sales and Marketing Expenses [M]</b>	0	0	0	-	-	-

### Research and Development

Technology licenses				-	-	-
Patents				-	-	-
Other expenses (specify)				-	-	-
Other expenses (specify)				-	-	-
<b>Total Research and Development Expenses [N]</b>	0	0	0	-	-	-

### General and Administrative

Wages and salaries				-	-	-
Outside services				-	-	-
Supplies				-	-	-
Meals and entertainment				-	-	-
Rent				-	-	-
Telephone				-	-	-
Utilities				-	-	-
Depreciation				-	-	-
Insurance				-	-	-



# Financial Plan – Projected Profit & Loss Template

<b>General and Administrative</b>						
Wages and salaries						
Outside services						
Supplies						
Meals and entertainment						
Rent						
Telephone						
Utilities						
Depreciation						
Insurance						
Repairs and maintenance						
Other expenses (specify)						
Other expenses (specify)						
<b>Total General and Administrative Expenses [O]</b>	0	0	0			
<b>Total Operating Expenses [P=M+N+O]</b>	0	0	0			
<b>Income from Operations [Q=L-P]</b>	0	0	0			
<b>Other Income [R]</b>						

# Financial Plan – Projected Profit & Loss

<b>Taxes</b>						
Income taxes				-	-	-
Payroll taxes				-	-	-
Real estate taxes				-	-	-
Other taxes (specify)				-	-	-
Other taxes (specify)				-	-	-
<b>Total Taxes [S]</b>	0	0	0	-	-	-
<b>Net Profit [T=Q+R-S]</b>	0	0	0	-	-	-

# Financial Plan – Business Ratios

Ratio Analysis	Year 1	Year 2	Year 3
<b>Liquidity Ratios</b>			
Current Ratio	2.55	4.60	5.96
Quick Ratio	2.55	4.60	5.96
<b>Efficiency Ratios</b>			
Fixed Asset Turnover	29.28	38.06	49.48
Total Asset Turnover	3.43	1.82	1.32
<b>Profitability Ratios</b>			
Gross Margin	0.52	0.54	0.55
Net Profit Margin	0.29	0.32	0.35
Return On Assets	0.99	0.59	0.46
Return On Equity	1.51	0.74	0.56
<b>Solvency Ratios</b>			
Debt To Equity	0.00	0.00	0.00
Debt To Assets	0.00	0.00	0.00
Coverage Of Fixed Costs	3.94	5.38	7.06

# Future Considerations

## FUTURE CONSIDERATIONS

### Type

Pro Batter Virtual Pitching Machine

Velocity Enhancement Pitching Camp

6 Week Batspeed Hitting Camp

6 Week Catching Camp

10 Week Velocity Enhancement Camp

Friday Night Lights

3D Kinetic Video

Motion Pro Video Software

Right View Pro

Training Videos

Active Learning Center

# Thank You!

- Questions?
- Call anytime (832) 523-8797



 **Baseball & Softball Training** 

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**BAY AREA SPORTS ACADEMY**

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