



 **Baseball & Softball Training** 

BAY AREA SPORTS ACADEMY

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



Eli Herrera

(832) 523—8797

info@allamericansportsrecruiting.com

Chapter 1: Executive Summary

Chapter 2: Operations Plan

Chapter 3: Services and Products

Chapter 4: Market Analysis

Chapter 5: Sales and Marketing Plan

Chapter 6: Company Management

Chapter 7: Financial Plan

1.0 Executive Summary

Bay Area Sports Academy (BASA) strives to provide the highest quality training and services to our customers. We believe in customer focused decision making that involves voice of customer feedback in everything we do, from the services we offer to the way we reach the market and the community, Bay Area Sports Academy number one goal is to make our customer happy, no matter the cost, so that they feel confident and motivated to recommend us to their network of family, friends, and colleagues.

Mission Statement

The Bay Area Sports Academy 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.

Services

Bay Area Sports Academy will offer a unique indoor/outdoor facility where student-athletes can enjoy a fun and athletic atmosphere. The exciting environment will help develop baseball and softball skills, build relationships/networking, and allow everyone to have a good time. With indoor and outdoor batting cages and pitching mounds, customers are sure to develop their skill levels.

Products

Once inventory cash flow is established, the lobby will be used as a Pro Shop for selling baseball and softball goods.

The Industry

71 Arts, entertainment and recreation (from North American Industry Classification System [NAICS])

The baseball/softball training industry is identified by NAICS as an establishment primarily engaged in operating amusement (except gambling, billiard, or pool) arcades and parlors.

Data from www.census.gov

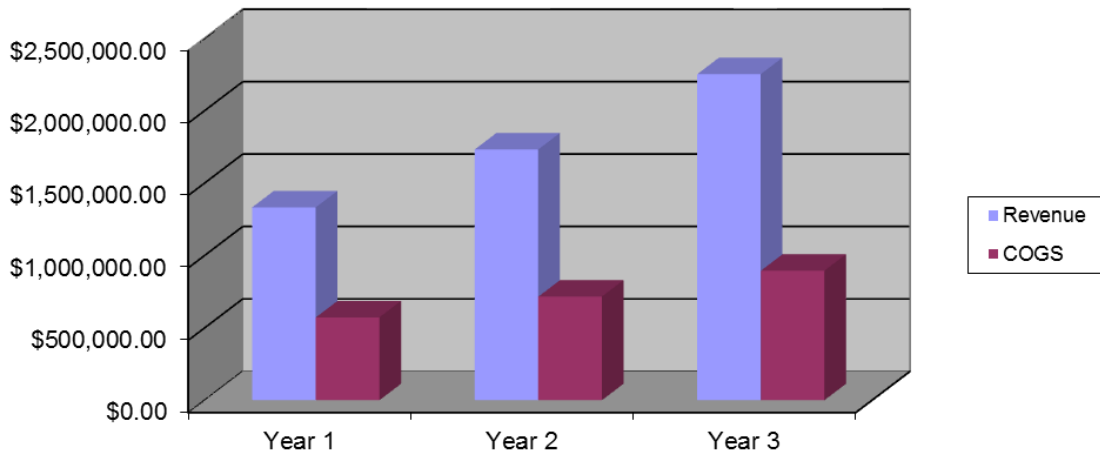
NAICS code	NAICS Title (and link to definition)	Estab- lish- ments	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees
71	Arts, entertainment, & recreation	Total	99,099	104,715,028	32,787,273
		Taxable	79,636	85,088,464	26,103,856
		Exempt	19,463	19,626,564	6,683,417
713	Amusement, gambling, & recreation industries	Total	62,953	60,331,549	16,494,221
		Taxable	52,907	51,861,195	13,147,090
		Exempt	10,046	8,470,354	3,347,131

Basically, the NACIS data is meaningless because it does not specifically identify baseball/softball training academies. The BASA forecast data will have meaning for prospective investors.

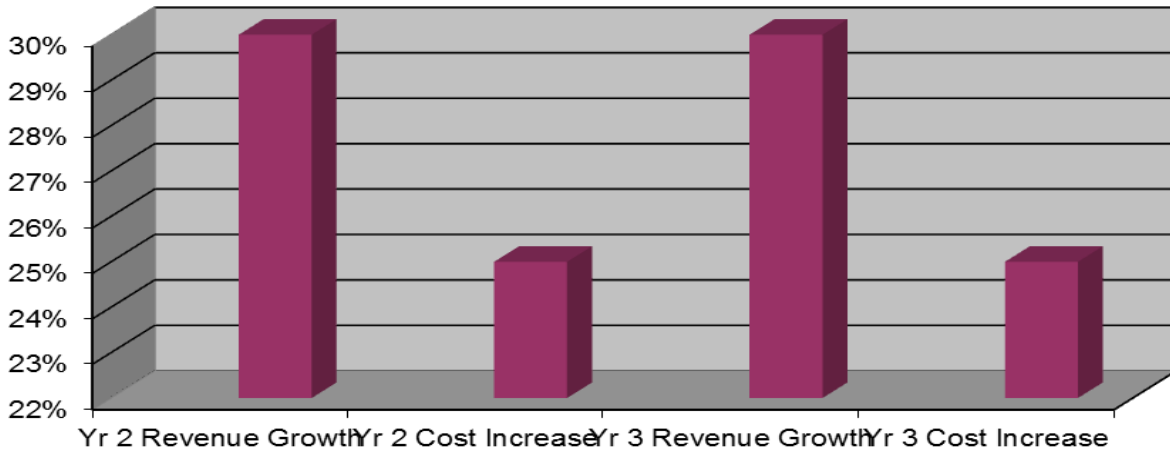
Financial Considerations

BASA will fund its startup with a capital investment in the amount range of \$70,000 to \$90,000, which is enough startup capital to purchase all necessary equipment and allow the company to operate in a positive cash position until it is self-sufficient through the free cash flow generated from operations. The initial investment will be paid back over a period of 3 years and a 15% equity stake in the company will be offered for consideration.

Year Over Year Growth Revenue and COGS



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



BASA's objective is to startup and launch a successful indoor baseball/softball training and college sports recruiting center in Southeast Houston which will provide top notch customer service, high quality and safe equipment, and unparalleled attention to the satisfaction of our customers.

The keys to the success of BASA include:

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.

2.0 Operations Plan

BASA will strive to provide the highest quality services and products and to our customers at competitive rates. We believe in customer focused decision making that involves voice of customer feedback in everything we do, from the services and products we offer to the way we reach the market and the community. BASA's number one goal is to make our customer happy, no matter the cost, so that they feel confident and motivated to recommend us to their network of family, friends, and colleagues.

Serving Clear Creek Independent School District in Southeast Houston 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.

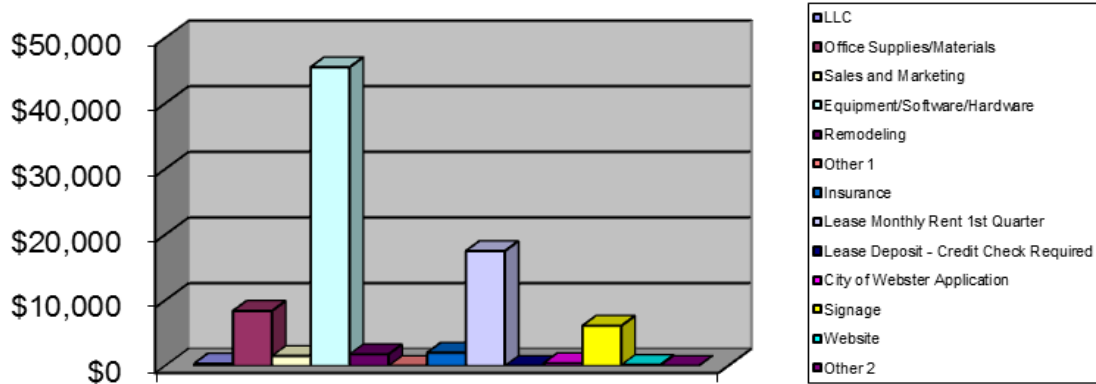
- **45 CCISD Schools**
 - 26 Elementary Schools
 - 10 Middle Schools
 - 7 High Schools
 - 2 Alternative Schools

- **6 Private Schools**

Within the CCISD service area there is a total population of 317,954 and served market coverage of 164.78 Square Miles that we will be able to cost effectively provide our services to consumers.

