



Volt Hockey BSHC Final Deliverable

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Target Market

Segmenting the market into primary and secondary groups is necessary to ensure that marketing and outreach efforts are as effective as possible

- Primary Focus: High School Students
- Secondary Focus: Parents, College Students, adults
- Reasoning:
 - Younger people will be more likely to want to learn a new sport
 - Attracting younger players can make them a customer for life
 - Kids can develop skills over time that will allow them to compete in the World Cup
- Traditional Marketing Strategies:
 - School fliers
 - Gym Demonstrations
 - High school level hockey teams
 - Word of mouth
 - Disability resource centers
- <https://www.neutralzone.net/masshs-boys/teams/>

Social Media Plan

Platform	Instagram	Tik Tok	Facebook
Target Audience	<p>Primary: High School and college students who may be interested in trying Volt Hockey</p> <p>Secondary: Parents of high school aged kids and other adults who may be interested</p>	<p>Primary: Students of all ages who may be interested in trying Volt Hockey</p> <p>Secondary: Parents, adults</p>	<p>Primary: Parents looking to get their children involved in an after school activity</p> <p>Secondary: Other adults looking to create an adult Volt Hockey team</p>
Content Type	<ul style="list-style-type: none"> - Mixture of Informational and engaging tone - Photos of Volt Hockey Demonstrations - Photos of BSHC and staff to put faces to names - Short videos of demonstrations - Information about future demonstrations - Company website link in bio 	<ul style="list-style-type: none"> - Trendy, flashy tone - Video clips of Volt Hockey highlights that will draw their attention - Short demonstration videos that will educate audience about the rules - Information on how to sign up 	<ul style="list-style-type: none"> - Informational tone - Posts that explain the rules, highlights safety, and gives information on how to sign up - Facebook groups can be created to make teams, schedules, and post photos - Messages should be monitored for people reaching out with questions
Paid Advertising	Yes - Allow people to “click to sign up for a demo” or “click to learn more” with photos of Volt Hockey	Yes - Ads should catch the audience’s eye and build enthusiasm, advertise promotions	Yes - Ads should provide information about Volt Hockey and BSHC

Next Steps

- Website
 - Update BSHC Website
 - Direct traffic to Volt Hockey tab, make sure it is easy to find
 - Organize Volt Hockey tab into rules, demos, teams/leagues, videos
- Promotions (free equipment giveaways if you share post with x amount of people, etc...)
- Personalized equipment - Kids want to wear personalized merchandise, want to feel like a valued member of the team
- Influencers/Partnerships
 - Short term - College players and teams, local businesses and leagues, etc.
 - Long Term - The Beanpot, the Boston Bruins, etc.
- Continue to update platforms and have employees/volunteers constantly monitoring



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Our Mission

To provide and advocate for adaptive sports, recreation and other resources for individuals with Disabilities.



- Founded in 1978 as a peer to peer support system for those working with disabilities
- Over the years, have created numerous support groups and have recently transitioned into adaptive sports and recreation
- Have over 9 years of experience with introducing individuals with both upper and lower body limitations to these adaptive sports and recreations
- Currently operate two power soccer teams: The Boston Brakers and The Baystate Falcons

Who We Are

Board of Directors:

Earnest Aupperlee - Ernie has both a law degree and teaching degree and is a power wheelchair soccer player on the Boston Brakers team.

Kim Damato - Kim operates her family owned business, REQ Equipment, which provides wheelchairs and durable goods materials to individuals within New Hampshire and Massachusetts.

Jim Farrow, Treasurer - Jim is a Vietnam veteran with a law degree and multiple years of teaching as well as coaching and supporting the Boston Brakers team and now the other programs as well.

Aiden Fecteau - Aiden is a college student and power wheelchair soccer player on the Baystate Falcons.

Karen Natola - Karen is a retired nurse who plays on the power wheelchair soccer team, Boston Brakers.

Jim Wice, Chairman - Jim is a higher education professional working in disability services and is a team Representative and player on the Boston Brakers.

