

RUNNING HEAD: REDEMPTION LEAGUE

Redemption Basketball League

Thomas Nolan

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Abstract

This paper presents the concept proposal of Redemption League for investors men who just want to play, basketball, the game they love, at a high level. The mission, vision, and core values of Redemption League will be presented in much depth. There will be a PEST analysis as well as an industry description of the sport and its competition. This paper will also present the product and a description of its service. Finally, The Porter's Five Force Model and SWOT analysis of the basketball league industry.

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MISSION/VISION/VALUES

This Section will include the mission vision statements and the core values. These are very important attributes when it comes to starting any company. The mission statement is important because it is the aims and values of the company. To be a successful company one must know where they are going to do in the now. This vision statement is important because it is going to outline where any company is going to be in the future. This is important to know because you always want to know which way your company is headed. This core values are what you want your company to live by, basically a code of honor. They also have to be embedded into everything that the company does or says.

Mission Statement

Redemption League provides young men the chance to play the game they love at a higher level. Redemption basketball league promotes what a man really wants to get out of a basketball league, which is to play basketball at a competitive level that they thought they would never reach again. Redemption League will do this by offering a league that has requirements and an identity. Which is players who have or still do play the game at high level who are known for wanting to win. In addition, Redemption League is committed to compensating the hard work you put in on the court by offering a prize to the winner. For example, the “Drew League” is a league out in California that holds the competitive aspect to a higher standard for its players and it is known known as the best summer league in the united states and it continuing to grow. On

their website they state how holding their players to a higher standard and making sure they have a love for the game has what caused them to keep on growing.

Vision

Redemption Summer League wants to give the opportunity for basketball players who love to play the game at high level a chance to do it again. Redemption League will do this by reaching out to some of the best players in the area and recruiting them in a sense to joining the league. The goal is to not only create a league, but to also create an environment where competing, winning, and hard work is recognized. Over time, the League will be able to grow because the identity of the league will spread and will get the attention of other players who are looking to have the same experience. Eventually, Redemption league will be known as a place and environment that will demonstrate true competitiveness and love for the game of basketball. There will be a league in every state of new England in the next 5 to 7 years and it will continue to grow the sport of basketball as well as the competitive nature of sport.

Core Values

Passion is going to be the first main core value of this business, because you can not do anything without passion. What passion means in this case is we want everyone who is involved in this league to have passion and love for the game of basketball. That goes for the employees and the players who want to play in the league. Without passion it would be really hard to do this business, because it would be based entirely off peoples love for the game. This will be engrained by constantly stressing how important giving your all is. This can be done by showing what the great players have done and how they made each value a part of their life. This quote helps explain why someone must give their all, "When we are saying this cannot be

accomplished, this cannot be done, then we are short-changing ourselves. My brain, it cannot process failure. It will not process failure” (Kobe Bryant 2014). This quote just goes to show when someone does not have passion they are short changing themselves and they will never live up to their full potential.

The next core value would be integrity. Integrity is one of the most important attributes when it comes to sports and especially basketball. Redemption League wants to create a league that players feel safe and secure playing in, because without those things it would be very difficult to get players to sign up for this league. Players main fear when it comes to a league like this is that sometimes they could be rigged. That is why it is important to make sure everyone has a certain level of integrity. It is also important because it is important to link knowledge and integrity because this league is going to be superior to other leagues because it has more to offer and it is for people who are more knowledgeable about the game. That is why it is important to keep integrity because without it, one would be disrespecting the game. Here is a quote by Samuel Johnson that speaks to that, Integrity without knowledge is weak and useless, and knowledge without integrity is dangerous and dreadful” (Johnson 1770)

Accountability is something that should be in any sort of business because it allows the customer to feel secure about what they are purchasing. Also people want to be recognized when they do good, in this case employee or player. For example,” Employees want to keep their peers accountable to the demands of their jobs, in the same way they want to recognize them when they do good work.” (Pomeroy 2015). This quote just just further explains why accountability is

important in the work place, because people want to be recognized when good work is done. If there is not accountability, then the business can not succeed. Someone does not account for refs and players and employees to be at the games on time, how would one expect to make this business profitable. It is a must when it comes to accountability because that is the backbone of any strong business and it for sure needs to be the back bone of Redemption League.

Finally, the last core value is to have Fun. The reason anyone should play sports is because they believe that it is fun, and they enjoy it. Everyone started playing sports because at the end of the day, they are just games, and games are meant to be fun. Once people stop playing its because they are not having fun with it anyone. People have so much fun playing this game their whole lives and we want to make sure it is a core value in this business because we want to make sure everyone is doing it for the love of the game. Once the fun is out its no longer a game. Here is a quote that talks about fun in life and sports,” that’s the key in life isn’t it? To have fun.” (Sales 2013). This quote just further states that in anything that you do having fun should be implied, because if not, then what are you really doing it for.

This section was very important because it gives a company basically a code to live by. The mission and vision are phrases that are set in stone and they are what you predict your company will be doing. But it is the core values that will make the mission and vision statements to be true and how you will put these things into action.

