

FRANCHISE INFORMATION REPORT



Table of Contents

Introduction	3
The Revenue Model.....	4
Why Customers Choose i9 Sports®	8
The Labor Model.....	11
The Benefits of Our Business.....	14
Next Steps.....	21

i9 Sports®: How the Business Works

■ Introduction

i9 Sports® is the nation's first and largest youth sports league franchise opportunity, more than 225 franchise locations operating nationwide. Founder Frank Fiume created the company to provide an alternative to community youth sports leagues through a well-defined customer experience that focuses on fun for the kids and convenience for the parents.



Our name “i9 Sports®” was chosen to symbolize nine key differences in our approach to youth sports. We are:

- Imaginative
- Innovative
- Interactive
- Integrity-driven
- Impassioned
- Inspirational
- Instructional
- Insightful
- Inclusive

i9 literally means “i” to the 9th power!

For kids, i9 Sports® offers a fun and safe environment to enjoy their favorite sports with their friends. We emphasize age-appropriate instruction that teaches the fundamentals of each sport and the value of good sportsmanship. We keep things competitive enough to help kids learn new skills and improve their game, without sacrificing the fun factor.

For parents, i9 Sports® offers a highly organized program and convenient schedule that won't consume their family's life. We focus on providing exceptional communication and a consistent, professional experience that is head and shoulders above other programs.

For franchise owners, i9 Sports® offers a strong, proven business model with multiple revenue streams and rare advantages. Our industry has steady and perpetual demand regardless of the economy. Our franchise is affordable to start, has low overhead and is inexpensive to scale, thanks to our work-from-home setup, volunteer and part-time staffing model and cost-effective, geo-targeted local marketing strategy.



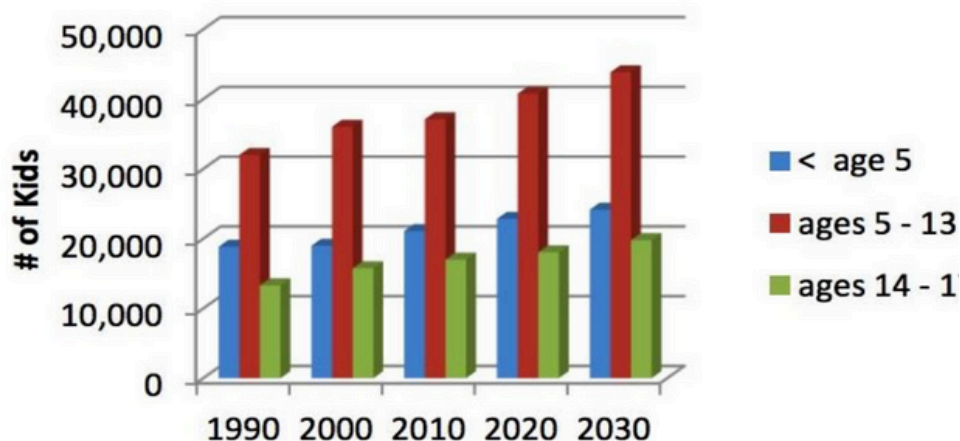
The Revenue Model

i9 Sports® has created a low-cost, home-based business model that can generate substantial revenue for franchise owners while keeping overhead expenses down. Owners access multiple revenue streams, including registration fees, sponsorships, concessions and merchandise.

For two decades, franchisees have used our training, technology, business systems and expertise to build profitable, sustainable businesses that they can be proud of.

Strong and Consistent Demand

U.S. Youth Population Trends*
in thousands



*U.S Census Bureau: P25-1104,NP 2008-T2

Youth sports is a huge business, with more than 60 million participants annually in the U.S., [according to a study by the National Institutes of Health](#). Regardless of the economy, sports are among the few things with evergreen popularity with kids and teenagers. The chance to hang out with friends, be active and have fun has universal appeal and serves a core need in the community. That's how i9 Sports® has stayed relevant for two decades and plans to stay relevant way into the foreseeable future.

Because parents view youth sports as a necessity rather than a luxury, our model has performed well in both challenging and healthy economic conditions. When times are good, parents invest more into their kids. Even when families are cutting back, they still want to provide the best for their kids, and i9 Sports provides an affordable service that makes their kids' lives better.

i9 Sports® franchisees fill an important niche in the market by offering parents a more convenient option and a superior customer experience compared to park district and travel leagues. We offer kids a mix of instruction, healthy competition and fun. i9 Sports® owners treat their customers with the care and attention they deserve, and that helps us stand out and grab market share.

■ How We Attract New Customers

For new owners, marketing and customer acquisition are among your first and most important roles. An outgoing personality and strong marketing skills are major assets, but our training and business coaching programs can help you learn sales skills as long as you're willing to put in the work.

