



About D1 Basketball - St Louis United

D1 Basketball

D1 Basketball was launched as an affiliated program to D1 Sports (described below). It is a regional youth basketball program which is currently being rolled out in multiple regions of the US with each region generally owned and led by a well-known NBA basketball professional. The first location was launched in Dallas and the second location was launched in St Louis and is owned by Larry Hughes. Several new regions have recently signed including: Raleigh-Durham, NC, by Chris Paul; Baltimore, MD, by Carmelo Anthony; Miami, FL, by Amare Stoudemire; and Denver, CO, by Chauncey Billups. Others continue to sign up for regions around the United States.

As one of the early adopters, Larry Hughes, in forming the St. Louis United program, is leading the group of owners in forming operational best practices, national sponsorship discussions, and a variety of aspects that can leverage the scale and notoriety at the national level. As part of this effort, it is our intention to build out a board of directors that have the experiences and passion to see this meaningful program expand and grow.

The mission of the program is ***to improve the basketball ability, basketball IQ, aspirations, and commitment to personal success of the youth in our programs.*** Important to the mission is to use the profitable foundation of the program to provide opportunities to the talented young people who live within the communities but do not have the family resources to pay for the program. Making scholarships available to this group will enable the owners to use the program to help their families keep these kids on track academically and socially by putting them in a successful and structured environment. While the

program is intended to be financially successful in its own right, this part of the mission is of particular importance to many of the owners. It is a unique opportunity for these individuals to leverage their special talents, marketability, influence, and passion in an enterprising environment.

The basic program is weekly skills and drills basketball training, specifically designed to enhance basic fundamentals through intense repetition throughout the training sessions. Members focus on ball handling, dribbling, correct shooting form and specific position skills lacking in most programs, while at the same time providing the fun, competitive and structured environment necessary to keep the kids interested and in the program long enough to improve their likelihood for success. Core to the program is the development of character, leadership and discipline necessary to succeed both on and off the court. The advanced players are provided an opportunity to compete at a national level, elevating their ability, basketball IQ, and visibility to collegiate programs. It is worth noting that many of the owners understand this aspect well as they were involved as players at the local levels.

About D1 Sports: D1 Sports is a company which opens multipurpose facilities around the country (currently with 27 locations) in facilities generally designed to house an anchor Orthopedic Surgical Group, Physical Therapy group, and a fieldhouse staffed by high-quality trainers focused on core training applicable to all athletic sports. D1 Basketball locations are generally opened in areas where there is such a facility; however, the Basketball program is expanded to use multiple other gyms and locations in proximity to the kids that join the program.

