

TWO01 BASKETBALL ACADEMY, INC.

B.A.L.L. INCUBATOR CURRICULUM



Business, Action, Leadership & Financial Literacy | 8-Week Youth Entrepreneurship Program

OFFICIAL COURSE SYLLABUS

AGES 14–21

TURNKEY BUSINESS LAUNCH

PROGRAM EXECUTIVE SUMMARY & MISSION

The **Two01 Basketball Academy Entrepreneurship & Financial Literacy Incubator** translates athletic discipline, teamwork, and strategic execution into real-world business ownership. Designed specifically for inner-city youth, this intensive 8-week course guides students through the exact step-by-step process of launching a legal, operating business.

By Week 8, every participant will not only present a fully structured Business Plan, but will also have completed official state business registration, obtained an Employer Identification Number (EIN), established business banking, and deployed live marketing assets.

Core Program Pillars	Weekly Structure	Bi-Weekly Milestones	Final Capstone
• Financial Literacy & Budgeting • Legal Business Structure • Brand Strategy & Marketing • Operations & Banking	• 4 Class Days per Week • Mandatory Weekly Advisor Check-in • Hands-on Worksheet Completion • Action-Oriented Homework	• Week 2: Concept & Market Pitch • Week 4: Mid-Term Budget Review • Week 6: Brand & Sales Pitch • Week 8: Pitch Competition	• Registered Legal Entity (LLC) • Federal EIN & Bank Account • Formal Written Business Plan • Live Product/Service Launch

8-WEEK DETAILED CURRICULUM & DAILY EXECUTION

WEEK 1: Mindset, Vision & The Business Blueprint

PHASE 1: FOUNDATION

Objective: Transition from consumer to producer mindset. Identify personal strengths, passions, and community problems to solve.

DAY	TOPIC & CLASSROOM ACTIVITY	STUDENT ACTION ITEM / WORKSHEET
Day 1	The Entrepreneur Mindset: Shift from worker to owner. Analyze how athlete discipline connects to business success.	Complete "Personal Strengths & Passion Audit".
Day 2	Identifying Community Needs: Spotting market gaps in urban neighborhoods. Turning everyday pain points into business ideas.	Brainstorm 3 potential business concepts.
Day 3	Defining Your "Why" & Mission: Crafting a powerful vision statement and core values for your brand.	Write Company Vision, Mission Statement, and Brand Ethos.
Day 4	Feasibility & Concept Selection: Evaluating startup costs, competition, and feasibility for all 3 ideas. Select final business idea.	Finalize Business Concept Selection Worksheet.

Weekly Advisor Check-In (30 Mins): Review selected business idea, validate feasibility, and approve core mission statement.

WEEK 1 DELIVERABLE: APPROVED BUSINESS CONCEPT & VISION CANVAS
Student submits finalized business idea, problem statement, target audience, and 1-paragraph mission statement.

WORKSHEET 1.1: BUSINESS IDEA & MISSION BUILDER

Two01 Basketball Academy, Inc. • Entrepreneurship Incubator

1. WHAT SPECIFIC PROBLEM IN YOUR COMMUNITY OR MARKET DOES YOUR BUSINESS SOLVE?

2. WHO IS YOUR TARGET CUSTOMER? (AGE, LOCATION, INTERESTS, HABITS)

3. WRITE YOUR COMPANY MISSION STATEMENT (1-2 SENTENCES):

WEEK 2: Market Research & The Athlete's Money Mindset

PHASE 1: FOUNDATION

Objective: Conduct competitive research and master personal vs. business financial literacy basics.

DAY	TOPIC & CLASSROOM ACTIVITY	STUDENT ACTION ITEM / WORKSHEET
Day 5	Competitive Analysis: Who else is selling this? Identifying direct and indirect competitors in your city and online.	Complete Competitor Matrix (Identify 3 competitors).
Day 6	Customer Surveys & Validation: How to ask potential customers what they actually want and what they will pay for.	Draft 5 customer survey questions and interview 5 people.
Day 7	Personal Financial Literacy 101: Credit vs. Debit, bank accounts, credit scores, and separating personal money from business money.	Complete Personal Net Worth & Expense Log.
Day 8	Bi-Weekly Review & Presentation Prep: Presenting concept pitch and target market insights to class.	Prepare 2-minute "Elevator Pitch" slide deck.

Weekly Advisor Check-In (30 Mins): Review market research survey data and personal budgeting goals.

WEEK 2 DELIVERABLE & PRESENTATION #1: ELEVATOR PITCH & MARKET RESEARCH SUMMARY

Students present a 2-minute pitch of their validated business concept and target market findings.

WEEK 3: Business Budgeting & Unit Economics

PHASE 2: BUSINESS STRUCTURE

Objective: Understand business math: startup costs, fixed vs. variable costs, pricing, and profit margins.

