



ABBREVIATED BUSINESS

PLAN

PETER TANKSLEY

8/4/2011

TABLE OF CONTENTS

INTRODUCTION.....	3
VISION, MISSION, AND VALUES.....	4
FUNDING PLAN.....	5-7
SETUP PLAN.....	8-10
MARKETING PLAN.....	11-13
GANTT CHART.....	14-15
EXPENSE BUDGET.....	16
CASH POSITION.....	17

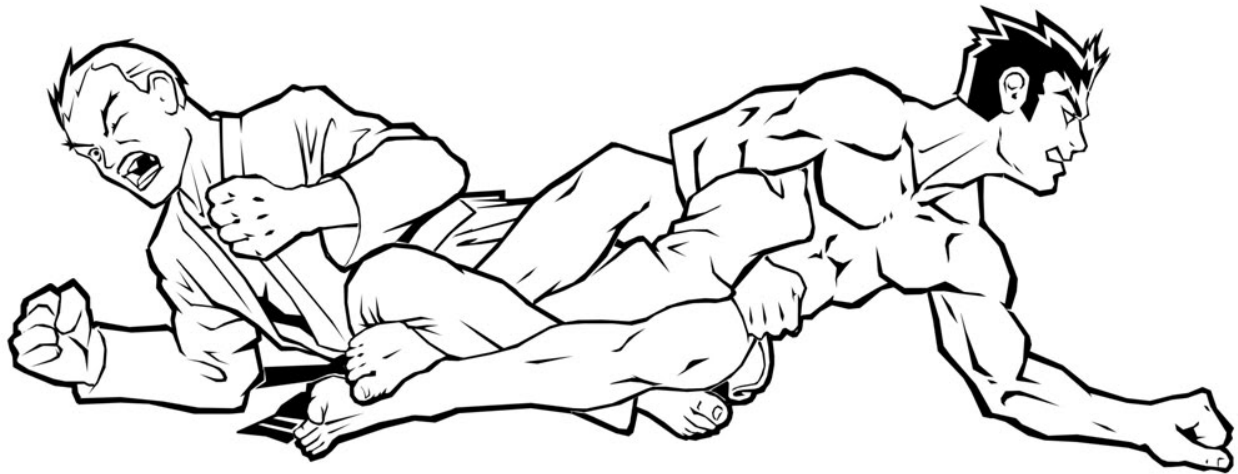


Figure 1. Lockflow Logo, Lockflow.com, Bellingham, Washington, 2010.

INTRODUCTION

This is an abbreviated business plan for Phoenix MMA, intended to attract investment. Phoenix MMA is an MMA (Mixed Martial Arts) gym in the North Dallas area. MMA, as the name implies, is a hybrid of many different martial forms. These forms include: Brazilian Jiu-Jitsu, Muay Thai, kickboxing, wrestling, and traditional boxing.

Along with the generic combination of forms, a feature of Phoenix MMA will be that instruction in several other forms will be offered as well. These added forms include Sambo (the Russian counterpart to Brazilian Jiu-Jitsu), Judo, and weight training/conditioning for competitors. The added benefit of this training is a versatility that gives the students a significant edge in competition and on the street.

***"WE DO NOT RISE TO THE LEVEL OF OUR
EXPECTATIONS; WE FALL TO THE LEVEL OF OUR
TRAINING."***

-ARCHILOCHUS-

VISION, MISSION, AND VALUES

INTRODUCTION

Following is a vision, mission, and values statement for Phoenix MMA. The vision is where we hope to be in five years, the mission is how we plan to realize our goals, and the values are the tools we will use to achieve them.

VISION

Within the next five years, we will see Phoenix MMA rise to become the premier MMA gym in Texas. This five-year vision is bold, fitting, and well within the grasp of an organization of our caliber. We will offer the best, most versatile, and highest quality training in Texas. This training will be for athletes and families alike, as our facilities will be family-oriented. Our facilities will range across the Metroplex, and our affiliates across the state and the nation. Our team of employees and coaches will be highly trained and exceedingly enthusiastic about serving our students. We will gain the respect of other MMA gyms because of the high level of our competitors and our openness towards collaboration. Finally, our success and overall sales will lend us the profit required to consistently offer the highest quality training opportunities for our students.