BASA has elected to operate as a Limited Liability Corporation (LLC). An LLC is easy to set up, has lower state taxes, is more flexible, the owners have limited liability for the actions and debts of the company, and it is suitable for smaller companies with a single owner. As an LLC, BASA can elect to be taxed as a sole proprietor, partnership, S corporation or C corporation, providing much flexibility. Upon comparing different entities of business and for valid business reasons, BASA will elect to execute a tax-free merger into an S-Corp. This provides for less administrative paperwork and record keeping, while still allowing for the financial benefit of pass-through taxation.

Startup Expenses



Startup Expenses	
Office Supplies/Materials	\$8,375
Sales and Marketing	\$1,500
Equipment/Software/Hardware	\$45,500
Remodeling	\$1,760
Insurance	\$2,000
Lease Monthly Rent 1st Quarter	\$17,500
Lease Deposit - Credit Check Required	\$0
LLC	\$345
City of Webster Application	\$400
Signage	\$6,100
Website	\$150
Other 1	\$0
Other 2	\$0
TOTAL STARTUP EXPENSES	\$83,630

BASA will operate out of a rented retail space to keep capital startup investments low. Our operating headquarters are located at 17700 Hwy 3, Webster, Texas 77598 which is centrally located to the served market and is equipped to provide extremely high visibility and a safe, comfortable and clean atmosphere. The City of Webster cites 75,000 vehicles pass by this location per day. With nearly 15,000 square feet of training area, there is also ample space to install the equipment and hold fun and exciting parties for large groups up to 100 people. The lobby is 2400 sf, with an additional 200sf of office space.

Front



Back



Lobby



Office 1



Office 2



Indoor Training Area 1



Indoor Training Area 2



Outdoor Training Area



Future Front



Future North Wall



Enroll for Classes Today!

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

Coming Soon!

Future Lobby



**Active Learning
Center**



Future Pro Shop



Future Indoor Training Area 1



Future Indoor Training Area 2



Future Outdoor Training Area



3.0 Services and Products

BASA will offer a unique place where anyone can enjoy a fun and athletic atmosphere. The exciting will help develop baseball and softball skills, strength and conditioning, build relationships/networking, offer college recruitment services and allow everyone to have a good time. With indoor and outdoor batting cages, pitching bull pens, day programs, evening classes, private lessons and rentals, consumers can choose a fun, affordable service to maximize their skill development.

BASA will offer the following initial core “menu” of services:

- Day Programs
- After-School Program
- Evening Classes
- Private Lessons
- Select Teams
- Batting Cage Rentals
- Bull Pen Rentals
- Camps
- Strength and Conditioning
- College Recruiting Services
- Game/Highlight Video Services
- Team Web Hosting
- Banner and Online Advertising
- Birthday Parties

BASA will offer the following initial products from Baseball and Softball Charts Online:

Youth/High School Pitching Chart Systems

Youth/High School Hitting Tendency Chart Systems

Youth/High School Hitting Tendency Game Chart Systems

Year Round Pitching Programs

Year Round Strength & Conditioning Programs

College Level Reports

- Hitter's Scouting Report

- Pitcher's Scouting Report

- Hitter's vs Pitcher's Scouting Report

- Scouting Report Package

- Recruiting

 - Prospect Report

 - Pitching Prospect Report

 - Prospect Report Package

Hitting Charts

- Hitting Tendency Chart System

- Hitting Tendency Game Chart System

- Strike Zone Chart System

Pitching Charts

- Pitching Chart and Analysis System

- Radar Gun Chart and Analysis

Scouting Reports

- Pitching/Defensive Game Plan

- Defensive Alignment Chart

- Bunting Game Scouting Report

- Running Game Scouting Report

- Pre-Game Defensive Scouting Report

- Pitch Pattern Chart

- Pitcher Baserunning Chart

- Scouting Report Package

Hitter's At-Bat Evaluation

Schedules

- Practice Schedule

- Pitcher's Practice Schedule

Dugout Line-up Card

Adopt-A-Player Fundraiser

Coaching E-books

- College Pitching Program eBook

- College Hitting, Bunting, and Baserunning Program eBook

- College Defensive Program: Catching, Infield and Outfield eBook

- College Baseball Coaching eBook Series

BASA's main competitor is the NASA Baseball Academy within CCSID's served geographic market, including their respective strengths and weaknesses, include:

- 1. NASA Baseball Academy**
 - a. Strengths**
 - i.** Relationships with customers, especially sponsored 8u-11u teams.
 - ii.** After School Program
 - b. Weaknesses**
 - i.** Small facility. About 6,000 sf
 - ii.** Hidden location. In a small warehouse rental park which is not on a main road.
 - iii.** Time in business. Just over one year.
 - iv.** Owner only played baseball up to high school.
 - v.** Does not offer day programs or evening classes
 - vi.** Has four batting cages; conduct pitching lessons in cages.
 - vii.** No Pro Shop
 - viii.** Does not offer College Recruiting Services
 - ix.** Website has some broken links that don't work.
- 2. Hardball Academy – Pearland and Dickinson (Outside of CCISD)**
 - a. Strengths**
 - i.** Website – Information Packed
 - ii.** Established Camps
 - iii.** Measure pitching velocity and bat exit speed with radar gun
 - iv.** Relationships with area sports complexes
 - v.** Relationships with high school aged players on their select team.
 - vi.** Six instructors on staff
 - 1.** Three instructors with up to college playing experience
 - 2.** Three instructors with college and professional playing experience
 - vii.** Pro Shop and Online Store
 - viii.** Video Analysis Area
 - 1.** Use 3D Kinetic Hitting and Pitching Video Analysis
 - ix.** Strength and Conditioning Area
 - x.** Associated with Texas College Baseball Prospects Recruiting Service
 - b. Weaknesses**
 - i.** All six instructors commute from the Pearland and Dickinson locations.
 - ii.** Cater more towards baseball instruction.
 - iii.** TCBP Recruiting Service only promotes baseball players
 - iv.** Does not offer day programs or evening classes
 - v.** No Pro Shop

- vi. Does not offer College Recruiting Services

A collection of sales literature, listed below, will be developed to ensure BASA presents a consistent image to the market and to effectively communicate the value of the products and services offered to potential clients in an integrated marketing campaign.

- **8.5x11" Full Page Flyer**



SCOPE AND ROPE
HITTING CLASS

Learn your swing inside and out for greater success.
Pre and post hitting evaluations, video analysis and instruction is the recipe for player to:

- **Hit for more power**
- **Increase bat speed**
- **Improve your ability to recognize pitches**




Session 1 - Jan. 8, 15, 22, 29
Session 2 - Feb. 5, 12, 19, 26
Session 3 - March 5, 19, 26, April 2

Session 4 - April 9, 16, 23, 30
Session 5 - May 7, 14, 21, 28
Ages 8-14

Register online today!

