



SBA Candidates: Emmanuel  
"Manny" Adewale

Provided by: Eric Farnell  
(818) 514-3690

ebfarnell@isquiregroup.com



Note: Content has been extrapolated using i9 Sports resource online. Information can be directly found at [www.i9sportsfranchise.com](http://www.i9sportsfranchise.com).

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## Executive Summary

Based in Tampa, Florida, i9 Sports® is the nation's first and largest youth sports league franchise business\* with more than 1,000,000 player registrations spanning hundreds of communities from New York to Hawaii. I9 Sports franchise owners offer youth sports leagues, camps, and clinics for boys and girls ages 3-14 in today's most popular sports, such as flag football, soccer, basketball and baseball. Since i9's first franchise was sold in 2003, i9 Sports has given entrepreneurial individuals who have the desire to make a living doing something they love a time-tested way to achieve their dream. There are currently 123 franchises open across the United States, and Emmanuel "Manny" Adewale, is being brought in as a new addition to the i9 Sports Franchise. Here he will be developing and bolstering his territory in Laurel, Maryland, with membership signups and organizing sanctioned games. With a total population of 401,107 in his territory, he will be able to organize his league around the 77,377 kids in the area! That being said, there is no shortage, of kids who are ready to become involved in sports. Manny's i9 Sports territory is poised to generate a quick ROI. (Details shown on FDD & Benchmarks)

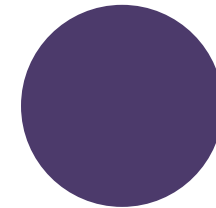


There is no better tool to teach a child the skills necessary to succeed in life than sports. Self-discipline, determination, teamwork, and good sportsmanship are only a handful of the many valuable life skills learned through sports participation. Unfortunately, anyone with a ball and a whistle can offer a sports program, and many kids leave organized sports because of a negative experience.

Research has shown that the number one reason kids play sports is to have fun. It is not surprising that the number one reason they quit playing sports is because they stop enjoying it.

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Our mission: To help kids succeed in life through sports



i9 Sports began 2016 with an important announcement. The founder and chairman, Frank Fiume, sold i9 Sports to his employees. Frank described it as fulfilling a lifelong dream.

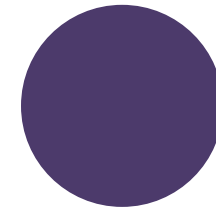
“Our employees have acted like owners for a long time,” Frank said. “Now, they no longer need to act. All eligible i9 Sports Corporation employees will have a literal ownership stake in the company they are helping to build. This is about more than just compensation. It’s about rewarding the contagious sense of pride and personal ownership our employees have in the company’s success.”

i9 Sports joins about 7,000 U.S. companies in being employee-owned (known as ESOPs or Employee Stock Ownership Plan). An ESOP is designed as a retirement benefit for employee owners linking them to the long term success of the company. Over time, employees are granted shares in the company at no cost to them. Under the plan, which is in addition to regular benefits at i9 Sports Corporation, all eligible company employees with 1,000 hours or more per year will automatically participate in the plan.



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We are an employee-owned company



