Alliance University
Master of Business Administration

CAPSTONE PROJECT TEMPLATE

Alliance University
Master of Business Administration

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AEOU

CERTIFICATE OF AUTHORSHIP:
I certify that I am the author of this paper and that any assistance I receive in its preparation is fully acknowledged and disclosed in this paper. I have also cited any sources from which I used data, ideas, or works, either quoted directly or paraphrased. I also certify that this paper was prepared by me specifically for this course.

Student's E-Signature:

X _____

AEOU Business Proposal

Samuel Abreu

A Capstone Research Project

Submitted in partial fulfillment

of the requirements for the degree

Master in Business Administration

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Capstone Project Committee: Professor Joseph Reid

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Table of Contents

List of Figures

List of Tables

Executive Summary

The executive summary in the business plan is always the first section after the table of contents and title page. It is a brief yet comprehensive summary of the overall business plan. Typically, the executive summary will be one to two pages and will include such items as a summary description of the concept and business; opportunity and strategy; target market, profit margins, and projections; competitive advantages; team; and funding requirements (Timmons & Spinelli, 2012). As with all types of research, this initial section should set the stage for the subsequent detailed sections of the entire study (business plan).

Although there are many forms and iterations for presenting business plans, the Capstone project business plan will be prepared in the model format presented by Timmons & Spinelli (2012, p. 256-266). This primer is based on that model and is intended to provide an overview of the required sections. Specific details for each of these sections are further defined in that text. The ability to perform the necessary research, analytics and evaluation is presented throughout the master's journey in the various core and concentration course offerings. Additionally, three seminars are conducted to assist in the development of the Capstone project proposal, as well as the project itself. Fundamental research methods are presented in a separate course offering which will also assist in developing the proposal and ultimate project.

Mission, Vision, and Core Values

The goal of AEOU is to support athletes' growth and success by giving them a platform to increase their visibility and financial stability. We are going to talk about our mission, vision, and core values in this part given that they define the objective and direction of our company.

Mission Statement

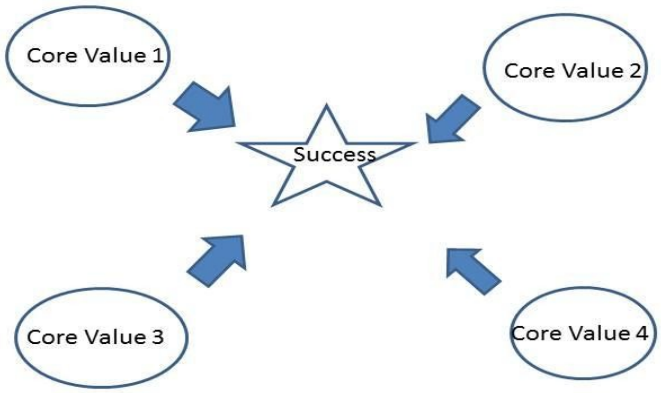
Our goal at AEOU is to provide athletes opportunity to grow their platforms who may have previously felt they had none. While players at Division 1 University have had success with NIL partnerships, NIL means Name, Image, and Likeness, with NIL deals basically athletes in colleges can make money off the sport they play. We think students at other universities (lower tiers such D2,D3, and community colleges) should have the same chance to gain money for themselves. We want to assist these athletes in getting the platform that they feel they deserve. Not many companies reach out to lower tier colleges for endorsements and sponsorships. Because of this, AEOU aims to assist people who feel left out and provide them with something they might have previously believed was beyond their reach.

Vision

The primary goal of AEOU for our athletes is to help them transform their present small world into a place in the larger one where they belong. We want to grow our business worldwide in a few years to give college athletes who want the chance to earn wealth . Also, we want to offer these student athletes the individual attention and time they require so they can perhaps get the chance to be seen by professionals or semi-professional. Our objective is for our athletes to succeed and for us to be able to give them the visibility they need for their platforms the way they want it.

Core Values

Figure 1: Core Values Example



Trust

At our company, we highly value trust with our clients. We strive to foster a sense of reliance and confidence in our ability to complete tasks effectively. We aim to be proactive in our communication with clients, asking for their input and working to meet their needs to assist them in reaching their desired outcomes.

Figure 2 Trust

Opportunity

Opportunity is another value we offer to our clients. In today's world, there may not be many opportunities to pursue one's passions or goals. However, with our company, we encourage clients to dream bigger and provide them with the opportunity to create a platform for themselves.

Figure 3 Opportunity

Transparent

We also want to ensure that we listen to our clients and ask them what they would like us to do for them, which leads to us being transparent with them. We aim to be open and receptive to our clients, listen to their needs and desires, and ask them what they hope to achieve through our services. Our priority is to ensure that we are meeting the needs and preferences of our clients, whether it is by helping them to create a large platform for themselves or by providing them with smaller opportunities to generate income.

