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by

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2014

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reQwip: Business Plan and Go-to-Market Strategy

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reQwip: Business Plan and Go-to-Market Strategy

by

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Report

Presented to the Faculty of the Graduate School

of the University of Texas at Austin

in Partial Fulfillment

of the Requirements

for the Degrees of

Master of Arts

Master of Business Administration

The University of Texas at Austin

May 2014

reQwip: Business Plan and Go-to-Market Strategy

by

Daniel Benjamin Driscoll, M.A.; M.B.A.

The University of Texas at Austin, 2014

SUPERVISOR: Gary Wilcox

The nature of this Report is to outline the proposed business opportunity for reQwip -- an online marketplace for buying, selling and renting sports equipment -- and the go-to-market strategy for this young startup. reQwip is an Austin, Texas-based technology company founded by students and alumni of The University of Texas at Austin for the purpose of creating a mobile, peer-to-peer (P2P) marketplace for buying, selling and renting new and used sports equipment.

reQwip is launching its minimum viable product (MVP) in Spring 2014. The MVP is a liquid marketplace focused specifically on buying and selling new and used cycling and triathlon gear in Austin, TX and greater Central Texas. This MVP is our gateway into a sporting goods industry worth \$150 billion in sales worldwide and \$54 billion in the United States, of which \$1-3 billion is used gear sales in the U.S.

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EXECUTIVE SUMMARY

reQwip is an Austin, Texas-based technology company creating a mobile, peer-to-peer (P2P) marketplace for buying, selling and renting new and used sports equipment.

reQwip is launching its minimum viable product (MVP) in Spring 2014. The MVP is a liquid marketplace focused specifically on buying and selling new and used cycling and triathlon gear in Austin, TX and greater Central Texas. This MVP is our gateway into a sporting goods industry worth \$150 billion in sales worldwide and \$54 billion in the United States, of which \$1-3 billion is used gear sales in the U.S.

reQwip eliminates the inconveniences of reselling equipment while making it easier and safer for individuals to find and purchase affordable sports gear available in their local neighborhood. reQwip offers the most secure, most convenient and fastest way to buy, sell and rent new and used sports gear. Unlike eBay and Craigslist, only reQwip combines mobile payments, GPS location tools, mobile messaging, Facebook authentication and escrow into a single application. reQwip is accessible on the web and through the reQwip mobile app. Revenues are generated through a 10% transaction fee on the price of each item sold using reQwip; future revenue sources could include subscription classifieds, flash deals, affiliate marketing (referral commissions), lead generation (selling access to our user lists) and advertising. reQwip won the \$8,000 1st-place prize at the 2014 The Next Play Competition, the \$5,000 Grand Prize at the 2012 Reaching Out MBA startup pitch competition, is participating in the Summer 2014 batch

of the Seed Sumo accelerator and has raised an undisclosed amount of “pre-seed” funding from private investors.

PROBLEM & SOLUTION

If Craigslist and eBay are perfect, then why are closets, basements and garages throughout America filled with idle sports equipment that just collects dust? Why do you still own that bike you never ride when someone around the corner would love to buy it for \$200, if not \$2,000?! Why can't you easily discover quality used gear for sale in your neighborhood as easily as you can find a Starbucks store on Google Maps?

According to market-validation interviews with 400+ individuals, the current options for buying and selling quality -used gear are confusing, frustrating and time--consuming. For the average person, it isn't worth the time to list an item because the existing marketplaces are such a hassle. reQwip is changing the game. reQwip is creating the premier mobile marketplace for buying, selling and renting sports gear. reQwip is simple, safe and hyper--local. Think of reQwip as "collaborative consumption meets REI."

Based at The University of Texas at Austin and committed for the Seed Sumo accelerator's Summer 2014 batch in College Station, TX, reQwip was the winner of the grand prize at the 2012 Reaching Out MBA (ROMBA) Startup Pitch Competition sponsored by StartOut.org and the 2013 NEXT @ SXSW startup micro-accelerator. reQwip is launching its minimum viable product (MVP) in Spring 2014 focused specifically on buying and selling cycling and triathlon gear in Austin, TX. We will be expanding reQwip into the rental market in Month 4, as well as additional cities and sports every 6-12 months beginning in Month 13. reQwip offers new and used peer--to-

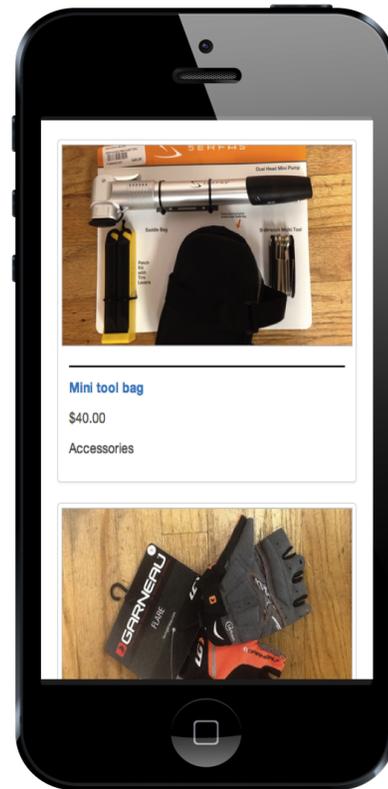
-peer (P2P) and retail inventory. Our marketplace app eliminates the inconveniences of reselling equipment while making it simpler and safer for individuals to discover affordable sports gear in their neighborhoods. Accessible on web and mobile, reQwip features mobile credit card payments, GPS inventory mapping, mobile messaging, Facebook authentication and escrow.

We surveyed more than 400 individuals and the consensus is clear: current options for selling gently-used items are confusing, frustrating and time-consuming. Most individuals want to sell their idle belongings; there just isn't a hassle-free way to do this. Which is a shame, because as Forbes notes, there are 440 million homes in the western world with more than \$3,000 worth of idle gear each. At the same time, buying quality sporting goods is expensive, especially for young professionals and parents. There is currently no verticalized marketplace for new and used sports gear which enables buyers to: (1) search online inventory; (2) find relevant, geo-tagged inventory nearby; and (3) pay with a credit card. Moreover, there is no single, all-inclusive marketplace where sellers can: (1) quickly and simply list items using a mobile phone for local pickup and then (2) receive a credit card payment from the buyer. Most importantly, there is nothing emphasizing the proximity of relevant items to a buyer, nor do any existing options authenticate sellers and buyers via Facebook and maintain user histories to promote trust between parties and discourage fraud and identity theft. Our competitors allow scam artists and spammers to hide behind anonymous or fake identities.

reQwip is changing the game by meeting the demand for a simpler, sports--focused marketplace that eliminates intimidating friction -points in the buying and selling processes. reQwip offers straightforward pricing, charging sellers 10% on each item's sale price. There are no upfront costs to list an item and no complicated and confusing pricing schemes. To foster trust, reQwip requires all users to authenticate their login via Facebook and an SMS short-code (first-time registrants). With Facebook authentication, buyers and sellers can see their mutual friends and ask them to vouch for the other party, a valuable and efficient system of social capital. By focusing on athletes and their equipment needs, reQwip is efficiently matching budget-minded buyers with sellers who have excess gear in their homes, as well as with independent shop owners looking to move more inventory through online channels and compete more effectively with big brand sport retailers. reQwip allows the seller to set a price and will even suggest fair--market value (akin to Kelly Blue Book pricing) – we will likely use an API such as Priceonomics for this purpose. This is simpler and quicker than the auction format used by eBay because the user does not have to wait several hours or even days to see if she “won” the item. Once both parties agree on a price, they meet to complete the exchange at a nearby public landmark, *e.g.*, a bike shop or coffee house. For safety purposes, reQwip suggests meeting places at nearby cycling and coffee shops rather than listing personal addresses. Secure payment is made in--app through credit card processing. reQwip charges the seller a transaction fee equal to 10% of the sale price. If a \$2,000 bike sells used for \$1,000 on reQwip, the buyer saves a \$1,000, seller pockets \$900 and reQwip receives \$100 on the sale, of which roughly \$30 (3% of total sale price) goes to

our financial services partner, Braintree.

Unlike eBay, reQwip does not have any hidden fees for photos, auction starting price or featured listing status. Unlike Craigslist, there are no awkward cash transactions with strangers. Using reQwip to sell an item is as simple as pulling out your smartphone, taking some photos using the reQwip app and entering a few item details and a price. In testing, reQwip users can post items for sale in less than 90 seconds. No need to “re--post” listings each day: our “geo--tagged” inventory--mapping enables search returns presented in order of proximity to buyers.



