



# I'M POSSIBLE SKILL LAB

## FREQUENTLY ASKED QUESTIONS

### What is a Skill Lab License?

The Skill Lab license grants you the right to train players using the I'm Possible skill enhancement method in connection with a specific physical location (with proof of ownership or legal use of the facility) and to use the I'm Possible and Skill Lab proprietary marks and logos in your facility, online and to promote licensed services.

### What is the Licensing Fee?

The initial startup licensing fee is based on the size of usable court space in your facility. The base fee is \$2500 plus \$1 per square foot of usable court. For example, a facility with 2000 square feet would pay \$4500 to get started. This fee includes Skill Lab signage, I'm Possible gear and the Skill Lab online certification course.

A monthly subscription fee of \$250/month applies as soon as your business is up and running. This monthly fee gives you access to exclusive Skill Lab curriculum and to unlimited use of the I'm Possible Training app for two full-time Certified I'm Possible Trainers. Facilities with more trainers would pay an additional \$50/month per trainer above two.

### Can I open a Skill Lab if I'm not already an I'm Possible Certified Trainer? How do I get certified?

To ensure that every Skill Lab is capable of effectively delivering our proprietary training methods, we only offer licenses to Master's Level Certified Trainers who have extensive training experience and demonstrated ability in working with all levels of players.

If you are not already a Certified I'm Possible Trainer or are a Certified I'm Possible Trainer and haven't achieved Master's Level status, you may enroll in the Master's Level Training program with Micah Lancaster at the I'm Possible Skill Lab World Headquarters in Grand Rapids, MI. The cost of the program, which includes lodging, is \$2500.

### I already own and operate a gym, can I become a Skill Lab?

As long as your facility meets the minimum requirements outline above, you may apply for a license. Based on your video submission, we will determine whether you have the requisite experience and qualifications to complete the I'm Possible Trainer Certification course online or would benefit more from the Master's Level Training program with personalized coaching from Micah Lancaster.



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### How big of a gym/space do I need to get a license? How much space/how big of a court do you recommend I have?

We require at least 1500 square feet of usable court. The specific physical layout of the space and what type of amenities you wish to offer will determine your total square footage. We recommend at least 16 foot ceiling or open ceiling if you plan to have hoops.

### How many certified trainers do I need?

The number of Certified I'm Possible Trainers depends on how many members you serve at any given time. Small facilities which offer training five days a week may have only one full-time and one part-time trainer on staff. We recommend at least two trainers to start out (three to four for larger facilities) to maximize court usage and accommodate work-life balance.

### What are the typical start up costs?

If you are starting a new business, you can expect to spend anywhere from a few hundred to a few thousand dollars, depending on how much work you do yourself versus pay others to do for you. The size of your local marketing budget is also up to you.

We estimate the cost of a Skill Lab build out to be between \$35,000 and \$100,000. The amount will depend on the market prices in your region and what additional amenities and training equipment you opt for.

### What are the typical overhead and operational costs?

Costs will vary and depend on the size, location and other particulars of your facility.

### What type of insurance do I need and how much will it cost?

You need a professional and a general liability insurance policy with minimum coverage of \$1 million per occurrence and \$2 million aggregate. The insurance policy must name Global Skill Labs, LLC and I'm Possible Training as addition insured parties. Insurance premiums depend on many different factors. Once your license application has been approved, we can help you get an accurate quote for your specific circumstance.

We also recommend that all trainers have their own personal professional liability insurance policies, but we leave that up to you to enforce.



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### Does a license come with territorial exclusivity?

Yes. We guarantee territorial exclusivity for the first year. The size of the territory is determined on a case-by-case basis.

### Do you have reports on the financial activity of other Skill Labs? Can you give me recommendations on how to run my business, like how much to charge for memberships and personal training?

As a Skill Lab licensee, you get to run your business as you choose. As such, we do not keep collect financial records from any of our licensees. However, we do have a few business models that we can recommend. Some business guidance is included in the Skill Lab Certification Course. Additional consulting support from Micah Lancaster or a member of the Global Skill Labs administrative team is available for a additional fee.

### How much does a trainer usually get paid per hour or session?

Trainer's wages vary by experience and location.

### Who is the typical member and how often does he/she attend group classes?

The typical member attends 2-3 group classes per week. However, some of the "exceptional" ones will train 5 days a week.

### How many members do I need to be profitable?

How many members you need to be profitable really depends on your size, which determines your monthly overhead expenses, plus any other financial obligations. Our most successful Skill Labs have between 100 and 200 members, who pay between \$100 and \$250 per month; and they supplement their membership income with personal training, clinics and camps.

### What if someone wants to drop in for a single session?

While some Skill Labs allow players to drop in for a single session, we recommend that you create a pricing structure that incentivizes membership.

For players who can only train in the off-season, you are welcome to create customized short time membership packages. We encourage you to cater to your specific clientele.



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### Can you help me with a marketing strategy?

Yes, we can offer support with local marketing strategy upon request. One of the perks of the Skill Lab license is access to our community of players, trainers and coaches. We periodically do national and international email blasts and social media blitzes for new Skill Labs.

### How often do you update the curriculum/add new workouts and drills?

Every month!

### How much court space do I need? Are there any other requirements for size, layout and location that qualify a facility for a Skill Lab license?

The number one requirement is that you have at least 1500 square feet of usable court. We highly recommend a hardwood floor. If you wish to use a different material, we must approve it before your application will be accepted.

How big you want to go and the layout is up to you. We recommend at least a 16 foot ceiling or open ceiling if you plan to have hoops. If you are located in a warmer climate area, you must have adequate AC and easy access to water (fountains or vending machines) for your members. Lavatories are also recommended.

If you have a choice of multiple locations, we recommend that your facility be accessible for your target market depending on customary mode of transportation.