




Basketball Training Program

Tahir Lowrie
BiCell Nation, LLC
150 West 5th Street
Chester, Pa 19013
management@bicellnation.com
www.bicellnation.com





SKILLS "IQ" ELITE IS A Training Program that teaches players how to understand the game of basketball and upgrade there IQ on the court. We have designed game simulated drills and concept to help players from amateur to professional athlete become more successful on the court. Our intense training will help players gain confidence and see the game more clear. Our staff is composed of past college and professional athletes with over 30 years experience that understand the value of teaching the fundamentals of the game of Basketball.

10 Benefits of Basketball

- Burn Calories
- Great for cardiovascular health
- Develops concentration and self-discipline
- Builds bone strength
- Better motor skills and coordination
- Strength Training
- Improves spatial awareness
- Mental Development
- Reduces stress and boosts the immune system
- Enhance confidence

Overview

Skills “IQ” Elite is a basketball skills development program that trains players on how to play the game of basketball from amateur to the professional level. The training will involve game related drills. We will also host youth basketball clinics, leagues, tournaments, and showcases.

General Objective

1. Build a Rolodex of registered players through weekly training sessions offered for a nominal fee.
2. Create fundraising opportunities for potential partners and Skills “IQ” Elite, by hosting clinics, leagues, tournaments, and showcases.
3. Solicit sponsors to assist with helping urban city children participate in this program and events we host.

Target Audience

1. The inner city youth of Chester, Pa starting at age 5yrs old focusing on the children who are less fortunate, unable to make the school team or travel team associated with AAU basketball. Not excluding those players but giving the others opportunity to keep developing their game.
2. Seasoned Youth/Adult players looking to get professionally trained to perfect their skills
3. Solicit clinics, events, and leagues to all the local schools via flyers by contacting the main office.

Specifications

1. Create weekly scheduled clinic times for age appropriate players. (\$15. A session)
2. Schedule dates to host the next 3 events for the quarter. (concessions, door, registration fee, sponsors)
3. Host our first fall basketball junior nba league. (registration fee, concessions, sponsors)

Roles and Responsibility

Skills “IQ” Elite powered by BiCell Nation, LLC will furnish the resources to organize the program and events. Potential partners must help facilitate a location and organize a committee to assist with fundraising along with volunteers to work events.

About BiCell Nation

BiCell Nation was founded by Tahir Lowrie as a consultant and media management company designed to assist small business establish and grow in the urban city of Chester. Although we have relationships across the whole United States, Chester, Pa will be our starting point. Tahir is a graduate of Chester High School Academy class of 1996 and a varsity basketball player. He attended Alvernia University in Reading, Pa where he studied Computer Science and Accounting for 2 years. His freshman year he was successful on the basketball court where he led his team as the point guard to the Final Four Division III Championship. Tahir displayed his talent as a team player at a young age and as General Manager of BiCell Nation, he is built to organize to right team for your growth.

We have the aptitude for client handling, listening, strategic planning, business analysis and team-building, as is creativity, flexibility and strong interpersonal skills. We like being in the middle of all the different pieces that need to come together. For example, an issue comes up and you think, 'I haven't seen that before, I need to pull in the right people from the right teams, we need to put in place the right processes and we need to get the right technology in place to fix that issue.