



FIELDHOUSE



NO
NO
NO
NO

Fieldhouse



The premier source to outfit your favorite teams, fans and organizations.



Opportunity

Business opportunity and targeted market areas within our community.

01



Financial Projections

Financial projections for business given different levels of income

04



Competitor Analysis

Local business competition and capabilities in the area.

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Business Structure / Investment

Review of investment and business structure.

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Key Metrics

Targeted metrics to score business performance

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Next Steps

Next actions needed to keep moving forward

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Business Opportunity



Owasso, then NE Oklahoma's premier team uniform, fan gear, and corporate apparel

Booster Clubs / Schools

Become the premier partner for Owasso School Districts - high school sports booster clubs, high school sports fan gear, and elementary event apparel. Expand to other districts from there.

Team Stores

Offer team stores for youth leagues and booster clubs to make offering apparel to the fans easy for the fans and the teams/organizations.



Youth League Uniforms

Become the premier partner for FOR youth sports, expanding to Collinsville / Skiatook / Sperry / Tulsa

Corporate Apparel

Target franchisors, manufacturing, and restaurants. Seeking to be the premier partner supplying employee shirts, uniforms, tradeshow merch/apparel.

Competitor Analysis

Key Competitors in the local market




Competitors	Midwest Sports	Promoz	Reach Clothing	Scoreboard
Team Sports Uniforms	✓	✗	✓	✓
Team Stores (Fans)	✗	✗	✓	✗
Screen Printing	✓	✓	✓	✓
Embroidery	✓	✓	✓	✓
Business	✗	✓	✓	✗
Comments	Leader in team uniforms and team equipment. Provides FOR FB Unis	Quality printer, not involved in team gear.	Collinsville printer, some team gear, mostly retail	Team uniforms, but poor quality and poor service.

Key Metrics

Target Metrics



Revenue – Year 1	Gross Margin	Revenue per FTE	Average Order Value	Orders Per Week
\$300,000	55%	\$122,000	\$1,000+	5.9
Revenue – Year 3	Gross Margin	Revenue per FTE	Average Order Value	Orders Per Week
\$1,000,000	55%	\$200,000	\$1,100+	17.5

Decreasing  Stable  Increasing 

Financial Projections

High Level financial projections at various levels of income

Revenue	\$	305,000	\$	500,000	\$	1,000,000	\$	1,500,000	\$	2,000,000	\$	2,500,000
Gross Margin (\$)	\$	152,500	\$	250,000	\$	500,000	\$	750,000	\$	1,000,000	\$	1,250,000
Gross Margin (%)		50%		50%		50%		50%		50%		50%
EBITDA (\$)	\$	(65,139)	\$	7,980	\$	80,808	\$	182,257	\$	271,752	\$	280,362
EBITDA (%)		-21%		2%		8%		12%		14%		11%
Employee FTE		2.5		3.0		5.0		7.5		10.0		13.0
Revenue/FTE	\$	122,000	\$	166,667	\$	200,000	\$	200,000	\$	200,000	\$	192,308
AOV Target	\$	1,000	\$	1,050	\$	1,100	\$	1,150	\$	1,200	\$	1,250
Annual Orders		305		476		909		1,304		1,667		2,000
Orders per Week		5.9		9.2		17.5		25.1		32.1		38.5

Financial Projections - BS/IS

	Projections					
	YR 1	YR 2	YR 3	YR 4	YR 5	YR 6
Balance Sheet						
Cash and Equivalents	49,403	35,696	74,360	112,472	127,479	69,997
Accounts Receivable	12,708	20,833	41,667	62,500	83,333	104,167
Inventory	3,000	4,918	9,836	14,754	19,672	24,590
Prepaid Expenses and Other WC Assets	1,250	2,049	4,098	6,148	8,197	10,246
Current Assets	66,361	63,497	129,961	195,874	238,682	208,999
Property Plant and Equipments	76,773	76,273	200,773	170,273	314,773	241,773
Intangible Assets	35,727	35,727	35,727	35,727	35,727	35,727
Non Current Assets	112,500	112,000	236,500	206,000	350,500	277,500
Total Assets	178,861	175,497	366,461	401,874	589,182	486,499
Accounts Payable	2,500	4,098	8,197	12,295	16,393	20,492
Accrued Expenses and Other	3,000	4,918	9,836	14,754	19,672	24,590
Other Current Liabilities	1,000	1,639	3,279	4,918	6,557	8,197
Total Current Liabilities	6,500	10,656	21,311	31,967	42,623	53,279
Revolver	0	0	0	0	0	0
Long Term Debt	0	0	150,000	120,000	290,000	217,500
Other Liabilities	0	0	0	0	0	0
Total Liabilities	6,500	10,656	171,311	151,967	332,623	270,779
Common Stock and APIC	250,000	250,000	250,000	250,000	250,000	250,000
Treasury Stock	0	0	0	0	0	0
Other Comprehensive Income	0	0	0	0	0	0
Retained Earnings	(77,639)	(85,159)	(54,851)	(93)	6,559	(34,279)
Total Equity	172,361	164,841	195,149	249,907	256,559	215,721
Total Liabilities and Equity	178,861	175,497	366,461	401,874	589,182	486,499
Total Assets	178,861	175,497	366,461	401,874	589,182	486,499

