

COMMITMENT | CHARITY

THE DROP

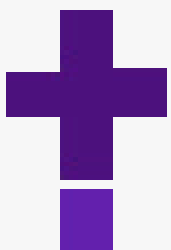


ATLANTA

COMMUNITY | CONNECTION

# Project Overview

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# THE DROP



**A SAFE & ACCESSIBLE  
EXTREME SPORTS  
DESTINATION**

Dedicated to X-Sports athletes, families & enthusiasts of all ages & walks-of-life searching for a safe space to enjoy the sport, build community & find foundation through Christian values.

**SKATE  
BMX  
INLINE  
& MORE**

All interests.

All ages.

All walks.

**All welcome.**



# Executive Summary

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## Business Overview & Mission

**Rooted in Christian values**, **The Drop-ATL**'s mission is to provide a safe & inclusive indoor sports facility where extreme sports enthusiasts can **create bonds, develop skills & explore faith** through mentorship & community support. Blending **diverse programming & facility services with retail & concessions**, the facility aims to generate sustainable revenue while fostering positive, life-changing impact through community engagement, **BAM partnerships** & revenue differment for **charitable giving**.



## Market Opportunity

The extreme sports industry faces **limited access to safe, family-friendly environments** & a scarcity of professionally managed facilities in the Southeastern U.S. Many existing public skateparks are marked by safety concerns & a **lack of welcoming spaces** for younger or novice athletes. Additionally, the X-Sports community **often lacks mentorship, structured training & inclusive spaces for spiritual exploration**, creating an opportunity for a facility that combines high-quality amenities with a communal, faith-forward atmosphere.



## Financial Forecasts

Revenue streams will come from diverse sources, including **memberships, retail & concessions partnerships, coaching & training programs & community events**. With a strong regional interest in extreme sports & the added appeal of community-focused programming, **The Drop ATL** is positioned to meet this demand. Beyond local success, the skatepark's model also allows for scalability, with **potential franchise opportunities** in similar underserved markets across the globe, further enhancing long-term growth & profitability. Our financial forecast anticipates **profitability within five years**, driven by high demand for safe, high-quality extreme sports facilities in the Southeastern U.S., where **only one comparable indoor venue currently exists**.



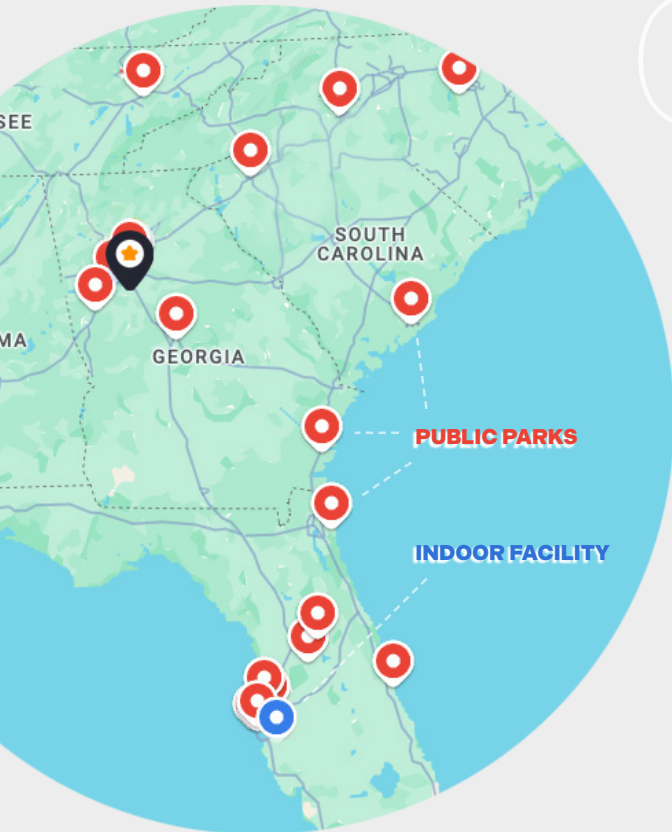
## Investment Opportunities

Join us in building a one-of-a-kind, high-demand facility that combines extreme **sports, community & mission-driven impact**. With strong revenue potential, scalable growth & a forecast to reach profitability in under five years, **The Drop-ATL** offers a **unique opportunity** to invest early in a project with lasting **social, spiritual & financial returns**.