We have developed a Marketing Game Plan to help guide your efforts, which start by building brand awareness. Networking, in-person events, digital and guerrilla marketing tactics help you connect with your community and get people to sign up for your leagues. We provide timetested templates and marketing plans for flyers, postcards, presentations, cross-promotions with local businesses, search engine marketing, social media and more.

We also help you follow up to make the sale. While many of your customers will be ready to sign up immediately, others might need a little time to decide. If a customer's not ready to register right away, you can get them to sign up as a member, so they'll receive email messages that keep i9 Sports® top of mind for them and helps you get a registration.

The most effective marketing involves delivering the right message to the right audience, and that's something we excel at. Our marketing focuses on moms, because research from Greenfield Online shows that they control 85% of household spending and are the primary decision makers regarding youth sports. We'll teach you how to be where moms and kids are – schools, day care centers, sporting goods stores, quick-serve restaurants and more. Moms are also very active on social media, so we've developed targeted digital marketing strategies for these powerful platforms.

■ Referrals, Customer Retention and Repeat Business

Word-of-mouth is critical for your business, and it's one of i9 Sports® biggest strengths. We create raving fans, and nothing builds trust for a new customer more quickly than a positive referral from a friend. When parents and their kids have a wonderful experience with you, they'll talk about it at play dates and school events, encouraging their friends to sign up their own kids so they can enjoy this great experience together.

i9 Sports® franchisees enjoy high customer retention. By providing a positive first experience, parents enroll their kids in multiple sports, over multiple years, creating strong recurring revenue for franchisees and at the same time reducing marketing costs as they are already customers. Our Marketing Game Plan includes tools you can use to boost renewal registrations and encourage customers to try new sports.

■ Multiple Sports, Multiple Revenue Streams

With our business model, franchisees offer multiple sports, camps and clinics that span the entire year. Offering multiple sports helps you generate more revenue while tapping into existing efficiencies through relationships you've already built with staff, members of the community, other businesses and the owners of your venues.

Each territory is designed to accommodate multiple venues, based on the density of families in our target demographics. Our franchisees offer today's most popular sports, such as flag football, soccer, basketball, baseball, lacrosse and volleyball – at multiple venues, year-round. Our Franchisees typically run 7 week recurring seasons throughout the year.



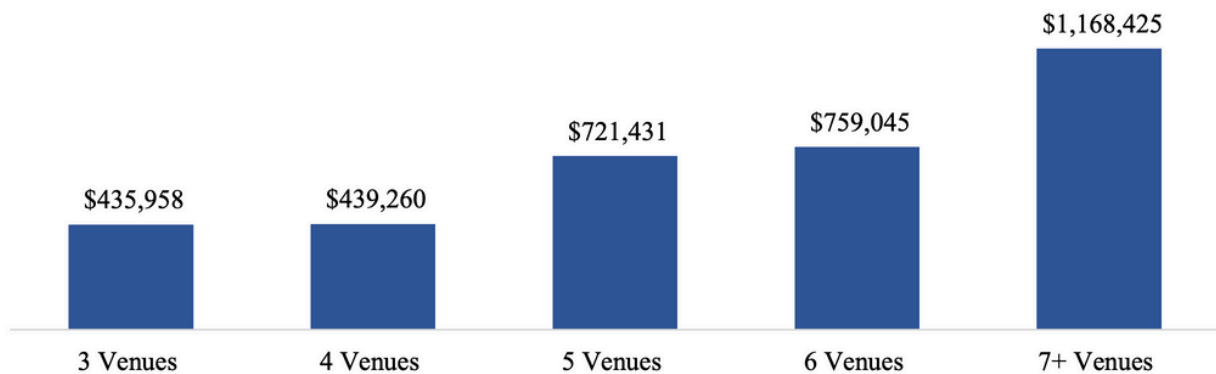
■ Strong Customer Lifetime Value

Our business model doesn't just create occasional repeat revenue; it's built on predictable recurring revenue that can stretch for years. We refer to a potential "12-Year Lifetime Value" for our customers, since we offer leagues from ages 3-14 (and sometimes take registrations up to age 17). This means potentially up to 12 years of recurring revenue for each kid our franchisees service, and the average American family has two children or more.

Recurring revenue, repeat business and strong word-of-mouth referrals make i9 Sports® sustainable and scalable. Customer satisfaction is a key indicator of customer retention, and our superior customer experience creates strong brand loyalty and passionate fans among your customers.

