

Business Consulting Proposal and Commercialization Roadmap

Prepared for [REDACTED]
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Executive recommendation

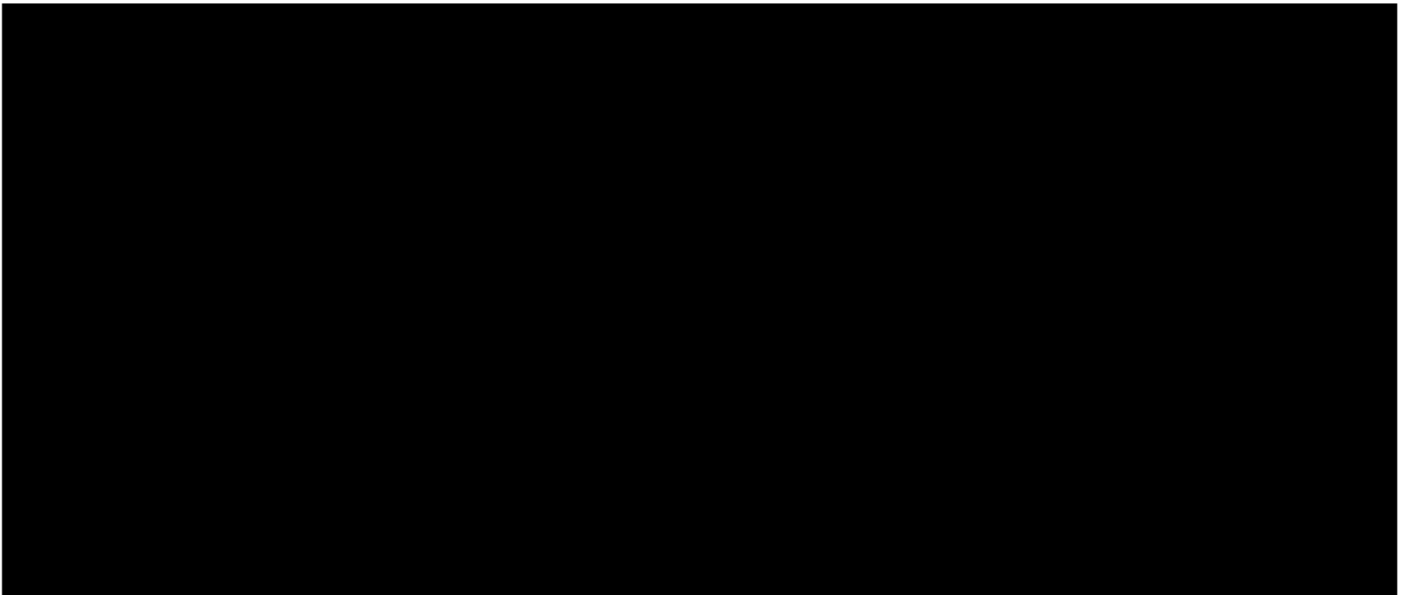
Relaunch [REDACTED] from [REDACTED] using its existing inventory to establish paid demand, qualify a Kansas body manufacturer, and secure a specialist for the [REDACTED] ball. Keep assembly, packaging, finished inventory, and shipping in [REDACTED]. Release money in stages against verified product performance, contribution margin, and cash requirements.

Decision	Recommendation
Plastic body	Neodesha Plastics is the strongest first qualification candidate; obtain independent proposals from Forté Products and Western Industries before awarding work.
[REDACTED] foam ball	Qualify Aeroform in Kansas City, Missouri for local production. In parallel, obtain a technical benchmark from Poly Labs in Maine; MLB in Ohio is a backup. No Kansas [REDACTED] ball supplier is confirmed.
[REDACTED] base	Seek a pilot assembly quote from Cottonwood and an integrated packaging and fulfillment quote from [REDACTED] Paper. Use BC&R for overflow storage if needed.
Price and cost	Test the core game at [REDACTED] and [REDACTED]. Evaluate [REDACTED] only as a differentiated premium bundle. Target no more than [REDACTED] per complete packaged set delivered into [REDACTED] inventory; target [REDACTED] or less for viable wholesale.
Capital	Use a controlled existing-inventory pilot first. Borrow only after quotes and paid demand establish repayment capacity; an illustrative [REDACTED] restart envelope is a planning case, not a funding request.

No supplier has quoted or accepted [REDACTED] in this research. Prices, costs, financing, and performance targets identified as assumptions are decision tools, not promises. The final supplier award requires samples, comparable bids, and contract review. Supporting references appear in the source register.

1 Engagement scope and starting position

The proposed engagement turns a dormant physical game into a repeatable, profitable operating business. Success means positive contribution after fulfillment and customer acquisition, adequate owner compensation and overhead coverage, and a cash cycle the business can finance. Revenue growth alone does not meet that standard.



Scope and implementation authority

This report addresses supplier selection, product specifications, [REDACTED] operations, pricing, financing, market entry and expansion. It establishes proposed decision criteria and a sequence for implementation. Supplier prices and acceptance, property availability, license terms and demand remain subject to direct verification.

[REDACTED] is the owner and sole implementation lead. [REDACTED] is responsible for vendor communication, product decisions, purchasing, contracts, licensing, financing, sales and operating reviews. Service providers may perform contracted work under his direction. This report creates no purchasing, lending or engagement commitment.

Initial decision

Complete the inventory and product audit before committing to production. Obtain one complete reference set, prior invoices, tooling records, the [REDACTED] agreement and available cash. Use these records to approve a limited pilot and comparable supplier requests.

2 Plastic body manufacturing recommendation

Neodesha Plastics remains the best first qualification candidate after a broader regional screen because it offers engineering, prototypes, thermoforming, and rotomolding in Kansas. That combination suits an uncertain design and a small restart. It is not yet the lowest-cost or final selected manufacturer. Its rotomolding page identifies a typical 50–3,000-part annual range; a separate capabilities page gives a broader range, so request [REDACTED] capacity and minimums. [4]

Candidate	Verified fit	Selection position
Neodesha Plastics Neodesha, KS	Multiple forming processes, engineering and pilot work.	First technical review and quote.
Forté Products Cherryvale / Burlington, KS	Rotational, injection and thermoform capabilities; Kansas operations listed.	Co-finalist; confirm process at the proposed Kansas plant. [5]
Western Industries Winfield, KS	Custom blow molding including sporting goods; published large-part focus.	Conditional finalist if geometry and part weight fit. [6]
Coon Manufacturing Spickard, MO	Custom rotational molding and durable container-like products.	Regional price/lead-time backup. [7]
Den Hartog Hospers, IA	Rotational, injection and blow molding with engineering and secondary work.	Multi-process regional backup. [8]
Snyder Industries Lincoln, NE	Custom rotational molding and polyethylene engineering.	Scale/technical backup; pilot fit unconfirmed. [9]

Choose the process from the physical part

Ask for two alternatives: reproduce the current body using recoverable tooling, and redesign only where measured savings justify it. A sheet-formable open tub may favor thermoforming; a hollow or double-wall body may suit rotational or blow molding. Injection molding should be evaluated where geometry and quoted lifetime volume justify its tooling. [REDACTED] alone does not identify the resin or process. [4–6]

Award on three-year total cost at realistic sales volumes, not part price alone. Include molds, setup, trim/decoration, reject allowance, freight to [REDACTED] and tooling maintenance. Existing tooling may be more valuable than a nominally better new process. Ask where the actual production occurs; a headquarters address is insufficient.

