

BUSINESS GROWTH PLAN



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PROOF OF OWNERSHIP

The logo for Rise and Grind Training is set within a dark blue circle. It features a basketball icon at the top, followed by the words "RISE AND GRIND" in a bold, white, sans-serif font. Below this, the word "TRAINING" is written in white inside a blue rectangular box. The entire logo is framed by a blue shield-like border. To the right of the shield, there is a stylized graphic of a person jumping or running, composed of white dots.

Rise and Grind Training 1

Financial Plan

Rise and Grind Training offers semi-private and private sessions from \$20 an hour, making it affordable for families. The business made \$2,635 in net profit in the first summer of operations for 3 weeks, with demand increasing by the end of the season. The startup and operating costs were minimal and customers were highly satisfied. The five-year growth plan outlines a strategic expansion from outdoor neighborhood-based training to year-round training, indoor gym partnerships, advanced equipment such as shooting machines, and competitive offerings including 3x3 tournaments and a winter league. By Year 5, projected annual revenue exceeds \$100,000, with projected net profit of \$54,372, demonstrating a scalable and sustainable business model.

5 Year Growth Plan

YEAR	OFFERINGS	REVENUE	EXPENSE	ANNUAL LOAN PAYMENTS	PROFIT
2025 (Current)	Private and Semi Private sessions outdoors	\$2,940	\$305	0	\$2,635
2026 (Year 1)	Additional summer camps indoors.	\$18,800	\$8,948	\$3,648	\$9,852
2027 (Year 2)	Year-round semi private trainings indoors and summer camps and trainings outdoors	\$35,000	\$14,848	\$3,648	\$20,152
2028 (Year 3)	Increased social media and marketing presence. Expand to neighboring cities. Additional participants	\$58,600	\$26,708	\$3,648	\$31,892
2029 (Year 4)	Partnership with local gym. Invest in shooting machine. Community sponsors. Additional training sessions and participants	\$98,175	\$57,068	\$3,648	\$41,107
2030 (Year 5)	Competitive tournaments (3x3 and winter leagues). Shooting machine private training model. Additional sessions and participants	\$116,300	\$61,928	\$3,648	\$54,372

*Detailed Financial Plan on Section V – Financial Plan

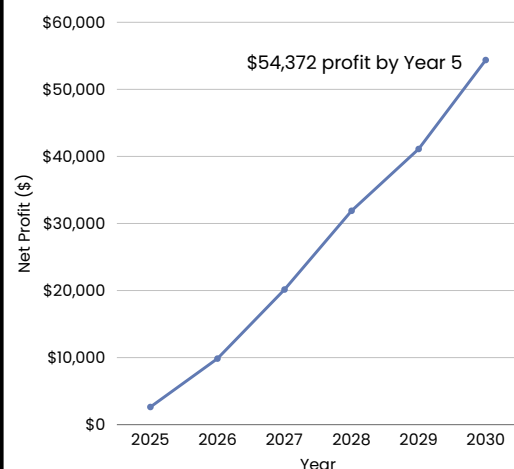
Financial Request

Rise and Grind Training is requesting a capital loan of **\$15,000** for initial expansion to rent out a gym (\$6,000), buy additional equipment (\$3,000), increase staffing (\$2,250), marketing (\$2,250) and operational scaling (\$1,500).

This will support my vision for expansions to indoor facilities and year-round operations.

The plan is to repay this short-term loan over five years at a **fixed interest rate of 8%** with equal annual payments of **\$3,648**.

Projected Profit Growth



II. INTRODUCTION

A. Type of business owned and operated. Description of current operations



Ball handling training with two incoming 7th graders

I started Rise and Grind Training in the summer of 2025, after finishing my sophomore year at Tahoma High School. The business operates as a sole proprietorship in Washington State. The idea came from my love for basketball and my desire to give back to the community where I grew up. Since there are limited training options in Maple Valley, my parents often had to drive nearly an hour for practices and lessons. That experience inspired me to create a local training option for younger athletes.

Parent Reviews



Jill Z.

My son worked with Josh this summer and enjoyed getting to practice his basketball skills. Josh was great to work with, and my son felt connected to him right away. He gave him some skills to work on in preparation for tryouts in the fall. He was great at communicating and flexible with dates and times too.



Erik

Josh did a great job with the one-on-one basketball training. My son had a lot of fun and picked up some new skills along the way. Josh kept things fun and challenging, and we really appreciated the time he put in. Highly recommend!



