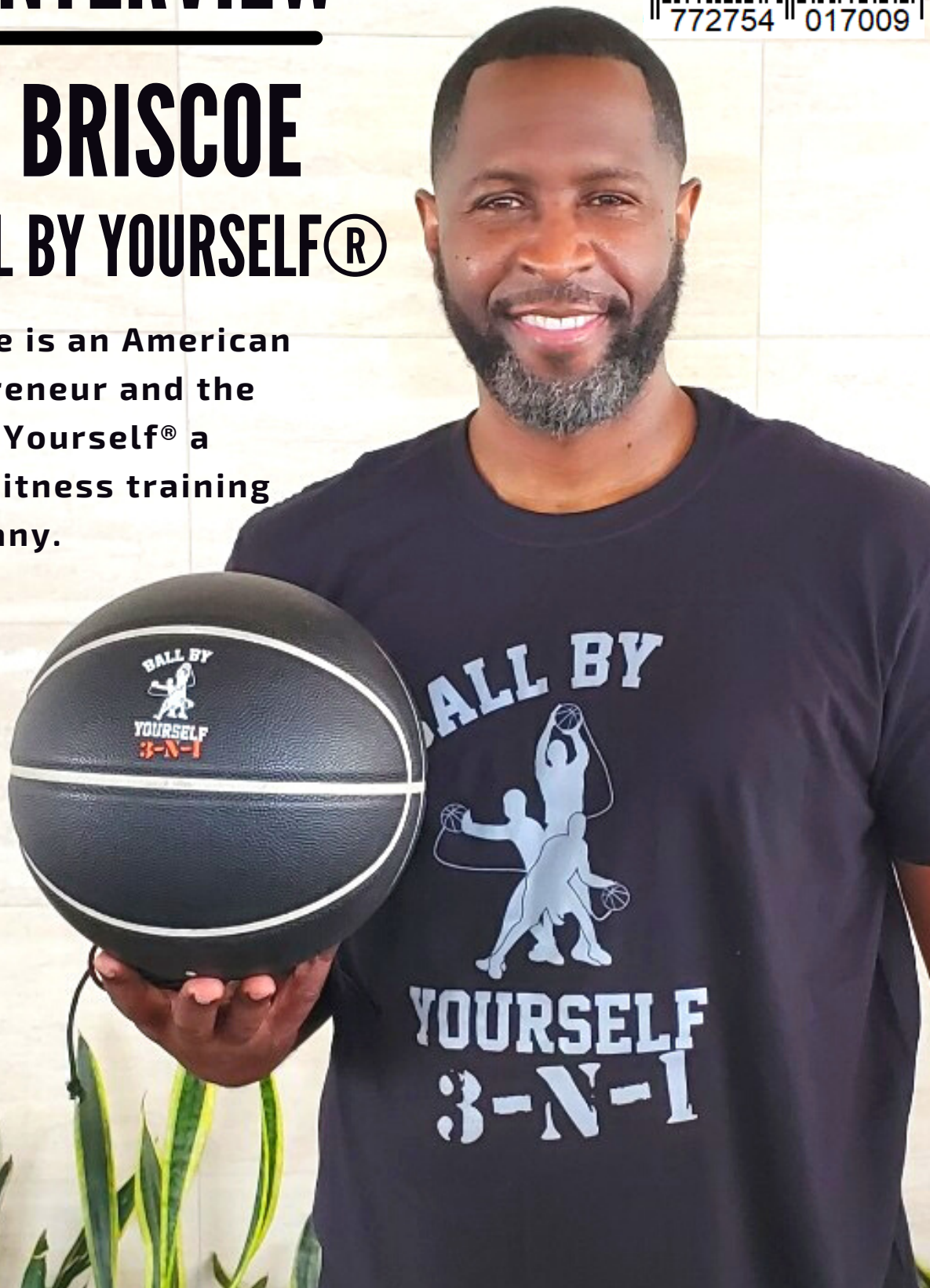




# COVER INTERVIEW

## CHAD E. BRISCOE CEO OF BALL BY YOURSELF®

Chad E. Briscoe is an American sports entrepreneur and the CEO of Ball By Yourself® a Basketball & Fitness training product company.