DAY	TOPIC & CLASSROOM ACTIVITY	STUDENT ACTION ITEM / WORKSHEET
Day 9	Startup Capital Assessment: Calculating exact costs to start (inventory, registration fees, domain, supplies).	Complete Startup Cost Budget Worksheet.
Day 10	Unit Economics & Pricing Strategy: COGS (Cost of Goods Sold), Markup, Profit Margin, and Competitive Pricing.	Calculate cost per unit and final retail price.
Day 11	Breakeven Analysis: How many units/services must be sold each month to cover overhead expenses?	Complete Breakeven Calculation Worksheet.
Day 12	Monthly Operating Budget: Planning monthly recurring software, marketing, and operational expenses.	Build 6-Month Pro Forma Operating Budget.

Weekly Advisor Check-In (30 Mins): Advisor audit of financial numbers, pricing viability, and profit margin sanity check.

WEEK 3 DELIVERABLE: COMPLETE BUSINESS STARTUP & UNIT BUDGET

Submitting itemized startup costs, pricing sheet, COGS model, and monthly breakeven sales target.

WORKSHEET 3.1: UNIT ECONOMICS & PRICING CALCULATOR

Two01 Basketball Academy, Inc. • Financial Literacy Worksheet

EXPENSE ITEM (PER PRODUCT / SERVICE UNIT)	ESTIMATED COST (\$)
Raw Materials / Direct Cost:	\$ _____
Packaging & Shipping / Delivery:	\$ _____
Transaction / Merchant Fee (~3%):	\$ _____
Total Cost of Goods Sold (COGS):	\$ _____
Target Retail Price to Customer:	\$ _____
NET PROFIT PER UNIT (Price minus COGS):	\$ _____

WEEK 4: Product / Service Architecture & Mid-Term Review PHASE 2: BUSINESS STRUCTURE

Objective: Define exact product specs or service packages. Conduct Mid-Term Financial & Pitch Review.

DAY	TOPIC & CLASSROOM ACTIVITY	STUDENT ACTION ITEM / WORKSHEET
Day 13	Product Prototype / Service Menu: Designing physical prototype, digital sample, or tiered service packages.	Draft Product Specification / Service Tier Sheet.
Day 14	Supply Chain & Sourcing: Finding reliable suppliers, vendors, manufacturers, or local partners.	Identify 2 verified suppliers with lead times & pricing.
Day 15	Mid-Term Review Prep: Integrating financial budget and product architecture into the formal business plan draft.	Assemble Business Plan Draft (Sections 1–4).
Day 16	Bi-Weekly Presentation #2: Mid-Term Budget & Product Concept Review pitch in front of panel.	Deliver 4-minute Mid-Term Pitch with slides.

Weekly Advisor Check-In (30 Mins): Review pitch performance, critique budget feasibility, and approve supplier selection.

WEEK 4 DELIVERABLE & PRESENTATION #2: MID-TERM PITCH & PROTOTYPE SHOWCASE

Formal presentation covering financial budget, product design, pricing, and supplier roadmap.

WEEK 5: Legal Hustle - Registration, EIN & Business Structure

PHASE 3: OPERATIONAL
SETUP

Objective: Execute real-world business setup. Select entity, register state filing, and apply for EIN.

DAY	TOPIC & CLASSROOM ACTIVITY	STUDENT ACTION ITEM / WORKSHEET
Day 17	Business Entities Demystified: Sole Proprietorship, LLC, S-Corp, Non-Profit. Why LLC is ideal for young founders.	Select legal structure & check name availability on Secretary of State registry.
Day 18	Articles of Organization & State Filing: Guided execution of state business registration forms.	Complete State Registration Documentation.
Day 19	Federal EIN Application: Live session registering with IRS.gov to receive Federal Employer Identification Number.	Obtain official IRS EIN Confirmation Letter.
Day 20	Licenses, Permits & Business Insurance: Navigating local municipal permits, vendor licenses, and liability coverage.	Complete Business Compliance Checklist.

Weekly Advisor Check-In (30 Mins): Verify EIN assignment, inspect filed articles, and ensure clean legal documentation.

WEEK 5 DELIVERABLE: VERIFIED STATE BUSINESS FILING & OFFICIAL IRS EIN

Student holds an official, legally registered entity with an active EIN number.

WEEK 6: Branding, Marketing & Digital Sales Engine

PHASE 3: OPERATIONAL SETUP

Objective: Build visual brand identity, social media channels, logo, and marketing strategy.