Candidates not advanced

Osborne Industries offers thermoset RTM/RIM in Kansas, but the researched capabilities do not establish an economical replacement for this body or [REDACTED] ball. Ameri-Kart offers custom molding; its current Kansas production assignment was not established. Retain both as technical referrals rather than claiming a local award candidate. [10, 11]

3 [REDACTED] ball manufacturing recommendation

The ball is the product's most important unresolved sourcing issue. It must preserve the existing game's feel and flight while reducing rolling after impact. Specify a [REDACTED] molded, [REDACTED] polyurethane component rather than purchasing a generic spherical stress ball. Shape, mass, rebound, recovery time, surface durability, and consistent lots must be tested together.

Candidate	What is supported	Decision
Aeroform Athletics Kansas City, MO	Custom urethane foam and sporting-goods manufacturing are advertised. [REDACTED] chemistry and small [REDACTED] balls are not established. [12]	First regional feasibility call. Advance only after a representative sample passes.
Poly Labs Lewiston, ME	Molded polyurethane, toys, and [REDACTED] materials are advertised. [14]	Strongest documented material-fit benchmark. Seek sample and quote in parallel with Aeroform.
MLB Molded Urethane Swanton, OH	Custom molded urethanes and a [REDACTED] foam offering. [15]	Second domestic technical and price comparison.
Sport Products Plus Mexico production	Molded sport foam balls; published production location is Mexico. [REDACTED] match unconfirmed. [13]	Fallback only if domestic bids fail; not the preferred regional solution.

Local sourcing assessment

[REDACTED]
while the above suppliers quote. CONNEX Kansas was established as a manufacturer-discovery resource. Do not delay the pilot indefinitely waiting for an in-state match. [16]

Sample approval protocol

Retain an approved current ball as the reference. Record dimensions across faces, mass, number and geometry of [REDACTED] squeeze/recovery time, rebound after a controlled drop, roll distance on defined surfaces, and feel at expected use temperatures. Have 10–15 players compare coded samples against the reference; record preference and gameplay differences. Supplier and client should agree numerical acceptance limits before production.

Run repeated compression and throwing trials and check for tearing, coating transfer, odor, permanent deformation, or detached pieces. These functional checks do not replace applicable product-safety testing. Buy sample development before production tooling. Require written control of the formula/specification, mold ownership, and advance notice of substitutions.

4 Product definition and comparable RFQs

One complete sellable set is the economic unit throughout this report. Before pricing, [REDACTED] must confirm the number of bodies and balls, accessories, instructions, and packaging in that set. All body and ball prices must be converted to cost per complete set. Do not compare one vendor's component price with another vendor's full kit.

RFQ section	Required content
Reference packet	Photos from all sides, a physical sample, dimensions/weights, body cross-section, CAD if available, exact set contents, colors, expected user and use setting, annual forecast and batch quantities.
Quote tiers	[REDACTED] 500, 1,000 and 5,000 complete-set equivalents. Request first-order and repeat-order totals, MOQ by color, and released-batch options. These quantities are scenarios, not commitments.
One-time charges	Engineering, scans/CAD, prototypes, molds, fixtures, logo tooling, testing and setup. Identify who owns each item and whether it can be transferred.
Recurring charges	Resin/foam, conversion, trim, coating, branding, inspection, packaging, scrap, setup per run, and transport to [REDACTED]. Require explicit exclusions.
Commercial terms	Quote expiration, deposits, payment timing, lead time after sample approval, capacity reservation, freight terms, warranty/rework, cancellation, annual minimums and price-adjustment rules.
Quality controls	Approved master sample, dimensional and performance limits, lot identification, first-article report, inspection sampling, rejected-lot remedy and change approval.

Award method

First apply pass/fail gates: product performance, required documentation, feasible batch size, and ability to meet the cost/cash envelope. Score only qualifying proposals: delivered recurring cost [REDACTED] sample quality [REDACTED] upfront cash/tooling [REDACTED] lead time and responsiveness [REDACTED] and Kansas/regional fit [REDACTED]. These weights are proposed management preferences, not measured vendor scores.

Ask for an explanation whenever one quote differs materially. Normalize color changes, component counts, defects, taxes, freight and annual volume. Compare the initial order's cash outlay as well as lifetime unit cost. Do not award solely on an unproven forecast of 5,000 units.

Quote calendar

Days [REDACTED] prepare packet and recover prior tooling records. Days [REDACTED] technical calls and packet distribution. Day [REDACTED] confirm feasibility or decline. Day [REDACTED] target initial quotations. Follow up once after five business days; close or replace nonresponsive candidates after a second attempt. Sample development timing follows each supplier's actual schedule.

5 [REDACTED] operating base

Keep the commercial and logistics base in [REDACTED]. The preferred pilot structure is contract assembly at Cottonwood with packaging support from [REDACTED] Paper; ask both whether all functions can be consolidated at one [REDACTED] site. Choose the integrated option if its minimum charges and complete cost are competitive. A split model remains acceptable if coordination and transfers are priced.

Option	Local evidence	Best use and unresolved terms
Cottonwood Industries 2801 W 31st St	Published assembly and packaging case study describes short runs and fixed-piece pricing. [17]	Preferred pilot kitting discussion. Confirm storage, parcel shipping, order integrations and minimums.
[REDACTED] Paper Company 2801 Lakeview Rd	Packaging Café history plus current fulfillment, inventory and warehousing services. [18]	Integrated alternative and box supplier. Verify actual [REDACTED] worksite, [REDACTED] fit and individual consumer-order fulfillment.
BC&R Storage 1321 N 3rd St	Shared warehousing, receiving/shipping and trucking in [REDACTED] [20]	Overflow inventory and transfer freight. Assembly and e-commerce pick/pack are not established.
Dedicated small bay	Small [REDACTED] industrial/flex listings are identified in the following section. [37, 40]	[REDACTED] assembly and dispatch if total cost, permitted use and lease flexibility justify it.

Published cost anchor

BC&R advertises \$0.55 per square foot monthly with a 150-square-foot minimum: \$82.50 monthly for the minimum space, before handling and other charges. Its published forklift operator rate is \$100/hour with a \$50 minimum; truck and driver is \$140/hour with a one-hour minimum. Obtain a written quote and clarify billed area, stacking, insurance, access and actual travel time. These rates are not an all-in fulfillment price. [20]

Pilot request

Quote receiving [REDACTED] set-equivalents, a 25–50-set first pack-out, balance held as components, monthly storage, and 25/100/300 outbound orders per month. Include carton/insert cost, inspection, returns, minimum charges and inventory reporting. Specify [REDACTED] as the required work and ship-from location in the service agreement.

An inexpensive storage unit is not automatically an authorized workplace. For a self-operated bay, verify assembly use, employee access, utilities, restroom, fire/occupancy requirements, insurance, carrier pickup and lease term and obtain written use approval before signing.