The demand for reQwip is real. Sixty-nine percent (69%) of Americans said they would like to sell their idle belongings for money. In these tough and uncertain economic times, consider the successes of "cash-for-gold" companies. reQwip turns idle sports gear into gold ... for cash. Buying quality sporting goods is expensive, especially for parents with growing children. Using pre-owned sporting goods helps reduce costs, but the existing options for buying and selling used gear have limitations. eBay and Craigslist are too cumbersome and too confusing, their numerous friction-points intimidating buyers and sellers alike. On eBay, you may find a used bike that suits you, but you will have to pay

an arm and a leg for shipping and pray that the item delivered is actually up to specifications. And if you think eBay's Buyer Protection program satisfies, ask anyone who has actually tried to get a refund from eBay how well that worked. We did, and the most common adjective used was "nightmare."

Collaborative Consumption (P2P)

- > \$3.5 billion / yr industry (Forbes)
- > 25% growth year-to-year (Forbes)
- > eBay stock price +72% 2012 to 2013



\$2.5 billion valuation
250% growth 2012-2013

On Craigslist, you may find a few decent leads on bikes in your town, but these leads are often in far worse condition than described, in no small part because the seller doesn't expect to see you again. And who wants to meet up with a complete stranger while carrying a wad of hard cash? Both Craigslist and eBay allow buyers and sellers to remain anonymous, hiding behind fly-by-night email addresses and bogus user names. As a result of these friction points, a plethora of desirable sports equipment continues to collect dust in garages, basements and closets. The word clouds included in the Appendices provide insight into the phrases and frustrations commonly highlighted in 200+ interviews, including 70+ with "serious" cyclists.

MARKET OPPORTUNITY

Forbes magazine recently called the approximately \$3.5 billion sharing economy "unstoppable" and said that the most-promising opportunities to create new marketplaces exist "in high-value niches." Thus reQwip is vertically-focused on sports gear and its MVP focuses on cycling and triathlon in Austin.

The global sporting goods industry is valued at \$150 billion in annual sales, with \$54 billion in the United States. Annual U.S. sales of used sports gear is \$1--3 billion. With 90 million American team sport athletes and 138 million outdoor recreation participants over the

BASIC	OTHER
Helmet \$100-250	Full-fingers \$50-70
Gloves \$30-50	Arm warmers \$35
Shoes \$100-300	Leg warmers \$40-50
Socks \$10-15	Tights \$150-200
Sunglasses \$60-250	Shoe covers: \$50
Bike \$1,200-\$4,500	LS jersey \$150

\$1,600 - \$5,500	
	Jacket \$100-300
	Base layers \$50-100

age of 6, the demand for sports equipment is staggering. The National Sporting Goods Association (NSGA) estimates 39 million Americans ages 7 and older rode a bike in 2011, 5.29 million rode a bike at least 110 days/year and another 17.63 million rode a bike 25--109 days/year. USA Triathlon estimates more than 2.3 million unique triathletes competed in one of its 4,334 sanctioned events in 2011,-- up from 1 million in 2010 (55% annual growth).

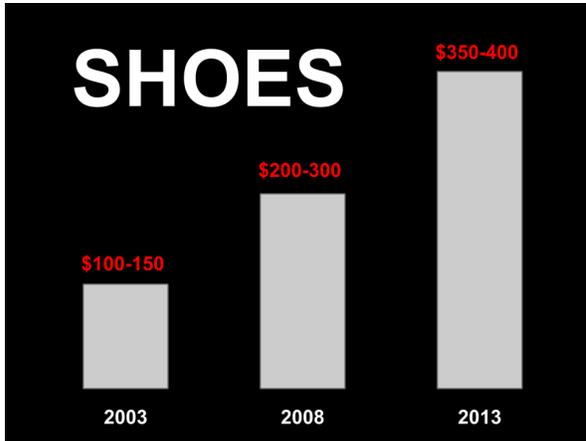
The average commuter cyclist spends between \$100--500 each year on equipment; the average competitive amateur cyclist spends between \$1,000--10,000 each year.

Considering more than half of Americans own a smartphone and, in 2012, more Americans accessed the internet on their mobile phones than on a desktop computer or laptop, the future is mobile. Not surprisingly, U.S. mobile commerce (“m--commerce”) sales reached \$8 billion in 2012, with Forrester predicting 50% growth (\$12 billion) for 2013 and \$31 billion in 2017.

With 90 million Americans athletes participating in team sports and 138 million ages 6 and older engaged in outdoor recreation, the demand for sports equipment is staggering. Consider cycling: there are approximately 100 million active cyclists in the United States. Industry analyst Jay Townley notes that the 100 million American “Millennials” are particularly fond of cycling for transportation, fueling a 57% increase in commuter cycling between 2000- and 2009; commuter cycling is increasing as much as 25% year over year in urban areas such as New York City. Roughly 16.5 million Americans ride a bike to work or school; and in urban areas such as New York City, commuter cycling is increasing as much as 25% year over year. USA Cycling counts more than 67,000 registered, competitive cyclists among its members and USA Triathlon counted 150,000 members in 2011, nearly all of whom competed in a triathlon that year.

To outfit a competitive cyclist costs \$1,500-\$5,500 minimum. Consider the rising costs of higher-end cycling shoes in recent years: a pair topped out at \$100-150 in 2003, that number is now \$350-450 in 2013 (300% increase). Clearly, the rising costs of high-quality athletic gear are outpacing inflation several times over. Thus many athletes are

seeking used or discounted gear in order to purchase high-quality items that fit their budgets. To stretch those budgets and reduce clutter at home, athletes are looking for simple opportunities to make money selling off gear they no longer fit or need.



As Americans and people throughout the world embrace the virtues of collaborative consumption -- a trend the February 2013 cover of Forbes describes as “unstoppable” -- reQwip is meeting the demand for a simple, attractive and boutique shopping experience for new

and used sports equipment. The existing options -- such as eBay, Craigslist and brick-and-mortar retailers (e.g., Play It Again Sports) -- are plagued by limiting and irritating inconveniences, from cumbersome transaction procedures and fees to concerns about payment security and personal safety.

Established marketplaces such as eBay and Craigslist are too broad, thereby alienating many athletes who seek an experience that is *customized* to their city, sport, or community. Poor search and filtering features only further athletes’ frustrations. Though other startups attempting to disrupt eBay and Craigslist recognize some of these issues, they fall into the trap of attempting to also be broad and sweeping, covering all verticals in all cities. Users who come to these sites looking for ice hockey gear in their

neighborhood find only skiing and camping equipment -- if not altogether unrelated items such as kitchen and lawn care tools -- located in cities scattered throughout the country. Even a search for "inner tube" with regard to a bike's wheel will turn up mostly unrelated "inner tubes" such as river floating devices.

reQwip's MVP is focused on cycling and triathlon gear due to the large margins and "tinkerer" nature of participants. These athletes are often looking to upgrade or swap out bikes, parts, apparel and accessories. Moreover, they are extremely social, well-organized and likely to participate in other team sports. Hence, cyclists and triathletes make for an excellent "gateway" market, and their sports are particularly popular in reQwip's hometown of Austin, TX.

According to reQwip's survey data, 9 out of 10 competitive cyclists resell and buy used cycling gear and bikes on Craigslist or team/organization online bulletin boards. We interviewed more than 70 dedicated and competitive cyclists and triathletes: 100% of survey-respondents complained of the frustrations of dealing with "sketchy" strangers, the lack of credit card transactions, or the difficulty of finding the right item. "White paper tests" of the reQwip process -- in which we printed paper mockups of the reQwip process and then walked test subjects through the workflow -- and Test Flight-enabled localized mobile demos of our app resulted in 100% satisfaction among 25 random subjects; all subjects confirmed, "Yes, this is how it should work."

reQwip's MVP is focused on the buying and selling of cycling and triathlon gear in Central Texas, starting with reQwip's homebase of Austin. These two sports comprise distinct communities but are nevertheless similar and feature many "cross-over" athletes and equipment items (especially cycling gear). Even more, these two sports are characterized by: (1) extremely high financial barriers to entry with regard to equipment; (2) tech-savvy early adopters; (3) "tinkerer" athlete-types who are constantly swapping parts and apparel horizontally and vertically (horizontal swap = similar grade parts; vertical swap = upgrade/downgrade); (4) loquacious "pack athletes" who train and compete in groups and regularly discuss products and services over social media, online discussion boards and in person and (5) large participant populations in reQwip's homebase of Austin, TX. reQwip will add a rental feature within four (4) months and more sports and cities after 12 months and/or 10% market penetration.

reQwip has affiliate marketing partnerships with both large online retailers such as Amazon as well small-and-medium-sized retailers (SMBs) in the Austin cycling and triathlon markets. We also have struck partnerships with several large cycling and triathlon organizations and teams, and this will continue to be our strategy going forward, as well as sponsoring and conducting outreach at events such as triathlons and crit races. One of our team members, Whitley, raced for The University of Texas at Austin Cycling Team ("UT Cycling"). This team features 60+ "core" members and more than 200 "part-time" members who race and train year-round. UT Cycling has already committed to getting its base onboard with reQwip in order that it can lower the cost barriers that

prevent many students from joining the team. Even more, the team is eager to share reQwip with cycling clubs at other universities. It is in their own interest that reQwip succeeds because it grows these clubs' memberships by lowering participation costs, a critical barrier. Even more, we will soon offer a commission feature enabling clubs to embed reQwip on their websites and, using cookies to track purchases, the clubs can receive a commission on sales generated through these reQwip embeddings.