■ Financial Performance

Below is a chart from our 2023 Franchise Disclosure Document (FDD) that details Average Registration Revenue by Number of Venues Operated for Covered Units during the Measurement Period (January 1, 2023 to December 31, 2023)



Registration Revenue					
	3 Venues ⁽¹⁾	4 Venues ⁽²⁾	5 Venues ⁽³⁾	6 Venues ⁽⁴⁾	7+ Venues ⁽⁵⁾
Average	\$ 435,958	\$ 439,260	\$ 721,431	\$ 759,045	\$ 1,168,425
Lowest	\$ 180,220	\$ 220,616	\$ 294,001	\$ 442,096	\$ 608,674
Highest	\$ 1,123,640	\$ 698,061	\$ 1,871,983	\$ 1,250,380	\$ 1,774,323
Median	\$ 394,445	\$ 439,849	\$ 614,298	\$ 769,204	\$ 1,202,685
# of Units Included	34	30	20	17	20
# Met/Exceeded Average	13	15	6	9	11
% Met/Exceeded Average	38%	50%	30%	53%	55%

The table above is only one chart presented in the Financial Performance Representation we set forth in Item 19 of our FDD. Our Item 19 provides information related to certain key performance indicators of certain i9 Sports units for the period January 1, 2023 through December 31, 2023 (“the Measurement Period”). To review all the charts in Item 19 of our FDD, please contact us to request your full copy. (Note: Some units have earned this amount. Your individual results may differ. There is no assurance that you will earn as much as the amounts listed in the chart above.)

Explanatory Notes:

1. In 2023, there were 34 Franchise Units operating 3 Venues that generated a total average of \$435,958 in Registration Revenue.

2. In 2023, there were 30 Franchise Units operating 4 Venues that generated a total average of \$439,260 in Registration Revenue.

3. In 2023, there were 20 Franchise Units operating 5 Venues that generated a total average of \$721,431 in Registration Revenue.

4. In 2023, there were 17 Franchise Units operating 6 Venues that generated a total average of \$759,045 in Registration Revenue.

5. In 2023, there were 20 Franchise Units operating 7+ Venues that generated a total average of \$1,168,425 in Registration Revenue. Of these 20 Franchise Units, the lowest number of Venues operated by a Franchise Unit was 7 Venues and the highest number of Venues was 21.

Why Customers Choose i9 Sports®

The most important part of running a successful business is offering a high-margin product or service that the market always wants. Our superior customer experience focuses on convenience, customer service and, most of all, fun.

Kids want fun. Parents want convenience. You'll offer both.



■ A Focus on Fun

At the end of the day, kids just want to have fun. It is the No. 1 reason kids play sports and the driving principle behind i9 Sports®. Our model is designed around making that a viable, replicable part of the i9 Sports experience.

Other organizations don't always provide what kids really want and need. Hypercompetitive teams and leagues play favorites and place kids on the bench. Many kids and their parents don't want that level of pressure. They get frustrated, bored and may leave sports entirely.

The other options also don't provide what parents really want and need. Other leagues — even the less-competitive park district leagues — schedule practices and games multiple times throughout the week, at different venues throughout town, making it difficult for parents to juggle their kids' schedules or make travel arrangements. And the level of competition in travel leagues can stir up negative feelings and unsportsmanlike behavior among parents.

With i9 Sports®, the focus is on making both the kids and parents happy. Everything you'll do as a franchise owner is centered on making the experience more fun and convenient, which satisfies customers and drives revenue.

■ Age-Appropriate Instruction

Our model is focused on providing age-appropriate instruction that keeps things exciting for the kids. We believe in keeping score, but we don't have tryouts, drafts or cuts, so kids don't have to worry about being left out or "riding the bench" all season. We're dedicated to helping every child learn the fundamentals of each sport they enroll in.



Every kid plays for at least half the game and we rotate them through different positions. This way, they all get the chance to develop their skills and don't get pushed to specialize too early. Our programs are designed to increase the level of instruction and competition according to the age group. This helps kids continually learn new skills appropriate for their specific stage of development and keeps them engaged as they get older.

And they learn more than just how to play the game. We don't just teach kids how to be better athletes, we teach them how to be better people by focusing on a specific sportsmanship value each week. i9 Sports® leagues help kids have fun, build character and build long-lasting friendships. Our programs are designed to reward positivity, teamwork and good sportsmanship so the kids have a safe and fun environment, no matter their skill level.

Ultimately, your franchise helps build confidence, self-esteem, teamwork and other valuable skills that will benefit the kids throughout their lives.

Convenience

Most i9 Sports® programs are one day per week, usually on the weekend, and both practices and games are held on the same day. This means that instead of spending six or seven hours across multiple practices and games on busy weekdays, families can spend two hours, all at once, on a weekend day. Most games are held at the same location each week, which helps families develop a routine instead of having to figure out where they're going for each game.

This reduces the burden on busy parents in numerous ways. There's less need for them to coordinate their work schedules, navigate rush-hour weekday traffic or figure out arrangements for multiple kids and multiple activities at multiple locations.

This also makes it less likely that kids will drop sports in favor of other obligations or activities. Even as they get older and take on other interests like student government or band, they'll still have plenty of room in their schedule to stick with sports..