Figure 4 Transparent

Industry Description

AEOU is considering getting into the promotion and sports organization businesses. worldwide enterprises to little sole proprietorships can be found in this industry. The commerce has developed rapidly in later decades as a result of a number of reasons, counting the rising around the world acknowledgment of sports, advancements in innovation, and an increment in sports as a shape of entertainment.DeLuca (2016) claims that "the sports industry is a multibillion-dollar business that has expanded to include not only the actual playing of sports but also the promotion and marketing of athletes, teams, and events" (p.1). As a result, sports agencies—which represent athletes and negotiate contracts with clubs and sponsors—have become important participants in the business.While AEOU aims to grow and establish a strong reputation, we also prioritize maintaining strong relationships with all our clients. As a sports agent, it is important to be reliable and transparent. Despite the negative stereotype that many agents are dishonest, it is a legal requirement for agents to provide specific business information to the Secretary of State before they can begin working with athletes. Additionally, agents are skilled at networking and can assist athletes in marketing themselves effectively. However, it can be challenging to provide consistent communication and service to all athletes, especially if an agent is relegated to an administrative role or the company has many agents and clients.

Proposed Company

The location of the business will be in the east coast down in Florida. The type of business AEOU is trying to become is limited liability corporation known as LLCs. The reason why we select this is because you want to avoid double taxation. When an entrepreneur

chooses a C-Corp business form, there is typically double taxation, leading to the company and the individual paying taxes separately in April. LLC is taxed more like a sole proprietorship, it prohibits this. This is especially useful if you utilize a startup such as AEOU. The LLC can always be later changed to a corporation using a rather simple procedure. Another reason for choosing a LLCs is because it's easy to make changes if needed. With regards to LLCs, there isn't much ongoing management necessary, and possibly more crucially, it's simple to add new partners or transfer the management of the organization to someone else. Compared to the C-Corp corporate structure, where board actions must be documented right away, this is looser.(CT Corporation Staff, 2020) In general, compared to other corporate forms, LLCs have fewer limitations on many administrative matters.

PESTLE Analysis

The use of a PESTLE analysis should be included. A few sources to add credibility and validity to this concept proposal are warranted and expected. These should be cited appropriately and then listed in the Reference List. Here is an example of how you might want to depict the PEST, and then a discussion of how it will be applied is warranted.

To evaluate the external macro-environmental elements that have an impact on a business, people frequently utilize the strategic management method known as PESTLE Analysis. It stands for PESTLE factors, which are those that might affect an organization's operations, profitability, and success. PESTLE stands for Political, Economic, Social, Technological, Legal, and Environmental aspects. Organizations can establish strategies to minimize any negative effects or take advantage of any opportunities by performing a PESTLE Analysis to better understand the external variables that are beyond of their control.

Political

AEOU is a company that works with college students. For our college students to meet legal requirements, we must abide by specific NCAA guidelines as well laws from the government. The NCAA released several major changes to the NIL regulations and policy on July 1, 2021. It meant that student athletes could finally begin making money off their name, likeness, and image. (Own Your Wealth, 2022) Some of the policies are that you must comply with state law, basically they need to follow any regulation the state has but the school can provide with more information regarding the NIL. Another policy is they must follow up with their school about any activities they have NIL deals with. (Own Your Wealth, 2022). While the passage of this rule is beneficial for athletes to generate income, we must also follow the decisions and proposals of each state's government regarding its implementation.

There are a few states that allow student athletes to participate in NIL (name, image, and likeness)[JR1] deals, while others do not. As a company, it is important for us to connect with states that permit these types of agreements for college athletes. There are several similarities in state NIL legislation, including limitations on the length of agreements, which typically cannot exceed the duration of the athlete's collegiate career at a particular university. Before pursuing opportunities to assist our clients, it is crucial for us to ensure that they are still eligible to participate in their sport at the collegiate level for them to generate income. According to the National Conference of State Legislatures, as of February 2022, 28 states have approved laws allowing student athletes to receive pay for endorsements, advertisements, and activities such as autograph signings. 27 states have

approved legislation, and one state's governor has issued executive orders on the matter. (Smalley, 2022) However, some states are considering revising or repealing their NIL statutes due to concerns that current regulations may be more restrictive for athletes than NCAA requirements. [JR2] (Bouchrika, 2023) The company must ensure that it only connects with students within the states that allow it. In a couple of years, we hope to see more states allowing student athletes to make money. Additionally, we hope to see more benefits for college NIL deals for athletes in the coming years.

Economic Factor

One of the advantages that can be taken advantage of in economics is taxes. Advantage of starting a business in Florida is the absence of income taxes, which provides me with more financial opportunities. Florida doesn't have income taxes, so as a business owner, you may keep more of your profits and use them to grow your company, hire more employees, or buy new equipment. Also, this might provide you an advantage against companies that operate in states with higher income tax rates. In the end, the financial opportunity provided by Florida's absence of income taxes can assist you in expanding your company and achieving long-term success.

Florida is 4th largest among U.S states, and top 20 in the world in economy. It's also the 3rd most populous U.S state.(Enterprise Florida,2023). Florida has frequently been recognized as one of the most business friendly states in the United States. Low charger rates, political and economic stability, administrative similarity, contract enforceability, pro-business methods, and affordable commerce and living expenses make Florida an appealing location for almost any type of commerce office.