Sporting Goods

- \$150 billion total worldwide sales
- \$54 billion total sales in United States
- \$1--3 billion in U.S. used gear sales
- ~\$250 million = Backcountry.com FY2011 sales
- \$~60 billion = eBay valuation in March 2013

STRATEGY

reQwip is presently focused on scaling our peer-to-peer sports equipment exchange in Austin, TX and greater Central Texas and then, in the months ahead, other tech-savvy cities such as San Francisco, Seattle, New York City, Washington, DC and Boston. Our minimum viable product (MVP) is focused on buying and selling cycling and triathlon gear. We also intend to add a rental feature within four months --in addition to the current buy-sell option, as well as more sports categories, such as outdoor recreation, golf, ice hockey, baseball, skiing / snowboarding and more.

Our goal is to capture 10% of the online and used gear markets for cycling in triathlon gear in a given city within 12-24 months of launching therein. In addition to transaction fees, reQwip can target its well-curated community with daily deals ("50% off this high-end messenger bag, 7 days only!"). A user who purchased an item used on reQwip is also likely to upgrade to more sophisticated gear in the following 6-12 months, which means reQwip customers are excellent leads for retailers. Because reQwip is a P2P platform, we avoid the significant costs of warehousing, internally-absorbed shipping and personnel experienced by retailers carrying inventory. Furthermore, reQwip's technology, once validated, can easily be white-labeled into other verticals, from kids toys and clothing to fashion and even auto parts and furniture. The key is to perfect the technology and then build domain-savvy marketing teams for each vertical.

With the launch of the reQwip MVP in Spring 2014, reQwip will aggressively target

cyclist students at UT as well as the Austin, TX cycling and triathlon communities. By building credible relationships with leaders and influencers of larger groups of athletes, we can ensure that our marketing efforts -- and expenditures -- have the widest, deepest and fastest impact. Moreover, by targeting dense groups and organizations, we are fostering a viral word-of-mouth campaign that lowers advertising costs and customer acquisition costs (CAC). We want Austinites to evangelize the reQwip brand and mission in-person and over social media channels such as Facebook and Twitter. As we scale into additional cities and sports, reQwip will hire outreach marketers who are well-connected locals with expertise for the sport(s) in question. This will give us boots on the ground to market our brand and connect with leaders. In order to ensure that our marketplace is “liquid” -- i.e., it is a two-sided meeting place where demand is met with sufficient supply -- reQwip is taking a two-pronged strategy. (1) reQwip is focused on a tight niche from which it can expand into other niches and verticals. (2) reQwip is targeting pre-release marketing to high-volume suppliers. When we say that reQwip is focused, we are acknowledging that it would be a failure if someone in Chicago visits our site looking for softball equipment and all she sees is cycling gear in Austin and soccer gear in Boston. To resolve this, we are only accepting cycling and triathlon inventory that can be provided to Austin, TX. We will add cities and sports as we grow our brand awareness and achieve acceptable market penetration in Austin.

We have spoken with the founders of several leading “sharing economy” companies including Airbnb (travel accommodations), Getaround (P2P car-sharing), TaskRabbit

(personal assistants), Tamyca (P2P car-sharing in Germany) and ThredUp (kids clothing consignment). Each founder said the same thing: focus on a hyper-specific segment of market and be hyper-local in your marketing; grow city-by-city, sport-by-sport. They also said that we should focus attention on the supply-side of the market “and the demand will arrive organically” (which is why Airbnb lister referrals are worth \$75 and purchaser referrals just \$25). We have developed affiliate marketing (commission-based referral) partnerships with both large online retailers such as Amazon as well small-and-medium-sized retailers (SMBs) in the Austin cycling and triathlon markets. We also partnered with several large cycling and triathlon organizations and teams with more than 2,000 members, and this will continue to be our strategy going forward, as well as sponsoring and conducting outreach at events such as triathlons and crit races (cycling).

In order to maximize the effectiveness of early adoption, reQwip is not only targeting one community (Austin, TX) and two related sports (cycling and triathlon), but also “micro-communities,” *i.e.*, groups of 25-250 cyclists who ride together and/or communicate via message boards. The goal for these micro-communities is to create reQwip “hot zones,” wherein users trade amongst each other, promote the brand and then externally share reQwip’s brand with other athletes. As these micro-communities begin to overlap, the effect is deeper penetration and conversion of reQwip’s brand, fostering more signups and trading activity, in large part owing to repeat brand impressions and the brand trust inherent in referrals from multiple friends who an individual trusts.

Given that Austin is home to the world-renowned South By Southwest (SXSW) festival, reQwip has unique access to leaders in the startup, technology and investment sectors. Our goal is to heavily promote reQwip during SXSW so that attendees from across the United States will spread the gospel of reQwip to their peers when they return to their hometowns. We will also seek the opportunity to join a top startup accelerator and leverage its connections and resources to rapidly scale reQwip's market footholds and sports channels.

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As active as the UT campus is, so to is the greater Austin community. Austin ranked No. 1 in NBC’s list of the country’s best cities for cycling. Shape magazine ranked Austin one of America’s ten “fittest” cities in 2010, a finding that corresponded well with a 2009 ranking by the American College of Sports Medicine’s American Fitness Index: ninth (9th) in the nation for the fitness habits of its residents. From youth athletics organizations like Lonestar Soccer Club and iO Sports to adult recreation opportunities like Austin Sports & Social Club and Austin Women’s Soccer League, competitive team sports abound for all ages. Fitness and individual sports are equally popular, from the Austin Marathon -- whose participation is buoyed by training groups like RunTex and Rogue Running -- to the Austin Cycling Association and a plethora of yoga and pilates studios like Black Swan and Yoga Yoga. Put simply, whether one’s preference is a

softball diamond, the Town Lake Hike and Bike Trail or the many bicycle lanes protecting commuter cyclists throughout the downtown area, Austinites are inherently active. Given the emergence of sports like lacrosse and even ice hockey in Austin, Austinites are eager to try new athletic endeavors, whether locally at the Chapparral Ice Rink or thousands of miles away on the slopes of Vail. Like the UT campus community, the technologically-forward nature of Austin -- home to companies such as Dell, Samsung, HomeAway, Bazaarvoice, Facebook, Google and a plethora of smaller startups, developer groups and freelance technology professionals -- is ideally-suited for reQwip, a digital marketplace made possible by the reQwip mobile and web applications.

The active lifestyles of the UT campus community and greater Austin afford reQwip an ideal market-entry locale. By capitalizing on well-developed and carefully-coordinated networks within these communities and their more fragmented sub-groups, reQwip is well-positioned to grow its inventory, its user base and its reputation as a go-to source for buying, selling, renting and even donating sports gear between parties.

MARKETING

Web marketing (via Google AdWords and Facebook Ads) and social media promotion (via social media “mavens” in the athletic realm) are our primary sources of customer acquisition costs (CAC). Based on estimates for AdWords clicks and maintenance, it will cost about \$15 to generate a new user that creates a listing on site. When considering sales factors, it will cost about \$18.75/transaction through the company. The costs of paying individuals and organizations to promote reQwip are nearly identical, though in some instances social media promotions will cost significantly less per customer acquired (due to relevance and familiarity of the source). Considering that the average revenue per transaction is \$25.50, each customer is profitable after just one reQwip transaction.

