

Detailed Business Narrative: Game Ready Performance (GRP)

Proposed New Business @ 307 Pacific Coast Highway, Hermosa Beach, CA 90254

About GRP

Game Ready Performance (GRP) is an elite athletic engineering company, providing scientifically proven, results-driven methodologies to enhance sports performance. Founded in 2012 by Puerto Rican Olympic athlete, Big 10 Women's Soccer Champion and Physiologist, Jackie Guerra, GRP's systemic and holistic approach continues to produce career-catapulting results for countless NBA, EuroLeague, MLS, NWSL, ATP, MMA, CONCACAF professionals and dozens of the South Bay's NCAA & rising youth athletes. We're on a mission to... Define a new standard of fitness, Bridge the gap, Service, empower & educate! Our licensed and credentialed team of Physiologists, Athletic Engineers, former Professional Athletes & Strategists specialize in the comprehensive development of "The Athlete".

Business Hours & Activities:

*By-appointment only, no walk-ins, hours subject to shift depending on daily bookings

Office Hours - 6:00 AM - 10:00 AM

Open for Appointments - 10:00 AM - 6:00 PM

Office Hours - 6:00 PM - 8:00 PM

Our Services: "Athletic Engineering"+ "Recovery"

Indoor

Performance Training & sports-related physical activity

Stretching

Recovery (no impact – reclined in chairs)

Data analysis

Education & curriculum development (no impact)

Office work

Outdoor (Appointment hours only)

Performance Training & sports-related physical activity

Meditation & Stretching (*no impact*)

Physio-measurements (*analysis based, no impact*)

Education & curriculum development (*no impact*)

*Athletes and clients bring their personal devices for music

*All noise projection will be limited to only when the roll-up doors are closed.

*Facility has functioning a/c unit – when roll-up doors are closed, a/c will be turned on if weather/temperature requires

Curriculum Development

65% of our overall revenue is contracts. We are often contracted by universities, sports clubs and professional teams to develop periodized curriculum for teams/elite athletes (derived from scientific formulas of work to rest ratios and our assessment data). During our office hours, we use the open space and equipment to test theories, plan out programming, develop contracts, collaborate with our staff and consult with our prospective/current clients. All of our contracts call for daily/weekly/monthly reporting, which could mean an increase or decrease to "normal facility flow" since the bulk of our business is contracted. Most non-contract clientele return to the facility 1x week. Given that we monitor our athlete's volumes (the loads they independently endure at their respective practices, games and separate private training sessions), we do not assign anything for our clients to do in-between visits. We do write various curriculum modules for University and Club teams (without servicing anyone physically in the facility) that is assigned to the athlete at the client's discretion. We utilize both the indoor and outdoor facility space for curriculum development, planning and execution.

Data Collection, Analysis & Assessments: Heart Rate Variability / Joint Action Strength / Coaches & Staff

By-Appointment Only | Our Signature & Primary Appointment-Based Service | We conduct daily assessments of heart-rate variability (using heart rate monitors, treadmills, trampolines and other soft equipment to identify deflection points and aerobic capacity), VO2 max (Oxygen utilization), joint-action strength (to identify degrees of mobility, muscle balances/correctives, reflex and force production), and coaching/staff (best practices, diversity & inclusion, leadership structure, game strategy, etc.). We utilize both the indoor and outdoor facility space for data collection, analysis and assessments, however the following assessment equipment is stationary indoors at all times: Manual/powerd treadmills, hydro-rowers, supercat, & plyometric equipment.

Recovery Lab:

By-Appointment Only | Our measurements are best taken when we can ensure the body/muscles are free of lactic acid. With this service, clients utilize a series of wearable technology and devices (Normatec compression & Hyperice vibration) aimed at aiding the body in "recovery" (i.e. flushing lactic acid out of the muscles). Recovery sessions range from 10-30 mins for a flush depending on the assessment that is being derived that day. We are contracted by teams to take our recovery lab (all items are portable, wireless and mobile) to service entire teams off-site. All recovery activity at the facility takes place indoors on stationary equipment.