[REDACTED] premises: rental alternatives

Request a current availability schedule and a written, all-in occupancy proposal for the following properties. These are advertised leads, not confirmed vacancies or approved [REDACTED] workspaces. The smallest suitable bay should be evaluated before larger premises.

Property	Published evidence	Assessment
855 Maple St, Suite C	640 sq. ft.; industrial listing. A separate listing describes a small office, restroom, heating/cooling and overhead door. Rent requires confirmation. [37, 40]	First space to inspect. Potential fit for a packing bench and modest inventory; measure usable storage and carrier access.
919 E 29th St	2,040–8,160 sq. ft. advertised; \$9.54/sq. ft. rate displayed. Confirm annual basis, available unit and additional charges. [37]	Expansion alternative. If annual, 2,040 sq. ft. implies about \$1,622/month base rent; larger than an initial pilot needs.
725 N 2nd St	1,500 sq. ft. flex/showroom lead. Syndicated listing quotes \$2,250/month gross and a drive-in door. Suite identity and current offer require broker confirmation. [37, 40]	Potential combined storage, assembly and demonstrations. Customer-facing space is not a priority worth paying for initially.
331 Maple St	1,540 sq. ft.; indexed listing quotes \$1,800/month, but a Colliers market report also records a lease at this address. [37, 41]	Availability conflict: request confirmation or comparable replacements. Do not budget this as secured space.

Selection and lease requirements

[REDACTED] should request permitted assembly/packing use, rent plus taxes/common-area charges, utilities, deposit, insurance, term, renewal, personal guarantee, repairs and termination terms. Confirm restroom, climate suitability for foam, deliveries, pickup, access hours, fire/occupancy requirements and flood/insurance exposure for the specific address.

Ask the broker for 400–1,000 sq. ft. industrial bays or an authorized sublease inside an existing [REDACTED] business. A shared bay can reduce fixed expense if inventory security, insurance, access and carrier collection are documented. This is a sourcing strategy; no shared-space offer is currently established.

Recommended order of evaluation

Compare Cottonwood and [REDACTED] Paper proposals with the 855 Maple space first. Include paid labor or a reasonable value for [REDACTED] time, not rent alone. Retain outsourced storage and fulfillment while volumes remain uncertain. Use the larger properties only when actual space requirements or service costs justify them.

6 Fulfillment workflow and space decision

From [REDACTED] to a shipped order

[REDACTED] first counts inventory into complete saleable sets, rework, and scrap. Inspect stored foam for deterioration. Photograph and record every lot, package a reference set, and measure its shipping carton. Arrange a consolidated transfer to the selected [REDACTED] receiving site after its appointment, counts and responsibility are confirmed.

At receiving, reconcile components to the bill of materials. Quarantine damage. Assemble against a one-page work instruction; check set contents, body edges, ball condition, rules, correct artwork and labels. Assign a lot code and record completion. Keep undecorated inventory common where possible; customize only against validated [REDACTED] demand and approved designs.

Maintain one inventory ledger with received, available, reserved, shipped, returned and scrapped quantities. Require daily shipping confirmation and weekly inventory reconciliation. Proposed pilot service targets are [REDACTED] order accuracy, [REDACTED] on-time dispatch, and documented response to shortages within one business day; negotiate enforceable terms after the trial.

Shipping can determine profitability

Obtain parcel quotes using the actual packed dimensions and weight for nearby, mid-distance and coast-to-coast destinations. Compare package redesign and nesting to reduce billed size. Quote delivery surcharges and damage claims; do not advertise nationwide free shipping before this test. Charge shipping separately initially, including its associated processing leakage, or offer scheduled [REDACTED] pickup where the site permits it.

The financial model treats customer-paid shipping as a net-zero pass-through. In practice, reconcile shipping collected less postage, fees on the shipping/tax portion, labels and other delivery costs. Any shortfall reduces the reported contribution dollar for dollar. Retail pallet/case freight and retailer deductions also need their own allowances.

When a dedicated lease becomes rational

Illustrative comparison	Monthly result
Outsource fixed minimum [REDACTED] plus [REDACTED] handling per set; self-run fixed cost [REDACTED] plus [REDACTED] per set	Equal cost at [REDACTED] sets/month: [REDACTED] - [REDACTED] ÷ [REDACTED] - [REDACTED]
At [REDACTED] sets/month	Outsource [REDACTED] self-run [REDACTED]
At [REDACTED] sets/month	Outsource [REDACTED] self-run [REDACTED]

All figures above are assumptions, not quotes. Include market-rate labor, owner time, utilities, insurance, equipment and transfers consistently. Require three months of sustained volume above the actual crossover plus cash for the deposit and downside months. Shared outsourcing is the recommended opening position.

7 [REDACTED] licensing and business protection

Verify the existing agreement before a [REDACTED] launch

Request [REDACTED] executed license, licensee legal name, expiration, approved product category, channels/territory, royalty schedule, minimum guarantees, past approvals and reporting status. [REDACTED] requires approval before production for commercial trademark uses, including giveaways. Send questions and proposed designs to [REDACTED]. A donation to a student group does not automatically remove the approval requirement. [21]

CLC distinguishes retail rights from internal-use rights; an internal license does not authorize retail or direct-to-consumer sales. Its current application page lists \$250 for one school, plus possible institution-specific costs, and minimum liability coverage of \$1 million per occurrence/\$2 million aggregate. New applicants should obtain an insurance quote and follow CLC's approval sequence before purchasing license-specific coverage. Confirm [REDACTED] actual requirements. [22]

CLC also requires supply-chain disclosure and licensed-product authentication labeling. If the prior license has lapsed, evaluate reactivation versus an arrangement with an existing approved licensee, including who earns revenue, pays royalties and owns inventory. Never assume that buying approved decals licenses the finished game. [22]

Royalty treatment in the model

The financial model assumes 12% of wholesale revenue, or 6% of retail revenue. These are planning inputs, not verified [REDACTED] terms. [REDACTED]'s published 9% policy identifies a March 2008 update and is not a current contract quote. Replace the rate, revenue base and any minimum guarantee with the executed agreement. [23]

Determine intended age and applicable testing with a qualified lab. CPSC states that toys primarily intended for children 12 and under require third-party testing and certification. A marketing age label cannot substitute for proper classification. Budget testing and insurance before commercial distribution. [33]

8 Competitive pricing and recommendation

The market supports investigating a price above the historical [REDACTED]. It does not establish that an unchanged [REDACTED] set will sell for [REDACTED]. The closest researched bucket-toss comparison sells for [REDACTED] with multiple targets, balls and a bag. [REDACTED] must justify any premium through demonstrated play value, finish, portability and bundle contents. [1, 38]

Public price reference	Offer and relevance	Interpretation
Kan Jam Original — [REDACTED] carry-bag version — [REDACTED]	Established disc-to-target game; official listings were out of stock. [24]	Lower-price alternatives; listed prices are reference points, not current transaction evidence.
Kan Jam Pro — [REDACTED]	Upgraded goals, disc and carry bag; official listing out of stock. [24]	A premium version still competes below [REDACTED]
BucketBall Beach Starter — [REDACTED]	12 buckets, two hybrid balls, tote, instructions and advertised lifetime warranty. [38]	Closest ball-and-container benchmark; materially more targets than the currently described [REDACTED] product.
BucketBall Beach Combo — [REDACTED] Party — [REDACTED]	Different configurations in the same product family. [38]	Shows a bundle price ladder. The [REDACTED] offer does not validate a [REDACTED] basic set.
Spikeball Weekender — [REDACTED]	Branded roundnet set; listed in stock with free shipping and a one-year set warranty. [39]	Adjacent social-sport competitor with different mechanics and established recognition.
BucketGolf 3 Hole bundle — [REDACTED]	Higher-ticket golf-style activity kit. [25]	Upper adjacent reference, not a direct substitute.

