



"Company Name XYZ"

# "Company Name XYZ"

EB-2 (NIW) Visa Application

## Business Plan

Business Plan

"Owner Name XYZ"  
Co-Owner & Director of Finance & Operations

 [xxx@gmail.com](mailto:xxx@gmail.com)

 (xxx) xxx-xxxx

 Orlando, Florida





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# Purpose of Business Plan

## The Purpose Of The Business Plan Is To Support An EB-2 (NIW) Visa Application

### What is an EB-2 visa?

An EB2-NIW is an immigrant visa that provides foreign nationals with lawful permanent residency without the need for a job offer.

### What is the purpose of an EB-2 (NIW) Visa?

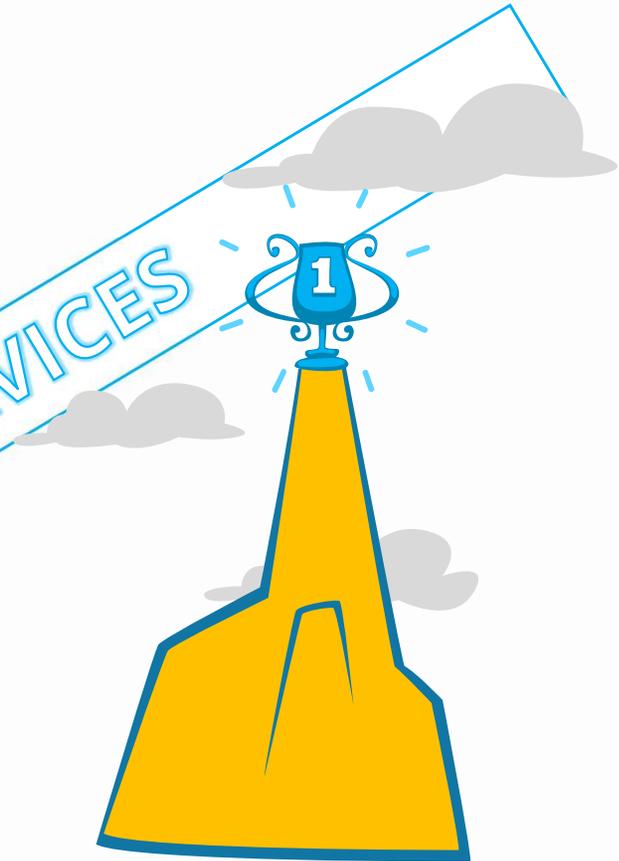
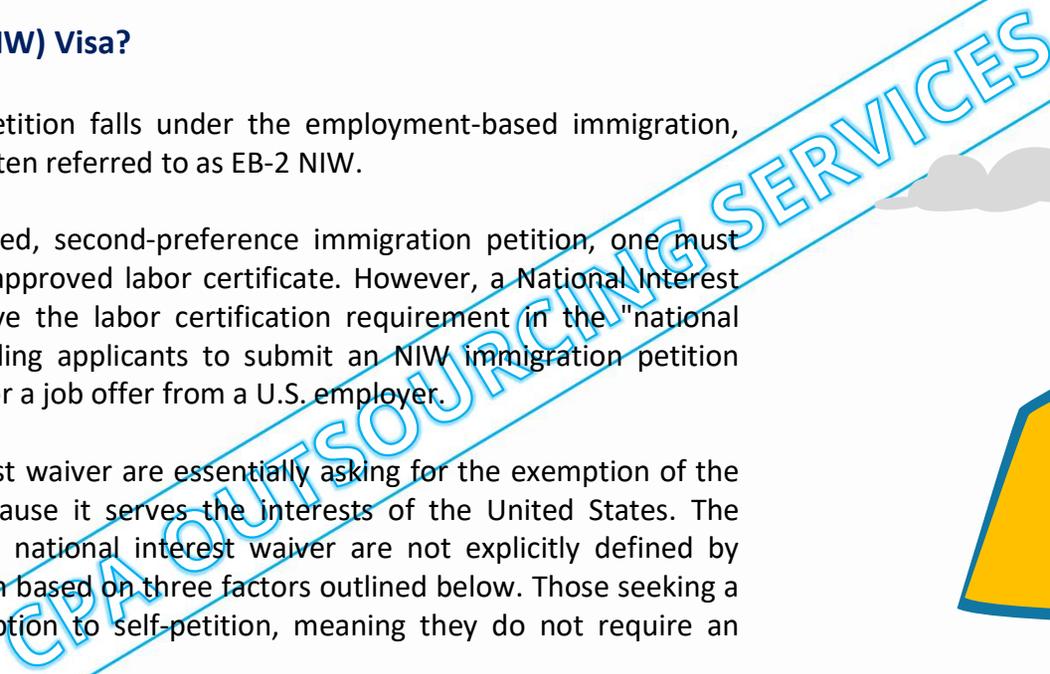
A National Interest Waiver (NIW) petition falls under the employment-based immigration, second preference (EB-2) category, often referred to as EB-2 NIW.

Typically, to file an employment-based, second-preference immigration petition, one must have a permanent job offer and an approved labor certificate. However, a National Interest Waiver (NIW) petition seeks to waive the labor certification requirement in the "national interest of the United States," enabling applicants to submit an NIW immigration petition without needing a labor certification or a job offer from a U.S. employer.

Individuals pursuing a national interest waiver are essentially asking for the exemption of the job offer and labor certification because it serves the interests of the United States. The specific endeavors that qualify for a national interest waiver are not explicitly defined by statute; instead, USCIS evaluates them based on three factors outlined below. Those seeking a national interest waiver have the option to self-petition, meaning they do not require an employer to sponsor their application.

### NIW Visa Three Consideration Factors:

- Prong I: The proposed endeavor by the individual demonstrates both significant merit and national importance.
- Prong II: The individual is in a favorable position to advance the proposed endeavor effectively.
- Prong III: Waiving the job offer and, consequently, the requirement for permanent labor certification would be advantageous to the United States.



# Executive Summary



## The Market

Sports coaching in the US has sustained growth despite inflation and tighter household budgets, driven by parents' commitment to addressing children's social, physical, and developmental needs. Revenue expanded at a CAGR of 2.0% to approximately \$15.4 billion through 2026, supported by higher-income households and strong participation among younger children, even as teenage engagement declined. Large camps and agencies outperformed smaller operators through scale and resources.

Looking ahead, growth is expected to moderate, with revenue rising at a CAGR of 0.8% to \$16.2 billion by 2031. Success will depend on specialization, brand strength, and innovative, child-focused program offerings.

## Goals

- **Expand affordable youth sports** and mentorship programs across Central Florida through school and community partnerships.
- **Improve youth physical health**, mental resilience, and long-term well-being through structured multi-sport training.
- **Enhance educational engagement**, discipline, and life skills for underserved students.
- **Create local employment and training** opportunities for coaches and youth mentors.
- **Develop a scalable, replicable youth development** model aligned with U.S. public health and education priorities.

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## The Management

"Company Name XYZ" is managed by its co-founders, "Owner Name XYZ" and Thelma Richardson, who maintain direct, hands-on control over all strategic and operational functions. "Owner Name XYZ" serves as Director of Finance and Operations, overseeing strategic planning, financial management, compliance, data-driven performance monitoring, and partnerships with schools and community organizations. Thelma Richardson serves as Program Director, leading curriculum development, coaching standards, youth safety protocols, and day-to-day program delivery.

"Owner Name XYZ" is the primary EB-2 NIW applicant and Co-Founder of "Company Name XYZ". An experienced educator and program leader, he provides mission-driven, data-informed leadership to advance scalable youth development initiatives aligned with U.S. national interests in education, public health, and workforce readiness.

## Strengths and Benefits to the Economy

- **Creates direct and indirect employment** through hiring coaches, program staff, and local service providers.
- **Generates local economic activity** by utilizing community facilities, vendors, and small business partnerships.
- **Reduces long-term public costs** associated with youth inactivity, poor health, and disengagement from education.
- **Supports workforce development** by building discipline, teamwork, and leadership skills in future workers.
- **Strengthens community economic stability** by providing accessible youth programs in underserved areas.

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# Executive Summary



Total Revenue (Year 5)  
**\$258,352**  
 +35% from Year 4

Net Profit (Year 5)  
**\$60,483**  
 +134% from Year 4

Total Students (Year 5)  
**628**  
 +32% from Year 4

Gross Margin (Year 5)  
**47.5%**  
 +12.5% from Year 1

## Annual Sales Volume by Program

		Year 1	Year 2	Year 3	Year 4	Year 5
Program	UOM	Year 1	Year 2	Year 3	Year 4	Year 5
After-School Athletic Development Program	Number of Students - Annual	50	65	85	142	185
Seasonal Youth Sports Camp	Number of Students	25	34	46	73	95
Organized Youth Sports League	Number of Players	-	60	90	130	170
Skills Development Clinics & Workshops	Number of Participants Per Clinic	-	10	15	28	37
Branded Athletic Apparel	Number of Student/Participants Purchasing Apparel	-	-	59	103	131
Student Participation Sponsorship Program	Number of Sponsored Students - Annual	-	-	-	6	10

## Revenue Breakdown by Year



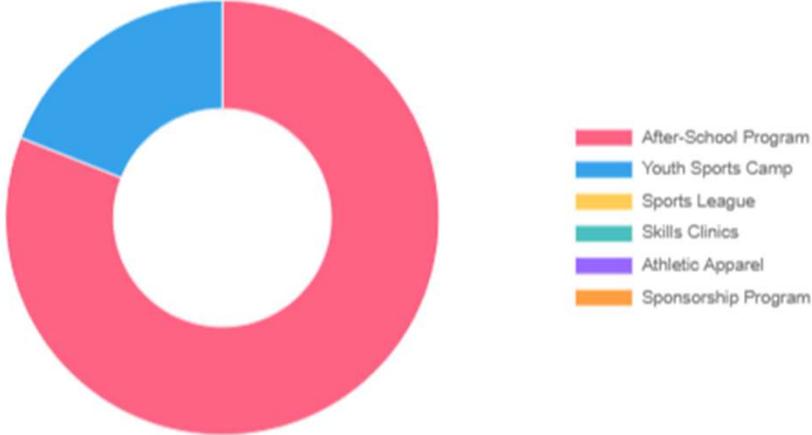
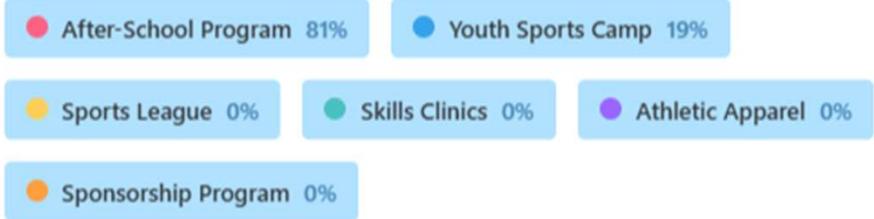
# Executive Summary



## Financial Performance

Financial Metric	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$51,500	\$79,970	\$110,993	\$191,194	\$258,352
Operating Expenses	\$41,640	\$62,676	\$84,659	\$108,774	\$135,524
Gross Profit	\$10,860	\$17,294	\$26,335	\$82,419	\$122,828
SGA Expenses	\$7,491	\$9,920	\$12,509	\$56,596	\$62,345
Net Profit	\$3,369	\$7,374	\$13,825	\$25,823	\$60,483

## Revenue Type Breakdown (Year 1)



CPR

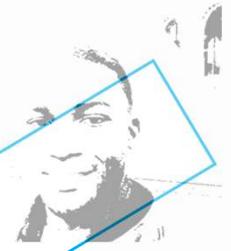


# Applicant's Profile

## "Owner Name XYZ"

**Co-Owner & Director of Finance & Operations**

Email: "xxx@gmail.com" 📞 (xxx) xxx-xxx 📍 Orlando, Florida



## Professional Summary

"Owner Name XYZ" is an experienced educator, program leader, and data science professional with over ten years of experience across youth development, education, learning systems, and operations management. He combines pedagogical expertise with data-driven decision-making to design, scale, and manage impactful educational and community-based programs. As Co-Founder of "Company Name XYZ", he provides strategic, operational, and financial leadership aligned with U.S. national priorities in education, public health, and workforce development.

