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**Lusus LLC**

**Executive Summary**

*Unleashing the True Potential of the Youth*

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| **Company Background**  Business Description: Lusus is structured as a partnership between Eli Butters and Brandon Murillo and a Limited Liability Corporation (LLC) in order to protect the assets of Eli and Brandon and to obtain tax benefits. Lusus provides the creation and management of one Fanbase 4 Kids mobile application for professional sports teams in order to help the team obtain younger fans while encouraging children to become more physically active.  Business Model: One unit of sale is one Application Package, consisting of the creation and support of a custom mobile application for the team called Fanbase 4 Kids, paid for by a professional sports team. Fanbase 4 Kids is a mobile application that promotes the team to children nationwide while encouraging them to become more active.  Mission Statement:At Lusus LLC, we aim to promote the widespread adoption of a healthier lifestyle through increased interest and participation in physical activity, including causal, recreational, and professional sports.  **Market Opportunity**  Opportunity: Today’s society recognizes that high child obesity rates and lack of physical activity have become a major issue. Coincidentally, professional sports teams are always looking to obtain younger fans. Fanbase 4 Kids solves both of these problems, by building up fans for professional teams while getting children to adopt a more active and healthy lifestyle.  Target Market: People who would download Fanbase 4 Kids include children or families with children ages 5 -13 with a household income of $20,000 or greater. They would be residents of the United States, although more highly concentrated in urban and suburban areas. They are in families that are fans of sports or download apps for their kids, and own a smartphone or tablet.  Industry Overview: The Smartphone App Development Industry is currently a $9.7 billion industry, which is expected to grow by about 22% each year up until 2017.  **Leadership**  Qualifications: Eli and Brandon’s qualifications for this include both of them having more than 4 years of experience in programming and web design, enrollment in Mobile Application Development and Entrepreneurship courses, lifetime involvement in sports, and connections with executives of Major League Baseball, MLB Network, NFL Network, and various professional sports teams. | **Contact Information**  Eli Butters and  Brandon Murillo  (860) 695-9450  sportsbuildup@gmail.com  Lusus LLC  2 Pent Rd  East Hartford, CT  06118  **Year Founded**  2014  \_\_\_\_\_\_\_\_\_\_\_\_\_  **Investment Opportunity**  $55,079.00  **Annual Operating Costs**\*  $8,415.00  **Annual Sales**\*  $134,400.00  **Annual Profit**\*  $86,388.00  **Return on Sales\***  63.8%  **Return on Investment**\*  155%  **Breakeven Units/Month**\*  1 Unit  *\*Projected* |
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