Recommended price architecture

Test one precisely defined core set at [REDACTED] and [REDACTED] retaining [REDACTED] as a fallback comparison if paid conversion is weak. Test an approved [REDACTED] edition separately; no automatic licensing premium is assumed. Quote delivery transparently and compare delivered prices, since several competitors advertise free shipping.

Test [REDACTED] only for a premium offer with visible additional value: a transport bag, additional [REDACTED] balls, durable approved graphics and clear warranty/service terms. Finalize quantities and cost before presenting the offer. Corporate or alumni gifts may support this tier, but willingness to pay remains unproven. Do not fund the business on [REDACTED] forecasts.

Use actual paid purchases, cancellations and contribution per qualified prospect to select the offer. Stated willingness to pay, competitor list prices and donated-unit usage are insufficient evidence. All listed prices are public snapshots and may change; taxes, variants and shipping terms require checkout verification.

Price validation and initial customer segment

Initial market: adult social recreation in [REDACTED]

Prioritize adult hosts and [REDACTED] affiliated households reached through small, permitted demonstrations. Present [REDACTED] as a simple social toss game for gatherings, subject to confirming suitable play space. Use [REDACTED] teams as a parallel test group rather than assuming they are the largest market. This priority is a product-and-channel judgment, not a measured market-share conclusion.

Segment	Reason to test	Constraint / decision
Adult households and alumni hosts	A purchaser can use the game repeatedly and buy it as a gift. Local demonstrations make the unfamiliar game understandable.	Primary pilot. Record home-use fit, perceived value and actual purchases.
Office and shop teams	[REDACTED] soft projectiles may reduce retrieval interruptions; the reported [REDACTED] fits this setting.	Secondary pilot. Verify noise, rebound, floor contact and space; do not claim workplace safety or productivity benefits.
Tailgating and fan events	Visible group play can generate demonstrations and [REDACTED] edition demand.	Acquisition setting first. Validate foam flight in wind, ground contamination, weather resistance and event permissions.
Families with children	Accessible rules may broaden demand.	Later positioning after age classification and relevant testing; softness alone does not establish suitability.
Student organizations / event hosts	Repeat events can expose the game to many players.	Use controlled loans and track resulting sales; participation is not evidence of retail demand.

Price sensitivity: identical set, illustrative licensed DTC costs

Selling price	Contribution / order	Orders needed versus [REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

Arithmetic uses [REDACTED] landed cost, [REDACTED] royalty, [REDACTED] + [REDACTED] payment fee, [REDACTED] returns, [REDACTED] handling, [REDACTED] acquisition and net-zero shipping. Contribution = [REDACTED] × price – [REDACTED] Relative orders compare equal total contribution with [REDACTED] Higher prices may change demand, acquisition and returns; these are sensitivities, not forecasts. A [REDACTED] bundle costing [REDACTED] more yields [REDACTED] before any delivery subsidy. [26]

[REDACTED] should alternate equivalent demonstration sessions between the two core prices, using the same contents and delivery terms. Seek at least [REDACTED] paid orders at each as an initial directional test; expand only if contribution per qualified prospect remains favorable. Compare the premium bundle separately so price and added contents are not confused.

9 Manufacturing cost ceilings

The reported [REDACTED] production cost is useful but incomplete until its contents are known. Reconcile it to invoices for the body, full ball complement, decoration, tooling, assembly and packing. Do not add a cost twice if it is already included. Quote all numbers per complete set and use separate cash and profitability views. [1]

Complete set cost item	Negotiating target	Evidence status
Plastic body or bodies	[REDACTED]	Target allocation; geometry and body count unknown.
Entire [REDACTED] ball complement	[REDACTED]	Target allocation; quantity and formula unknown.
Decoration and other components	[REDACTED]	Target allocation, including appropriate labels.
Total production components	[REDACTED]	Matches historical aggregate; not a verified current bid.
Box and printed instructions	[REDACTED]	Planning target.
Assembly and quality inspection	[REDACTED]	Planning target; replace with piece-rate quote.
Inbound transport and reject allowance	[REDACTED]	Planning target; allocate actual batch freight.
Packaged inventory in [REDACTED]	[REDACTED]	DTC target ceiling; wholesale should reach [REDACTED] or less.

How to use the ceilings

The allocation is a negotiation budget, not an engineering estimate. It can shift between components if quality is maintained and total cost remains viable. If bids are higher, first examine existing tooling, part weight, [REDACTED] complexity, color minimums, nesting and stock cartons. Then retest price or narrow channels. Do not order a larger batch merely to obtain a lower unit quote.

For a [REDACTED] wholesale scenario, assuming [REDACTED] wholesale royalty, [REDACTED] outbound handling, [REDACTED] wholesale returns/discount reserve and a required [REDACTED] contribution margin, the maximum landed set cost is [REDACTED]. At [REDACTED] [REDACTED] wholesale, the same formula permits [REDACTED] at [REDACTED] it permits [REDACTED] at [REDACTED] it permits [REDACTED]. These are maximums, not spending targets. Any commissions, freight subsidy or additional deductions reduce them dollar for dollar.

Tooling and volume

Show upfront tooling separately. An illustrative [REDACTED] mold package adds [REDACTED] per set at [REDACTED] units, [REDACTED] at [REDACTED] at [REDACTED] and [REDACTED] at [REDACTED] if fully allocated to those quantities. These are arithmetic examples, not mold quotes. Lifetime amortization should use credible demand; cash must still be paid upfront. Never count amortization and the same tooling cash payment twice in one profit or break-even calculation.