Consistent, Safe and Professional Experience

i9 Sports® owners emphasize consistency and professionalism in everything they do, and parents are often pleasantly surprised at the level of customer service they receive.

Community programs are often run by staffers who have little stake or interest in the experience provided. This can lead to problems like disorganization, inconsistency from week to week and a lack of timely communication. This can mean that even within the same league, kids on different teams get an uneven experience.

Since we're in the business of youth sports, the customer experience is our top priority. Having a standardized, proven model in place helps i9 Sports owners deliver a consistent experience that addresses nearly every issue a customer might have with their local park district leagues. Every staff member of an i9 Sports franchise goes through our comprehensive training on how to deliver the i9 Sports Experience and receives a background check. This allows us to ensure that whether customers sign up for soccer, flag football, basketball or any other sport, they know exactly what to expect.

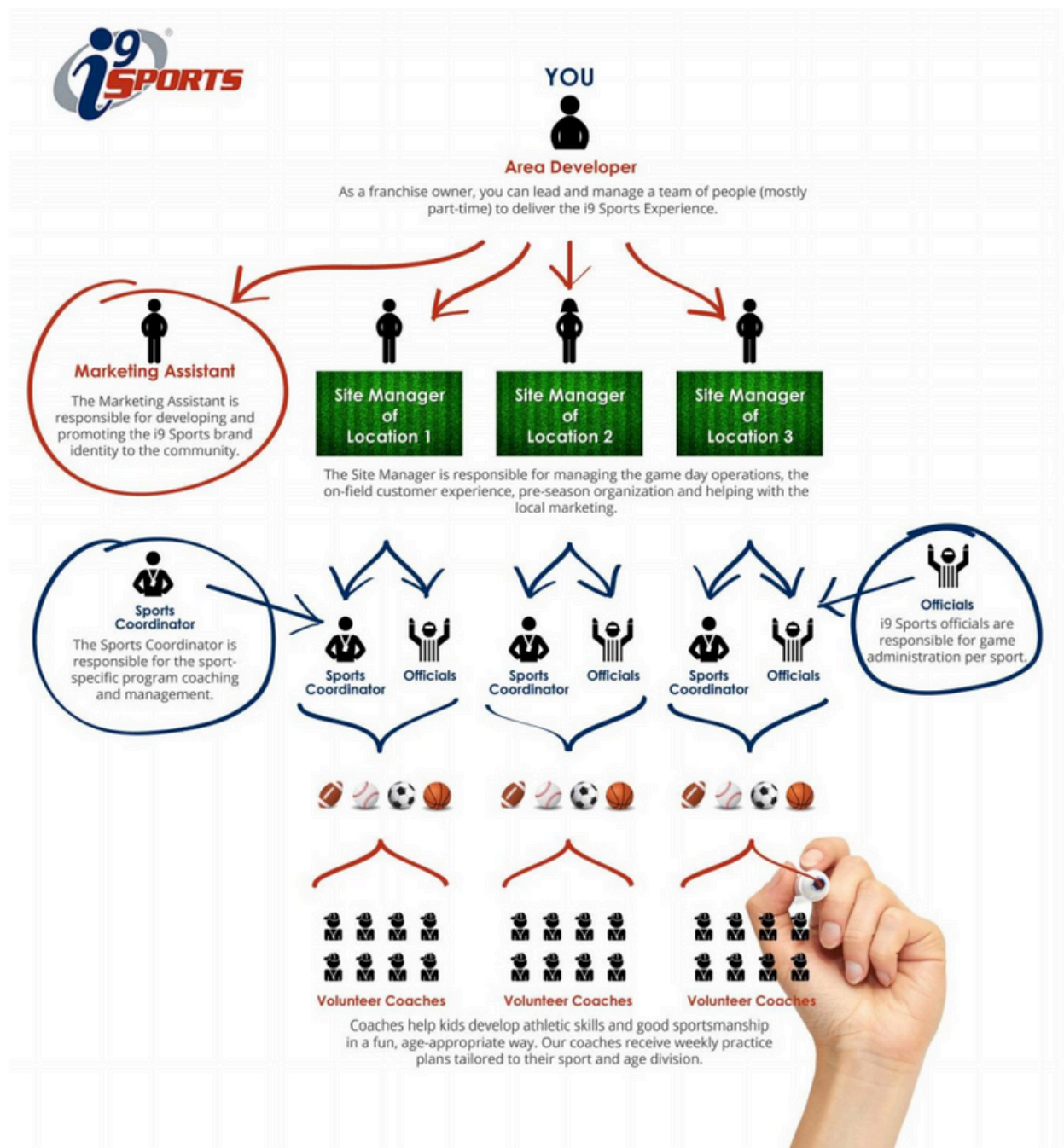
Unlike most other leagues, we also help make sure the parents behave as well as the kids do. Just like we do with the kids, we emphasize good sportsmanship among the parents through the i9 Sports® Parental Pledge, which prohibits sideline negativity. Instead of getting upset with referees or worrying about turning their kid into the next LeBron James, we help them remember that what's most important now is helping their kids learn, grow and have fun.