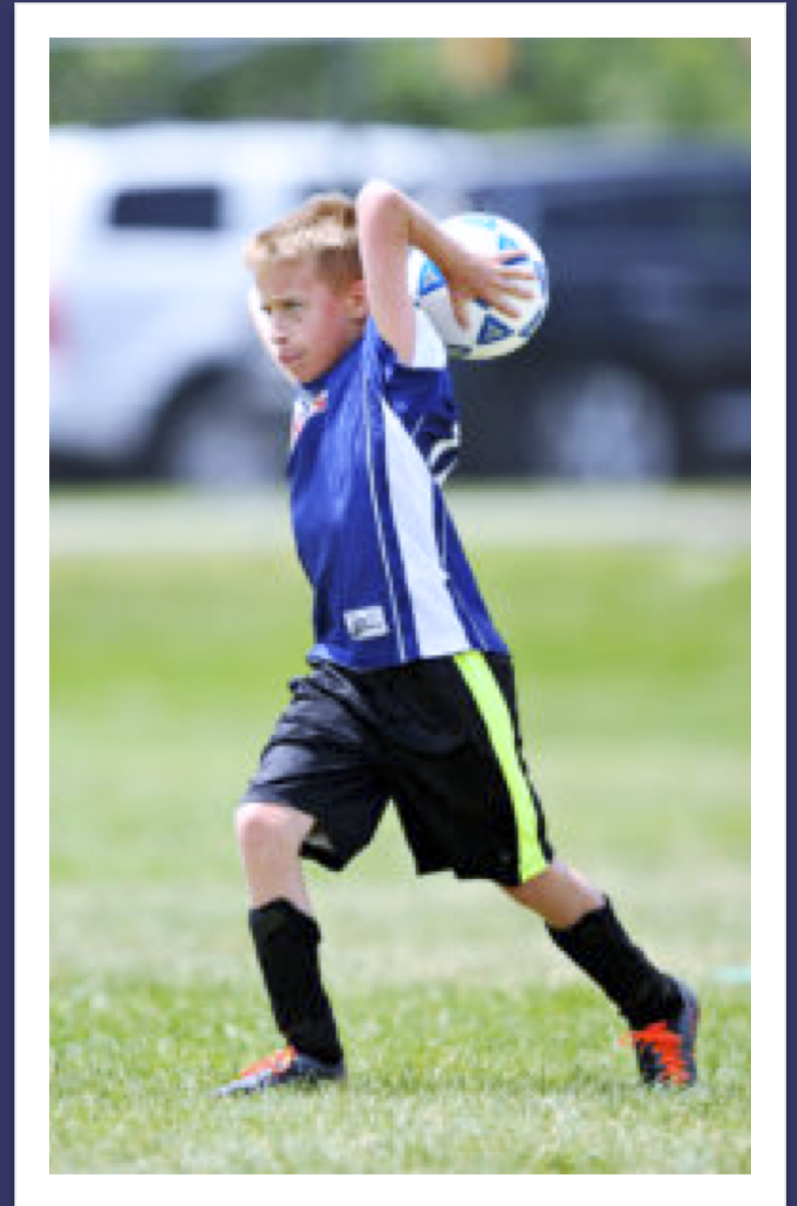
## Who is our Competition?

If your community is like most, the local Parks and Recreation Department and the YMCA offer a range of recreational sports programs for the whole family. There are probably a handful of other organizations that focus on a single youth sport like baseball or soccer. Lastly, you probably have a smattering of leagues that pop up and fold after a season or two.

So the natural question is: “If there are already well-entrenched organizations offering youth sports where I live, how would I be able to compete as a new i9 Sports business owner?”

The answer is simple! We offer something that no other organization in your community can offer: The combination of passion as a business owner and the unparalleled i9 Sports Experience.

i9 Sports spoke to parents in different communities about their experience with the existing youth sports programs. Some expressed that existing programs are disorganized, hyper-competitive, highly political, inconsistent and inconvenient. Multiple practices during the week plus games on the weekend are overwhelming and are not practical for households in which both parents work. They typically require fundraising and serving time as a volunteer in the “snack shack.” Kids are required to try out, aren’t rotated through positions, and don’t get much playing time unless they are star athletes. The programs are typically run by “staffers” who are not easy to reach and sometimes just don’t seem to care. Sounds like an opportunity, doesn’t it?