EUROPEAN  
SUPER LEAGUE

Greed or  
Business  
Sustainability

# CIAB MAGAZINE

AN INSIGHT INTO THE THOUGHT PROCESS OF BUSINESS LEADERS AND ENTREPRENEURS

# BLACK LIVES MATTER

## EDITOR'S NOTE

This week's edition of CIAB Magazine features an interview with Chad E. Briscoe, the CEO and Founder of Ball By Yourself®. Chad spoke to us about his entrepreneurial journey, perspectives and influences. He also talked about his company Ball By Yourself®, its value proposition and target market.

Ball By Yourself® is a great basket ball fitness product, that can be used for High intensity training and other fitness purposes. More importantly, it reduces the risk of kids being run down by cars, while chasing after a loose basket ball.

We hope you enjoy and learn from Chad's entrepreneurial anecdote.

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HUBERT NOMAMIUKOR  
Editor-in-Chief







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Interview by Hubert Nomamiukor

# INTERVIEW WITH CHAD E. BRISCOE

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## CEO OF BALL BY YOURSELF®



**Q: Hello Chad and thanks for participating in this Q&A Interview. Our readers would like to know your origin story, a little bit about your background, initial career aspirations, when and how you got onto the path of entrepreneurship?**

**A:** Growing up in South Central Los Angeles in the early 80's was definitely an experience, but as a kid I always had a connection with being creative and thinking differently than those who were around my age, so I never questioned it. Being the youngest of six children, I didn't know at first what I wanted to do, but I would find myself taking the success I found in my older brother. By the age of 15 I wanted to be a College and professional basketball player (which I became both of them) and I wanted to amplify it creatively in my own way.

When I was 10 years old, me and some kids from the neighbourhood would wake up early around 7am and walk the community to see if any neighbours needed their cars washed or grass cut just to make a couple dollars. I was immediately bit by the entrepreneurial bug when I received my first "Yes". It was the first time I didn't have to ask my parents or family members for anything, I could just get it myself.

By the age of 12, I would walk a couple of blocks to the local gas station and ask customers if i could pump their gas and clean their windows for them. I knew if I stayed out there a couple hours, I could make around \$10 to \$15 just pumping gas.or a kid who didn't have much, this was an opportunity to do things the way I wanted to.

When I was 13 a friend invited me to meet at the Los Angeles Coliseum by 9am, where the LA Raiders (NFL) team played, he knew someone looking for workers to sell news papers outside the Coliseum a few hrs. before the game started, I didn't understand it, but If it had anything to do with making money and it was legal, I was all for it. Catching the bus to the Coliseum for every home game on Sundays became my ritual for that season, It was an amazing experience meeting my 1st. professional Athletes, such as the great Marcus Allen, Lester Hayes and Todd Christianson, I was a kid making money, meeting athletes and having an opportunity to watch a live football game, how awesome was that!





**Q: Let's talk about Ball By Yourself®. Where did the idea come from and how did you validate its value generating potential?**

**A:** In 2012 my middle daughter Skylar was entering High School and she wanted to try out for her school's basketball team, so she asked me to help her get ready for try outs. While working with her, my 8 years old daughter Payten, would often stand next to us dribbling the basketball and was not very skilled at it. It would often hit her feet and roll down the hill, then I had to chase after it while dodging cars and trucks, it was dangerous as well as irritating. I immediately asked myself, "how can I keep the ball here" because I was tired of chasing it and frankly I was afraid, not just for myself, but for my girls being struck by a vehicle chasing after loose balls if I was not there.

So the next day before our training session, I stopped by the local sporting goods store and purchased a rubber ball, super glue and an elastic resistance band. I glued the string to the ball and wrapped it around my daughters waist and told her to dribble with it. When the ball stayed with her, the light went off in my brain and at that moment I immediately thought, I might have just thought of something that hasn't been done before. So I contacted a product development company to help create my idea. In 2013, I received the first prototype of my original idea, and I asked Skylar to come try it out. She dribbled with the ball, it hit her feet, and it came right back, then she did something that would change the trajectory of Ball By Yourself®. She passed the ball and it came back, she shot the ball and it came back, I looked at her and said "This is a full basketball training tool".