There are some externalities not considered in the analysis above. The company is currently engaged in outreach with cycling clubs, which will generate new users without expenditures (the clubs are supportive of reQwip’s early-stage growth because reQwip’s existence enables the clubs to recruit more members to join). Additionally, new users will encourage friends and fellow athletes to sign up. This will increase our user base through non-paid means. Additionally, as the member and product base grows, the site will become more appealing. This improves click-through conversion rates, lowering overall CAC, and per-user profitability. A special relationship with Facebook will also afford reQwip substantial free advertising placements on Facebook’s network.

Further, reQwip will be actively seeking earned media placements, pushing storylines emphasizing reQwip’s social good mission (to make sports more affordable and accessible); its unique take on the collaborative consumption movement made popular by brands such as Airbnb; and the unique angle of reQwip being created by students at The University of Texas at Austin (UT-Austin), a school that boasts more than 500,000 living alumni and an even wider community of supporters who “bleed Burnt Orange” (as evidence, consider the 100,000+ fans who fill its football stadium on Saturdays in the fall and the fact that UT-Austin has its own cable television network, managed by ESPN).

Critical earned media includes the following outlets:

- local and national television news programs
- online and print media catering to athletes, especially cyclists and triathletes
- cycling and triathlon bloggers
- social media mavens with strong followings among cyclists and triathletes
- tech and collaborative consumption industry press, ranging from local publishers serving Austin, TX (e.g., SiliconHillsNews.com) to national media (e.g., TechCrunch)

In a nutshell, reQwip’s marketing strategy is largely a communications strategy. The bootstrapped nature of the company necessitates early reliance on “free” marketing initiatives, i.e., strategies whose execution requires only time, as opposed to additional expenses that are incurred through options such as online advertising. To launch, in order to maximize the effectiveness of early adoption, reQwip is not only targeting one

community (Austin, TX) and two related sports (cycling and triathlon), but also “micro-communities,” i.e., groups of 25-250 cyclists who ride together and/or communicate via message boards. The goal for these micro-communities is to create reQwip “hot zones,” wherein users trade amongst each other, promote the brand and then externally share reQwip’s brand with other athletes. As these micro-communities begin to overlap, the effect is deeper penetration and conversion of reQwip’s brand, fostering more signups and trading activity, in large part owing to repeat brand impressions and the brand trust inherent in referrals from multiple friends who an individual trusts.

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Dr. Bob Metcalfe -- the inventor of ethernet, former CEO and founder of 3COM, blogger

and owner of a Twitter handle with 15,000 followers -- has requested to be the first person to purchase a bicycle on reQwip. This affords reQwip a well-known, respected and social media-active endorser who is a leading venture capitalist, thought-leader and triathlete. With minimal effort, reQwip has enrolled eight (8) Austin bicycle shops to list inventory on the site, one (1) outdoor apparel wholesaler and several affiliate marketing partners such as Amazon and Commission Junction. This means that reQwip will be able to list significant inventory on the site immediately at launch. This offsets the risk of being a “ghost town” marketplace. Further, these shops are incentivized to promote their goods on reQwip, which affords reQwip free marketing through social media and offline word-of-mouth.

Additionally, we have relationships with Austin cycling and triathlon organizations and teams -- representing more than 2,000 members -- that will enable us to get additional inventory on the site during the two-week pre-launch enrollment period and then immediately get users signing up and making purchases at launch. This does not include the 300+ individuals who have “liked” reQwip’s Facebook page, our 365+ Twitter followers and more than 300 email signups requesting an invitation to our MVP beta release.

As a marketplace catering to athletes, our team’s composition of former college athletes and coaches -- as well as die-hard sports fans -- ensures that we truly *know* our consumers and their needs and preferences. reQwip’s proximity to The University of Texas at Austin

(“UT”) -- a campus of more than 50,000 students concentrated near “the Forty Acres” in Austin -- affords our company an immediate target of tech-savvy users who are extremely active and primed to quickly get on the site and give it an instant user base. According to UT’s RecSports department, at least 90% of UT students “participate in recreational sports or use recreational sports facilities on campus.” UT boasts 44 club sports organizations, more than 2,000 intramural teams -- comprised of more than 23,000 registered students -- and 67 officially-recognized fraternities and sororities at UT and a myriad of other student organizations and activity groups affiliated with the campus. By recruiting team members and interns who are organizers and members of these groups, reQwip is able to connect directly with key individuals at these organizations in order to gain their trust and support so they will evangelize our brand and product.

COMPETITION

As reQwip scales into new markets, it is inevitable that we will face increased competition. This will come from three sources: existing Goliaths in the market such as eBay; existing startups in the market focused on different regions than reQwip (at present) and yet-to-be-founded startups which, recognizing reQwip's success and the market's value, will enter in an effort to get a piece of the pie. At the moment (and it appears for the foreseeable future), eBay is focused on power sellers and national chain

Competition

ebay for "power sellers," fake goods, selling too confusing for most folks

no credit cards, anonymous scammers, time-consuming **craigslist**

PLAY IT AGAIN SPORTS unpredictable inventory, nothing listed online, low-ball offers to sellers

indirect startups focused on rental markets; Gearfoot is an unproven startup **gearfoot** **getable** **8**

retailers, not on hyperlocal collaborative consumption or individual sellers. Craigslist only generates revenues through job and real estate listings; Craigslist has shown no interest in changing this model and therefore is not an immediate threat when it comes to reQwip's focus on sports gear; we even plan to cross-list items on Craigslist with link-backs to the original reQwip listing. reQwip's most serious startup competitors are both focused on the rental space: San Francisco's Getable.com (formerly Rentcycle.com) is not verticalized and focuses on rentals by retailers of any kind; Spinlister.com (formerly doLiquid.com) is focused on peer-to-peer rentals of bicycles and is limited to the "hipster" scene associated with New York City's Williamsburg neighborhood; this leaves the door wide-open for reQwip to market to individuals who identify as *athletes*.

Getable.com's success lining up retailer partnerships further validates reQwip's vision to combine peer-to-peer options with retail.

Consider the example of Backcountry.com; in the words of the Sporting Goods Business Report, "Backcountry has excelled at blending cutting edge e-commerce tactics with a traditional specialty strategy to offer an authentic online experience." reQwip will fend off the larger competitors by focusing on its niche sophistication, a path that has made Backcountry.com a company with \$250+ million in annual sales while competing against the likes of Amazon, REI and Dick's Sports. reQwip will fend off other rising startups by emphasizing the quality of our product, the quality of our market and the niche sophistication. Partnerships with large organizations will also serve as critical bulwarks against these threats. Acquisition will also be an important tool for fending off competitors, and this will also be useful when dealing with upstarts. That said, acquisition by a major brand such as those previously listed is on the radar as an intelligent and lucrative exit strategy.

No matter how sophisticated reQwip's or any other company's product is, at the end of the day this technology can always be replicated (albeit at a considerable development cost to the replicant). So while great technology is a critical factor in remaining relevant, what truly counts is great marketing and hustle. reQwip's founder, Dan Driscoll, is an experienced social media marketer with several years under his belt managing digital marketing campaigns and media channels for businesses and nonprofit. Dan also coaches

college soccer and spent three (3) years as the executive director of a nonprofit sports organization and summer camps he founded in 2007. A passion for athletics and the sports industry runs characterizes every member of Team reQwip, and this affords the team unique understanding for the best means of connecting with customers. The team is hungry and relentless; we know that no matter what credentials show up on our resumes, what matters most in the peer-to-peer space is tenacity and vision. Team reQwip is comprised of determined winners, and we are determined to change the game by “*m.powering athletes*” to buy, sell and rent sports gear simply and safely.

FINANCIALS

The company will begin earning revenues immediately after product launch, due to pre-existing partnerships with local cycling teams. Most initial revenue will come from cycling and triathlon equipment sales in Austin, TX and the great Central Texas region.

There are three directions reQwip will grow, each of which are independent of the other and build on the same initial product. These directions are sport-by-sport, city-by-city and rental. Our model accounts for an average customer acquisition cost (CAC) of \$16.50/customer but does not include an expected word-of-mouth (WOM) coefficient of three-to-seven (3-7) users acquired through WOM for every one user acquired through advertising; therefore, our CAC could be much lower and our revenues great. We have an overhead exposure of 6% of revenue and anticipate additional expenses of roughly 20%. Once the reQwip model is proven effective, we also see several opportunities to white-label our technology and put it toward other verticals under a different brand. We own several domain names for this purpose and will keep an eye on expansion opportunities in industries such as music, children's toys and clothing, men's and women's fashion, furniture and electronics. Additional financial models are provided in the Appendices. Investor exit considerations are initial public offering (IPO), as well as sale to leading online retailers such as eBay, Amazon or Backcountry.com.