Moon C.

My son had such a fun time training with Josh. He learned some really great skills including ball handling and control. It's evident that Josh really enjoys basketball as well as teaching it. He is very respectful, organized and has fun with the kids. I would highly recommend him to anyone that is interested in basketball!

During July and August of 2025, I hosted **71** outdoor training sessions for athletes ages 5–15 in the Tahoma School District.

Each one-hour session focused on skill development and usually included up to four players. I used cones, pads, and other equipment to create fun drills and competitions that kept athletes engaged while improving their fundamentals. As the summer went on, demand grew quickly, so I expanded sessions to six players and hired a part-time assistant coach to help.

Many athletes began signing up for multiple sessions in a day, and some requested private one-on-one training, showing strong interest in affordable local basketball training.



Post training with incoming 8th grader

B. Products and Services Offered

Personalized Private and Semi-Private Trainings:

Rise and Grind Training offers private and semi-private basketball training sessions for kids aged 5-15 in the Tahoma School District.

The training sessions are held at a local neighborhood park, which is safe and easily accessible for families.

The program offers semi-private training sessions with groups limited to 6 kids in each session. It also offers 1:1 private sessions for kids that require additional focused coaching.

Post-skill work
with incoming 5th
grader



Skill Development and Feedback:

The program focuses on developing core basketball skills including ball handling, shooting, footwork, defense, basketball IQ and game development.

- Players get the opportunity to scrimmage in small groups to mimic in-game scenarios.
- Rise and Grind Training tracks progress of individual athletes and provide personalized feedback.
- Training sessions are tailored to build on individual skill needs and build confidence for each athlete.

Sportsmanship and Teamwork:

In addition to basic skill development, Rise and Grind Training makes sure that sportsmanship and teamwork are emphasized and provide positive feedback and encouragement, while also helping athletes develop valuable life skills like discipline, focus and building confidence.

Affordable Pricing:

Semi-private sessions are priced at \$20/hour, making personalized training affordable for everyone. Seeing clients stick with their goals is what the program strives for, so the business offers a special discount for those who sign up for five sessions (one week's worth) and receive one session free.

If additional attention is needed, there are options for 1:1 training sessions with no additional costs.

View of outdoor park
used for training



C. Unique Characteristics of the Business

Accessibility

Rise and Grind Training utilizes local neighborhood parks with two hoops to hold training sessions. Unlike traditional basketball trainings that are held in indoor gyms and have higher costs and overhead, my training program focuses on providing easily accessible training sessions for our local community.

The neighborhood-based settings allows kids a safe and familiar environment and enables them to build confidence before transitioning to an indoor gym. It also allows parents a convenient way to watch their kids, resulting in long-term trust and partnership.



Each session would cost \$20 for 1 hour. If you sign up for 5 sessions (1 week) you can get 1 session free, saving \$20.

Text message sent to parents that were interested in training

Affordability

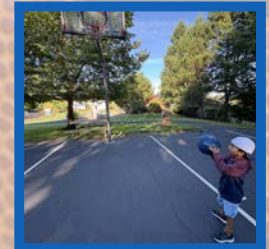
My training program is built on a pricing model that is affordable for families from diverse backgrounds. While training programs that use indoor gyms can be expensive and require longer term commitment, my program is designed for families that either want to try it out for a day or want to have longer-term commitments with discounts included. The goal of my training program is to balance affordability with quality instructions.

Personalized Coaching

A unique aspect of my training program is that it offers personalized coaching that is geared towards individual development needs.

A training plan is created for each athlete and regular feedback is provided to kids and parents.

Rather than focusing on competition or performance, my training program focuses on athletes' skill development, individual goals and designed to work at their own pace of learning.



Youngest participant (6 years old) benefiting from 1 on 1 training

III. SWOT ANALYSIS

A. STRENGTHS OF THE BUSINESS



Strong Community Presence

Rise and Grind Training has built trust with families across the Tahoma School District through personal relationships and consistent communication. Word-of-mouth referrals have helped the program gain recognition as a reliable local option.

Easy Accessibility

By operating at neighborhood parks, the training program is designed to be easily accessible for families.

Personalized Training Experience

Each athlete's session is personalized based on their skill level and goals, which enhances results and satisfaction. The sign-up form system allows for efficient grouping and preparation.

