



Are you ready to operate a profitable basketball business?

ABOUT BTS

Basketball Training Systems (BTS), anchored by its NBA players, provides “best of breed” youth basketball training, whether at one of our growing number of Licensee facilities or through our online Train Anywhere Anytime Program (TAAP), all powered by the most advanced athlete tracking technologies available on the market.

[Facility Build Out Video](#)

[BTS Website](#)



THE MARKET

According to a recent report by Leagueapps, approximately 25 million Americans play basketball, the majority of whom are youth. Basketball is the most commonly played sport in the United States.

According to FIBA, 450 million people play basketball worldwide, the majority of whom are young athletes.

Parents are willing to spend to advance their child's opportunities. Total spending on youth sports is estimated at over \$17 billion with the average annual cost of \$1,233.30

We provide best-of-breed training solutions and business systems to create a top-notch basketball training experience.

OUR PRODUCT/SERVICE

BTS is a youth basketball training company focused in three areas:

- A unique, cost-efficient, and replicable training **Facility Build-out Design** we have implemented around the US with a multitude of **business resources and world-class instruction** for effectively operating a youth basketball organization as well as an executive team to support success on our platform
- State-of-the-art **Performance and Shot Tracking Technologies** which can be implemented in any facility
- **Online Training** for use by your facility members.

We run facilities as well as license our systems to others that want to build their brand *powered by BTS*. In select circumstances, we will provide our services to existing facilities.



FACILITIES

We have leveraged our operational experience to design the optimal basketball training facility

- Smaller facilities allowing lower operating costs and a great customer experience
- Supported by a demographic analysis to determine the optimal location at the optimal price
- We outfit our facilities with the latest in basketball training technology



BTS BUSINESS SYSTEMS

Our innovative services, programs, and technology comprise the most comprehensive basketball business platform in the industry. In addition to an experienced executive team there to assure the success of our licensees, we provide a Resource Library with over 1500 documents to support facility operations.





REVENUE SOURCES



SKILLS & DRILLS CLASSES



3x3 LEAGUES



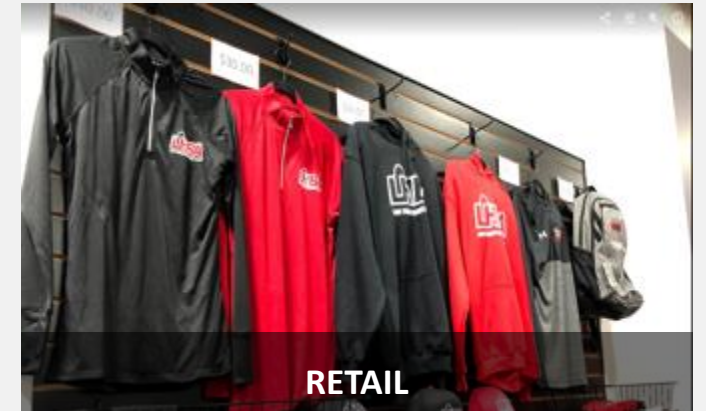
PRIVATE AND SMALL GROUP TRAINING



CAMPS & CLINICS



TEAM PLAY



RETAIL

LICENSEE TESTIMONIALS



“I founded BTS with the intention of creating a sustainable business model while fulfilling my passion of developing youth through basketball.”

- Larry Hughes



“Partnership with BTS has allowed me to leverage my personal brand to build a successful business in my hometown offering basketball training to youth in the area.”

- Chris Paul

“Working with the BTS team has been an exceptional experience that has combined basketball training with business systems of the highest caliber.”

- Bobby Jackson



PARENT AND ATHLETE TESTIMONIALS



FREQUENTLY ASKED QUESTIONS

Can I make a living running a youth basketball company?

Yes—like any good business it requires strong business systems, well-trained staff, and a supportive and encouraging environment—all of which are provided by BTS.

How much does it cost?

While substantially less than your average Franchise, you should plan on having at least \$50,000 to invest. If you are going to build out a new facility, you should expect to invest and/or borrow another \$200,000; however, a well-run facility pays that back quickly.