While we will initially launch in Austin, TX, we plan on quickly opening markets in other cities with large and dedicated recreational cycling populations, as well as

potentially focusing on cities with strong devotions to particular sports, such as the winter sports (skiing, snowboarding, etc.) passions of Park City, UT. This expansion will start three (3) months after launch.

Within six (6) months of launch, reQwip intends to enter the retail and peer-to-peer rental market for cycling and triathlon gear. This is particularly valuable to capture lucrative traveler/vacation markets, as well as to increase the frequency of transactions of a single reQwip user.

Additionally, reQwip will expand into additional markets for other sporting activities. With the same P2P marketplace infrastructure, the company will sell used sporting gear in multiple verticals including water sports, winter sports, and team sports. While additional sports markets are currently being validated, we plan to expand into at least one additional sport by Month 7, likely into outdoor recreation / camping as well as ice hockey and/or baseball. These two growth areas -- new sports and new cities -- allow for rapid, exponential growth for reQwip's revenues and users.

FUTURE OPPORTUNITIES

The initial focus of reQwip is to launch and scale our peer-to-peer sports equipment exchange in Austin, TX and greater Central Texas and then, in the months ahead, Park City, UT and other tech-savvy cities such as San Francisco, New York City, Washington, DC and Boston. We also intend to add a rental feature within six months -- in addition to the current buy-sell option -- and more sports categories, including outdoor recreation, golf, ice hockey, baseball, skiing / snowboarding and more. Our goal is to be present in the 20 largest U.S. cities and to feature all major sports categories within 24 months of launch. In addition to transaction fees, reQwip has a special opportunity to target daily deals to users. A user who purchased an item used on reQwip is a strong candidate for someone who wants to upgrade to newer, more sophisticated gear in the following 6-12 months. Furthermore, reQwip's technology can easily be white labeled into other verticals, such as kids toys and clothing, fashion and even auto parts and furniture.

TEAM

reQwip is comprised of founder Dan Driscoll (founder and ceo), as well as Albert Swanter (cto), Kate Dailey (coo), Garrett Vance (developer), Shahriar Skider (developer), Matt Cotter (developer), Rene Cardona (designer), Joe Newcomb (business development), Whitley Atkins (business development) and Jack Murray (advisor and retail partner).

All of reQwip's team members combine technological expertise with business acumen and a passion for athletics. Dan is an experienced online marketer and media manager, as well as a committed commuter cyclist and former youth, high school and NCAA college soccer coach who founded and directed City FC, a youth sports nonprofit in Washington, DC (www.CityFC.org); he was part of NBCOlympics.com's Emmy Award- winning team covering the 2008 Beijing Olympics.

Albert is a UT-Austin grad from 2007 and 2009 and has his Master's in Mechanical Engineering. At his consulting company, Bohemian Innovation, he won a Webby Award, was featured in Wired Magazine UK, gave the Keynote at the Planet of the Apps in Dubai, and has worked on over 30 mobile applications and 25 products with companies including Adidas, FOX, COX, Cricket Wireless, and DoSomething.org. He was CTO of Charity Miles which allows people to walk, run, and bike to raise money for charities and helped grow the company from an idea to over a quarter million active users.

Kate graduated from Bucknell University in 2009. Before joining reQwip, Kate worked in the financial services industry in New York City as an Account Manager and Project Coordinator. She spent six months in London as CodeStreet's Account Manager for Barclays Bank and also helped open CodeStreet's European office. Kate then transitioned to a more technical role as Project Coordinator at Traiana, another financial technology firm focused on back end trading technologies. Kate relocated to Austin, Texas in the fall of 2013 and joined reQwip this past February where she is responsible for Marketing, Operations and Client Services. Kate is an active participant at Austin Pets Alive!, a volunteer organization aimed at rescuing pets that have been abandoned or placed on the euthanasia list.

Advisors Rick Orr and Jack Murray bring valuable expertise and insight to the reQwip team. Rick is the founder of TabbedOut, a mobile payments company for the service industry, and Jack is the founder and owner of Jack and Adam's Bicycle Shop -- one of Austin's leading cycling and triathlon retailers -- as well as the owner of High Five Events, a leading organizer of cycling and triathlon events.

APPENDICES

CREDENTIALS

- Accelerator Participant and Investee, Seed Sumo summer 2014 batch
- Grand Prize Winner, StartOut 2012 Reaching Out MBA (ROMBA) Startup Competition
- Top-10 Finalist & "Best Business Plan," 2013 LAUNCH Hackathon
- Winner, 2013 NEXT @ SXSW Micro-Accelerator by Startup America, Startup Weekend
- Finalist, McCombs Entrepreneurship Society Pitch Competition (fall 2012)
- Semi-Finalist, 2013 Tulane University Entrepreneurial Business Plan Competition
- Alumni, 3 Day Startup Weekend (fall 2011, spring 2012 and spring 2013)
- Alumni, 2012 Austin Technology Incubator "SEAL" program
- Alumni, Spring 2012 Longhorn Startup Lab (w/ Dr. Bob Metcalfe and Josh Baer)
- Residents, Longhorn Startup Camp at The University of Texas at Austin
- Alumni, Lean Startup Machine weekend (spring 2012)

ADVISORS / MENTORS

- Dr. Bob Metcalfe, Founder & CEO, 3COM; Inventor, Ethernet Cable; Partner, Polaris
- Brett Hurt, Founder, Bazaarvoice
- Rick Orr, Founder, TabbedOut
- Jack Murray, Jack and Adam's Bicycle Shop and High Five Events
- Vijay Thakkar, Founder and Former CTO, Words With Friends
- Ben Dyer, Founder & Former President, Peachtree Software; Founder, MeetMeTix
- Kyle Cox, Associate Director, Austin Technology Incubator (ATI)
- Robert Warren, formerly of Texas Venture Labs
- Ryan Cush, VP of Business Dev., Food on the Table; Former VP, Bazaarvoice
- Eric Koester, Co--Founder, Zaarly; Board Member, Startup Weekend
- Michael Griffin, Founder & CEO, Adlucent
- Jon Loyens, VP of Engineering, Bazaarvoice
- Jay Manickam, Founder & COO, uShip
- Joe McCann, Chief Creative Officer, Mother
- Chris Treadaway, Founder, Polygraph Media
- Isaac Barchas, Director, Austin Technology Incubator (ATI) & Associate Director, IC2
- Carol Thompson, President, The Thompson Group
- Mark Phillip, Founder, Are You Watching This?!
- Andrew Donoho, Founder, Donoho Design Group

BUY | SELL | CYCLING & TRIATHLON GEAR

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Welcome, Dan Driscoll [Sell Gear](#)

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New Arrival New products in this month

- | | | | |
|--|--|--|---|
| <p>Mandible Cage
\$70.00
Accessories</p>  <p>Men's Scott Tri Carbon shoes
\$250.00
Footwear</p> | <p>bike shorts
\$300.00
Apparel</p>  <p>Lazer Helium Helmet
\$30.00
Accessories</p> | <p>Matt's Test Bike
\$1.00
Bike</p>  <p>Felt F2 carbon frame NEW 54 cm
\$5,437.00
Bike</p> | <p>Demo bike
\$1.00
Bike</p>  <p>Scott 940 aluminum XT mountain bike MTB - large
\$2,483.00
Bike</p> |
|  <p>Scott 940 aluminum XT mountain</p> |  <p>NEW Scott CR1</p> |  <p>Super fast Argon 18 KR36</p> | |

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YOUR ACCOUNT
Welcome, Dan Driscoll  **CART**
Sell Gear

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- Bike
- Parts
- Accessories
- Apparel
- Footwear
- Services



Felt F2 Carbon Frame NEW 54 Cm **\$5,437.00**

CATEGORY:
Bike

SUBCATEGORY:
Road bike

BRAND:
Felt

MODEL:
F2

COLOR:
Black

DESCRIPTION:
Brand new Felt F2 carbon frame road bike, SRAM Red components

AVAILABLE FOR PICKUP:
Within 1 day

PICKUP LOCATION:
Jack and Adam's Bike Shop
1210 Barton Springs Rd
Austin, TX 78704




DESCRIPTION:
Brand new Felt F2 carbon frame road bike, SRAM Red components

AVAILABLE FOR PICKUP:
Within 1 day

PICKUP LOCATION:
Jack and Adam's Bike Shop
1210 Barton Springs Rd
Austin, TX 78704



This place is 5.7 miles from you.