AS SEEN ON

**FOX**

**CBS**

**NBC**





Initially it was intended to work with dribbling only, to help a player's off hand while not having to chase after loose balls. Being a former College and High School basketball coach I knew there was a lack of skill development in kids between the ages of 8-15 yrs, but didn't realize how many kids were struck and killed while chasing after loose balls each year in the U.S.

Looking back to when I was 11 yrs old, I remember my young 4 years old cousin being struck and maimed by a passing tow truck after chasing a loose ball into the street, and that has always stuck with me. I thought if I could incorporate the safety aspect with the skill development I may be on to something. After years of looking for a manufacturer my amazing wife had the brightest idea of asking me "Why don't you make it yourself?"

After months of hesitation I gave it a shot, I created my first prototype and was on my way to being the manufacturer of my own product. In 2017, after a lot of trial and error, I sold my first training product. In the summer of 2018, I packed a 100 balls, that took me over 2 months to put together, and jumped in the truck with my family, then drove to Reno, Nevada.

We went to the largest AAU basketball tournament in the country, during memorial day weekend to see what the response would be from over 1,100 teams that would be attending. To my surprise, I sold out of the product in 1 day of a 3 day tournament, and it was then I knew that I had done something amazing in the basketball space.





**Q: How did you initially fund Ball By Yourself® from idea to value creation?**

**A:** While not having an investor I had to self fund my project, I used funds from my 9-5 to help purchase materials to do a certain amount of units every pay check, it was very difficult because I was still trying to figure out the cost, time frame of material delivery, reliable companies to work with and more importantly trying to find the time to actually produce the product, considering I was working 50 to 60 hrs. a week. it took about a year and a half to dial all that in.

**Q: Do you have any plans to scale Ball By Yourself® and have you been through any funding rounds to achieve this?**

**A:** Yes, I have a lot of plans to take Ball By Yourself to the next level, over the past year I have tapped into the fitness space with my product by using the basketball to support basketball and fitness training that will change the game in this multi-billion dollar a year industries. I have created the first basketball product that incorporates proprietary HIIT (High Intensity Interval training) drills using our product while simulating dribbling, passing and shooting. We have also created an App with follow along videos (similar to P90X), we are now included in the Tech space as a new start-up. Unfortunately we haven't been able to get into any funding rounds, I have applied and have been repeatedly denied. I don't know if it's because we are a new start-up with a unique product that folks don't understand, or that no one want's to take a chance on me. Either way, I will get my product out to the world, it will just take a bit longer.



**Q: What's unique about Ball By Yourself® and who is your target market?**

**A:** My product is unique in the sense that, it's the world's first detachable basketball with screw in technology that can be used for basketball development 100% of the time. It's a traditional basketball and a fitness training tool. More importantly, it will also assist in saving the lives of kids, as they won't have to chase loose balls into the street.

It's also the first full simulation training tool, not just a dribbling training aid. Users can work on dribbling, passing and shooting anytime and anywhere. It also assists with footwork, rhythm, timing and so much more. 85% of our target audience has been youth between the ages of 6 to 17 years old, boys and girls who are looking to get better skill development. 10% of customers are adults who love basketball and fitness, they want to stay active by spicing up their fitness routine. 5% have been those who are looking to be included such as injured players, users in rehab with muscle restrictions or arthritis, those in wheelchairs and kids with autism, Ball By Yourself has been a unique product that supports so many.





**Q: Has Ball By Yourself® struck any sponsorship or partnership deals yet or has this been a challenge?**

**A:** Ball By Yourself has not been able to secure any deals as of yet, but we were able to appear on the Youtube series "The Elevator Pitch", a Shark Tank style of investment show that supports entrepreneurs and their product or services. We spoke about supporting ball by yourself with any large Inventory needs. I have given Ball By Yourself to NBA players such as slam dunk champion Aaron Gordon and sharp shooter Klay Thompson.

In 2020 I had the opportunity to present Ball By Yourself to Kevin Hart and Stephen Curry during an event put on by Chase Bank. It was an honor to personally demonstrate and give our product to the most prolific Comedian/Fitness enthusiast in Kevin Hart, and the best shooter ever in the NBA in Stephen Curry, and they loved it.