MISSION

In order to realize this five-year vision, we at Phoenix MMA must consistently provide the best service possible. Our instructors must master the art of efficient and personalized training for every student. Every member of the team should be professional and friendly to students at all times. Striving to encourage and push our students to achieve their potential should always be our primary goal. Lastly, we should seek to consistently provide the best family-oriented and team-based experience possible.

VALUES

The values we espouse at Phoenix MMA are simple, yet vital to our success. ***When our students win, we win.*** The success of our gym will be measured by the accomplishments and satisfaction of our students. We will cater to our student's specific goals, whether they are competition, self-defense, or fitness- and wellness-oriented. ***We are a family-oriented organization.*** Everyone at Phoenix MMA is a member of a family, and the employees of our gym are a valued part of that family. We will take a personal interest in making sure our employees are happy and healthy as they seek to serve our students.



Figure 2. Flying Knee, SuperAction, Las Vegas, Nevada, 2011

FUNDING PLAN

INTRODUCTION

Following is a list of necessary items for the obtaining and managing of funding for Phoenix MMA.

TO-DO LIST

1. Hire a consultant

A consultant will be needed for the process of securing funding. Both senior partners will be involved in selecting the services of a consultant. This process should take approximately one week and cost a commission of three thousand dollars upon the consultant's successful completion of his duties.

2. Locate capital firms

The locating and researching of capital firms must be completed to begin the process of obtaining funding. This will be a duty of the hired consultant. This process should take one week and add no additional cost to the consultant's overall commission.

3. Prepare business plan

A business plan will need to be prepared for presentation to the capital firms selected by the consultant. The senior advertising partner will write the business plan. The writing of the business plan will take approximately one week and cost one thousand dollars for time spent.

4. Call firms to setup meetings

Meetings will need to be arranged with the capital firms to present the business plan. The consultant will be in charge of arranging the meetings with the firms. The scheduling of the meetings should take two days and add no charge to the consultant's commission.

5. Present business plan

The business plan will need to be presented to the capital firms for their consideration. The senior advertising partner will present the business plan at the meetings. These meetings with different firms will be spaced throughout the course of a month and will cost one thousand dollars for preparation and time spent presenting.

6. Negotiate loans

After the initial meetings, loans will need to be negotiated with the capital firms. The consultant and the senior advertising partner will complete negotiations with the firms to secure loans. The process of negotiating the best loans will take approximately one month and cost one thousand dollars in time spent.

7. Contract with firms

After firms have been chosen and negotiations have been brought to a close, final contracts must be signed for the loans. These contracts must be signed by both of the senior partners. This process of collecting contracts and signing them will take no longer than one week, and cost one thousand dollars in time spent.

8. Open accounts for capital

Having secured loans from capital firms, investment and checking accounts will need to be opened to hold the capital. The senior advertising partner and the consultant will complete the process of finding optimal accounts and opening them. The time needed for this will be no longer than two weeks and will cost one thousand dollars in time spent.

9. Hire CPA

A CPA (Certified Public Accountant) will need to be hired for tax purposes. The CPA will be recruited and hired by the senior advertising partner. This process will take no more than three days and cost five hundred dollars in time spent.

10. Develop purchasing procedures

Documents describing purchasing procedures will need to be created. Both senior partners and the consultant will work to create these documents. This process should take two weeks and cost two thousand dollars for time spent.

11. Develop payroll procedures

Documents describing payrolls and the procedures thereof will need to be created. Both senior partners and the CPA will work to create these documents. This process should take approximately two weeks and cost two thousand dollars.

12. Research tax laws in Texas

Tax laws, as regards corporations, will need to be researched. The CPA will do this research. This process will take approximately two days and cost four hundred dollars in time spent.

13. Put together tax forms

Tax forms for the company and a template for future tax forms will need to be drafted up. The CPA will complete these documents and create the template. This process should take two weeks and cost four thousand dollars in time spent.