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Mini tool bag

\$40.00

Accessories



Felt F2 Carbon Frame NEW 54 Cm

\$5,437.00

CATEGORY:

Bike

SUBCATEGORY:

Road bike

BRAND:

Felt

MODEL:

F2

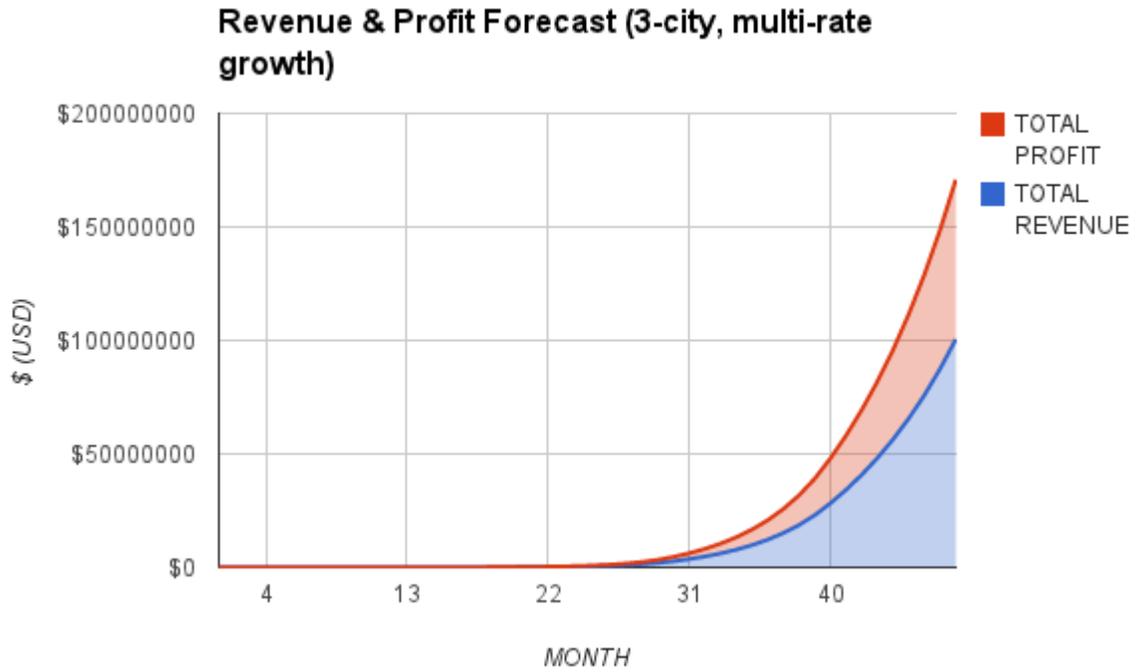
COLOR:

Black

DESCRIPTION:

Brand new Felt F2 carbon frame road bike, SRAM Red

REQWIP REVENUE & PROFIT FORECAST



AIRBNB GROWTH INFOGRAPHIC

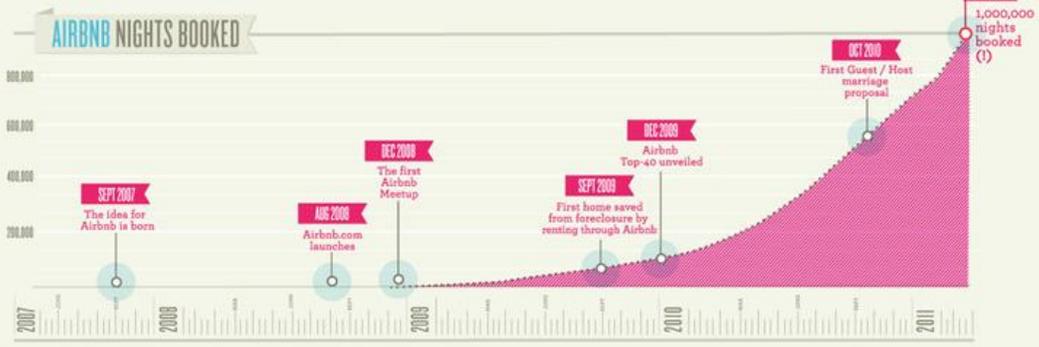


FEBRUARY 24, 2011

AIRBNB THEN / NOW

STATISTICS CELEBRATING 1,000,000 NIGHTS BOOKED

(and 3.5 great years, in general)



LONGEST RESERVATION

200 TIMES **7.14**

NIGHTS

MOST RESERVATIONS BY ONE TRAVELER

28

ONLINE BOOKINGS

JAN. 2011 OVER DEC. 2010 REVENUE

65

% PERCENT GROWTH

MONTH	CITY 1 - ITEMS		CITY 2 - ITEMS		CITY 3 - ITEMS		TOTAL ITEMS		TOTAL MONTHLY REVENUE (10% of price)	TOTAL REVENUE	MONTHLY PROFIT (7% of prices)	TOTAL PROFIT
	CITY 1 GROWTH (month / month)	SOLD PER MONTH (avg \$250 each)	CITY 1 GROWTH (month / month)	SOLD PER MONTH (avg \$250 each)	CITY 3 - ITEMS SOLD PER MONTH (avg \$250 each)	SOLD PER MONTH (avg \$250 each)	CITY 1 GROWTH (month / month)	SOLD PER MONTH (avg \$250 each)				
1	20%	10	0	0	0	0	0	10	\$250	\$250	\$175	\$175
2	20%	12	0	0	0	0	12	12	\$300	\$650	\$210	\$385
3	20%	14	0	0	0	0	14	14	\$360	\$910	\$252	\$637
4	20%	17	0	0	0	0	17	17	\$432	\$1,342	\$302	\$939
5	20%	21	0	0	0	0	21	21	\$518	\$1,860	\$363	\$1,302
6	20%	25	0	0	0	0	25	25	\$622	\$2,482	\$435	\$1,738
7	30%	30	0	0	0	0	30	30	\$746	\$3,229	\$523	\$2,260
8	30%	39	0	0	0	0	39	39	\$970	\$4,199	\$679	\$2,940
9	30%	50	0	0	0	0	50	50	\$1,262	\$5,461	\$883	\$3,823
10	30%	66	0	0	0	0	66	66	\$1,640	\$7,101	\$1,148	\$4,971
11	30%	85	0	0	0	0	85	85	\$2,132	\$9,233	\$1,492	\$6,463
12	30%	111	20%	10	0	0	121	121	\$3,022	\$12,255	\$2,115	\$8,578
13	30%	144	20%	12	0	0	156	156	\$3,903	\$16,158	\$2,732	\$11,311
14	30%	187	20%	14	0	0	202	202	\$5,044	\$21,202	\$3,531	\$14,842
15	30%	244	20%	17	0	0	261	261	\$6,521	\$27,724	\$4,565	\$19,406
16	30%	317	20%	21	0	0	337	337	\$8,435	\$36,158	\$5,904	\$25,311
17	30%	412	20%	25	0	0	437	437	\$10,913	\$47,071	\$7,639	\$32,950
18	30%	535	30%	30	0	0	565	565	\$14,125	\$61,196	\$9,887	\$42,837
19	40%	749	30%	39	0	0	788	788	\$19,700	\$80,896	\$13,790	\$56,628
20	40%	1,049	30%	50	0	0	1,099	1,099	\$27,483	\$108,380	\$19,238	\$75,866
21	40%	1,468	30%	66	0	0	1,534	1,534	\$38,350	\$146,730	\$26,845	\$102,711
22	40%	2,056	30%	85	0	0	2,141	2,141	\$53,527	\$200,257	\$37,469	\$140,180
23	40%	2,878	30%	111	20%	10	2,999	2,999	\$74,974	\$275,231	\$52,482	\$192,681
24	40%	4,029	30%	144	20%	12	4,185	4,185	\$104,636	\$379,867	\$73,245	\$265,907
25	40%	5,641	30%	187	20%	14	5,843	5,843	\$146,071	\$525,938	\$102,249	\$388,156
26	40%	7,897	30%	244	20%	17	8,158	8,158	\$203,958	\$729,896	\$142,771	\$510,927
27	40%	11,056	30%	317	20%	21	11,394	11,394	\$284,846	\$1,014,743	\$199,393	\$710,320
28	40%	15,479	30%	412	20%	25	15,916	15,916	\$397,890	\$1,412,632	\$278,523	\$988,843
29	40%	21,671	30%	535	30%	30	22,236	22,236	\$555,892	\$1,968,524	\$389,125	\$1,377,967
30	40%	30,339	40%	749	30%	39	31,127	31,127	\$778,174	\$2,746,699	\$544,722	\$1,922,689
31	20%	36,407	40%	1,049	30%	50	37,506	37,506	\$937,652	\$3,684,351	\$656,357	\$2,579,046
32	20%	43,688	40%	1,468	40%	66	45,222	45,222	\$1,130,553	\$4,814,904	\$791,387	\$3,370,433
33	20%	52,426	40%	2,056	40%	85	54,567	54,567	\$1,364,170	\$6,179,074	\$954,919	\$4,325,352
34	20%	62,911	40%	2,878	40%	111	65,900	65,900	\$1,647,496	\$7,826,570	\$1,153,247	\$5,478,599
35	20%	75,493	40%	4,029	40%	144	79,667	79,667	\$1,991,663	\$9,818,233	\$1,394,164	\$6,872,763
36	20%	90,592	40%	5,641	40%	187	96,420	96,420	\$2,410,502	\$12,228,735	\$1,687,352	\$8,560,115
37	20%	108,710	40%	7,897	40%	244	116,851	116,851	\$2,921,276	\$15,160,012	\$2,044,894	\$10,605,008
38	20%	130,452	40%	11,056	40%	317	141,825	141,825	\$3,545,628	\$18,695,640	\$2,481,940	\$13,086,948
39	20%	156,542	40%	15,479	40%	412	172,433	172,433	\$4,310,828	\$23,006,468	\$3,017,579	\$16,104,527
40	20%	187,851	40%	21,671	40%	535	210,057	210,057	\$5,251,418	\$28,257,885	\$3,675,992	\$19,780,520
41	10%	206,636	40%	30,339	40%	749	237,724	237,724	\$5,943,103	\$34,200,989	\$4,160,172	\$23,940,692
42	10%	227,300	40%	36,407	40%	1,049	264,755	264,755	\$6,618,880	\$40,819,868	\$4,633,216	\$28,573,908
43	10%	250,030	20%	43,688	40%	1,468	295,186	295,186	\$7,379,651	\$48,199,520	\$5,165,756	\$33,739,664
44	10%	275,032	20%	52,426	40%	2,056	329,514	329,514	\$8,237,850	\$56,437,369	\$5,766,495	\$39,506,159
45	10%	302,536	20%	62,911	40%	2,878	368,325	368,325	\$9,208,117	\$65,645,487	\$6,445,682	\$45,951,841
46	10%	332,789	20%	75,493	40%	4,029	412,312	412,312	\$10,307,792	\$75,953,279	\$7,215,454	\$53,167,295
47	10%	366,068	20%	90,592	40%	5,641	462,301	462,301	\$11,557,524	\$87,510,803	\$8,090,267	\$61,257,562
48	10%	402,675	20%	108,710	40%	7,897	519,283	519,283	\$12,982,063	\$100,492,866	\$9,087,444	\$70,345,006

