



Developing The Racquetball Landscape

Creating a situation which is Win/Win/Win for all parties involved:

- **Win** - for racquetball players (juniors, college students, adults) by having an entire schedule of activities for them to take part in
- **Win** - for instructors as we will create increased revenue opportunities for them
- **Win** - for the major stakeholders in the game, the clubs as we will bring them new members and increased revenues

Growing Racquetball Racquetball Professionals

These people will be certified instructors, also trained in activities coordination. We will position them as the central figures in the lives of racquetball players and great assets for the clubs/colleges as they will increase participation numbers. Their role will be to grow the game in colleges with courts (Intercollegiate programs as well as recreational), develop programs for middle and high schools and help private clubs to increase their membership and revenues. Our goal is to build an entire program around them whereby they are able to generate revenue (commissions) from a myriad of sources:

1. **Activities revenues** -profits from ladders, leagues, tournaments etc...
2. **Instruction revenues** - from private, semi private, group, clinics and camps...
3. **Product revenues** - Growing racquetball wearables (shirts, hats...)
4. **Training revenues** - commissions from NuVoWay LifeStyle Management app for racquetball-specific, personal training and LifeStyle coaching.
5. **Travel revenues** - commissions on any and all travel their base of members take (not simply racquetball-related).

Altogether these may help our Growing Racquetball Racquetball Professionals to generate a full time income doing what they love...