Our Tools:

- Manual/Powered Treadmills [5] (for assessments only)
- Hydro-rowers [2] (power assessment)
- Supercat (vertical jump assessment)
- Zero Gravity Chairs
- Hyperice products
- Stability balls (balance assessment)
- PVC Pipes (for plantar flexion [feet] assessment)
- Normatec Devices (legs, hips, arms)
- Plyometric Equipment
- Whiteboard (for curriculum planning, strategy)
- iPads [4]/TV Screens [2] (for collection and projection of data)
- Proprietary Scientific Methodology

Our Capacity:

Currently, we have 2 staff members (Athletic Engineers) who conduct the assessments. The max capacity for clients at one time in the facility during appointment hours is currently 5 (max 7 people/hr including staff). As stated above, our business model is not based on in-person traffic to the facility, rather it is anchored around the application of our methodology in programming and sport-science.

Supplemental Questions & Corrections:

- a. Please provide the manufacturer's specifications, such as a brochure or webpage, for the proposed exercise mat located inside the building that includes information on the thickness and material of the mats.

<https://www.rubberflooringinc.com/gym-mat/eco-folding-mats.html?i=25214>

Material – Crosslink Polyethylene foam encased with 13 oz vinyl fabric.

Size – Each mat is 4' x 8'.

Thickness – 2.0" thickness.

Weight – 20 Lbs.

All materials meet CPSIA standards. Made and designed in the USA.

- b. In addition to providing the utility mats to reduce the noise impacts, please identify any other precautions that you intend to take in order to assure the compatibility of the proposed use with the surrounding properties.

We are a non-weight facility. All of our non-stationary equipment are both portable and soft, thus ensuring low/no impact and supreme compatibility with the proposed use and surrounding properties. All stationary/powered equipment is constructed to be low/no impact with shock absorbers (treadmills & supercat).

- c. Please clearly state how many people the indoor education and curriculum development activity will accommodate. The indoor education and curriculum activity can accommodate our maximum number of clients per hour.

- d. Please clearly state how many people the outdoor education and curriculum development activity will accommodate. The outdoor education and curriculum activity can accommodate our maximum number of clients per hour.

- e. The detailed business narrative indicates that many of the proposed indoor activities are also proposed in the outdoor area to the rear of the property. Please identify any equipment that will be utilized in the outdoor area.

Prospective "equipment" is uniformly temporary, portable, is selected for and varies by need. All outdoor equipment is stored in the identified storage areas on the site plan. Proposed equipment includes but is not limited to:

Sport specific equipment (soft) (balls, hoops, goals, cones, bungees, ladders, plyo boxes, rowers etc.)