Founder-Led Passion

As both owner and head trainer, I bring firsthand experience as a student-athlete who understands kids' challenges, creating a strong sense of connection and mentorship.



Affordable Pricing

At \$20 per session, the business stands out as an affordable training program that meets the needs of families who cannot afford high-end private trainers.

Flexible Scheduling

With multiple daily session time slots and the option to train several days per week, families are able to choose schedules that best fit their routines. This makes it easier to balance training with school and other priorities.

B. WEAKNESSES OF THE BUSINESS



Seasonal Dependence

Most sessions occur during summer, limiting revenue during the school year when training could continue indoors.

Mitigation Strategy: I plan to offer year-round training starting Year 2, which will increase athlete retention and allow for continuous skills development.

Limited Brand Recognition

As a newly started, locally operated business, Rise and Grind Training currently has limited brand recognition.

Mitigation Strategy: Increase visibility through multiple marketing strategies including social media presence, local events like fun tournaments, and community partnerships.

Limited Facilities

Operating in outdoor public parks restricts sessions during bad weather and may not project a "professional" image to some parents.

Mitigation Strategy: Flexible scheduling allows for rescheduling of sessions if weather issues arise. I also plan to transition to indoor gyms starting Year 1, by partnering with local schools and gyms.

Limited Equipment

The park setup allows for basic training but lacks advanced tools like shooting machines or resistance equipment, used by larger training academies.

Mitigation Strategy: I will continue to invest in equipment as the program grows. By Year 4, I plan to invest in a shooting machine and partner with a local gym to have access to other training equipment.

Equipment used for outdoor training



C. OPPORTUNITIES AVAILABLE FOR THE BUSINESS



Assistant Coaches or Internships

Recruiting high school or college athletes to help could allow more kids per session to participate and reduce waitlists.

Team and Group Packages

Expanding into small-group or team development sessions could bring in consistent partnerships with school teams or other recreational and club programs.

Digital Marketing and Branding

Creating social media accounts (Instagram, TikTok, Facebook) to share videos, athlete highlights, and parent testimonials to increase interest in the program.

Year-Round Expansion

Partnering with local schools or community centers could provide access to indoor gyms, enabling training throughout the school year.



Merchandise and Apparel

Launching branded items such as T-shirts, wristbands, and hoodies and other apparel can promote our brand and add additional ways to bring in income.



D. THREATS TO THE BUSINESS

Competition from Established Trainers

Threat: Larger, well-known basketball programs with indoor facilities and paid advertising could attract the same audience.

Response: My training differentiates from other basketball programs by providing personalized services and creating strong relationships with families. The program keeps a community-focused approach, keep the costs affordable and continue to gain trust from both parents and kids.



Liability and Safety Risks:

Threat: Since the sessions involve physical activity in public spaces, there's always a potential risk of injury or incidents without formal insurance coverage.

Response: The program requires parents to sign waiver and consent forms prior to participation. The training also ensures that proper warm-ups are included and provide appropriate supervision at all times. As the business grows, it will also explore liability insurance plans to have further coverage.

Weather and Environmental Conditions

Threat: Outdoor sessions depend on good weather; rain or extreme heat can lead to cancellations and lost income.

Response: The program will continue to remain flexible, having the ability to adjust schedules based on weather. We communicate clearly with parents and work on alternate timings based on weather and availability.

A document titled 'Youth Basketball Training Liability Waiver and Release Form'. It contains fields for 'Participant Information' (Child's Name, Age, Parent/Guardian Name, Phone Number, Email Address) and a 'Waiver and Release of Liability' section. The waiver text states that the undersigned parent or legal guardian hereby gives permission for any child to participate in the basketball training program conducted by [Trainer's Name], understands and acknowledges that participation in physical activities involves some risk of injury, and I accept full responsibility for any injuries or illnesses that may occur during training. I agree to release and hold harmless the trainer, [Trainer's Name], and any associates or volunteers from all liability, claims, demands, and causes of action arising from participation in this basketball training. There is a section for 'Medical Emergency' where the parent gives permission for the trainer or emergency personnel to take necessary action for the safety and well-being of my child. I understand that my child is physically able to participate in this activity. The form ends with a line for the 'Signature of Parent/Guardian' and a line for the 'Date'.

IV. FIVE YEAR PLAN TO GROW AND EXPAND THE BUSINESS

A. EXPANSION OPPORTUNITIES



Year 1 – Summer Camps

In Year 1, the program will expand to offer indoor summer camps for larger groups in addition to outdoor private training sessions. For this, the program will partner with local schools to rent gym space.

