

Stichting  
Jeugd  
Ultimate  
Frisbee

## PITCH DECK

Giving every child in The Netherlands the **Ultimate** access

# PROBLEM

## Children play sports less and less in the Netherlands

- Among young people between the ages of 6 and 18, only 75% play sports weekly.
- 1 in 6 youths are addicted to their smartphone, only training their thumb.
- Increasing inflation and energy costs are making it more difficult for families to afford sports club memberships and equipment purchases.

## Increasing Polarisation

- Since the outbreak of the coronavirus, social unrest has become more visible both in public and on social media.

## Ultimate Frisbee is barely available in the Netherlands

- There are only 8 cities in The Netherlands where Ultimate Frisbee is offered.



# ULTIMATE FRISBEE



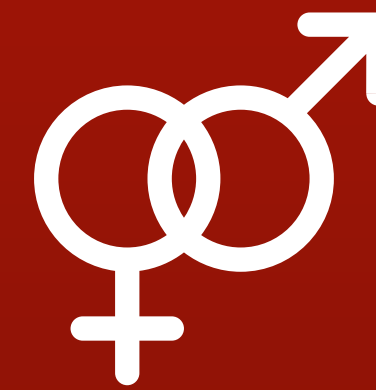
## TEAM SPORT

Ultimate Frisbee is a fast and dynamic non-contact team sport played with a frisbee. It requires athletic skills such as sprinting, jumping, diving and throwing, as well as precision and teamwork among players.



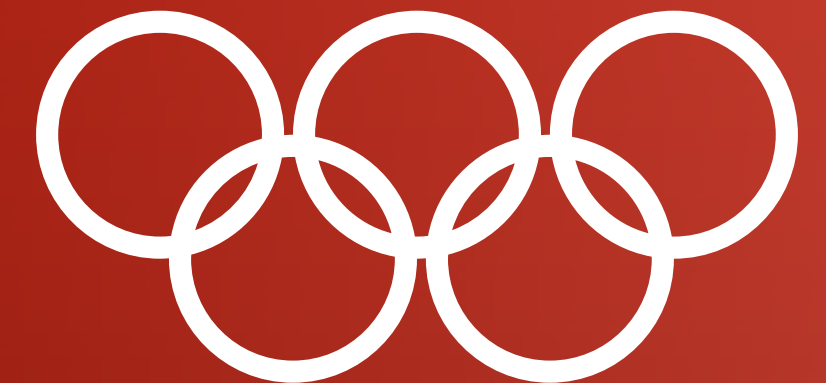
## SELF-REGULATED

Ultimate Frisbee is self-regulated, meaning there are no referees and players are responsible for regulating a fair game themselves. There is a strong emphasis on sportsmanship and fair play, known as the Spirit of the Game.



## MIXED GENDER

Ultimate Frisbee promotes gender equality by allowing men and women to play together, even at the highest level. Playing a mixed sport teaches children that men and women are equal, as they see both genders playing together.



## IOC RECOGNISED

Ultimate Frisbee is recognised as a sport by the International Olympic Committee (IOC). This means it is seen as a full-fledged sport on an international level and has the chance to become an Olympic sport in the near future.