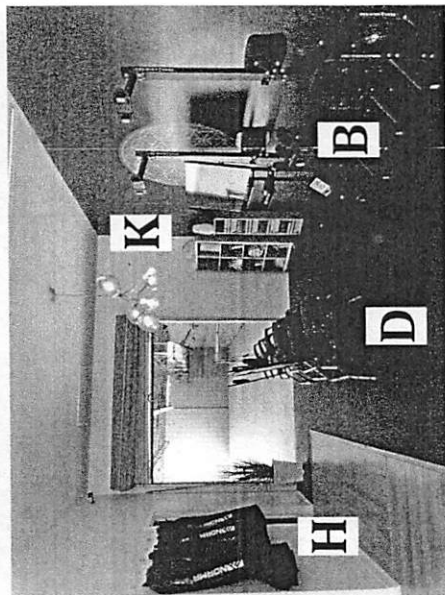
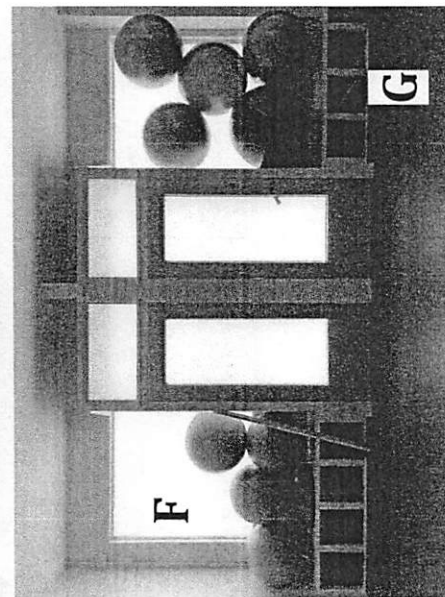
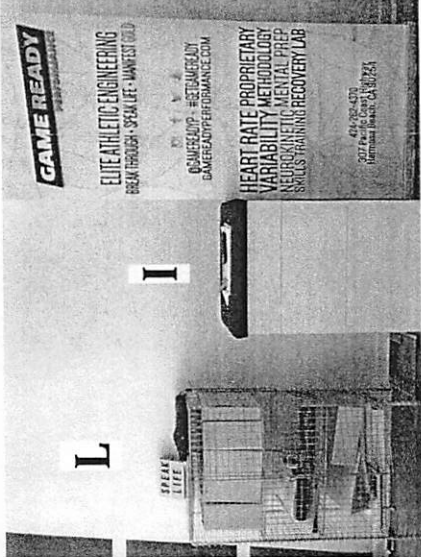
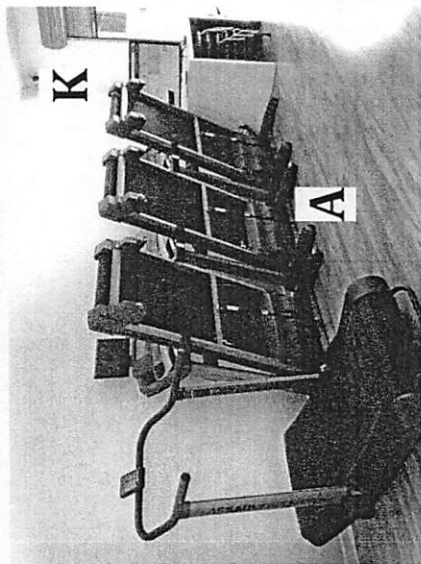
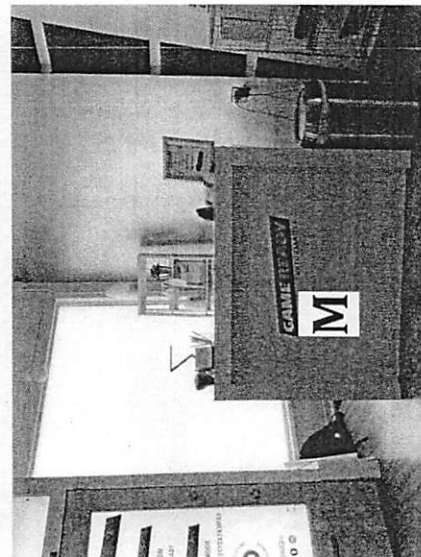
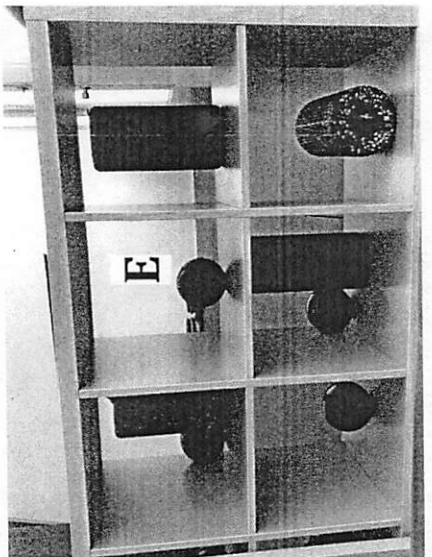
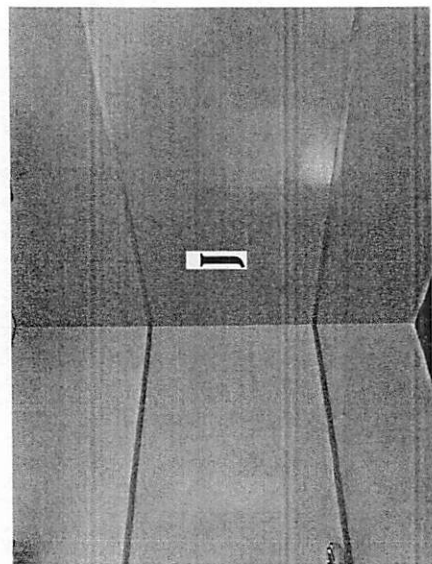
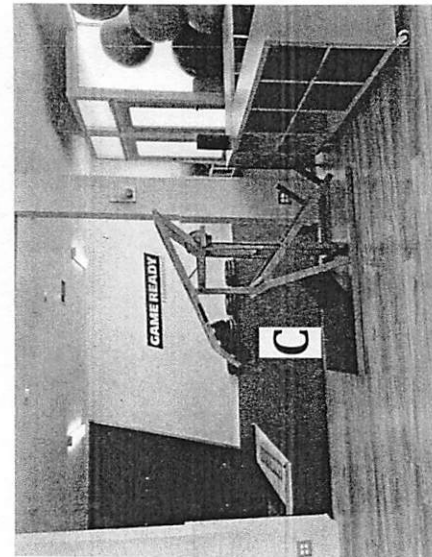
Utility equipment (utility ladders, extension cords, cleaning supplies)