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

- **8.5x11" Tri-Fold Brochure**

INFORMATION REQUEST		About BASA	
Please Print Neatly		 	
Graduation Yr/Sport(s): _____ Jersey # & Name: _____ Position(s) and/or Events: _____ Registered with NCAA Eligibility Center: Yes/No _____ Registered with NAIA Eligibility Center: Yes/No _____ High School: _____ HS Address: _____ HS City, State, Zip: _____ HS Phone: _____ HS Coach: _____ HS Coach Phone: _____ HS Coach Email: _____ Ht/Wt: _____ 40yd/60yd/Shuttle: _____ XCC/Track Personal Best: _____ Baseball/Softball Only: Bats/Throws: _____ Velocity: _____ Bench/Squat Max: _____ Vertical Jump/Broad Jump: _____ Parents: _____ Home Address: _____ Home City, State, Zip: _____ Home/Cell Phone: _____ Game/Skills Video: Yes/No _____ GPA: _____ Class Rank/Class Total: _____ ACT/SAT Scores/Test Date: _____ Major: _____ Athletic Honors/Championships: _____ How did you hear about AASR? _____		 <p>Coach Eli Herrera, BASA Director, coached intercollegiate baseball for 13 years at the NCAA I, II, III, and NJCAA levels. Coach Herrera played college baseball in Texas at the University of Mary Hardin-Baylor and Huston-Tillotson College.</p> <p>Coach Herrera's head coaching experience includes The University of Texas at Brownsville (2002-2006) and Dyersburg State Community College (1999-2002). In 2005, Coach Herrera served as a trials coach for the USA Junior Olympic Baseball 16-under team.</p> <p>Coach Herrera also owns AllAmericanSportsRecruiting.com, BaseballChartsOnline.com and SoftballChartsOnline.com</p> <p>Mission Statement</p> <p>The Bay Area Sports Academy 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.</p> <p>BASA also offers high school student-athletes, in all sports, the opportunity to gain nationwide exposure for intercollegiate athletic scholarship evaluation.</p>	
<div> <div>  </div> <div> <p>Day Programs • After-School Program • Evening Classes • Private Lessons • Select Teams • Bunting Cage and Mound Rentals • Camps • Strength and Conditioning • Team Web Hosting • Birthday Parties</p> </div> </div>		<div>  <p>College Recruiting Services Game/Highlight Video Services</p> </div> <div>  <div>   </div> </div>	
		17700 Hwy 3, Webster, TX 77598	

Bay Area Sports Academy

BASATX.NET

DAY PROGRAMS

The **Junior Slugger Program** is a baseball/softball activity program that introduces 3 year olds to hitting, throwing, fielding and athletic movement in a learning environment. Jr. Slugger teaches hand-eye coordination, flexibility stretching, agility and body control.

The **Rookie League Program** prepares your 4 year old baseball or softball Little Leaguer for a successful upcoming season. A fun, non-competitive and upbeat program that focuses on hitting, throwing and fielding.

The **Minors Program** allows 5 year old baseball or softball players to get a Head Start on the Competition! This program focuses on hitting, throwing, fielding and game situations.

After School Program helps baseball and softball players ages 5-8 the opportunity to begin balancing studying and athletics in order to prepare for life as a student-athlete.

Contact BASA:
Coach Eli Herrera
Bay Area Sports Academy
17700 Hwy 3
Webster, TX 77598
Phone: 832.523.8797
info@basatx.net

EVENING CLASSES

BASA offers evening baseball and softball classes for players ages 8-18 that focus on pitching, hitting and catching. Advanced game situations, mental training, visualization, leadership skills, and quantitative analysis.

PRIVATE LESSONS

One-on-one or small group private lessons available.

CAMPS

Year-round summer and holiday camps available.

RENTALS

Batting cage and bull pen mound rentals available.

STRENGTH & CONDITIONING

One-on-one or small group strength and conditioning session available.

TEAM WEBHOSTING

BASA can host and maintain your team website!

BIRTHDAY PARTIES

Have a baseball or softball theme birthday party for your Little Leaguer at BASA!

COLLEGE RECRUITING SERVICES

AllAmericanSportsRecruiting.com

- Official profile sent to intercollegiate coaches
- Updates coaches to follow your development
- Schedule tryouts, camps and campus visits
- Maximize exposure for scholarships
- Guaranteed placement into a college program
- Opportunity to save 10's of thousands of dollars towards college education!

SERVICES

- FREE Online Recruiting Profile, MyScoutingReport
- College Matching Programs
- Game/Highlight Video Services
- Customized Prospect Scholarship Evaluation Websites

Rey Gonzalez Athletics

#72 Rey Gonzalez
2013

Football

Rey's Home Academics Athletics Video Stats Schedule Contact

Rey Gonzalez - Football
Rey Gonzalez - Football
Rey Gonzalez - Football

Rey Gonzalez - Football
Rey Gonzalez - Football
Rey Gonzalez - Football

Rey Gonzalez - Football
Rey Gonzalez - Football
Rey Gonzalez - Football

- Postcard



Fast Pitch

Girls Night Out

Come join our open softball class with our professional instructors

- ★ Full group demonstrations followed by hands on instruction
- ★ Continuous station change to promote player interest
- ★ Confidence booster for players prior to the season

Topics will include:

• HITTING • FIELDING • THROWING • FASTPITCH PITCHING

Wednesday Nights! Register Online Today!

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

- Business Card Design



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

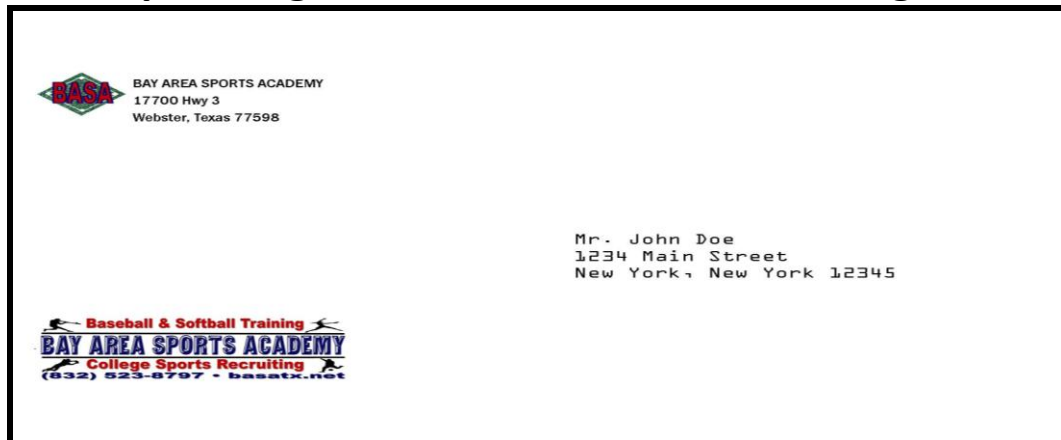
Day Programs | Classes | Lessons | Rentals | Camps |
 Strength & Conditioning | Select Teams | Parties

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

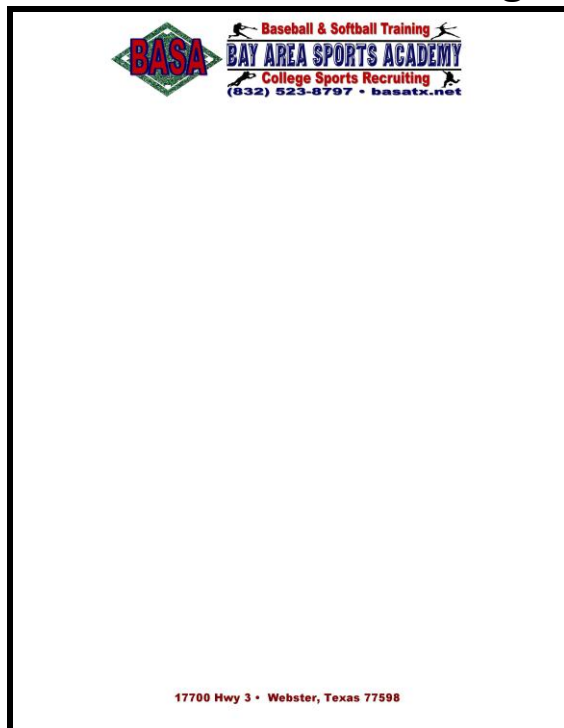
Valid April 15 - May 14, 2013
 One session per player.