10 Channel economics and sensitivities

Conservative licensed-game case at [REDACTED] retail, retained as a downside benchmark while higher prices are tested. Prices exclude sales tax. Customer-paid freight is assumed to cover delivery and related fee leakage. No automatic volume discount is assumed. All cost inputs except the published payment benchmark are planning assumptions. [26]

Per complete set	DTC at [REDACTED]	Wholesale at [REDACTED]
Revenue	[REDACTED]	[REDACTED]
Packaged landed set	[REDACTED]	[REDACTED]
Royalty assumption	[REDACTED]	[REDACTED]
Payment fee	[REDACTED]	[REDACTED]
Returns/discount reserve at [REDACTED]	[REDACTED]	[REDACTED]
Outbound handling	[REDACTED]	[REDACTED]
Customer acquisition / sales allowance	[REDACTED]	[REDACTED]
Contribution after variable costs	[REDACTED]	[REDACTED]
Contribution as a share of revenue	[REDACTED]	[REDACTED]

Payment benchmark: [REDACTED] + [REDACTED] for a domestic online card charge. Wholesale assumes fee-free payment and founder-led selling covered in fixed overhead; commissions, retailer deductions or card fees reduce contribution. Retailer margin at [REDACTED] MSRP and [REDACTED] purchase cost is [REDACTED] before its expenses; this is a negotiation assumption, not a quoted buyer requirement. [26]

Sensitivity from base	DTC contribution	Wholesale contribution
Landed set [REDACTED] instead of [REDACTED]	[REDACTED]	[REDACTED]
Royalty [REDACTED] / [REDACTED] of wholesale basis	[REDACTED] / [REDACTED]	[REDACTED] / [REDACTED]
Seller absorbs [REDACTED] delivery cost	[REDACTED]	Not modeled as parcel delivery
DTC acquisition [REDACTED] instead of [REDACTED]	[REDACTED]	Unchanged
Wholesale landed set improves to [REDACTED]	Unchanged	[REDACTED]

Go/no-go: seek at least [REDACTED] contribution after acquisition per DTC order and at least [REDACTED] wholesale contribution after all deductions. These are proposed management thresholds. At the base [REDACTED] cost, wholesale fails that gate; negotiate [REDACTED] or less, a better wholesale price, or keep the early launch direct. Brand-only sales remove [REDACTED] royalties but may have different demand and acquisition costs.

11 Operating profit and cash discipline

The scenarios below show what scale would have to produce; they are not sales forecasts. For stress-testing a mixed business, assume [REDACTED] licensed DTC at [REDACTED] and [REDACTED] wholesale at [REDACTED] using the preceding channel-cost assumptions. Weighted revenue is [REDACTED] and contribution is [REDACTED] per set. The [REDACTED] test prices are not assumed to succeed in this financing case.

Monthly scenario	[REDACTED] sets	[REDACTED] sets	[REDACTED] sets
Revenue	[REDACTED]	[REDACTED]	[REDACTED]
Variable contribution	[REDACTED]	[REDACTED]	[REDACTED]
Fixed operating allowance	[REDACTED]	[REDACTED]	[REDACTED]
Operating surplus before debt and tax	[REDACTED]	[REDACTED]	[REDACTED]
Illustrative debt payment	[REDACTED]	[REDACTED]	[REDACTED]
Cash proxy after debt service	[REDACTED]	[REDACTED]	[REDACTED]

Fixed allowances include owner labor of [REDACTED] respectively plus storage minimums, software, insurance, administration and other overhead. They are placeholders to replace with a staffing plan and quotes. Operating surplus excludes depreciation, income tax and one-time launch costs. The after-debt line is not accounting net income and excludes inventory timing, capital spending and tax payments.

Break even and repayment

At the [REDACTED] cost structure, operating break-even is [REDACTED] sets/month; including the illustrative [REDACTED] debt service it is [REDACTED]. At [REDACTED] sets, contribution is [REDACTED] leaving a [REDACTED] monthly deficit after [REDACTED] overhead and debt. A [REDACTED] demand shortfall cannot be solved by lower unit costs alone. Maintain a rolling [REDACTED] cash forecast and scale fixed spending to demonstrated demand.

Working capital is separate from margin

A [REDACTED] replenishment at [REDACTED] requires [REDACTED] for inventory before sales receipts, plus tooling and launch expenses. If [REDACTED] wholesale sets sell for [REDACTED] on [REDACTED] terms, [REDACTED] remains in receivables until paid. Deposits, final supplier balances, inbound freight and retailer payment dates determine the funding gap. Obtain actual terms before fixing the loan amount.

Forecast weekly opening cash plus collected sales and committed funding, less supplier payments, fulfillment, marketing, overhead, debt, taxes and capital spending. Track receipts rather than orders. Maintain a reserve for refunds and replacement inventory; historic inventory sales are not all available to spend.

Reorder rule

Reorder point equals average weekly sales times replenishment lead time plus safety stock. For example, [REDACTED] sets/week, eight weeks of lead time and [REDACTED] safety sets imply a [REDACTED] reorder point. Replace every input with actual results; a long lead time may exceed the entire pilot inventory and requires an explicit availability plan.

12 Funding strategy and capital release

Finance evidence first and inventory second. Use a small owner-funded pilot and proceeds from existing saleable stock before signing a long lease or financing speculative production. Do not take deposits for an unapproved [REDACTED] product or promise shipment before a credible supply schedule exists. Capital providers will need more than a promising product margin.

Illustrative restart uses	Amount	Release condition
[REDACTED] sets at [REDACTED] landed	[REDACTED]	Approved sample, channel margin and demand.
Engineering and tooling	[REDACTED]	Written quote and ownership agreement.
Website, creative, licensing, legal, insurance and testing setup	[REDACTED]	Itemized quotes; reduce scope if insufficient.
Working cash reserve	[REDACTED]	[REDACTED] forecast and payment terms.
Contingency	[REDACTED]	[REDACTED] approval against specific cost changes.
Total planning envelope	[REDACTED]	Not a supplier estimate or confirmed budget.

Initial pilot spending should be capped at a proposed [REDACTED] released in tranches; it is part of, not additional to, the restart envelope where uses overlap. Existing inventory is not repurchased. If testing, insurance, licensing minimums or molds exceed the allowances, revise the scope and funding request before ordering.

Preferred funding sequence

[REDACTED] Owner cash and earned receipts: cover product audit, samples and a limited sales pilot. Preserve replacement inventory cash. [REDACTED] A small term loan or SBA microloan through an eligible intermediary: match verified tooling and inventory needs. SBA publishes loans up to [REDACTED] terms up to seven years and generally [REDACTED] interest; lender terms and approval control. Inventory and working capital are permitted uses. [27]

[REDACTED] Ask AltCap about eligibility and a quote; its site advertises microloans up to [REDACTED] Explore [REDACTED] Metro E-Community gap financing only if the business meets one of the city's published eligibility criteria. It is not a universal startup grant. [REDACTED] Consider a bank/SBA [REDACTED] working-capital facility when sales and repayment history justify it. [28–30]

Illustrative capital mix: [REDACTED] owner equity plus a [REDACTED] loan at [REDACTED] over [REDACTED] months produces about [REDACTED] before fees. The [REDACTED] scenario covers that payment; the [REDACTED] downside does not. Require a forecast showing at least [REDACTED] times scheduled debt service after operating costs, plus a downside reserve. This is a proposed internal gate, not a lender promise.

Use [REDACTED] SBDC to prepare the lender packet: ownership/entity records, tax returns, bank statements, personal financial statement, quotes, license documents, debt schedule, owner contribution, and monthly cash projections. [REDACTED] SBDC offers free confidential advising. Equity investment is premature unless the business develops a growth case that justifies dilution. [34]

13 [REDACTED] relaunch plan

Start with the existing stock only after inventory condition, lawful branding and product requirements are resolved. The objective is [REDACTED] paid sales with measured contribution and user feedback, not broad awareness. Use a small number of repeatable demonstrations and a simple purchase path.