Client Files

- f. Please identify if there will be any proposed music and/or proposed amplified sound/ instructions located in the outdoor area.

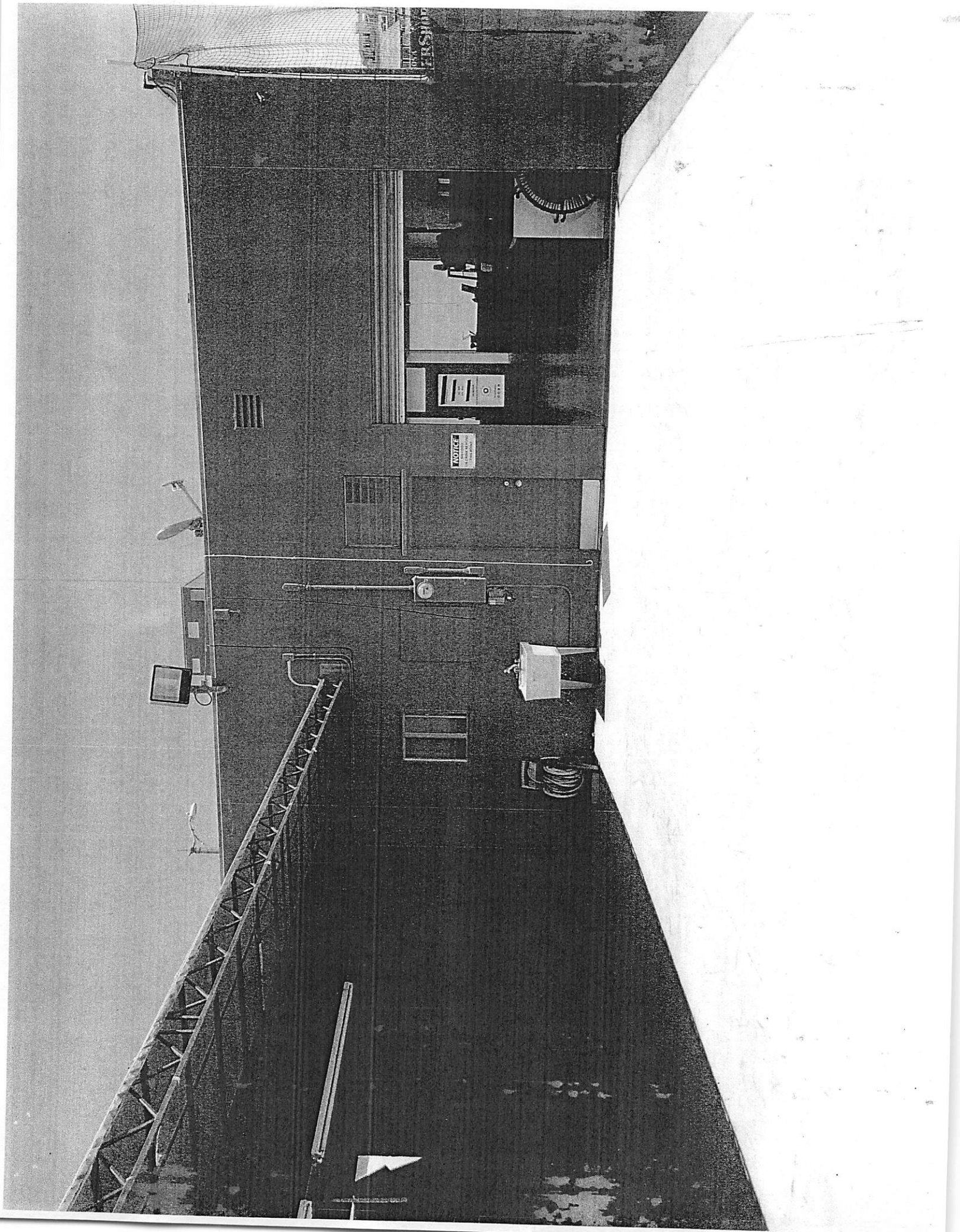
Should any amplified music and sound be played, GRP commits to abiding by the sound ordinance as pursuant to Table 6.3 in PLAN Hermosa, that states amplified sound is not to exceed 70 dB.

