

Mark Brown, Sr. is the Founder and Director of **Student & Athlete Mentoring Program (STAMP)**. A former basketball player himself, Mark Brown’s goal in using basketball as the hook, is his way of opening lines of communication with youth having trouble balancing academics and athletics. “The courts are my domain”, says Brown. “I can connect with students easier if they’re doing what they enjoy”. ‘Basketball and Books Summer Camps’ emphasize reading and mathematics, while promoting athletics, personal development, career placement, and community leadership.

MISSION:

STAMP’s mission is to develop a leadership mindset in youth and young adults through the lens of mentorship, community, education, and athletics. Mark Brown had a vision of creating an environment in which dreams and aspirations are nurtured and youth are individually inspired to achieve their highest level of success. “Fate is when proper preparation meets opportunity”, says Brown. STAMP empowers participants with the necessary tools to be fully prepared when opportunity presents itself, meeting fate head on. This will innately promote self-awareness, self-value, and self-esteem. These attributes will propel our participants upward, perhaps even higher above the realm of possibility to succeed in their community. “That is my main goal”, says Brown, “Raising Young Minds Above the Rim”.

In 2013 STAMP created The Basketball and Books Summer Camp which is designed to inspire students and athletes to strive for success both academically and athletically. Mark Brown enlists parents, teachers, coaches, and professionals to work with him in STAMP as Mentors. Together, they assist young boys and girls from elementary school through college and beyond to navigate this journey called life during the students’ most impressionable years. Opportunities provided through this community-based program re-engage the youth, their parents, and/or parental figures. STAMP Mentors significantly groom, guide, and assist participants in their quest to become professionals, leaders, mentors, and good citizens in local communities.



Grade School Programs

Academic support:

Our goal for STAMP participants is to provide additional support to those students who are not on grade level in the areas of math and reading. Certified teachers provide mandatory tutoring services all summer long for campers with low progress reports, and/or whose grade point average drops below 2.5, a “C” grade.

Target:

