

<p><b>Problem</b></p> <p>Early teens between 11 and 14 are highly image conscious. Self-esteem issues are common. These kids are embarking on discovering who they are. It is a critical period in life.</p> <p>The venue for this business is designed to help these early teenagers develop a positive self-image through sports and attire.</p>	<p><b>Solutions</b></p> <p>I need more explicit detail on the activities offerings and how the attire store will be designed and stocked.</p>	<p><b>Unique Value Propositions</b></p> <p>This business model is designed to help young teens through a critical period of self-discovery. The percentage of kids in this age group that excel in sports is very small. The majority of them are average athletes or non-athletic, and are thus shut out of the traditional sports for development arena.</p> <p>This model will encourage pre- and young teens to explore various kinds of physical activities that can be competitive but are focused instead on building a positive self-view through activities for which they have an interest/aptitude rather than on competition. Kids will discover abilities they have that are outside the traditional competitive sports arena. They will learn to develop their own standards for positive self-esteem.</p>	<p><b>Unfair Advantage</b></p> <p>This model will be completely unique within its market area. There are no other venues that offer this particular constellation of products/services for this age group.</p> <p>Its "difference" will be its strongest and most enticing feature for pre- and young teenagers.</p>	<p><b>Customer Segments</b></p> <p>children ages 11-14 middle income</p>
	<p><b>Key Metrics</b></p> <p>The ambiance of this venue will be its biggest appeal. This age group will be very comfortable in this environment that specifically caters to their interests and agendas.</p>		<p><b>Channels</b></p> <p>Advertise in social media &amp; KIDS magazine. Use SEO/PPC. Network with local schools, athletic groups, day care centers for kids and young adults, pre-and young teen groups, clubs and organizations.</p>	
<p><b>Cost Structure</b></p> <p>The initial 3 activity areas will be low cost as well as high appeal - most popular and economical activities to start. Revenues will be expected from attire store and snack bar. Both of these will be almost entirely keyed to the tastes of the target age group. The entire ambiance will cater specifically to its target age group.</p> <p>There will be "hang-out" areas for kid to just "hang out" - unstructured activity, interact with each other, music, etc.</p> <p>Expected start-up costs: \$20,000.</p>		<p><b>Revenue Streams</b></p> <p>Self-finance half of start-up costs. Secure outside financing for the remainder.</p> <p>Initial set-up will consist of 3 separate activity centers, a small attire shop and a snack bar. Each new customer will sign up. Each customer will receive 1 free visit for first 2 visits for their first month. Then they will receive 1 free visit for every 5 visits thereafter.</p>		