## Competitive Advantage

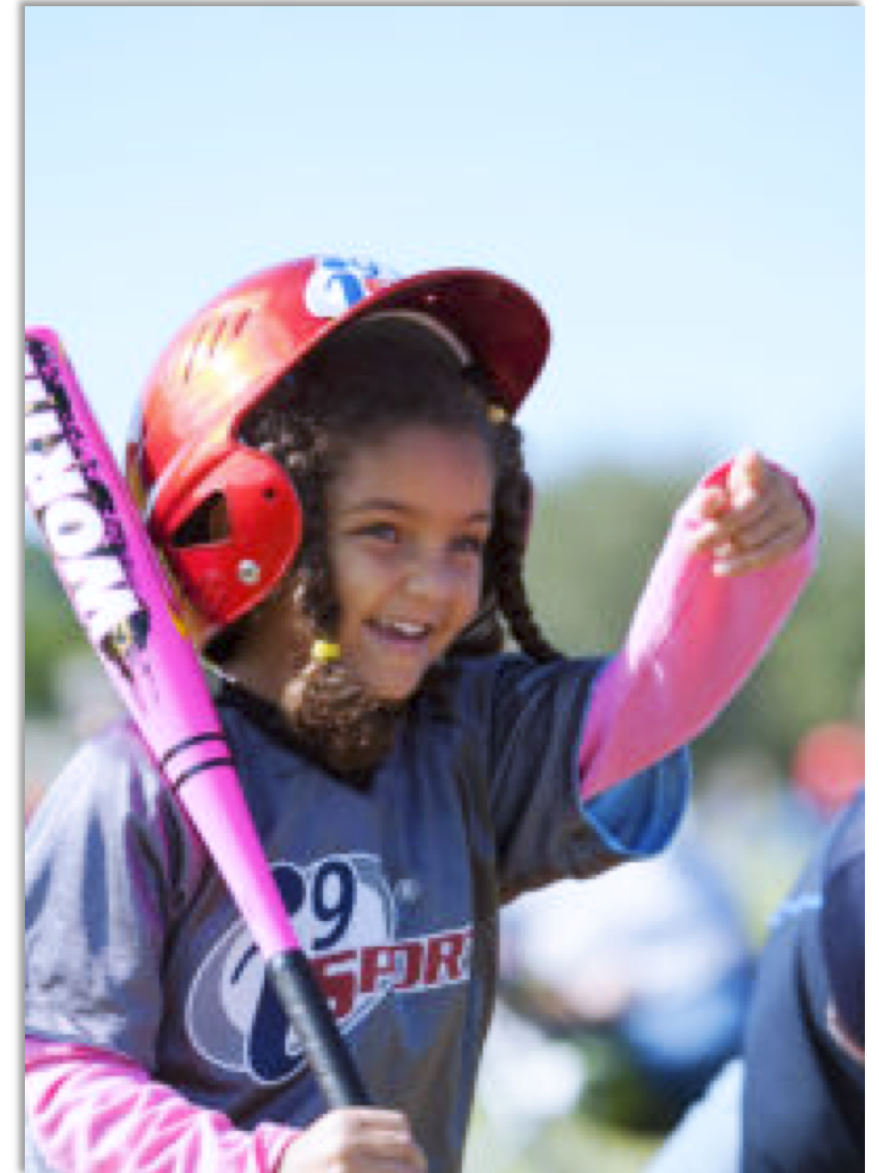
- Unlike the other sports programs, i9 Sports business owners have personal stake in the customer satisfaction and success of the programs offered.
- **As an i9 Sports franchise business owner**, they will offer the most popular sports targeted to a specific age group (ages 3-14) instead of trying to serve the entire family a catalog of recreational activities.
- **As an i9 Sports franchise business owner**, they will offer multiple sports, at multiple locations, year-round, using the most comprehensive online league management technology available today — and i9 Sports is the only youth sports franchise opportunity that has it!
- **As an i9 Sports franchise business owner**, customer registrations and inquiries will be handled by our Customer Service Center, which ensures a level of service that other youth sports franchise opportunities simply cannot match.
- In short, the Laurel, MD community has a substantial need that only can be fulfilled through i9 Sports.



## Competitive Advantage

Parents love the i9 Sports Experience for the complete organization, clear communication and overall convenience. There is only one practice per week right before the game so participation in our programs fits easily within their family's busy schedule. There are absolutely no fundraisers or mandatory volunteering.

Kids love the i9 Sports Experience because the focus is on fun versus the pressure to perform. They get age-appropriate instruction in skills and good sportsmanship in a safe supportive environment. We don't have tryouts or drafts. Everyone gets to play regardless of skill level, and all our kids are given equal playing time.





**Our name “i9 Sports” was chosen to symbolize nine key differences in our approach to youth sports. We are:**

- Imaginative
- Interactive
- Impassioned
- Instructional
- Inclusive
- Innovative
- Integrity-driven
- Inspirational
- Insightful

**i9 literally means “i” to the 9th power!**



## i9 Sports focuses on age appropriate instruction, fun and convenience

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To achieve the i9 Sports mission of helping kids succeed in life through sports, they believe the value provided must go far beyond the sport itself. It must be about more than the rules of the game, who plays what position and the score.

i9 Sports focuses on how the game is played, how much fun can be made for the kids and how easy we can make it for the parents.

i9 Sports franchise owners offer an alternative to the disorganized, hyper-competitive, win-at-all-costs culture that pervades most youth sports programs today through a customer experience that delivers age appropriate instruction, fun and convenience:

**For Kids:** They provide a fun, safe experience, in which kids can learn athletic skills and good sportsmanship values that will last a lifetime.