Living in Florida will give us an advantage on gaining more opportunities to gain money for the company as well for our clients. Usually athletes are only able to play there season in certain times of the year due to weather but when you live in a warm area yearly you have a bigger opportunity to play more and get yourself out. This give AEOU a opportunities to help these athletes more to get exposure as well gain for the company to grow. Athletes perform better when the weather is better, we go base off the performance so you performacing better not only give a better chance to get exposure but also help us gain as well. In bitterly cold weather,muscles respond more slowly and need more warming up so athletes can do what they are being asked to do. In hot weather, athletes must make sure they are properly hydrating their bodies so that they do not overheat and can still perform the way they need to.(Freer Hessler, 2017)

Social Factor

At AOEU, we are committed to ensuring that our company is diverse in terms of both our employees and our customers. Research has consistently shown that companies that prioritize diversity are more successful. In a poll conducted by Glassdoor , 67% of participants stated that diversity is an important factor when choosing a job.(Everise,2021) This suggests that top talent is more likely to seek out organizations with inclusive workplace cultures that promote acceptance, cooperation, and progress. Additionally, according to Forbes, 65% of businesses already have strategies in place to attract a diverse workforce. We believe that fostering diversity within our company is not only the right thing to do, but it is also a key to our success.(Everise, 2021)

AEOU can make a social impact when it comes to economics. We can help small businesses get the word out for them within these college athletes that we are helping. Us connecting our clients (college Athletes) with small businesses would not jut help them but also help these small businesses. For instance, let's say one of these athletes are starting to get a lot of exposure on social media and this athlete is wearing a local business on their shirt when they play or are promoted on their page. Them doing so will for sure increase customers for those local and small businesses.

Building a community is definitely another key to our social impact. Within our clients we want them to be able to have a good relationship with them but we also want them to create relationships as well with other clients and with local businesses they may sponsor. These are key things to have because having a community can help growth and can help bigger opportunities down the road.

Technical Factor

One of the best ways to support the success of our clients is by promoting them on social media platforms. Businesses want to market their products and services using influencers or anyone with a strong media presence to increase exposure for their company. Social media has transformed from a personal communication platform to a powerful advertising tool for businesses of all sizes. Whether you are looking to improve your strategy or already have a strong online presence, it is essential for business growth and increased exposure. Establishing credibility for a new business requires a strong brand awareness. By

utilizing social media, a company can spread its brand across multiple channels while maintaining a consistent style and appearance. The key to creating a respected brand and company is consistency. You can establish a genuine online presence by using the same logo, typography, and brand colors. It is essential to be authentic to gain the trust of clients. TikTok is one of the first platforms I would recommend leveraging for a business. Currently, everyone is using the most popular apps. If we continue to highlight the achievements of our clients on our website, it will surely increase exposure for us.

Social networking is an effective way to meet client expectations in a world where fast, personalized customer service is desired. Brands can interact with followers in real time on social media pages, either proactively or spontaneously. When a brand responds promptly and intelligently to inquiries or comments from followers, it shows its dedication to improving customer engagement. This type of interaction helps to build followers' loyalty and create a positive first impression. To interact with our followers, we aim to do so on all our social media platforms. We will pay attention to what they have to say, gather their input, and allow them to ask questions about how they can learn more about our company. By effectively utilizing their feedback for our business and demonstrating that we read comments on the platform(s) they use with the company, we will likely attract them to join us in the future as we continue to grow our business and become supporters.

Product/Service Overview

Our service is key for the company exposure and it's what will help our clients be able to succeed when it comes to their growth in exposure. Now an important statement must be stated from AEOU, we can help our clients to the best of our ability but if our clients are not performing within their sports it's hard for us to get their name out there. Local business or any business honestly wouldn’t want to support an athlete if they do not succeed within their sport.Many talented athletes go unrecognized simply because they attend lower tier colleges. As a company, we want to serve this market by providing a service that is not widely available to these athletes. By offering them the attention they deserve, we hope to help them achieve their goals in sports, as well as secure sponsorships and financial support. We believe that these athletes are worthy of recognition and are committed to helping them achieve their goals. One of the first things we want to do to startup our company is provide for certain athletes to get our name out there and once we establish that then will be able to provide it to everyone. We are based in Florida and often travel to games to recruit players who fit our company's needs. If we are interested in an athlete, we will follow them and reach out to discuss a game plan for further collaboration.

Service 1

The first service will start with social media. Nowadays everyone is on social media many times. Its the best way to get yourself out with anything you want. The way we will start this is introducing our client on social media in our page on social media. ward we will film there performance with our videographer and what highlight we get out of the sport they play. Once we gather information we will make a highlight film and put it on the social media in our page.We will also tag their account on their page.