Current Projects

Currently operate two power soccer teams:

- The Boston Brakers
 - Champions Conference
 - BSHC Supported
- The Baystate Falcons
 - Founders Conference
 - Family and Athlete supported
 - Younger team ages 18-22



Hosting demonstrations for the adaptive recreation community with the following activities:

- Volt Hockey
- Power Soccer
- Martial Arts
- Bocce
- Bowling
- And much more!



Cost Structure and Fundraising

- The Boston Self Help Center is a registered 501 (c) 3
- Currently power soccer is the main sport that BSHC operates, costs are listed below:
 - Rent for the practice and game space is \$250 annually
 - Wheelchairs cost between \$7K and \$8.5K each
 - The bumper guards are \$300 each
 - Team registration and insurance is around \$1000
 - Annual tournament trips costs around \$25,000 annually



What is Volt Hockey



- Volt Hockey was created in Denmark in 1990
- Played by youth and adults (6 years and up) with severe physical disabilities and limited upper body strength
 - Few sports allow individuals with disabilities with both upper and lower body mobility impairments to compete
- Played indoors in a 3 vs. 3 style game
- Chairs are low to the ground, ensuring the safety of the rider

Equipment

Costs:

- Up to \$10,000 each
- Custom-made in Denmark

Features:

- Able to turn 360 degrees
- Reach up to 8 mph
- 4 point seat belt system helps to maintain stability
- 3 fully modifiable sizes
 - Can be altered as the child grows in height
- Modifiable cushions can be added for additional comfort

Maintenance:

- Replace the batteries every two years
- Regular maintenance at 5 years and 10 years



Benefits



Players

- Improve physical, emotional, and mental well-being
- Build confidence
- Offers comradery with people with similar life experiences



Families

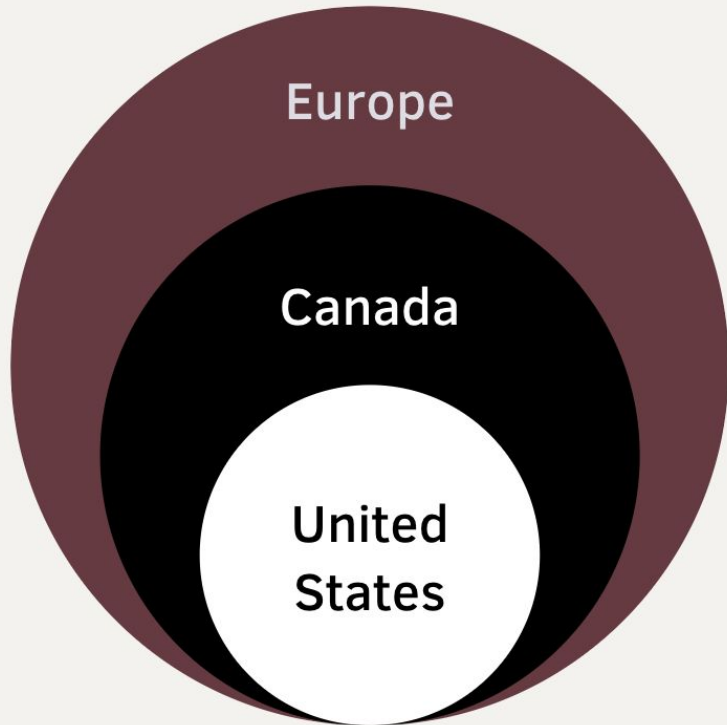
- Build support network
- Offers social involvement
- Connects families who are wanting to empower their child
- Allows caretakers to rest in an interactive and encouraging environment



Community

- Demonstrates diversity and inclusion in sports
- Promote opportunities for individuals with a disability
- Create opportunities for national growth
- Allow Americans with disabilities to compete on an international level (Vlt Hockey World Cup)