Year 2 – Year Round Training

In Year 2, the program will expand to be year-round by offering once a week semi-private training sessions in an indoor facility.



Year 3 – Expand Marketing



By Year 3, Rise and Grind Training will expand its marketing strategies to neighboring cities outside of Maple Valley. Will hire additional staff and invest more in marketing strategies to increase social media presence and launch branded apparel like hoodies, T-shirts and socks.

Year 4 – Partnerships

In Year 4, Rise and Grind Training will form a partnership with a nearby community gym to offer training and also to invest in a shooting machine.



Year 5 – Competitions



In Year 5, the training program will provide competitive playing opportunities. For example, 3x3 tournaments and winter recreational league teams that can compete against each other. The company will also invest in an AI application connected to the shooting machine to provide player feedback.

B. NEW MARKET ANALYSIS

The Maple Valley area has a growing population of families with children between ages 5–15 who are involved in youth sports.

This is estimated to be 3,000 young athletes across sports, and even if only 20% participate in basketball training, that would equate to potentially 600 players locally.

While elite trainers exist in nearby Kent and Bellevue, most charge between \$50–\$90 per hour—pricing many local families out of regular lessons.

Maple Valley, WA	
2026 Census*	28,786
30% of residents are under 18	8,535
60% of children fall between ages of 5-15	5,181
60% participate in organized sports	3,108
20% are basketball players	621

*<https://worldpopulationreview.com/us-cities/washington/maple-valley>

Target Market



Market Trends

- ✓ Increasing interest in personal athletic training and mentorship programs
- ✓ High demand for community-based and affordable youth sports development
- ✓ Families prefer local training options to avoid long commutes to larger facilities

Competitive Advantage

Rise and Grind Training is a founder-led program that uses relationship-based approach, combined with flexible scheduling and personalized instruction. This positions it uniquely between expensive elite training and less structured group camps.

Comparison Chart between Rise and Grind Training vs. Other Trainers

Feature	Rise and Grind Training	Elite Trainers	Group Camps
Cost per Hour	\$25-\$35	\$50-\$90	\$25-\$40
Group Size	1-6	1-3	20-40
Location	Local Parks and Gyms	Gyms	Gyms
Personalization	High	High	Low
Accessibility	High	Medium	Low

C. MARKETING PLAN

Current Marketing Strategy

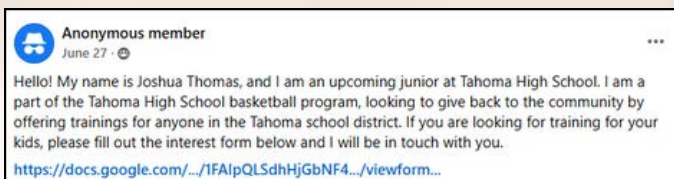
Rise and Grind Training used low-cost, personalized, community focused marketing strategies for its growth in the first year.

Door-to-Door Campaigning

I created flyers and went door to door campaigning in local neighborhoods to provide a personal touch and directly reach families, build trust, have face-to-face interactions and provide real-time answers. This allowed me to directly communicate the philosophy of my business to provide affordable and easily accessible training to local communities.

Social Media Posts

I promoted my services on Facebook Community Pages for local communities and neighborhoods. Each post included a direct link to my website and Google Form which made it easy for interested families to learn more and sign up. Also I leveraged WhatsApp groups for local communities to share information about my program and spread awareness.

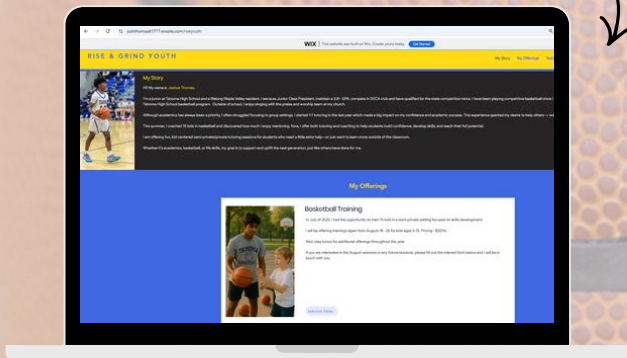


Personal Website

I started a website to have a professional presence online, while also adding a personal touch to my business.