Better communication helps parents get answers when they need them. Predictable and convenient scheduling helps them plan their days and weeks. And on game day, they get a positive and fun experience, facilitated by well-trained staff. With your i9 Sports® franchise, you'll provide something the customers really want and need in your local community.

The Labor Model

i9 Sports® offers a simple, cost-effective and potentially high-margin labor model consisting mostly of part-time employees and volunteer staff. It might be helpful to think of yourself not as a coach or a team manager, but instead as the league commissioner. You'll be leading and managing employees and volunteers, helping them execute the superior customer experience that i9 Sports® is known for.

The information below is based on our standard model of establishing multiple playing venues and offering multiple sports for four seasons a year. As you scale up your business, staffing needs may change. Ultimately, how you staff your business is your decision and responsibility.



■ Volunteers

Volunteer labor keeps costs down, margins high and creates a customer base with a vested interest in helping you make your leagues profitable and successful.

Each team in your leagues may have up to two volunteer coaches. Since we don't require any of the parents to volunteer, your coaches will be the ones who are truly dedicated to providing a great youth sports experience. Our training for franchise owners includes techniques to help you recruit and train excellent coaches. We also provide a mobile app that provides plans for coaches, which helps keep the customer experience consistent and high quality.

■ Part-Time Employees

Franchisees often fill a large part of their payroll roster with part-time employees, keeping labor costs to a minimum.

You'll need one part-time site manager per venue, though you can fill this role at one venue yourself in the beginning stages of the business. Many franchisees also hire a sport coordinator to handle the program coaching and management for each sport your franchise offers; this can be the same person across multiple sports. In the beginning of opening up your franchise you will be doing the marketing; however, as you scale you may decide to hire a marketing assistant to handle the day-to-day brand awareness. Referees are usually a part-time paid position, and you'll need to staff one referee per game at each venue.



■ Safety and Training

Since safety is our top priority, every volunteer and employee goes through a background check and is trained on the latest youth sports safety practices. This protects the kids and offers valuable peace of mind to parents.

Our training for owners runs throughout the first year your franchise is operating, combining face-to-face classroom training, webinars and on-location training. It covers everything there is to know about operations, including:



- Creating a customer-centric culture
- Marketing best practices using the i9 Sports® Winning Game Plan
- Operating your franchise and league programs
- Managing your financials and cash flow
- Securing venues
- Using our proprietary Franchise Manager system
- Maintaining your custom i9 Sports® website
- Building your own 12-month strategic business plan
- A territory segmentation analysis to help you know where to concentrate your marketing

In subsequent phases of the i9 Sports® franchisee training, you'll learn how to prepare for and execute your opening day event, set up your fields and courts, communicate with customers, build team rosters and schedules, staff your business, train referees and volunteer coaches, fine-tune your marketing and expand your business.

Even if you or your coaches have no prior experience with a particular sport, our training materials are comprehensive and walk you through everything you'll need to know to provide a great experience in your leagues. We provide you with weekly practice plans and "how-to" videos for your coaches tailored to their sport and age group. This ensures a more consistent level of instruction is provided to each child and team.

■ Customer Service Center and Ongoing Support

All franchisees have the competitive advantage of using our Customer Service Center. Our professional and courteous staff handle registrations, customer questions and any other call that comes into your franchise. This means you don't have to hire someone or take on the burden of acting as your own front desk; we handle that for you, ensuring that your customers can always get the help they need.



Since every missed call or game of phone tag could be a lost sale, our Customer Service Center has a direct and positive impact on your business growth. Better communication also aids in retention by elevating the customer experience. Our proprietary software allows the Customer Service Center staff to see the program details for your specific franchise, so they can handle customer inquiries and requests as effectively as if they were a local employee.

Our proprietary, comprehensive franchise management software also streamlines the administrative burden and keeps the business organized. It allows you to take registrations, build rosters, schedule games, track your financials and more, reducing the workload for you and your team.

Every franchise owner is also assigned an i9 Sports Business Coach who provides ongoing support, advice and training on every aspect of running and growing your business. He or she will help you set business goals and develop both short- and long-term plans to achieve them.

The Benefits of Our Business

There is no business that is right for everyone, but the right franchise candidate for i9 Sports® will place a high value on the following business attributes.

