

**Mad Athletics**

**Track Technology**

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For 10 years of my life a major part of it has been track and field. My love for the sport all began in 7th grade when I joined my middle school's track and field team and it's only continued all the way through college. During my undergraduate years in college is when my love for business really blossomed and it's only grown since then. Over the course of track practices, there were moments where I was annoyed at certain aspects of track equipment and then one day while I was at practice in college I came up with a potential entrepreneurial venture. I combined my love for track and business and came up with the idea of a company called, Mad Athletics.

Mad Athletics would be the new generation of track equipment, implementing new aspects of technology to make different track event equipment easier. I believe this would be a successful entrepreneurial venture because there is currently nothing in the market that is closed to the products that my company would offer.

Our company would launch with products that would benefit all the jumping events which are long jump, triple jump, high jump, pole vault, as well as all the hurdling events. Mad Athletics would be the trail blazer off equipment to this magnitude because our goal would be to provide automatic self adjusting standards for high jump and pole vault, so no one has to manually adjust the height worrying if it's the exact exact height. This matters because for both for both of those events, there is a bar that the athletes have to go over and if the height isn't exact then the bar could be slightly slanted not providing a proper chance. Then we would provide an automatic pit cover for the long and triple jump pits. There are covers for the pits but

they're either a tarp that isn't always weather proof allowing water to seep in, or they have heavy aluminum panels that you have to remove one by one that requires at least two people. Our company would provide an automatic weather proof pit cover similar to those that are available for in grounds pools. The last product that would be available would be automatic adjusting hurdles. There are about 80 hurdles used for each hurdling event and changing the height between the male and female events can take a while, so providing automatic adjusting hurdles would help speed the process and ensure that they're all the same height and one wasn't missed (which I've seen happen before at a meet). I came up with these products because I'm a jumper so I've seen first hand how to improve certain events, but where I lack is experience in other events. I would absolutely love to expand to other events, but since I don't do every even would need someone I trust to tell me what other athletes struggle with and what we can do to improve the event(s) better.

No one realizes that track equipment is expensive so we should be able to make a good amount of profit off our products. For example, there are eight lanes average in a track requiring 10 hurdles per lane for each hurdling event, that alone is 80 hurdles. If we sell our hurdles for \$800 each then that would be \$64,000 right there. The difficult part would be when we introduce our products to the market because some places might have the "if it ain't broke, why fix it?" mentality. One tactic would be to try and get promotions from different professional track athletes that compete in those events. One big goal would be is to get our products used in the olympics because track and field is one of the top three most watched sports during the olympic games and that would be great publicity.

One skill that I do not have that I would need to develop to get this company going, is my lack of knowledge of the manufacturing world. It's crucial for me to learn about how and where to find a manufacturer that can help make my products come to life. Along with that would be to gain knowledge of the engineering aspect of the products and finding an engineer that can properly design the products and ensure they are built the best way possible.

With my love and passion for the track and field and business world I hope to constantly come up with ideas to help better the experience for athletes. Along with my love and passion for track and business, ultimately what drives me to be successful with this business venture is my faith. With the chance of being a top track equipment company, I would be given the chance to display my faith by ensuring the company upholds integrity and doesn't compromise what we stand for. God has called me to be a business woman and with that, I will make sure that everything business related I get involved with will be done for the glory of God.