

BIG Idea Finalist and BIG Idea Mentor Contact Information

Finalist

Presentation Time: 9:20 am

BIG Idea Business Name: Swing and a Miss

School: Groton High School

Name: Carter Simon

Grade: 11

Phone: 605-846-7459

Email: cs5122@k12.sd.us

Teacher's Name: Eric Swenson

Phone: (605) 377-8165

Email: eric.swenson@k12.sd.us

Mentor

Name: Amber Henderson

Company: Northern State University

Address: 1200 S. Jay Street, Aberdeen, SD 57401

Phone: 605-626-3002

Email: amber.henderson@northern.edu

Mentor's Job Title: Associate Professor of Management

Company Description: Northern State University is a public university in Aberdeen, South Dakota.

Company website: www.northern.edu

Facebook (optional):

Twitter (optional):

Project Name: Swing and a Miss

Concept Overview: Are you ever bored in the winter or on a gloomy day, well here is a solution for you, Swing and a Miss sporting facility. It has two batting cages, two pitching mounds, three golf simulators, TV's all around to watch sport games, and a bar to serve you drinks and food while you are having the time of your life. This facility offers entertainment to people of all ages.

Product or Service: The service is entertainment and practice facilities for people of all ages. People will have the chance to golf, hit and throw baseballs. This will also include a bar that can serve drinks and snacks. This service will be based out of Aberdeen, South Dakota. You can book online or walk in if it is not busy, to reserve a time. I will manage it and have two to three employees. The benefits of having this is a ton of entertainment on gloomy days or on winter days when you want to do something. This service is unique because there are no other businesses that offer both of these facilities in one place. One of the major drawbacks is that it would cost a lot of money to build. Simulators by themselves can cost up to \$50,000. Property and building is also not cheap in Aberdeen and will cost quite a bit.

Marketing Opportunity: Swing and a Miss will be advertised on two billboards; one of them will be on the east side of Aberdeen and the other will be on the west side of town. So whatever way you're coming into town you will be intrigued by one of our billboards. Another way we will promote our business is by having ads on social media such as Instagram and Facebook. One thing that affects our prices is the time of year. Our facility will be used less in the summertime so our prices will vary with the season it is. Our ideal customers for the baseball facility will be younger kids and teenagers and for the golf simulators it will be for all ages. Winter months will include October through April and the rest of the months will be our summer months. You can get a membership to come whenever you want or you can pay hourly. Our winter prices will be \$30 an hour or our membership for students is \$125 and adults is \$150 per month and you would have unlimited access to all facilities. Summer months would be \$25 hourly or

\$100 membership for all ages. The bar is not all inclusive in the membership or paying hourly; you still have to pay for food and drinks separately.

Competition: There is not much competition around the area. There is no competition for the batting cages and pitching mounds because there are no businesses that offer them and for golf simulators there are two courses in Aberdeen that have them. Swing and a Miss is unique because it offers memberships for students that are trying to get better at golf and baseball. With just a membership students get unlimited access to all the facilities that our business will include. If adults are looking for something to do they can go to our golf simulators and pay an hourly wage which will also include access to our bar so they can get drinks and food while they are staying entertained. One of the biggest ongoing expenses is going to be the upkeep on our facility. Every year there is new technology coming out and Swing and a Miss plans on having some of the newer technology to have the best training that our customers can get. There are not many skills that the employees need to have. They just have to get the people set up in the simulators or the cages and they should be able to do the rest on their own.

Management and Operations: Most of our technology will be in the computers that will give you the stats for whatever sport you are doing. The computers will be pretty expensive for the simulators because they will have to have enough storage to store the courses and the apps used to golf. For the pitching mounds there will be a radar gun to see how fast you are throwing and for the baseball cages there will be a sensor that will tell you exit velocity, launch angle, and distance that the ball went. I will work at the business and manage it while I will have two to three employees; one will work the bar and the other will help me get people set up for their sport. For our facilities it will have to be big enough to store three golf simulators, a bar, two baseball cages, and a pitching mound.