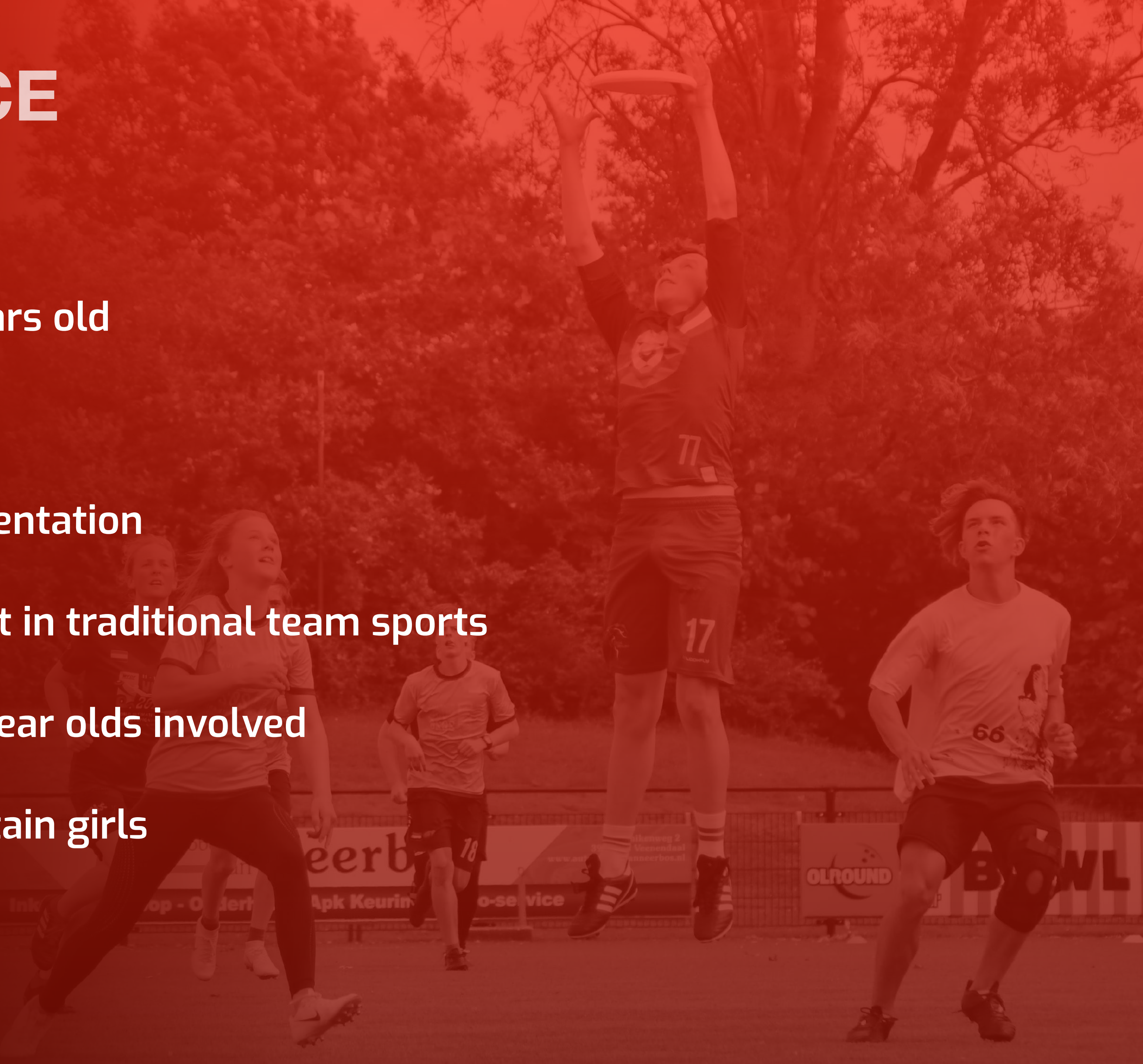
# MISSION STATEMENT

Our mission and goal is to make Ultimate Frisbee available to all children in the Netherlands. Thanks to the unique characteristics of the sport, we want to help children grow into positive, vital, respectful and honest individuals who are able to interact in a controlled way even in stressful situations. We want to achieve this by offering high quality Ultimate Frisbee training in over 80 cities in the Netherlands with a passionate team of managers, region coordinators and trainers.



# TARGET AUDIENCE

- | Children between 6 and 18 years old
- | Diverse backgrounds
- | Focus on equal gender representation
- | Focus on children who don't fit in traditional team sports
- | Special efforts to keep 14-18 year olds involved
- | Active effort to attract and retain girls



# PROGRAM



## Training

- We will organise weekly Ultimate Frisbee training for children.

## Competition

- For children from 7 till 12, we will start organising HAT tournament days, where children from all clubs regional clubs get shuffled in teams. They will play all sorts of games with the frisbee. For children from 12 till 18 we will setup a new youth competition for Dutch teams. During the season, youth clubs will compete in regional competitions and the top teams from each region will then compete on a final competition day.

## Camps

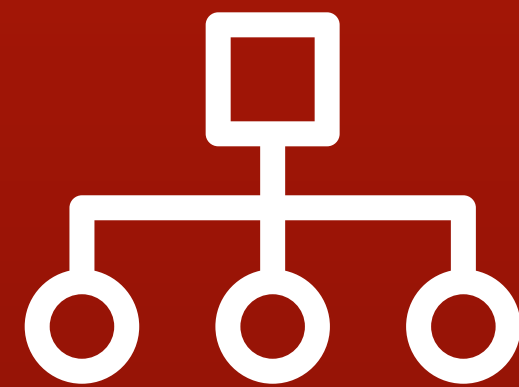
- We will organise Ultimate Frisbee camps for children during the spring, summer, and autumn holidays. Experienced players can learn more skills and new players can learn the basics. Every camp we will have a HAT tournament where we mix all skill levels.