Another thing we will plan on doing on social media is guiding them on how to present themself on social media. Give them a plan to follow that has a good percentage of increasing their following. For instance, take instagram as an example. On the app you have an option to make it a business page or just a regular page. Many of the options they have were musician, content creator, or as well as athlete. We obviously want you to choose an athlete that will be your content on the explore page on the explore page where it will be in the sport category. Other social networks have similar things such as twitter and snapchat. We will also give you suggestions on what to post and what to put for your caption.

Youtube is another big way to get your name out there. Youtube is an American global online video sharing platform where everyone can see what your video is about. So on this platform we would like to focus more on creating vlogs for our clients. Vlogs are very popular on youtube. We believe it's one of the best ways to get yourself out in a different and created way. If the clients would like to do this they would vlog about there life as an athlete and we have a videographer edit the video and then post on youtube.

Service 2

Second service we will provide is sponsorship and endsorment from local businesses. We as a company will do our searches of where clients are staying at school and we will contract local business and speak about them letting our clients endorsement from them when they are playing their sports. I don’t think this will be a problem doing so because every local and small business wants to get their location known if we present them this and it goes well not only we are getting benefits for our clients but also helping out these businesses as well. Sponsorship will different depending on the client's performance for sure. If our clients do their part on the field, sponsorship supports them. The key thing for sponsorships is

investment return. If our clients can perform well and have an audience in their social media. Sponsorship will for sure come through to support them because they will feel confident taking the risk from what they have seen from our clients. We as a company will make sure social media is well present.

Service 3

Our third service will be selling merch for our clients and as well having a website . This is another way to help our clients get exposure for themselves. Within the website we would just give a brief description about our clients or even a video talking about the overall bio of themselves. The way the merch would work has to be an idea from the clients or something that can describe them or even an event that may have happened while performing. For example, lets say a jersey number was “11” perhaps teammates or overall people call him “sticks”. We would be creative with our clients creating a t-shirt representing him with the name “stick”. This something would try to do with all of our clients.

Purpose

The overall purpose for this company AEOU is help young college students who don’t get recognized from the school they are at and as well of the location they are in. We want to be the bridge for ourselves when it comes to endorsement as well as sponsorship because a lot of these athletes don't get themselves the exposure they deserve. We want to help them achieve these things and as well help get that exposure because it might lead to bigger things not for our company but for the clients as well. AEOU is confident enough that this can all be accomplished but at the end of the day it determines the client's performance and as we mentioned before its very hard to support any clients when they are doing their part.

Background

I’ve been an athlete my whole life. I have been part of the college sports program for about 6 years. Throughout my career as an athlete at a small college that not a lot of people know about I never got the exposure I wanted and as well I deserve coming from a small division 2 college. Also with all honesty I didn’t know how to gain exposure or where to start , this is why AEOU was created because there many kids like me who have performance great at their school that are not so big and deserve a shot to get on social media to put themselves out there we want to be the bridge for them because a lot of these college kids not sure where to start.

SWOT Analysis

A SWOT analysis was created to assist a realistic, fact-based, data-driven examination of an organization's, initiative's, or industry's strengths and weaknesses. The organization must maintain the accuracy of the study by avoiding preconceived ideas and instead concentrate on real-life scenarios. (Kenton,2023) Every SWOT analysis will include the four groups listed below.SWOT analysis is incomplete without all of the following: Strengths, Weakness, Opportunities, and Threats.

Strengths

Here at AEOU our main focus is helping college athletes who are not recognized. With college athletes having the chance to make money for themselves with these NIL, many overall athletes truly think it's only for the big schools who are playing on T.V or just division one colleges are able to get these chances because of their standards or they can’t do it because there not a big time school. This is where our strength is at, helping these college athletes in division 2 and 3 where people don’t recognize them at all. Letting them know

there's always a chance of creating financial support for these college athletes and as well getting support from their local business or small business for sponsorships.

Weakness

Our biggest struggle would be letting our clients trust the process and understanding to achieve exposure, sponsorship, and endorsements. It takes time and effort from both sides. Being a small business opening up in this environment may start up difficult not being known. If we put ourselves in their shoes there will probably be the risk they could be taking. Wasting money are something that may not go any way. Also being a small group trying to get this running people may seem a bit hesitant to pull the trigger to give us a chance.

Opportunities

I think this is something that college athletes need for sure. As we mentioned before not many know where to start when it comes to getting your platform out there. Especially in the division two and three level people don't really help athletes out when it comes to those things. AEOU are taking this opportunity to get it going, start something great with big opportunities.

Threats

When we first started getting the company going and we were doing everything we needed to do to succeed. We are going to start creating companies who want to be like us and are going to try their best to overcome us with ideas and creative activity we may have not done yet. When that time comes we are going to do our best to change anything we need to drive higher than them and at the same please our clients to where they will choose AEOU rather than another company.

Market Analysis

The company's target market would be college players in Division 2 and 3 not business or overall people don't recognize. This category of athletes typically gets less exposure and opportunities to make the most of their athletic abilities, thus AEOU would be offering to help these athletes. This group of players frequently consist of college students that are passionate about their sport and have a sizable social media following. They would have the means through this company to improve their skills and build their brand. Sport spectators and local & small businesses interested in partnering with these athletes would also be included in the target market. By recognizing them as possible clients for its goods or services, we are using sports fans and companies looking to associate with athletes as part of their target market. The business may adjust its marketing strategy to successfully connect with these groups by being aware of their wants and needs. Increased sales and collaboration may result from this, eventually boosting company growth.