## Professional Experience

**Co-Owner & Director of Finance and Operations**

**"Company Name XYZ", Florida | 09/2024 – Present**

- Co-founded and scaled a youth sports academy serving 50+ students across multiple disciplines
- Oversees strategic planning, financial management, compliance, staffing, and community partnerships
- Integrates academic accountability, leadership development, and youth mentorship into sports programming

**Teacher of ESOL / English Language Arts**

**Kissimmee Middle School, Florida | 12/2025 – Present**

- Delivers standards-based instruction for diverse learners
- Integrates digital learning platforms and AI-supported assessment tools to improve efficiency and outcomes

**Teacher of English Language Arts**

**Renaissance Charter School at Poinciana, Florida | 08/2023 – 12/2025**

- Developed and implemented curriculum aligned with state standards
- Leveraged educational technology to enhance instructional delivery and assessment consistency

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# EB-2 NIW Requirements

**"Owner Name XYZ" is a distinguished educator, youth development leader, and data science professional specializing in community-based education, athletic development, and data-informed program management. He is the Co-Founder and Director of Finance and Operations of "Company Name XYZ", a Florida-based youth sports and mentorship organization serving underserved communities. Mr. Blake holds a Master of Science in Data Science from National University (U.S.) and a Bachelor of Education in Modern Languages from the University of the West Indies, bringing together advanced analytical expertise with over a decade of experience in education, learning systems, and youth development.**

**Mr. Blake's expertise spans youth program design, educational leadership, operational management, and performance analytics. His professional achievements include founding and scaling a youth sports academy serving children from Title I school communities, leading large-scale Learning Management System (LMS) implementations for organizations with thousands of employees, and integrating technology-driven solutions to improve learning outcomes, operational efficiency, and program accountability. His work reflects a consistent focus on evidence-based decision-making, workforce readiness, and community impact.**

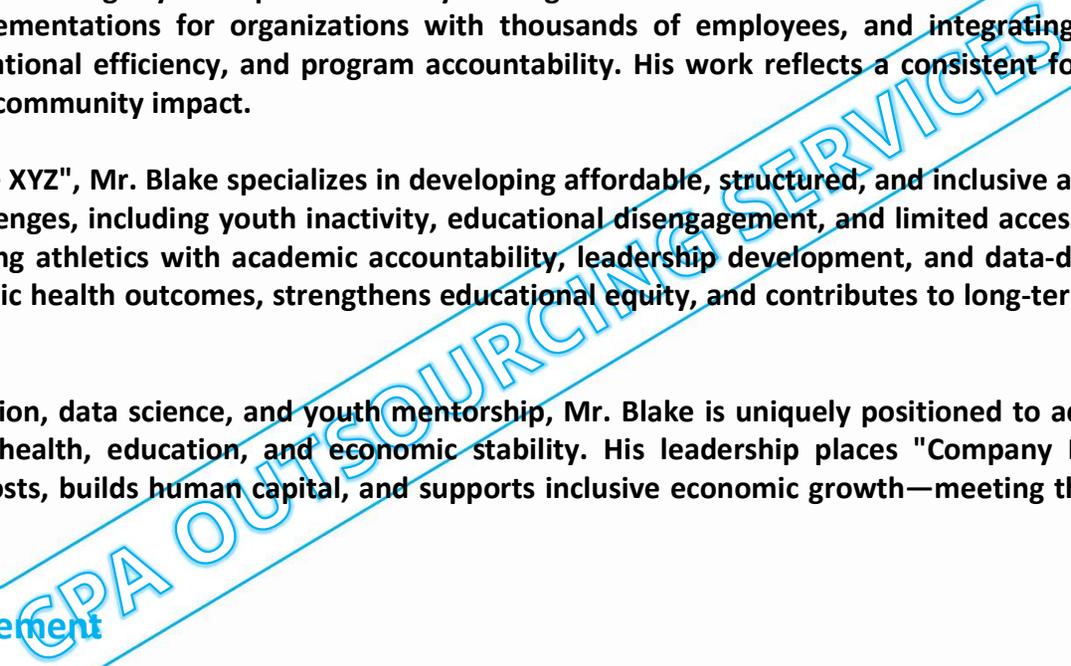
**As Co-Founder of "Company Name XYZ", Mr. Blake specializes in developing affordable, structured, and inclusive athletic and mentorship programs that address critical national challenges, including youth inactivity, educational disengagement, and limited access to extracurricular development in underserved areas. By combining athletics with academic accountability, leadership development, and data-driven monitoring, he advances a scalable model that improves public health outcomes, strengthens educational equity, and contributes to long-term workforce development in the United States.**

**Through the integration of education, data science, and youth mentorship, Mr. Blake is uniquely positioned to advance initiatives that align with U.S. national interests in public health, education, and economic stability. His leadership places "Company Name XYZ" as a mission-driven enterprise that reduces societal costs, builds human capital, and supports inclusive economic growth—meeting the core criteria for EB-2 National Interest Waiver eligibility.**

## 1. Advanced Degree Requirement

**"Owner Name XYZ" is a highly qualified educator, youth development professional, and data science practitioner with an advanced academic background and extensive experience at the intersection of education, analytics, and community-based program leadership. He holds a Master of Science in Data Science from National University, United States, in addition to a Bachelor of Education in Modern Languages from the University of the West Indies, reflecting advanced training that exceeds the statutory requirements for the EB-2 classification.**

**His graduate education in data science provided rigorous training in statistical modeling, data analysis, performance measurement, and evidence-based decision-making, equipping him with advanced technical competencies that are directly applicable to educational program design, operational optimization, and outcome evaluation. This advanced analytical foundation enables Mr. Blake to design, manage, and scale youth development initiatives using data-driven methodologies to improve educational engagement, public health outcomes, and program accountability.**





# EB-2 NIW Requirements

Mr. Blake’s academic background in education further strengthens his qualifications, providing formal pedagogical training in curriculum development, instructional design, learner assessment, and educational leadership. This combination of advanced data science education and professional teaching credentials allows him to bridge quantitative analysis with applied educational practice—an increasingly critical capability in modern U.S. education and workforce development systems.

Through the integration of advanced academic training and professional application, Mr. Blake has developed recognized expertise in data-informed youth programming, educational technology integration, and community-centered development models. His advanced degree directly supports the proposed endeavor of expanding scalable, evidence-based youth sports and mentorship programs through "Company Name XYZ", aligning with U.S. national priorities in education, public health, and workforce readiness.

Accordingly, "Owner Name XYZ" clearly satisfies the Advanced Degree requirement for the EB-2 National Interest Waiver category. His advanced qualifications uniquely position him to contribute to the national interest of the United States by strengthening youth development infrastructure, improving educational equity, and advancing data-driven community solutions with long-term societal and economic benefits.

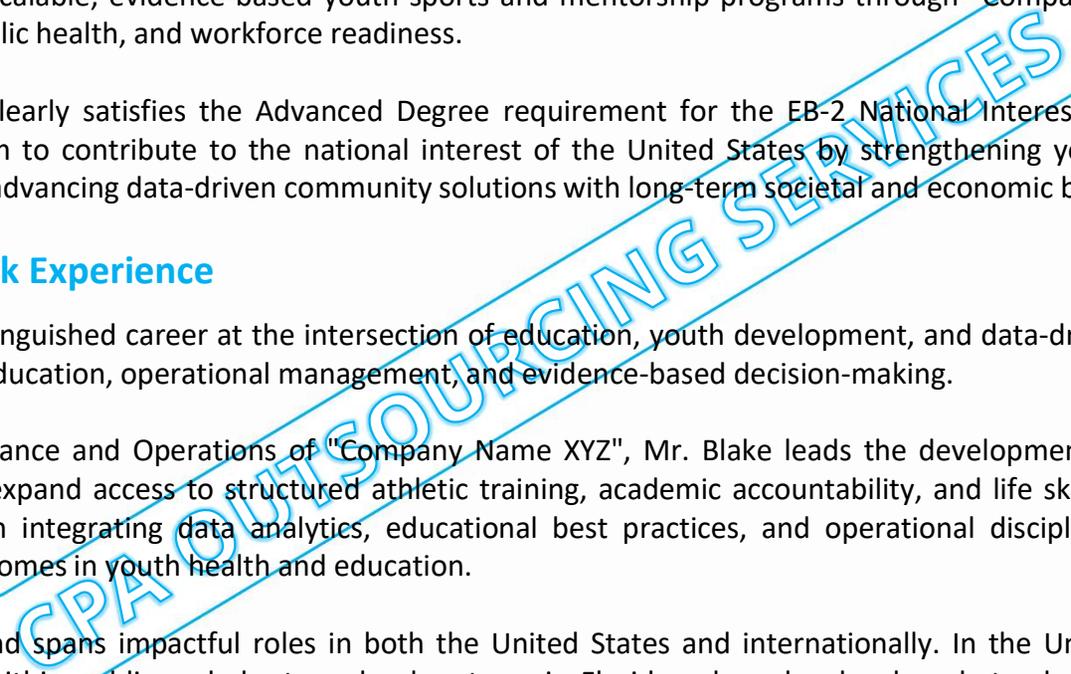
## 2. Exceptional Ability / Work Experience

"Owner Name XYZ" has built a distinguished career at the intersection of education, youth development, and data-driven program leadership, marked by expertise in community-based education, operational management, and evidence-based decision-making.

As Co-Founder and Director of Finance and Operations of "Company Name XYZ", Mr. Blake leads the development of a scalable youth sports and mentorship platform designed to expand access to structured athletic training, academic accountability, and life skills development for underserved communities. His work focuses on integrating data analytics, educational best practices, and operational discipline to improve program quality, sustainability, and measurable outcomes in youth health and education.

Mr. Blake’s professional background spans impactful roles in both the United States and internationally. In the United States, he has served as an Educator and Learning Specialist within public and charter school systems in Florida, where he developed standards-based curricula, implemented learning management systems, and applied technology-enabled assessment tools to improve instructional efficiency and student outcomes. His experience as an ESOL and English Language Arts teacher reflects a deep understanding of diverse learner populations and educational equity.