# ORGANISATION



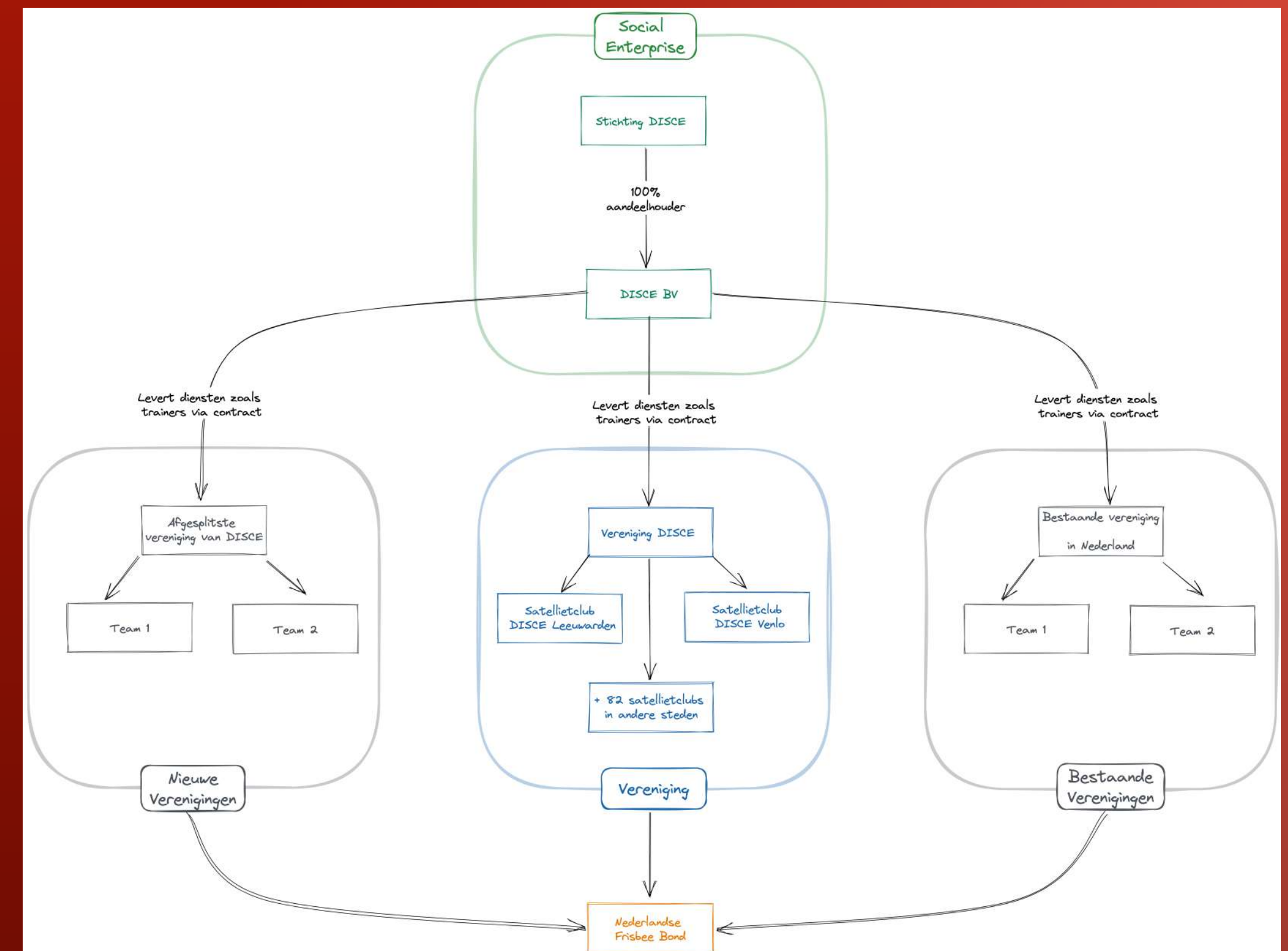
## SOCIAL ENTERPRISE

We want to become a Social Enterprise and uses the power of business to create positive social change in a sustainable and financially viable way. We pursue social impact and not profit maximisation.



## STRUCTURE

We currently are a foundation. In the near future we want to add a private company and an association. The private company will 100% be owned by the foundation. The association has will have many satellite clubs and makes use of the services of the private company.