My challenge has been despite giving the product to those who have huge followings and who love the product, is for them to actually use the product and share with their audience. I have asked the question over the past few years of "why not support a local business that's making a difference in the community?". I have yet to hear the answer.



**Demonstration of Ball By Yourself® to Kevin Hart & Steph Curry**



**Q: What are the key challenges facing Ball By Yourself® and how have you navigated these?**

**A:** I believe being funded and having an opportunity for NBA players to understand the power of ownership in a basketball product are key challenges, something they can take control along with their status to create a change in the basketball culture. Currently there are no players in the NBA or WNBA who owns a basketball training product and traditionally players are endorsing, promoting and sponsoring other products. I believe what Lavar Ball has shown so many of us is that ownership is the key to liberation and a new way of thinking. I will continue pushing to create opportunities by innovation and including the product into different spaces. I will continue to advocating for athletes ownership for athletes in the sport of basketball.

**Q: It's clear that systemic racism is a big issue in the US and the UK. What impact would you say this has on business opportunities within the black community? Has this issue had any direct impact on Ball By Yourself®?**

**A:** Being a minority business owner and a male entering an industry in which only 00000.1% of black inventors are represented has to have a huge direct impact on what I am trying to do in the space. When there is a lack of representation in an industry, often the decision makers don't feel there is a need for inclusion and because of that, it continues to invalidate the need for progression. I have applied and been denied by 8 minority grants from companies claiming to promote diversity and inclusion, in which I was deemed to not qualify for, if I'm not the poster boy for a small minority business needing assistance, who is? What I am doing is not just creating a unique product that has never been done before, I am an example to young brown boys and girls, to see themselves in me, to want to be creative in something other than just playing sports. It's about representation in urban communities all over the world. I will not stop and I will not give up!





**Q. Has anyone outside the US purchased your Bqll By Yourself product?**

**A:** Great question, over the past 2 years we have sold the product to players in Australia, Turkey, Spain and the U.K. In 2019 I was invited to Oracle Arena (home of the Golden State Warriors) by the Brazilian National Basketball team to demonstrate the product, the parents and coaches were so impressed they purchased one for each of the 13 players on the spot to take home, so the product is also in Brazil. We are definitely excited about sharing with those in different parts of the world and assisting those looking to be the next Taurasi, LeBron or Curry.

**Q. What's next for Ball By Yourself?**

**A.** We are currently looking for an investor and to collaborate with NBA & WNBA players who understand the huge impact we can have on youth basketball development on a global scale with our product. Within the next 2 years we are looking to expand to the continent of Africa and with the collaboration between the NBA and Africa, this product would be a great fit to support those who live in rural areas where they may not have access to a basketball court. The impact of international players has increased the opportunity to look outside the U.S. over the past 7 years and have produced a 2-time Most Valuable Player in Giannis Antetokounmpo, who is from Greece, the Rookie of the Year, Luka Dončić, who is from Spain and the Defensive Player of the Year in Rudy Gobert, who is from France. The basketball landscape is expanding so much, there are plenty of opportunities waiting to be had in Africa. I would love to be an ambassador to Africa on the behalf of the NBA/Jr. NBA to bring the product to the youth and to also inspire them to live out their dreams, simply put, I am looking to build the bridges that connect the Continent of Africa to basketball through my innovative training product, which promotes skill development and physical fitness.



**Q: We have now reached the last question for this Q&A session. As a member of the black community, what advice do you have for other black entrepreneurs and inventors looking to launch a business in the US?**

**A:** I will have to say this, think broad! we all know that the playing field has never been levelled for us and we often have to climb, run and push up hill just to get back to the starting blocks. "Never give up" and never allow your fears to overtake you, we are a creative people and we must continue to defy the stereotypical odds we face daily. I am proof just as many professional athletes, celebrities and entertainers are, we can be who we are in our own space and be great at it if we "never give up". it's been 9 years for me and if I had given up, my kids and the kids in the community wouldn't be witnesses to the black history I am making in the sport of basketball, someone they can see, touch and more importantly, someone that looks like them. Simply, "Never give up"