The company will work with college players who are less experienced when it comes to social media but have the potential to have devoted fans, allowing marketers to get involved with customers in unique and creative ways. Because fans of athletes are continuously looking for new ways to contract with them, this business would provide sports fans the ability to follow these lower-level college athletes on social media and communicate with them there. This company would provide sponsors the opportunity to support these lesser known collegiate players while also helping the athletes they support.

Market Size and Trends

A company that helps lower-level college athletes generate income for themselves through social media exposure and sponsorship is still mostly unexplored in terms of market

share. There is a lot of possibility for growth because there aren't many companies offering these sportsmen the same service today. By offering comprehensive services that include social media presence and sponsorship possibilities, the company would have a unique position in the industry. It's important to keep in mind that competition will increase as the industry grows. This market could have promise, and other companies could start offering services that are similar, which would likely increase competition.

The objective for AEOU is to assist college athletes by creating money opportunities for themselves and gaining awareness on social media. However, I also understand that for AEOU to be successful in the long run, it needs to be profitable and sustainable. Our company will generate revenue through various streams such as endorsements, sponsorships, and merchandise sales. We will focus on targeting college athletes in lower tiers who may not have access to high-quality representation. That can also perform well consistently. We understand that building strong relationships with athletes and sponsors is critical to our success, so we will offer personalized and high-quality services to attract and retain clients.

To attract athletes and sponsors, we will develop a strong marketing strategy that highlights the benefits of working with our company. The will include social media campaigns, targeted ads, and building relationships with key influencers in the sports industry. We will charge a percentage of endorsement deals and we will always be upfront about our fees and what services they cover. We believe that this will help build trust with our clients and create long-term relationships that are beneficial for everyone involved.

To sustain profit in the long-term, we focus on continuously improving our marketing and service offerings, expanding into new markets for sports as opportunities arise, and building a strong reputation in the sports industry. We can put a high priority on creativity

and continually search for fresh, original methods to support our clients' success.With these strategies in place, we are confident that AEOU will not only be profitable, but also a leader in the sports industry. We often conduct market research to detect new trends and technology in order to actively guarantee that we keep on top of creative and original ways. For instance, using A.I for our company. AI (Artificial intelligence) is the modeling of human intellect by machines, particularly computer systems. Small businesses can use the power of A.I to create personalized marketing campaigns, collecting and analyzing such customer data as behavior, preferences, and demographics to create marketing messages that resonate with customers as individuals. (Harvard Business Review, 2023)

Economics of the Business

AEOU is a company where we focus on helping division 2 and 3 athletes create exposure for themselves on social media and as well help gain financial thru sponsorship and endorsement deals. Our business model is while helping our clients out we will take a cost to help them out and as well taking of the percentage of their financial they get from these sponsorship and endorsements deals. This company can become a profitable business from the percentages we are taking from our clients and as well all the service we can provide for them. We are confident once this gets going we will be able to gain more customers because of the great process we will have from our clients.

The startup for this business will be around 286,075, this includes equipment for photography & videography, marketing & advertising, staff expense, and merchandise. We provide three different deals that our clients can buy. The first deal we will offer is providing help within 6 months, second would be 12 months, and 18 months. We will be taking a percentage off your sponsorship and endorsement deals. Obviously we want you to take longer to deal with the process and we are for sure if you take the second or third and you will see more results.

Table, Prices for what we offer

Subscription Period	Price
6 Months	$300
12 Months	$600
18 Months	$900

Table

Fix Cost	Month	Year
Advertising, Marketing	$7,000	$84,000.00
Accounting	$5,000	$60,000.00
Supplies	$289.58	$3,475.00
Website	$208.33	$2,500.00
Finance	$8,000	$96,000.00
Total Fixed Cost	$20,497.91	$245,975.00

Table, Variable Cost

Variable Costs based on dollar Amount per Unit		
Cost of Goods Sold	$5.00	per unit
Direct Labor	$1.60	per unit
Over Head	$6.00	per unit
Variable Costs Based on Percentage		
Commissions	10.00%	per unit

Table, Break-Even Analysis

For the Period	5 Years		
Selling Price	300	600	900
Break-Even Units	956	467	309
Break-Even Sales	$286,800	280,200	278,100

Table, Break-Even Price

For the Period	5 Years		
Selling Price	300	600	900
Break-Even Price	$924.91	$469.40	317.56
Break-Even Sales	$277,472.22	$281,638.89	285,805.56

Some difficulties other competitors may have if they try to copy my model will be getting connected with athletes. By the time other businesses try to copy our model we should have established good networking with our clients. These competitors will need to find a way to create their own networking with athletes, it may take time from them. Another thing these competitors must do is create their own brand in the market. This will take time and resources of their own to do. Lastly, these competitors will have to build their own cot structure, they have to figure a way to build their own cost structure where they can make profit as we eventually already have by the time they are around.