Use of [REDACTED] reported sets	Proposed allocation	Purpose
Inspection and technical reference	[REDACTED]	Reference samples, supplier development and quality checks.
Demonstration and seeding	[REDACTED]	Five student groups, three [REDACTED] teams, two controlled demo hosts.
First paid-sales release	[REDACTED]	Test price, fulfillment and defects.
Reserve and subsequent sales	[REDACTED]	Protect replacements and replenish only after results.

This allocation assumes [REDACTED] complete acceptable sets; reduce it after the audit if needed. Favor temporary event loans for demonstrations, then donate selectively with a named organizer, event date and feedback agreement. Ten seeded sets have a [REDACTED] replacement-cost proxy at the modeled [REDACTED] landed cost, plus preparation, transport, and any applicable licensing costs.

Thirty day selling experiment

Run three scheduled [REDACTED] demonstrations with permission from each host. Have participants play before pitching. Record qualified players, paid purchases, edition and price, referral source, shipping/pickup choice, and follow-up feedback. Use an event-specific code or QR link and a seven-day attribution window. Never require favorable reviews as a condition of a donated set.

Publish one clear product page with a real gameplay video, exact contents, dimensions, intended use, rules, delivery timing, returns and contact information. Offer the [REDACTED] edition while a [REDACTED] edition awaits approval. Build a reusable sequence: short demonstration video, local event proof, founder story, and customer gameplay with consent.

Pilot budget and thresholds

Within the initial spending cap, reserve a proposed [REDACTED] marketing test budget: [REDACTED] for basic content/materials, [REDACTED] for event costs and [REDACTED] for narrowly targeted paid tests. Track seeded inventory separately. Stop a paid test when it exceeds the allowed acquisition cost without producing sufficient orders; do not keep spending to satisfy a calendar.

Proposed advance criteria: [REDACTED] paid sales; at least [REDACTED] DTC contribution after acquisition; no unresolved safety issue; defects/returns at or below [REDACTED] and [REDACTED] on-time dispatch. Evaluate event contribution after travel, organizer time and samples. If customers like playing but do not buy, investigate price, space needs, gifting appeal and rules before expanding.

14 Channel entry and retail development

Use [REDACTED] retail as a controlled second channel. Licensed status permits only the agreed uses; it does not guarantee a retailer will buy. Seek a small paid trial with clear replenishment terms after the product is approved and DTC evidence exists. Avoid building inventory for a retailer without an order.

[REDACTED] Bookstore

The official contact page lists [REDACTED] General Merchandise Buyer, at [REDACTED] and [REDACTED]. Request a brief product review and propose a [REDACTED] opening test rather than assuming a campus-wide launch. The bookstore address is 1301 Jayhawk Boulevard in the [REDACTED]. No purchase commitment has been established. [35]

Rally House

Rally House already lists a [REDACTED] tailgate game, which makes its licensed gift/game assortment relevant. Ask a [REDACTED] store manager or corporate contact to route the proposal to the appropriate merchandise buyer; a store conversation does not establish chain authorization. Its bulk-order customer form is not evidence of a supplier application route. [36]

Additional entry channels

Before chain retail, [REDACTED] should pursue direct purchases by local employers, alumni hosts and event organizers, followed by independent gift or recreation retailers that permit a demonstration. Approach event venues as trial hosts or customers, not assumed stockists. These channels can establish demand without chain-wide inventory or payment-term exposure. Choose accounts by paid conversion, reorder potential and net contribution.

Buyer packet

Buyer needs	Prepare before pitching
Merchandise facts	One sell sheet with approved imagery, retail/wholesale price, UPC if required, set contents, packed dimensions/weight, case pack and sample.
Rights and risk	Current license/category confirmation, artwork approval, relevant testing documents, insurance certificate and supplier legal details.
Commercial terms	Opening quantity, reorder quantity, available stock, lead time, freight responsibility, payment terms, defect policy and any markdown/return obligations.
Demand evidence	Paid pilot sales, demonstration conversion, customer feedback and reorder interest. Keep projections separate from actuals.
Test agreement	Store/online placement, duration, replenishment owner, weekly sales data, remaining stock treatment and agreed review date.

Proposed eight-week test: 12–24 sets, one permitted demonstration, and weekly inventory checks. Seek a reorder and at least [REDACTED] sell-through by review; this is a proposed test threshold, not a retailer standard. Calculate [REDACTED] contribution after actual freight, commissions, returns and deductions before accepting terms.

Prefer a paid wholesale trial. If consignment is necessary, cap quantity and duration, retain an inventory record, and specify payment, loss and return responsibility. Do not offer both a deep discount and unlimited returns. Keep consumer pricing coherent across DTC and retail; use distinct bundles rather than undercutting a new stockist.

15 Regional and national expansion

Expansion should follow measured performance, with [REDACTED] remaining the assembly, storage and shipping base. Add customers before adding a large fixed footprint. The stages below are decision gates, not guaranteed dates or revenue forecasts.

Stage	Commercial focus	Evidence required to advance
[REDACTED] First [REDACTED] days	Household/alumni demos, office comparison tests, selected events and one retailer trial.	[REDACTED] paid sales; functioning fulfillment; approved product; positive measured contribution.
Kansas and KC metro Approximately months [REDACTED] -9	Repeatable demos, [REDACTED] independent retail accounts, alumni/office buyers.	Three consecutive contribution-positive months; at least three retail reorders; [REDACTED] wholesale contribution; cash for the next batch.
Selected regional markets Approximately months [REDACTED] -18	Extend to nearby states through proven accounts and direct shipping.	Consistent quality, supply backup, stable acquisition cost, cash forecasts and no dependence on one event or buyer.
National After repeatable regional results	Broader direct sales, selected retail and potentially marketplaces.	Six months of positive operating cash generation after owner labor; acceptable zone shipping; capacity plan; profitable channel-specific terms.
International Optional later stage	One-country distributor or export test.	Domestic operating stability plus rights, compliance, landed export costs, support and returns economics established for that country.

Keep growth profitable

Favor compact packaging, common components and late-stage decoration. Require an incremental contribution case before adding another school license or color. School-specific artwork and stock create minimum guarantees and obsolescence exposure. [REDACTED] rights do not automatically extend to another university, league, tournament, or country. [21, 22]

Do not count repeat ball sales or viral growth in the base plan. Test bundles and replacement pieces only after learning actual use and wear. Use paid acquisition only when returns-adjusted first-order contribution supports it. A marketplace launch needs a separate model for fees, ads, storage, returns and competition; DTC margins do not transfer automatically.

[REDACTED] capacity path

Increase outsourced batches and scheduled pickups first. Add a dedicated [REDACTED] bay only at the measured cost crossover. [REDACTED] should establish documented operating procedures before national expansion and qualify a second manufacturer or transferable tooling. Keep suppliers accountable through master samples and lot records as volume grows.

International sales are an option, not a near-term financing rationale. The first durable milestone is a profitable regional company with repeat buyers and predictable working capital. Review an export proposal separately once domestic economics can fund the added complexity.