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Bigger, faster, stronger: The rising cost of youth sports



Shortstop Trevor Windisch of the West team misses an errant throw on a run down play as Kaito Suzuki of the Japan team runs on the play during the 2011 Little League World Series championship game.

00:00 video player controls including play/pause, volume, and download options.

Interview by Tess Vianland

Restasis advertisement banner with text: 'Ask your doctor if RESTASIS is right for you.' Includes a 'Click for a \$20 rebate' button.

By SARAH LONGE RUTLER | MONEYWATCH | April 26, 2011, 10:14 AM

\$4,000 for Youth Baseball: Kids' Sports Costs Are Out of Control

2 Comments / Shares / Tweets / Stumble / Email

Until now I've been naive about the cost of youth sports. But my eyes were opened recently, first by a mom in Georgia whose 8-year-old son plays travel baseball. Then by a dad here in Pennsylvania, whose three daughters play club volleyball.

For the 8-year-old, the parents pay about \$4,000 for baseball. Check out this e-mail the mom sent me:

In fees alone, we are looking at \$1,500. That includes uniforms and what we have to pay for each tournament. That does not include the park fees. Just this weekend it cost me \$35 to get into my own baseball park for the tournament we hosted. It's \$5 for each adult and \$3 for each kid for every single day you go - it doesn't matter that I'm the parent driving my player there, I still have to pay. This upcoming weekend we'll spend several hundred dollars on hotel rooms, food and gas. In July we'll head to Panama City, Florida, for an entire week to play baseball. That is also not included in the cost and is essentially our summer vacation. You also need to factor in costs for baseball bats (we went through two last year, approximately \$450), caps, chest shields, you name it!



RESTASIS advertisement sidebar with text: 'RESTASIS may be able to help you make more of your own tears and need those other eye drops less.' Includes a 'Click for a \$20 rebate' button.

Most Popular

- 01 Film director killed by shark in New Zealand 2582 stories
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- 03 Gun control fight entering final round in Senate 1872 stories
- 04 Dad: Calif. shooting suspect was a ticking time bomb 1826 stories

The New York Times Sports page layout featuring a 'Big Price Tags Attached to Even the Little Leagues' article, a 'DR EVERYONE' advertisement, and a 'TicketWatch: Theater Offers by E-Mail' section.

[UT Cycling] Saris Bones II Bike Rack Inbox x

Richard Sun sun.richardt@gmail.com 12:52 PM (58 minutes ago) ☆

to utcycling

Hey guys,

I have 3 Saris 2-bike racks lined up to be bought. 1 is \$35 and 2 are \$50. Let me know by tomorrow night if you would like to buy one. First one gets the \$35 rack!

Thanks,
Richard

[UT Cycling] 2008 Orbea Ora - 57cm - \$1500 Inbox x

Brian A. Hare brian.hare@gmail.com via r 1:15 PM (23 minutes ago) ☆

to utcycling

Howdy y'all!

I've got a TT bike for sale for you tall folks, a 565mm effective top tube Orbea Ora. Too big for me, I normally ride a 56cm road frame.

Details and pretty pictures on the craigslist: <http://austin.craigslist.org/bik/3566333643.html>

COMPOSE

Western Union® Online - www.westernunion.com - Transfer Money Hassle-Free Tc... Why this ad?

Inbox (4,118)

Important

Sent Mail

Drafts (30)

Circles

IGmail/Fmails f...

<http://goo.gl/Sdaf5> DK

Search, chat, or SMS

- David Driscoll
Get excited... - ...
- Georgi Djalev
- Jonathan Rose...
<http://www.Jac...>
- Matthew Cullerton
- Reid Horuff

[UT Cycling] Looking for handmedowns or unused kits Inbox x

Danny Ngu 1:54 PM (10 minutes ago) ☆

to Texas

Hey everyone,

Just one of the new guys, wanted to shoot an email if anyone had a spare size small team jersey and shorts I could buy. I think last meeting Marcus said something about having some old kits he's trying to get rid of?

Best,
Danny Nguyen
dnguyen1319@utexas.edu
(281) 795-3426 Cell

Danny Nguyen

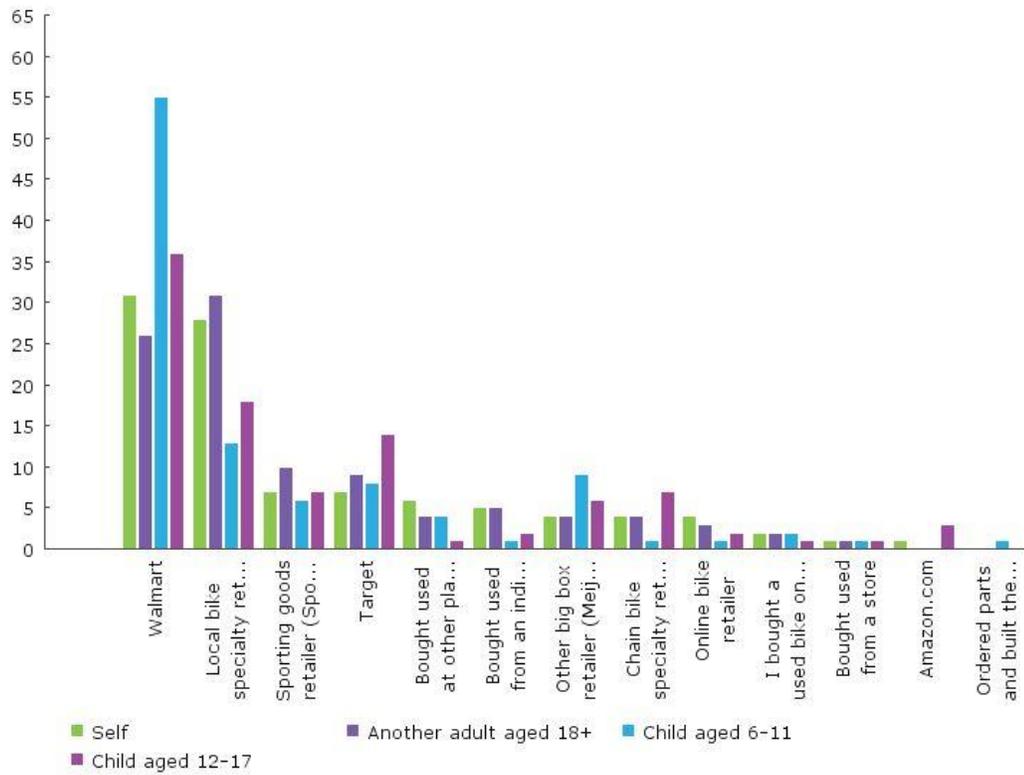
dnguyen1319@utexas.edu

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- Sign in with Google do it later

Source of bicycles, by who owns the bicycle, November 2011



New bicycle purchasing, by who the bicycle was bought for, by household inc...