## **BALL BY YOURSELF® VIDEOS AND MOBILE APP**

**Basketball and fitness training**

<https://youtu.be/QZXyhYHW-yA>

**Fundamental Basketball Training**

<https://youtu.be/1VA-oWcggMc>

**Demonstration to Kevin Hart & Steph Curry**

<https://youtu.be/DXIXiQbeFY4>

**Downloadable Ball By App** <https://tinyurl.com/y2z83cyo>

END







BLM





**EUROPEAN**  
**SUPER LEAGUE**

# THE EUROPEAN SUPER LEAGUE: GREED OR BUSINESS SUSTAINABILITY

**ARTICLE WAS WRITTEN BY HUBERT NOMAMIUKOR – CEO OF CHANGEINAFRICA MAGAZINE**

This article looks at the proposed European Super League from a business perspective, to determine if there was a business case for it, or if it was just a case of greed by football club owners, wanting a larger piece of the pie. Please note this is not a question of who was right or wrong, it is an objective analysis of both sides of the argument, but still the opinion of one person, myself. 😊



**EUROPEAN**  
**SUPER LEAGUE**





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In recent weeks, the football community and numerous governments officials came together to reject the planned European Super League (ESL). The UK Prime Minister, Boris Johnson likened the European Super League to a cartel, and said the government will do all it can to prevent it from going forward. To sum up the united stance against the planned European Super League, the governing body for football in Europe, UEFA, issued the following statements saying:

"UEFA, the English Football Association and the Premier League, the Royal Spanish Football Federation (RFEF) and LaLiga, and the Italian Football Federation (FIGC) and Lega Serie A have learned that a few English, Spanish and Italian clubs may be planning to announce their creation of a closed, so-called Super League.

"If this were to happen, we wish to reiterate that we – UEFA, the English FA, RFEF, FIGC, the Premier League, LaLiga, Lega Serie A, but also FIFA and all our member associations - will remain united in our efforts to stop this cynical project, a project that is founded on the self-interest of a few clubs at a time when society needs solidarity more than ever.

"We will consider all measures available to us, at all levels, both judicial and sporting in order to prevent this happening. Football is based on open competitions and sporting merit; it cannot be any other way.

"As previously announced by FIFA and the six Federations, the clubs concerned will be banned from playing in any other competition at domestic, European or world level, and their players could be denied the opportunity to represent their national teams."

Football fans globally, wore shirts donning the slogan "Football is for us". Owners of some of the respective football clubs that had agreed to participate in the European Super League, issued apologies to their fans who accused them of killing football, and being greedy. Some football clubs like Real Madrid FC and Barcelona FC still haven't expressed any desire to withdraw from the European Super League, and believe it can still go forward.

If the European Super League would have gone ahead, it would have started at the same time as domestic leagues in Europe. According the European Super League's website, the proposed competition would have been between 20 top clubs. It would have comprised of 15 founders and 5 annual qualifiers.

This articles looks at the other side of the story, when all the noise comes down and people have a clear head to be objective in their thought process.

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Football is entertainment to fans but it is business to club owners. More specifically, it is investment, one they expect returns on. Let's say Pepsi is your favourite drink. When you buy a bottle of Pepsi, do you think about how much money was invested into producing that drink? I am guessing the answer is no.

A football club can be likened to a bottle of Pepsi, and the person who loves drinking Pepsi can be likened to a football fan. Football fans don't get to see how club owners adapt their business models to ensure a football club remains a sustainable business, and delivers value. Football fans are focused on watching their club play and compete. They love the drama and the entertainment associated with supporting a football club, even if the football club isn't winning. On the other hand, football fans won't bother themselves with how a club generates revenue, or if they register a profit or loss at the end of a financial period.

## The Business Case for European Super League

The COVID 19 pandemic severely impacted the football industry with majority of football clubs in EU registering a financial loss at the end of 2019/2020.

For example, Liverpool FC posted a Turnover of £489,860,000 in 2020, and £533,022,000 in 2019. But they also posted Administrative expenses of £496,872,000 in 2020, and £484,409,000 in 2019. In plain English, Liverpool FC posted an operating loss of £70,245,000 in 2020, and an operating profit of £572,000 in 2019. While Administrative expenses increased by 3% between 2019 and 2020, their revenue generated decreased by 8% between 2019 and 2020.