Marketing Plan

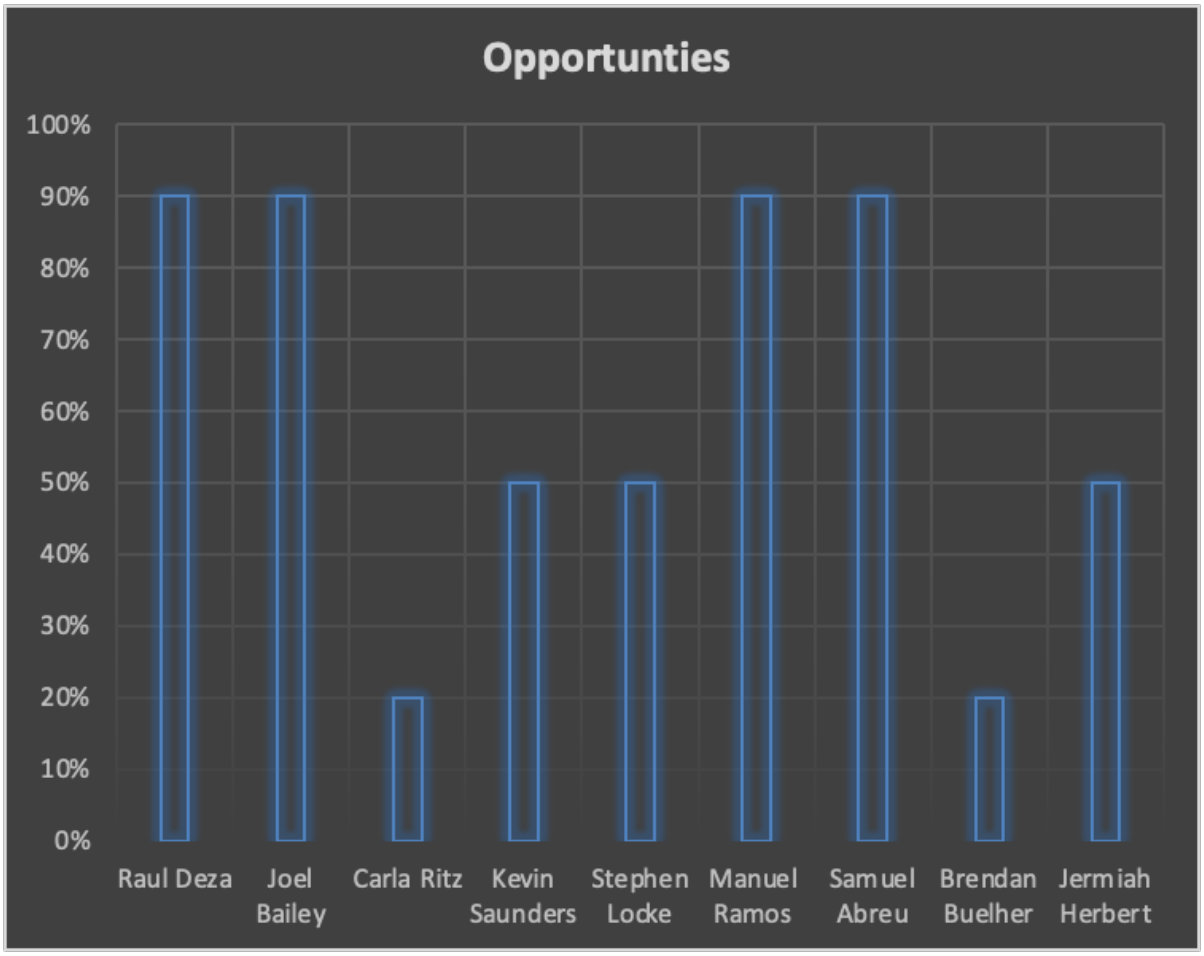
The purpose of AEOU is to create an opportunity to help division 2 and 3 athletes get the recognition they deserve from the way they perform at their sports. Giving them the ability to gain financial support for them as well as sponsorship and endorsements. Our target market will focus on these athletes in the division 2 and 3 levels. We may consider the parents of these athletes just because we may change the majority supporting them to help them out.

One biggest strength we have for this AEOU is we are one of a kind and no one else as of right now is doing the same thing as us with AEOU. The opportunity we give is for these athletes getting the ability to create something great for themselves. Later in the next few years we will create a threat for our company. Once people see what AEOU is doing other will want to build something greater than ours. Some achieve we expert to accomplish for our marketing is our clients increase around 10-20 percent. We hope each of our clients are gaining at least 2 sponsorship and 1 endorsement within a year.

Our clients need for the chance to create something big for themselves within their platform. This is why we focus more with division 2 and 3 because they get the attention as they deserve sometimes. We want to help gain that attention they need. Once we are able to show what we can provide them with they will forsure want to be part of AEOU seeing this can be their chance to grow.

