



# **Valtak Academy**

**The Fight Camp that gives  
you Valor**

**Business Plan CNLC 2024  
Calgary, Alberta**

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# 1.0 Executive Summary

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Generation after generation, physical sports become more and more common and important. Especially with us spending less time outside, martial arts studios allow individuals to take up a hobby and join a community. The world is getting busier and more fast paced, with lack of time in the evenings, and Martial Arts being too large of a commitment often times. The market for Martial Arts has been growing steadily at 5%, with more projected growth with the pandemic over. However many studios still have the same old location with the same old training regiments.

This is where ValTak Academy comes in, where we are able to work on offering Martial Arts intensive training that lasts only a week to a couple of days. With the harsh training individuals are put through, they are able to make a months worth of progress in 3 days. We offer a unique experience away from the city, to also act as a proponent against the fast paced distraction free world, so that individuals don't have to focus on work while they can focus on training and discovering themselves. This also allows people to connect and ground with nature

With this, we are targeting both experienced and beginner fighters, which allows us to reach new audience, but also bolster our reputation through having experienced fighters who perform well in competitions. They would be brought in through ValTak's paid ads, and through word of mouth and B2B partnership with studios that allow people to find our company. Then through a community created through social media, we will be able to skip people towards the interest phase, because emotion creates more traffic and creates interest.

This target market allows us to turn our competition into partners, because we aren't competition to current studios, but rather another medium that they would train their fighters with. Making this a mutual beneficial partnership. It leads to us expanding the market rather than competing in it, allowing us to circumvent competition and create a new medium of recreation in the fighting space.

Accomplishing this is straightforward, but will take hard work. ValTak's vision is to empower fighters to unlock their full potential, both physically and mentally. Through personalized coaching rather than general instruction, and supportive peers, we want to cultivate valor within fighters to perform the best in competition. That is the vision that we hope to align other studios and partners we work with in the future.

The goal of ValTak Academy is to put the fighters and trainers first, and worry about profit second. This is reflected in our strategies to grow and constantly provide more services for fighters and continue to grow the community, rather than maximizing profit for the company and founders.



# 2 - Company Pofile

## Legal Form of Business

Valtak Academy will be a Limited Liability Partnership (LLP). An LLP is a hybrid of the corporation and partnership business archetypes. An LLP will also benefit Valtak Academy because of the special “Pass-Through-Taxation”, a type of taxing that simplifies the process while creating opportunities that are not available to corporations and other business types. This also protects ValTak in terms of market downturns, allowing us to recover faster in times of lower market activity. This also has protection in place in-case of debt

Benefits of an LLP
Equal ownership among partners Allows for a split in responsibilities between partners of the company
Limited Liability Enforces protection of personal assets in the face of legal issues
Pass-Through Taxation Revenue is passed through partners to be taxed at their respective rates

## Company Mission Statement

At ValTak’s intensive multi-day fight camp, ValTak’s mission is to empower fighters of all levels to unlock their full potential, both physically and mentally. Through rigorous training, personalized coaching, and a supportive community. All this to strive towards cultivating discipline, resilience, and technical mastery. ValTak’s goal is to equip participants with the valor necessary to excel in combat sports, pushing past limits and achieving their highest aspirations in the ring and in life. This coupled with fostering connections between fighters to create a support network for participants outside of ValTak Academy.

- **Personalized and rigorous training**
  - Providing an unique experience to fighters is what we aim to do, through training that is personalized and tailored to their needs, with everyone ready to take a beating. This allows participants of this event to push themselves to their limits, limits with ValTak will help surpass
- **Education and Discovery**
  - While mainly for beginners, ValTak camps are designed to help people discover themselves, much like they already do. Fighting, coupled with a distraction free environment in nature allows both experienced and beginner fighters to fully grasp and learn their own style, as well as learn new techniques from experienced coaches
- **Expanding the Market**
  - Fighting has been shown to improve physical health, for obvious reasons, but as well as mental health. For something that is often a stress reliever and gives people a community to turn to, and friends who push them to their best, it’s uncommon to find people engaging in Martial Arts. ValTak’s goal is to lower the commitment required to learn fighting tactics, and give beginners a headstart when entering the Martial Arts space.