Affordable Investment

We have two franchise agreement options:

10-year agreement with an initial investment range of \$59,900 – \$69,900 which includes:

Territory Fee: \$15,000

Franchise Fee: \$24,900

5-year agreement with an initial investment range of \$36,500 – \$46,500 which includes:

Territory Fee: \$15,000

Franchise Fee: \$500/mth*

**As initial investment period is based on 3 months, \$1,500 is included above.*

In the five-year agreement option, the Franchise Fee is paid monthly over five years. For those who aren't ready to pay the entire fee upfront, it's a great way to launch the business and access our proven business model and support.

In addition to these upfront costs for the five-year and ten-year terms we offer, there are other costs that you would pay as you open your business. For instance, there are marketing, equipment, inventory, insurance, training expenses, etc.

The following charts represent the estimated initial investment to open a single franchise unit, as reported in our 2023 Franchise Disclosure Document:

10-Year Developer Agreement

	Amount				
Type of Expenditure	Low	High	Method of Payment	When Due	To Whom Payment is Made
Franchise Fee (1)	\$24,900	\$24,900	Lump Sum	Upon Signing the 10 Year Area Developer Agreement	Us
Territory Fee (2)	\$15,000	\$15,000	Lump Sum	Upon Signing Area Developer Agreement	Us
Grand Opening Advertising (3)	\$6,000	\$8,000	As Incurred	As Incurred	Suppliers and Third Parties
Insurance (4)	\$1,000	\$1,500	As Agreed	As Incurred	Suppliers and Third Parties
Legal & Accounting Services (5)	\$800	\$1,500	As Agreed	As Incurred	Third Parties
Furniture, Equipment, Inventory, and Supplies (6)	\$3,000	\$4,000	As Incurred	As Incurred	Suppliers and Third Parties
Training Expenses (7)	\$1,200	\$2,000	As Incurred	As Incurred	Third Parties
Additional Funds–3 months (8) (9)	\$8,000	\$13,000	As Incurred	As Incurred	Suppliers and Third Parties
TOTAL ESTIMATED INITIAL INVESTMENT	\$59,900	\$69,900			

5-Year Developer Agreement

Type of Expenditure	Amount		Method of Payment	When Due	To Whom Payment is Made
	Low	High			
Franchise Fee (1)	\$1,500	\$1,500	Lump Sum	Upon Signing the 10 Year Area Developer Agreement	Us
Territory Fee (2)	\$15,000	\$15,000	Lump Sum	Upon Signing Area Developer Agreement	Us
Grand Opening Advertising (3)	\$6,000	\$8,000	As Incurred	As Incurred	Suppliers and Third Parties
Insurance (4)	\$1,000	\$1,500	As Agreed	As Incurred	Suppliers and Third Parties
Legal & Accounting Services (5)	\$800	\$1,500	As Agreed	As Incurred	Third Parties
Furniture, Equipment, Inventory, and Supplies (6)	\$3,000	\$4,000	As Incurred	As Incurred	Suppliers and Third Parties
Training Expenses (7)	\$1,200	\$2,000	As Incurred	As Incurred	Third Parties
Additional Funds–3 months (8) (9)	\$8,000	\$13,000	As Incurred	As Incurred	Suppliers and Third Parties
TOTAL ESTIMATED INITIAL INVESTMENT	\$35,000	\$45,000			

In general, none of the expenses listed in the above Charts A and B are refundable, except any security deposits you must make may be refundable.