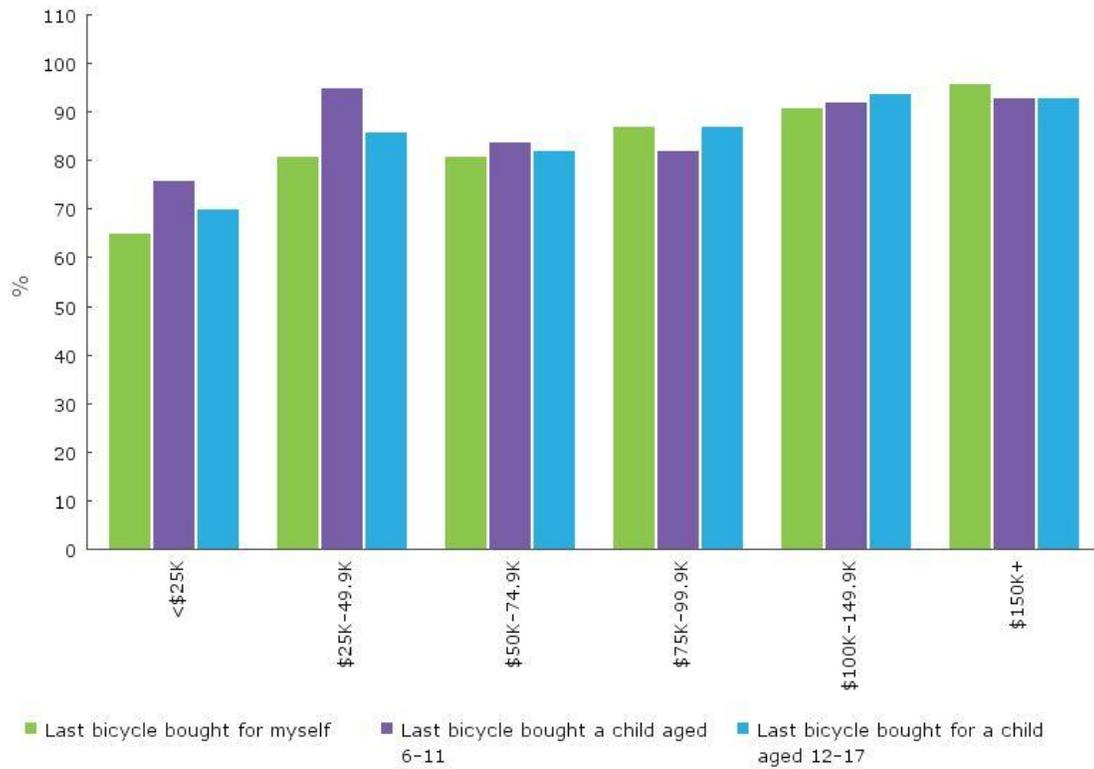
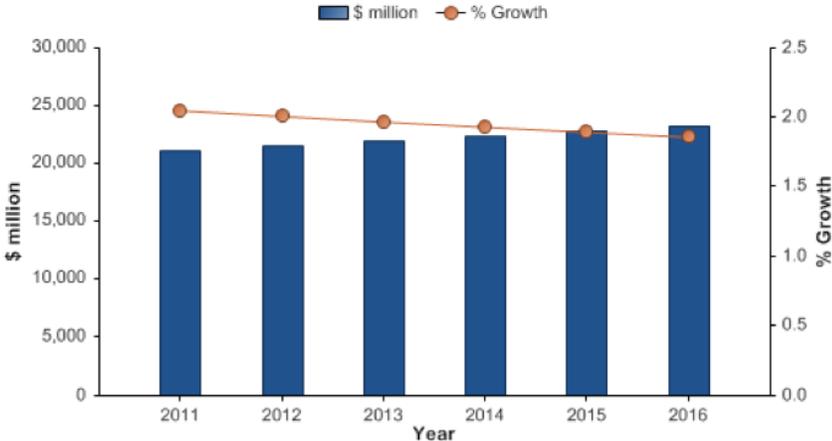


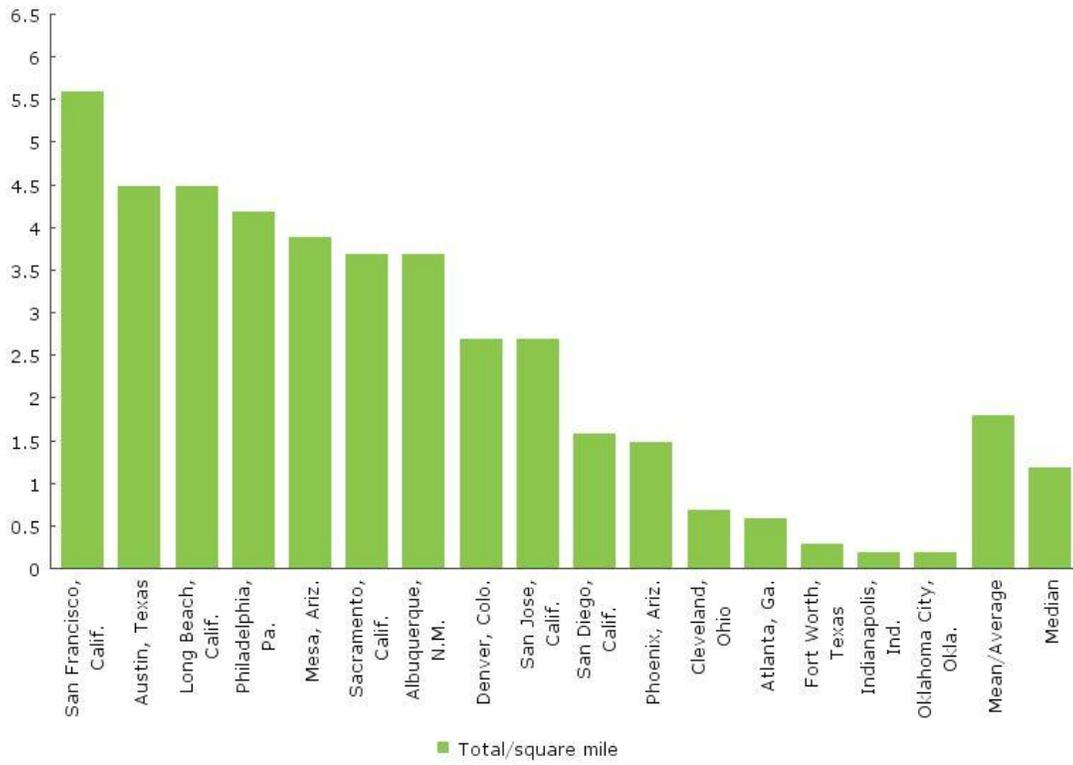
Figure 4: United States sports equipment market value forecast: \$ million, 2011–16

Figure 4: United States sports equipment market value forecast: \$ million, 2011–16



Source: MARKETLINE

Miles of bicycle lanes, paths, and routes in U.S. cities, 2010



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VITA

Daniel Benjamin Driscoll was born in Washington, DC. After completing his work at Gonzaga College High School in Washington, DC in 2001, he received the degree of Bachelor of Arts from Pomona College in May 2005. During the following years, he was employed in a variety of jobs ranging from soccer coach to nonprofit founder and director to digital media and marketing consultant. In September 2011, he entered the Graduate School and McCombs School of Business at The University of Texas at Austin, working for Expedia, Inc. as a Senior Business Analyst Intern during the Summer 2013.

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This report was typed by Daniel B. Driscoll.