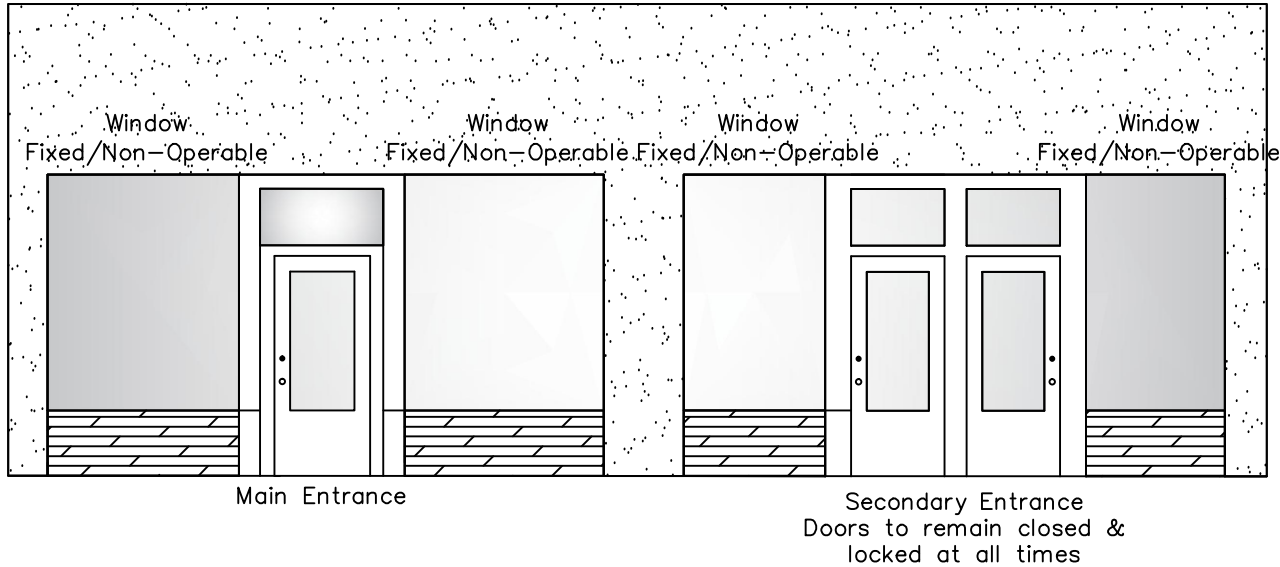
- g. Please identify if the outdoor activities and indoor activities will occur simultaneously or independent of each other. Indoor and outdoor activities can and do happen both simultaneously and in coordination.



GRP BLUEPRINT LEGEND

- (A) Manual/Powered Treadmills [4] (for assessments only)
- (B) Hydro-rowers [2] (power assessment)
- (C) SuperCat (vertical jump assessment)
- (D) Zero Gravity Chairs
- (E) Hyperice products
- (F) Stability balls (balance assessment)
- (G) PVC Pipes (for plantar flexion [feet] assessment)
- (H) Normatec Devices (legs, hips, arms)
- (I) Plyometric Equipment
- (J) Whiteboard (for curriculum planning, strategy)
- (K) iPads/TV Screens (for collection and projection of data)
- (L) Client Files
- (M) Front Desk