Internationally, Mr. Blake held senior learning and development roles with large multinational organizations, including the Guardsman Group and Jamaica National Group, where he led the design and deployment of enterprise Learning Management Systems supporting thousands of employees. These initiatives strengthened workforce training infrastructure, ensured business continuity during the COVID-19 pandemic, and demonstrated his capacity to manage complex, large-scale educational systems with measurable performance outcomes.





# EB-2 NIW Requirements

Earlier in his career, Mr. Blake demonstrated a strong commitment to accessibility and inclusion by designing multilingual training programs and educational resources that removed language barriers for learners and professionals. His ongoing volunteer service as a youth soccer coach and language outreach volunteer further underscores his dedication to youth empowerment, leadership development, and community engagement.

Mr. Blake's ability to integrate advanced data analytics, pedagogical expertise, and operational leadership highlights his exceptional capacity as an education and youth development innovator. With a proven record of advancing educational access, improving program effectiveness, and supporting community well-being, "Owner Name XYZ" is uniquely positioned to lead initiatives that strengthen public health, educational equity, and workforce readiness in the United States, thereby meeting the criteria for EB-2 National Interest Waiver consideration.

## 3. National Interest Waiver (Dhanasar Analysis)

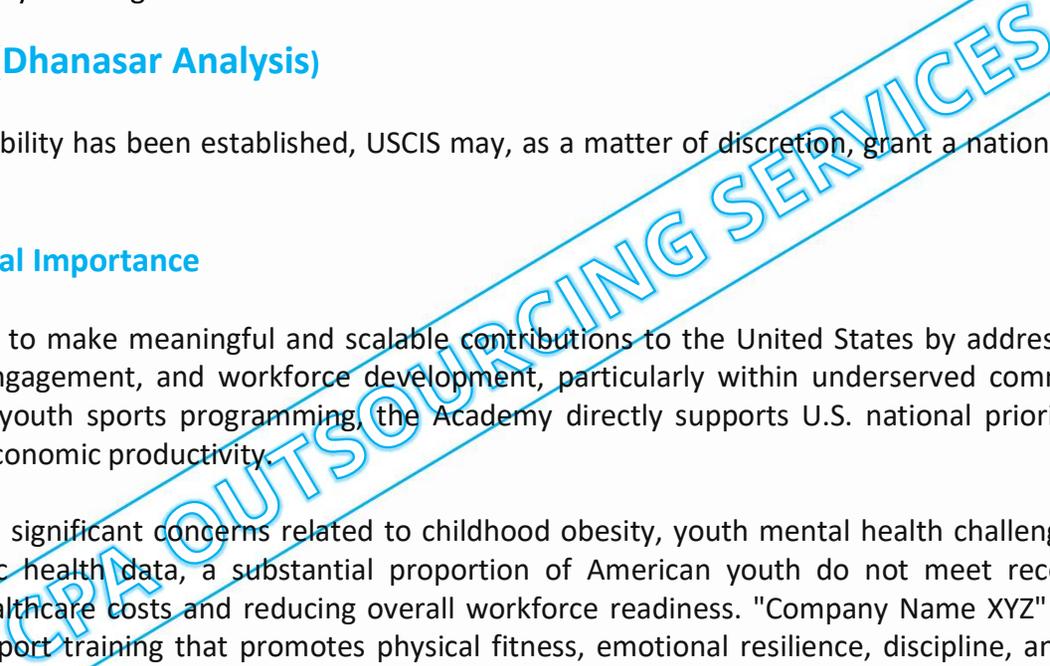
Dhanasar states that after EB-2 eligibility has been established, USCIS may, as a matter of discretion, grant a national interest waiver when the below factors are met:

### 3.1 Substantial Merit and National Importance

"Company Name XYZ" is positioned to make meaningful and scalable contributions to the United States by addressing critical national challenges in youth public health, educational engagement, and workforce development, particularly within underserved communities. By providing affordable, structured, and mentorship-driven youth sports programming, the Academy directly supports U.S. national priorities related to health promotion, educational equity, and long-term economic productivity.

The United States continues to face significant concerns related to childhood obesity, youth mental health challenges, and declining physical activity levels. According to national public health data, a substantial proportion of American youth do not meet recommended daily physical activity guidelines, increasing long-term healthcare costs and reducing overall workforce readiness. "Company Name XYZ" addresses this issue by delivering consistent, age-appropriate, multi-sport training that promotes physical fitness, emotional resilience, discipline, and healthy lifestyle habits from an early age.

In parallel, educational research consistently demonstrates that participation in structured extracurricular activities—including sports and mentorship programs—is strongly correlated with improved academic performance, school attendance, behavioral outcomes, and post-secondary success. "Company Name XYZ" integrates athletic training with academic accountability, leadership development, and life skills education, reinforcing positive educational engagement for students, particularly those attending Title I schools and residing in economically disadvantaged areas.





# EB-2 NIW Requirements

The Academy's impact extends beyond individual participants to broader community and economic benefits. By creating local employment opportunities for coaches and program staff, activating underutilized community facilities, and partnering with schools, nonprofits, and small businesses, "Company Name XYZ" contributes to localized economic activity and community stability. These outcomes align with national objectives to strengthen human capital, reduce social service burdens, and support inclusive economic growth.

Under the leadership of its co-founders, "Company Name XYZ" employs a data-informed, educator-led model that emphasizes program accountability, safety, and measurable outcomes. This approach ensures that public benefits are demonstrable, scalable, and replicable across regions, allowing the model to be expanded to other communities facing similar challenges nationwide.

Beyond its direct services, "Company Name XYZ" advances public benefit through community outreach, school-based partnerships, and youth leadership initiatives that reduce risk behaviors, promote social cohesion, and strengthen long-term workforce readiness. These preventative, community-centered outcomes reduce downstream costs to public health, education, and social service systems.

In conclusion, the proposed endeavor undertaken by "Company Name XYZ" clearly demonstrates substantial merit and national importance, as it advances U.S. interests in public health improvement, educational equity, workforce development, and economic resilience. Accordingly, the endeavor satisfies the first prong of the Dhanasar framework for the EB-2 National Interest Waiver.

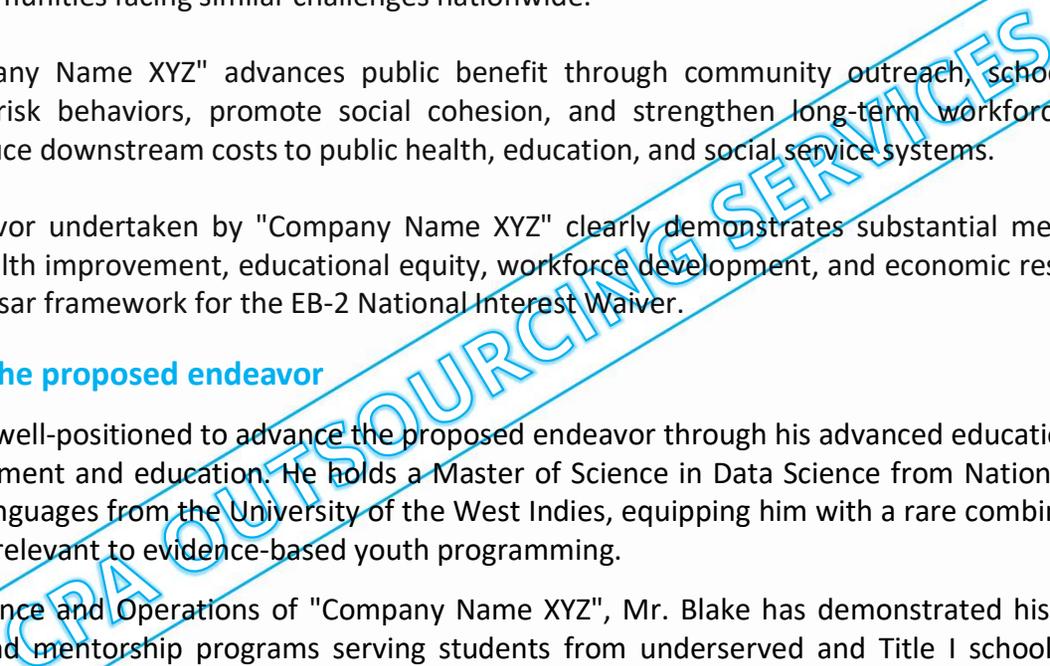
## 3.2 Well-positioned to advance the proposed endeavor

"Owner Name XYZ" is exceptionally well-positioned to advance the proposed endeavor through his advanced education, multidisciplinary expertise, and proven leadership in youth development and education. He holds a Master of Science in Data Science from National University, United States, and a Bachelor of Education in Modern Languages from the University of the West Indies, equipping him with a rare combination of analytical proficiency and formal pedagogical training directly relevant to evidence-based youth programming.

As Co-Founder and Director of Finance and Operations of "Company Name XYZ", Mr. Blake has demonstrated his ability to design, implement, and manage structured youth sports and mentorship programs serving students from underserved and Title I school communities. His responsibilities include strategic planning, financial oversight, compliance, performance monitoring, and partnership development with schools and community organizations, reflecting his capacity to execute and scale the proposed endeavor effectively.

In addition to his entrepreneurial leadership, Mr. Blake has served as an educator within U.S. public and charter school systems, where he developed standards-based curricula, integrated learning management systems, and applied data-driven assessment tools to improve instructional outcomes. His prior international experience leading enterprise learning systems for large organizations further demonstrates his ability to manage complex initiatives and achieve measurable results.

Collectively, Mr. Blake's academic credentials, operational experience, and community engagement clearly establish that he is well-positioned to advance the proposed endeavor in alignment with U.S. national interests.





# EB-2 NIW Requirements

## 3.3 Beneficial to the U.S. to waive the job offer and labor certification requirements

"Company Name XYZ" will benefit the U.S. national interest in the following ways:

### Public Health and Youth Development Benefits

"Company Name XYZ" directly addresses national public health concerns by promoting physical activity, mental resilience, and healthy lifestyle habits among youth, particularly in underserved communities. These preventative interventions reduce long-term healthcare costs and support a healthier future workforce.

### Educational and Workforce Readiness Outcomes

The Academy integrates athletic training with academic accountability, discipline, and leadership development, contributing to improved educational engagement and the development of transferable workforce skills such as teamwork, responsibility, and perseverance. These outcomes serve long-term national workforce readiness objectives.

### Economic and Job Creation Impact

The expansion of "Company Name XYZ" will create direct employment opportunities for coaches, program coordinators, and support staff, while indirectly stimulating local economies through facility rentals, equipment procurement, and partnerships with schools and small businesses.

### Scalability and National Reach

The proposed endeavor is designed as a scalable, replicable model that can be expanded to other regions facing similar youth development challenges. This nationwide applicability supports U.S. interests more effectively than a position-specific job offer.

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# Business Description

## The Entity

"Company Name XYZ", LLC is a Florida-registered, community-based youth development organization headquartered at 8172 Champions Circle, Apartment 104, Champions Gate, Florida 33896. The entity is jointly owned by "Owner Name XYZ" and Thelma Richardson, each holding a 50% ownership interest and actively involved in day-to-day operations and strategic oversight.