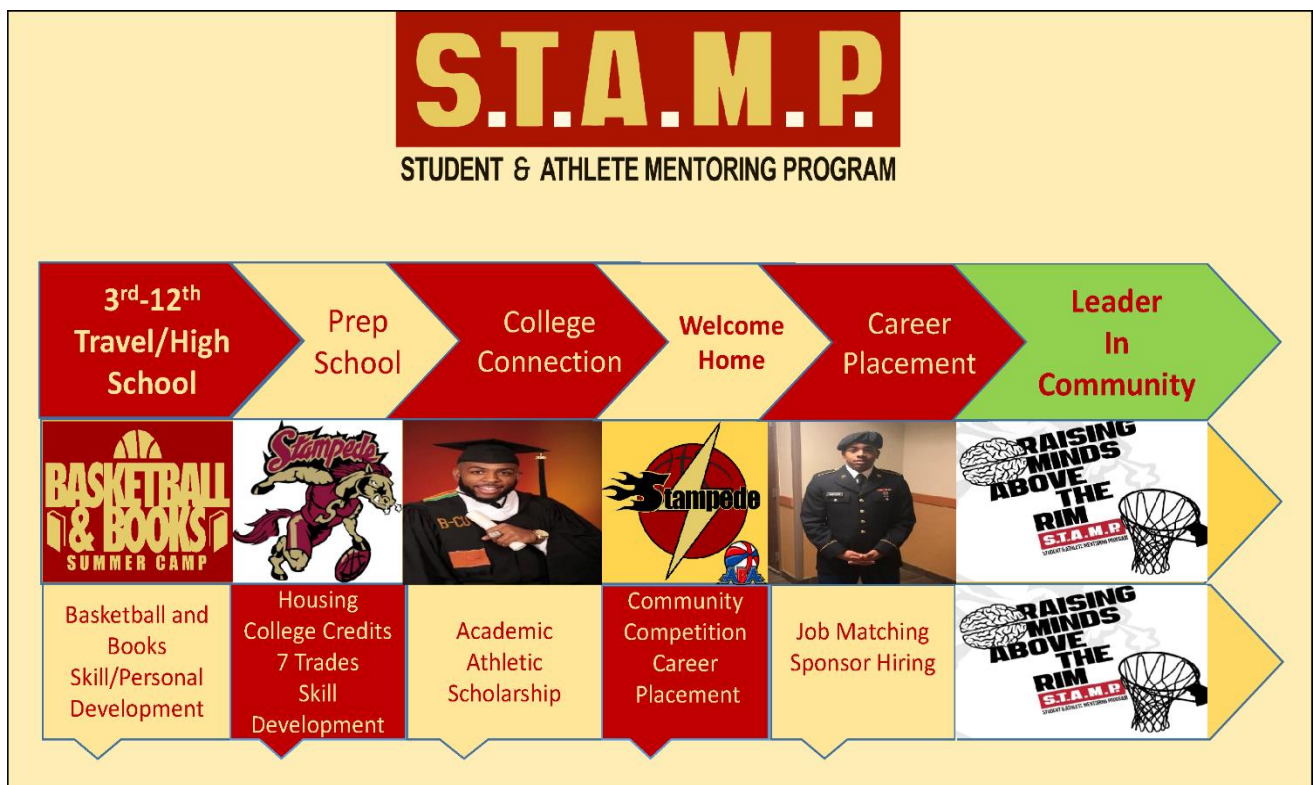
The Basketball and Books Summer Camp targets participants in grades 3 through 8. Given the COVID-19 pandemic, most of the students have experienced the “COVID-SLIDE” or the “SUMMER-SLIDE”, meaning they have gotten out of the habit of receiving direct instruction and may have forgotten much of what they learned when they were in the classroom. Both have proven to be traumatic events in the lives of these students. Participants in our summer program primarily reside in the greater Palm Beach County area in West Palm Beach and Riviera Beach. Many of them are “at-risk” youth, with more than ninety percent (90%) of the students attending “Title-1” schools. Students are pretested in math and reading to determine where they are on the subjects. Once their baseline is discovered, we know how hard and fast to push them.

S.T.A.M.P.

STUDENT & ATHLETE MENTORING PROGRAM

Our goal for this group is to provide additional support to students who are not on grade level in the areas of math and reading. They are required to practice both subjects daily throughout the summer to help them reach their optimal level the following year. Math and reading sessions are provided by proficient certified teachers who are handpicked by principals of their schools.

Athletic training is provided by certified coaches, many of whom are former collegiate or professional players. Participants also receive mentorship to support personal development, life-skills, goal setting and dream building. Our Basketball and Books Summer Camp has proven to be an excellent resource for truly raising young minds above the rim in Palm Beach County.



After School Enrichment and Mentoring Program:

ASEMP targets participants in grade levels 6 through 12 because these students will soon be challenged to pass state and other standardized tests for grade promotion and high school graduation. The goal of this after school program is to provide additional support to middle and high school students who are not on grade level in the areas of math and reading. ASEMP provides a safe, positive environment for those who may otherwise be left on their own after school every day. Participants receive supplemental instruction on premises and via zoom. They must complete homework assignments during daily activities, leaving no homework undone.



Expected Outcome

Academic Growth	Minimum Lexile Reading Level (700L)
Homework Completion Consistency	Exceed ELA, FSA and EOC Requirements
Minimum Quantile Math Level (325Q)	Self-Awareness and Personal Development
Appreciation for sports and athletics	

The STAMP Afterschool Enrichment and Mentoring Program runs Monday through Thursday, throughout the school year. We’re reaching youth at every stage of development from third grade to high school graduation, to college and beyond. “College may not be for everyone, says Mark Brown, but education absolutely must be. “All of life is a learning experience”, he says, “therefore education is not optional”.