The website includes details about service offerings, pricing, testimonials and a Google Form which allows families to make informed decisions and easily fill out an interest form. The website can be found at

<https://joshthomas41777.wixsite.com/riseyouth>



Word-of-Mouth Referrals

Once Rise and Grind got started, I used word-of-mouth referrals as a primary source for marketing. This became a successful marketing strategy as families gained trust and confidence in my program. People often shared their experiences with friends and teammates, helping build credibility for the program. I Focused on consistently providing personalized trainings and maintaining relationships with families to encourage referrals and growth within the community.

C. MARKETING PLAN (Continued)

Future Marketing Strategy

To sustain growth, Rise and Grind Training will implement a three-tier marketing and engagement strategy focused on visibility, credibility, and retention.

Digital Marketing

- Launch official Instagram, TikTok, and Facebook pages featuring daily training clips and athlete highlights
- Use Canva and CapCut for short, branded videos
- Encourage parents and athletes to share posts with the hashtag

#RiseAndGrindTraining



Community Engagement

- Partner with Tahoma Youth Basketball and Maple Valley Parks & Recreation for local events and mini-camps
- Sponsor or volunteer at local school tournaments and charity events to increase visibility
- Create a referral discount program



Customer Retention

- Offer loyalty rewards, like free sessions after completing 10 sessions
- Provide customized player progress reports to parents at the end of each 5-day session
- Send seasonal newsletters to keep families updated about new programs and success stories



Five-Year Marketing Goal

By 2030, Rise and Grind Training aims to become the #1 locally recognized youth basketball program in Maple Valley, with a strong social media presence (1,000+ followers), recurring partnerships, and a consistent waitlist for summer and school-year sessions.

V. FINANCING PLAN

A. CURRENT FINANCIAL SITUATION, INCLUDING FINANCIAL DOCUMENTS

During the first training period in Summer 2025, Rise and Grind Training generated revenue while maintaining minimal operating expenses. Training sessions were offered across three separate periods—July 7–11, July 14–17, and August 18–22.

Each day featured four scheduled 1-hour session blocks (9 am, 10 am, 1 pm, and 2 pm), which allowed families flexible scheduling options. Each session accommodated between one and six athletes. This ensured a personalized training experience for every participant..

Across the three training periods, 26 athletes participated, with most enrolling in five sessions—typically completing a full week of training.

Income Type	Income Description	Income Amount
Semi-Private Training Sessions	July 7–11 (5 days), July 14–17 (4 days), August 18–22 (5 days) Each day had 4 sessions. Each session had 1–6 kids. Price Per Session = \$20 per kid	\$2,640
Private Training	15 sessions \$20 per session	\$300
Total Income		\$2,940

B. Fixed Overhead and Cost of Operations

Since Rise and Grind operated outdoors, fixed costs were nearly zero. Expenses mainly included basketballs, cones, cleaning supplies and marketing materials (approximately \$100 total). As demand increased towards the end of the season, I had to hire a second coach to help, and paid him \$20 per session and he attended 10 sessions. Total expenses were \$305.

Expense Type	Expense Description	Expense Amount
Supplies	Basketball cones, cleaning equipment, water bottles	\$80
Marketing supplies	Flyers	\$25
Coaching staff	1 coach - 10 sessions - \$20 per session	\$200
Total Expenses		\$305

Rise and Grind Training made a net profit of \$2,635 during the Summer of 2025

C. Capital Needed for Expansion Opportunities



YEAR 1 Summer Camps

Year 1 – In Year 1, Rise and Grind Training will expand to diversify offerings in the summer, and continue to provide outdoor private trainings to avoid gym costs. I will rent a gym and hire an assistant coach to help with private trainings. Summer camps will need to hire 4 assistant coaches, since we will be splitting kids into multiple groups. Since the business is expanding to include more kids, we would need to buy liability insurance. Below is the breakdown of my income and expenses for Year 1.

To support this plan, Rise and Grind Training will seek a loan of **\$15,000 in one-time capital** to position itself for its 5-year expansion plan. The business plans to fully repay this amount by the end of Year 5 by using the profits made.