Industry Description

Basketball is a sport that people can pick up and play at any time and it is one of the few sports that you can actually do that. Believe it or not basketball just in general is a very big industry. In only America 26 million people play basketball, so it is easy to say that there is a lot of competition when it comes to a basketball league. Basketball Leagues have been around for a very long time and always will be. However, now more than ever they are starting to become more and more popular. Local basketball leagues that tend to only play out of one location usually in the past have always remained low key. A place where guys could go and play ball and compete. However, due to social media and the amount of talented basketball players in the world, a lot of basketball leagues have become much more popular or even famous one might say. People are seeing videos of really good players doing something spectacular at these so called "local leagues" so they either want to come and watch, or if they think they can compete they might want to get in on the action. A lot of professional athletes are also now playing in these leagues so one can only imagine how much "clout" something like that comes with.

This is also causing a lot more of a competitive play because players are trying to get a part of this action because they feel as though they are playing at a high level. So as you can imagine, the industry for this field is only growing. However, in the state of Connecticut there is no such league that resembles these qualities. It is not because the talent level is low, its just no league has yet to be done. That is why it is a really good time to create something like this in Connecticut right now because there is a want for it, with very little market. The only

competition would local leagues that are not taking the competing aspect too seriously. No league in Connecticut has the qualities that Redemption League is going to have.

Table 1 Pest Framework:

The table below is the best analysis. A pest analysis is the breakdown of the political, economical, societal, and technological factors that can cause for dilemma when it comes to starting this particular business. Below the table is a breakdown of each section and how these dilemmas can be handled.

<p>Political</p> <ul style="list-style-type: none"> -One important political factor is getting accordance with the town to be able to run the league. -Have to make sure the league is insured through town and cops would not be able to shut it down. (Sic Code 7997) -Must be insured by town 	<p>Economic</p> <ul style="list-style-type: none"> -A lot of other men’s leagues -Other leagues charging less money for league - People can play basketball for free whenever they want, why would they pay for league?
<p>Societal</p> <ul style="list-style-type: none"> -Has to be a safe environment for all people -A lot grown men might not want to spend their free time after work playing basketball -In cause of what is above is true must hold people accountable or making it to the games. 	<p>Technological</p> <ul style="list-style-type: none"> Social media is huge for promoting league How will people here about this league? Will people care enough to follow this over a technological standpoint?

Political

One thing that important to note, is that creating a basketball is a lot of work. One might think that creating a league is very easy, just pick up a ball and play, however, that is not the case. When creating a league, it is important to know that permission must be granted by the local county government. Must make sure the league is insured through the town so it can be considered a legitimate business. This is very important because if something were to go wrong you do not want to be doing anything against the law. This League falls under SIC Code 7997 which deals with membership sports and recreational clubs (SIC Code 7997).

Economical

It is important to look at what economical factors that may occur on this venture. One factor is that there is a lot of other men's leagues in the Connecticut area. However, Redemption League has differentiation which is what any successful new business needs. Another economic factor is that other leagues may have less expensive dues. It is important to explain why the costs justify the means and how the product the consumer is being sold is worth every penny. Finally, the last factor is, people can play basketball anywhere for free at any time of the day, so why would people choose to pay? The answer is that Redemption League is providing service, or outlet that will reward the consumer much greater.

Societal

When creating a business, it is important to know then environment which the business is in. It is important the Redemption League is in a safe environment. The players and fans and

employees all must feel as though they are safe at all times, and that starts with putting them in a safe environment. Another societal factor that can cause harm is many men around the age for this league have jobs. This could be a problem because these men would have conflicts making games because of work or being too tired from work. That is why Redemption League will hold players accountable for missing games, and for being late to games. This will express one of the core values of Redemption League which is accountability.

Technological

In today's day in age technology is a part of every single human being in the world. That is why it is important to use to take advantage of technology and the internet. These are free resources that can help Redemption league when it comes to marketing. Another technological issue that might slow down any start up business, is how will Redemption League use technology to speak to consumers and possible investors? Redemption League will use social media as an outlet to promote itself. Using all the major platforms to post content and raise awareness that a basketball League like no other is being created.

This section is very important because it is another road map for your business. It is important to know what factors that might come up that can set any business because no matter what some dilemmas are going to occur that may set one back. However, if one does research and is prepared then these situations that might occur will be easier to handle. By doing research early it sets anyone up for a greater chance at success. For example, "No research is ever quite complete" (Forbes 2018). This quote is just saying how situations are always going to come up but it is important to be ready and to learn from them.

Product/Service Overview

This section will provide provide a macro view of the men's summer league basketball industry in the southern Connecticut region of the United States. This is a chance to compare Redemption League with other Leagues by using two models. First they will be compared through the Porter's Five Force model and the other will be the SWOT Analysis. These will both be very helpful when it comes to starting a new business.