16 Execution schedule and decision rights

Timing	Owner and work	Approval evidence
Days [REDACTED]	[REDACTED] inventory, old suppliers/tooling, license, budget and set contents. [REDACTED] prepares specifications and requests.	Complete reference packet and initial spending ceiling.
Days [REDACTED]	[REDACTED] obtains RFQs, reviews sites and samples, and commissions required licensing, safety and rights reviews.	Comparable quotes, approved technical path, site proposal, revised cash need.
Days [REDACTED]	[REDACTED] releases [REDACTED] sets, directs contracted operations, and records demonstration and sales results.	Paid orders, actual cost ledger, defects, fulfillment and customer feedback.
Days [REDACTED]	[REDACTED] decides reorder and funding, prepares the buyer packet, and presents pilot results.	Margin gates, inventory and [REDACTED] cash forecast, signed supplier terms.
After day [REDACTED]	[REDACTED] conducts weekly operating reviews and manages contracted service providers.	Reorders and monthly profitability before wider expansion.

Weekly management dashboard

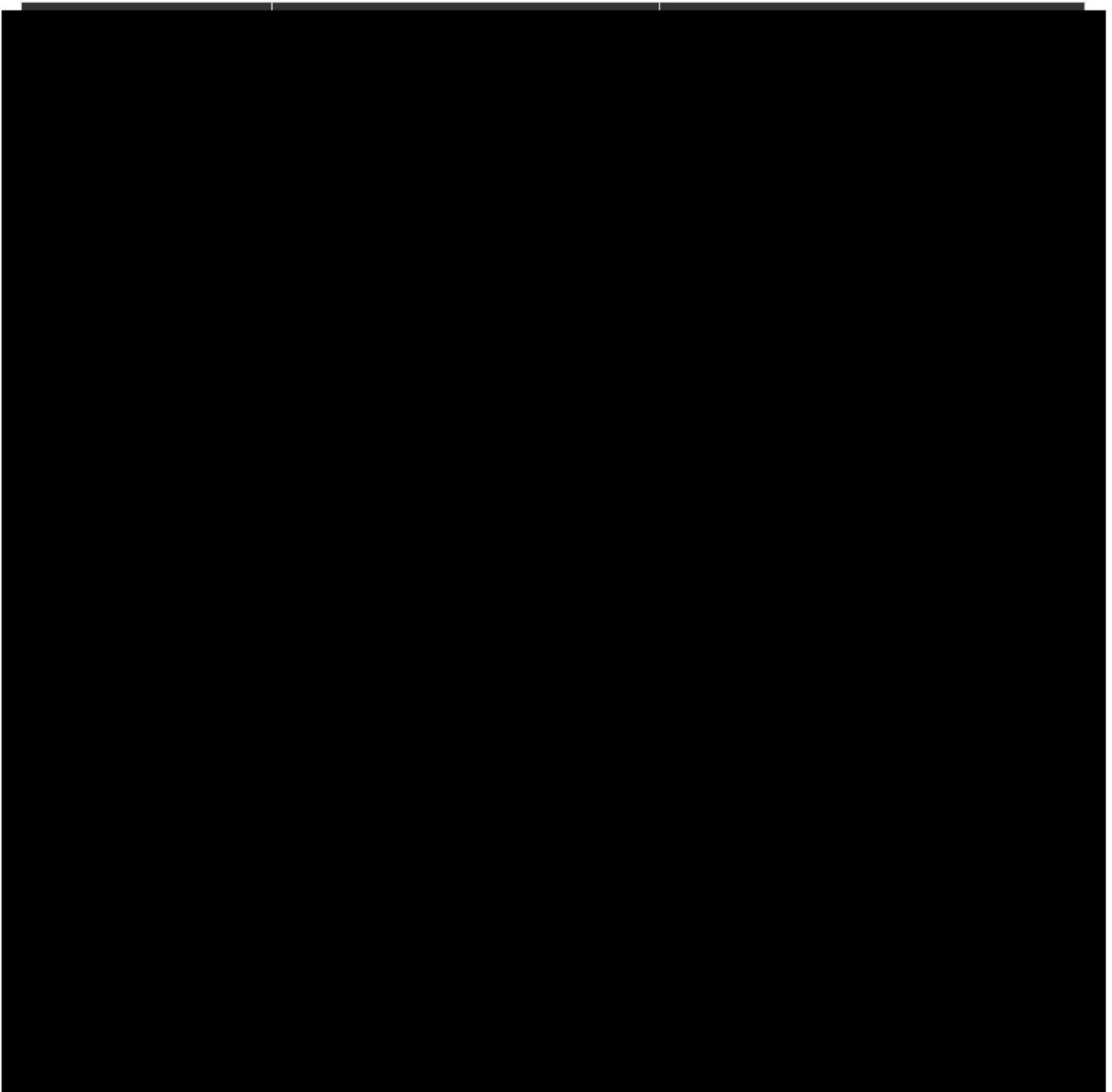
Track paid sets by channel; average realized price; delivered cost; contribution after acquisition; customer acquisition cost; returns/defects; on-time shipping; inventory weeks of cover; receivables; and minimum forecast cash. [REDACTED] owns the numbers. Hold a [REDACTED] review weekly and record one decision log with owner, spending amount, due date and supporting evidence.

Main risks and responses

Risk	Required response
Ball fails gameplay or durability	Reference-sample approval before molds and production.
[REDACTED] license inactive or too costly	Confirm contract; launch neutral [REDACTED] edition if necessary.
Shipping destroys margin	Measure carton and zone quotes before free-shipping promises.
Wholesale sells but loses money	Enforce contribution gate using actual deductions and freight.
Cash tied up in stock and receivables	Small releases, [REDACTED] cash forecast, negotiated deposits and terms.
Single supplier or ownership dispute	Written tooling/CAD ownership, change controls and backup qualification.

Next client decision: authorize the specification-and-quote phase and a capped pilot budget, subject to confirming available cash. Do not authorize full production, a lease, or a loan solely from this report. The commercial recommendation becomes an executable purchase decision when the missing product and financial inputs are resolved.

17 Priority contact directory



Information [REDACTED] should supply first

One complete game; dimensions and bill of materials; current inventory count; prior supplier invoices and contacts; drawings and mold ownership; license agreement and approvals; legal business name and ownership; available cash and existing debt; previous sales/returns; target age and intended use; and historical website/artwork files. Reconcile these items before issuing purchase orders.

Sources and evidence notes

Public sources checked for this [REDACTED] report. Numbered references identify evidence; recommendations, targets and scenarios are the consultant's analysis. Published capabilities do not establish acceptance, capacity, price or compliance for [REDACTED]

[4] Neodesha Plastics

<https://npi-ks.com/services/roto-molding/>

<https://npi-ks.com/services/capabilities/>

Supports process options, location/contact and pilot fit. Published volume ranges differ by page.

[5] Forté Products

<https://forteproducts.com/>

<https://forteproducts.com/capabilities/rotational-molding/>

<https://forteproducts.com/contact-us/>

Supports processes and Kansas operating locations; proposed plant assignment needs confirmation.

[6] Western Industries

<https://www.westernind.com/>

<https://www.westernind.com/contact-us/>

Supports custom blow molding, sporting-goods applications and contact.