	Projections					
	YR 1	YR 2	YR 3	YR 4	YR 5	YR 6
Income Statement						
Revenue	305,000	500,000	1,000,000	1,500,000	2,000,000	2,500,000
Cost of Goods Sold	(152,500)	(250,000)	(500,000)	(750,000)	(1,000,000)	(1,250,000)
Operating Expenses	(230,139)	(257,520)	(469,692)	(623,243)	(833,748)	(1,067,638)
Operating Profit	(77,639)	(7,520)	30,308	126,757	166,252	182,362
Interest Income	0	0	0	0	0	0
Interest Expense	0	0	0	(12,000)	(9,600)	(23,200)
Pretax Profit	(77,639)	(7,520)	30,308	114,757	156,652	159,162
Tax Expense	0	0	0	0	0	0
Net Income	(77,639)	(7,520)	30,308	114,757	156,652	159,162
EBITDA Addbacks						
Interest	0	0	0	12,000	9,600	23,200
Depreciation	12,500	15,500	50,500	55,500	105,500	98,000
Total EBITDA Addbacks	12,500	15,500	50,500	67,500	115,100	121,200
EBITDA	(65,139)	7,980	80,808	182,257	271,752	280,362
EBITDA %	-21%	2%	8%	12%	14%	11%

Revenue Thresholds and Investments Required =

\$500,000	\$	Represents estimated break-even revenue for the new business. Assumes 3 employees including manager (RM). Two employees in production + manager/customer service/sales
\$1,000,000	\$	At 1M in revenue, investment will be required in an additional press, a larger conveyer dryer, and some screen room automation (~\$175k), additionally, will need to move to ~6,000sf facility to accommodate 2 automatic presses and retail area. Total employees at \$1M would be 5, 3 production, 1 admin, and 1 manager. At \$1M, profit splits can begin.
\$2,000,000	\$	At 2M in revenue, investment will be required to update original automatic press, and likely increase capacity in embroidery and or heat application – estimated cost \$250k. Total employees at \$2M would be 10, 5 production, 4 sales/admin, 1 manager. Estimated profit splits at \$2M in revenue would be \$100-150k/yr.
\$2,500,000	\$	At \$2.5M in revenue, the main investment will be in personnel. An additional layer or management would be added – likely production manager. The increase in personnel cost will impact EBITDA/Sales %, but provide additional scalability. Estimated profit splits at \$2.5M in revenue would be \$150-200k/yr.

Business Structure

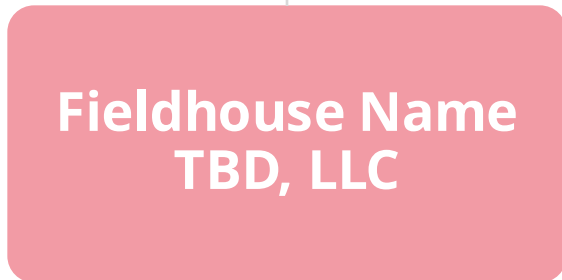


Step 1

New entity created as subsidiary of Southern Trademark, LLC



Investment in new entity consists of specific business assets and equipment – value of investment - \$125,000



Step 2

Entity owned by Ray Adcock invests and becomes member of Fieldhouse Name TBD, LLC



Investment in new entity consists of operating capital in the amount of \$125,000



Assets Investment

Book value and Investment Value of Southern Trademark Investment into new venture

	12/31/23	
<u>Equipment</u>	<u>Book Value</u>	<u>Investment</u>
Total Screen Printing Equipment	55,250	65,000
Embroidery Machines / Software	32,634	38,885
Computer / TV / Power Supply	-	1,250
Hat Heat Press	1,389	1,810
Heat Presses	-	2,000
Macbook Pro	-	2,500
Monitors / Table / Office Equipment	-	750
Printer - Transparencies	-	300
Racking / Shelving	-	3,500
Blanks / Inks / Thread	-	4,000
Other	-	1,000
Total FF&E	<u>89,273</u>	<u>120,995</u>

	12/31/23	
<u>Set up Investment</u>	<u>Book Value</u>	<u>Investment</u>
Air Line	-	250
HVAC Work	-	750
Electrical Work	-	2,230
Other Materials/Construction	-	775
Total Setup Investment	<u>-</u>	<u>4,005</u>
Total Investment in Equipment/Setup	<u>89,273</u>	<u>125,000</u>

Next Steps

Action	Due Date	Responsible	Status
Connect Rob with Brandon (CPA) to review cost of creating subsidiary and transferring assets to new business.	10/31/24	Ray	Not Started
Review existing operating agreement with CBA for example (if agreeable)	10/31/24	Ray/Rob	Not Started
Agree to investment/asset listing and rough business plan	10/31/24	Ray/Rob	Not Started
Create subsidiary entity for Southern Trademark w/ help from Brandon	11/30/24	Rob	Not Started
Operating Agreement for new business	11/30/24	Rob	Not Started
Investment in new business (before lease signed)	1/1/25	Ray	Not Started
Identify space, sign lease	1/1/25	Rob/Ray	Engaged Bob
List home for sale	11/25/24	Rob	Prepping to list
Provide notice to Orizon - 6-weeks	12/20/24	Rob	Not Started
Full time in new business - Rob	1/31/25	Rob	Not Started