## 2 - Company Profile

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### Effective Date of Business

Valtak Academy will begin operations in **December of 2024**. Well before establishing ValTak's first experience, this is early to the projected release date later in **March 2025** due to the time that is required to find qualified coaches and order large amounts of equipment. This also enables us to set up ValTak Academy fight camp, with both equipment and potential renovations to the space. This also allows us a grace period to train coaches with the necessary skills to hold a camp, since the training style would be significantly harsher and different to those in regular studios.

### Company Governance

Since Valtak Academy will be running as an **LLP**, Its chief officers will be Nursultan Baimurzaev and Neeor Alam. Under the legal agreement, Nursultan Baimurzaev will be the **Chief Executive Officer (CEO)** and **Chief Marketing Officer (CMO)**. Neeor Alam will be the **Chief Operations Officer (COO)** and the **Chief of Partnerships**. This is only possible in the first year of business, as the moving parts are kept as a minimum. Down the line, trusted employees are partners will be given positions, and be able to hold limited liability in the company.

### Immediate Goals

In order for ValTak Academy to succeed and develop, it is crucial to constantly increase camp size, quality, and reputation, especially in the starting quarter of operations. Within the first 4 months, Valtak plans to:

- Create and maintain a constant rotation of high-quality coaching staff who will implement their specific style of training respective to their field of fitness.
- Build a maintenance team that will account for the everyday activities of the clients, including janitors, cooking crew, health personnel, and general management.
- Grow to approximately 20-30 students per week to reach projected revenue and build the first wave of customers.
- Begin to lay the foundations of the reputation of the training camp by creating higher-quality fighters and having presence at fighting competitions

### Startup Capital

To launch ValTak properly, and ensure the greatest chance of growth further down the line, we need capital to start with. Considering the potential for growth, ValTak will apply for the Canadian Small Business Financing Program (CSBFP) for 200k, with an interest rate usually around 8-9%.

### Location of Business

For this location, we offer to propose an agreement to rent the property for long-term use. We chose this location for ValTak's initial academy to have a relatively isolated area, to promote the distraction free, natural life style that rigorous training requires. It would also enable participants of ValTak programs to do their training in the outdoors, in different weather conditions and terrain.