Capital Repayment Plan - Based on overall financial performance, Rise and Grind Training plans to **repay the one-time loan of \$15,000** through monthly payments over 5 years

Loan Summary (5 Years)

- Total Borrowed: \$15,000
- Interest Rate: 8% (Compound)
- Monthly Payment: \$304
- Total Interest Paid: \$3,240
- Fully Repaid by Year 5

INCOME – YEAR 1

Income Type	Income Description	Income Amount
Summer Private Trainings (Outdoors)	8 weeks long (July/August) – 40 days 4 sessions a day outdoors – 4 kids in each sessions = 16 kids per day – \$20 per session	\$12,800
Summer Camps	2 summer camp session indoors 4 hours per session – 30 kids enrolled for each session – \$100 per session	\$6,000
Total Income		\$18,800

EXPENSES – YEAR 1

Expense Type	Expense Description	Expense Amount
Gym Rental	Needed for 2 summer camp sessions 4 hours each session – \$400 per session	\$800
Assistant Coaches – Private training	8 weeks long – 40 days 1 assistant coach – \$75 per day	\$3,000
Assistant Coaches – Summer Camp	2 summer camp sessions 4 coaches per session – \$100 per session	\$800
Training Equipment & Marketing	Balls, Cones, Jerseys, marketing flyers	\$400
Liability Insurance	Covers bodily injury, medical expense and property damage	\$300
Loan Repayment	\$304 * 12 months	\$3,648
Total Expenses		\$8,948

Total Net Profit For Year 1 is projected at \$9,852

Year 2: In the second year, Rise & Grind Training will expand into a year-round program by adding school-year training sessions in partnership with the Tahoma School District.

- Continue outdoor semi-private trainings in the summer
- Continue indoor summer camps
- Partner with Tahoma School District to rent gym space 1 hour per week
- Run school-year sessions (9 months total)
- Hire one additional assistant coach to support year-round training



**YEAR 2
Year-Round
Training**

INCOME - YEAR 2

Income Type	Income Description	Income Amount
Summer Semi-Private Trainings (Outdoors)	8 weeks long (July/August) - 40 days 4 sessions a day - 5 kids each session = 20 kids per day - \$25 per session	\$20,000
Summer Camps	2 summer camp sessions indoors 4 hours per session - 30 kids enrolled for each session - \$100 per session	\$6,000
School Year Trainings	9 months total (Jan - May and Sept - Dec) 1 session per week (4 per month) - 10 kids per session - \$25 per kid	\$9,000
Total Income		\$35,000

EXPENSES - YEAR 2

Expense Type	Expense Description	Expense Amount
Gym Rental - Summer	Needed for 2 summer camp sessions 4 hours each session - \$400 per session	\$800
Coaches - Private training - Summer	8 weeks long - 40 days 1 assistant coach \$75 per day	\$3,000
Coaches - Summer Camp	2 summer camp sessions 4 coaches per session \$100 for each session	\$800
Gym Rental - School Year	9 months total (Jan - May and Sept - Dec) 1 session per week (4 per month) - \$100 per session	\$3,600
Assistant Coach - SY	9 months total (Jan - May and Sept - Dec) 1 assistant coach per session - \$25 per session	\$900
Equipment and Marketing	Additional balls, cones, ladders, pads etc. Flyers and Social Media ads	\$1,300
Liability Insurance	Increased liability insurance for additional sessions	\$800
Loan Repayment	\$304 * 12 months	\$3,648
Total Expenses		\$14,848

Total Net Profit For Year 2 is projected at \$20,152



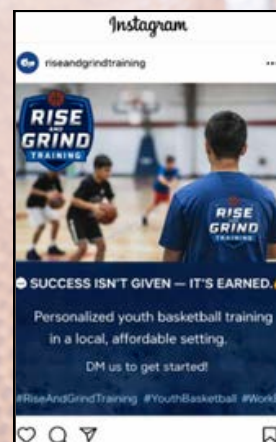
**YEAR 3
Expand Marketing**

Year 3 - In the third year, the program will grow by serving more athletes, expanding its brand in nearby communities, and increasing outreach and marketing efforts.