FREE 30 Minute Session!

- Envelope Design with Business Name and Logo



- Fax and Letter Head Design



Equipment, products, and all other required purchases to set up and operate the business will be sourced from local distributors, online, and other distribution channels based on where we can find the best price and quality. Attention will be paid to the return on investment and inventory will be managed tightly to ensure sufficient cash is generated from operations and not tied up in working capital.

4.0 Market Analysis

4.1 Industry Analysis

713120 Amusement Arcades (from NAICS)

The baseball/softball training industry is identified by NAICS as an establishment primarily engaged in operating amusement (except gambling, billiard, or pool) arcades and parlors.

The NACIS data is meaningless because it does not specifically identify baseball/softball training academies. The BASA forecast data will have meaning for prospective investors.

For www.census.gov NAICS industry data, please review section 1.0 Executive Summary.

BASA will market its baseball and softball services primarily to males and females athletes, between the ages of 3 and 18. Ages 3-8 will be targeted for day and after school programs. Students aged 8-18 has been determined to be the demographic with the highest demand for our training services. Student-athletes aged 16-18 are the demographic with the highest demand for our college recruiting services.

➤ Primary Market: Clear Creek Independent School District

➤ 45 CCISD Schools

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

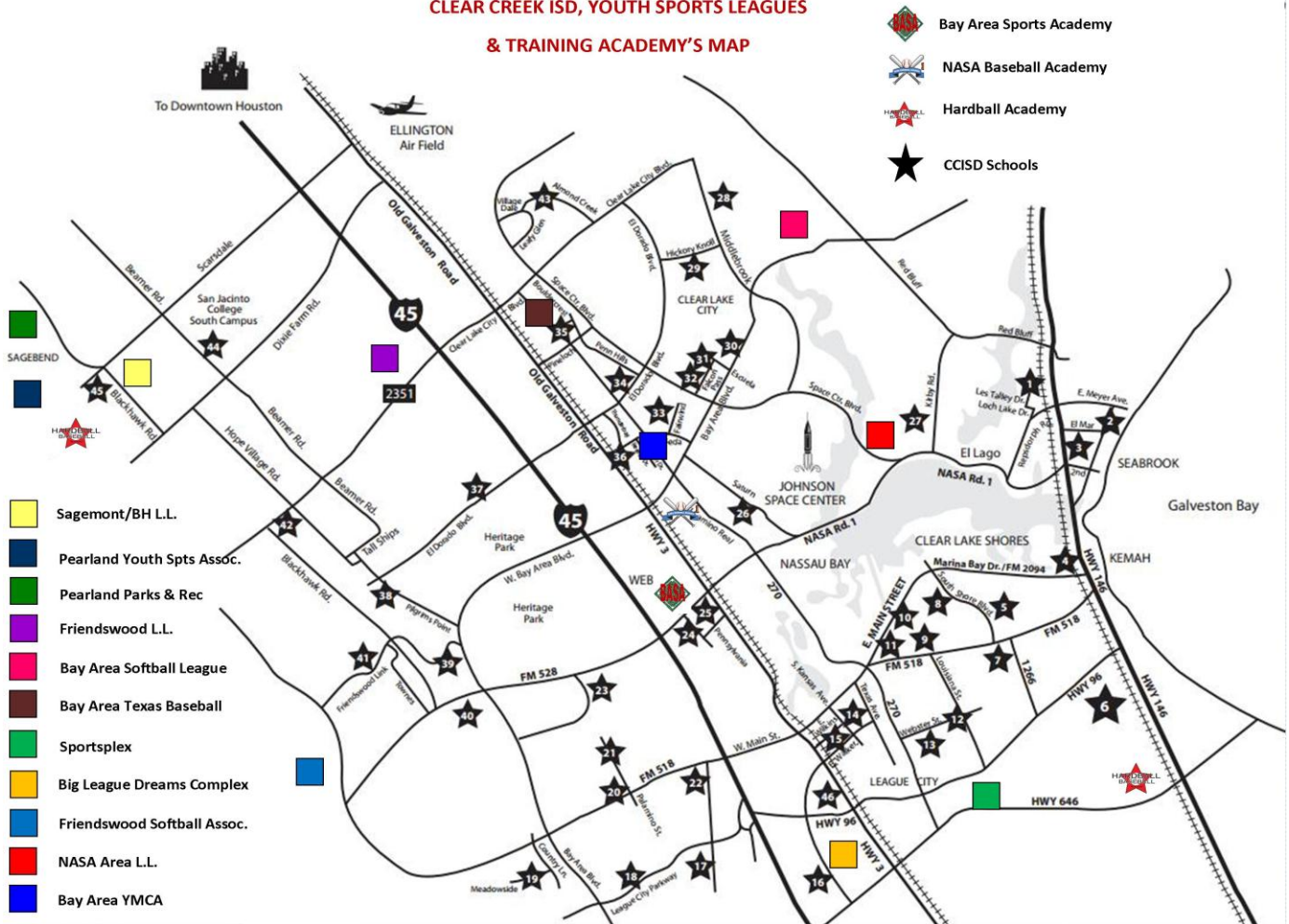
CCISD is considered a fast growth school district with as many as 500 new students enrolling every year. By 2020, CCISD is projected to be home to 47,000 students. As of the 2010 census, the BASA service area has a population of 317,954.

➤ 6 Private Schools within CCISD service area

BASA will market its baseball and softball services and products to the teams associated with the youth leagues within CCISD.

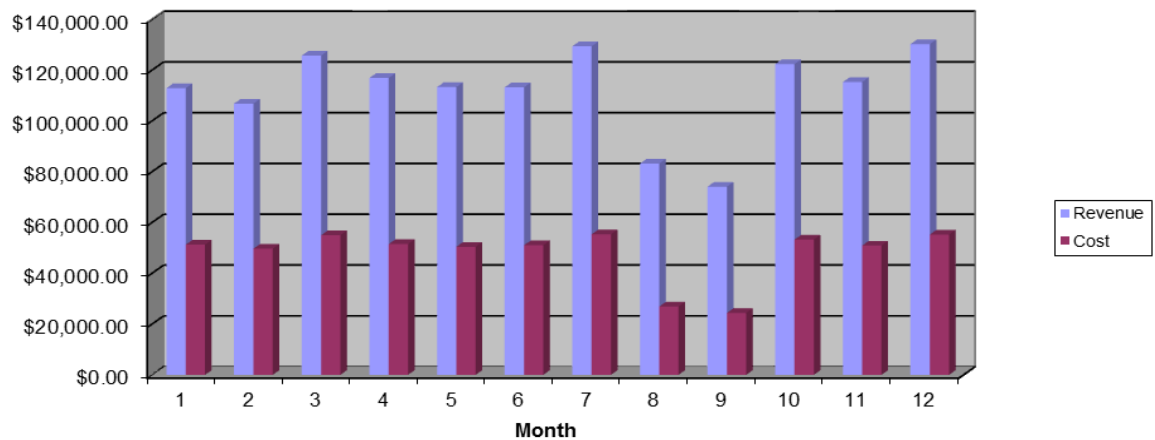
YOUTH LEAGUE ASSOCIATIONS WITHIN 10 MILES	
Association	City
<u>Bay Area YMCA</u>	Clear Lake
<u>Friendswood Softball Association</u>	Friendswood
<u>Friendswood Little League</u>	Friendswood
<u>Sagemont Beverly Hills Little League</u>	Houston
<u>Big League Dreams</u>	League City
<u>League City Sportsplex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

CLEAR CREEK ISD, YOUTH SPORTS LEAGUES & TRAINING ACADEMY'S MAP



Year 1 Sales Forecast

Monthly Revenue and COGS



BASA will offer our services and products to the target markets identified above.