More than ninety percent (90%) of students participating in Basketball and Books Summer Camps attend Title 1 schools. Our certified teachers provide mandatory tutoring services to all youth whose grade point average falls below 2.5 percent. After attending the summer camp for two consecutive years, students on average increase 0.5-1.0 grade level in both math and reading. That can often change a grade from ‘C’ to a B-, or possibly from a ‘B’ to an ‘A’ grade, helping students become more self-confident and better at understanding their self-worth. STAMP will hire a minimum of one (1) teacher to tutor up to twenty (20) students per session. Mentors, who also are cleared by the School District, provide additional support. Students learn to apply “best-practice” strategies for taking tests successfully.

Tools such as personal development, life-skills training, social emotional learning sessions and dream building, help to provide a necessary support system that youth can rely on and reflect on in times of crisis, disappointments, challenges and even in times of success. Understanding how to handle successes as well can be quite stressful for youth. It’s not easy for young adults either!

STAMP is an Evidence ‘Based Program:

During the past 12 years, STAMP has been instrumental in placing over 110 students in college on varying academic and/or athletic scholarships, as well as assisting many of these students with the start of their professional careers. That’s an average of nearly ten students per year.

Mentorship:

Mentors, at a 1 to 12 ratio, are provided to help guide students with insight and encouragement through relatable life experiences. The philosophy here is to help youth understand why it is important to attend school and practice excellence. Mentors also teach them about choices, how to make the correct choice when faced with forks in the road during their goal-oriented journey.

For high school and college level participants we also have Peer to Peer mentoring. It's our Train the Trainer program, bringing college students back into the classrooms to share their experiences. Mentors inform participants about strategies that worked to help students learn and which ones didn't help as much as they'd hoped. Youth who give themselves permission to learn from other's experience avoid repeating identified failures. They become heroes of their own journey and endeavor to become heroes to other young men and women in their communities. With that in mind, goal setting, critical thinking, leadership training and personal development studies are essential tools that have proven to comprise a reliable support system during a young person's life in times of crises, disappointments, challenges and especially in time of success.

Recreation and Travel Program:



STAMP provides "Recreation and Travel" Basketball Programs as a means of competition, exercise, and retention. STAMP has maintained a 97% retention rate since inception. For the most part, we credit this extremely high retention rate throughout our 12-year tenure to our recreation programs. Sports and recreation are magnets, while youth enrichment and empowerment are the results. Many of the lessons taught in sports are interchangeable and necessary when faced with life experiences i.e., quick critical thinking, discipline, sportsmanship, teamwork, following instructions, calculating strategies, etcetera.

It all starts with Gifts and Talents. STAMP student athletes are rewarded with recreation and travel privileges for demonstrating excellence and consistent improvement in school; for completing chores at home; and of course, for playing well in the games.

Supported by mothers, fathers, and volunteers, the Recreation and Travel programs provides skill development, academic check-ups, success tracking, nutrition and hydration support, outside activities and exercise, as well as exposure to a world that is outside the children's community. Participants travel locally and from state to state, competing against children from other communities. Hotel and housing accommodations, road trips and airfare travel, restaurants and theme parks are all included in this program. The coaches and mentors are mostly parents of the student athletes and have committed to mentor their respective group until high school graduation is complete, college and/or career entrance has been achieved.

Post-High School College/Career Prep Program (PHCP):

Our mentorship programs encapsulate much more than what is traditionally envisioned. STAMP Mentors understand that college is *NOT* for everyone.

Many students do not have the finances, athletic, academic, or artistic talent to generate a scholarship to pay for college and some simply have no desire or fortitude for more schooling. Facing that reality, STAMP provides a post high school graduation program that offers numerous **TRADES** as alternatives. Therefore, our plan had to consider the possibility that some students may choose not to spend additional years pursuing traditional higher education, which is where our ***“Second Chance” Post High School College/Career Prep Program*** comes into play.

