

A Wild Ride

The Story Behind “The Alaska Wild”



Advice You Can Use

Outline – A Wild Ride

- ▶ The Motivation
- ▶ The Idea
- ▶ Decision Point
- ▶ The Launch
- ▶ 163 Days to Kick-Off
- ▶ On The Field
- ▶ Off The Field
- ▶ Questions?



Advice You Can Use

The Motivation – Risk/Reward

“The function of **entrepreneur** is to revolutionize not just by figuring out how to use inventions, but also by introducing new means of production, new products, and new forms of organization.”

Joseph A. Schumpeter, Capitalism, Socialism and Democracy

“**Entrepreneur** is not a job title. It is a state of mind of people who want to alter the future.” Guy Kawasaki, Art of the Start

“The fear of regret is greater than the fear of **failure**.”

David W. Weatherholt, A Wild Ride

The Idea – Indoor Football

Passion for Football

- ▶ Player/Fan/Official

Business Model

- ▶ Entertainment Business
- ▶ Theatre & Sports – Same Model
- ▶ Advertising/Concessions/Merchandise/Tickets



Advice You Can Use

Decision Point – Product

Business Planning

- ▶ Research - Business Plan
- ▶ “In preparing for battle I have found that plans are useless, but planning is indispensable.” Dwight D. Eisenhower

Finding a League

- ▶ Wanted: National Football League
- ▶ Got: Intense Football League



Alaska Professional Sports, Inc.

- ▶ SOA Business License – March 20, 2006
- ▶ Incorporated in Alaska - May 5, 2006



The Launch – Public Relations

Friday Release

- ▶ Not the Best Day
- ▶ PR @ 11:30 am

Press Release

- ▶ Radio/TV/Print Interviews
- ▶ \$40 K in Advertising

The Buzz

- ▶ Contest: 1,500 Entries
- ▶ Web: 5.1 Million Hits



Advice You Can Use



163 Days – To Kick-Off

Team Details

- ▶ Sullivan Arena
- ▶ Schedule/Equipment
- ▶ Actors/Auditions
- ▶ Costumes
 - ▶ Players/Cheerleaders/Mascot

Business Details

- ▶ Advertising/Marketing/Sales
- ▶ Staffing
- ▶ Merchandise



On The Field – Results

On the Field

- ▶ 5 Week Road Trip
- ▶ Character vs. Win

Home Games

- ▶ Total Attendance 23,363
- ▶ Averaged 3,400/Game

Game Statistics

- ▶ Game Stats
- ▶ Cheerleaders Voted the Best
- ▶ Two Players All-stars



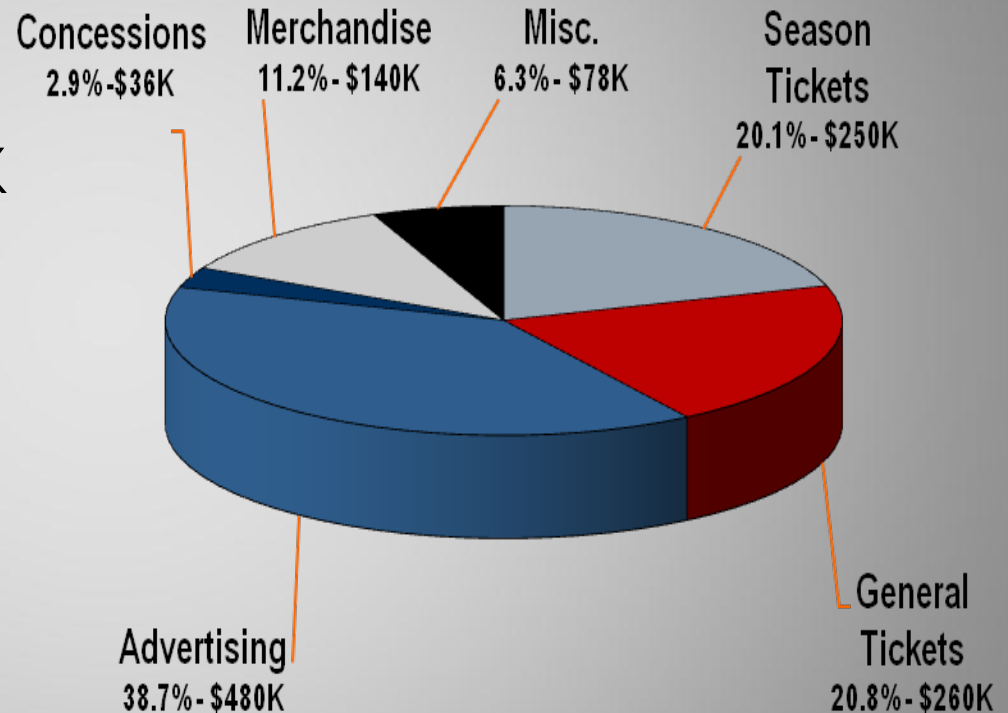
Off The Field – Results

Off The Field

- ▶ Sales - \$1.244 Million
- ▶ Common Stock Sales \$700K
- ▶ Direct Expenses - \$873K
- ▶ Gross Profit - \$371K
- ▶ Net Loss (\$387K)

Notes

- ▶ MOA +\$351K Year
- ▶ Workers Compensation
- ▶ Budget \$60K - Cost \$120K



Real. Wild. Fun. – Questions?



*Thanks For **Your** Time!*

Advice You Can Use

Wa **WEATHERHOLT**
& **ASSOCIATES, LLC**
Business Consulting