# 01

## Our Audience

The Drop-ATL's target audience spans **all skill levels & ages across skateboarding, BMX, inline/roller skating & trick scooters**. Youth & beginners will enjoy safe, supportive programming, while intermediate to advanced athletes, particularly teens and young adults, benefit from high-quality equipment, structured training & a community of peers. Our unique & inclusive approach fosters growth & connection for all who share a love for action sports.



# 02

## Our Regional Market

The S. Eastern U.S. offers a unique, high-demand market for a well-designed **indoor** extreme sports facility, as there's currently **only one comparable venue in the region**. With a strategic blend of training, community & unique amenities, the facility stands to attract a broad, dedicated audience, positioning it as the **premiere hub for action sports & community** engagement in an underserved market.

# 03

## Our Differentiators

The Drop-ATL sets itself apart by offering tailored programs across key areas. **Monthly membership** unlocks a **robust loyalty program** & perks that reward community engagement. **Local retail & eatery partnerships** provide access to high-quality gear & food for both athletes and spectators, creating a complete experience. Seasonal **camps, community events & competitions** further shape the facility into a unique hub where sports, community & culture converge seamlessly.

# 04

## Quadruple Bottom Line

Our faith-driven business model balances **community engagement, sustainability, financial viability & mission**. By creating an inclusive space for athletes to connect & grow, prioritizing global partnerships & fostering diverse revenue streams, The DROP creates both **long-term business growth & meaningful human impact**. Rooted in purpose, it offers values-based programs & faith-driven mentorship, building a thriving community that benefits individuals & our world at large.

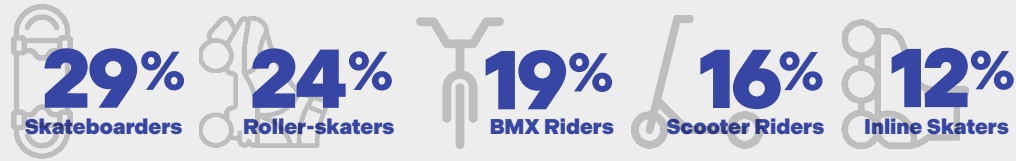


# Overview

# Market Research

To validate our business model, we conducted a survey of over 500 S. Eastern extreme sports athletes across skateboarding, BMX, inline, roller-skating & scooting confirming strong alignment between our facility's offerings & the interests, needs & desires of our target audience.

## THE RESULTS:



<b>The Opportunity</b>	Will visit multiple times a week	72%
	Will travel up to 45 mins to facility	72%
	Want a monthly membership	69%
	Expect to pay \$25+ for a day pass	84%
	Expect to pay \$75-125/mo. for membership	50%

<b>Our Offerings</b>	Want access to professional coaching	74%
	Will enroll in a Loyalty Program	95%
	Want food & beverage offerings on-site	71%
	Want apparel, gear & rentals on-site	75%
	Desire exclusive events & competitions	80%

## Unlike Anything in the Southeast

**Our survey of over 500 extreme sports athletes in the Southeastern U.S. confirmed the overwhelming demand for a facility that aligns perfectly with our vision.**

The data shows a powerful desire for a unique facility offering a community-focused environment, comprehensive amenities & targeted services that elevate the athletic experience. This compelling support underscores the **clear market white space for a facility of this kind**, highlighting not only the business opportunity but also the **significant community need**. With a strong foundation built on audience demand, this project is poised to fill a critical gap & set a new standard for X-Sports facilities in the S.E.

