



Golden Edge Athletics

building the whole athlete to rebuild the whole world

Traditional Business Plan

**PLAY.KC LLC
GOLDEN EDGE LLC
Aaron Laue, Managing Member
Created on October 1st, 2018**

Executive Summary

Product

Golden Edge Athletics develops, designs, and manufactures high-quality athletic products and apparel for youths aged 10-14 specifically and athletes of all ages more broadly. All products are manufactured in China through our strategic partner Forward Industries. Our products are crafted from high-quality performance fabrics. Our product packaging is distinct to our brand and is designed to inspire creativity and encourage lasting value. Each product is developed as part of an overall cohesive strategy to encourage athletic fundamentals across all sports and life endeavors in the building of the whole athlete.

Customers

The target audience for Golden Edge Athletics products are youths age 10 and up. Our initial target market will be youths ages 10-14. Many professional players have specialized coaching and instruction occurring continually. We have no desire to market to parents and grandparents. Nobody was ever excited about a product their parents initiated the purchasing of that was supposed to help them improve their performance. We desire to build a lasting relationship with the users of our products and services. Parents and grandparents are not our customers and will not be the focus of our relationship marketing.

Future of the Company

The athletic product business is highly competitive. We believe an unmet need exists for high-quality athletic products and services. These products and services are designed to encourage the fundamentals of commitment and humility. Commitment and Humility create high-performance individuals of true character. Our goal is to build relationships with our customers based on quality and trust. We believe in the building of the whole athlete: mental, physical, spiritual, and emotional. Through the integrated building of these foundational fundamentals, the whole person will be transformed and will transform the world around them.

Company Description

Mission Statement

Building the Whole Athlete * Rebuilding the Whole World

building the whole athlete to rebuild the whole world

commitment is the process that grows dreams

humility is the soil that grows greatness

Principal Members

PLAY.KC LLC -- a limited liability company

Aaron Laue -- single member

Legal Structure

Golden Edge Athletics is a DBA operating under Golden Edge LLC, a limited liability company.

Strategic Partners

Andrew Morgans -- Amazon Accelerator, Online Sales & Marketing (Marknology)

Lance Flores -- Graphic Designer, Photographer (Lance Flores Designs)

Nino Vega -- Manufacturing Design and Logistics (Forward Industries)

Jonathan Horst -- Web Master, Photographer, Visual Design (Jonathan Horst Designs)

Regan Marack -- Photographer, Visual Capture (Regan Marack Photography)

Ty Jones -- Filmmaker, Producer, Audio-Visual Editor (Ty Jones Films)

Patrick Rea -- Filmmaker, Producer, Audio-Visual Editor (Seno Reality Films & CTZ Films)

Ray Tuimauga -- Event Specialist, Event Coordinator (ICON Entertainment Group, Owner)

Adam White -- College Basketball Athlete, Business Relationship Specialist (Cerner Corp)

Alexandria Laue -- Athletic Content Specialist (Beautiful Strong - Fitness*Health*Life, Owner)

Amy Crainshaw -- Brand Building Specialist (Beautiful Strong - Fitness*Health*Life, Consultant)

Hannah White -- College Basketball Athlete, Business Relationship & Financials Specialist

Market Research

Our Industry

Golden Edge Athletics will be participating specifically in the athletic tech wearables industry and more generally in the athletic apparel industry. In 2018, the athletic apparel industry will be responsible for more than \$ 90 billion in revenue. Currently, athletic tech wearables industry is \$ 4 billion and is in its infancy. Our products are part of both industries. We are trying to pull many different ideas into our brand story and brand DNA. The largest companies in the athletic apparel industry include NIKE, ADIDAS, and UNDER ARMOUR. The newest companies just beginning in the athletic tech wearables industry include SHOT TRACKER, STATS, and CATAPULT. We have aligned our products with SHOT TRACKER's technology vision regarding the future of athletics and athletic statistics.

Our Customer

The main customer for our products will be the product user, not necessarily the product purchaser. The parents and grandparents who may control the purse-strings will not be our customer. The pre-teens and teenagers who control the heart-strings will be our primary customers. Our target market is envisioned to primarily consist of youths (ages 10-14, grades 5th-9th), the ages where social values are primarily formed. Our products are intended to be a mid-range economic stretch. We have a desire for our customer to consider the cost of our product. This consideration is paramount in our companies ideologies. The more our customer considers and understands what they are giving-up, within a healthy financial range, the more likely they are to be endeared to our brand, products, and the ideologies we present. New customers will need to make an emotionally involved choice to purchase our product.

