# CROSS PLAY

PRESENTED BY

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# WHAT IS THE PROBLEM?

**ACCESS TO YOUTH SPORTS:**

- RISING COSTS
- LIMITED ACCESS
- SCATTERED INFORMATION
- UNUSED SPOTS
- UNEQUAL OPPORTUNITIES



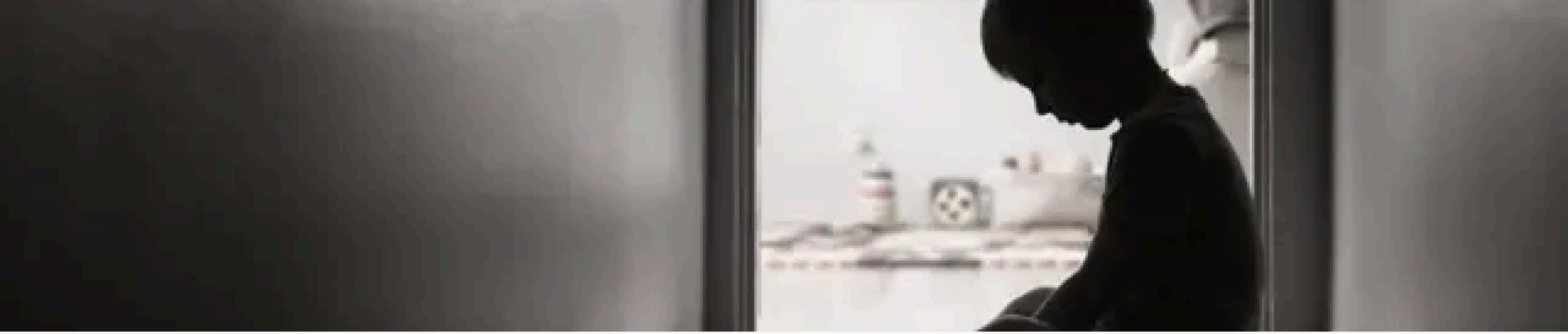
# WHY IS IT A PROBLEM?

**BARRIERS TO YOUTH SPORTS:**

- RISING PARTICIPATION COSTS
- FINANCIAL BARRIERS
- INFORMATION GAPS
- LIMITED LOCAL PROGRAMS
- TRANSPORTATION CHALLENGES
- SCHEDULE CONFLICTS
- LIMITED PROGRAM SPOTS
- LACK OF CONNECTIONS

**THE NUMBERS:**

- $1,016: AVERAGE ANNUAL SPENDING
- 46% INCREASE SINCE 2019
- 38% CITED COST AS A BARRIER
- 51% WANTED PROGRAMS BUT WEREN'T ENROLLED



# WHY IS THERE A MARKET NEED TO FIX THIS PROBLEM?

**LACK OF ACCESIBLE YOUTH SPORTS**

- RISISING COSTS
- LIMITED ACCESS
- DECLINING PARTICIPATION

**CROSS PLAY**

- BRINGS OPPORTUNITY
- CATERS TO ALL LEVELS
- PHYSICAL HEALTH AND PSYCHOSOCIAL BENEFITS

# WHAT ARE THE LIMITATIONS, GENERAL MONETARY COSTS, AND UNANTICIPATED EFFECTS OF FIXING IT?

## FUNDAMENTAL EXPENSES

- LEGAL/START-UP FEES
- INFRASTRUCTURE
  - PARKS AND RECS
- TRANSPORTATION
- EQUIPMENT
- HOURS OF OPERATIONS
  - SCHEDULING
  - SCHOOL YEAR CONFLICTS
- QUALITY COACHING

## DOMINO EFFECTS

- OVERWHELMING INFLUX OF ATHLETES
- INEXPERIENCED COACHING
- INFRASTRUCTURE/MANTINANCE COSTS
- QUALITY CONTROL
- INCREASE IN PRIVATE “EXCLUSIVE” CLUBS



# FIRST YEAR COST BREAKDOWN

| Category | Budget | % of Total |
|---|---|---|
| Product & Development | $103,029 | 60.8% |
| Launch & Operations | $25,929 | 15.3% |
| Legal & Formation | $11,840 | 7.0% |
| Insurance | $3,912 | 2.3% |
| Safety & Screening | $1,500 | 0.9% |
| Tools & Infrastructure | $1,200 | 0.7% |
| **Contingency** | **$22,112** | **13.0%** |

# PLAN OF ACTION

| 1. **Market Research** | 2. **Launch pilot** | 3. **Expand** |
|---|---|---|
| Survey parents: kids ages, experience level, schedule, prices, and barriers | Build a waitlist: promoting through schools, libraries, rec centers, social media, and QR codes | Business development: Offer free sessions, sponsor-funded credits and discounted registration via government programs or sponsorships or grants |
| Recruit: Engage clubs, recreation centers, non-profits, and coaches | Launch locally:<br>Invite the waitlist once enough opportunities are available | KPIs:<br>Track first time booking, attendance, fill rates, repeat bookings and satisfaction. |
| Create a data base and help these providers create and promote their listings | Pilot launch goals: recruitment of 20 coaches and 100 families | Expand: Geographical location and additional sports. |

# POTENTIAL PARTNERSHIPS

## WHAT WE NEED

- CLINIC ACCESS, EQUIPMENT, AND UNIFORMS
- GRANTS AND FUNDING
- COMMUNITY ENGAGMENT

## WHAT WE CAN OFFER

- VISIBILITY
- PROMOTION
- HEALTH EQUITY AND PHYSICAL ACTIVITY

# WHAT POSITIVE IMPACT WILL FIXING THIS PROBLEM HAVE ON THE SPORT?

- HELP ATHLETES SAMPLE DIFFERENT SPORTS BEFORE COMMITTING
- GIVE COACHES ACCESS TO A LARGER AND MORE DIVERSE GROUP OF ATHLETES
- INCREASE ATTENDANCE AT COMMUNITY RECREATION PROGRAMS
- CREATE A BROADER ATHLETIC TALENT PIPELINE
- HELP CHILDREN CONTINUE PLAYING RATHER THAN QUITTING BECAUSE OF COST



# WHAT POSITIVE IMPACT WILL FIXING THIS PROBLEM HAVE ON SOCIETY



- IMPROVED SOCIAL CONNECTION AND BELONGING
- MORE EQUITABLE OPPORTUNITIES ACROSS INCOME LEVELS
- BETTER INFORMATION ABOUT WHICH COMMUNITIES LACK SPORTS OPPORTUNITIES = INCREASED REPRESENTATION
- “THIRD PLACES”

# THANK YOU

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