



# WHIZTRAINER

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*MORE THAN JUST A SKATING AID*



# Opportunity

- This innovative product opens new doors for both children and coaches who want to get involved in the sport of ice skating.
- With the help of the WhizTrainer, students and coaches can develop on-ice programs that will aim toward teaching children the fundamentals in a safe but empowering environment.



# Initial Investment

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- The WhizTrainer is the first skating aid equipped with a harness that allows the child to skate independently.
- Appealing to an untapped market of beginners who wish to participate in the sport, the WhizTrainer presents an opportunity to get an untapped market of children on the ice.
- With the initial investment options highlighted below, you could bring a WhizTrainer program to your hometown arena:
  - *10 Units - \$999.99 + HST*
  - *15 Units - \$1,349.99 + HST*
  - *20 Units - \$1,599.99 + HST*

# How to Reach Consumers

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Below are the highlighted opportunities where Whiz Coaches can put their Trainers to use and capitalize on their initial investment!

- 1. Drop In Skates
- 2. Private Events
- 3. Learn to Skate Program



# 1. Drop In Skates

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## • Logistics:

- 10 – 15 members
- \$12 - \$15 per participant. (Includes equipment rental and ice-time for the hour)

## • Overhead Costs:

- *Ice-Time is the only reoccurring cost after the initial investment of the units.*
- Normally ranges from \$50 - \$190 depending on the time of day.
- Drop In Skates are most profitable if ice-time cost can be kept in the range of \$40 - \$80 per hour. Coaches who have access to ice-time between the hours of 8am – 4pm can cut costs as these are generally idle hours for arenas. (Lower rate for the hour)
- Drop In Skates are a great way for spreading awareness about the product and programs!