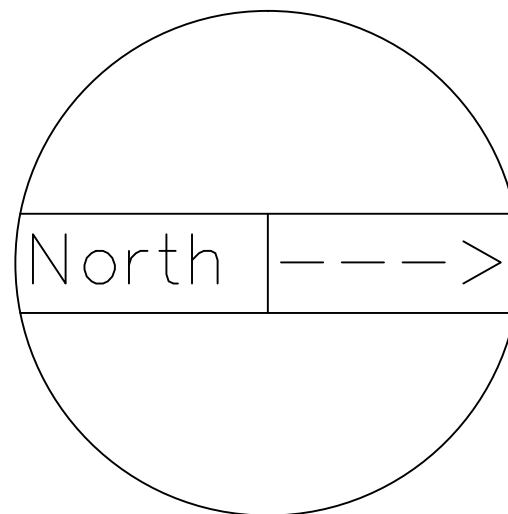


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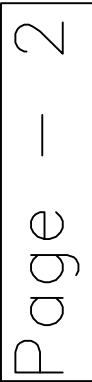
Game Ready Performance Front — Elevation View

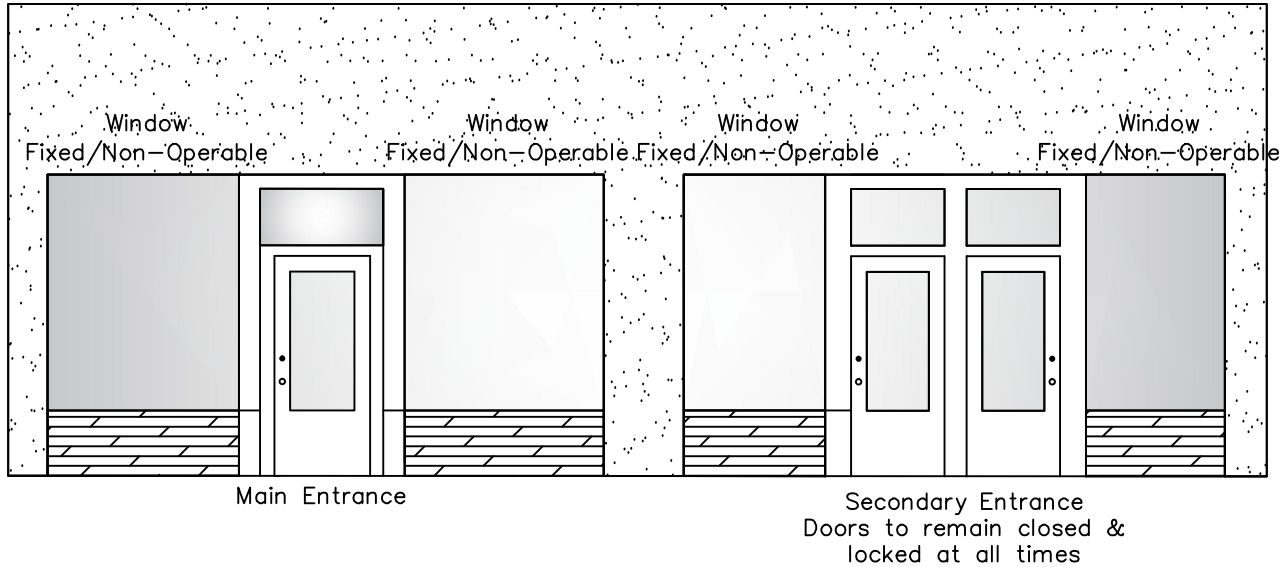
*Site Plan Existing and Proposed
Floor Plan — $\frac{1}{4}" = 1 \text{ Foot Scale}$