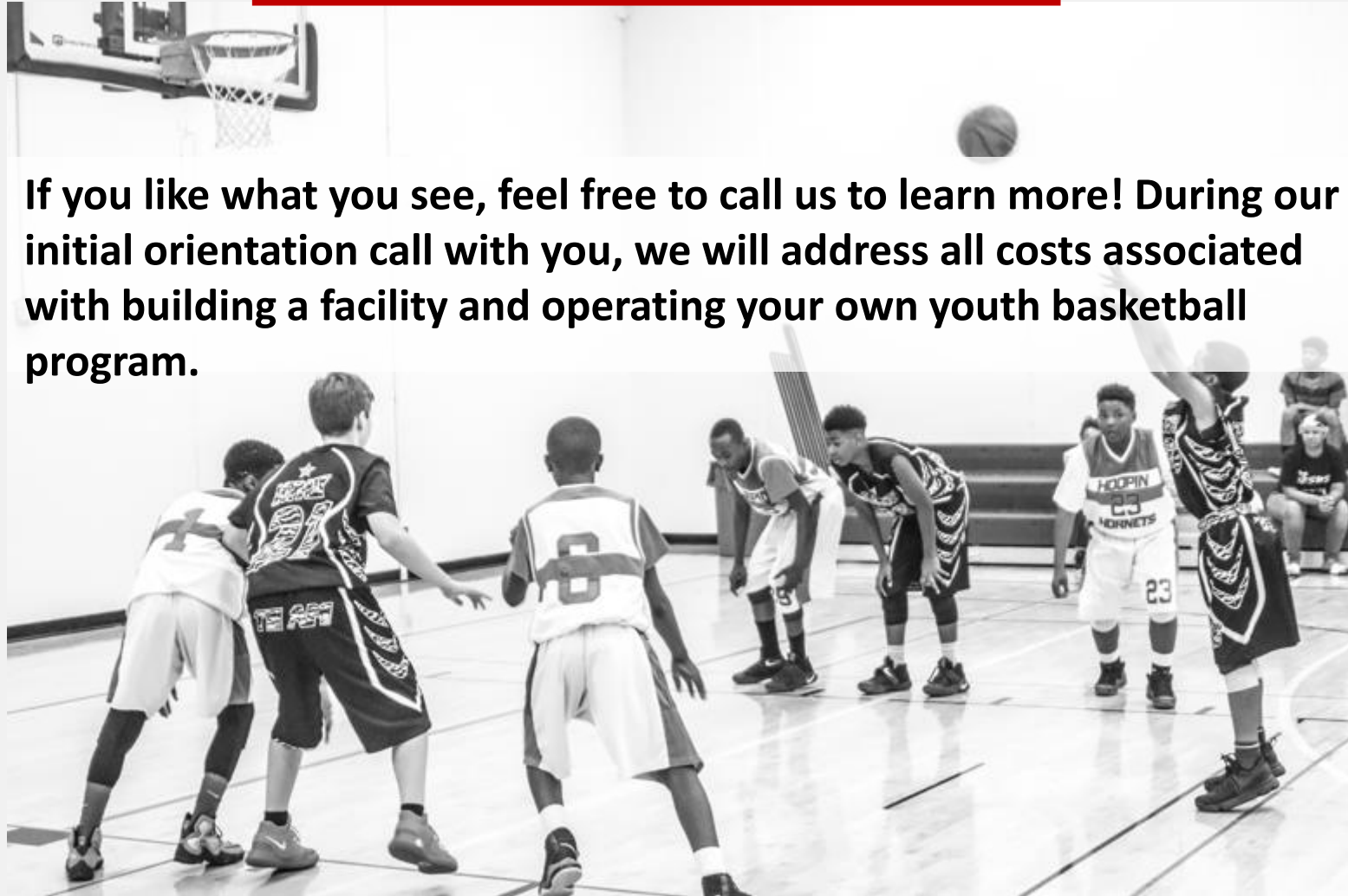
How do I find a location?

BTS has the experience to find the right location in a demographic that will set you up for success. We also help negotiate the lease and terms for landlord participation in the build-out costs.

How do I gain the business knowledge to successfully run my company?