**For Parents:** They provide a convenient, well organized program that doesn't consume their family's life.



## The i9 Sports Experience is defined as:

### **Complete organization and communication**

- Professional management of programs; someone is always available and in-charge
- Proactive communication so parents always know when and where they need to be
- 24/7 online access to latest schedules, standings and statistics

### **Convenience**

- Quick and easy registration online or by phone through our Customer Service Center
- Once a week practices on game day, at same location
- Easy access to league information through our mobile website
- No mandatory fundraisers or concession duties

### **A safe, supportive environment**

- Certified coaches (screened with criminal background check)
- Trained officials at every game
- “i9 Sports Parental Pledge,” which prohibits sideline negativity




## The i9 Sports Experience is defined as:

### Instruction in skills and good sportsmanship

- Age-appropriate instruction in game fundamentals
- Weekly sportsmanship value taught and award given on each team
- Emphasis on fair play vs. score of the game

### Focus on fun

- Equal playing time regardless of talent level
- No tryouts or drafts
- Flexibility to accommodate “buddy” requests (team assignment with friends)

A young child wearing a white i9 Sports jersey and a red helmet with the i9 Sports logo, holding a baseball bat. The child is positioned in the center-left of the image, partially overlapping a large white circle.

## i9 Sports franchise offers a variety of programs across multiple sports

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As a youth sports league franchise, they encourage franchise owners to offer a wide variety of programs. This way, they can capitalize on the large demand across multiple sports. Franchise owners can offer co-ed youth i9 Sports leagues, camps and clinics for children between the ages of 3-14 in six of the most popular team sports. Specifically, they can offer flag football, soccer, basketball, baseball, cheerleading and lacrosse.

## Sports and Programs

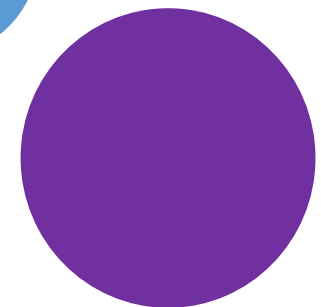
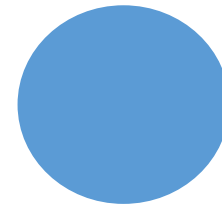
i9 Sports offers  
four core sports:  
**flag football, soccer,  
basketball, baseball.**

**Flag football** – Offering all the fun of tackle football without the same risk of injury, flag football is rapidly becoming the sport of choice among safety conscious parents. In the face of growing media coverage on the long term effects of concussions, i9 Sports franchise owners are already seeing the benefit of offering the safer alternative.

**Soccer** – In a recent study by the Sporting Goods Manufacturers Association (SGMA), outdoor soccer was cited as the second most popular sport for kids under the age of 13. Indoor soccer is quickly becoming popular during the winter season in colder climates. As soccer participation begins at age three, i9 Sports franchise owners are developing customers for life.



Quick overview of our core sports offering



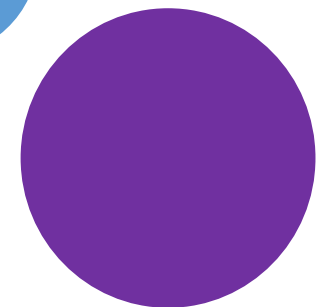
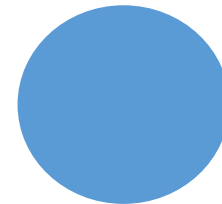
**Basketball** – Nationally, basketball is the most popular team sport for girls and boys. i9 Sports franchise owners operate basketball programs both indoors and outdoors, which gives a great deal of flexibility in venue options.

**Baseball** – In 2012, i9 Sports launched T-ball nationally to the roaring applause of parents with kids ages 3-6. It has allowed i9 Sports franchise owners to reach a whole new audience.

At the end of the day, it's not the sport that makes the difference. It's the experience the child and the parents have at the game that makes the difference. i9 Sports franchise owners know that the experience they provide must go far beyond the rules of the game to the hearts of their customers. That's what brings i9 Sports customers back again and again!



