

UpThere Academy Business Plan

Executive Summary

UpThere Academy is a dynamic, mobile community program that brings the energy of skateboarding, entrepreneurship, and creative arts to various locations. By utilizing transportable skateboard ramps and adaptable tools, we host events and training sessions in different facilities, making our impact scalable and accessible to diverse communities. Our mission is to foster resilience, creativity, and entrepreneurial spirit through hands-on, community-based engagement that honors the uniqueness of each individual while eliminating bias or distinction between sexes or communities. We prioritize *gender and cultural inclusivity*, ensuring that every participant—regardless of identity, race, or socioeconomic background—feels seen, supported, and uplifted.

We are seeking \$165,000 in funding to expand this initiative, covering transportable equipment, marketing, and program development. Our flexible model allows us to partner with existing facilities, community centers, and schools, reducing the need for permanent physical space while maximizing outreach.

Mission and Vision

Mission: To provide a mobile, adaptable program that cultivates the skills, resilience, and creativity of youth and creatives using skateboarding, arts, and entrepreneurship as key tools for engagement, ensuring accessibility and inclusivity for individuals from all backgrounds.

Vision: To establish a scalable, community-driven initiative that promotes physical and mental well-being, cultural expression, and economic empowerment for diverse communities nationwide, fostering a welcoming environment for all.

Core Values

- **Inclusivity & Equity:** We welcome all genders, cultures, and backgrounds, breaking barriers and providing equal access to creative and leadership opportunities.
- **Empowerment & Support:** We nurture potential through mentorship, expression, and skill-building, uplifting each participant's voice and vision.
- **Creativity & Innovation:** We believe in the power of creative arts, entrepreneurship, and skate culture to inspire bold thinking and dynamic change.
- **Community & Collaboration:** We build strong relationships with local leaders, partners, and organizations to grow collective impact.

Key Components of UpThere Academy

1. Skateboarding 101 (3 Weeks)

- Learn skills & safety with certified mentors.
- Focus on inclusion, ensuring that young girls, LGBTQ+ youth, and diverse cultural groups feel welcome in the skateboarding community.

2. Board Art & Branding (2 Weeks)

- Customize decks and create a personal brand.
- Collaborate with emerging and established artists, emphasizing the diverse backgrounds and perspectives they bring to the project.

3. Business 101 (2 Weeks)

- Explore entrepreneurship & goal setting.
- Develop business strategies with a focus on social impact and sustainable business practices.

4. Mindset Motivation (2 Weeks)

- Journaling, self-esteem, and healing tools.
- Emphasize the importance of mental well-being, confidence-building, and breaking barriers that underserved youth often face.

5. Showcase Jam (1 Week)

- Celebrate achievements with a youth-led skate event.
- Open to the public, featuring diverse cultural influences, music, and community engagement.

Community Impact

UpThere Academy is more than a program—it's a movement built on *equality, cultural awareness, and the celebration of individuality*. Through our mobile and inclusive model, we aim to:

- **Encourage Holistic Wellness:** Combining physical activity, creative expression, and personal development to support emotional, mental, and physical health.
- **Remove Barriers to Participation:** By creating inclusive environments that *honor cultural diversity and gender identity*, we ensure that no young person is excluded from opportunity.
- **Promote Representation & Leadership:** Empowering youth from marginalized communities to see themselves as leaders, creators, and entrepreneurs.
- **Foster Intercultural Dialogue:** Encouraging collaboration, mutual respect, and learning through arts and cultural programming.
- **Drive Economic Inclusion:** Supporting aspiring creatives and small businesses, particularly from underrepresented communities, to generate local economic growth and career pathways.

Collaborations & Artistic Endeavors

At UpThere, we collaborate with both renowned and up-and-coming artists, foundations, and museums to produce limited and open-edition skateboards that support global social projects. By working with established names alongside emerging talents, we bring together a diverse range of artistic perspectives. Each collaboration is an opportunity to elevate new voices while also honoring the legacy of legendary creators. These unique decks serve as more than just skate gear; they are works of art that promote meaningful change and contribute to global social causes.

Financial Projections

To ensure the successful launch and sustainability of UpThere Academy, we have outlined the following projections:

One-Time Start-Up Costs

- **Vehicle for Transport:** \$25,000 – A reliable van or truck to transport the mobile skateboarding ramp and equipment.
- **Insurance for the Program:** \$10,000 – Coverage for liability, equipment, and participant protection.
- **Skateboarding Equipment & Ramps:** \$30,000 – Portable ramps, safety gear, and maintenance.
- **Marketing & Outreach:** \$15,000 – Digital and community-based promotion to ensure diverse participant engagement.
- **Operational Setup Expenses:** \$20,000 – Initial staffing, event logistics, and curriculum development.

Recurring Monthly Operational Costs (Estimated)

Expense Category	Monthly Estimate
Salaries – Admin Staff	\$3,000
Driver / Equipment Transport	\$1,200
Skate Instructor(s)	\$1,500
Vehicle Fuel & Maintenance	\$500
Parking / Storage for Vehicle	\$300
Insurance (Monthly Breakdown)	\$833
Program Supplies & Maintenance	\$400
Marketing & Promotion	\$800
Admin Tools & Software	\$200
Phone & Communication	\$150
Contingency / Miscellaneous	\$300
Total Monthly Estimate	\$9,183

Annual Total (Recurring Costs): \$110,200

Additional One-Time or Annual Costs

- **Curriculum Development:** \$5,000
- **Staff Training & Certification:** \$3,000
- **Uniforms / Branded Gear:** \$2,000
- **Event Licenses & Permits:** \$1,000
- **Legal / Accounting Services:** \$2,500
- **Emergency Fund:** \$5,000

Updated Funding Goal: \$150,000 – \$165,000

Revenue Projections

Revenue streams for UpThere Academy will include:

- Sponsorships and corporate partnerships
- Grant funding from public and private sources
- Community fundraising and crowdfunding campaigns
- Merchandise sales (custom skate decks, apparel, and accessories)
- Paid workshops and private training sessions

Potential Partnership Collaborations

We aim to partner with:

- Local schools, afterschool programs, and community centers
- Nonprofits focused on youth development and social impact
- Skateboarding brands and industry leaders
- Cultural institutions, museums, and art collectives
- City governments and economic development organizations

Metrics for Success

Success for UpThere Academy will be measured by:

- Number of youth participants engaged annually
- Diversity and inclusivity metrics within our programs
- Percentage of participants who continue engaging in skateboarding or creative entrepreneurship
- Community feedback and testimonials
- Growth of merchandise sales and revenue sustainability
- Expansion into new communities and partnerships

These funds will enable UpThere Academy to expand its reach, ensuring accessibility to underserved communities while maintaining safety, quality, and inclusivity.