We will reach our target market segments in the following ways:

1. Advertising in both print and online.
2. Signage on our building and all vehicles used, POP displays and other media
3. Advertising in local newspapers and other media
4. Website and social media including Facebook, Twitter, and Youtube videos
5. Business cards, flyers, and brochures handed out to potential customers as opportunities present themselves.

BASA will be competing with other baseball and softball instruction academies in the area. Fortunately, there is only one within CCISD and only two outside of CCISD in the service area. Neither training academy has an outdoor training area like BASA.

Sales are dependent on seasonality trends, with a measurable increase in the winter and falls months due to cold weather reducing the options available to our target market to train their children in a safe and comfortable environment.

BASA will provide our customers with indoor and outdoor training any time throughout the year. BASA will also provide space for parties and other events.

5.0 Sales and Marketing Plan

BASA will achieve or exceed its sales forecasts through an aggressive marketing and advertising campaign, relationship building, and a competitive and aggressive pricing structure.

Our competitive edge will be our unique offering day programs, evening classes and college recruiting services. There are a couple of traditional options in the area offering some alternatives to our service, but none of them have the diverse range of options we offer. BASA will target the niche market of mother's with toddlers that need something different, new, and exciting such as Day Programs while offering free exercise classes for mother's while their toddler attends the training program. With the "Power of Mom's" word of mouth advertising, the Day Programs schedule should fill up quickly!

We will launch an integrated marketing campaign that is specifically developed to showcase the strengths of our business model and menu, our guarantee of quality and satisfaction, and our value proposition that offers more value to the customer than available alternatives, such as the training value gained at a more affordable rate than our competitors. We will develop and market an image of a high quality provider of our services and products. This image will be presented in our marketing materials, signage, website, and the presentation and attitude of our employees. Service will be completed with a smile, and the customer will receive unparalleled service and response to questions, problems or requests.

In addition to actively and aggressively pursuing new customers, BASA will also operate with the knowledge that effective marketing achieves positive scale when current customers are 100% satisfied and recommend our services to their network of friends, family, and associates. By developing a strong reputation for exceptional instructional services and complementary products we can be assured that current customers will not have a reason to look elsewhere.

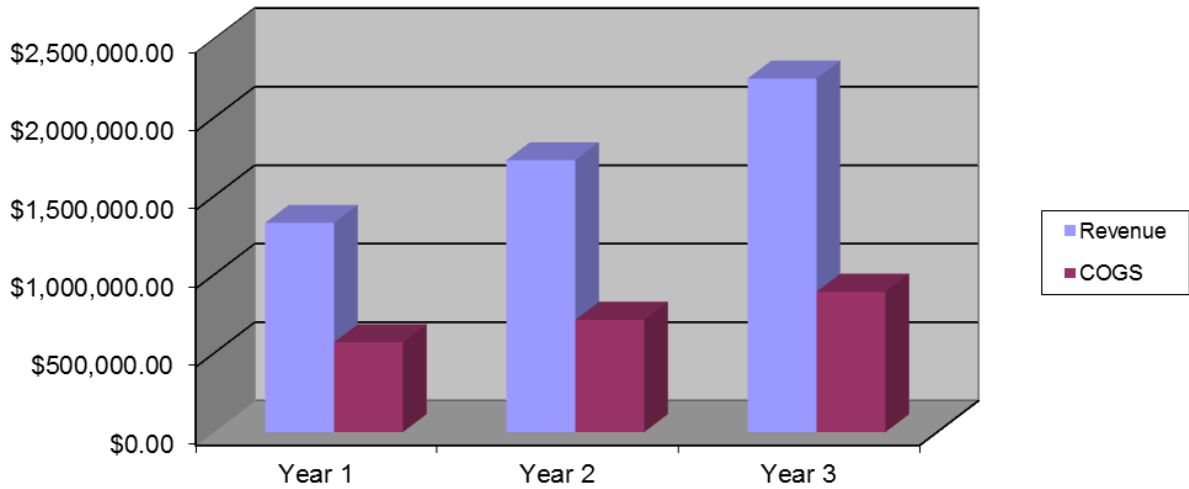
BASA will identify and list all potential athletic teams in our area that fall within our target segment market. We will then execute a multi level marketing and advertising campaign, consisting of advertising in local newspapers, social media campaigns, and other media.

All marketing and advertising media will be consistent and professional, presenting an image of a well established and successful indoor / outdoor baseball and softball training academy.

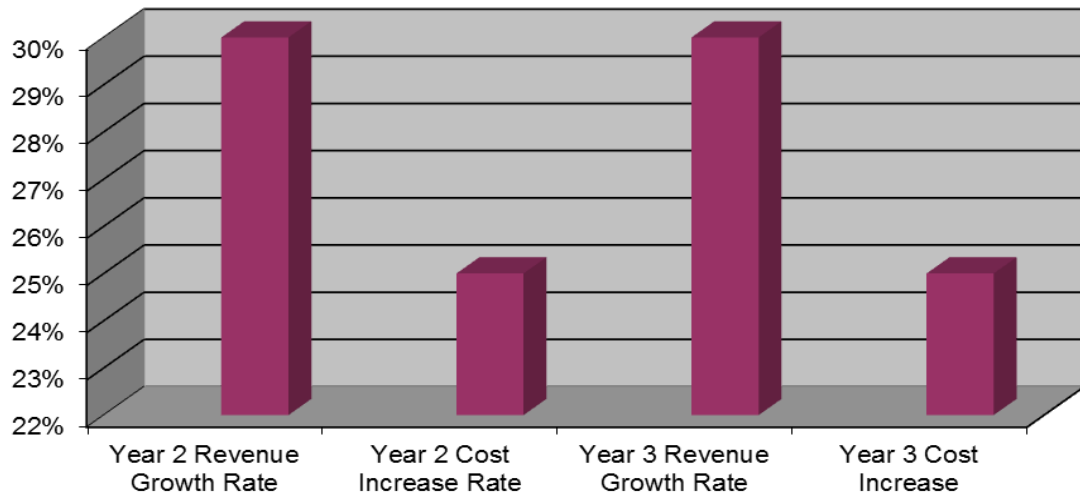
Strategic alliances will also be investigated with our key indirect competitors in the market. This will be done to cover the widest market available. If our customer is looking for a specific type of service or product that we do not offer, we can send the business to our strategic partner for a commission so that we do not have to walk away from a sale. This agreement will work both ways and a mutually beneficial relationship will be established that will serve to grow both of our businesses.

The chart and table below illustrates the forecasted sales revenue anticipated by BASA. Year over year growth for the first three years is 30%, and this high growth rate is reflective of a new business penetrating the market aggressively through a highly targeted and well executed marketing campaign. Subsequent annual growth is forecasted to be around 5% which is based on economic growth within the targeted geographic market and new customers.

Year Over Year Growth Revenue and COGS



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



BASA will offer competitive pricing on its services to their customer that is in line with other available options. This is important to secure the business and to meet our sales forecasts. Price elasticity has been proven to exist to some degree in the industry, so if a baseball/softball training academy charges too much for their services they will experience a drop in sales, at least short term until the customers get used to the increase, which exceeds the value of the additional margin made in the sales.