14. Develop initial budget

A budget for the first year of operation of the facility will need to be created. Both senior partners and the CPA will work to create this budget. This process will take approximately one week and cost three thousand dollars in time spent.

15. Determine profit-handling procedures

Documents determining the procedures for the allocation of profit will need to be created. The senior partners and CPA will work to create the profit-handling document. This process should take approximately one week and cost two thousand dollars in time spent.



Figure 3. Triangle, SuperAction, Las Vegas, Nevada, 2011.

SETUP PLAN

INTRODUCTION

Following is a list of necessary items for the setup and operation of the facilities of Phoenix MMA.

TO-DO LIST

1. Find real estate agent

A real estate agent will be needed to locate potential locations for our facility. The senior advertising partner will recruit and hire the real estate agent. This process will take one week and cost four hundred dollars in time spent.

2. Tour potential properties

The potential properties will need to be located and shown to the senior partners. The real estate agent will take on the task of finding and showing properties. The finding and showing of locations will take a month and cost two thousand dollars.

3. Negotiate lease

After the senior partners have selected a location, a lease will need to be negotiated. The real estate agent will handle the negotiations for the lease. This process will take two weeks and cost one thousand dollars in time spent.

4. Hire contractors

A few contractors will be needed to make changes to the facility as senior partners see fit. The senior instructing partner will see to the finding and hiring of the contractors needed. This process will take approximately one week and cost five hundred dollars in time spent.

5. Remodel facilities

The facilities will need to be remodeled and made ready for operation. The contractors will do all of the remodeling under the direction of the senior partners. This will take three weeks and cost five thousand dollars for labor.

6. Buy furniture

Furniture for the front desk and the gym will need to be ordered before operations can commence. The senior instructing partner will take care of the ordering of furniture for the front desk and gym. This task will take two weeks and cost fifteen thousand dollars.

7. Arrange facility

The arranging and installing of furniture will take place after remodeling is completed. The contractors will complete these tasks under the guidance of the senior instructing partner. This will take one week and cost two thousand dollars.

8. Develop facility code

A document describing the code of procedures for facility operation will be written. Both senior partners will be involved in the writing of the document. This process will take one week and cost one thousand dollars in time spent.

9. Hire employees and coaches

Coaches and front desk employees of sufficient experience will need to be hired. The senior instructing partner will be in charge of interviewing and hiring. This process will take two months and cost one thousand dollars in time spent.

10. Train employees

Employees and coaches will need to be trained in the code of procedures for facility operation. The senior instructing partner will train all employees in code and personal responsibilities. This will take one week and cost one thousand dollars in time spent.

11. Purchase training gear

Gear and equipment used for teaching must be ordered before operation can commence. The senior instructing partner will take suggestions from coaches and make all orders. This process will take one week and cost five thousand dollars.

12. Hire legal consultant

A legal consultant will need to be recruited and hired. The senior advertising part will be in charge of finding and hiring a legal consultant. This will take one week and cost five hundred dollars in time spent.

13. Write student contracts and waivers

Terms for student contracts and waivers must be put into official written form. The senior partners and the legal consultant will all be involved in the writing of the contracts and waivers. This process will take two weeks and cost three thousand dollars in time spent.

14. Contract with credit card payment company

An intermediate payment company in charge of handling credit card payments will need to be found and contracted with. The senior advertising partner will find and contract with a company. This process will take two weeks and cost one thousand dollars in time spent.

15. Secure insurance policy

An insurance policy will be needed to cover the school from training liabilities. The senior instructing partner will be in charge of negotiating and signing a policy. This process will take two weeks and cost two thousand dollars in time spent.



Figure 4. Guillotine, SuperAction, Las Vegas, Nevada, 2011.

MARKETING PLAN

INTRODUCTION

The market needs for MMA in Texas have risen exponentially in the last ten years. Needs for MMA schools that offer classes for children and adults are higher than ever. Phoenix MMA will predominately cater to middle aged to young adult males, either married or unmarried, and at any experience level. These men will be of average to above average financial status, and will be looking for a clean facility that offers good, moderately priced MMA training. Families seeking group children's classes will also be a large part of the makeup of our student base.

