



# HOOP FORCE

## BASKETBALL ACADEMY

### Investor-Facing Business Plan

#### Maximum Premium Build-Out

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Contact: \_\_\_\_\_ | Email: \_\_\_\_\_ | Phone: \_\_\_\_\_

## 1. Executive Summary

Hoop Force Basketball Academy is a facility-based youth basketball training academy for U14-U18 athletes in Ireland. The model combines recurring weekly training, weekend groups, seasonal camps, tournaments, international trips and low-maintenance ancillary revenue (vending).

This investor-facing plan presents the Maximum Premium Build-Out: a full premium facility launch featuring a hardwood maple court, higher-spec fit-out and a full scoreboard/shot-clock package. Total Premium CapEx is EUR 145,438. The founder is committing up to EUR 25,000, and Hoop Force is seeking EUR 120,438 in blended support from sponsors, impact investors and county stakeholders to complete the build-out.

## 2. The Opportunity

- Growing demand for structured, year-round youth sports development in a safe, professional environment.
- A premium indoor court surface is a key differentiator for athlete experience, retention and brand positioning.
- A multi-stream revenue model reduces seasonality risk (weekly + weekend + camps + events + trips + vending).

## 3. Programs and Revenue Model

The current operating model targets a run-rate annual revenue of EUR 292,660 across six revenue lines:

Program	Annual (EUR)
Weekly Drills (U14-U18)	130,000
Weekend Groups (U16 & U18)	50,400
Summer Camp (Jul-Aug)	43,500
International Trips (2 per year)	47,760
3v3 Tournaments (4 per year)	6,480
Vending Machines	14,520
Total Run-Rate	292,660

### What makes the model scalable

- Capacity discipline (player-to-coach ratio) and age-segmented programming.
- Recurring weekly and weekend sessions provide a stable base; camps and trips add planned peaks.
- Operating hours can be extended and additional groups added as utilisation grows.

## 4. Facility and Operations

- Target facility: warehouse-style space approx. 500-600 m<sup>2</sup> (court + circulation + storage + small office).
- Ramp-up: 4-5 months to reach stable utilisation (conservative planning assumption).
- Operating expense baseline used in internal forecasts: approx. EUR 14,500 per month (rent + staff + operating).

Staffing at launch prioritises coaching delivery, operations/admin support and safety readiness. Final staffing and lease costs will be confirmed once the site is selected and supplier quotes are finalised.

## 5. Maximum Premium Build-Out (CapEx)

The Maximum Project is a full Premium build-out, including hardwood maple floor and higher-spec fit-out/scoreboard. The Updated total CapEx (Premium + 20% core contingency) is EUR 145,438:

CapEx Category	Amount (EUR)
Facility lease (deposit + first month)	12,000
Facility adaptation and fit-out	25,500
Court flooring (hardwood maple)	55,440
Court lines and hoops	3,599
Scoreboard and 24s clock	2,200
First aid and safety equipment	600
Legal and safety compliance	6,500
Training session equipment	1,630
Welcome pack (uniforms)	5,775
Initial marketing and branding	4,300
Staff and personnel (month 1)	8,800
Core build contingency (20% of €95,469)	19,094
Total Premium CapEx	145,438

### Why premium matters

- Athlete safety and experience: a professional-grade surface reduces injury risk and improves performance feel.
- Brand positioning: premium court surface supports pricing power, retention and partnerships.
- Event readiness: higher-spec fit-out and scoreboard support tournaments, camps and community events.

## 6. Funding Plan (Blended Support)

Total CapEx: EUR 145,438. Founder commitment: up to EUR 25,000. Funding gap: EUR 120,438. Hoop Force is seeking blended support to close the gap through a mix of sponsorship commitments, county support (grants or matched funding) and impact-aligned investment capital.

### Investor and partner pathways

- Sponsors: naming rights and brand visibility tied to a premium facility and scheduled events.
- County stakeholders: youth sports infrastructure, health and community engagement outcomes.
- Impact investors: patient capital structures (e.g., repayable grants or revenue-linked notes) aligned with outcomes.

## 7. Community Impact

- Year-round structured training for youth athletes (U14-U18) in a safe indoor environment.
- Positive youth development: discipline, teamwork, confidence and healthy habits.
- Community activation via camps and tournaments, creating local engagement and visibility.
- Scalable model that can be replicated across additional catchments over time.

## 8. Execution Timeline (High-Level)

- Step 1: Confirm location and lease (catchment eligibility and terms).
- Step 2: Fit-out and safety readiness (lighting, HVAC, signage, storage/office).
- Step 3: Hardwood floor installation and court equipment (hoops, lines, scoreboard).
- Step 4: Soft launch and enrolment ramp-up (first 4-5 months).
- Step 5: Peak-season activation (Summer Camp) and scheduled events (3v3, trips).

## 9. Key Risks and Mitigations

- Location and lease terms: shortlist evaluation and conservative rent assumptions.
- Ramp-up to target utilisation: staged marketing, school/club partnerships, capacity-based scheduling.
- Cost overruns: supplier quotes prior to execution and contingency planning within the budget.
- Seasonality: diversified revenue lines and conservative cash discipline.

## 10. Next Steps

To proceed, Hoop Force is opening discussions with sponsors, county stakeholders and impact investors. A detailed data room (CapEx plan, revenue model and operational assumptions) is available on request.

- Request the Premium Build-Out pack and supporting supplier quotes.
- Discuss partnership structures aligned to your organisation (sponsor, county, impact).
- Schedule a site and timeline review call.

## 11. Disclaimer

This document is provided for information purposes only. It does not constitute an offer to sell or a solicitation of an offer to buy securities, nor does it constitute investment, legal or tax advice. Any potential funding structure (sponsorship, grant, repayable grant or impact-aligned investment) will be discussed and documented on a case-by-case basis.