Students participating in PHCP are required to earn limited academic credits with dual enrollment in several alternative Trade Certifications. STAMP also provides Career Placement for college graduates, preparing resumes and conducting interview trainings. Using a vast network of companies that support our mission, we match graduates to various employment positions offering higher living wages, as well as help launch many of their professional careers.

- 1) Sports Officiating for all games: Basketball, Football, Baseball, Soccer, Lacrosse;**
- 2) Massage and Physical Therapy;**
- 3) Transportation: CDL Licensed Truck and Commercial Bus Driving;**
- 4) Print and Apparel Design / Marketing;**
- 5) Hair and Clothing Stylists, Beauticians and Barbers;**
- 6) Security and Law Enforcement;**
- 7) Project/Business Management and Entrepreneurial Concepts.**

We encourage our mentors to share unassailable truths based on life lessons to help young impressionable people avert unrealistic career plans that may appear to offer unlimited opportunity, but often have extremely limited possibilities. For example, tens of thousands of skilled young athletes are hoping to showcase their talents and launch lucrative careers in the NBA, NFL MLB, and other professional sports. However, as far as the National Basketball Association is concerned, there are only 450 on court positions in that entire industry. STAMP endeavors to help our mentees expand horizons and explore more options to realistically increase the prospects of fulfilling their dream and achieving financial success.

For STAMP graduates who maintain the desire as well as sustain the ability to continue their dream of playing pro ball, or who are simply determined to seek a career in the business of professional sports, Mark Brown Sr. has acquired the Palm Beach County STAMPEDE, American Basketball Association's (ABA) Florida franchise team.



Brown proclaims, “We are proud that the community that has been so instrumental in developing these professional athletes can now enjoy watching them play at this high level of professionalism, providing competition, entertainment, and fun.”.

It is Student & Athlete Mentoring Program's true belief that successful mentorship **inspires** self-assurance, stimulates **education**, enhances **elevation**, intensifies **escalation**, and **endures for generations**. Let us all endeavor to Raise young Minds Above the R.I.M.

Let's help them rise above the **R**ealm of possibilities and self-imposed limitations.

Help them reach beyond their **I**magination to exceed all expectations.

Encourage them to become a **M**entor – committed to helping other young people.

To be able to instill these attributes in as many young student athletes as possible, we need a permanent home of our own, a STAMP Factory. Having a place for laying out our mentoring programs daily for students and athletes would be a slam dunk. Please help us, to help them!

The following is our proposal for a **S**tudent & **A**thlete **M**entoring **P**rogram Sports Facility!



The STAMP Sports Facility

Business Plan

Created on February 21, 2020
Revised on November 13, 2022



Executive Summary

The **ST**udent and **A**thlete **M**entoring Program Inc. (**STAMP**), founded in 2009, is a 501(c)(3) non-profit organization, registration # - CH29367. We thoroughly support the dreams of student-athletes in the Greater Palm Beach County area.

By the year 2026 the youth sports market is projected to reach \$77 Billion dollars, that's according to Research and Markets, the world's largest market research store. Currently at \$19.6 billion in the United States of America, youth sports rival the annual budget for the NFL, which is just \$15 billion dollars. The business world defines the youth sports industry as people, activities, and organizations involved in doing anything that produces, facilitates, promotes, or organizes any activity, experience, or business enterprise focused on youth sports. That includes marketing sports related goods, services, people, or activities to consumers. It's Big Business and very profitable.

The most celebrated and lucrative outcome of youth sports is helping individual athletes become professional. Dreams of one day becoming a professional player drives millions of young people to train, participate and play in organized youth sports. However, the odds of that dream becoming a reality are less than two percent (2%) for college student-athletes. These student-athletes are those that excelled from the little more than seven percent (7%) 460,000 of high school student-athletes that even get to play varsity sports in college. In either case, athletes must develop strategically in several core areas such as sports specific performance training, nutrition, and academics to have the slightest hope of filling a single slot of those coveted on court positions in the game.