Size of the market

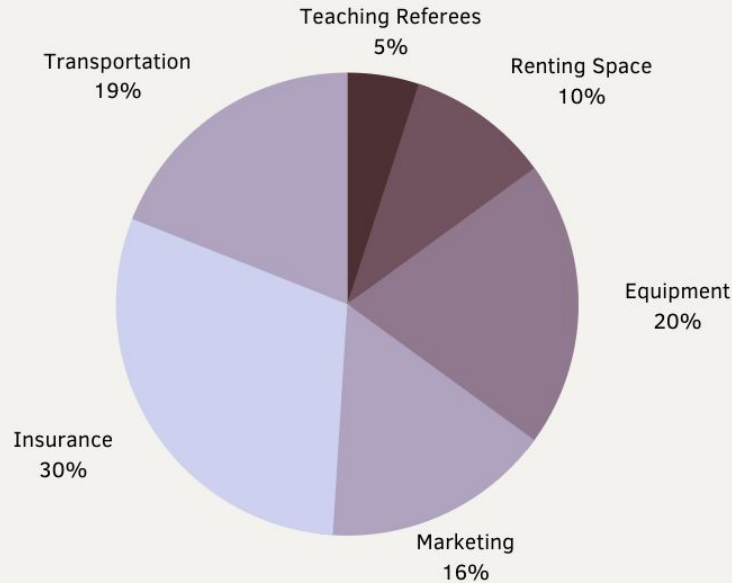


Only 3% of youths with disabilities receive regular physical activity

Children with physical disabilities are seven times less likely to participate in sports

1. Europe
 - a. Since 1990, Denmark, Norway, and Sweden have formed an average of 1.6 teams every year (50 teams to date)
2. Canada
 - a. Introduced the sport in 2014 with the goal to create two teams by the end of the year
3. United States
 - a. Introduced to Boston in December 2021
 - b. Currently focused on marketing efforts in hope of creating the first US team

Your Donations



Priority areas:

- Teaching Referees
 - New to the United States so there are no qualified referees who know the rules
- Renting Space
 - Indoor courts are required
- Equipment
 - Purchase more chairs
- Marketing Expenses
 - Advertisements
 - Influencers
- Insurance
 - Players in case of an injury
 - Equipment that may be damaged
- Transportation
 - Includes housing



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Overview of Strategy for Scale

A sound proof of concept with strong connections and involvement in the Boston area are essential before expanding to other regions



Proof of Concept

- Start locally
- One team at a time
- Prove the idea works
- Target younger kids
- Demo to physical therapists



Succeed

- Showcase the successful model in Boston
- Demo for recruitment
- Projects progress from demonstration to participation
- May take time to reach needed benchmark (potentially years)

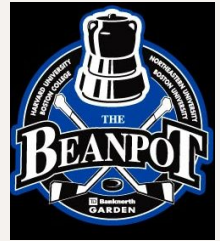


Scale

- Form leagues
- Play regionally and nationally
- Host an international tournament in the U.S.
 - Canada as a co-host?
 - Have a sponsor for the event
- Win the Volt Hockey World Cup

Local Attention

Gathering attention from the Boston hockey community and local news outlets allows Volt Hockey to demonstrate proof of concept and will develop a framework for expansion to other regions



Sample Target Local Universities

Boston-area universities are known for supportive hockey fan bases, and collaborating with their disability resource centers. This target-rich environment presents an opportunity to increase the program's awareness and level of involvement

School	Undergraduate Enrollment	DRC Email	DRC Phone
Northeastern University	15,156	DRC@northeastern.edu	617-373-7800
Boston University	16,872	access@bu.edu	617-353-3658
Boston College	9,445	disabsrv@bc.edu	617-552-3434
Emmanuel College	1,838	disabilityservices@emmanuel.edu	617-735-9923
Suffolk University	4,398	disabilityservices@suffolk.edu	617-573-8034
Tufts University	6,114	StAARCenter@tufts.edu	617-627-5447
Harvard University	5,222	disabilityresources@harvard.edu	617-495-1859
MIT	4,350	das-student@mit.edu	617-253-1674

Boston-Area Public School Districts

Boston-area high school students are a key target demographic, and working with these schools can easily scale Volt Hockey and spread awareness

School	High School Enrollment	Main Office Contact	Niche Diversity Score
Lowell High School	3,059	978-446-7474	A+
Brockton High School	4,077	508-580-7633	A
Brookline High School	2,083	617-713-5003	A
Taunton High School	2,669	508-821-1101	A
Boston Latin School	2,471	617-635-8895	A
Framingham High School	2,311	508-620-4963	A
Lexington High School	2,275	781-861-2320	A-
Newton North High School	2,088	617-559-6200	A-