The way we start with our clients is we have to see how they are performing. Their performance is key because this can determine how big their platform can get and the opportunity they can gain with local business as you can see with the chart showing when athletes perform bigger chances of their following to grow on social media. These are people

who all compete at various levels of performance and have varied amounts of social media followings. By doing this, the business would be able to contact more clients and gain market share. For example, you can see when Raul performs well on the track, it grab more attention and people would want follow him to see what bigger things he can accomplish.



What will be done in our marketing is help create a platform for our clients. It will be done by social media. Time period it would be done will be determined on our planning with the clients of when they start their season. Our marketing team will be leading this, videographers will be included.

Design and Development Plans

Social Media Management

AEOU will help set up accounts for our clients on social media such as instagram and Twitter. Within these apps we help our clients on what to post and how to write their caption for their post. If our clients would like to start off with their own page we can start but may have to give them suggestions to change a few things. This would be a reason why I would suggest creating a new account mainly focusing on you as an athlete not outside of that. We would have our own analysis understanding what are the best time to post your contents. We would like to help increase your following in your account.

Website Development

We would like to create a website where we can show our clients profile. Let people hear their story, give them the chance to tell more about themselves. We believe doing this can definitely help gain more followers with their social media accounts. Also on the site we will be selling mech for our clients. The merch will depend on the theme of what the clients want. It can relate to who they represent themselves as or by a performance they have accomplished.

Photography and Videography

Hiring photographers as well as videographers is definitely for AEOU within these videos we take and photos well increase the chances something like liking your photo on social which can lead to more followers and being explored on the page from other accounts. Having video will be key for our youtube channel. Within the channel we are created if the clients would like to vlogs for them and highlight their performance they have achieved throughout their seasons.

Sponsorship and Endorsement

We will be reaching to local businesses and small businesses within the area in our clients to see if they would be interested in sponsoring and endorsing them. If these area are interested we negotiate a deal with them but throughout this negotiating process our clients would also be there so we can all agree as whole. We also want to provide guidance when it comes to supporting their local or small business. For example, show them how to represent on there social media or on the field. So these deals may include video ads for there pages or ours.

Operations Plan

Identify the location of the proposed facility and the type of facility required to produce/deliver the proposed product/service. What size footprint is necessary to accommodate the volume planned for production? Will the labor force work a single shift, or is there a plan to work multiple shifts or schedule weekend teams? What management staff will be required to operate each shift? Inventory controls must be established to manage minimum on-hand inventory levels. Will the workforce manufacture the entire product? If not, what part is manufactured outside the facility and therefore NOT under direct control? Just-in-time operations must be described with schedules to ensure the products manufactured outside the facility arrive in time to be used in the development of the product. Too much inventory, and there is a risk of tying up operating capital. Too little inventory and the ability to deliver the correct number of units for a customer’s order may be delayed, which translates into lost sales. Either occurrence can expose the business to undue monetary pressure.

If this is a start-up, when will these facilities be ready for prime time? Will construction lead time be adequate to keep the order commitments on schedule? Investors will want to know, so be prepared to address these issues BEFORE getting in front of the "money people."

Management Team

The management team of any business is as critical as the product or service itself. The greatest product possible could be manufactured; however, if the management team fails to execute the company plan, lost sales could occur, which may prove fatal.

Describe each management position on the team, their role, responsibilities, and required compensation. Is the management team willing to accept lower compensation given the start-up nature of the business? If so, this is worth noting when presenting the plan. Has the talent been balanced on the team? Does the team possess adequate technical skills, leadership skills, and a proven track record of success? Beyond their salary compensation, what other perks will be offered? Does the business intend to provide profit sharing, stock options, or bonus plans? What is the strategy for holding on to intellectual property, especially after the management team proves successful? Many companies go to exhausting lengths to ensure sustainable, successful management teams. Good management personnel are hard to come by. Finding them is an incredible challenge; however, it pales in comparison to retaining them once they have proven their worth.

Sustainability and Impact

All business plans must address sustainability and impact. Every business developed has had some impact on the economy, society, and the environment. Investors will want to know how the proposed business venture can/will impact all these areas.

If the business positively impacts any of the above, the chance of sustainability is significantly increased. In keeping with this theme, think about the type of potential waste that the business may generate. Will the company adequately and compliantly recycle or dispose of the waste it creates? Review and discuss the impact on the planet's green initiative to include carbon reduction and effective waste management. If there are suppliers, there is a need to include the supplier list in the plan and explain how they intend to address their impact on the environment. Be sure also to consider the impact on the local community and society.

Often, how a company addresses these issues can create separation from its competitors. All things being equal, if the production environment of the proposed business proves to be a greener, more planet-friendly alternative, it could create separation from competitors on this element alone. Forward think on this issue and try to project future impact on the company and product line growth. Is the company poised and on track to improve the environment, or is there a risk of falling back to the pack?

