

BLACKSOUND
Sports, Inc.

X **ZONE**

Training Academy Revenue Guide

**Everyone agrees that all players need to throw more
Now there is a tool specifically for throwing**

K Zone Revenue Programs

At BlackSound Sports, we understand the business side of operating a training facility and the importance to you of making the most of your capital equipment purchases. We have talked with hundreds of facility owners and they all agree that the hardest part of the business is continuing to challenge athletes and keep them coming back to the facility. We believe the following programs will help you to keep your athletes motivated and generate additional revenues.

Throwing Program:

Born out of the martial arts system of measured improvement, this is a dynamic program that measures ability and progress in a video game type environment. This is an affordable way for athletes to train and a true program that will add value and excitement to your facility.

We teamed up with Ron Wolforth for this program. Ron runs Pitching Central in Conroe, Texas, one of the most successful academies in the country and all they do is throw. This program is designed to bring some of his success to your facility.

Pitching Leagues:

Our new Simulated Game software allows athletes to compete against each other in a game type environment. Players can form their own teams and leagues allow players to practice in a fun environment without the pressure of an instructor or coach looking over their shoulder. Leagues are an affordable way for athletes to return to your facility just to have fun.

The result of each pitch is based on accuracy alone—allowing pitchers of all ages to compete against one another. Add some fun with fathers vs. sons and players vs. coaches.

Pitch Counts:

Pitch counts have become a hot topic of conversation and no one has an answer because each athlete is different. However, we can give parents and coaches objective information on the conditioning level of their athletes. Because athletes are different in the amount they practice and throw, the conditioning level for each will be very different. By giving parents and athletes measured results, they can make their own determination of how much is too much. And for the athlete that wants to get better, this is a simple way to show improvement and ability.



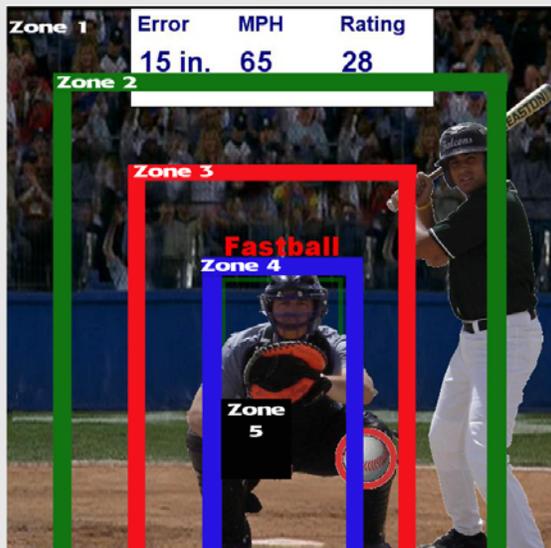
BlackBelt Throwing Program

The **Pitching Central** throwing program was designed to provide athletes with a simple system emphasizing attainable goals, increasingly difficult levels and immediate, objective feedback.

This system is not just for pitchers, but for all players, as everyone needs to be an accurate thrower at their peak velocity.

Infused with the 3,000 year old martial arts system, the Accuracy with Velocity Program continues to add levels of difficulty, challenging even the best players. Just as in martial arts, there are belts for each level, and the requirement to attain the next level becomes more and more difficult. Instead of handing out belts, you hand out T-shirts that market your facility, your program, and players wear them with pride because they earned them.

As a player moves up in difficulty level, the zone to which they are throwing shrinks. You can see all the different zones in the picture here.



To move up levels a player must demonstrate accuracy to their target zone at 95% of their peak velocity.

Pitchers throw to a catcher as shown here, position players throw to a 1st baseman with the target in the middle of the screen.

Results are saved for each pitcher and level advancement is automatically tracked by the computer. Reports are available that show all of the players sessions thrown.

See the Blackbelt Program Brochure for more information on each of the levels, example reports, etc.

Revenues: Charge group lesson rates—\$50 per week (\$200/month). That is 2, one hour sessions per week with 3 athletes throwing at a time. 20 athletes in the program generates \$4,000/month. You will need 8 hours of dedicated lane time each week for 20 athletes. You can also add additional revenues by adding this program on to team rentals as a station for the players during practice.



Pitching Leagues

How to do it:

Set up a league night and have players form their own teams. Teams of 3 work best, but sometimes 4 on a team is a good idea in case one player can't make it. A league with 8 teams works best. Set up the schedule or download a model from our website. The teams playing against one other do not have to do so at the same time, in fact, it will probably work better if only one team throws at a time.