The training at Phoenix MMA will be of the highest quality and will cover more than a generic MMA training regimen. This added training will appeal to those students who look to take training seriously and/or compete. Classes will be offered mornings and evenings every day of the week, with open mat on Saturdays. This large amount of class options offers students of any schedule a chance to get the most out of their training experience.

Finally, the reputation of Phoenix MMA will be one of respect. We will gain the respect of other MMA gyms because of the high level of our competitors and our openness towards collaboration. The students training at Phoenix MMA will have a sense of unity with their fellow team members. The family-oriented and team-based experience will solidify our students into a single cohesive unit, constantly working together for the betterment of the family.

Here follows a to-do list outlining what must be done to properly advertise and make known the presence of Phoenix MMA to potential students.



Figure 5. RNC, SuperAction, Las Vegas, Nevada, 2011.

TO-DO LIST

1. Hire advertising assistant

The senior advertising partner will require an assistant to complete his duties. The senior advertising partner will be in charge of interviewing and hiring an assistant. This process will take two weeks and cost one thousand dollars in time spent

2. Hire ad agency

An ad agency will need to be hired to develop an advertising campaign for the gym. The senior advertising partner and his assistant will be in charge of hiring the agency. This will take two weeks and cost three thousand dollars in time spent.

3. Hire graphic artist

A graphic artist will be hired in order to design the company logo and themes. The senior advertising partner and his assistant will be in charge of finding and hiring the artist. This process will take approximately two weeks and cost one thousand dollars.

4. Negotiate with radio stations

Radio commercials will be employed to advertise and will need to be negotiated with for commercial time. The senior advertising partner will be in charge of negotiating. This will take approximately one week and cost two thousand dollars.

5. Negotiate with television stations

Television commercials will be employed to advertise and will need to be negotiated with for commercial time. The senior advertising partner will be in charge of negotiating. This will take approximately two weeks and cost four thousand dollars.

6. Contract for signage

Local billboards will be contracted for to use for advertisement. The senior advertising partner's assistant will be in charge of contracting for signage. This will take two weeks and cost three thousand dollars.

7. Set up YouTube channel

A channel on YouTube showing and promoting our MMA program and facilities will be made. The senior instructing partner will be in charge of designing the channel, making videos, and posting. This process will take one week and cost three hundred dollars in time spent.

8. Setup up Facebook business profile

A business profile on Facebook will need to be created. The senior instructing partner will make the profile and post information and photos of the gym. This will take two days and will cost one hundred dollars in time spent.

9. Hire web designer

A web designer will need to be hired to create a homepage for the gym. The senior advertising partner will be in charge of finding and hiring the web designer. This process will take one week and cost one thousand dollars.

10. Setup website

A homepage with information about the gym will need to be made. The web designer will make the website and design its theme. This process will take two weeks and cost one thousand dollars.

11. Hire webmaster

A webmaster will need to be hired to maintain the website. The senior instructing partner will be in charge of recruiting and hiring the webmaster. This will take one week and cost five hundred dollars.

12. Hire photographer

A photographer will be needed to photograph the gym and the coaches for the website. The senior advertising partner will be in charge of finding and hiring a photographer. This process should take two weeks and cost five hundred dollars.

13. Pay for vehicle advertisement

A company will need to be contracted to paint the vehicle of the senior instructing partner with advertisements. The senior instructing partner will be in charge of finding a company with this service. This should take three weeks and cost five thousand dollars.

14. Print flyers, posters, and business cards

A company will need to be contracted to print flyer, posters, and business cards for the gym. The senior advertising partner will be in charge of finding and contracting a company. This will take one week and cost five hundred dollars.