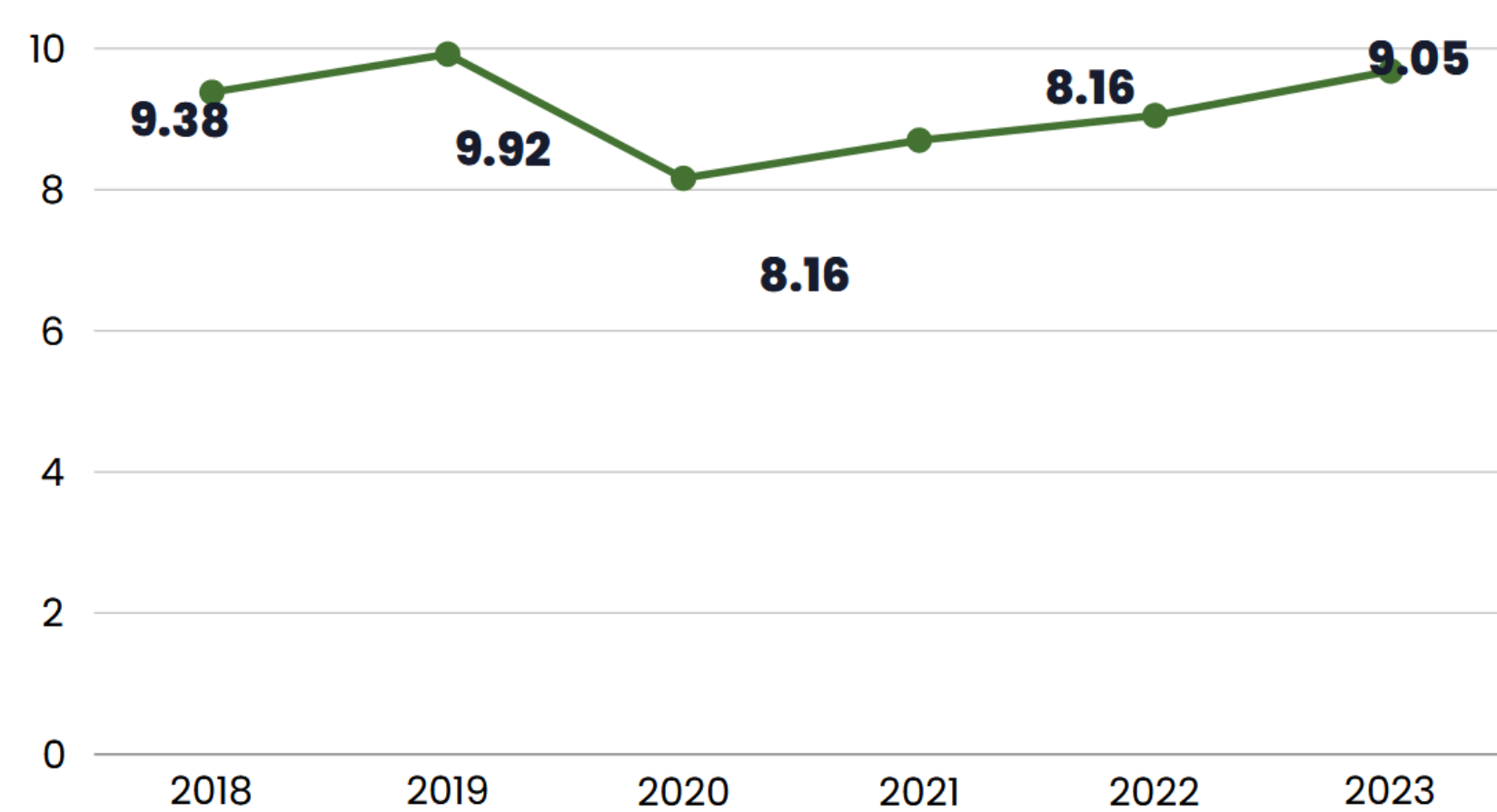
# 3 - Industry Analysis

## Current State of Industry

The fighting industry has experienced massive growth in recent years despite the pandemic. Factors such as celebrity boxing, the Ultimate Fighting Championship, and countless other fighting organizations have contributed greatly to the immense expansion of the sport. The total market share for the fighting and Martial Arts industry has gone up by 5-10% over the last 3 years. As more exposure and popularity hits the fighting industry, high quality and reputable training gyms will be able to achieve higher profits, and more students. This is the market that ValTak Academy wants to tap into. A market that has grown immensely, leaving room for new and more effective ways of training.