Our primary focus at this time is to establish a safe and reliable location to mentor, train, and guide student-athletes from grades 3 through 12 in their quest to become, at minimum, collegiate student-athletes. We need a home court advantage facility. We need our own STAMP Sports Academy ... if you will, a Factory. We need a permanent place where we can give student-athletes their "best chance" of being prepared for college and/or career opportunities that come



their way. Our vision is to ensure that they have everything they need to take that shot at life, to rise above the **R. I. M. (realm of possibility, imagination, mentoring).**

Product

The STAMP Sports Academy will provide athletes and teams with a multipurpose sports training facility. Our services include sports training, academic support, sports games and entertainment, trade certifications (Prep School) and player marketing.

Customers

The target audience for The STAMP Sports Academy are student athletes ages 5 - 30 aiming to receive a good education, college scholarship or professional contract by increasing personal performance, and obtaining college and/or career guidance. Specifically, we specialize in managing every aspect of personal development, through mentorship, academic and athletic support.

Mission Statement

The mission of STAMP is to develop a leadership mindset in youth and young adults through the lens of mentorship, academics, and athletics. Our vision is to create an environment in which dreams and aspirations are nurtured and all youth can achieve their highest levels of success.

Market Research

Industry

The STAMP Sports Academy will join the industry group Promoters of Performing Arts, Sports, and Similar Events, (**PASS**) that operate facilities like the one we seek. The indoor sports arena is expected to grow by 3.5% over the next five (5) years according to Ibis World reporting. This aligns with heightened public interests focusing on health and activity, especially for youth, to combat growing obesity.



According to the Food Information

2016 International Council's (IFIC) Food

and Health Survey, it is becoming increasingly common for Americans to seek more enjoyable ways to exercise and stay active year-round. Having access to indoor sports facilities is a means to accomplish such goals.

Detailed Description of Customers

The target customers for The STAMP Sports Academy are youth and professional athletes, sports teams, and coaches who want to increase athletic performance, academic success, and give youth more exposure to Scouts seeking to fill rosters. Specifically, we specialize in mentoring and managing the careers of athletes by providing resources designed to instill work ethic, personal development, and structure.

Principal Members

Mark Brown Sr. - Business Manager
Lucy Shaw - Financial & Legal
Mark Brown II - Operations

Company Advantages

- Certified and Experienced coaches and trainers
- Ensure all athletes have a customized college/career path
- College Connection Program
- Personalized Trainings
- Exposure and Access to Sports Agents, Agency and Scouting

Services Line

Product/Services include

- Sports Specific Trainings
- Yoga Classes
- Academic Support & Guidance
- Strength & Conditioning
- Personal Development Clinics
- Player Marketing System

Marketing & Sales

Growth Strategy

To grow the company, The Factory will do the following:

- Network at coaching, local programs, and clinics
- Establish a company website that contains engaging multimedia content about our services
- As the business grows, advertise in publications that reach our target Audiences

Communicate with the Customer

The Factory will communicate with its customers by:

- Meeting with local grassroots programs
- Using social media such as Twitter, YouTube, Facebook, and LinkedIn
- Providing contact information on the company website

How to Sell

The company will increase awareness of STAMP to our targeted customers through online advertising, proactive public relations campaigns, summer camps and competitive events.

Investment

Startup Expenses	
Land	\$150,000.00
Building of facility	\$250,000.00
Gymnasium Cost:	
- Basketball court	\$15,000.00
- Basketballs	\$1,000.00
- Lighting	\$8,000.00
- Scoreboards	\$8,000.00
- Basketball racks	\$500.00
- Shooting machine	\$5,000.00
- Shooting machine #2	\$5,000.00
- Vertimax	\$3,000.00
- Vertimax #2	\$3,000.00
- Bleachers	\$4,000.00
- Gym Accessories	\$3,000.00
- Speakers & sound	\$2,000.00
- Gym paint	\$3,500.00
- Gym back wall cushions	\$150.00
- Garbage cans	\$200.00
- Basketball training equipment	\$3,000.00
Total Cost for Gym	\$61,350.00
Weight Room cost	
Mirrors	\$4,000.00
Turf	\$1,400.00
lifting stations	\$7,000.00
Dumbbell Racks	\$1,200.00
weight room paint	\$1,500.00
Treadmills	\$5,000.00