Quick overview of our core sports offering



# Training, Support & Marketing

**i9 Sports training program is a year long, divided into four phases.**

The first phase of franchise training will begin with a comprehensive five-day classroom education at our headquarters in Tampa, Florida. While attending i9 Sports University, you will receive face-to-face training from every department of the company on topics ranging from:

- A session with our CEO, Brian Sanders, on why we have a customer-centric culture
- How to operate your franchise and league programs
- How to setup and manage your financials
- How to secure venues
- How to use our proprietary Franchise Manager system
- How to maintain your custom i9 Sports website
- Building your own 12-month strategic business plan
- Marketing best practices using the i9 Sports Winning Game Plan
- A territory segmentation analysis to help you know where to concentrate your marketing
- In subsequent phases of the i9 Sports franchisee training, they'll learn how to prepare for and execute your opening day jamboree, set-up your fields and courts, communicate with customers, build team rosters and schedules, staff your business, optimize customer satisfaction, fine tune your marketing and how effectively expand your business.
- If you're looking for franchises with the best training, look no further than i9 Sports. Their comprehensive training program is designed to ensure success on and off the field.



# Training, Support & Marketing

## i9 Sports proprietary technology offers franchisees a competitive advantage

- The 5-point i9 Sports Experience is clearly visible to anyone who participates in our programs. What might not be as visible is one of our biggest competitive advantages – i9 Sports franchise technology! They like to think of themselves as a technology company masquerading as a youth sports provider.
- i9 Sports has built the most advanced suite of online league management tools available in the industry today. Unlike anything else on the market, their state-of-the-art proprietary software enables their franchise owners to take registrations, build rosters, schedule games and manage almost every facet of their leagues from a laptop. i9 Sports is a pioneer in league management technology and continues to develop cutting edge capabilities that make youth sports easier to operate. As one of the franchises with the best technology, they give franchisees the necessary tools for success.
- To further benefit their franchisees, they've created a daily, step-by-step guide for managing an i9 Sports franchise with milestone markers to ensure they are on course to meet owners goals. They call this online guide "Count Down to Game Time." Without it, managing the complexity of multiple sports across multiple locations and delivering the i9 Sports Experience would be impossible.
- Beyond their cutting edge league management technology, each franchise owner has their own personal dashboard to track up-to-the-minute key performance metrics.

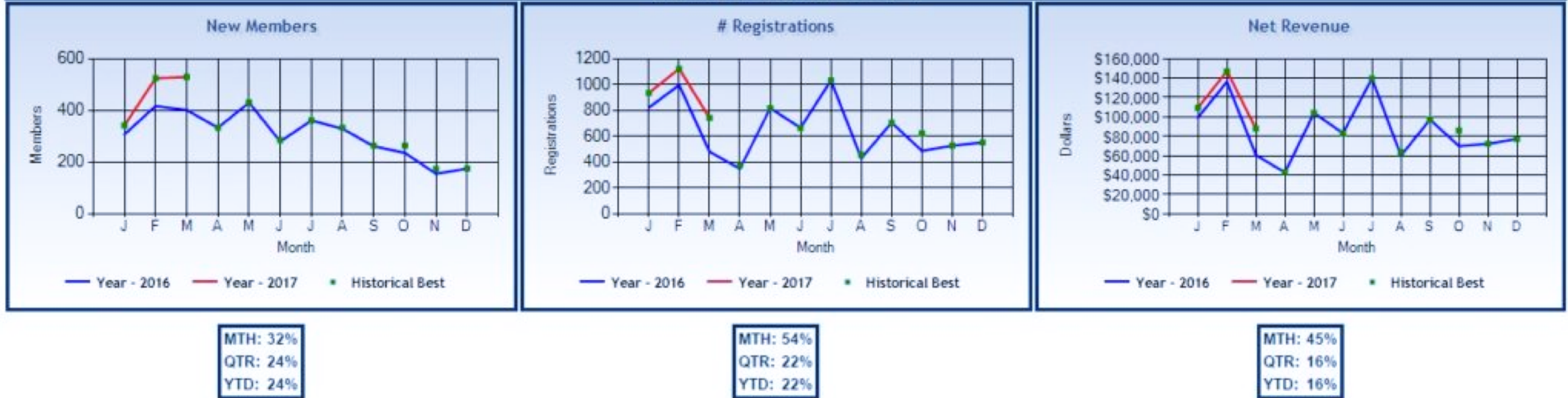


# Training, Support & Marketing

## Personal Dashboard

- Registration count, revenue, customer renewal rate, season marketing progress and year-over-year growth are just a few of the key metrics available at a glance. They make it easy for the franchisees to see their progress and gauge how they are tracking against their goals.