### Martial Arts U.S. Market Growth

The Growth of the Market in Billions between 2018-2023

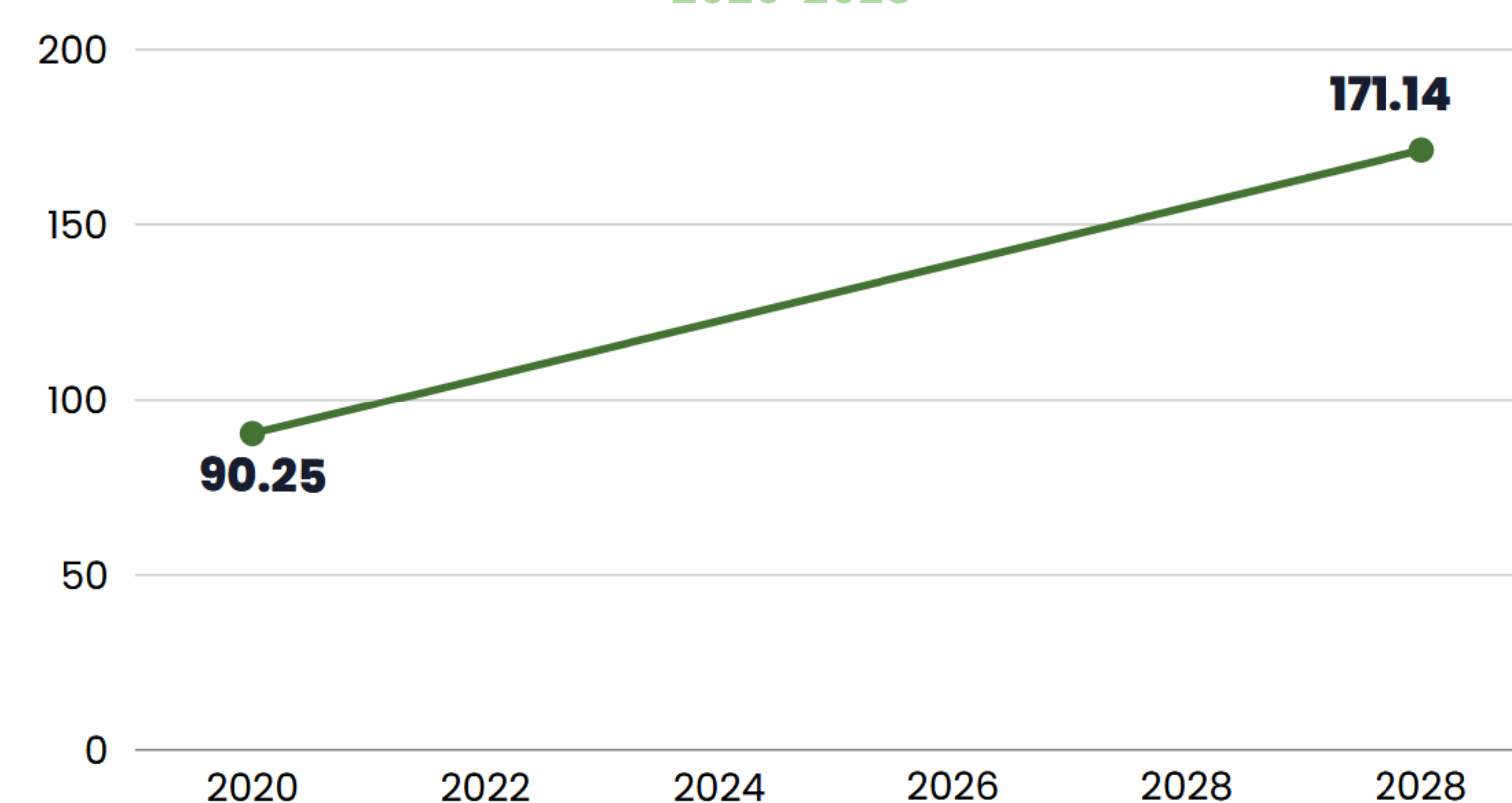


www.statista.com

### Martial Arts Global Market



#### Expected Growth

The Expected Growth of the Market in Billions between 2020-2028



www.statista.com

## SWOT Analysis

 STRENGTHS	 WEAKNESSES	 OPPORTUNITIES	 THREATS
The industry of Martial Arts and finding has recently been increasing in popularity globally. It's due to this that many companies and people have been able to fast track their growth. This industry also has a diverse range of revenue streams	Despite its popularity, with a strong fanbase and community, there's hesitance to accept it mainstream. Part of this is due to the notion of violence surrounded by martial arts, as well as the injuries that are framed or worsened by partaking in combat sports	There are still lots of platforms and people that Combat sports have no yet reached, due to cost but also the time that must be put into it. With new technology, combat sports are slowly moving into new markets as well, both niche wise and geographically	Controversy and negative publicity from media can paint a bad picture to studios and companies. This is often followed up by Legal issues, which forces changes in regulations or just stops fighters from competing altogether



## 4 - Target Market

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### Target market and audience

The fighting industry has experienced massive growth in recent years despite the pandemic. Factors such as celebrity boxing, the Ultimate Fighting Championship, and countless other fighting organizations have contributed greatly to the growth of fighting enthusiasts. Our main targets because of this, are expert fighters and studios, allowing us to bolster our reputation. After this, our secondary target would be fighters of all shapes and sizes, introducing the sport to many and opening up the opportunity for more fighters to start working with us on a regular basis. The secondary market would mainly be individuals, but new Martial Art studios would also be associated with that. However, as the company grows, we want to target more and more of the global market, to both bring more people from the world into our tourism industry, but grow our name as a internationally recognized fighting camp.