DAY	TOPIC & CLASSROOM ACTIVITY	STUDENT ACTION ITEM / WORKSHEET
Day 21	Visual Branding: Color psychology, typography, and logo creation using Canva / Adobe tools.	Create Brand Kit (Logo, Colors, Fonts).
Day 22	Digital Footprint & Social Channels: Setting up professional business pages (Instagram, TikTok, LinkedIn, Google Business).	Create and secure all social media handles.
Day 23	Marketing Strategies for Inner City Youth: Grassroots marketing, influencer outreach, flyer distribution, and content creation.	Design 3 marketing promo graphics & 30-day content calendar.
Day 24	Bi-Weekly Presentation #3: Brand Identity & Marketing Strategy Pitch.	Present Brand Kit and Content Campaign.

Weekly Advisor Check-In (30 Mins): Brand aesthetics review, social media setup check, and marketing message audit.

WEEK 6 DELIVERABLE & PRESENTATION #3: BRAND IDENTITY KIT & DIGITAL MARKETING ENGINE

Complete brand kit, live social media channels, and 30-day scheduled marketing campaign.

WORKSHEET 6.1: LEGAL & BRAND SETUP TRACKER

Two01 Basketball Academy, Inc. • Operations Checklist

COMPLIANCE / BRAND REQUIREMENT	STATUS (PENDING / COMPLETE)	CONFIRMATION / ID NUMBER
Business Entity Name Search	☐ Complete	Approved Name: _____
State Registration / LLC Filing	☐ Complete	Entity ID #: _____
Federal EIN (IRS)	☐ Complete	EIN #: _____
Logo & Brand Kit Created	☐ Complete	Brand Colors: _____
Social Handles Secured	☐ Complete	Handle: @_____

WEEK 7: Launch Operations, Banking & Merchant Setup

PHASE 4: LAUNCH & PITCH

Objective: Set up business bank accounts, digital payment processing (Square/Stripe), and final website launch.

DAY	TOPIC & CLASSROOM ACTIVITY	STUDENT ACTION ITEM / WORKSHEET
Day 25	Business Banking & Merchant Accounts: Opening business checking, setting up Square/Stripe/PayPal for payment collection.	Set up merchant processing account to accept cards.
Day 26	Website & Landing Page Builder: Building a simple, high-converting 1-page website or digital storefront.	Build & publish landing page / web store.
Day 27	Customer Service & Operating Procedures: Handling orders, refunds, customer queries, and business ethics.	Draft Standard Operating Guidelines (SOP).
Day 28	Final Business Plan Integration: Compiling financial model, legal docs, marketing plan, and operations into final document.	Finalize Master Business Plan Document.

Weekly Advisor Check-In (30 Mins): Verify payment gateway functionality, test web store, and conduct final review of written business plan.

WEEK 7 DELIVERABLE: OPERATIONAL STOREFRONT & MASTER BUSINESS PLAN DRAFT

Active payment processing system, published website/landing page, and complete 10-page master business plan.

Objective: Conduct live sales, present business plan at Two01 Pitch Competition, and officially graduate.

DAY	TOPIC & CLASSROOM ACTIVITY	STUDENT ACTION ITEM / WORKSHEET
Day 29	Pitch Rehearsal & Public Speaking: Storytelling, voice projection, body language, and slide deck polishing.	Practice 5-minute Pitch with Advisor feedback.
Day 30	Soft Launch & First Sale Drive: Executing live outreach, social media announcement, and securing real revenue.	Execute soft launch and collect first customer orders.
Day 31	Final Business Plan Binding & Portfolio Audit: Assembling legal certificates, EIN, bank proof, and bound plans.	Submit Final Bound Business Plan & Business Proof.
Day 32	TWO01 DEMO DAY & PITCH COMPETITION: Live pitch event before community leaders, judges, and investors. Seed funding awarded!	Deliver Pitch & Participate in Demo Day Showcase.

Weekly Advisor Check-In (30 Mins): Post-pitch evaluation, seed grant disbursement check, and 90-day post-program mentorship plan.

WEEK 8 FINAL DELIVERABLE: OPERATING BUSINESS + PITCH PRESENTATION + BUSINESS PLAN

Student graduates with an active registered business, live sales, bound business plan, and pitch competition completion certificate.

FINAL PROJECT CAPSTONE: BUSINESS VERIFICATION SIGN-OFF

Two01 Basketball Academy, Inc. • Incubator Graduation Certificate Requirement

To be completed by the Course Advisor prior to Demo Day graduation:

REQUIREMENT	ADVISOR VERIFICATION SIGNATURE	DATE COMPLETED
1. State Business Entity / Registration Active	_____	____/____/2026
2. Federal EIN Received	_____	____/____/2026
3. Merchant Account / Banking Connected	_____	____/____/2026
4. Written Business Plan Submitted	_____	____/____/2026
5. Live Demo Day Pitch Delivered	_____	____/____/2026