# ROLES

## Managers

- The managers are responsible for the general business operations, finance, PR, HR, the program. They will manage the satellite clubs. We will start with one manager during the pilot fase.

## Region coordinators

- Every region coordinator will coordinate 12 satellite clubs, will arrange fields and is the first contact point for the trainers. During our pilot year, the manager will manage the region.

## Trainers

- Trainers work in duos and are jointly responsible for a fixed satellite club.
- Most have followed or are following a sports pedagogy education or are Ultimate Frisbee players themselves.



# TRAINER TRAINING

## In-house trainer training program

- The program focuses on practical skills, pedagogical methods, and sport-specific knowledge, with the aim of producing professional and competent trainers who can effectively and safely deliver training sessions to our members.



# TRAINING CURRICULUM

## Fostering Ultimate Frisbee and life skills

- Our training curriculum consists of exercises aimed at developing Ultimate Frisbee skills, teamwork skills, and the cognitive, social-emotional, and moral skills of the players. The program places emphasis on fun and teamwork.

## Database en web application

- We will work with a centralised database filled with exercises and games. In the near future our trainers can use a web application to create professional, inspiring, and enjoyable training sessions, as well as access ready-made training sessions to make the process even easier.



# MARKET SUMMARY

## 400,000 potential new young athletes

- According to NOC\*NSF statistics, around 825,000 Dutch children do not play sports on a weekly basis. Nearly half of them have the potential to start playing sports, according to this research.

## No equal gender representation

- Research by various organisations, including the European Union and World Health Organisation, shows that women's participation in team sports is often less than 40%.