Start the game in the simulated game software by selecting the team name that you have already entered. Have both teams play against the same simulated game team to make the games fair. Select 9 inning or 145 pitches for the game duration. Let the kids throw.

Lets the players decide how they want to play together. They can take turns pitching 15 pitches each at a time. They can rotate through one at a time making it a true team game, or they can rotate by innings. Leave it up to each team, or make the rules for them, you decide.



How the Software Works:

This is an accuracy based scoring game—the more accurate the pitch to the glove, the better the result for the pitcher. The less accurate the pitch, the worse result, with pitches left over the middle of the plate more likely to be hit with power. The display shows the current score, the count, outs, and runners on base. After each pitch, the exact location, pitch results (bottom of the screen) and game results (in Red) are shown. A box score type report is available for each game. There are no separate reports for

each player. If they want individual reports, they can come back and throw individual games.

Revenues: Charge \$525/team for the 7 week league and playoffs are free. That works out to \$25/hour per player per week. Total revenues for the 7 weeks \$4,160. You will need 7 hours a week dedicated to this program.



Pitch Counts

Pitch Counts:

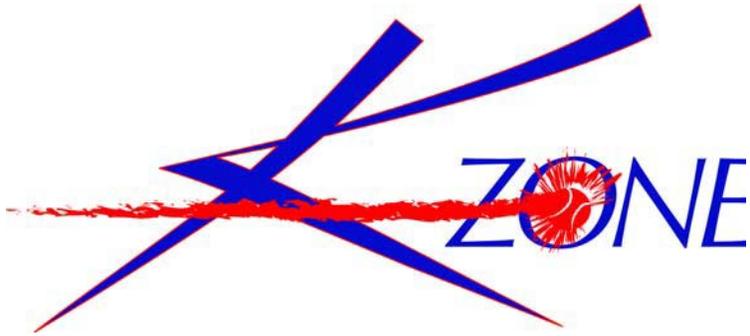
Keeping kids free from injury should be the primary concern of all coaches and instructors. Giving parents an approximate pitch count is a valuable service, especially when it can be done objectively. By recording each player's actual results, we share the responsibility for protecting athletes with coaches, parents and athletes and provide them with information to make informed decisions.

How to do it: using the *K Zone Training Software* set up a 100 pitch all fastball session. Have the athlete warm up as they would before a game so they are ready to pitch. Treat the training session like a game and have the athlete throw 15 pitches (average for an inning) and then sit down for 5-10 minutes, just like they would during a game. After the break, have them repeat the 15 Pitch Inning. Continue this process until the velocity shown on the display begins to continually drop or velocity and/or accuracy becomes very erratic within an inning. The *Velocity Report* will graphically display the velocity information for all the pitches thrown as shown on the next page. The graph illustrates the fatigue of the pitcher. In this example, we have added notes to the session. The velocity graph displays the fatigue of the player at the end of the 4th inning. The player here starts the 5th inning strong after rest, but quickly shows the fatigue again about 6 pitches into the 5th inning.