"Company Name XYZ" was established to address gaps in access to structured, affordable youth sports and mentorship programming, particularly within underserved and Title I school communities in Central Florida. The Academy delivers multi-sport athletic training integrated with academic accountability, leadership development, discipline, and life-skills education. Its programs are designed to promote physical health, emotional resilience, teamwork, and long-term personal development among children and adolescents.

The organization operates under a hands-on, educator-led management model, ensuring high standards of instructional quality, youth safety, and operational compliance. Leadership maintains direct involvement in curriculum design, performance monitoring, and community engagement. "Company Name XYZ" partners with public schools, community centers, churches, and local organizations to deliver programming directly within the communities it serves.

Through its scalable and data-informed structure, "Company Name XYZ" advances measurable public benefits aligned with U.S. national priorities in public health, educational equity, workforce readiness, and community economic resilience.

## Business Summary

**Name:** "Company Name XYZ", LLC

**Business:** Youth Sports Training and Mentorship Programs (Multi-Sport Athletic Development)

**Location:** Champions Gate / Kissimmee-Poinciana, Central Florida, United States

**Geographical Focus:** Central Florida region, with emphasis on underserved and Title I school communities; planned expansion to surrounding areas including St. Cloud, Lakeland, and Orlando suburbs

**Management:** "Owner Name XYZ", Co-Founder & Director of Finance and Operations & Thelma Richardson, Co-Founder & Program Director

**Target Customers:** Families with children and adolescents (ages 5–18), particularly those attending Title I public schools; schools, community centers, churches, and local organizations seeking structured after-school sports and youth development programs





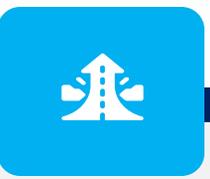
# Business Description

## Mission-Vision-Goals



### Vision

To become a leading community-based youth development organization that uses sports as a platform to improve public health, educational engagement, and workforce readiness, while delivering a scalable, data-driven model that creates lasting social and economic impact across the United States.



### Mission

To empower children and adolescents through affordable, structured, and inclusive youth sports programs that promote physical fitness, academic accountability, leadership, and life skills, with a strong focus on serving underserved and Title I school communities.



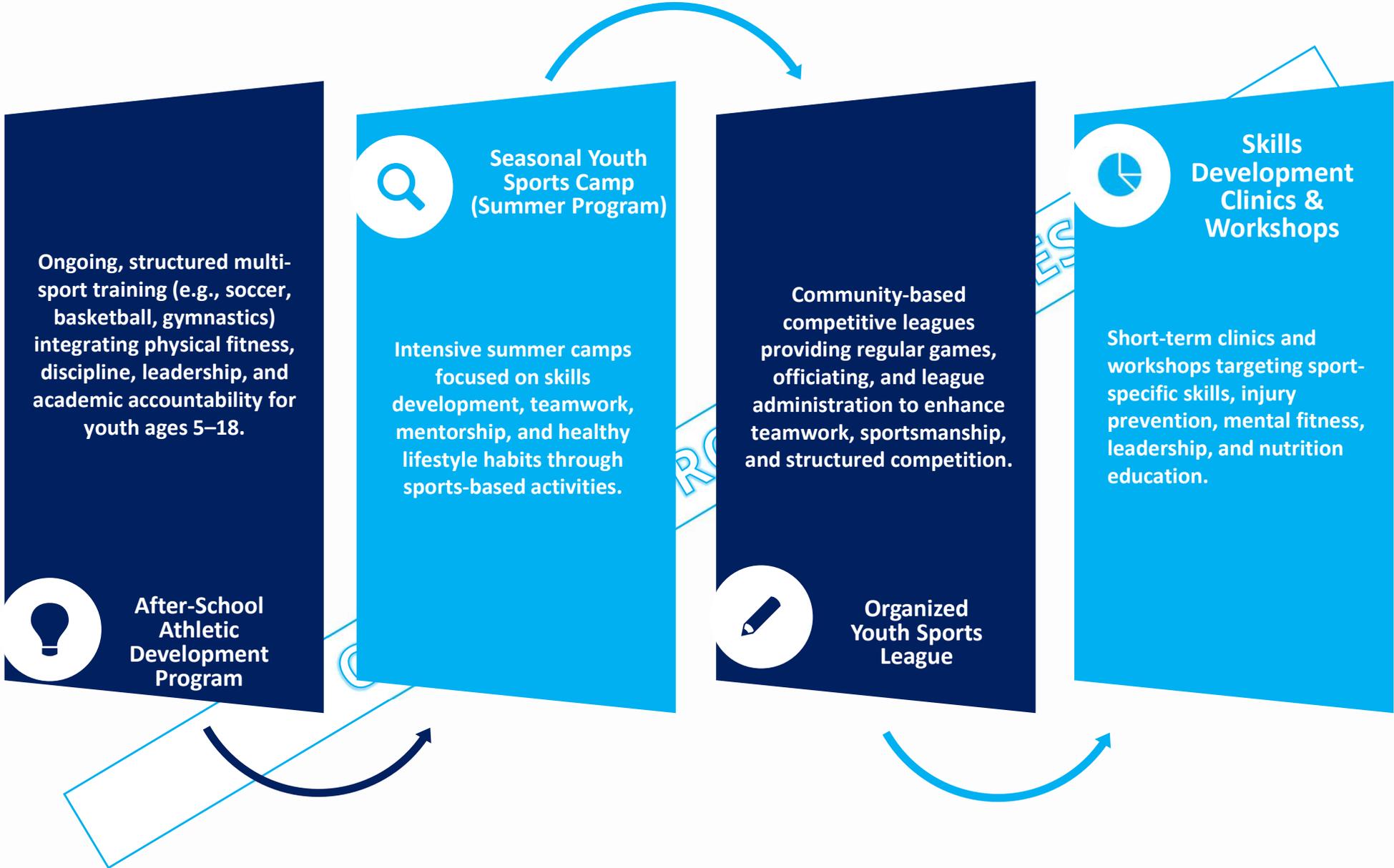
### Goals

- **Expand affordable youth sports** and mentorship programs across Central Florida through school and community partnerships.
- **Improve youth physical health**, mental resilience, and long-term well-being through structured multi-sport training.
- **Enhance educational engagement**, discipline, and life skills for underserved students.
- **Create local employment and training** opportunities for coaches and youth mentors.
- **Develop a scalable, replicable youth development** model aligned with U.S. public health and education priorities.

# Business Description



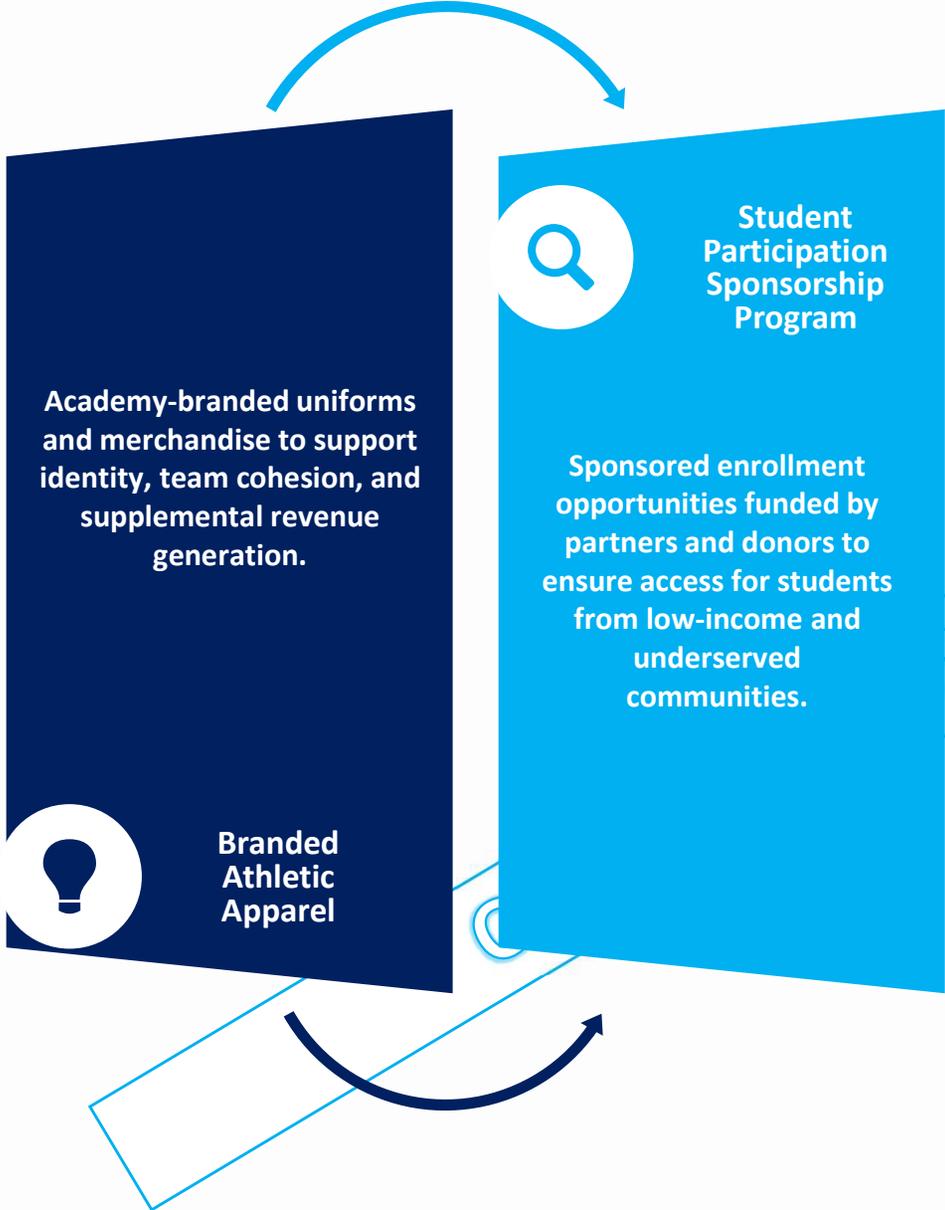
## Products & Services



# Business Description



## Products & Services





# Business Model

## Beneficiaries of "Company Name XYZ", LLC

### Youth Participants

Children and adolescents between the ages of 5 and 18 are the primary beneficiaries of "Company Name XYZ". Through structured, mentorship-driven athletic programs, students develop physical fitness, discipline, confidence, teamwork, and leadership skills that support healthy development and long-term success.

### Families and Caregivers

Families, particularly those in underserved and Title I school communities, benefit from access to affordable, high-quality after-school and seasonal programs that provide safe supervision, positive role models, and consistent enrichment opportunities for their children.

### Schools and Community Organizations

Partner schools, community centers, and local organizations benefit from enhanced student engagement, improved attendance, and stronger behavioral outcomes. "Company Name XYZ" complements academic instruction by reinforcing accountability, goal-setting, and social development outside the classroom.