**Regions where my
service will expand**

- Continue trainings offered in Year 2
- Reach out to nearby communities like Black Diamond, Ravensdale, and Covington
- Hire additional assistant coaches to support growth in number of kids
- Focus on building brand awareness
- Invest in branded apparel
- Expand social media presence with more frequent videos and content
- Partner with local small businesses for sponsorships and hold outreach activities such as:
 - Fundraiser basketball nights to support local schools
 - A community 3x3 tournament at a neighborhood park



INCOME – YEAR 3

Income Type	Income Description	Income Amount
Summer Semi-Private Trainings (Outdoors)	8 weeks long (July/August) – 40 days 5 sessions a day – 5 kids in each session = 25 kids – \$30 per session	\$30,000
Summer Camps	2 summer camp sessions indoors 4 hours per session – 40 kids enrolled per session – \$120 per session	\$9,600
School Year Trainings	9 months total (Jan – May and Sept – Dec) 1 session per week (4 per month) = 9*4 = 36 sessions 20 kids per session \$25 per kid	\$18,000
Community Sponsors	Sponsors from local community	\$1,000
Total Income		\$58,600

EXPENSES – YEAR 3

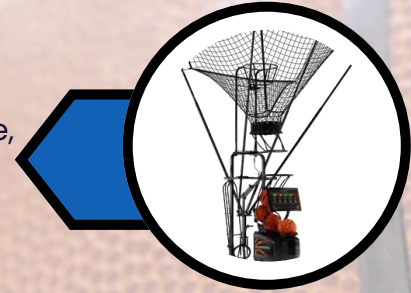
Expense Type	Expense Description	Expense Amount
Gym Rental (Summer)	Needed for 2 summer camp sessions 4 hours each session \$500 per session	\$1,000
Assistant Coaches – Private training (Summer)	8 weeks long – 40 days 2 assistant coach \$75 per day	\$6,000
Assistant Coaches – Summer Camp (Summer)	2 summer camp sessions 6 coaches per session \$100 for each session	\$1,200
Gym Rental (School Year)	9 months total (Jan – May and Sept – Dec) 1 session per week (4 per month) = 9*4 = 36 sessions \$150 per session (increased due to inflation)	\$5,400
Assistant Coach (School Year)	9 months total (Jan – May and Sept – Dec) 2 assistant coach per session \$30 per session	\$2,160
Marketing	Social media videos and hire assistant	\$2,000
Liability Insurance	Hartford Insurance	\$800
Apparel inventory	Hoodies, T-shirts, socks	\$3,000
Community events	Outreach	\$1,500
Loan Repayment	\$304 * 12 months	\$3,648
Total Expenses		\$26,708

Total Net Profit For Year 3 is projected at \$31,892

YEAR 4 Partnerships

Year 4: In the fourth year, the program will transition all training to an indoor facility by partnering with Black Diamond Gym and investing in upgraded training equipment.

- Partner with Black Diamond Gym to secure a negotiated contract for regular gym rentals
- Provide benefits to the gym including guaranteed revenue, improved facility utilization, upgraded equipment, increased membership exposure, and community engagement
- Stop outdoor summer trainings and move all sessions to the indoor gym
- Continue year-round training programs indoors
- Purchase a shooting machine for the gym by the end of Year 4



Note: The shooting machine will become operational in Year 5

INCOME – YEAR 4

Income Type	Income Description	Income Amount
Summer Semi-Private Trainings (Indoors)	8 weeks long (July/August) – 40 days 5 sessions a day indoors – gym rental 6 kids in each sessions = 30 kids per day \$35 per session	\$42,000
Summer Camps	3 summer camp sessions indoor 8 hours per session – 45 kids enrolled per session \$125 per session	\$16,875
School Year Trainings	9 months total (Jan – May and Sept – Dec) 1 session per week (4 per month) = 9*4 = 36 sessions 35 kids per session \$30 per kid	\$37,800
Community Sponsors	(Emerald City Smoothie, Oak Heart Homes)	\$1,500
Total Income		\$98,175

EXPENSES – YEAR 4

Expense Type	Expense Description	Expense Amount
Gym Rental – Summer Private Training	8 weeks long (July/August) – 40 days 5 hours a day indoors – gym rental \$75 an hour (Negotiated price)	\$15,000
Gym Rental – Summer Camp	Needed for 3 summer camp sessions 8 hours each session \$75 an hour (negotiated price)	\$1,800
Assistant Coaches – Summer training	8 weeks long – 40 days 2 assistant coaches \$120 per day	\$9,600
Assistant Coaches – Summer Camp	3 summer camp sessions 6 coaches per session \$150 for each session	\$2,700
Gym Rental – School Year	9 months total (Jan – May and Sept – Dec) 1 session per week (4 per month) = 9*4 = 36 sessions – \$75 per hour (negotiated price)	\$2,700
Assistant Coach – School Year	9 months total (Jan – May and Sept – Dec) 4 assistant coach per session \$30 per session	\$4,320