Finally, this section should address the potential exit strategies of the venture. Exiting does not mean leaving the venture; it is a liquidity event as it achieves certain milestones, which should be analyzed and presented. Investors typically want a plan to capitalize on their gains and leave your business. How long do you need them to remain engaged, and what's the plan for paying them when the time comes?

Overall Schedule

Scheduling is critical and can quickly become the deciding factor in the success of the pursuit of funding. Investors want to see a meticulously formulated plan with realistic goals and objectives, alternative strategies in the event specific mid-term goals are missed, as well as remediation plans should a major “show-stopper” occur. This is the time to think out of the box, demonstrate solid forward-thinking, and show just how creative this plan can be. Leave nothing to the assumption of the reader or audience. Walk them through the elements in the order envisioned for the events. As an example:

- Lay out a cash conversion cycle for each product or service
- Create a month-by-month schedule that shows the timing of the product development, market planning, sales programs, production
- Display critical milestones essential in achieving success to include:
    - Incorporation of the venture
    - Completion of design and development
    - Completion of proto-types
    - Securing sales representatives
    - Trade Show displays
    - Contracts with distributors and suppliers
    - Material orders in quantities indicative of production volumes

This is a time to demonstrate copious adherence to every detail. Leave no stone unturned, and when those in attendance walk away, they should think, “Wow, what a presentation. This idea is solid, and I need to be part of this business”.

Critical Risks, Problems, and Assumptions

The Entrepreneurial spirit is based on a risk-reward mindset. The willingness to assume such risks is at the very core of every entrepreneur. Although it is believed the business creator accepts these risks, those who consider investing in the business need more assurance. Often, investor comfort levels can be heightened simply by observing the care with which the business plan identifies and addresses these risks. Be thorough in reviewing all the risks, problems, and obstacles perceived to be in the path of operating a successful business and, by extension, the path of all stakeholders.

Identify each risk and its potential impact on the business. Will it affect personnel, product delivery, development, and market appeal? Drill down through the Sales assumptions made in the projections. Talk about how and why such predictions have been offered, and provide insight into how the numbers were determined (in many cases, appendices and exhibits should be used to support many of these sections). Address potential "show-stoppers"; why they may be considered such, and how they could be managed. It has long been a standing rule that most potential investors will read the "Management Team" section and then immediately turn to this section. The omission could prove fatal, with the reader concluding a belief that they may be stupid or naïve, that the plan is attempting to pull the "wool over their eyes", or that there is insufficient critical thinking to have thought of these exposures. Any of these conclusions may result in a refusal to engage and not achieve the goal. Be thorough in the review and consider some, if not all, of the following:

- Running out of cash before orders are secured
- Potential price cutting by competitors

- Unfavorable industry trends
- Design or manufacturing costs exceeding original estimates
- Sales projections not achieved
- Raw material lead-time longer than anticipated
- Challenges in obtaining bank credit

Weigh these risks placing higher weights on the most critical down to the least vital to demonstrate a stronger sense of impact. Do not take this section lightly. Be sure to demonstrate deep critical thinking in this area. It can and will separate the plan from competitors.

The Financial Plan

In this section, the proverbial “rubber meets the road”. It is here where many potential investors and/or bankers will focus on uncovering the business’s true financial requirements. Accurate presentation of the estimates results in increased validity of the business plan. The business viability and timetable will be on display in this section.

The use of financial exhibits will be expected. Financial statements should cover five-year projections, including income statements, balance sheets, and cash flow statements. Many of these can be discussed and described here while providing the full statements in appendices and exhibits. In most cases, start-ups will use pro forma financial statements. Use sales forecasts and the accompanying production or operations costs when preparing the pro forma. Be sure to review/discuss the assumptions made in these reports entirely. The income and cash flow statements should show a monthly analysis for at least the first six months or minimally until the business becomes profitable.

A discussion must be provided on worst-case, most likely, and best-case scenarios. Describe how certain assumptions may cause any of these scenarios and what that will do to specific performance indicators. The worst-case and best-case expectations should be based on your PESTLE, SWOT, and Portal’s analysis.

Proposed Funding Requirements

Now that the business idea has been fully described and presented, it is time to identify precisely how much funding is being sought after. Identify how the plan intends to invest this money in the business and the rate of consumption. Potential investors will want to hear about how and when their investment dollars will be repaid. A detailed plan will be required showing how the expected rate of return will be achieved. Understand that those investors who are serious about investing in your business will be the ones most concerned with the content in this section. Be prepared for the potential investors to counteroffer ideas on how to pay back the money with a few rather creative ideas of their own. If you are considering offering equity in the company, what percentage of the company will be surrendered to investors? Note also that this will require you t perform a valuation on your company to justify the equity percentage. Will controlling stock be retained, or is there a willingness to sell more than half of the interest in the business?

All investors want to know how their money is going to be spent. Be prepared to provide a list of items planned to purchase. How much will be spent on creative design, market research, development, and the creation of production facilities? The more data provided, the greater your investors' comfort level will feel.

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Appendix

NOTE: Appendices should be included that support the discussion within the business plan and referenced herein; this may include but not be limited to financial statements, charts, diagrams, org charts, etc.