### Local Workforce and Coaches

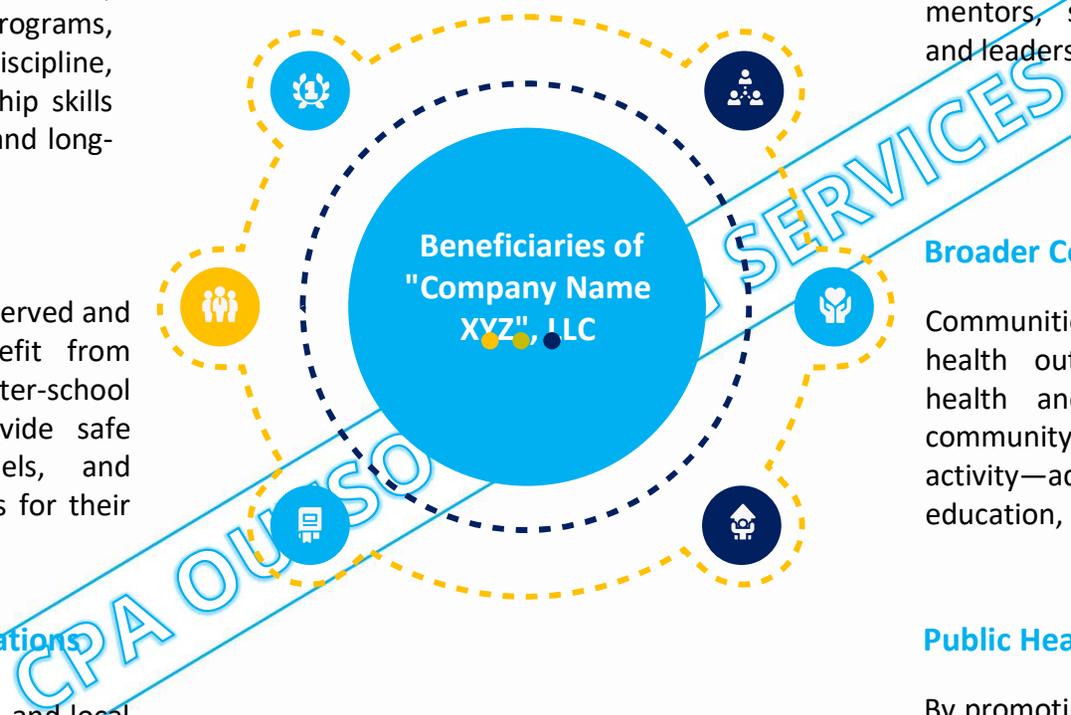
The Academy creates employment and training opportunities for coaches, assistants, and youth mentors, supporting workforce development and leadership pathways within the community.

### Broader Community and U.S. Society

Communities benefit from improved youth health outcomes, reduced long-term public health and social service costs, increased community cohesion, and localized economic activity—advancing broader U.S. public health, education, and workforce readiness objectives.

### Public Health and Social Systems

By promoting physical activity, mental resilience, and positive youth engagement, "Company Name XYZ" contributes to long-term reductions in public health, education, and social service burdens.



# Business Model



## Key Success Factors

### Educator-Led, Mission-Driven Leadership

"Company Name XYZ" is led by experienced educators and program managers who maintain hands-on oversight of curriculum quality, youth safety, and operational standards, ensuring consistency and accountability.

### Integrated Youth Development Model

The Academy combines athletic training with mentorship, academic accountability, and life-skills development, creating holistic outcomes that extend beyond sports performance.

### Affordability and Accessibility

Competitive pricing and school-based delivery models reduce barriers to participation for families in underserved and Title I school communities, supporting strong enrollment and retention.

### Data-Informed Program Management

Performance tracking, attendance monitoring, and outcome measurement enable continuous improvement, quality assurance, and scalable growth.

### Strong Community Partnerships

Collaborations with schools, community centers, churches, and local organizations expand reach, reduce facility costs, and strengthen community trust.

### Scalable and Replicable Structure

A standardized yet flexible operational model allows programs to expand into new locations while maintaining quality, safety, and mission alignment.



# Business Model



## Strategic Partnerships

Partner Category	Partner Type	Purpose of Partnership	Strategic Benefit
<b>Public &amp; Charter Schools</b>	Title I public schools and charter schools	Provide after-school athletic programs, student enrollment access, and on-campus facilities	Expands reach to underserved youth; improves student engagement and attendance
<b>Community Centers &amp; Churches</b>	Local community centers and faith-based organizations	Access to indoor/outdoor training spaces and community outreach	Reduces facility costs; strengthens community trust and accessibility
<b>Local Governments &amp; School Districts</b>	School districts and municipal recreation departments	Program coordination, facility permits, and youth development alignment	Supports scalability and compliance; strengthens public-sector collaboration
<b>Local Small Businesses</b>	Sporting goods stores, local sponsors, service providers	Sponsorships, equipment discounts, event support	Lowers operating costs; stimulates local economic activity
<b>Health &amp; Wellness Providers</b>	Nutritionists, fitness trainers, injury-prevention professionals	Workshops on fitness, nutrition, and injury prevention	Enhances program quality and youth health outcomes
<b>Nonprofit &amp; Youth Organizations</b>	Youth-focused nonprofits and advocacy groups	Referrals, sponsorship programs, and community outreach	Expands access for low-income students; increases social impact
<b>Parents &amp; Families</b>	Parent associations and caregiver networks	Enrollment support, feedback, and volunteer engagement	Improves retention, satisfaction, and program sustainability



# Business Model

## Road Map

### Year 1

- Strengthen core after-school athletic programs and summer camps.
- Formalize partnerships with Title I schools and community organizations.
- Implement standardized curricula, safety protocols, and data-tracking systems.
- Build operational and administrative capacity.

### Year 2

- Increase enrollment capacity through additional school-based locations.
- Launch the organized regional youth sports league.
- Introduce skills development clinics and workshops.
- Hire and train assistant coaches and program staff.

### Year 3

- Expand programs into St. Cloud and Lakeland.
- Introduce mentorship, mental fitness, nutrition, and injury-prevention programming.
- Launch branded athletic apparel and merchandise.
- Strengthen regional brand recognition.

### Year 4 & 5

- Establish the Student Participation Sponsorship Program for low-income youth.
- Secure long-term sponsorships, grants, and nonprofit partnerships.
- Expand outreach to Orlando suburban communities.
- Enhance impact measurement and reporting.
- Refine and document a replicable, scalable youth development model.
- Expand operations across multiple Florida regions.
- Develop leadership succession and long-term sustainability plans.
- Position the Academy for broader state and national partnerships.



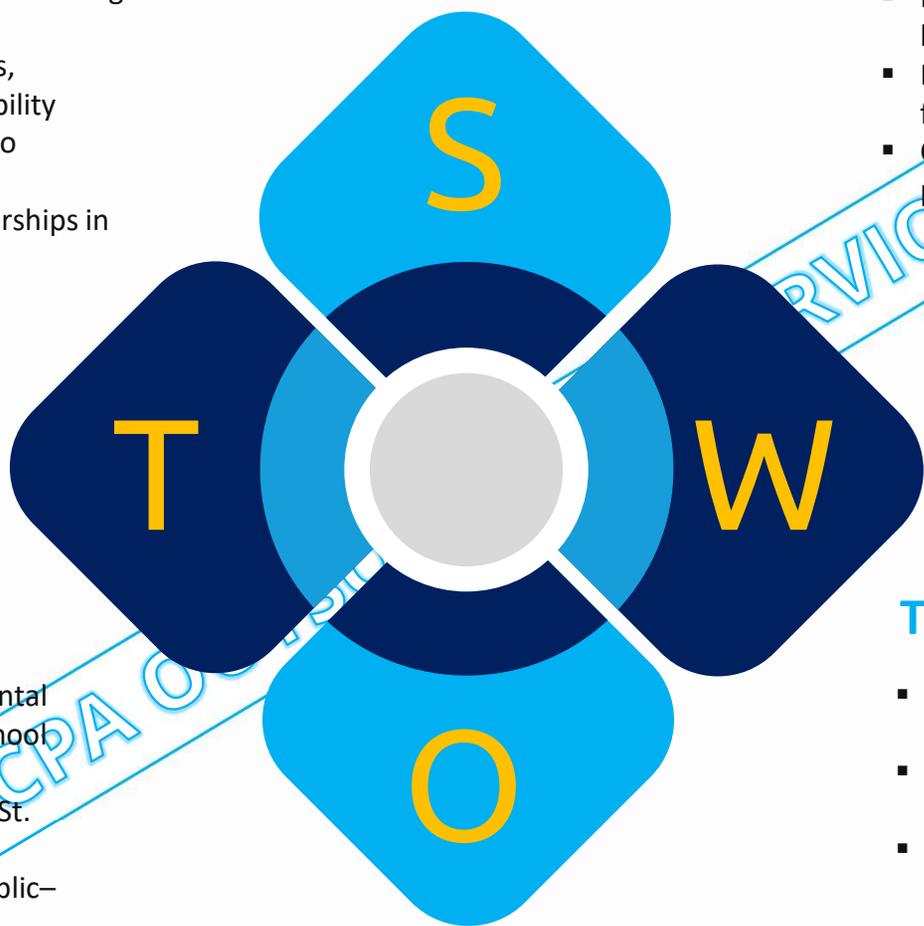


# Business Model

## SWOT Analysis

### Strengths

- Educator-led, hands-on management ensuring quality and accountability.
- Integrated model combining athletics, mentorship, and academic accountability
- Affordable pricing model accessible to underserved and Title I communities
- Strong community and school partnerships in Central Florida
- Data-informed approach to program monitoring and outcomes



### Weakness

- Limited operating history compared to large national youth sports organizations
- Dependence on school and community facility availability
- Capacity constraints during early growth phases

### Opportunities

- Growing national focus on youth mental health, physical fitness, and after-school enrichment
- Expansion into neighboring regions (St. Cloud, Lakeland, Orlando suburbs)
- Grant funding, sponsorships, and public-private partnerships

### Threats

- Changes in school policies or facility access agreements.
- Economic downturns affecting discretionary spending by families.
- Coach recruitment and retention challenges in competitive labor markets.

# Business Model



## Competitive Edge

### Educator-Led and Mentorship-Driven Model

"Company Name XYZ" is led by experienced educators who maintain hands-on involvement in program design and delivery. Unlike traditional sports programs that focus solely on competition or recreation, "Company Name XYZ" integrates mentorship, character building, and accountability into every activity.

### Holistic Youth Development Approach

The Academy combines multi-sport athletic training with academic reinforcement, leadership development, and life-skills education. This whole-child approach supports physical health, emotional resilience, discipline, and long-term personal growth beyond athletic performance.

### Accessibility and Community Focus

"Company Name XYZ" prioritizes underserved and Title I school communities by offering affordable programming and delivering services through schools and community-based locations. This model reduces financial and logistical barriers that often limit participation in youth sports.

### Data-Informed and Outcome-Oriented

Programs are monitored using data-driven tools to track attendance, engagement, and developmental outcomes. This ensures program quality, accountability, and continuous improvement—an approach not commonly applied in youth sports organizations.