# MEMBER TARGETS

300

2026

2.600

2027

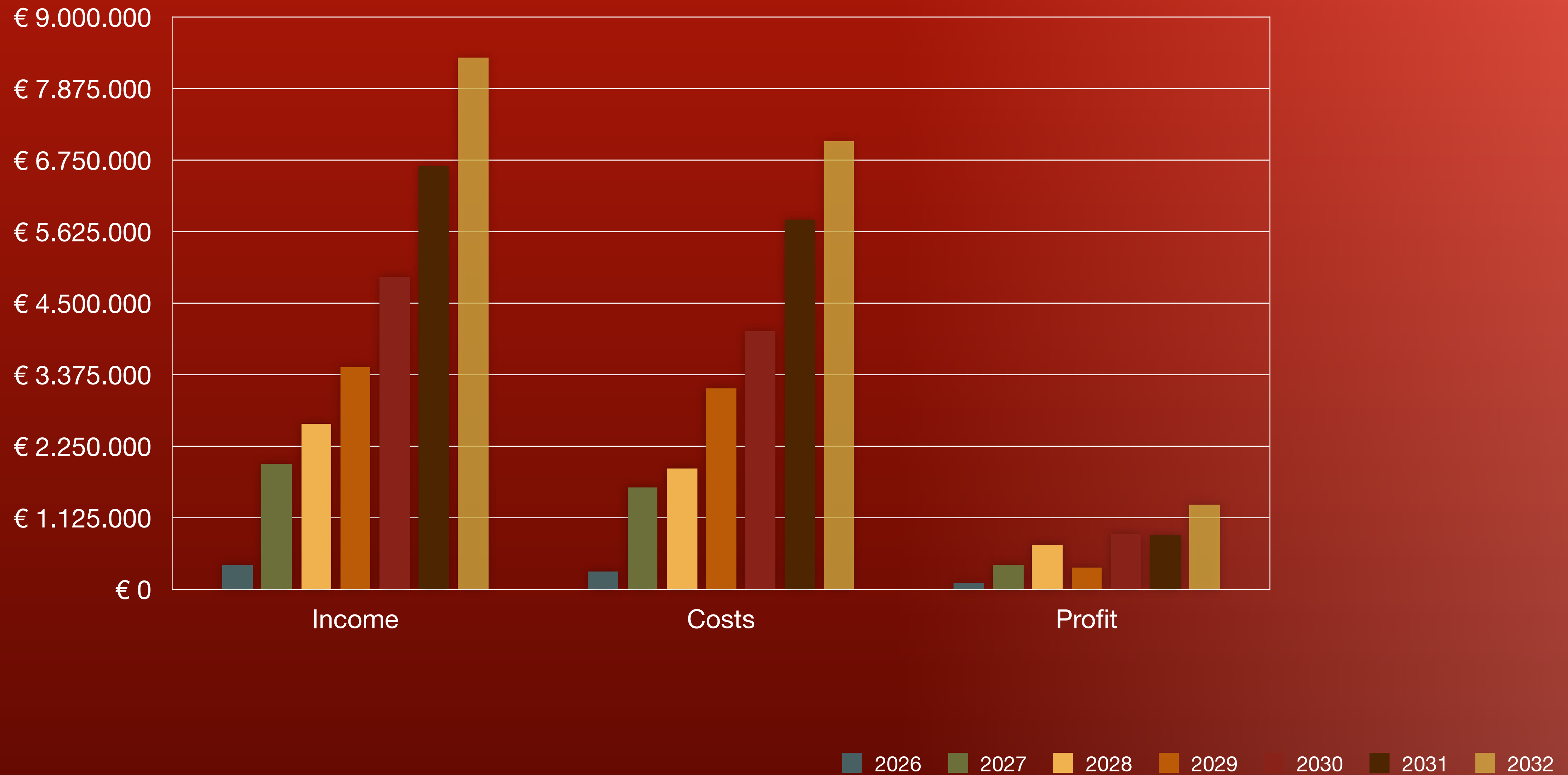
6.000

2028

25.000

2031

# PROSPECTS



# ROADMAP

## Year 1 (Pilot)

- 1 FTE - Allround Projectcoördinator
- 1 region
- 6 trainers
- 6 Satellite clubs (6 cities)
- 300 youth members (50 per/club)
- HAT tournaments
- Camps
- Promote Ultimate in Amsterdam Region

## Year 2

- 3 FTE - General, Ultimate & Marketing
- 3 regions
- 40 trainers
- 40 Satellite clubs (40 cities)
- 1200 youth members (65 per/club)
- HAT tournaments
- Camps
- Promote Ultimate in Randstad
- Youth competitions

## Year 3

- 5 FTE - General, Ultimate & Marketing
- 6 regions
- 84 trainers
- 84 Satellite clubs (84 cities)
- 6000 youth members (71 per/club)
- HAT tournaments
- Camps
- Promote Ultimate in the Netherlands
- Youth competitions

# COLOFON

## The business plan was created through the voluntary efforts of the following individuals

- ▶ Thomas Liestro  
(Founder UltiCal & Former TD Windmill)
- ▶ Nan DeRosa
- ▶ Tris Verhoelst
- ▶ Roos Denisse
- ▶ Andrea Stavenuter
- ▶ Camilla van Wirdum
- ▶ Sjoerd Druiven  
(Hive Ultimate Steering Group Member)
- ▶ Wiebe van den Brink  
(GRUT)
- ▶ David Sparks  
(Former President UFO)
- ▶ Foeke Schaap  
(Former GRUT)
- ▶ Jop van Bakel
- ▶ Holden Liestro
- ▶ Michel Mulder  
(Dutch Youth Commission)
- ▶ Erik van der Spek  
(President Dutch Ultimate Federation)
- ▶ Felix Nemec  
(European Ultimate Federation)
- ▶ Ine Lanckriet  
(Gentle Ultimate Youth)
- ▶ Floor van Damme  
(Belgium Ultimate Federation)
- ▶ Ted Beute  
(European Ultimate Federation)
- ▶ Ellen Valkenberg
- ▶ Finn Liersch  
(TD Windmill)
- ▶ Danyel Jennen
- ▶ Reggi Hensen
- ▶ Jos Wessels  
(Coach NL U17 Open)
- ▶ Igno van Hees  
(TD Windmill)
- ▶ Anouk Boukema
- ▶ Tjeerd Ates  
(President AUC)
- ▶ Ari Nitikman  
(Founder Elevate Ultimate)
- ▶ Jeltsje Hettinga  
(Former NL Youth Coach)
- ▶ Leontine Soneveldt  
(Coach NL U20 Mixed)
- ▶ Emile Renken
- ▶ Martine Bootsma  
(Photographer)
- ▶ Nina Blom
- ▶ Renée Rijntjes
- ▶ Corine Bos

***"By educating our future leaders with the core values of Ultimate Frisbee, such as mutual respect, self-control, helpfulness, and assertive communication skills, we can positively change the world."***

- Thomas Lievestro (Chairman Stichting Jeugd Ultimate Frisbee)



# MORE INFO

## Website

- You can find more info on <https://jeugdultimate.nl>

## Business plan v.0.9

- You can find our Business plan on <https://jeugdultimate.nl/businessplan>

## Contact

- [info@jeugdultimate.nl](mailto:info@jeugdultimate.nl)



Let's give every child in The Netherlands the Ultimate access!