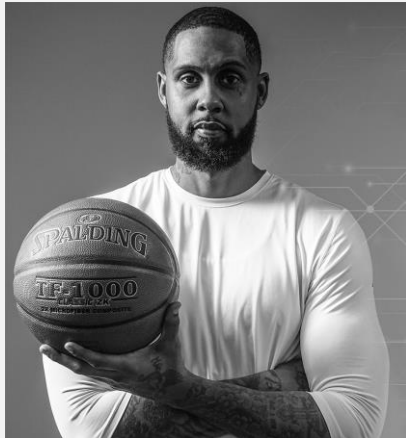
BTS is here to help you, help you hire and train your staff, and help you learn and use our systems to run your day-to-day operations. To support you, BTS has a searchable resource library with over 1,500 documents and videos to support you.

WHAT WILL THIS COST?



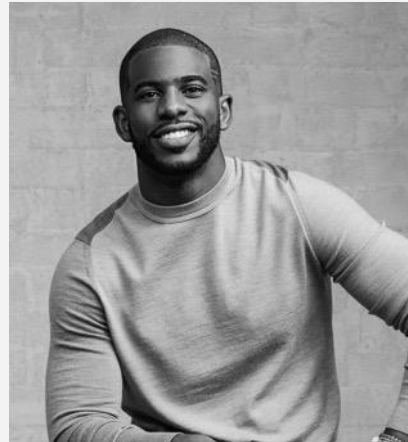
If you like what you see, feel free to call us to learn more! During our initial orientation call with you, we will address all costs associated with building a facility and operating your own youth basketball program.

POWERED BY PROS



LARRY HUGHES

Drafted by Philadelphia in the 1st round of the 1998 NBA Draft. Known for being a versatile guard with strong defensive abilities, Larry was selected to the 2004–05 NBA All-Defensive 1st Team. He led the league in steals per game with 2.89 in 2004–05.



CHRIS PAUL

Chosen as the 4th pick in the 2005 NBA draft, CP won Rookie of the Year honors, and the first of his 9 All Star Selections. Chris is a 4x NBA assist leader, 6x NBA steals leader, and an All-Star MVP in 2013. He is also a two-time gold medal winner with Team USA at both the 2008 and 2012 Olympics.



BOBBY JACKSON

Drafted by the Denver Nuggets in 1997, Bobby played most of his 12-year NBA career with the Sacramento Kings. He continues his career as a Player Development Coach for the Sacramento Kings. Bobby's coaching style and experience brings great value to BTS.

GUIDED BY EXPERIENCE



DAVID AUSTIN

President-David leads the team in facilities build out and operations. He has 25 years of experience in business operations, marketing and personnel management. His experience also includes product development, purchasing and small business solutions.



RICHARD CAMPBELL

CEO - Richard Campbell is the founder of New Amsterdam Group, a private asset management firm, which co-founded BTS. Richard has over 30 years of legal, investment banking and wealth management experience.



JOSIAH LAKE

Managing Director and leading force behind TAAP-After spending 11 years working for Nike, Brand Jordan, where he served as Global Director of Jordan Footwear, Josiah opened The Practice Facility (TPF) in Portland, OR. In 2017, TPF was expanded globally to China, creating a second location in partnership with Elite Basketball.



LAWRENCE BRYANT

VP Brand Manager and Licensee Marketing Director. LB is a NY Times award-winning photographer, who joined BTS to build strong and highly visible revenue-generating brands.

Driving engaging social media and other specific revenue-generating campaigns for our two lead Licensees: LHBA and CP3, LB was asked by our executive team to move up to BTS to apply that skill set across the entire platform.



CAROLINE ROLNIAK

VP-Project Development and Implementation –Caroline’s primary role is to assure the BTS systems are developed and implemented across the licensee platform. Caroline’s previous experience as a wall street analyst in equity research, also supports her active role as a critical thinker and analyst of new technologies for implementation on the platform.



DAVE CHAMBERLAIN

Shareholder/Active Advisor: Dave Chamberlain is the CEO of Kovars, and is a passionate business leader.

Dave has spent thirty years in leadership positions with companies such as IBM, Gateway, and Novell.



DAVE KOVAR

Shareholder/Active Advisor: Dave Kovar has earned 10 black belts in 10 Martial Arts disciplines, and is an internationally recognized sports and business trainer. Dave is the CTO of Kovars Systems, an internationally recognized business program (similar to BTS) used by over 300 martial arts schools.



Call, text, or email today for more information

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Thanks For Your Consideration

www.basketballtrainingsystems.com