The Extra Yard



YOUTH SPEED & PERFORMANCE COACHING

THE EXTRA YARD FRANCHISE OPPORTUNITY

The Extra Yard is a lean, venue-based youth speed and performance coaching brand — operating in an underserved category with significant growth potential and no established national franchise competitor at scale. Founded by a Team GB Masters World & UK Champion, the brand brings authentic, athletics-born coaching to U.S. youth sports through a model that needs no facility, no inventory, and no build-out.





WHY THE EXTRA YARD

- Authentic athletics pedigree founded by Team GB Masters 800m World & UK Champion Keith Hutchinson
- Lean, venue-based model requiring no facility lease, no build-out, no fixed overhead
- Recurring membership income with weekly group coaching
- Multiple revenue streams, 1:1 coaching, school & club B2B, camps, workshops, and events
- Exclusive protected territory with each franchisee receiving a 75,000–100,000 population zone
- First-mover advantage as virtually no national franchise dominates youth speed & performance
- Proven coaching playbook plus hands-on franchisee support from day one

WHAT WE COACH

- **Speed Mechanics:** sprint form, stride length & frequency, body alignment
- **Explosive Power:** plyometrics, resisted sprints, first-step quickness
- **Agility & Lateral Movement:** direction changes, balance, reactive footwork
- **Strength & Conditioning:** the power base for peak velocity and injury prevention
- **Quickness & Reaction:** acceleration, deceleration, and reactive game speed
- **Plus:** 1:1 Coaching · School & Club Programs · Holiday Camps · Workshops & Combine Prep · B2B Contracts

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READY TO OWN YOUR FRANCHISE?

SCHEDULE A CALL TODAY @ EXTRAYARD.US

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FRANCHISE OPPORTUNITY

UNDERSTANDING THE EXTRA YARD INVESTMENT

$54K	$15K	2 PHASE	59
AVG. INVESTMENT	**FRANCHISE FEE**	**TRAINING**	**PLANNED OPENINGS**
Total Estimated, All-In	One-Time, Fixed	Phase I HQ + Phase II On-Site	5-Year Goal

INVESTMENT OVERVIEW*

- **Franchise Fee:** $15,000
- **Market Introduction Program:** $2,000 – $4,000
- **Equipment & Uniforms:** $3,000 – $5,000
- **Computer & Phone Systems:** $1,500 – $2,500
- **Insurance:** $500 – $1,000
- **Office Expenses:** $500 – $1,000
- **Signage (pop-up banners, teardrop signs, etc):** $600 – $1,000
- **Licenses & Permits:** $500 – $1,000
- **Professional Fees:** $1,000 – $2,500
- **Training (3–5 days):** $1,500 – $3,000
- **Working Capital (3–4 months):** $20,000 – $25,000
- **TOTAL ESTIMATED INVESTMENT: $46,100 – $61,000 (avg. $53,550)**

TRAINING & SUPPORT

The Extra Yard's two-phase training, on-site opening support, and ongoing field guidance are designed to help franchisees launch with confidence and operate consistently from day one, anchored in a proven coaching playbook and real athletics expertise.

Support includes:

- Phase I: 3–5 days of HQ training — admin, operations, sales, marketing, and hands-on coaching
- Phase II: 4 days of on-site opening support at the franchisee's launch venue
- Ongoing field visits: Year 1 monthly, Year 2 bimonthly, Year 3+ quarterly
- Daily WhatsApp check-ins and weekly video calls for the first 3 months
- Up to 2 days of annual refresher training
- 1 dedicated field supervisor per 15–20 franchisees
- Proven coaching playbook: Session frameworks, coach standards, and quality systems
- Marketing materials, local advertising guidance, and Corporate Marketing Fund spend
- TeamUp-powered branded app for bookings, memberships, attendance, and reporting

*Investment figures are estimates only. Please refer to the current Franchise Disclosure Document for complete details.

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