Expense Type	Expense Description	Expense Amount
Shooting Machine purchase	Vendor: Dr. Dish	\$11,000
Marketing	Social media videos and hire assistant	\$2,000
Liability Insurance	Hartford Insurance	\$800
Community events	Outreach	\$1,500
Additional apparel inventory	BSN Sports	\$2,000
Loan Repayment	\$304 * 12 months	\$3,648
Total Expenses		\$57,068

Total Net Profit For Year 4 is projected at \$41,107



Year 5 Competitions



Black Diamond Gym

- ✓ Year-round training
- ✓ Leagues & tournaments
- ✓ Shooting machine access



Year 5: In the fifth year, Rise & Grind Training will operate as a well-established training club with expanded programs, advanced technology, and strong community participation.

- Become a recognized basketball training club with consistent enrollment and a waiting list
- Negotiate a flat monthly rate with the gym for shooting machine use and private trainings
- Offer additional training programs with more coaching staff
- Organize competitive tournaments such as 3x3 events
- Launch a winter basketball league for all ages
- Continue operating at the Black Diamond Gym facility
- Introduce personalized AI dashboards for each player to analyze performance and identify areas for improvement



Dashboard that displays player's performance statistics, skill breakdown, progress over time and training recommendation

INCOME - YEAR 5

Income Type	Income Description	Income Amount
Year-round Shooting Machine Usage (Indoors)	10 one hour sessions a week 48 weeks a year (considering holiday weeks) \$40 per hour	\$19,200
Year-round semi-private training sessions	5 sessions a week 48 weeks a year (=48*5 = 240 sessions a year) 6 kids per session \$35 per hour	\$50,400
Summer Camps	3 summer camp sessions indoors 4 hours per session 50 kids enrolled for each session \$130 per session	\$19,500
3 X 3 tournaments	4 tournaments a year 16 teams \$50 per team entry fee	\$3,200
Winter League for all ages	60 players \$350 season fee	\$21,000
Sponsorships and concession stands	Local sponsors, snacks for concessions	\$3,000
Total Income		\$116,300

EXPENSES- YEAR 5

Expense Type	Expense Description	Expense Amount
Gym Rental	Contracted rate for \$500 per month	\$6,000
Gym rental - 3x3 tournament	3x3 tournament - \$750 per day	\$3,000
Gym rental - Winter League	Winter League - \$10,000 flat rate	\$10,000
Split for Shooting Machine Income to Black Diamond Gym	10% of income	\$5,200
Maintenance of Shooting Machine		\$1,000
Subscription for AI app	Annual Subscription \$15/month	\$180
Assistant Coaches - Year round	48 weeks (240 sessions) , 2 coaches, \$30/session	\$14,400
Assistant Coaches - Summer Camp	3 sessions, 6 coaches per session, \$150 per session	\$2,700
Other expenses	Tournament Fees, Marketing, Community events, event insurance and permits, Liability insurance	\$11,800
Equipment and additional apparel	Jerseys, balls, scoreboard	\$4,000
Loan Repayment	\$304 * 12 months	\$3,648
Total Expenses		\$61,928

Total Net Profit For Year 5 is projected at \$54,372

D. Time to Achieve Profitability

Rise and Grind Training was already profitable in Summer 2025, when it started its operations. As it continues to grow, a majority of the revenue will be reinvested into gym rentals, hiring coaching staff and marketing efforts to support long-term expansion. Participation is expected to increase rapidly as the business diversifies its offerings, reaches out to neighboring markets, and introduces unique opportunities like shooting machines to track player accuracy and performance. Despite these ongoing operating costs, the business is projected to consistently remain profitable in the upcoming years.



VI. CONCLUSION

Rise and Grind Training is **requesting support for \$15,000 in one-time capital loans for initial expansion** to rent out gym (\$6,000), buy additional equipment (\$3,000), increase staffing (\$2,250), marketing (\$2,250) and operational scaling (\$1,500). The program is positioned for long-term success because of its **focused mission, a strong financial position and a strategic growth plan**. The business differentiates itself from competitors by providing **cost-effective training programs** that target youth athletes and their specific needs. By demonstrating the ability to **pay back its one-time loan by the end of year 5**, Rise and Grind has positioned itself to be a low-risk business model with financial sustainability. Through **strong community relationships** and **trusted partnerships**, Rise and Grind training is prepared to grow responsibly and make a lasting impact on the community.



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