Although our pricing strategy will be competitive with our competition, our published price will be slightly higher and we will run promotions and offer coupons to bring our price in line with the rest of the market. This will be done so the customer feels they are

getting a deal on our service and are receiving extra value. This is a proven, valid strategy in the price competitive market we are operating in.

Below are the top level milestones in the startup and launch of BASA.

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				

6.0 Company Management

BASA will be structured around the following core disciplines.

1. Owner – Operator - Director
 1. Sales, Marketing
 2. Finance
 3. Strategy Development and Deployment

2. Office Manager(s) and Contract Instructors
 1. Operations



- **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
 - **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
 - 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
- **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)

Below is the breakdown of employees and management expenses.

EMPLOYMENT PLAN - MONTHLY AND ANNUAL TOTALS

June 2013 - May 2014	Year 1		TOTAL
	Monthly Salary	# of People	SALARY
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
TOTAL			\$83,783

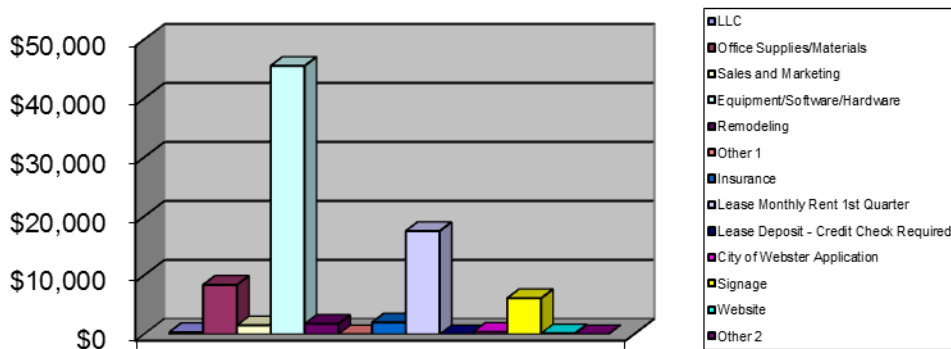
EMPLOYMENT PLAN - ANNUAL GROWTH RATE

	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

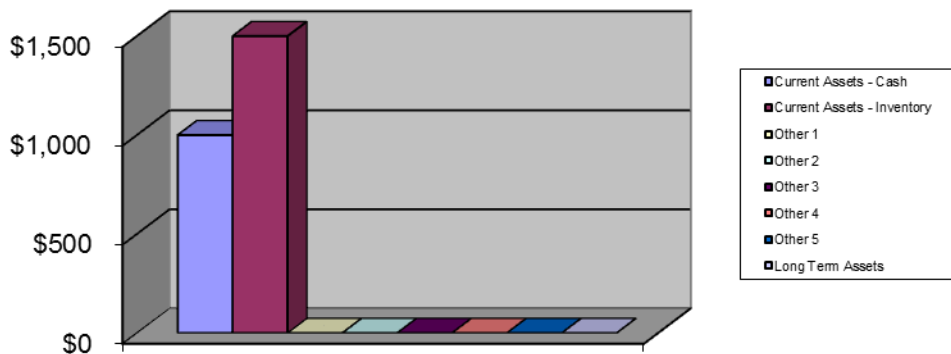
7.0 Financial Plan

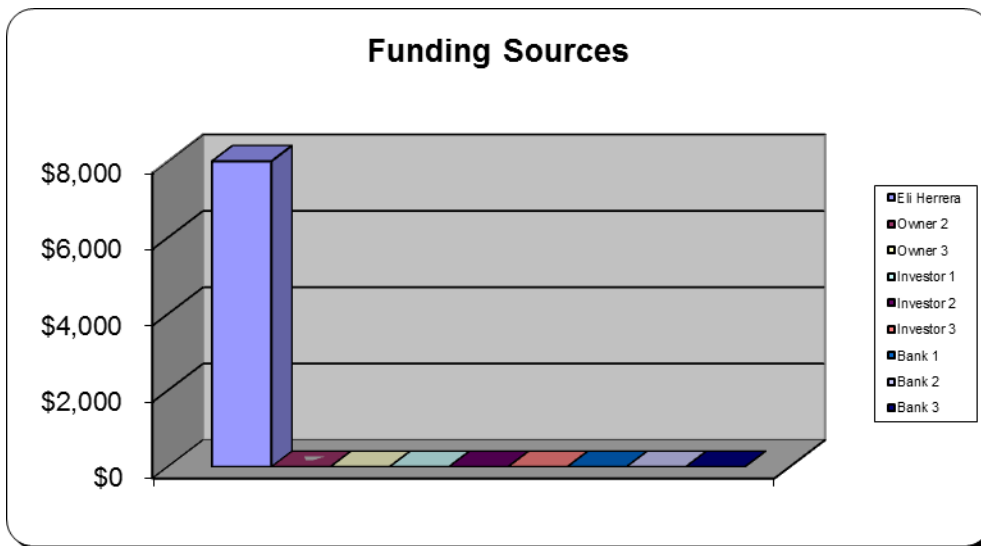
BASA will fund its startup with a capital investment in the amount range of \$70,000 to \$90,000, which is enough startup capital to purchase all necessary equipment and allow the company to operate in a positive cash position until it is self-sufficient through the free cash flow generated from operations. The initial investment will be paid back over a period of 3 years and a 15% equity stake in the company will be offered for consideration.

