

Executive Summary (Hook + Problem + Strategy)

For years, the story around women's sports has been the same: not as interesting. But what if that story was never true, just underexposed. Athletes Unlimited is already changing that—and our role is to help them scale.

Our objective is to help AU achieve long-term economic sustainability. However, three challenges stand in the way: the current model is not financially self-sustaining, media exposure remains limited, and the single-location model restricts market reach.

To address this, we propose three initiatives: expanding into beach volleyball to drive revenue, strengthening digital storytelling to increase viewership, and implementing geographic rotation to expand market presence.”

Implementation (Short & Structured)

“Our implementation is structured in three phases.

In Q1 and Q2, we finalize strategy, secure venues, and complete logistics.

In Q3, we launch marketing campaigns and begin expansion into new cities.

By Q4, we move into full promotion ahead of the November season.

post-season, we monitor performance and optimize.

Success is measured by execution progress and its impact on revenue, viewership, and brand growth.”

Risk & Mitigation (Very Tight)

“We identified three key risks.

Low fan engagement is addressed through multi-channel marketing and storytelling.

The risk of engagement not converting into viewership is mitigated by focusing on athletes' off-field stories to build stronger fan connections.

Logistical challenges from geographic rotation are managed through early planning and leveraging existing infrastructure.”

Financials (Impact Focused)

“Our strategy generates approximately \$3 million in additional net profit, with an ROI above 80%, driven by ticket sales and commercial partnerships.”

Final Summary (Strong Close)

Women's sports have long been undervalued due to lack of visibility and scale—not demand. AU is already changing that, and our strategy helps them scale it.

By expanding, strengthening storytelling, and increasing market presence, AU can achieve sustainable growth—driving \$3 million in profit, increasing viewership by up to 30%, and building a stronger national brand.”