## 5 - Market Strategy

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### Business to Business and Customer Acquisition strategies

ValTak's primary target is experienced fighters, and to target this group of individuals, the company would need to create business-to-business (B2B) relationships with reputable and high-quality fighting studios. The goal is to offer a discount of 10%% off of our packages for their students, and in return, they provide ValTak with a flow of recurring clients.

To target ValTak's secondary audience, the goal is to use social media marketing to increase exposure to the company. Methods such as running multiple company accounts to gain more traction, running paid ads, and inviting well-known fighters to train at ValTak would greatly improve our presence on the fighting scene. This would be done through funnels. Funnels work by leading people who are aware of the product down a rabbit hole, allowing the 100 people who see our ad to have a higher follow through rate. Ads would help us run people towards our funnel to the awareness stage.

Another method of marketing would be to sponsor and host fighting competitions at ValTak. This would further increase exposure to the target market, and be a relatively efficient way to gather a large selection of ValTak's ideal customers. This would also help us get content for social media in addition to the training, so show our part in the community, allowing ValTak to pose as a central figure in the fighting community in Canada



# 5 - Market Strategy

## Business to Business relations and partnerships

ValTak's B2B relations and partnerships center around providing value for value. The company provides intense and high-quality training that improves the fighter's skill and physical performance, while partners provide us with a steady flow of students to improve.

The company needs to create well-maintained relationships with its partners, and constantly expand to new ones for optimal growth to be observed. Strategies to acquire new client businesses would be previously mentioned marketing campaigns, representatives sent to the studios to recruit, and private invitations to view our facilities. To upkeep already agreeing client businesses, ValTak needs to hold monthly meetings to inform of changes and growth of the camp, while asking clients for feedback to improve on.

## SEO and Paid Advertising

Bundling up the costs of Google and Instagram ads, ValTak expects to spend roughly \$300/month on social media marketing alone. Hosting competitions draws in money because the fighters must pay to enter, thus one of ValTak's marketing strategies is a profit. This would mean \$10/day, which is low for the beginning but allows us to monitor the market, and once we find ads that stick, ValTak's marketing team would be able to run more traffic through well performing ads.



## Social Media Strategy

The best companies now on social media, are the ones that invoke the most emotion and have a sense of community. To do this, ValTak Academy will be using real testimonies and footage of fighters in our program, and using derivatives of before & after videos and sharing stories, to allow audiences to connect with the account. This sense of connection also makes them more likely to take interest in ValTak's program, allowing us to circumvent awareness and skip the the interest part of the funnel. All these forms of marketing allows us to create a wholistic setting, that can reach every corner of the market that exists, as well as expanding it towards people who aren't familiar with fighting



# 6 - Competition Analysis

## Current State of Industry







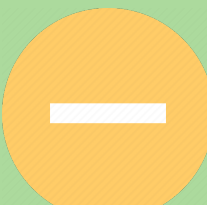








ValTak is a fighting academy that aims to train fighters in the age range of 16 - 40. This makes it a unique and revolutionary company that caters to older youth and adults rather than younger children. With this in mind, ValTak is a national pioneer in its field, providing several day-long camps that aim to deliver maximum intensity and improve fighters as much as possible for their personal growth and competition performance. While ValTak is unique in it’s training and use of location, its competitors would become future partners.

### 1. Champions Creed

Champion’s Creed is the largest competitor by far. They hold an extremely high reputation and consistently have classes with 30-35+ students and constantly attract more. Champion’s Creed produces high-quality fighters that compete well in competitions yet do not personally handle fitness training outside of fighting.

### 2. Elite Martial Arts Academy

They are known to be a reputable and well-respected studio that maintains both of their locations to a high standard. They consistently have 20-25 students per class and frequently attract more. Elite Martial Arts Academy produces fighters that often do well in competitions, yet do not personally handle training or mindset coaching outside of sparring.

			
high quality fighters			
Easily Accessible			
Unique Locations			
Options for further training			

## Pioneers of a Niche

ValTak is similar to a retreat, but for fighters to hone their skills. While there are a handful of these in other countries, in North America we would be among the first to offer such a service. This translates to the global fight camps being our competition/market as well. It could potentially drive tourism in Canada higher by inviting people to take part in our fight camps, which would help ValTak grow other industries as well. We believe that this factor helps us evade competition, but allowing us to work with the competition (such as champions creed and others), allowing us to grow due to, and not in spite of local martial arts studios



# 7 - Plan of Operations

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## Training Facility (Place of Business)

ValTak's facility will be located on the outskirts of Calgary, Alberta. The semi isolated location improves focus, and gets participants more connected with nature. It allows for the creation of a tight-knit community between the fighters.