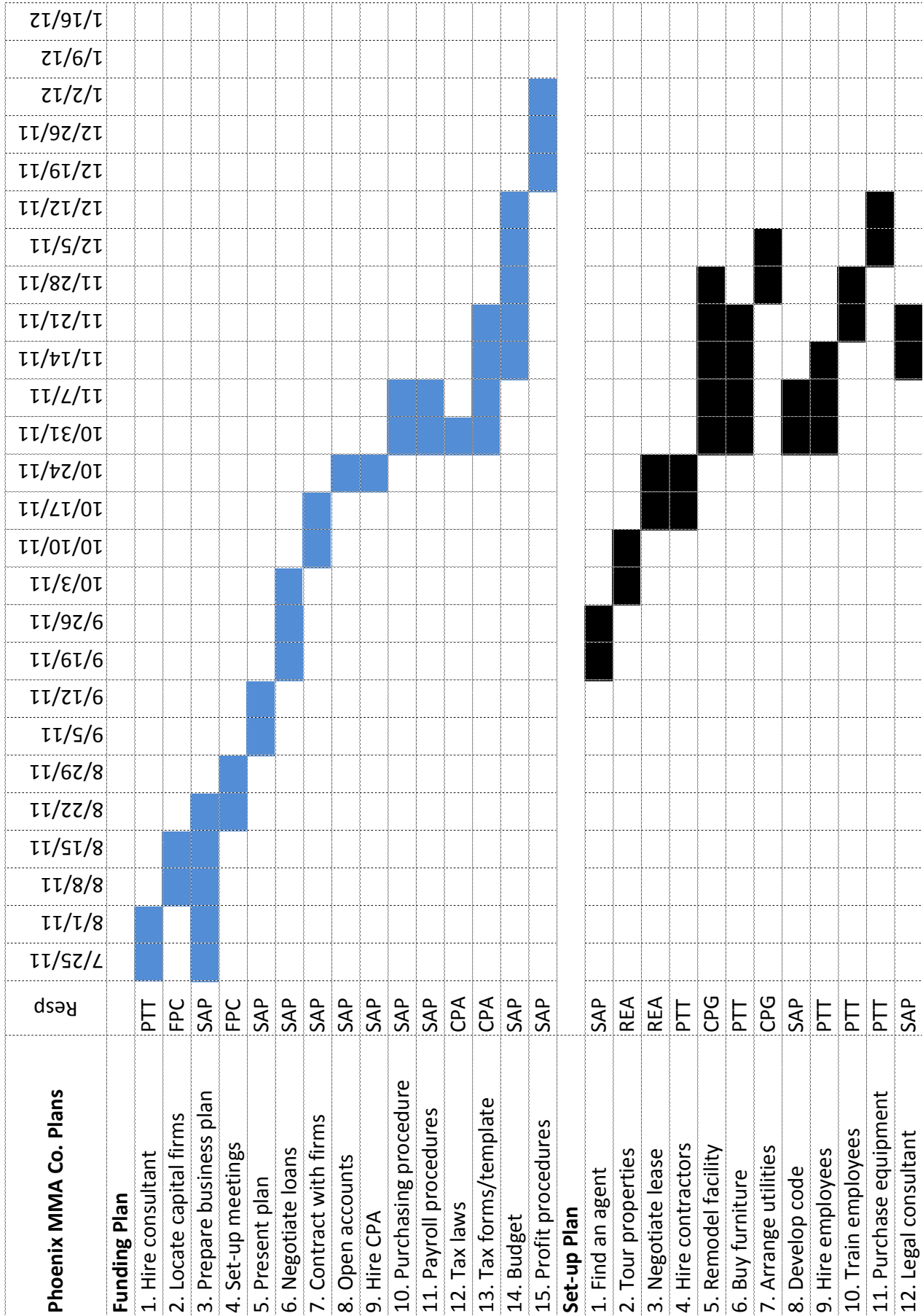
15. Host informational booth

An informational booth will be set up at local malls to help raise awareness of the gym. The senior instructing partner will set up and man these booths. This will only be on the weekends, last the two months leading up to the opening of the gym, and cost five hundred dollars in time spent.



Figure 6. BJJ: No Holds Barred, SuperAction, Las Vegas, Nevada, 2011.