This is a financial trend you will find across most football clubs in Europe. The table below highlights the financial impact COVID 19 had on five top football clubs in Europe. All of these clubs initially agreed to participate in the European Super League, and you can see why. Real Madrid was the only football club, out of these five, to post any profit in 2019/2020. To be clear, Real Madrid didn't make millions in net profit, it only made £272,000. Man City was hit the most, registering a loss of £126,014,000 in the 2019/2020 financial period.

All these football clubs incurred losses in millions of pounds. Any normal business losing millions in pounds will try to adapt and change their business model to survive. We are in a pandemic, it is clear the European Super League was an endeavour by club owners to protect their investment. By protecting their investment they are protecting the football club.

So how sustainable is an investment in a football club, and how much flexibility does a club's ownership have, when modifying their business model to deliver value, both for owner and fan alike?

	Profit/Loss (£000)	
Football Clubs	Year 2019	Year 2020
Liverpool FC	33,392	-39,452
Manchester United FC	18,881	-23,233
Manchester City	10,079	-126,014
Real Madrid FC	33,399	272
Barcelona FC	4.35	-84.35

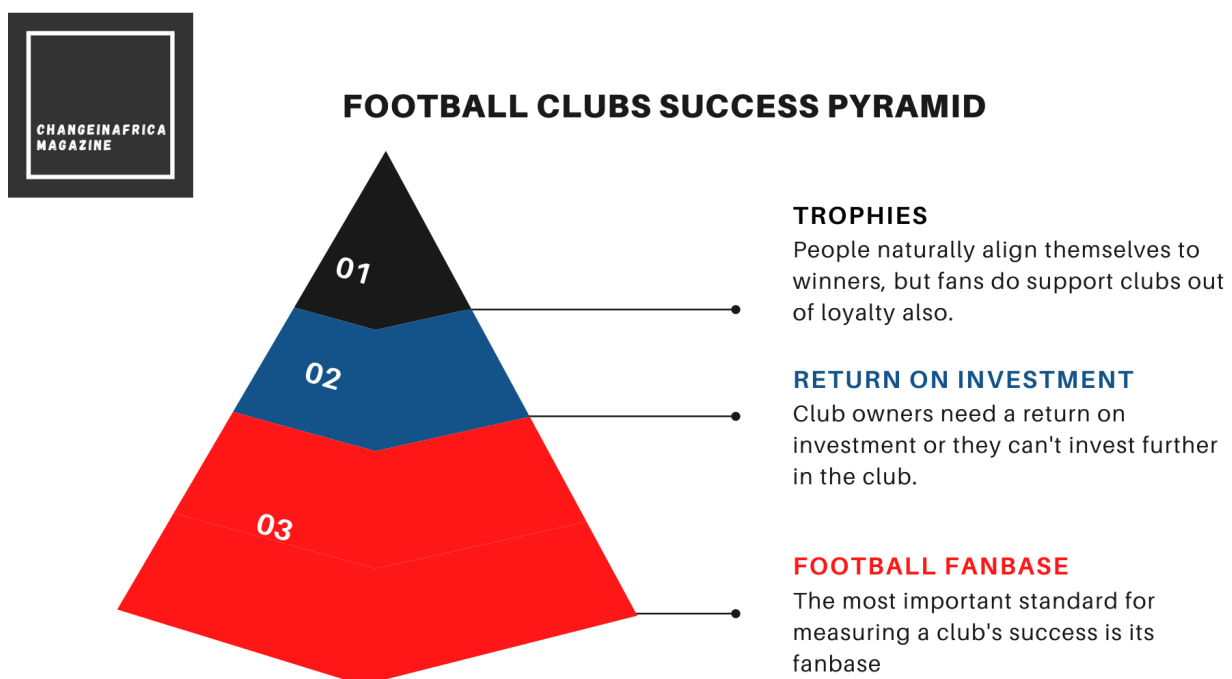
With the massive backlash from football fans about the European Super League, one can safely assume that club owners now know, there is a limit to which they can modify their business model to remain financially sustainable, without incurring the wrath of football fans. The success of a football club no matter its business model, will always be based on keeping the football fans happy, as they are the end users. Lets explore the different element of what drives success in a football club.