### Long-Term Impact over Early Specialization

"Company Name XYZ" emphasizes long-term development rather than early athletic specialization. By promoting multi-sport participation and healthy training practices, the Academy reduces burnout and injury risk while supporting youth health and educational engagement.

### Scalable and Replicable Community Model

"Company Name XYZ" operates with a standardized yet flexible structure that allows programs to scale into new communities while maintaining quality, safety, and mission alignment. This enables replication across regions facing similar youth development challenges and supports sustainable, long-term impact.



# Industry Research

## Industry Performance

Sports coaching in the United States has demonstrated notable resilience over the past five years, maintaining steady revenue growth despite persistent inflation and constrained household discretionary spending. Demand for sports coaching services remained robust as parents continued to prioritize their children’s physical development, social interaction, and overall well-being, particularly in the post-pandemic context.

This commitment helped offset broader economic pressures and supported industry stability. A key driver of revenue growth was the expansion of higher-income households earning over \$100,000 annually, a demographic that accounts for a disproportionate share of spending on youth sports. Although this segment experienced a slight contraction in 2022, its overall size and spending power continued to underpin industry performance.

Participation trends within the market have shifted, shaping the structure of demand. Engagement among teenage athletes has declined, reflecting changing interests and competing academic or digital activities. In contrast, participation among younger children has remained comparatively strong, helping sustain overall revenue.

This shift has encouraged providers to adapt their offerings toward younger age groups, emphasizing foundational skills, enjoyment, and developmental outcomes rather than purely competitive performance. Large-scale camps and established coaching agencies have been particularly successful in responding to these changes.

By leveraging broader staffing bases, established brands, and superior facilities, these organizations captured a disproportionate share of growing demand, even as competition intensified from new, solo-run and local coaching services. As a result, industry revenue increased at a compound annual growth rate (CAGR) of approximately 2.0%, reaching an estimated \$15.4 billion over the five years to 2026, with a further 0.7% increase expected in 2026 alone.

Specialization has emerged as a central strategic response for coaches seeking resilience and sustained profitability. As parents become more discerning, agencies increasingly invest in coaches with strong reputations, sport-specific expertise, and the ability to engage younger children effectively.

**Revenue**  
\$15.4 Billion 2026



**Revenue**  
\$16.2 Billion 2031

CAGR OUTSOURCING SERVICES



## Industry Performance

Programs now extend beyond technical skill development to include well-being, confidence-building, and socialization, addressing parental concerns about holistic child development. Camps offering differentiated experiences—such as intensive sport-specific training, academic integration, or premium facilities—are better positioned to command higher fees and insulate themselves from price-based competition. In this environment, brand strength, proven outcomes, and clearly differentiated value propositions have become critical.

Looking ahead, growth is expected to moderate over the next five years as economic conditions normalize. Lower unemployment and rising incomes should gradually expand the pool of families able to afford coaching services, while public policy initiatives targeting childhood obesity are likely to create additional opportunities in schools and recreation centers. Demand for structured childcare during non-school periods is also expected to rise as more parents return to full-time work.

However, low barriers to entry will continue to attract new competitors, intensifying price pressure, particularly for localized or non-specialized providers. Consequently, sports coaching agencies' revenue is forecast to grow at a more modest CAGR of 0.8%, reaching approximately \$16.2 billion by 2031, with long-term success dependent on specialization, partnerships, and innovative, child-focused program design.



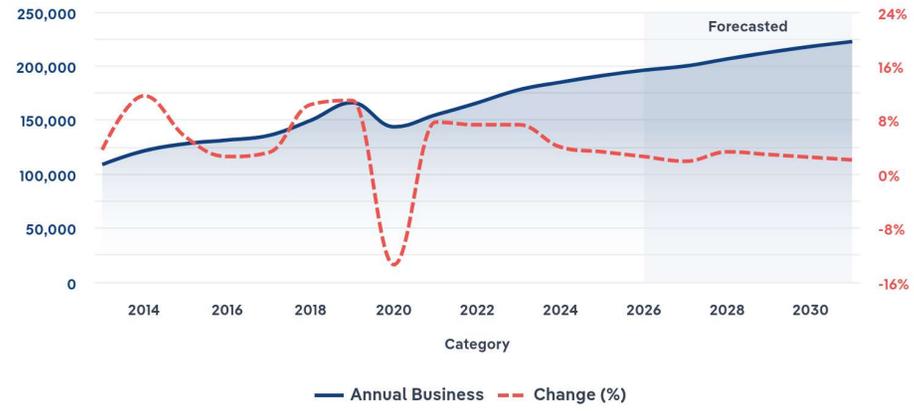
# Industry Research



## Industry Performance

### Sports Coaching in the US Business

Total number of businesses and annual change from 2013 – 2031. Includes 5-year outlook.



IBISWorld

Source: IBISWorld

Businesses:	↑ 2021-26 Business CAGR +4.9%	
<b>Businesses</b>	<b>Employees per Business</b>	<b>Revenue per Business</b>
196k	2	\$79,230.0
'21-'26 ↑ 4.9 %	'21-'26 ↑ 1.8 %	'21-'26 ↓ 2.7 %
'26-'31 ↑ 2.6 %	'26-'31 ↓ 0.8 %	'26-'31 ↓ 1.7 %

OUTSOURCING SERVICES

Profit:	↑ 2021-26 Profit CAGR +6.9%	
<b>Total Profit</b>	<b>Profit Margin</b>	<b>Profit per Business</b>
\$3.0bn	19.4%	\$15,370
'21-'26 ↑ 6.9 %	'21-'26 ↑ 4.1 pp	

### Sports Coaching in the US Profit Margin

Total profit margin (%) and annual change from 2013 – 2031



IBISWorld

Source: IBISWorld



# Industry Research

## What's Driving Current Industry Performance?

Current performance in the U.S. sports coaching industry is being shaped by a combination of economic conditions, demographic shifts, and evolving parental expectations.

### Resilient Parental Demand Despite Cost Pressures.

Although inflation and higher living costs have constrained household discretionary spending, many parents continue to prioritize sports coaching to address children's unmet social, physical, and developmental needs. This has sustained demand even as price sensitivity has increased.

### Income Polarization Supporting Spending.

Households earning over \$100,000 account for a disproportionate share of industry revenue. While this segment briefly contracted in 2022, its overall expansion has continued to underpin demand for paid coaching, camps, and specialist programs.

### Shift Toward Younger Athletes.

Participation among teenagers has declined, but engagement among younger children remains strong. This shift has helped stabilize revenue and encouraged providers to focus on early-stage development, enjoyment, and supervision rather than purely competitive outcomes.

### Scale Advantages For Large Operators.

Large camps and coaching agencies have leveraged broader staffing, established brands, and superior facilities to capture a greater share of demand. In contrast, solo and local coaches face rising competition and margin pressure.

### Growing Emphasis On Specialization And Quality.

Parents are increasingly selective, favoring coaches with strong reputations and programs that combine skill development with well-being and socialization. Specialized and premium offerings are better able to sustain pricing power in a competitive market.





# Industry Research

## What's Driving Current Industry Performance?

01



### Day Camps (Largest Segment by Revenue)

Day sports camps — short-duration programs providing skill instruction and supervised activity — constitute the largest product category within the industry. These camps leverage high enrollment volumes and relatively low capital requirements, making them accessible and high-turnover offerings. They attract families seeking structured, affordable seasonal engagement for younger children.

02



### Overnight and Intensive Camps

Overnight camps and extended immersive programs represent another major segment. Though smaller in volume than day camps, they often generate higher per-participant revenue due to extended stays, boarding costs, and premium programming. These camps appeal to families focused on advanced development, specialization, and skill progression, and typically command higher pricing reflective of their comprehensive format.

03



### Private Athletic Instruction (Private & Small-Group Coaching)

Private one-on-one and small-group coaching focus on individualized skill development and higher performance outcomes. This product line is important for competitive athletes seeking targeted improvement. Market share within this segment is more distributed across regional providers and specialty platforms (e.g., CoachUp as a coaching marketplace) rather than dominated by national brands. Private instruction captures a meaningful portion of total industry revenue by mixing premium pricing with personalized service.



# Industry Research

## What's Influencing Demand from the Industry's Markets

### Household Income and Spending Priorities

- Higher-income households, particularly those earning over \$100,000, continue to drive demand for sports coaching, as parents prioritize their children's physical, social, and developmental needs despite economic pressures



### Parental Focus on Holistic Development

- Parents now value programs that combine skill development with well-being, confidence-building, and socialization, increasing demand for child-focused and specialized coaching models.

### Age-Based Participation Trends

- Demand is increasingly supported by younger children, while teenage participation has softened. This shift sustains demand for after-school programs, recreational camps, and early-stage skills training

### Working Parents and Childcare Needs

As more parents work full-time, sports coaching programs serve as structured childcare during after-school hours and school holidays, reinforcing demand.

### Public Health and Policy Support

Initiatives targeting childhood obesity and physical inactivity continue to expand opportunities for sports coaching in schools and community settings, supporting long-term demand

# Industry Research



## Business Concentration

Sports Coaching in the US  
**Business Concentration**  
 Percentage of total industry Revenue in each region

Revenue



State	Estab. Units	Estab. %	Revenue \$m	Revenue %	Wages \$m	Wages %	Employment Units	Employment %	Population %
California	24,811	12.6	2,368.1	15.2	913.9	16.9	46,799	12.8	11.5
Texas	14,349	7.3	1,427.9	9.2	466.9	8.6	28,911	7.9	9.4
New York	14,833	7.5	1,145.2	7.4	485.5	9.0	24,757	6.8	5.8
Florida	14,401	7.3	1,287.0	8.3	361.6	6.7	17,521	4.8	7.0
New Jersey	7,162	3.6	653.2	4.2	248.7	4.6	12,877	3.5	2.8
Illinois	6,795	3.4	586.9	3.8	205.8	3.8	12,716	3.5	3.7
Tennessee	2,730	1.4	575.5	3.7	139.2	2.6	7,990	2.2	2.1
North Carolina	6,420	3.3	399.8	2.6	121.3	2.2	9,583	2.6	3.3
Washington	5,793	2.9	426.3	2.7	163.2	3.0	12,280	3.4	2.3
Massachusetts	6,095	3.1	498.7	3.2	189.1	3.5	9,132	2.5	2.1
Georgia	6,349	3.2	431.7	2.8	129.6	2.4	8,916	2.4	3.3
Pennsylvania	5,870	3.0	452.7	2.9	146.6	2.7	10,295	2.8	3.8
Virginia	6,224	3.2	405.6	2.6	156.6	2.9	10,217	2.8	2.6
Colorado	5,675	2.9	444.1	2.9	147.7	2.7	9,338	2.6	1.8
Ohio	4,233	2.1	359.2	2.3	110.4	2.0	9,018	2.5	3.5



# Marketing Plan

## Marketing Mix



### Product

- "Company Name XYZ" offers structured youth athletic development programs, including after-school training, seasonal summer camps, organized youth sports leagues, skills clinics, mentorship programs, and life-skills education. The programs integrate physical fitness with academic accountability, leadership development, and youth well-being, delivering a holistic development model rather than standalone sports instruction.