### Monthly Growth Trends vs PY



# Training, Support & Marketing

## Network Scorecard

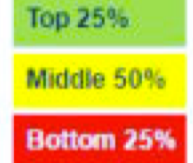
- They even provide a Network Scorecard so that franchisees can benchmark their performance against other franchises across the network. Having the ability to see who is leading the network in certain key areas like customer satisfaction or renewal rates makes it easy to share best practices and learn from other franchisees.

Scorecard  Calculator

Scorecard is available on the 10th of each month.



[Top Performers](#)



[Print](#)

## Training, Support & Marketing

### i9 Sports gives franchise owners ongoing support

- Comprehensive training is only part of the franchise support system. i9 Sports provides unlimited, ongoing support by assigning a personal i9 Sports Business Coach to be a mentor and coach for as long as they own the franchise!
- Through regular calls with a designated Business Coach, they will learn operational short-cuts and best practices, set business goals, build short- and long-term plans, and model financial scenarios to see the impact of key business levers on your cash flow and future profits.
- In addition to a Business Coach, they will also have access to our on-call Support Desk for immediate answers to quick “how to” questions. But the support doesn’t end there.



## Training, Support & Marketing

### i9 Sports gives franchise owners ongoing support

- i9 Sports maintains a robust network event calendar filled with:
- Frequent webinars
- A monthly nationwide “Huddle Call” with i9 Sports senior management
- Regional and national conventions
- Special educational, training, and networking events
- Last year alone, they hosted 10 different network-wide webinars on subjects such as “Marketing Strategy,” “Listen 360 Best Practices” and “SEO / PPC.”



## Training, Support & Marketing

- The topic of i9 Sports franchise support system wouldn't be complete without mention of our Customer Service Center. As "CEO" of your own i9 Sports business, your time will be far too valuable to answer all the customer registration and inquiry calls you will receive.
- To avoid the need to hire staff, just to handle calls, they have built an expert team of customer service representatives to handle them for the franchise owners.
- Here are some of the obvious and not-so-obvious benefits of i9's Customer Service Center (CSC):
- Can handle multiple callers at a time, not just one



## Training, Support & Marketing

- Eliminates missed calls and phone tag
- Gets memberships and registrations on the spot
- Has bilingual staff on the phones every shift
- Frees up time to build upon the business, and not be tied to the phone
- Elevates the customer experience and makes the company look good
- Ultimately, the success of i9 Sports depends on the success of each of the franchise owners. By providing the comprehensive, on-going franchise support the franchise owners need to achieve their goals, everyone wins!

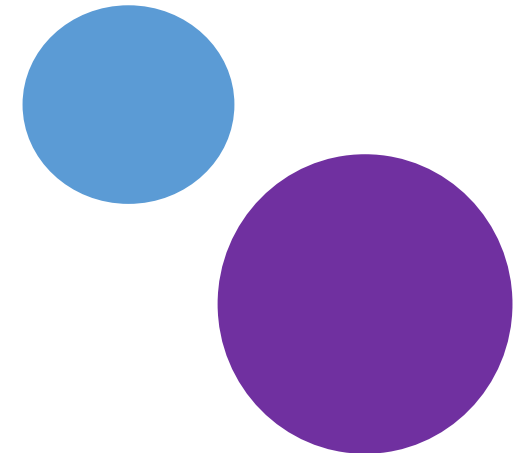


## Target Market

The i9 Sports target customer is a mom between the ages of 21-49, college educated, has a minimum household income of \$60,000 and has at least one child between the ages of 3-14. They are computer savvy, enjoy an active lifestyle and want the best for their children. They expect to pay a fair price, but don't mind paying more for products or services that provide meaningful value.

Trust is a big factor in a mom's buying decision. In fact, they list "referral from a trusted source" as their #1 factor in deciding what to purchase. i9 Sports customers are very active users of social media as a convenient way to give and get input from friends. Proof? Their growing base of more than 110,000 Facebook fans, along with constant responses to our Twitter and other social media channels, is a testament to the power of referrals.

