**TANDEM FINAL PITCH**

**Business Name & Mission Statement**

We are TANDEM. (Vi + Em)

TANDEM, by definition means: “Items or people that are arranged one in front of the other.” “The action of being alongside each other, together.” and finally, “A group of people working together.”

We, at TANDEM, provide technologically advanced head protection specialized for the sport of cheerleading, for athletes who are all about working in TANDEM. Our main objective is to make cheerleading safer by preventing and reducing head injuries with the help of our head protection that is currently patent pending. At TANDEM, we make cheerleaders feel safe, confident and secure while they are practicing their discipline. (Vi)

**Need (Quantitatively & Qualitatively)**

Cheerleading started in the US and goes as far back as the 1880’s. It has began from a tradition of cheering on the sidelines, to being accepted as an Olympic sport for 2024. The cheerleading industry has current estimated value of more than 2 billion dollars! Therefore, cheerleading is a continuously growing business that will certainly not fade away but rather flourish. As such, cheerleading has become physically challenging and artistically demanding. In fact, athletes are taking greater risks, with more complicated routines, impressive acrobatics, as well as harder stunts, which involve throwing teammates higher in the air. The more daredevil their performance is, the more points they accumulate. Moreover, hospital-treated injuries among cheerleading athletes tripled over the last 20 years, with 29% being related to serious head injuries. With this being said, preventative measures have not evolved. (Vi)

*Saviez-vous que le cheerleading est le deuxième sport le plus dangereux au monde après le football, en ce qui à trait aux blessures crâniennes? (Em)*

TANDEM is the answer.  (Vi)

*Nous avons créé une pétition, avec présentement 100 signatures, obligeant le port d’une protection à la tête afin de rendre le cheerleading plus sécuritaire. Les signatures amassées proviennent évidemment des cheerleaders, ainsi que de leur entourage. Nous allons visiter plusieurs associations de cheerleading au Canada dans le but principal de leur présenter notre concept ainsi que notre pétition afin de rendre TANDEM obligatoire pendant les pratiques. (Em)*

Let’s take a trip down to memory lane when sports, such as hockey, did not involve wearing helmets to now having preventive security measures put in place! The same is true for football, as well as cycling. And, that is just to name three. We can, and we will bring change in cheerleading! (Vi)

Let’s all remember, (pause) a confident and secure athlete performs better! (Vi)

**Positioning Strategy (Space Map) & Business Plan — Product (Features, Advantages, Benefits & USP), Price, Promotion / Communication, & Place**

To ensure our product is safe, reliable, lightweight, aesthetically pleasing and eco-friendly, we collaborated with three experts within different fields. (Vi)

*La première étant une designer industrielle travaillant dans le milieu des équipements de combat des Forces Canadiennes, la deuxième étant une kinésiologue spécialisée dans les sports artistiques, et finalement, un étudiant en neurosciences de l’Université de Montréal. Ceux-ci nous ont permis d’identifier les régions primordiales à protéger ainsi que les matériaux à utiliser. (Em)*

*En ce qui concerne notre matériel de protection, nous utilisons du D3O, une des meilleures et des plus performantes mousses de protection multi-impact sur le marché.  (Em)*

D3O absorbs and dissipates energy during an impact, reducing the amount of force transmitted to your body compared to standard foams. (Vi)

*D3O fabrique des produits de protection novateurs, tels que des doublures de casque souples et confortables, ainsi que diverses produit de protection. Ce matériel est utilisé dans le monde entier par des soldats, des athlètes professionnels et des ouvriers industriels. (Em)*

*De plus, pour couvrir notre matière protective, nous utilisons REPREVE, un tissu athlétique fait de bouteilles d’eau recyclées. (Em)*

Our product is moisture and wicking absorbent. It is one size fits all and adjustable. A friction strip is added to make the TANDEM stay in place. It is very lightweight and protects the cheerleaders from potential head injuries. (Vi)

Our direct competitors are CHEERCUSSION, UNEQUAL and FORCEFIELD. Our product is different from those offered by our competitors. In fact, in the case of an accident, TANDEM is the only protection on the market that prevents head injuries and greatly lowers the force of an impact. Our company supports the athletes from the beginning of their training seasons, all the way to their final performances. TANDEM is the only company that is cheerleading focused, (pause) aesthetically pleasing and prevents head impact all at the same time. (Vi)

*Afin de confirmer le potentiel intérêt des athlètes, nous sommes allées à plusieurs compétitions et nous avons visité plusieurs équipes de cheerleading. La majorité des cheerleaders nous ont en effet montrés un réel intérêt et besoin pour notre produit. (Sarah)*

*Notre produit sera disponible sur notre site transactionnel, à notre kiosque que l’on installera aux compétitions de cheerleading à travers le pays et également chez VSP, un commerce/fournisseur d’équipement de cheerleading à Ottawa.  (Sarah)*

A TANDEM retails for 140 dollars, generating a 69% mark-up. Our style comes in 3 colours, such as black, orange, as well as a black and orange pattern. Customization options are also available for special team orders, such as teams’ logos and colors.  (Jess)

**Target Market**

*La première année, nous ferons partie du marché canadien dans lequel on retrouve approximativement 50 000 cheerleaders dont l’âge s’échelonne entre 5 et 25 ans. (Sarah)*

**Sales Projections (3 Years) — Net Income**

*Lors de notre première année, nous visons le ⅔ des équipes au Canada, ce qui équivaut à 1,700 équipes, en estimant qu’un athlète parmi l’équipe constituée de 20-25 cheerleaders se procurera un TANDEM. (Marie)*

*Pour y parvenir, nous bâtirons la notoriété de la marque en visitant 3 équipes par mois à travers le Canada, afin de les sensibiliser à notre produit. De plus, nous assisterons à environ 3 compétitions de cheerleading chaque mois dans le but de développer une relation avec la communauté du sport et afin d’obtenir un engagement des athlètes envers notre marque. Nous serons également très actifs sur nos plateformes de réseaux sociaux, Facebook et Instagram, en publiant chaque semaine du contenu informatif sur notre produit. De plus le hashtag #ShareYourTandem créera une communauté autour de notre produit ainsi que de notre marque. Nous ferons également affaires avec des influenceurs pratiquant le sport et ainsi gagner en popularité auprès des cheerleaders. (Marie)*

For our first year, our conservative estimate of reaching 1,700 cheerleaders will give us revenues of 237,000 dollars. During our second year, we will reach the remaining ⅓ of teams, while again assuming that one cheerleader per team will obtain one TANDEM. Moreover, for our second year we estimate that for every team that we’ve already reached, a second cheerleader per team will buy one TANDEM. In total, we will sell to approximately 2,500 athletes, giving us sales of 360,000 dollars. (Jess)

For our third year within the market, we will reach the massive American market of 3.3 million cheerleaders that contains 165,000 teams. Through competitions and team visits, we will reach 2% of these teams. We also assume that in Canada 1,300 cheerleaders will buy one TANDEM in year 3 due to the influence of their peers. We will generate a total sum of 642,000 dollars revenue. Finally, we will start generating profit within our second year. (Jess)

**Summary**

*Avec TANDEM le cheerleading deviendra un sport plus sécuritaire. (Marie) / (Video)*

With TANDEM, cheerleaders will feel safe, (Jess) confident (Sarah), beautiful, (Em) and powerful. (Vi)

We are TANDEM (all)

I would now like to introduce you to the TANDEM team: Émilie Riendeau, Sarah Bourgie, Marie-Pier Paquette, Jessica Bartevian, Marie-Pierre Donaldson, ainsi que moi-même, Virginie Provencher. Thank you! (Vi)