## Success Pyramid for Football Clubs

Football has been so successful because of the passion and support of its fans, and the rivalry created through the competition. Our research highlighted that a football club's fan base, their return on club owner's investment, and the amount of trophies won, all play a part in judging how successful a football club is.

These three requirements for judging a football club's success, do not operate in silos. In short, they operate as a pyramid, with the fan base acting as its foundation.



## Fan Base

When a club's fan base is unhappy, it could impact their revenue. The fans bring in revenue by purchasing club season tickets and merchandise. Fans are also one of the main reasons why football clubs attract sponsors. It is a no brainer, if you want your football club to be successful, you have to keep your fan base happy, and build on it. This explains why owners of football clubs such as Liverpool, Manchester United and Manchester City were quick to apologise to fans about joining the European Super League.

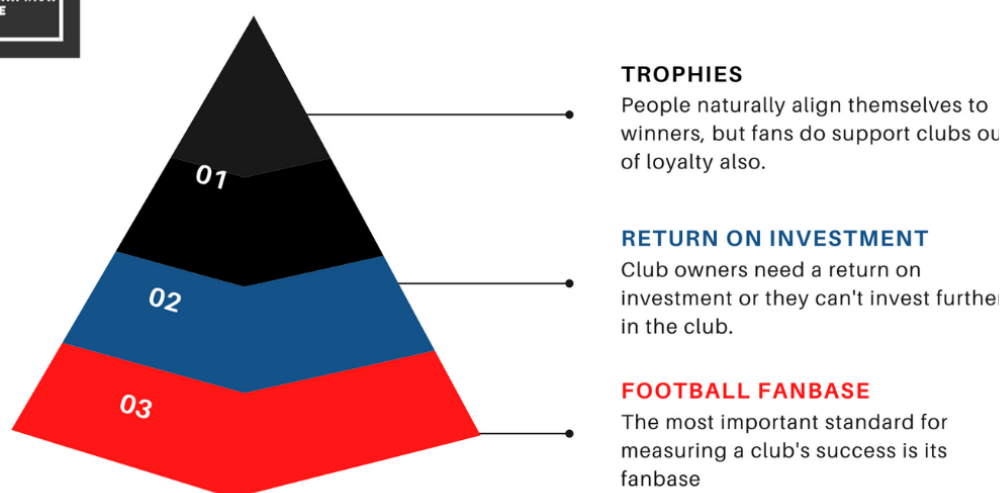


## Return on investment

Hate them or love them, the owners of a football club, enable the club's success. They invest millions of dollars into these football clubs, at their own risk, and are responsible for ensuring the club remains financially sustainable. If the owners of football clubs don't get a return on their investment, it impacts the club's performance negatively. Without a return on investment, club owners can't reinvest profit into the football club. They end up selling their best players to either cover operating expenses or to get a return on investment. This ultimately impacts the clubs performance. The clubs that joined the European Super League clearly did so to protect their return on investment, which had been significantly impacted by the COVID 19 pandemic.



### BIG FOOTBALL CLUB'S SUCCESS PYRAMID



### SMALL FOOTBALL CLUB'S SUCCESS PYRAMID





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## Trophies

Looking at the pyramid above, one might wrongly assume that trophies are least important when it comes to a football club's success. You would be absolutely wrong.

Football clubs are like any other business. Businesses come in all sizes and so do football clubs. For example, it would be a business folly to treat Liverpool FC the same way you will treat Swansea FC. Liverpool FC's asset base is larger than that of Swansea FC, as such, their operating expenditure will be way larger, comprising of higher player wage bills and overhead costs.

In reality, the success pyramid of a big club like Manchester United would look much different to that of a smaller club like Crystal Palace FC, as shown in the diagrams below. The diagrams below show, a bigger focus is given to trophies by bigger football clubs when compared to smaller football clubs. Big football clubs are called big, because of the trophies they win and the size of its fan base.