Our Advantages

Golden Edge Athletics strategic brand and organizational advantages include:

- Holistic Self-Development: promoting mental, physical, spiritual, and emotional health
- Endearing & Enduring brand ambassador development strategy through **Golden Edge Elite Universe (Graphic Novels & Comics)**
- Basic & Fashionable Style: practical colors (black & white), form-fit, scientific design.
- Performance Fabrics: athletic performance materials (87% Nylon/13% Elastane).
- Vertical Alignment of supply and sales (Forward Industries => Marknology=>Amazon)
- All Components (product and packaging) are manufactured and assembled in China
- Highly Coordinated supply chain with larger orders available to ship in smaller lots, keeping our just-in-time inventory strategy flowing with sales and distribution channels
- Brand Awareness Driven: interactive website, YouTube, Instagram, Facebook, Amazon
- Personal Customer Interaction: athletic camps, coaching clinics, & public speaking

Service Line

Our Products

Golden Edge Athletics will initially sell athletic apparel and athletic tech wearables made from athletic performance fabrics (87% Nylon/13% Elastane/Athletic Foam Padding). The products and unique packaging are designed in the United States (Kansas City, Missouri) and are manufactured in Dongguan, China through our strategic partner Forward Industries and will sell them through our Amazon Marketplace with our strategic partner Marknology. Our initial target sport is basketball and our future plans include developing products and services for each sport when we have an opportunity to provide a 10x value increase to our customers.

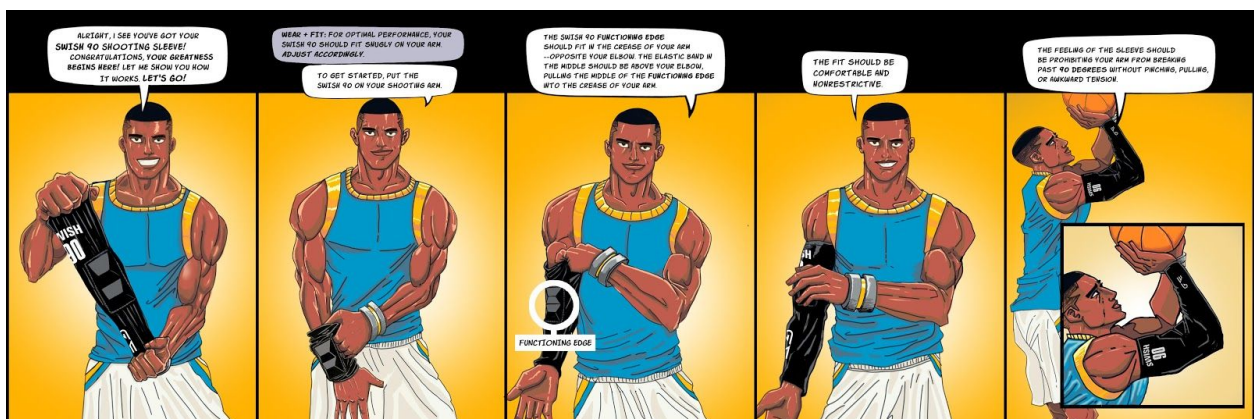
Our current product line contains one product within the next 6-month release window:

- **Christmas 2018 - Pre-Sales Begin**

The **SWISH 90** Basketball Shooting Sleeve include:

- Unique Package Design
- The Foundations of Basketball Knowledge
- 30-60-90 Shooting Challenge
- The Physics of Shooting
- The Holistic Approach of Shooting
- Golden Edge Elite Universe Graphic Novel: **Nothing Changes IF Nothing Changes**

SWISH 90



Intellectual Property Rights

Golden Edge is to be trademarked filed with the USPTO.

Swish 90 is to be trademarked filed with the USPTO.

Swish 360 is to be trademarked filed with the USPTO.

Golden Edge Elite Universe is to be trademark filed and copyrighted with the USPTO.

All products will be registered with the USPO as well.

Research and Development

Golden Edge Athletics is committed to building an organization that builds whole athletes who build the world. The products we intend to build are for current and near-future athletes.