Basketball Leagues have been around for a very long time and always will be. However, now more than ever they are starting to become more and more popular. Local basketball leagues that tend to only play out of one location usually in the past have always remained low key. A place where guys could go and play ball and compete. However, due to social media and the amount of talented basketball players in the world, a lot of basketball leagues have become much more popular or even famous one might say. People are seeing videos of really good players doing something spectacular at these so called "local leagues" so they either want to come and watch, or if they think they can compete they might want to get in on the action. A lot of professional athletes are also now playing in these leagues so one can only imagine how much "clout" something like that comes with.

This is also causing a lot more of a competitive play because players are trying to get a part of this action because they feel as though they are playing at a high level. So as you can imagine, the industry for this field is only growing. However, in the state of Connecticut there is no such league that resembles these qualities. It is not because the talent level is low, its just no league has yet to be done. That is why it is a really good time to create something like this in Connecticut right now because there is a want for it, with very little market. The only

competition would local leagues that are not taking the competing aspect too seriously. No league in Connecticut has the qualities that Redemption League is going to have.

Porter's Five Forces

Threat of Substitution. The Threat of substitution is very high in this specific case. A specific threat would be people trying to create a league of this nature that may be presented at a cheaper rate. Another threat is that fans of the league are important, so it could be possible that a competitor could create a venue that is more suitable for fans. That is why it is important to constantly work on any business, because it is a very valuable skill to be able to adapt to change and be successful.

Threat of New Entrants. The threat of new entrants is neutral. It is neutral because starting a league is very simple in a way but it is quite tedious. To create a basketball league, you must be approved by the local government and must have some sort of security if the size of the crowd exceeds a certain limit. The CEO of the league must pay a certain amount of money for insurance on each player that is in the League. This is crucial because this keeps businesses out of any sort of legal trouble if something were to happen. It costs about 700 dollars per team (Formserum.com, 2018). To run a 12 team league which is 10,800 dollars. Redemption League will charge 900 per team that will pay for the leagues expenses, 1000 dollars if they want the highlight package. The extra 150 per team will be the service charge for the League.

Bargaining Power of Buyers. When it comes to creating a basketball league the consumer has the right to choose any league that they would desire. However, there is a huge market for basketball so there will always be need need for leagues. The players of Redemption League will be treated with much respect and made known how important they are. However,

the creators of Redemption are very much in charge and make all the decisions for the day to day actions.

Bargaining of Power Suppliers. The suppliers or employees of Redemption league will refer to the owner of the League. Each employee has their specific role that helps the company run smoothly. The owner will monitor everything and will also make any major decision for the league. Not all leagues are the same, the best ones are the one that people talk about because those are the leagues that work really hard at what they do, to differentiate from their competition.

Product (or Service) Description

Redemption League will be providing a very competitive invite only basketball league. This league to start will have a total of 12 teams with a 10 game regular season, as well as a four team playoff series. The league will have certified refs as long as a score and time keeper at every single game. Statistics will be kept and at the end of the season there will be an All-Star team of 10 players along with a MVP (most valuable player). A videographer will be present at all the games recording the games. Each player will be able to watch and obtain the highlights from the games for a small fee. A season schedule will be released as soon as every single team is accounted for.

SWOT ANALYSIS

Strengths. Competitive basketball has a huge market, over 26 million people in the united states play some form of competitive basketball(sfia.org, 2012). This is a huge strength because it is always easier to sell something when there is a much bigger market for it. There is also a very high need for providing an outlet where players can play the game that they love.

Weaknesses. One weakness might be the fact that it might be hard to mold the competitive nature into Redemption League because they are relying a lot on the players. This is good because it makes the players feel very important, but dangerous because any basketball league relies solely on its players. Costs are struggles in creating any business. That is why redemption League will do a lot of research when it comes to this topic, because it is important to be ready for any sort of obstacle that could come about.

Opportunities. Because the market in basketball is so huge, the opportunities are endless. Redemption League will continue to grow every year because “word of mouth” will come into play. More players, would mean more teams, which would mean more money. After Redemption League continues to grow and establish its identity, the league will start to run smoothly and less obstacles will occur because they will be known how to be handled.

Threats. The biggest threat to creating a basketball league is competition. However, redemption League is not afraid of competition, they are confident in their differentiation factor, and their ability to adapt. Other threats are things such as unhappy players, lack of employees, legal issues, and possibility of lack of attendance.

Significance

Creating Redemption League is significant because it is being created out of the love of the game and passion for competition. Not only do people love to play the game of basketball, but people love to have the feeling that they matter. This is exactly what Redemption League is going to do for its players. Giving someone that feeling is extremely rewarding which makes it very significant.

It is evident that in this industry there is some very possible threats. However, by coming across these threats early you minimize them as threats. This is because by knowing the threats

early that gives the company the opportunity to come up with a solution before the problem can occur. This is done by doing thorough research and using a Porter's Five Force model and a SWOT Analysis. This quote will shed some light on this topic, "By failing to prepare, you are preparing to fail" (Benjamin Franklin 1776). This just further proves that by not preparing for threats or anything for that matter, then you are not preparing to succeed what so ever.

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