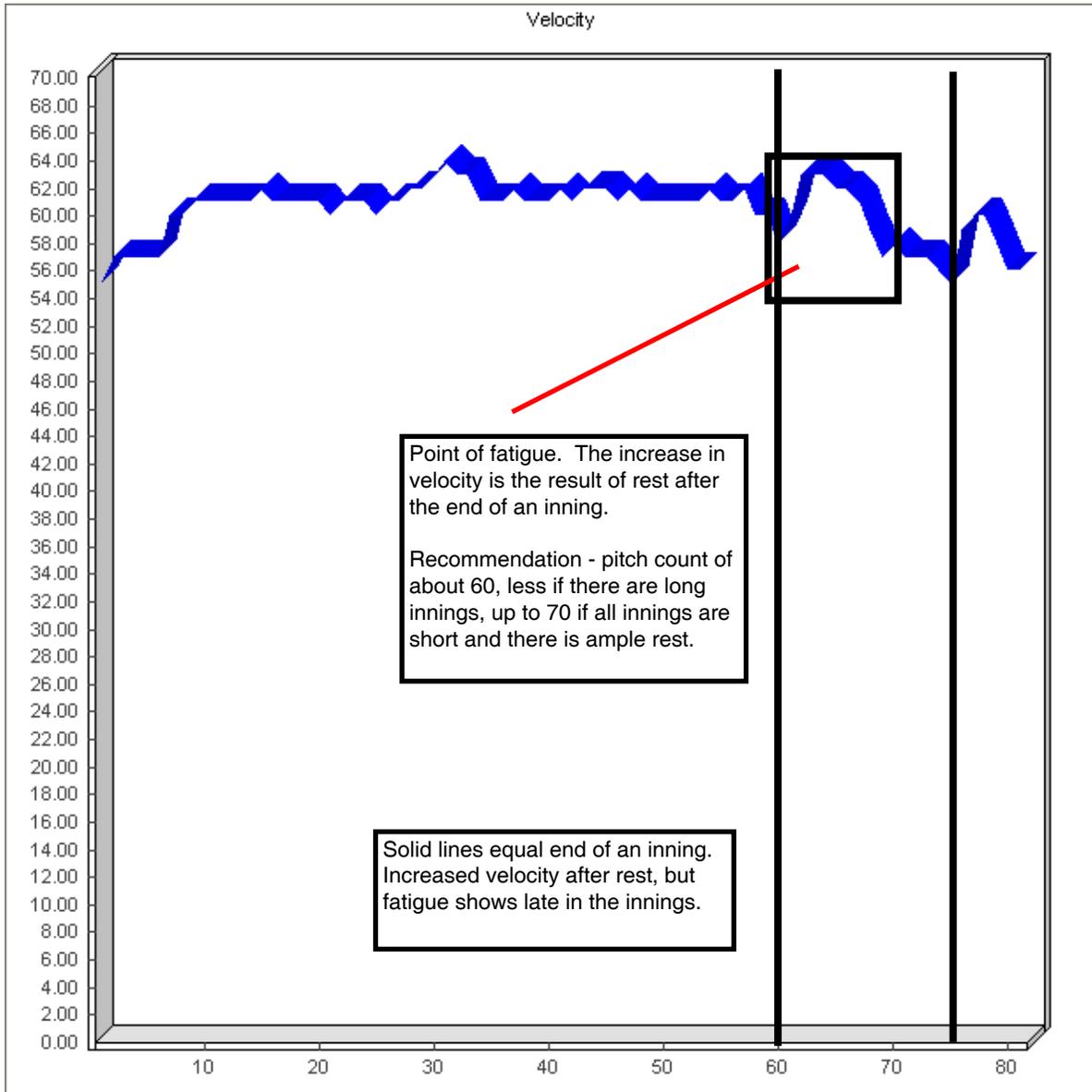
Athletes should be encouraged to throw as hard as they can on every throw, just as they would in a real game. Add other ideas to make the training more realistic, such as having one longer inning of 20 pitches or a shorter inning of 10. See how the athlete reacts to different situations and stresses on the body. One final note, remember to talk to the athlete about their performance, about when they feel fatigue and especially when they feel any pain.

Revenues: Charge lesson rates and add \$10-15 for the equipment and the report feedback. Offer discounts for returning customers.





Pitcher: Dave Bradshaw
Session: 1/16/2008 12:45:12 PM
Type: Pitch Count Test - 100 Fastball



What's Next



Animated Game Software

As we continue improving our simulated game software, the next logical step is movement of the players.

More programs from Ron Wolforth. We hope to have a successful launch with the throwing program and follow that up with Ron's strength program and add additional levels to the throwing program. Don't worry if you get a few Black Belts, we will continue to provide additional challenges to players of all levels.

Software that will allow player's video to be recorded along with their accuracy and velocity. This tool will add value to facilities helping athletes with recruitment. Players will be able to send a recruiting video to coaches showing mechanics, accuracy and veloc-

Pricing:



Projection K-Zone

\$ 14,950

Includes Projection K Zone Board, Training and Simulated Game Software, Stalker Sport Radar Gun, Projector, Computer, installation, one day on-site training, a 2 year warranty and 1 year of free software upgrades.

Blackbelt Throwing Program

\$ 2,697

Several packages available, see the Throwing Program brochure for more information.

Monthly Revenues Available:



Blackbelt Throwing Program

\$ 4,000

20 Athletes in the program throwing 2 times a week.

Pitching Leagues

\$ 2,080

8 teams of 3 or 4 players sharing the \$525/team.

Additional revenues from Pitch Count and adding the Blackbelt program to team rentals.



Sports, Inc.

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