Startup Expenses

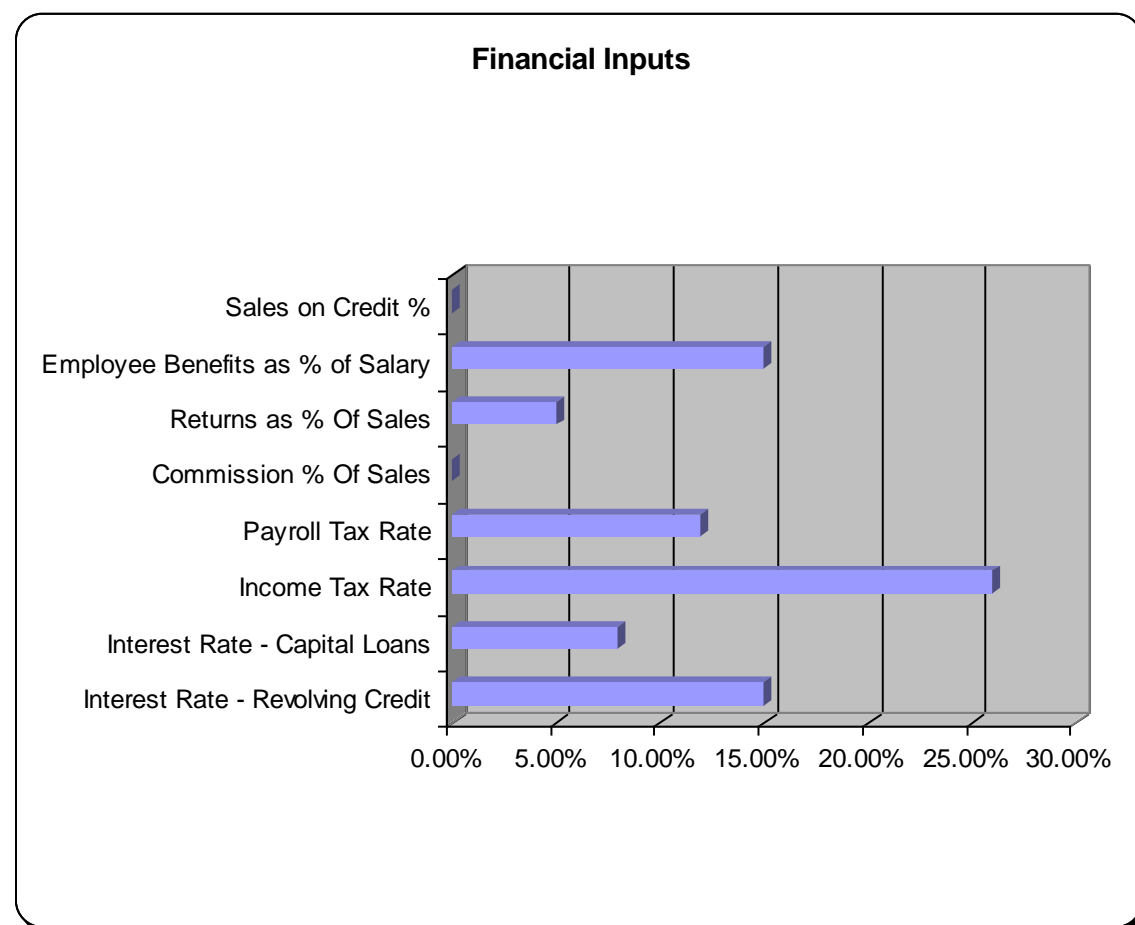


Startup Assets





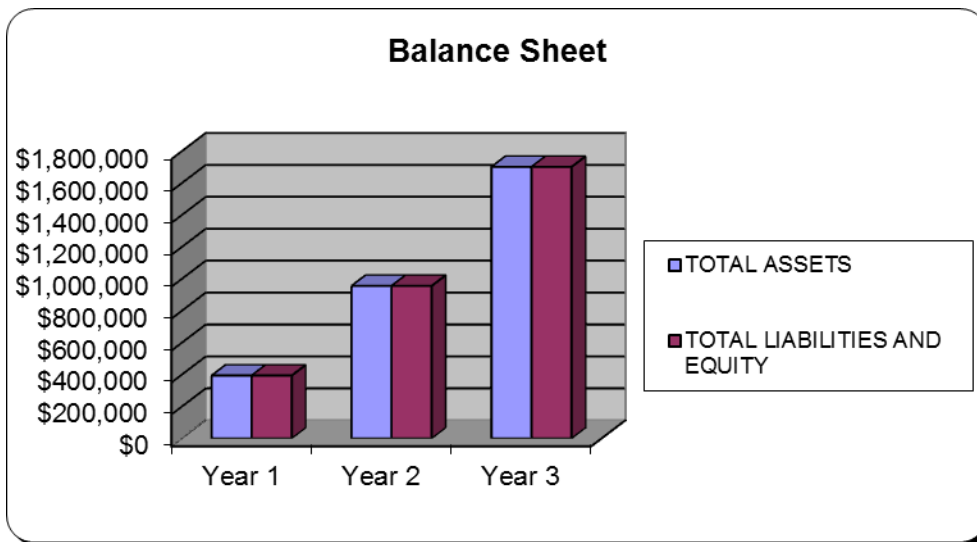
7.2 Financial Inputs



\$342,535 \$904,818 \$1,655,789

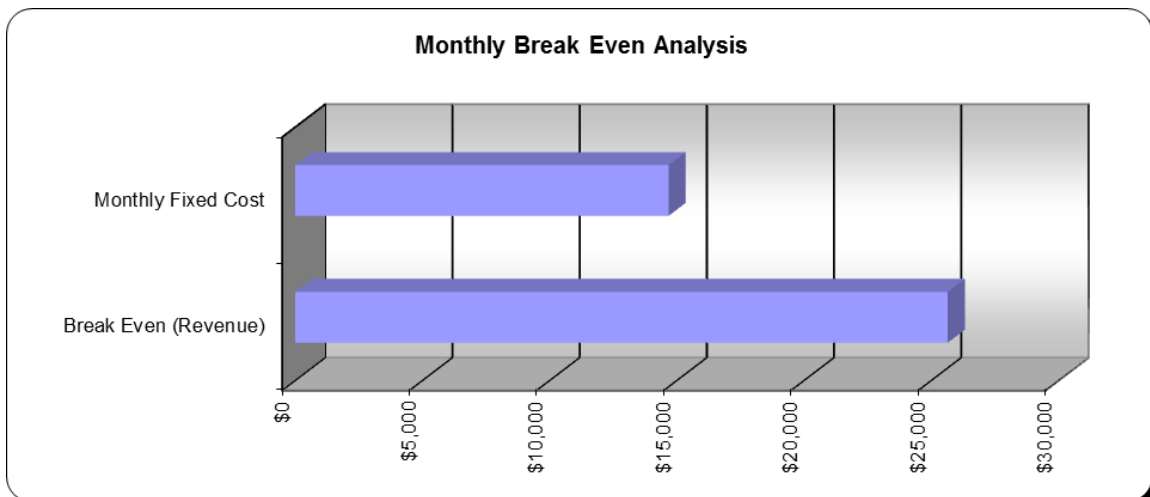
7.3 Balance Sheet Template

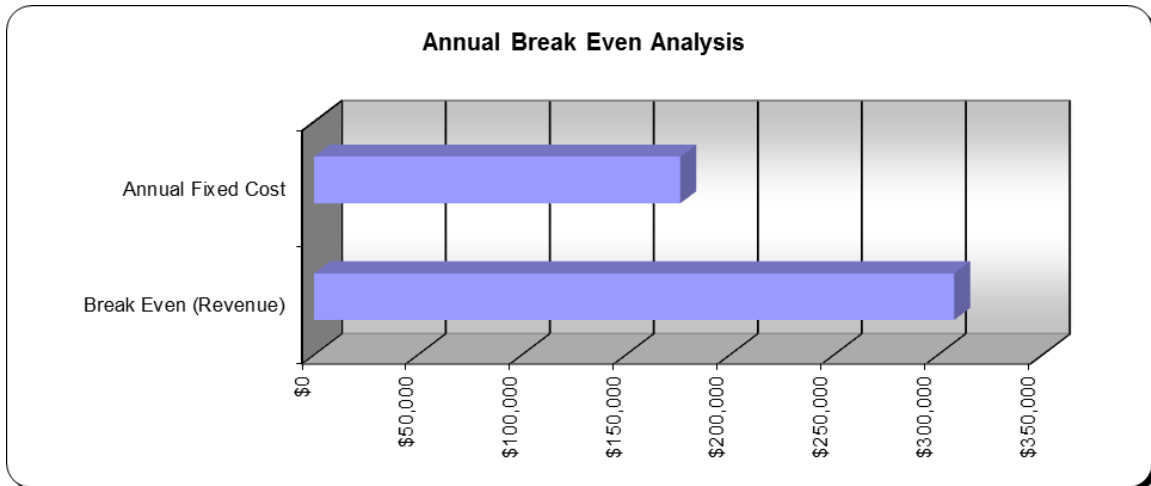
BALANCE SHEET	Year 1	Year 2	Year 3
ASSETS			
Current Assets			
Cash	\$342,535	\$904,818	\$1,655,789
Accounts Receivable			
Inventory	\$345		
Other Current Assets			
Total Current Assets	\$342,880	\$904,818	\$1,655,789
Fixed Assets			
Land			
Facilities			
Equipment	\$45,500	\$45,500	\$45,500
(Less Accumulated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