Near-future products include complementary and extension products like the SWISH 360

Basketball Rim Attachment and partnering with **ShotTracker** . to provide optimized training patterns. Full customer feedback and customer partnering are natural extensions of our commitment to building whole athletes who rebuild a whole world.

Some future product extensions and compliments include:

- **SWISH 90 Basketball Shooting Sleeve
Product Extension**

- Partnering with **ShotTracker** in Kansas City to develop a complimentary package including our SWISH 90 Basketball Shooting Sleeve and their individual shot tracking tech package for the optimization of training and tracking. Our product already has a tech pocket to include their tech.

- **SWISH 360 Basketball Rim Attachment & Focus Optimizer
Product Compliment**

- The SWISH 360 which includes a basketball rim attachment that narrows the diameter of an existing basketball rim and includes a central focal point for target focus optimization.
 - Imagine having your softball team practice with hitting a baseball in practice. On game day, the softball would look as big as a pumpkin!

Our Pricing Structure

Golden Edge Athletics will offer its initial products at the following prices:

- The SWISH 90 Basketball Shooting Sleeve: \$ 85.00
- The SWISH 90 Designer T-Shirt: \$ 25.00
- The GOLDEN EDGE ATHLETICS Designer T-Shirt: \$ 25.00
- The SWISH 90 Designer Poster \$ 15.00
- The GOLDEN EDGE ATHLETICS Designer Poster \$ 15.00

Our Product Lifecycle

All current Golden Edge Athletics products are in the final stages of our 1st Generation production design. We are now accumulating branding assets and are 30-60 days from our product awareness launch. We are poised to place our 1st Generation limited inventory run and purchase. Our current revenue projections for 2019 are between \$ 250-500k (3-5k units) based on a 90-120 day inventory turn cycle. Considering a 90-day inventory turn cycle it will take 1.75 years to become cash flow sufficient for all future profit funded growth. Considering a 120-day inventory turn cycle it will take 2.33 years to become cash flow sufficient for all future profit funded growth.

By estimating our costs based on the least optimal ordering practices we will be able to price our product at a profit that makes sense. Then when we can do ordering and shipping at optimal economies we can afford to fund future growth and development of the next round of unique products. Currently, based on our existing preliminary assumptions we take our first \$ 30,000 to build 1,000 units and charging a price of \$ 85.00 per unit. Sales profits plus the original \$ 30,000 are then plowed into building our next round of units. Based on these assumptions we payoff of the originally borrowed \$ 30,000 after the 6th round sells through. **Starting the 7th round we are now able to fully operate on our own cash flows.**

Per Unit Retail Revenue:	\$ 85.00	(Amazon Retail Price)
Per Unit Hard Cost:	\$ 26.13	(Forward Industries FOB Amazon)
Per Unit Soft Cost:	\$ 17.75	(Amazon Online + Fulfillment)
Per Unit Investment Cost:	\$ 2.13	(PLAY Investment)
Per Unit Tithe 10% Retail Price:	\$ 8.50	(GOD-ETERNAL Investment)
Per Unit Net Profit:	\$ 30.49	(Profit To Be Plowed Into Inventory)

90 Day Inventory Turn

DY	YR	PER DAY	INVENTORY			SALE PRICE REVENUE		CASH FLOW PROFIT				
			GOLDEN EDGE - SWISH 90			AMAZON		AMAZON PER UNIT				
90	360	UNITS	URNS	HARD COST	ORDER	PER UNIT	TOTAL	\$ PER UNIT	\$ TOTAL	%	P+	P++
90	0.25	11.1	1	\$ 26,130.00	1,000	\$ 85.00	\$ 85,000.00	\$ 30.49	\$ 30,490.00	36%	0.69	1.17
180	0.50	24.1	2	\$ 56,620.00	2,167	\$ 85.00	\$ 184,182.93	\$ 30.49	\$ 66,067.50	36%	0.69	1.17
270	0.75	39.2	3	\$ 92,197.50	3,528	\$ 85.00	\$ 299,915.33	\$ 30.49	\$ 107,581.39	36%	0.69	1.17
360	1.00	56.9	4	\$ 133,711.39	5,117	\$ 85.00	\$ 434,958.61	\$ 30.49	\$ 156,022.21	36%	0.69	1.17
450	1.25	77.5	5	\$ 182,152.21	6,971	\$ 85.00	\$ 592,534.94	\$ 30.49	\$ 212,545.77	36%	0.69	1.17
540	1.50	101.5	6	\$ 238,675.77	9,134	\$ 85.00	\$ 776,404.14	\$ 30.49	\$ 278,500.73	36%	0.69	1.17
630	1.75	118.4	7	\$ 278,500.73	10,658	\$ 85.00	\$ 905,953.40	\$ 30.49	\$ 324,970.81	36%	0.69	1.17