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Resistance bands		\$150.00
refrigerator		\$500.00
Machine Weights		\$5,000.00
Boxes		\$500.00
Total Cost for Weight Room		\$26,250.00
Classrooms		
Whiteboard		\$120.00
Markers		\$10.00
Erasers		\$10.00
Desks		\$1,300.00
Projector Screen		\$600.00
Printer/Paper		\$2,300.00
Pencils		\$10.00
Notebooks		\$300.00
Classroom Accessories		\$200.00
Computer		\$600.00
Trashcans		\$50.00
Lighting		\$2,100.00
Paint		\$3,000.00
Total For Classrooms		\$10,600.00
Housing (Optional)	10 Units	
Kitchen		\$30,000.00
Bathrooms		\$20,000.00
Blinds		\$2,000.00
Fixtures		\$10,000.00
Appliances		\$6,000.00
Total Cost For Housing (Optional)		\$68,000.00
GRAND Total Cost		\$539,950.000

Annual Profit Estimate

Travel Team	<p style="text-align: right;">\$15,000.00</p> <p>STAMP Travel team players pay \$10 per month to utilize the FACTORY. STAMP has had over 100 Student Athletes each year for the past 4 Years. Profit based on an annual \$120 income from each player per year. 125 Players x \$120 Profit each = \$15,000 Assumes a 25% increase in players on the grand opening of the FACTORY.</p>
Summer Camp	<p style="text-align: right;">\$80,000.00</p> <p>1 Summer Camp x \$14,000 Profit for each camp. Assumes 80 campers @ 1,000.00 each</p>
	<p style="text-align: right;">\$14,400.00</p> <p>Monthly weekend Basketball Clinics Assumes 30 players @ \$40 each x 12 months = 14,400.00</p>
Individual Training (5 player max group size)	<p style="text-align: right;">\$30,000.00</p> <p>5 Players x 6 stations 50 weeks x \$20 = 30,000.00</p>
Team Trainings	<p style="text-align: right;">\$36,500.00</p> <p>Team Training Days are 2-hour segments with up to 12 players per team. \$250.00 per session. This represents ~50% discount. Assumes 10% of the 1,460 (365 x 4 per day) sessions available per year. 146 x 250 = 36,500.00</p>
Tournaments	<p style="text-align: right;">\$21,600.00</p> <p>The BiG 3 tournaments run monthly at \$300.00 per team. Assuming 12 teams @300 per team x1800 per event = 21,600.</p>
Leasing sales	<p style="text-align: right;">\$4,800.00</p> <p>The Market is around \$50/hr for gym space. 12 Leasing sells for 8 hours at \$50 per hour would be \$4,800 profit each.</p>
Rehab & Therapy	<p style="text-align: right;">\$83,200.00</p> <p>20 Clients pay \$80 including insurance per week.</p>
Individual weight training	<p style="text-align: right;">\$9,000.00</p> <p>15 People x \$50 annual membership</p>

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Player Marketing Packages	\$5,000.00 20 Players x \$250
Academic & Credit recovery	\$5,000.00 Grants
Total Annual Estimated Net	\$304,500.00



Investment & Return

Total Investment = \$539,950

Annual Profit = \$199,500.00

Break Even: 32 Months

Avg Mthly Return: 3%

5 Year Return: \$999,750



“A Picture is Worth a Thousand Words”

https://youtu.be/2UaBYY1_H1s

Visit our websites:

<https://www.palmbeachstampedeaba.com>

www.stampmentoring.org