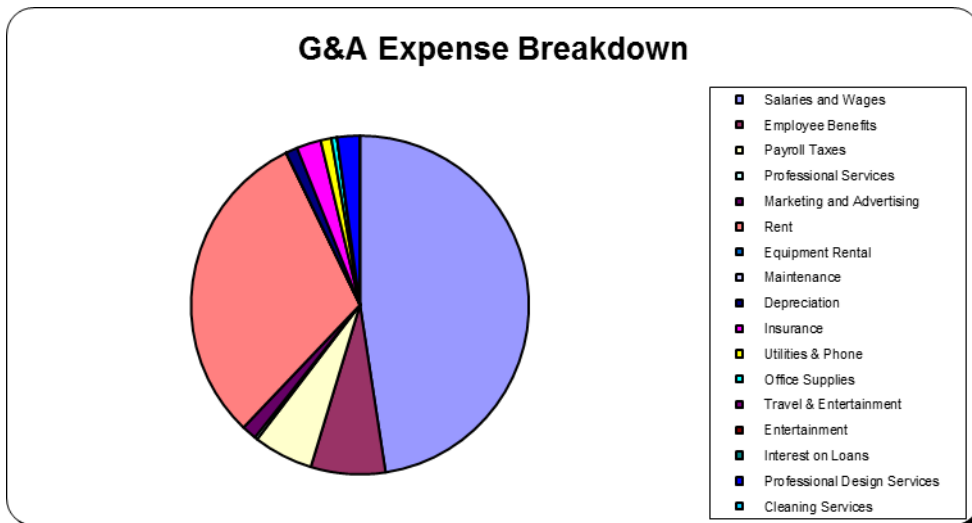
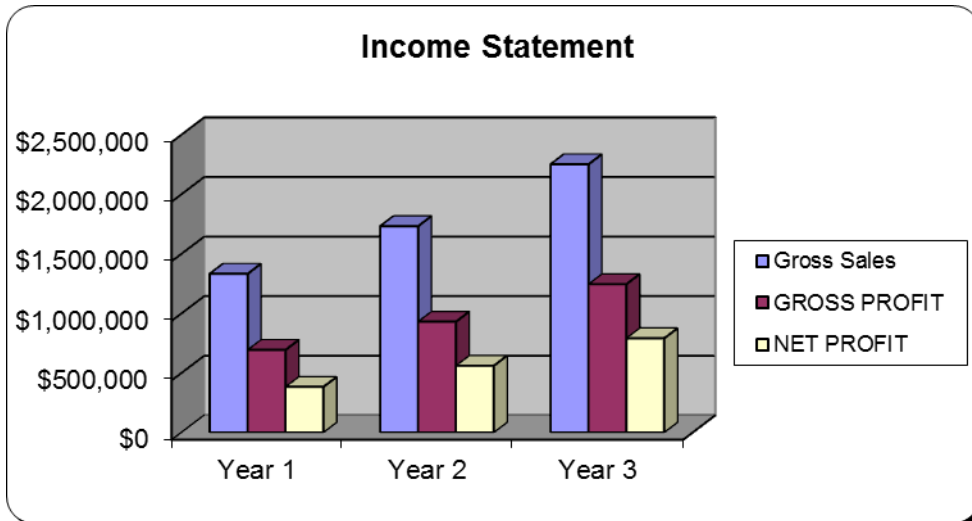
7.4 Break-Even Point

A key factor will be the success of the securing customers cost effectively to achieve the sales forecasts. In this business it often takes time to develop a consistent customer and referral base, and a positive name in the community.





7.5 Income Statement

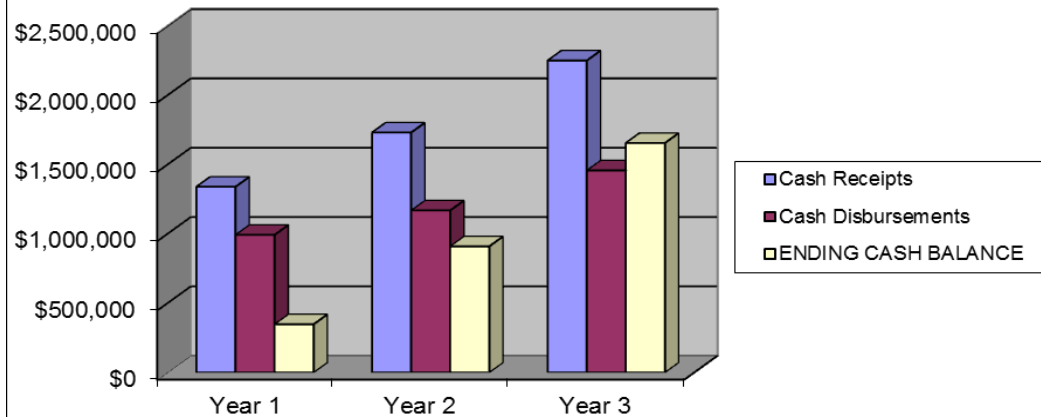


INCOME STATEMENT	Year 1	Year 2	Year 3
Income			
Gross Sales	\$1,332,104	\$1,731,735	\$2,251,256
(Commissions)	\$0	\$0	\$0
(Returns and Allowances)	\$66,605	\$86,587	\$112,563
Net Sales	\$1,265,499	\$1,645,148	\$2,138,693
(Cost of Goods)	\$571,992	\$714,990	\$893,738
GROSS PROFIT	\$693,507	\$930,158	\$1,244,955
Expenses (General and Administrative)			
Salaries and Wages	\$83,783	\$84,497	\$87,032
Employee Benefits	\$12,567	\$12,675	\$13,055
Payroll Taxes	\$10,054	\$10,140	\$10,444
Professional Services	\$500	\$500	\$500
Marketing and Advertising	\$2,500	\$2,500	\$2,500
Rent	\$54,000	\$54,000	\$54,000
Equipment Rental	\$0	\$0	\$0
Maintenance	\$0	\$0	\$0
Depreciation	\$2,000	\$2,000	\$2,000
Insurance	\$4,100	\$4,100	\$4,100
Utilities & Phone	\$1,800	\$1,800	\$1,800
Office Supplies	\$972.00	\$278	\$278
Travel & Entertainment	\$0	\$0	\$0
Entertainment	\$0	\$0	\$0
Interest on Loans	\$0	\$0	\$0
Professional Design Services	\$3,825	\$530	\$530
Cleaning Services	\$0	\$0	\$0
TOTAL EXPENSES	\$176,102	\$173,019	\$176,238
Net Income Before Taxes	\$517,405	\$757,140	\$1,068,717
Provision for Taxes on Income	\$134,525	\$196,856	\$277,866
NET PROFIT	\$382,880	\$560,283	\$790,851

7.6 Cash Flow Statement

Cash is critical to our success that we maintain a positive cash position throughout our term of business.

Cashflow Statement



CASHFLOW STATEMENT	Year 1	Year 2	Year 3
CASH RECEIPTS			
Income From Sales			
Cash Sales	\$1,332,104	\$1,731,735	\$2,251,256
Collections			
Total Cash From Sales	\$1,332,104	\$1,731,735	\$2,251,256
Income From Financing			
Interest Income			
Loan Proceeds			
Equity Capital Investments			
Total Cash From Financing	\$8,000		
Other Cash Receipts			
TOTAL CASH RECEIPTS	\$1,340,104	\$1,731,735	\$2,251,256
CASH DISBURSEMENTS			
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			
TOTAL CASH DISBURSEMENTS	\$993,069	\$1,169,452	\$1,458,405
NET CASH FLOW			
Opening Cash Balance	\$1,000	\$348,035	\$862,938
Cash Receipts	\$1,340,104	\$1,731,735	\$2,251,256
Cash Disbursements	\$993,069	\$1,169,452	\$1,458,405
ENDING CASH BALANCE	\$348,035	\$910,318	\$1,655,789

7.7 Ratios

Ratio Analysis	Year 1	Year 2	Year 3
Liquidity Ratios			
Current Ratio	2.55	4.60	5.96
Quick Ratio	2.55	4.60	5.96
Efficiency Ratios			
Fixed Asset Turnover	29.28	38.06	49.48
Total Asset Turnover	3.43	1.82	1.32
Profitability Ratios			
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
Solvency Ratios			
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