# Strong Demand





PRIMARY SOURCES OF

# Revenue

The Drop-ATL's revenue strategy is built around a diverse mix of offerings designed to engage athletes & the local community. Core revenue streams include **daily admissions & monthly membership fees**, as well as access to **on-site retail, gear & local food & beverage providers**, providing steady, recurring visitation & fostering loyalty among our attendees.

To create even deeper roots, we will offer **specialized services such as professional training** & skill development programs that cater to athletes seeking advanced instruction. Community & industry connections—ranging from **local camps & partnerships to sponsored events & competitions**—further enhance the facility's regional reach & renown.

Together, these revenue sources create a robust foundation that not only supports business growth but also enables us to **commit a portion of our Members' fees to charitable partners**, amplifying the facility's mission-driven objectives.

## Walk-ins & Memberships

Admissions & monthly memberships provide **steady, recurring revenue** & ensure consistent access for local athletes & enthusiasts. With **tiered membership options**, the facility accommodates different commitment levels, which offer additional perks & discounts. This structure fosters community by **encouraging repeat visits, building a loyal base of athletes & families** who make the facility a central part of their routine.

## Unique Service Offerings

The Drop-ATL's specialized services, such as **professional training & skill development** sessions, cater to athletes aiming to advance their abilities. These **personalized coaching sessions** are led by experienced instructors & industry professionals, providing athletes with high-quality instruction **typically unavailable in local public parks**. This premium offering appeals to both serious athletes & those simply looking to improve, creating a valuable revenue stream & a competitive market advantage.

## Facility Amenities & Local Partnerships

Community & industry tie-ins—such as local **camps, events & competitions**—build our facility's reputation & broaden its audience reach. Partnerships with **local retail & food providers** create additional revenue streams & elevate the visitor experience, **offering quality gear, service & refreshments on-site**. These connections enhance community engagement, **attract regional athletes** & further **establish the facility as a premier destination** for extreme sports & social connection.

REVENUE FORECAST &

# Investment Opportunities

With a **diverse mix of revenue streams**—including memberships, professional training, on-site retail, quality concessions & community events—**The Drop-ATL** is well-positioned for **robust, recurring returns & high repeat visitation**. Each revenue driver builds upon the others, creating a steady foundation & driving customer loyalty - all while **expanding into new markets** through competitions & partnerships. This comprehensive approach ensures strong, sustainable growth, presenting early investors with a **unique & exciting investment opportunity** to support a high-demand business with an **innovative financial model** & a genuine commitment to **community impact & spiritual growth**.

## Budget Overview

Our business model is based on a **conservative estimate** of capturing just **1% of the Total Addressable Market (TAM)** of extreme sports athletes in the Southeastern U.S. This conservative approach reflects our fiscal pragmatism & **ensures realistic financial planning** from the outset. At the same time, by tapping into this modest market share, our model showcases **potential for exponential growth** as demand for & awareness of our high-quality facility increases.

## Financial Projections

Our financial projections forecast that we are on track to achieve **profitability by year four**, establishing a strong foundation for sustained growth. With a stable revenue base from diverse income streams—including memberships, training services & partnerships—this trajectory positions us to **explore expanded services & potential new locations after five years** of successful operations. This forward-looking model not only supports our long-term mission but also offers a scalable path for expansion & growth.

## Investment Options

**The Drop-ATL** offers investors a unique chance to support a mission-driven, high-demand business through **Convertible Note or S.A.F.E. options**, each providing early-stage equity opportunities. By investing, you'll play a key role in building a community-centered facility that nurtures **athletic growth**, fosters **spiritual connection** & generates **sustainable returns**.



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# Thank You

We genuinely appreciate your time & interest.  
Together, we can create an active space for community,  
discipleship & mentoring in Atlanta.

## Interested in Partnership Opportunities?



SNAP  
THE QR TO  
CONNECT

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