While kids play in our leagues, Moms are the primary i9 Sports customers



i9 Sports was the first national youth sports league to implement a "**when in doubt, sit them out**" concussion safety policy and education for parents and coaches system-wide



## About the Management

### **Emmanuel Adewale: Owner & Operator**

Stepping into the shoes of Emmanuel Adewale, one can see first-hand that his entrepreneurial spirit is highly intelligent, exudes strong leadership, and is extremely passionate. Over the past 17 years Emmanuel has built up an impressive resume, along with achieving a doctorate in computer science. The foundation of his professional experience resides within the field of IT. For almost 16 years Emmanuel has been teaching Computer Science and Information Technology at the University of Maryland as an Associate Professor. While holding this position, in 2011, he began working at John Hopkins University. Ever since then, Emmanuel has been promoted within the ranks, working in the Air and Missile Defense Sector, gaining Top Secret Clearances that very few people are able to obtain. Currently, he is part of the Senior Professional Staff, where he is responsible for mission effectiveness, organizational competencies, technical supervision, staff development and compliance. Its easy to recognize that Emmanuel comes with many accolades and achievements; however, his passion does not reside in IT.

His passion is fostering growth to help others. During his spare time, he used to play indoor soccer 2-3 times a week for a Spanish League; however, that has slowed down and he has found happiness in teaching kids sports. Emmanuel participates religiously in coaching kids sports as part of his local church's organized activities. He would like to bring that energy and attention into creating a fruitful business in youth sports for his community of Laurel Maryland. If it isn't obvious enough, Emmanuel certainly has the ability to manage and operate an i9 Sports. He is 100% devoted to the i9 mission and will be overseeing all aspects of the business.



## Team and Key Roles

### Personnel Forecast

i9 Sports Franchise estimates that it will take approximately 120 to 150 days from Mr. Adewale's successful completion of Phase I Training. However, Mr. Adewale may accept registrations immediately upon successful completion of Phase I (Classroom) Training. The actual length of this period will depend upon factors including the timing of marketing sports programs, venue

In Year 1, he will begin with 1 site for each sport. In year two, it will double and have 2 venues for each sport. And in year three he will have 3 venues for each sport. Maximum registrations per venue per sport, estimated as follows; in Spring is 520, in Summer is 336 , Fall is 544 , and Winter is 372.

The i9 Sports 4-3-4 Formula = 4 Sports ( T-ball, Soccer, Football and Basketball )- 3 venues or 3 sites and there are 4 seasons.

Seasons include; Summer Fall Winter Spring

Each Site will have a site manager. Each year, he should be hiring an additional site manager for the locations. With the support of Manny Adewale's brother as Site Manager, Manny will manage the site for the first year. Manny will not be taking a salary the first year.

4 Sports Coordinators @ \$15 per hour

\$20 per hour for site manager



## Key Assumptions – Expenses

### Per FDD:

- Average Registration Fee \$134 (Pg 47)
- Average of High Profit Groups 44.7% of which 4 out of 10 of them achieved higher than this % (Pg 49)
- Median % of cost per registration (pg 50);
- Team Equipment 14.1%
- Officiating Costs 6.3%
- Venue Costs 10.6%
- Site Managers & Paid Instructors 3.1%
- Liability Insurance & Background Checks 1.7%
- Fixed On Going Expenses:
- Royalties / 7.5%
- Cell Center / Minimum of \$311.50 a month or 89 cents a minute
- National Brand Fund / 1%
- Local Marketing/Advertising / 1-2% required



## Earning Potential & Benchmarks

i9 Sports® franchise owners make money primarily through the registration fees paid by participants to play in our leagues, camps, clinics, and after-school programs. The owners build market share and a loyal following by offering multiple sports, at multiple locations, four seasons a year.

The franchise since 2003 has been scaling it's growth by establishing over 123 franchise locations. Using a third party, a study among participating franchise performance benchmarks had been made. These facts and figures have been detailed out in the FDD. For more specs, notes and details, please refer to the FDD. (p.42 on FDD Item 19 Chart 1)

<b>\$1,182,288</b>	Store Highest Revenue of All Franchise Units in This Group <sup>2</sup>
<b>\$748,923</b>	Average Revenue of Top 20% of Franchise Units <sup>3</sup>
<b>\$588,414</b>	Average Revenue of Top 40% <sup>4</sup>
<b>\$495,649</b>	Average Revenue of Top 60% <sup>5</sup>
<b>\$432,201</b>	Average Revenue of Top 80% <sup>6</sup>
<b>\$359,026</b>	Average Revenue of All Franchise Units in This Group <sup>7</sup>
<b>\$69,967</b>	Lowest Revenue of All Franchise Units in This Group <sup>8</sup>
<b>Average Revenue for Franchise Units Open &amp; Operating Between 13 to 24 Months as of December 31, 2015<sup>9</sup></b>	
<b>\$126,401</b>	All Franchise Units in Group <sup>10</sup>