[7] Coon Manufacturing

<https://coonmfginc.com/about/>

Supports custom rotational molding in Spickard, Missouri.

[8] Den Hartog Industries

<https://www.denhartogindustries.com/about/>

Supports multiple molding processes and Hospers, Iowa location.

[9] Snyder Industries

<https://www.snyder.net/products/custom>

Supports custom rotational molding and Lincoln headquarters; confirm production assignment.

[10] Osborne Industries

<https://www.osborneindustries.com/>

Supports Kansas thermoset RTM/RIM capabilities; no qualified [REDACTED] bid.

[11] Ameri Kart

<https://ameri-kart.com/marine-storage/>

<https://www.myersindustries.com/our-business/ameri-kart/>

Supports custom molding; current Kansas production assignment not verified.

Sources and evidence notes continued

[12] Aeroform Athletics

<https://www.aeroformathletics.com/>

Supports Kansas City urethane-foam/sporting-goods lead and contact, not confirmed [REDACTED] ball capability.

[13] Sport Products Plus

<https://www.sportproducts.com/faq.htm>

<https://www.sportproducts.com/atoz-balls.htm>

States molded foam ball production in Mexico.

[14] Poly Labs

<https://polyurethanelaboratories.com/>

<https://polyurethanelaboratories.com/contact/>

Supports molded PU, toys, [REDACTED] materials and Maine contact.

[15] MLB Molded Urethane Products

Supports [REDACTED] foam and Swanton, Ohio contact.

[16] Kansas Department of Commerce

<https://www.kansascommerce.gov/2021/10/governor-laura-kelly-announces-new-program-to-strengthen-kansas-manufacturing-supply-chain/>

Documents CONNEX Kansas sourcing resource; confirm current access with KMS.

[17] Cottonwood Industries

<https://www.cwood.org/wp-content/uploads/2022/10/SpringContact2024.pdf>

<https://www.cwood.org/wp-content/uploads/2025/04/Spring-Contact-2025-web.pdf>

<https://members.lawrencechamber.com/list/member/cottonwood-inc-1328>

Assembly case study, business-development contact and local address.

[18] [REDACTED] Paper Company

<https://lpco.co/services/fulfillment-center/>

<https://lpco.co/history/>

<https://lpco.co/contact/>

Packaging/fulfillment capability and [REDACTED] contact; small-order fit needs confirmation.

[20] BC and R Storage

<https://www.bcrstorage.com/our-rates-2/>

<https://www.bcrstorage.com/warehouse/>

Published space/handling/trucking rates and [REDACTED] site. Written quote required.

[21] [REDACTED] Brand Center

[https://brand.\[REDACTED\].edu/trademark-licensing](https://brand.[REDACTED].edu/trademark-licensing)

Approval requirement, licensed production and licensing contact.

[22] CLC

<https://clc.com/home/get-licensed/>

License types, application fees, insurance, supply-chain disclosure and labeling. Contract-specific terms control.

Sources and evidence notes continued

[23] Kansas Athletics policy 708

<https://kuathletics.com/sports/2024/5/17/policies-and-procedures-708-trademark-licensing/>
Underlying page says Updated 3/08. Historical 9% royalty reference, not a verified current [REDACTED] rate.

[24] Kan Jam

<https://www.kanjam.com/collections/frontpage>
Original Disc Game listed at \$39.99; availability and price can change.

[25] BucketGolf

<https://www.bucketgolfgame.com/collections/products/products/bucketgolf-3-hole-travel-course-gs-copy>
Listed \$134.99 travel-course bundle variant; not a direct price equivalent.

[26] Stripe

<https://stripe.com/pricing>
Published standard domestic online card fee used as a benchmark, not a [REDACTED] processor quote.

[27] US Small Business Administration

<https://www.sba.gov/loans/microloans/>
Program limits, eligible uses, term and general interest range.

[28] AltCap

<https://altcap.org/>
Microloan offering; eligibility, terms and availability require lender confirmation.

[29] City of [REDACTED]

<https://lawrenceks.gov/pds/small-business/>
Metro E-Community gap-financing eligibility and local resource links.

[30] US Small Business Administration

<https://www.sba.gov/loans/7a-loans/>
Lender-guaranteed business financing and working-capital uses.

[31] USPTO trademark search

<https://www.uspto.gov/trademarks/search/federal-trademark-searching>
Federal search as part of comprehensive clearance.

[32] USPTO provisional application guidance

<https://www.uspto.gov/patents/basics/apply/provisional-application>
Disclosure and filing considerations; case-specific patent review required.

[33] US Consumer Product Safety Commission

<https://www.cpsc.gov/Business--Manufacturing/Business-Education/Toy-Safety>
Age-related toy requirements and testing/certification distinction.

Sources and evidence notes continued

[34] [REDACTED] Small Business Development Center

[https://business.\[REDACTED\].edu/research-and-faculty/centers/\[REDACTED\]sbdc](https://business.[REDACTED].edu/research-and-faculty/centers/[REDACTED]sbdc)
Free confidential advising, finance support and [REDACTED] contact.

[35] [REDACTED] Bookstore

<https://www.kubookstore.com/contact-us>
<https://www.kubookstore.com/store-hours-and-locations>
General merchandise buyer and main-store location.

[36] Rally House

<https://www.rallyhouse.com/Kansas-Jayhawks-Tumble-Tower-Tailgate-Game-8421318>
<https://www.rallyhouse.com/bulk-orders>
Related merchandise assortment; bulk buying form is not a supplier onboarding process.

[37] Colliers [REDACTED] property listings

<https://www.colliers.com/p-usa1155386> (855 Maple)
<https://www.colliers.com/p-usa1151633> (919 E 29th)
<https://www.colliers.com/p-usa1166638> (331 Maple)
<https://www.colliers.com/p-usa1168548> (725 N 2nd)
Published listings and indexed broker details; availability and exact lease terms require confirmation.

[38] BucketBall official catalog and Starter Pack

<https://www.bucketball.com/collections/game-sets/bucketball-sets>
<https://www.bucketball.com/products/bucketball-official-game-set-beach-edition>
Starter \$63.99, Combo \$69.99, Party \$129.99; Starter contents and advertised warranty.

[39] Spikeball Weekender

<https://www.spikeball.com/products/spikeball-weekender-kit>
Official \$74.99 offer, stock indicator, shipping and one-year set warranty.

[40] Supplementary [REDACTED] property listings

[https://www.loopnet.com/Listing/855-Maple-St-\[REDACTED\]KS/36880919/](https://www.loopnet.com/Listing/855-Maple-St-[REDACTED]KS/36880919/)
[https://realmo.com/listing/725-n-2nd-st-\[REDACTED\]ks-66044/13036626](https://realmo.com/listing/725-n-2nd-st-[REDACTED]ks-66044/13036626)
855 Maple features; syndicated 725 N 2nd 1,500-sq.-ft. space and \$2,250/month gross ask. Broker verification required.

[41] Colliers [REDACTED] market report

<https://www.colliers.com/download-article?itemId=46396323-87c6-43cb-93cb-93eada562ca9>
Records a 1,540-sq.-ft. lease at 331 Maple. Conflicts with indexed availability; no vacancy represented as confirmed.