Pacific Coast Highway
Hermosa Beach, California



*Site Plan Existing and Proposed
Floor Plan – $\frac{1}{4}" = 1$ Foot Scale



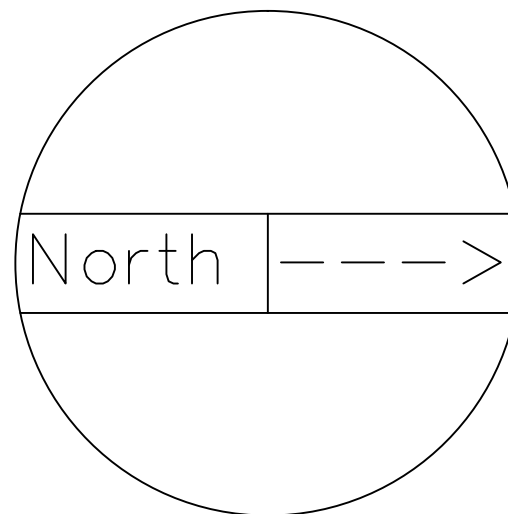


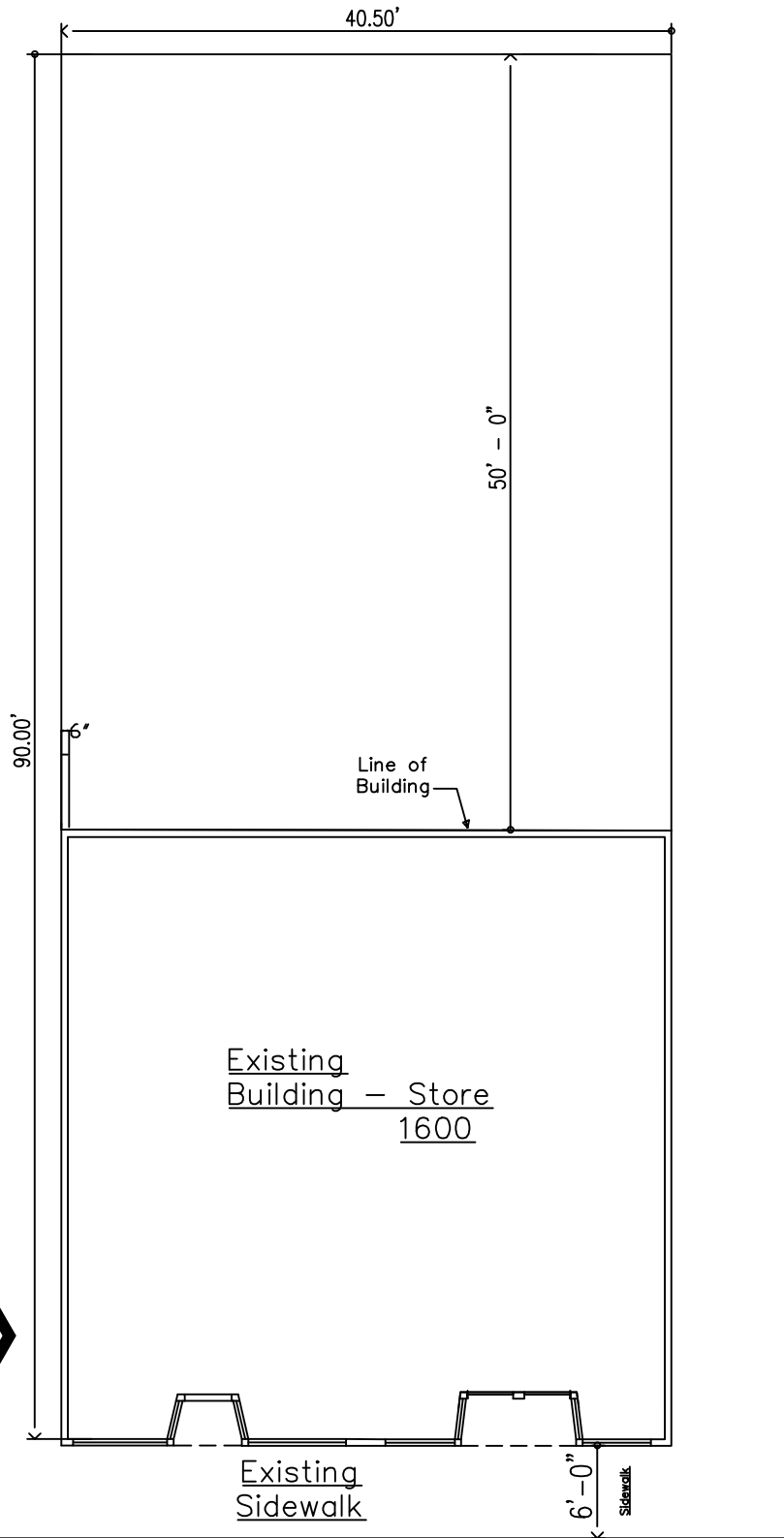
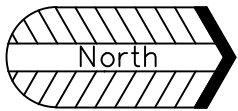
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Game Ready Performance Front — Elevation View