The Facility consists of 2 main buildings:

- **Housing (Banff Centre Hotel partnership)**
  - This is where the fighters can play games and build connections. And mainly serving as a place to eat, sleep, and rest between training sets
  - A weekend-long stay would cost 400, accounting for rent, maintenance, cleaning, and meals provided by ValTak and the hotel
  - An agreement would be made with the hotel for a long term rental, and use of amenities for multiple people through their service.
  - ValTak would also introduce their own recovery methods (such as cold baths and sauna) at the training grounds
- **The Training Grounds**
  - A curated facility with multipurpose training equipment that tailors to all three offerings of the training program
  - Boxing ring, punching bags, protective equipment, punching pads, and more will be available for the fighters
  - On the other side of the grounds there will also be open mats and cages, meant for sparring and stretching
  - Treadmill and various assortments of weights are also present for general fitness training and the participant's personal fitness plans all in a separate room.
  - These would all be open air buildings with just a roof on top



**Banff Centre Hotel**



**Training Grounds Demo**

## Production Plan

ValTak operates to train and produce high-quality fighters in multiple-day fighting camps. Thus, there would be 2 main components of production required; Studio equipment, and personal equipment. Studio equipment will be selected by Neeor (COO) through various suppliers found on Alibaba, to find the supplier that aligns with ValTak's vision. The second component, also selected by Neeor, will be through more local businesses, such as Northern Fitness or Martial Arts Depo, in efforts to form a long term relationship with these companies. This would also allow us to make merch as the company grows larger, enables us to gain more profit as well as passive marketing through ValTak being worn and represented.



# 7 - Plan of Operations

## Offering Levels and Packages

Camps need to be flexible, both in training and time levels. This means that ValTak will be offering various levels in the future as we cross more students, but initially, will be divided in terms of length of programs.

- Forge Level Programs
  - 3 day programs, consisting of Grappling, Striking, and Hybrid programs
  - 3 groups will be made depending on skill level, with a coach being assigned to each group
    - This would consist of beginners (<6mo), intermediates (7mo-2yr), and experts (>2yr)
    - Each group would get a personalized plan for their group, made by their coach, to ensure the most efficient learning and best experience for the participants
  - Forge would consist of constant training for 2 full days, with rests for sleep and between training sets
- Spartan Level Programs
  - 7 day programs, consisting of Grappling, Striking, and Hybrid programs
  - 2 groups will be made depending on skill level, with a coach being assigned to each group to form a mentor relationship and personalized training
    - This would consist of beginners and intermediates (<2yr) and expert level fighters (>2yr)
    - There would be more time for personal training, whether that be training assigned by the coach or the participants personal goals
  - Spartan would consist of 6 full days of fighting training, with one full rest day in the middle where participants are free to explore, with potential fun events such as rock climbing and hiking being offered

These are all in accordance with giving participants the best experience with ValTak Academy, to create successful athletes and enable them the valor within themselves to take part in competitions

Program	Length (days)	Price
Grappling Forge	3	\$750
Striking Forge	3	\$750
Forge Fusion	3	\$1020
Spartan Grappling	7	\$1480
Spartan Striking	7	\$1480
Spartan Fusion	7	\$1750



# 7 - Plan of Operations

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# 8 - Management and Organization

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## Key Employees and Directors

While company hierarchy is important, there is a sense of innate office work and corporation vibes. This along with an aligned vision to allow management and workers to make decisions without consulting higher ups. That is, unless, of course, it is a big change or one that involves the flow of thousands of dollars. While ValTak business is small for the first year or two, as the company grows into a bigger foundation, this need for upward approval for decisions can be a detriment to work flow, which is why we aim to

## Recruitment

While ValTak is a small business, with lack of an overload of moving parts initially, the only employees we would be looking for are trainers. As we move down the line, we would require managing positions in supply chain, transport, and land acquisition and building. Recruitment of these companies (mainly transport and building) would be contractual, with promising companies that the COO would meet with. Trainers and marketing could be found on online platforms such as LinkedIn and Indeed. However, due to the nature of personal trainers post COVID-19, the main recruitment bed would be through social media platforms (i.e. Instagram & Facebook). Finding trainers with a commendable track record, online following, and vision that aligns with ValTak's, allows us to foster passion and potentially help us with indirect traffic to aid its SoLoMo strategy.