### Promotion

- "Company Name XYZ" promotes its programs through school partnerships, community outreach, parent referrals, social media engagement, and collaborations with local organizations and businesses. Messaging emphasizes affordability, mentorship, educational alignment, and community impact to build trust and long-term enrollment.



### Pricing

- The Academy follows an affordable and inclusive pricing strategy designed to serve families in underserved and Title I school communities. Pricing is competitive and accessible, with options for monthly enrollment, seasonal programs, and subsidized participation through sponsorships and partnerships, ensuring financial barriers are minimized.



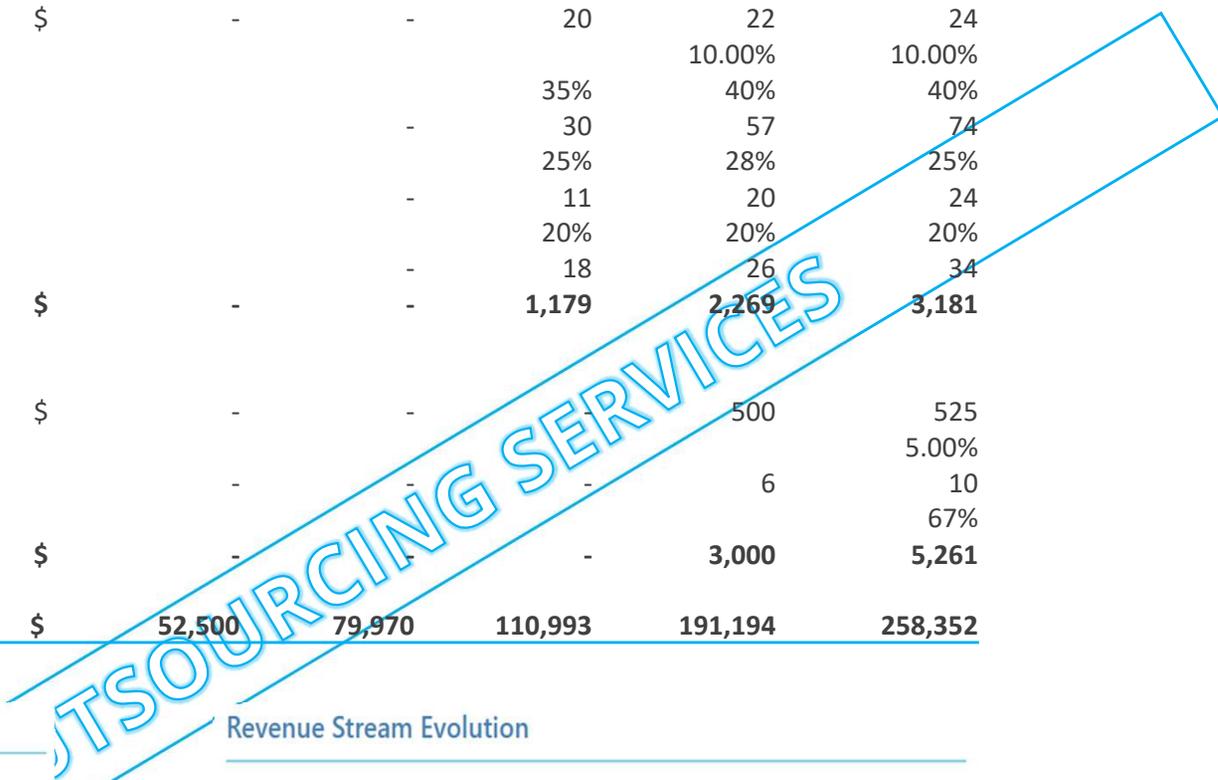
### Place

- Programs are delivered through school-based and community-based locations across Central Florida, including public and charter schools, community centers, and local recreational facilities. This decentralized delivery model improves accessibility, reduces transportation challenges, and supports geographic scalability. The registered business address of "Company Name XYZ", LLC is 8172 Champions Circle, Apartment 104, Champions Gate, Florida 33896, which serves as the administrative and coordination hub for program operations.

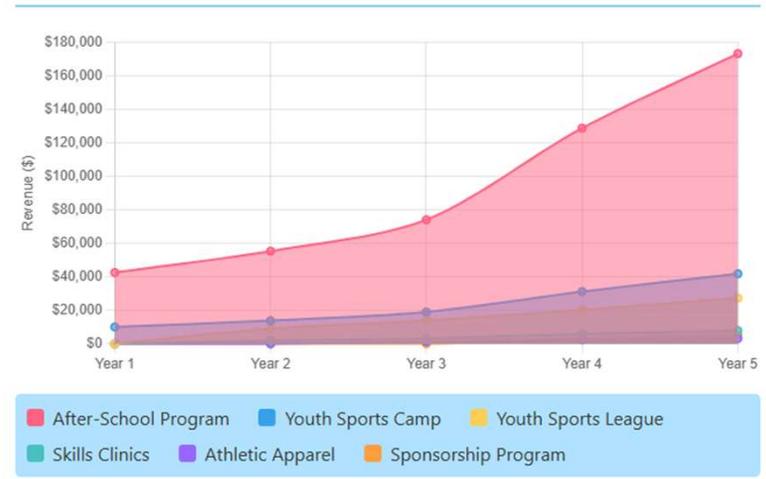


# Financial Plan

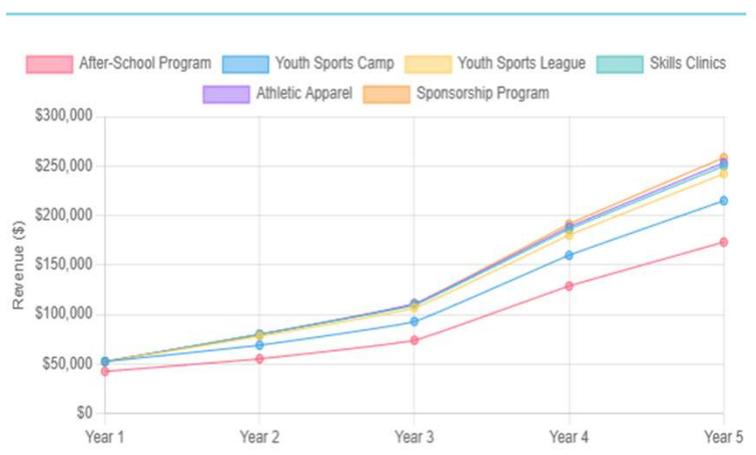
Assumptions	UOM	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Branded Athletic Apparel</b>						
Average Spend Per Student	\$	-	-	20	22	24
Growth					10.00%	10.00%
Uptake % of Students Enrolled for After-School Program				35%	40%	40%
Number of Students Purchasing Apparel			-	30	57	74
Uptake % of Students Enrolled for Summer Program				25%	28%	25%
Number of Summer Camp Students Purchasing Apparel			-	11	20	24
Uptake % of Students Enrolled for Youth League				20%	20%	20%
Number of League Players Purchasing Apparel			-	18	26	34
<b>Total Branded Athletic Apparel Revenue</b>	<b>\$</b>	<b>-</b>	<b>-</b>	<b>1,179</b>	<b>2,269</b>	<b>3,181</b>
<b>Student Participation Sponsorship Program</b>						
Average Sponsorship per Student - Annual	\$	-	-		500	525
Growth Rate						5.00%
Number of Sponsored Students - Annual		-	-	-	6	10
Growth Rate						67%
<b>Total Student Participation Sponsorship Program Revenue</b>	<b>\$</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>3,000</b>	<b>5,261</b>
<b>Total Revenue</b>	<b>\$</b>	<b>52,500</b>	<b>79,970</b>	<b>110,993</b>	<b>191,194</b>	<b>258,352</b>



Total Revenue by Program (5-Year Projection)

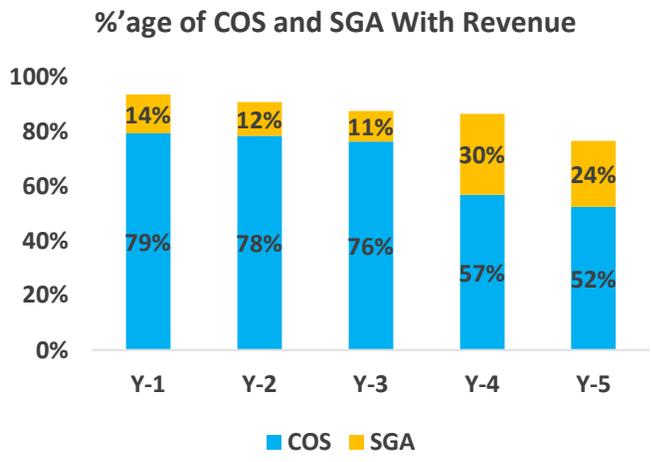
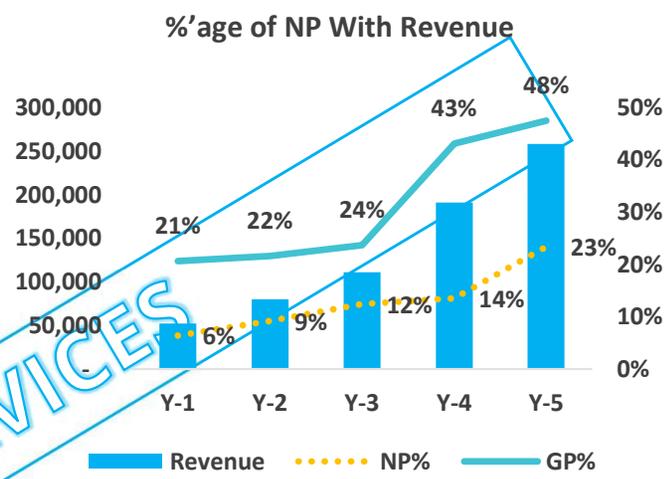


Revenue Stream Evolution



# Financial Plan

Projected Profit & Loss Statement	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Net Revenue</b>	<b>52,500</b>	<b>79,970</b>	<b>110,993</b>	<b>191,194</b>	<b>258,352</b>
Costs of Services	10,600	14,470	17,600	21,477	26,298
Salaries & Wages - Operation	30,240	47,406	66,058	86,297	108,227
Depreciation - Operations	800	800	1,000	1,000	1,000
<b>Costs of Services</b>	<b>41,640</b>	<b>62,676</b>	<b>84,659</b>	<b>108,774</b>	<b>135,524</b>
<b>Gross Profit</b>	<b>10,860</b>	<b>17,294</b>	<b>26,335</b>	<b>82,419</b>	<b>122,828</b>
<b>Gross Margin %</b>	<b>20.69%</b>	<b>21.63%</b>	<b>23.73%</b>	<b>43.11%</b>	<b>47.54%</b>
<b>SGA Expenses</b>					
Marketing & Branding	1,050	1,599	2,220	3,824	5,167
Regulatory & Legal Compliance Fee	820	1,154	1,188	1,224	1,261
Software Subscriptions	600	720	864	1,037	1,244
Payment processing Gateway Fee	921	1,403	1,947	3,354	4,532
Insurance	1,000	1,500	2,025	2,500	3,000
Travel & Networking	1,500	1,800	2,160	2,592	3,079
3rd Party Legal & Accountancy	1,200	1,344	1,505	1,686	1,869
Salaries & Wages - Admin	-	-	-	40,181	41,993
Depreciation - Admin	400	400	600	200	200
<b>Total SGA</b>	<b>7,491</b>	<b>9,920</b>	<b>12,509</b>	<b>56,596</b>	<b>62,345</b>
<b>SGA %</b>	<b>14.27%</b>	<b>12.40%</b>	<b>11.27%</b>	<b>29.60%</b>	<b>24.13%</b>
<b>Net Profit</b>	<b>3,369</b>	<b>7,374</b>	<b>13,825</b>	<b>25,823</b>	<b>60,483</b>
<b>Net Margin %</b>	<b>6.42%</b>	<b>9.22%</b>	<b>12.46%</b>	<b>13.51%</b>	<b>23.41%</b>