Explanatory Notes

1. In the 5 Year Area Developer Agreement, the Franchise Fee is not paid as an initial fee upon signing but is paid as an on-going monthly fee over the term of the agreement. The low amount is 3 months' worth of the \$500/month Franchise Fee payable during the initial 3 months after signing the 5 Year Area Developer Agreement prior to the start of operations. In the 10 Year Area Developer Agreement, the Franchise Fee of \$24,900 is paid and deemed fully earned upon signing the 10 Year Agreement. We offer a VetFran discount of 10% (\$2,490) off the 10-year Area Developer Agreement Franchise Fee. This discount is not included in the above Chart B. See Item 5 for more details. If you are an existing i9 Sports franchisee and wish to purchase an additional i9 Sports Franchise, you will be entitled to receive a discounted Franchise Fee (10% of our then-current Franchise Fee) in connection with this additional i9 Sports Franchise, provided: (i) you meet our then-current criteria to own and operate an additional i9 Sports franchise; (ii) enter into our then-current form of 10 Year Area Developer Agreement; and (iii) also pay us the appropriate Territory Fee upon execution. Please be advised that entering into an Area Developer Agreement does not grant you any automatic right or option to own or operate any additional i9 Sports franchises.
2. The Territory Fee is \$15,000 for up to 79,999 children in your Network Area. See Item 5 for more details.
3. The low amount of \$5,000 is the minimum required amount you need to spend on your grand opening advertising to promote your initial sports programs (this is a total amount which will be budgeted over a period of 90 days leading up to your first program) as per our marketing plan system standards. The high amount of \$7,000 includes additional recommended marketing efforts.
4. Insurance must be obtained to meet the minimum requirements established by the System Standards. If you fail to obtain the required insurance, our System Standards provide that we may purchase insurance on your behalf and charge you for doing so. See Item 8 for more details.
5. You should consult with an attorney, accountant and/or other business advisors regarding the operation of your i9 Sports® Franchise. This item includes an estimate of the cost to incorporate as an entity and an initial consultation with an accountant.
6. This item includes a laptop computer, a mobile smartphone (with contracted service), printer, desk, chair, phone/fax, filing cabinets and office supplies. The low end of the range assumes that you use an existing home office space with some of these items already in place or due to purchase of used equipment. The high end of the range assumes that all new equipment is purchased. See Item 11, Computer System/ Mobile Smart Phone for the hardware and software requirements. We require you to sign our then current form of Conditional Assignment of Telephone Numbers and Listings in the form attached as Exhibit "D" in the Area Developer Agreement.
7. You must pay for all travel, living expenses and compensation for all persons attending the Phase I (Classroom) or Virtual Training, Phase II (opening day training), or additional training at our headquarters or designated facility. The cost can vary dramatically due to airfare (including the distance you must travel), lodging (the type of accommodations you choose), and meal costs.
8. The range in the chart reflects the amount of additional working capital you will need during the first 3 months of operation, including a wide variety of miscellaneous expenses, such as 2nd season marketing, additional payroll costs and cost of maintaining and using your automobile in connection with your business activities. We anticipate that you and your personnel will use your personal automobiles to visit customers, events and to provide certain Products or Services. We have not estimated the cost to purchase or lease vehicles since we assume that personal vehicles will be used. Since we expect most i9 Sports® Franchises to be operated out of existing homes, our estimate does not include leasehold improvements or rent.

We relied on the experience of our affiliates and our owners to compile these estimates. You should review these figures carefully with a business advisor before making any decision to purchase the franchise.

You may be able to obtain financing for some or all of the costs described above from a third party, but we do not offer financing in connection with your i9 Sports® franchise. The availability and terms of financing will depend on factors such as the availability of financing generally, your creditworthiness, collateral you may have and lending policies of financial institutions from which you may request a loan. See Item 10 for more info on financing.

■ Top Rated Franchise

i9 Sports® is committed to excellence for the sake of excellence. It's why we have over 3.5 million registrations nationwide. Still, it's always nice to earn validation from outside sources. Take a look at some of the awards and accolades we've received from industry publications and business insiders:



i9 SPORTS: AN AWARD-WINNING FRANCHISE

- Ranked by Entrepreneur magazine's prestigious Franchise 500® issue for 16 years
- Named a Top Franchise for less than \$100K in Entrepreneur magazine's 2020 & 2021 Franchise 500® issue
- Recognized by INC. magazine in their list of 5,000 Fastest-Growing Private Companies for seven years
- Ranked by Franchise Times Top 200+ for the past 13 years
- Recognized as a Project Play Champion by The Aspen Institute
- Named among Franchise Dictionary Magazine's TOP 100 Game Changers for 2018
- Named 2022 Best Franchise to Buy by Franchise Times

■ No Accounts Receivable; Customers Pay in Advance

Your customers pay upfront when they register their kids for a league.

This has a few advantages. First, it means money comes to you before it goes out to most of your vendors. It also lessens the hassle and headaches associated with nonpayment or tracking down invoices. You don't have to worry about customers forgetting or even refusing to pay after services are rendered, and there's no need to spend time, energy or money tracking down what's owed. That makes things more efficient and convenient for you and your customers.

■ Low Overhead and Inventory Costs

i9 Sports® is not only an affordable business to start, it's also an affordable one to run. Our home-based model means you don't need expensive office or storefront real estate, just agreements with the venues where the sports will be played.

We help keep your staffing needs and administrative costs down. As discussed in the labor model section, most of your staff will likely consist of part-time employees and volunteers, and our Customer Service Center means you don't have to take all your own customer calls or hire someone for that important job.

With our vendor relationships, you get preferred pricing on uniforms, equipment, concessions and other materials. You won't have to maintain much inventory, as you'll order supplies on an as-needed basis, ordering only the amount you need for your upcoming leagues.



■ Passionate Fans Create Recurring Revenue

i9 Sports® is a passion business, and that's not just true of the franchise owners. Your current passionate fans create new fans. Parents and kids love being a part of i9 Sports, and that's a major asset to your growth.

Repeat business is a major part of what makes our model work over the long term. When kids and parents have a great time, they'll be sure to sign up for the leagues again the next year and try new sports. That can create recurring revenue that lasts for years, and most households have more than one kid, so winning one loyal customer can bring along the siblings, too.