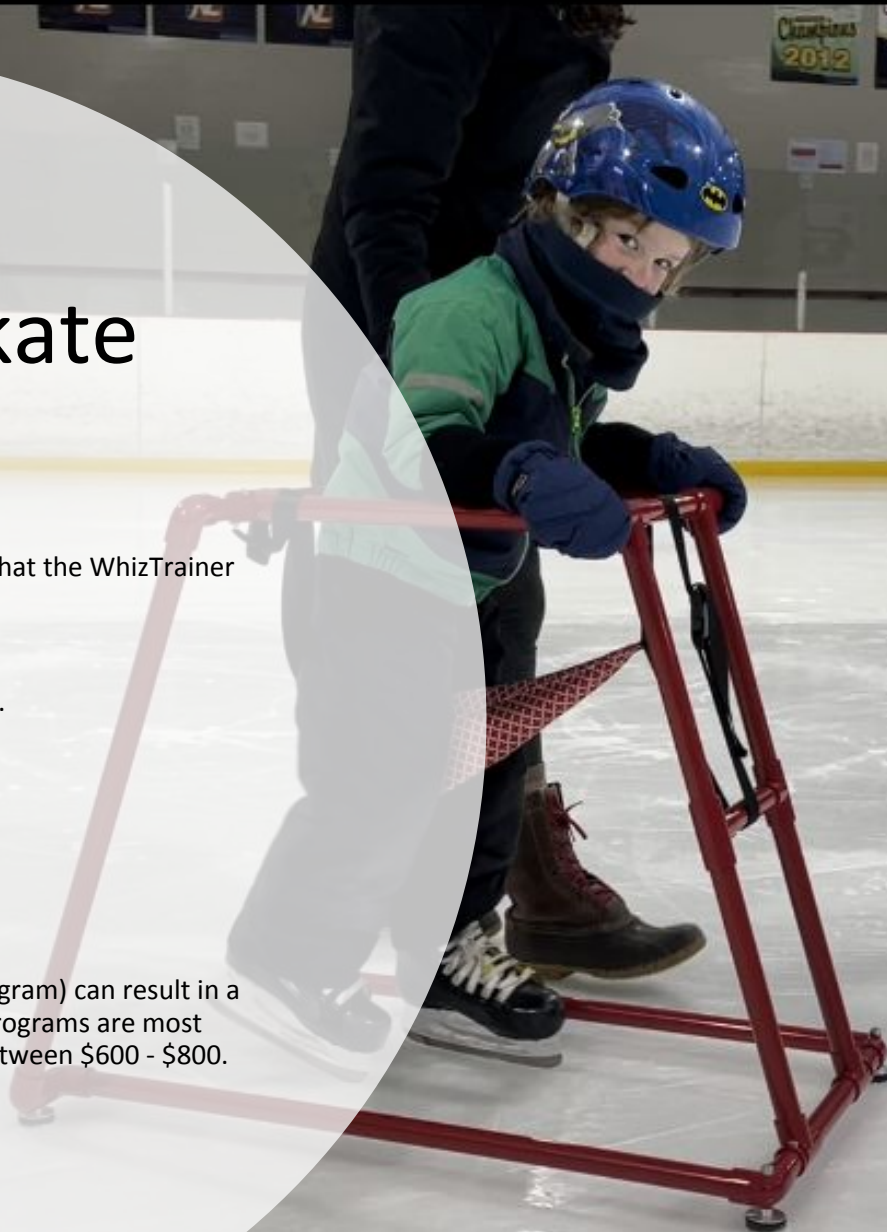
## 2. Private Events

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- Accommodation of private events include:
  - Birthday Parties
  - Field Trips (Schools, Daycares, etc.)
  - Private Group Bookings
- Logistics:
  - Flat Rate: \$250 - \$350
  - Includes:
    - Equipment rental for the group
    - Hour of ice-time
    - On-Ice coach present
- Overhead Cost:
  - Ice-time ranges as the same prices mentioned previously. *Private Events* are most profitable when costs are kept between \$60 - \$100 for the hour.

### 3. Learn to Skate Program

- This is the most lucrative and promising program that the WhizTrainer coaches can offer.
- Logistics:
  - 8-session program for 10 – 15 participants.
  - \$250 - \$300 registration fee. Includes:
    - Includes Equipment Rental
    - Ice-time fee for 8 sessions
    - Two on-ice instructors present
- Overhead Costs:
  - Booking ice-time for 8 sessions (entire program) can result in a cheaper rate per session. Learn to skate programs are most profitable when ice-time costs are kept between \$600 - \$800.



# Profit Margins

- Based off Pessimistic View (low numbers, high costs)

	Participants	Revenue	Ice-Time Cost	Net Profit
1. Drop In Skates	10	$(\$12 \times 10)$ = \$120	\$80	\$40
2. Private Events	10	\$250	\$100	\$150
3. Learn to Skate Program	10	$(\$250 \times 10)$ = \$2500	\$800	\$1700

- These profit margins are based off 10 participants for each of the three events, with net profit highlighted in the last column.

# Recovery of Initial Investment

- Based off Pessimistic profit margins (low numbers, high costs)

	10 Units (\$1,150)	15 Units (\$1,553)	20 Units (\$1,840)
1. Drop In Skates	29 Sessions	39 Sessions	46 Sessions
2. Private Events	8 Sessions	11 Sessions	13 Sessions
3. Learn to Skate Program	One 8-session program	One 8-session program	Two 8-session program's

- The sessions determined here represent the number of each event you would need to put off in order to recover the initial investment listed above. These numbers are based off the previous pessimistic profit margins.

# Profit Margins

- Based off Optimistic View (high numbers, low costs)

	Participants	Revenue	Ice-Time Cost	Net Profit
1. Drop In Skates	15	$(\$15 \times 15)$ = \$225	\$40	\$185
2. Private Events	15	\$350	\$60	\$290
3. Learn to Skate Program	15	$(\$300 \times 15)$ =\$4,500	\$600	\$3,900

- These profit margins are based off 15 participants for each of the three events, with net profit highlighted in the last column.

# Recovery of Initial Investment

- Based off Optimistic View (high numbers, low costs)

	10 Units (\$1,150)	15 Units (\$1,553)	20 Units (\$1,840)
1. Drop In Skates	7 Sessions	9 Sessions	10 Sessions
2. Private Events	4 Sessions	6 Sessions	7 Sessions
3. Learn to Skate Program	One 8-session program	One 8-session program	One 8-session program

- The sessions determined here represent the number of each event you would need to put off in order to recover the initial investment listed above. These numbers are based off the previous optimistic profit margins. *It is important to notice is how quickly the initial investment can be recovered (pessimistic or optimistic view) through the learn to skate program.*

# Interested?

- Whether you are an experienced coach, or a student looking to start their own venture, there are organizations who can help fund your start-up program.
- Visit the links below to explore your funding options to cover the initial investment of your WHIZTRAINERS!
- SSNL: <https://docs.google.com/forms/d/e/1FAIpQLSdiVmn2fsyz2SnDkymqvJC84Ge2kYdk06h9dup3KRkhJZe8Dw/viewform>
- ACOA: <https://www.canada.ca/en/atlantic-canada-opportunities.html>
- TCII: <https://www.gov.nl.ca/tcar/funding-programs/>