## Football Pundits and Fans calling for club owners to leave

Man City, Chelsea and Liverpool FC have all enjoyed the benefits of having a new club owner infused billions of dollars into these clubs. Without argument, you can clearly point to the return on investment, both in trophies won and revenue generated. So it comes as a surprise that football pundits and fans are asking for these club owners to leave because they agreed to participate in the European Super League. Jamie Carragher, a former Liverpool defender summed it up on his Skysport's column when he said:

"There's nothing left for Liverpool's owners in what they're doing and what they're hanging on for. I actually think the situation with Liverpool's owners right now is I don't see how they will continue.

"They can't just leave the club, because it's a business, it's worth a lot of money, but I don't see a future of FSG at Liverpool anymore. You just think it will be worse for them the longer they hang in.

These were the words of a well respected Skysports pundit. Jamie Carragher is great at his job but he is no business expert nor are the fans clamouring for their club owners to sell and leave.



Were the owners of these clubs really wrong in wanting to reduce the risk associated with their investment? Or were they wrong to protect their return on investment? When answering these questions, look at it from a business perspective not as a football fan. Objectively speaking, the approach taken by the European Super League was greedy and wrong, but the business case was justified. Football as a whole needs to adapt its business model to mitigate the impact of the COVID 19 Pandemic on revenue generated.

Were the owners of these clubs really wrong in wanting to reduce the risk associated with their investment? Or were they wrong to protect their return on investment? When answering these questions, look at it from a business perspective not as a football fan. Objectively speaking, the approach taken by the European Super League was greedy and wrong, but the business case was justified. Football as a whole needs to adapt its business model to mitigate the impact of the COVID 19 Pandemic on revenue generated.



## A unified approach would have worked

What the European Super League should have done was to cut FIFA and UEFA into a piece of the pie, in terms of revenue generated. Even in football, there is the godfather mentality, and the European Super League need to kiss the rings of FIFA and UEFA, to have any chance of succeeding.

The European Super League should also have engaged with the Football Associations to assure them of how the competition would benefit them and the football clubs not participating in the competition. That takes us to the question of too much football. Football pundits such as Jamie Carragher and Gary Neville have pointed out that there is the risk, football clubs participating in the European Super League would stop prioritising their domestic league. Football clubs are required to finish in certain positions at the end of a season, to both stay in their domestic league, and play in the UEFA Champions league. In the Premier League, clubs need to finish in a top four position to play in the UEFA Champions league.

This has posed a big problem for clubs such as Manchester United, Arsenal and Spurs. Football clubs can earn more than \$100 million in prize money, when they participate in the Champions league. So it is a big source of revenue for all the big clubs in Europe. The European Super League on the other hand, guarantees these so called big clubs, a permanent place in their competition.

The pros are clear, these clubs get a guaranteed source of revenue, whether they finish top four in their domestic league, or not. The cons however, is that it may promote a lack of competition in the domestic football league. So how do you balance the benefits of financial sustainability against the risks of devaluing competitive football? You cooperate and you compromise.





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## Recommendations

Below are a few recommendations if the European Super League is ever going to proceed in the future:

- Clubs participating in the European Super League can definitely not participate in domestic cup competitions, because that will be too much football and they will field weakened teams, which will devalue the competition. Depending on how you look at it, this is more of an advantage than disadvantage. For example, when was the last time a team outside the top six in the Premier League, won the FA Cup or League Cup? It's been decades. If the big six are all out of domestic cup competitions, it gives other clubs the opportunity to win these competitions;
- Clubs participating in the European Super League have to agree that they won't deprioritize their domestic league by resting key players and rotating their squad excessively. It is nothing new, historically football clubs participating in the UEFA Champions league, tend to field weaker teams in their domestic league to avoid burnout or injuries. Now imagine if a football club is playing in both the UEFA Champions league and the European Super League. This will increase the likelihood of these football clubs experiencing burnout and injuries. As a result they prioritize these European competitions over their domestic league, thereby devaluing the competition;
- The European Super League shouldn't be seen as an alternative to the UEFA's Champions league competition. It should be a standalone competition on its own created to deliver financial sustainability to European football during this COVID 19 pandemic;
- The European Super League needs to work with FIFA, UEFA and Football Associations if they are ever going to proceed. None of these parties want their competitions to be devalued by a new competition, nor do they want to lose revenue. Any proposal from the European Super League has to take these two factors into consideration.



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THE  
FUTURE  
IS  
FEMALE