There's also a network effect that helps build business. Word-of-mouth is a great way to earn new clients in any business, and that's especially true when the business is focused on kids and parents. Parents talk to each other and kids want to play sports with their friends, so we even allow buddy requests so friends can play on the same teams. As more kids sign up for your leagues, their parents will talk — in person and online — about the great customer experiences you've provided and more of their kids' friends will want to join them.

■ Inexpensive to Scale, Protected Territories

Our business model is also designed to scale in multiple ways. Once the business is up and running, it tends to sustain itself more easily thanks to the combination of recurring revenue and those word-of-mouth referrals from brand fans.

As your growing brand equity and successful operations earn you more registrations, you can add venues and run more leagues with more teams to further increase your revenues. Your established relationships with the owners of your venues can make it easier to add more locations to have enough room for all the games, and our low-cost labor model makes building your staff simpler as well.

Our franchise territories are protected, so you will never face any competition from another i9 Sports® owner. Growth-oriented entrepreneurs can also purchase and open more territories, building on their existing infrastructure and the brand awareness they've built to branch out into other nearby communities.

■ In the Business of Fun

This is a fun and rewarding business to be in. The services you'll provide mean a lot to your community. You'll work hard, but that work will help kids build confidence, skills and friendship. When the coaches, the parents and the kids are having fun, so are you.

What more could you ask for than to build a successful business while bringing joy to your community?

Next Steps

It's easy to tell you how the business works, but more important that we show it. i9 Sports® superior customer experience has proven its worth over two decades in the industry.

More importantly, our model has a proven track record of success for more than 190 franchises nationwide, and we encourage you to get in touch with our franchise owners as you continue to investigate the opportunity.

We hope you understand better how our business works and that you like what you see. We know you're looking for a business that meets your personal goals and objectives. We are looking for franchisees who fit our culture and have the necessary capital and skills to win. Our process is designed to determine if we each fit what the other is looking for.

If you think franchise ownership might be right for you, check out the next steps:

1. “Get to Know Each Other” Call

We will arrange a quick call with you to discuss your level of interest in owning an i9 Sports® franchise, territory availability, initial qualifications and our process. We will answer any preliminary questions you may have. If we mutually decide to move forward, you will be invited to join a special webinar on what it's like to own an i9 Sports franchise.

2. “Owning an i9 Sports® Franchise” Webinar

In this special online presentation hosted by an i9 Sports® Franchise Development Director, you will see the i9 Sports® franchise opportunity brought to life including some of the following topics:

- Day-to-day life of our franchise owners
- How they make money while achieving work/life balance
- The positive influence you will have in your community
- Our marketing tools and strategy
- The proprietary software we created to manage all aspects of the business and our ongoing support and training resources

3. Franchise Disclosure Document (FDD) Review

Your i9 Sports® Franchise Development Director will walk you through an overview of the Franchise Disclosure Document (FDD). We will then send you the full FDD document for your review.

4. Qualification and Territory Definition

Next, we will discuss any questions you may have from the FDD and review your financial qualifications.

At the end of the call, we will prepare you for telephone calls with existing i9 Sports® franchisees and set a tentative date for your Discovery Day.



5. Talk with Existing Franchisees

We will provide you with the contact information for all of our franchisees and encourage you to reach out to as many as you wish. We will even provide you with some sample questions to get you started. This is your opportunity to get your questions answered by those already living the lifestyle that you have envisioned for yourself.

6. Executive Call

After you have had the chance to speak with several of our franchisees, it's time to set up a call to talk with our President. This gives you the opportunity to ask any lingering questions and provides us the opportunity to get to know you. Should this be a good fit on both sides, an invitation to Discovery Day will be extended.

7. Discovery Day - Virtual

Your "Discovery Day" is a virtual meeting with the i9 Sports® home office staff. You will meet with our management team and all of those who would be supporting you. Your Discovery Day is a critical opportunity to get to know each other on a personal level and to ensure that any remaining questions have been answered. It is during this final step that both parties make the important decision to move forward.

8. Execute Agreements

Once you are home from your Discovery Day you will receive word of our franchise award decision. If you have been awarded a franchise, we will work together to execute the agreements. With the paperwork behind us, your journey in buying a franchise will be complete, and your rewarding life as an i9 Sports business owner will begin!

If you haven't yet scheduled a time to talk with us, please give us a call at 877-262-5730. We look forward to further discussing the opportunity with you.



Disclaimer: Nothing disclosed in this document may be construed to constitute the offer or sale of a franchise. It is for information purposes only. Franchises are offered by prospectus only. Any parties interested in purchasing an i9 Sports® franchise should contact us so that we may provide these parties with a copy of our current Franchise Disclosure Document. Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota (MN# F-4858), New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington and Wisconsin. If you are a resident of one of these states, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your jurisdiction.