120 Day Inventory Turn

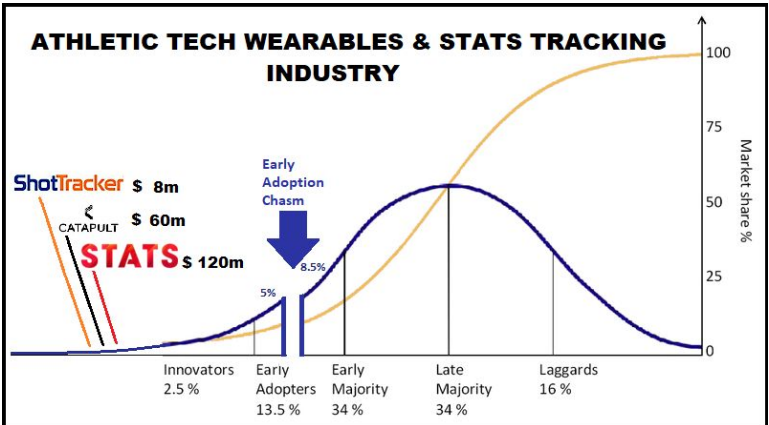
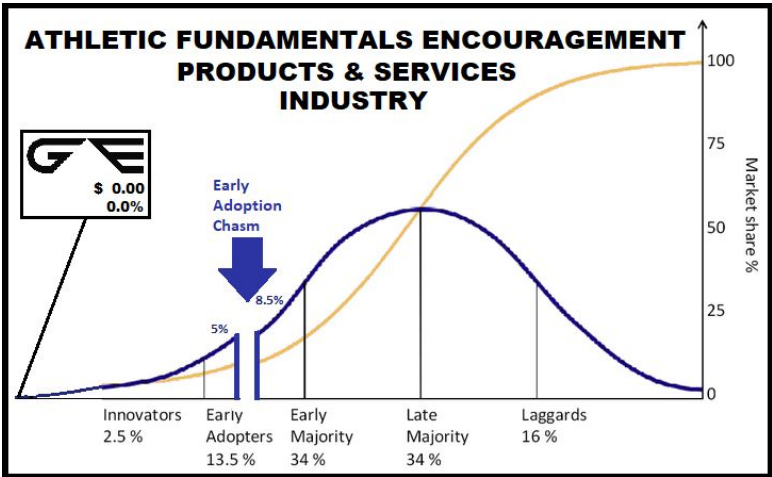
IT DY	IT YR	PER DAY	INVENTORY			SALE PRICE REVENUE		CASH FLOW PROFIT				
			GOLDEN EDGE - SWISH 90			AMAZON		AMAZON PER UNIT				
120	360	UNITS	TURNS	HARD COST	ORDER	PER UNIT	TOTAL	\$ PER UNIT	\$ TOTAL	%	P+	P++
120	0.33	8.3	1	\$ 26,130.00	1,000	\$ 85.00	\$ 85,000.00	\$ 30.49	\$ 30,490.00	36%	0.69	1.17
240	0.67	18.1	2	\$ 56,620.00	2,167	\$ 85.00	\$ 184,182.93	\$ 30.49	\$ 66,067.50	36%	0.69	1.17
360	1.00	29.4	3	\$ 92,197.50	3,528	\$ 85.00	\$ 299,915.33	\$ 30.49	\$ 107,581.39	36%	0.69	1.17
480	1.33	42.6	4	\$ 133,711.39	5,117	\$ 85.00	\$ 434,958.61	\$ 30.49	\$ 156,022.21	36%	0.69	1.17
600	1.67	58.1	5	\$ 182,152.21	6,971	\$ 85.00	\$ 592,534.94	\$ 30.49	\$ 212,545.77	36%	0.69	1.17
720	2.00	76.1	6	\$ 238,675.77	9,134	\$ 85.00	\$ 776,404.14	\$ 30.49	\$ 278,500.73	36%	0.69	1.17
840	2.33	88.8	7	\$ 278,500.73	10,658	\$ 85.00	\$ 905,953.40	\$ 30.49	\$ 324,970.81	36%	0.69	1.17