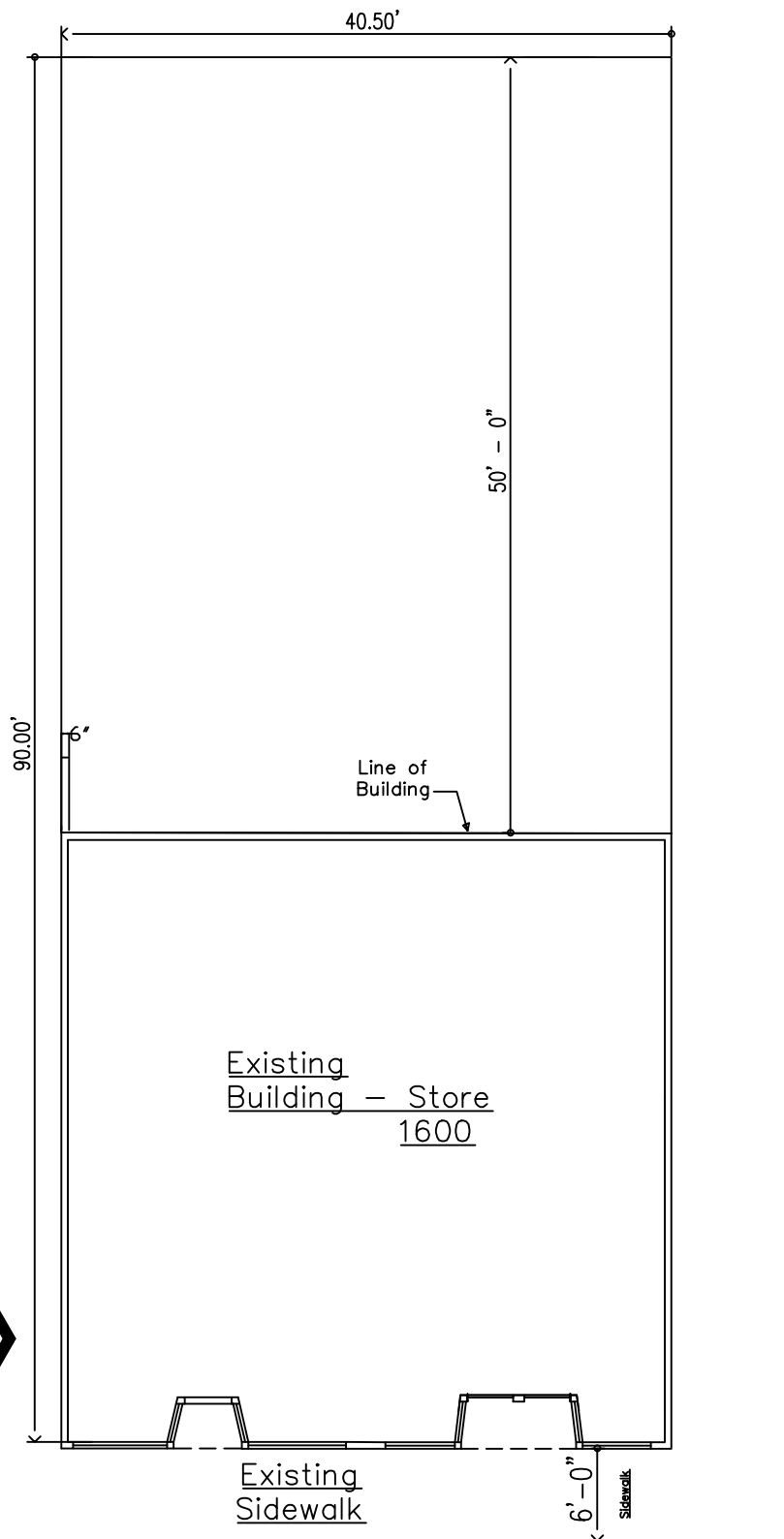
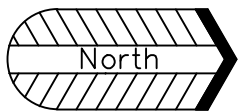
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Floor Plan — $\frac{1}{4}" = 1 \text{ Foot Scale}$

Pacific Coast Highway
Hermosa Beach, California





305 - 304
Pacific Coast Highway
Hermosa Beach, California
Plot Plan
*Plot Plan Existing and Proposed



305 - 304
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Hermosa Beach, California
Plot Plan
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