## Key Employees and Directors

ValTak is a fighting academy that aims to train fighters in the age range of 16 - 40. This makes it a unique and revolutionary company that caters to older youth and adults rather than younger children. With this in mind, ValTak is a national pioneer in its field, providing several day-long camps that aim to deliver maximum intensity and improve fighters as much as possible for their personal growth and competition performance. While ValTak is unique in its training and use of location, its competitors would become future partners.

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# 9 - Company Analysis

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## Important Assumptions

ValTak's financial and logical projections are based on the assumptions regarding the economic, financial, and social trends:

- The fighting industry continuous to gain popularity and sees an average increase of 5% to their market share
- Federal and provincial laws and policies regarding the LLP, conditions on participating and competing in fighting sports, and general tax policies remain very similar if not identical.
- Canada, and Alberta specifically, does not undergo a financial recession
- Fighting studios agree to our B2B deals and discounts
- A minimum of 10 students on average attend our camps per week
- A percentage of students and training academies will remain with us as long-term clients

## Short and Long-term Development Goals

### Short Term

The initial three years of ValTak's operation are the most crucial. In these three years, a sufficient amount of growth must be experienced to create a successful business. ValTak's business model works because of an ever-growing and high reputation that causes more students and training academies to enroll. Thus our first three years will be dedicated to building a presence on the provincial fight scene, as well as creating well-maintained relationships with long-term clients. To achieve this, ValTak plans to:

- Constantly reach out, via marketing or reaching out with representatives, to fighting studios and offer our fighting camp.
- Host bi-weekly fighting competitions at our facility and get our camp known by more and more dojos
- Establish a steady flow of new and recurring students for every weekend class by the sixth month
- Break-even by one year and a half of operation
- Create B2B relationships with 10+ fighting studios within 2 years, with each providing an average of 4 students a month.
- Fill our weekend camps to capacity in the first 3 years
- Create B2B relationships with 20+ fighting studios within the first three years, with each providing an average of 4-5 students a month

### Long Term

Once ValTak is completely established within the first three years, the aim of the company is not only maintenance and growth but expansion to new locations with untapped markets. At this point, ValTak will have a prestige reputation, demonstrated by the high-quality fighters it has produced during its years of operation. This will make it much easier to open new locations and expand the company beyond the borders of Alberta, and eventually Canada.



# 10 - Financial Plan

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Startup Expenses	
Land leasing	\$50,000
Building Outdoor Training Centre	\$80,000
Purchasing Equipment	\$30,000
Initial Advertising	\$600
Legal Fees	\$200
1st Month Hiring Fees	\$8,100
Total	\$168,900
1st Year Expences	
Maintenance	\$10,000
Employee Wages	\$40,500
Marketing	\$1,500
Loan Payment	\$100,000
Total	\$152,000
2nd Year Expenses	
Maintenance	\$10,000
Employee Wages	\$40,500
Marketing	\$1,500
Loan Payment	\$75,000
Total	\$127,000

## Financial Plan

ValTak expects to pay back much of its loan in the first year, to do so, the company is willing to hold off the salaries of the chief executives. To better set up the business for success, we plan to redirect much of the money to maintaining and growing our student base. In our first year, we expect to run only during the warmer months, thus we will aim to run only from March 1st - August 31st.

Revenue Form	March 1st	April 1st	May1st	June1st	July1st	August 1st
Grappling Forge	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000
Striking Forge	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000
Forge Fusion	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000
Spartan Grappling	-	-	-	-	\$36,000	\$36,000
Spartan Striking	-	-	-	-	\$36,000	\$36,000
Spartan Fusion	-	-	-	-	\$18,000	\$18,000
Total	\$45,000	\$45,000	\$45,000	\$45,000	\$135,000	\$135,000