

## Market Sizing & Operating Models: HPG constructed an end-to-end revenue model for a client within the youth sports industry.

Market Sizing Model												
	Start	: Age	_	Select Sports	Sport	Users	Businesses					
<u>28</u>	(	5	<u>33</u>	Baseball	Baseball	119,305	9,177					
			•	Lacrosse	Lacrosse	8,072	404					
	End	Age		Football	Football	76,926	2,564					
<u>29</u>	1	8		Golf	Golf	31,299	6,260					
'			•	Bicycling	Bicycling	89,711	89,711					
Minimum Income												
<u>30</u>	\$75,000											
'			•									
	Gender											
<u>31</u>	Ma	Male										
			•									
Select Metro/States												
<u>32</u>	PA	MD										
	DE	NJ										
					Tetal	Users	Businesses					
					Total	325,313	108,116					
					Annual Addressable	\$39,037,560	\$51,895,636					

Annualized Projections	2021	2022	2023	2024	2025
Starting Users	0	480	2535	3673	4337
Ending Users	480	2535	3673	4337	4785
% of Market Penetrated	0.1%	0.8%	1.1%	1.3%	1.5%
Starting Businesses	0	22	148	259	357
Ending Businesses	22	148	259	357	444
% of Market Penetrated	0.0%	0.1%	0.2%	0.3%	0.4%
End User Subscription Revenue	\$0	\$0	\$9,441	\$90,072	\$155,892
Business Subscription Revenue	\$0	\$0	\$0	\$0	\$0
Total Subscription Revenue	\$0	\$0	\$9,441	\$90,072	\$155,892
% of Total Revenue	0.0%	0.0%	20.8%	71.1%	80.6%
End User Consulting Revenue	\$2,463	\$14,844	\$15,019	\$15,332	\$15,895
Business Consulting Revenue	\$1,125	\$6,750	\$6,750	\$6,750	\$6,750
Total Consulting Revenue	\$3,588	\$21,594	\$21,769	\$22,082	\$22,645
% of Total Revenue	63.0%	61.8%	48.1%	17.4%	11.7%
Advertising Revenue	\$2,110	\$13,331	\$14,093	\$14,522	\$14,785
% of Total Revenue	37.0%	38.2%	31.1%	11.5%	7.6%
Total Revenue	\$5,698	\$34,926	\$45,303	\$126,676	\$193,323

HPG modeled the market after a data deep dive, then modeled the business with input from the founders.