CPA OUTSOURCING SERVICES



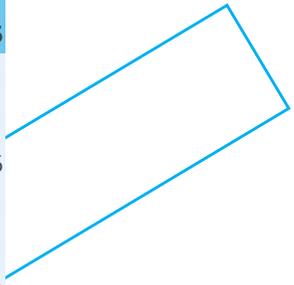
# Financial Plan

## Manpower Head Counts and Cost

Total Employee Count						
Designation	Department	Year 1	Year 2	Year 3	Year 4	Year 5
Founder / Lead Coach – "Owner Name XYZ"	Operations	1	1	1	1	1
Co-Founder / Lead Coach – Thelma Richardson	Operations	1	1	1	1	1
Assistant Coach – Part-Time	Operations	2	3	4	5	6
Program Coordinator / Admin (Part-Time)	Admin	0	0	0	1	1
Marketing & Community Outreach Coordinator (Part-Time)	Admin	0	0	0	1	1
Student Interns / Volunteers	Operations	2	2	3	3	4
<b>Total Counts</b>		<b>6</b>	<b>7</b>	<b>9</b>	<b>12</b>	<b>14</b>

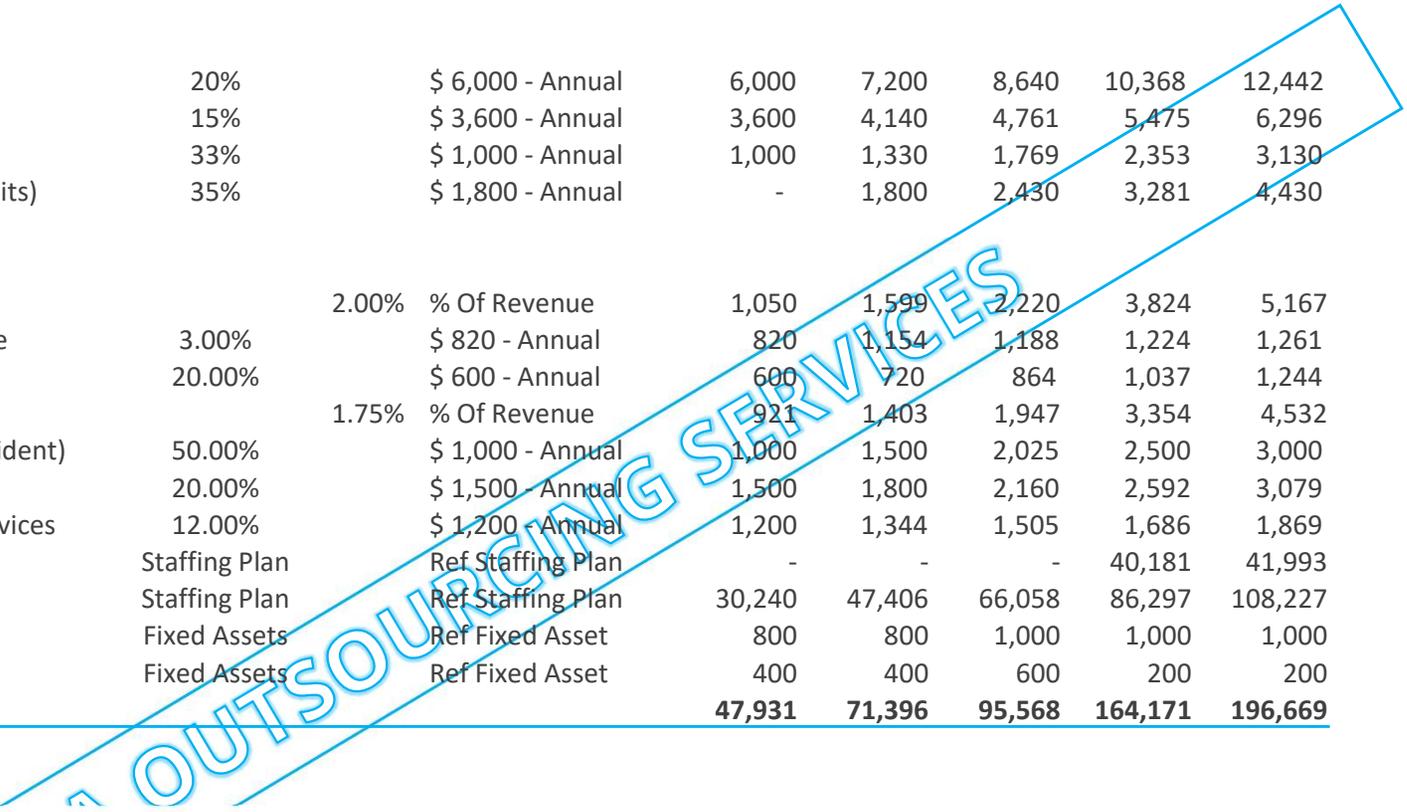
Annual Wage						
Designation	Department	Year 1	Year 2	Year 3	Year 4	Year 5
Founder / Lead Coach – "Owner Name XYZ"	Operations	0	0	0	0	0
Co-Founder / Lead Coach – Thelma Richardson	Operations	0	0	0	0	0
Assistant Coach – Part-Time	Operations	15,120	15,802	16,515	17,259	18,038
Program Coordinator / Admin (Part-Time)	Admin	18,400	19,230	20,097	21,003	21,951
Marketing & Community Outreach Coordinator (Part-Time)	Admin	16,800	17,558	18,350	19,177	20,042
Student Interns / Volunteers	Operations	0	0	0	0	0

Total Outflow - Wages						
Designation	Department	Year 1	Year 2	Year 3	Year 4	Year 5
Founder / Lead Coach – "Owner Name XYZ"	Operations	0	0	0	0	0
Co-Founder / Lead Coach – Thelma Richardson	Operations	0	0	0	0	0
Assistant Coach – Part-Time	Operations	30,240	47,406	66,058	86,297	108,227
Program Coordinator / Admin (Part-Time)	Admin	0	0	0	21,003	21,951
Marketing & Community Outreach Coordinator (Part-Time)	Admin	0	0	0	19,177	20,042
Student Interns / Volunteers	Operations	0	0	0	0	0
<b>Total</b>		<b>30,240</b>	<b>47,406</b>	<b>66,058</b>	<b>126,478</b>	<b>150,219</b>





Particulars	Growth 1/2Y	% Of Rev	Expenses Forecast				
			Y-1	Y-2	Y-3	Y-4	Y-5
<b>COGS</b>							
Facility rentals	20%	\$ 6,000 - Annual	6,000	7,200	8,640	10,368	12,442
Portable toilet & cleaning	15%	\$ 3,600 - Annual	3,600	4,140	4,761	5,475	6,296
Equipment & supplies	33%	\$ 1,000 - Annual	1,000	1,330	1,769	2,353	3,130
League game-day costs (refs/permits)	35%	\$ 1,800 - Annual	-	1,800	2,430	3,281	4,430
<b>Expenses</b>							
Marketing & Branding		2.00% % Of Revenue	1,050	1,599	2,220	3,824	5,167
Regulatory & Legal Compliance Fee	3.00%	\$ 820 - Annual	820	1,154	1,188	1,224	1,261
Software Subscriptions	20.00%	\$ 600 - Annual	600	720	864	1,037	1,244
Payment processing Gateway Fee		1.75% % Of Revenue	921	1,403	1,947	3,354	4,532
Insurance (Program Liability & Accident)	50.00%	\$ 1,000 - Annual	1,000	1,500	2,025	2,500	3,000
Travel & Networking	20.00%	\$ 1,500 - Annual	1,500	1,800	2,160	2,592	3,079
3rd Party Legal & Accountancy Services	12.00%	\$ 1,200 - Annual	1,200	1,344	1,505	1,686	1,869
Salaries & Wages – Admin	Staffing Plan	Ref Staffing Plan	-	-	-	40,181	41,993
Salaries & Wages – Operation	Staffing Plan	Ref Staffing Plan	30,240	47,406	66,058	86,297	108,227
Depreciation – Operations	Fixed Assets	Ref Fixed Asset	800	800	1,000	1,000	1,000
Depreciation – Admin	Fixed Assets	Ref Fixed Asset	400	400	600	200	200
<b>Total</b>			<b>47,931</b>	<b>71,396</b>	<b>95,568</b>	<b>164,171</b>	<b>196,669</b>



Total Expenses Growth Over 5 Years



# Ownership, Sources and Funds Utilization



Capital Structure		Amount (\$)	%
1	"Owner Name XYZ"	6,000	50%
2	Ms. Thelma Richardson	6,000	50%
<b>Total Business Value</b>		<b>12,000</b>	<b>100%</b>

Sources			
S.No	Description	Amount (\$)	%
1	Equity	12,000	100%
<b>Total Capital Injection</b>		<b>12,000</b>	<b>100%</b>

Initial Investment			
S.No	Description	Amount (\$)	%
1	Durable Sports Equipment set	2,500	21%
2	Gymnastics safety mats/basic gear	1,500	13%
3	First-aid kits	250	2%
4	Laptop/Tablet	1,200	10%
5	Storage (bins/locks)	400	3%
6	Event branding kit	650	5%
7	Registration/website setup (one-time)	500	4%
8	Regulatory & Legal Compliance Fee	820	7%
9	Marketing & Branding	1,050	9%
10	Insurance (Program Liability & Accident)	1,000	8%
11	Working Capital	2,130	18%
<b>Total Amount</b>		<b>12,000</b>	<b>100%</b>



CPA OUTSOURCING

The "Company Name XYZ" demonstrates **exceptional financial performance** across all key metrics:

- **148% IRR** indicates highly profitable investment with strong annual returns
- **185% Accounting Rate of Return** shows excellent profitability relative to investment
- **49% Revenue CAGR** reflects rapid business expansion over 5 years
- **106% Profit CAGR** demonstrates improving operational efficiency
- **\$128,380 cumulative cash flows** represent strong cash generation capability
- **Investment multiplies 10.7x** over 5 years (\$12,000 → \$128,380)

 "Company Name XYZ"

# "Company Name XYZ"

EB-2 (NIW) Visa Application

## Thank You

"Owner Name XYZ"  
Co-Owner & Director of Finance & Operations

 [xxx@gmail.com](mailto:xxx@gmail.com)

 (xxx) xxx-xxxx

 Orlando, Florida