Plans Report - Gantt Chart



Plans Report - Gantt Chart

Task	Resource	7/25/11	8/1/11	8/8/11	8/15/11	8/22/11	8/29/11	9/5/11	9/12/11	9/19/11	9/26/11	10/3/11	10/10/11	10/17/11	10/24/11	10/31/11	11/7/11	11/14/11	11/21/11	11/28/11	12/5/11	12/12/11	12/19/11	12/26/11	1/2/12	1/9/12	1/16/12	
Phoenix MMA Co. Plans	Resp																											
13. Student contract/waivers	LCG																											
14. Contract credit co.	SAP																											
15. Insurance policy	PTT																											
Marketing Plan																												
1. Hire consultant	SAP																											
2. Hire ad agency	SAP																											
3. Hire graphic artist	SAP																											
4. Negotiate - radio stations	SAP																											
5. Negotiate - television	SAP																											
6. Contract signage	AAG																											
7. Setup Youtube channel	PTT																											
8. Setup facebook profile	PTT																											
9. Hire web designer	SAP																											
10. Setup website	WDG																											
11. Hire webmaster	PTT																											
12. Hire photographer	SAP																											
13. Vehicle advertisement	PTT																											
14. Flyers, posters, and cards	SAP																											
15. Booth at mall	PTT																											

Expense Budget

Peter Tanksley

Expense Budget	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD
Advertising	3000	3000	3000	5000	5000	5000	5000	3000	2000	2000	4000	5000	45000
Web Maintenance	150	150	150	150	150	150	150	150	150	150	150	150	1800
Affiliation	100	100	100	100	100	100	100	100	100	100	100	100	1200
Newsletter	100	100	100	100	100	100	100	100	100	100	100	100	1200
Seminar Fees	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	18000
Accounting	500	500	500	500	500	500	500	500	500	500	500	500	6000
Consulting	500	500	500	0	0	0	0	0	0	500	500	500	3000
Legal	300	300	300	0	0	0	0	0	300	400	400	500	2500
Payroll	12000	12000	12000	12000	12000	12000	12000	12000	12000	12000	12000	12500	144500
Payroll Taxes	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2700	24700
Insurance	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1500	12500
Office Supplies	200	200	200	200	200	200	200	200	200	200	200	200	2400
Rent	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
Repair and Maint.	0	0	0	0	200	0	300	0	200	200	200	300	1400
Telephone	450	450	450	450	450	450	450	450	450	450	450	450	5400
Utilities	700	700	700	700	700	700	700	700	700	700	700	700	8400
Janitorial	400	400	400	400	400	400	400	400	400	400	400	400	4800
Vending Supplies	500	500	500	500	500	500	500	500	500	500	500	500	6000
Interest	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
Totals	25400	25400	25400	26600	26800	26600	26900	24600	24100	24700	26700	29600	312800

Cash Position

Peter Tanksley

Cash Position	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	YTD
Cash In													
Initial Funding	500000	0	0	0	0	0	0	0	0	0	0	0	0 500000
Sales	0	1000	1500	1500	2300	2500	2900	3000	3500	3500	5000	5500	32200
Total Cash In	500000	1000	1500	1500	2300	2500	2900	3000	3500	3500	5000	5500	532200
Cash Out													
Start-Up Costs	20000	20000	20000	20000	0	0	0	0	0	0	0	0	0 60000
Service Costs	12000	12000	12000	12000	12000	12000	12000	12000	12000	12000	12000	12000	144000
Marketing	3000	3000	3000	3000	5000	5000	5000	3000	2000	2000	4000	5000	45000
Fixed Costs	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	60000
Principal Payments	7500	7500	7500	7500	7500	7500	7500	7500	7500	7500	7500	7500	90000
Total Cash Out	47500	47500	47500	47500	29500	29500	29500	27500	26500	26500	28500	29500	399000
Inflows-Outflows	452500	-46500	-46000	-28000	-27200	-27000	-26600	-24500	-23000	-23000	-23500	-24000	133200
Cumulative	452500	406000	360000	332000	359200	332200	305600	281100	258100	235100	211600	187600	320800