Marketing & Sales

Our Growth Strategy & Reality

Golden Edge Athletics takes a customer appreciation approach to growth. If we grow too little then we aren't working hard enough to reach our customers and if we grow too much we are overreaching our ability to delight our customers. Our approach is the grow revenues that are fully sustainable by profits. We do not believe in long-term debt financing. We believe in the philosophy of appropriately loading the sales channel and relying on a pull strategy to drive our production. If we are always about 8-10% short on met supply then we will never need to discount our products and cheapen their perceived value in the marketplace. And our brand value is the most important asset we will ever have in the market.

- Our growth strategy is to be measured by profitability and all growth is to be profit funded
- Our inventory order strategy is to get a reasonable view of the market and work through the marketing and supply chain challenges that will arise as quickly as possible with the least downside to our customer relationships and brand.
- Our growth will be affected by the realities of the industry life-cycle we are participating and the market we are creating.



Communicate with the Customer

Golden Edge Athletics will communicate with its customers by:

- Through our website, Twitter, Instagram, Facebook, YouTube, Pinterest, Tumblr, and other low-cost channels.
- Targeted Amazon, Google, and Facebook advertisements.
- Gathering contact information and making it easy to subscribe and follow our brand through our product registration and free poster offer.
- ??????????

Our Sales Strategy and Adoption Approach

We are committed and focused on creating a market and fashion rather than following it.

Our current plan is to drive the majority of our revenue through online sales. Our Amazon Marketplace is run by our strategic partner Marknology. Locally we are working to partner with multiple youth basketball leagues to begin building brand awareness. Our brand message and product line carries a positive message and has the potential to penetrate the hearts of youths throughout Kansas City and the Midwest for starters. Basketball camps and other athletic arenas will help us slowly build our grassroots movement. We believe in building whole athletes (disciples) of the GOLDEN EDGE ATHLETICS way. We believe in building dedicated athletic partners one conversation and one relationship at a time. We believe our dedicated athletic partners will then carry the message to their spheres of influence and create a movement. In short, we don't plan to sell; we plan to educate, equip, empower, and encourage.

Organizational Identity

Our Purpose and Convictions

BUILDING the WHOLE ATHLETE
to
REBUILD the WHOLE WORLD

COMMITMENT
is the process that grows
DREAMS

HUMILITY
is the soil that grows
GREATNESS

Each member of the GOLDEN EDGE ATHLETICS Team is humbly committed to the following principles and ideals.

PRINCIPLE: a fundamental truth or proposition that serves as the foundation for a system of belief or behavior or for a chain of reasoning.

IDEAL: a principle to be aimed at representing one's abstract or hypothetical optimum.

COMMITMENT: the state or quality of being dedicated to a process or set of principles long after the initial excitement motivated one to take the first step. Commitment is a repeated decision to stick with a project, idea, relationship, or goal. Commitment is often inconvenient. Commitment is the difference between dream and fantasy.

HUMILITY: the state or quality of being free of pride and arrogance. Humility is a modest view of one's own importance. Humility is not making life about self. Humility is the true measure of greatness.

PEOPLE & THINGS

- People are to be valued.
- Things are to be used.

CHARACTER & ACTION

- Character is manifest proven by our actions.
- Actions are our character on display.

COMMITMENT & HUMILITY

- Commitment is the key path to finding the purpose and the plan for a life that will scale.
- Humility is the key path to finding the joy and peace for a life that will scale.

INTEGRATION & HEALTH

- Integration (True Integration) leads to optimal health in all systems wherein it exists in its fullest adoption and application.
- Healthy people, families, organizations and businesses view themselves as a system which share a common goal and all actions serve that common goal.

CONTRADICTIONS & HARM

- Contradictions harm people.
- Contradictions harm relationships.
- Contradictions harm the environment.
- Contradictions = Harm

WHY & HOW

- Why is the question you must ask and answer. Your Why must be big enough and sustainable enough to build a life upon. Money is not a sustainable enough Why. Money won't hold in the middle! So you must answer Why before moving onto How.
- How is the next question you must ask and answer in the fullest sense of the idea before moving onto the what, when, and where.
- What, When and Where will just magically emerge once you have answered the Why and How.