

BELL BUCKLE HOLDINGS, INC.

OTCM: BLLB

Cervitude, LLC | hello@cervitude.com



SUMMARY

Bell Buckle Holdings, Inc. (OTCM: BLLB) is a holding company with a focus on acquiring and growing businesses in Youth Sports & Enrichment industry, a \$19 billion dollar market with over 80 million participants every year in the United States.

In June 2022, Bell Buckle acquired a majority interest in Jump Start Sports LLC, a leader in youth sports camps & programs. Jump Start Sports partners with schools and recreation departments to offer youth sports programs and camps that teach kids team building, friendship, self-esteem and sportsmanship through participation in football, soccer, basketball, baseball, lacrosse, cheerleading, volleyball and other sporting activities. It has served tens of thousands of children across many communities in 5 states – Ohio, Pennsylvania, New Jersey, Maryland and North Carolina. Jump Start Sports recently completed its Franchise Disclosure Document, and is now actively awarding franchises nationwide. Our mission is to provide opportunities for children to develop physically, mentally and emotionally through participation in sports and other extracurricular activities.

In February 2023, Bell Buckle acquired the exclusive expansion rights of Technique Tigers Baseball Academy, a Trumbull, Connecticut baseball skill development academy for kids. Over the last 15 years, Technique Tigers has provided instruction to over 700 athletes, many of whom have gone on to play college and professional baseball. Its mission is to build strong young student athletes into healthy people who understand the importance of health, education, and discipline.

INTRODUCTION

DISCLAIMER & RISKS

Cervitude LLC through its executives, partners, subsidiaries or other owns a long position in Bell Buckle Holdings, Inc common stock. OTC stocks are highly speculative investments meant for accredited investors only.

BULLISH CASE & CATALYSTS

Investing in a youth enrichment service management & franchising holdings company presents a bullish case for several reasons:

- **Growing Market:** The market for youth sports and enrichment programs is expanding, driven by factors such as increasing participation rates, rising disposable incomes, and growing awareness of the benefits of such programs.
- **Positive Social Impact:** Investing in the youth sports and enrichment industry can have a positive social impact, providing children with opportunities for physical activity, skill development, and social interaction.
- **Strong track record:** The Company has a strong track record of success in the youth sports and enrichment industry. Through its subsidiaries, including Jump Start Sports, the company has served tens of thousands of children across many communities in multiple states and has built a reputation as a trusted leader in the industry.
- **Diversified portfolio:** Bell Buckle Holdings, Inc. is not solely focused on one specific youth sports program, but rather a portfolio of different programs and services in the industry. This diversified approach helps to mitigate risk and increase potential returns, as the company can capitalize on opportunities in different segments of the market. In addition, Bell Buckle Holdings, Inc. is expanding its initiatives through acquisitions and franchise development, which adds further diversification to the company's portfolio.



Jump Start Sports, a Bell Buckle Holdings subsidiary



MACRO BULLISH TRENDS

- Growing Youth Enrichment Sector
- Expanding franchise brands across the United States
- Consumer Demand for youth enrichment services



UPCOMING CATALYSTS

- Expansion of Jump Start Sports nationwide
- Initiating Technique Tigers Franchise nationwide
- Click & Mortar Digital Franchise Models



HUMAN RESOURCES

- Decades of Combined Management Experience
- Franchising & Youth Sports specialists
- 3 Member Board

CAPABILITIES

YOUTH ENRICHMENT SERVICES MANAGEMENT

Bell Buckle Holdings subsidiaries and partners offer two major services:

- Youth Sports & Recreational Services Management
- Youth Sports Facilities & Programs Management

Jump Start Sports is a youth sports organization that provides a wide range of sports programs and camps for children of all ages and skill levels. The company offers instructional leagues, recreational leagues, clinics, and summer camps that develop sports skills and understanding in a fun and encouraging environment.

Technique Tigers Baseball Academy, a Bell Buckle Holdings partner, is the #1 Baseball Skill Development Program in CT. Their professional staff has over 100 plus years of playing/coaching experience. They are proud to be the longest tenure baseball academy available in Fairfield County, over the last 15 plus years our program has had national success and helped many players reach the college level and into professional baseball.

FRANCHISING

Bell Buckle Holdings, Inc. subsidiaries and partners, Jump Start Sports and Technique Tigers are leaders in the youth sports franchising industry. Investing in a Jump Start Sports franchise provides investors with the potential for high operating margins and a profitable business while making a positive impact in their community. Jump Start Sports offers an exciting investment opportunity for those seeking to invest in the growing youth sports industry. With a market size of over \$30 billion annually, the youth sports industry has experienced a 55% growth rate over the past 10 years. With 60 million U.S. school age children playing sports, there is a significant demand for high-quality youth sports programs.

Jump Start Sports is uniquely positioned to capitalize on this demand through proven business model and successful sports programs and camps. Franchise owners have the opportunity to own their own business, provide for their family on their own schedule, and make a positive impact on the lives of children through sports. Their turn-key launch and operation training, along with ongoing support from our experienced team, provides franchise owners with the knowledge and skills they need to succeed.



THE BLLB MOAT

Bell Buckle Holdings, Inc. has a unique MOAT that gives it a strong competitive advantage in the youth sports and enrichment industry. The company's MOAT is its ability to offer a wide range of high-quality programs and services that are tailored to meet the specific needs of children and families in different communities. Bell Buckle Holdings, Inc. achieves this through its subsidiary companies, each of which has its own specialized focus and expertise. By offering a diversified portfolio of youth sports and enrichment programs, Bell Buckle Holdings, Inc. is able to appeal to a broad range of customers and meet their needs in a customized way. In addition, the company has a proven track record of success, which helps to build trust and loyalty among customers and provides a barrier to entry for potential competitors. With a focus on providing high-quality, age-appropriate instruction in a fun and engaging environment, Bell Buckle Holdings, Inc. is well positioned to maintain its competitive advantage and continue to grow in the years to come.

**Global
Youth
Sports
Market
Projected
at \$77.6
Billion in
2026**

INDUSTRY PLAYERS

The youth sports industry has a diverse range of players, including private companies, non-profit organizations, educational institutions, and local and state government agencies. Some of the biggest industry players include The Active Network, a technology and media company that provides online registration and event management software for youth sports organizations, i9 Sports, the nation's first and largest youth sports franchise, Kidokinetics, a program that makes sports and fitness accessible for children, Kinds in Sports, a specialized sports program for children ages 12 months to 12 years, and others. While big players like Adidas and Nike sponsor a range of youth sports teams and events and provide equipment and apparel for young athletes, they are not in direct competition with BLLB. Other programs like Little League Baseball, US Youth Soccer, YMCA and other non-profit organizations can also be considered competitors in the space.

RECENT NEWS

The company has issued consistent news in regards to their progress. All news releases can be seen on [OTCMarkets.com](https://www.otcmkt.com)

- Bell Buckle (OTC: BLLB) Bell Buckle Holdings Announces Partnership With SalesSystem.ai and New Jump Start Sports Website | Press Release | 04/25/2023
- Bell Buckle's JUMP START SPORTS Announces OHIO Territory Expansion | Press Release | 03/30/2023
- Bell Buckle's (OTC: BLLB) Subsidiary Jump Start Sports Hires VP Operations | Press Release | 03/29/2023
- Bell Buckle's Jump Start Sports Announces Exclusive Franchise Consulting Agreement with iFranchise | Press Release | 03/03/2023

STOCK & INDUSTRY REVIEW

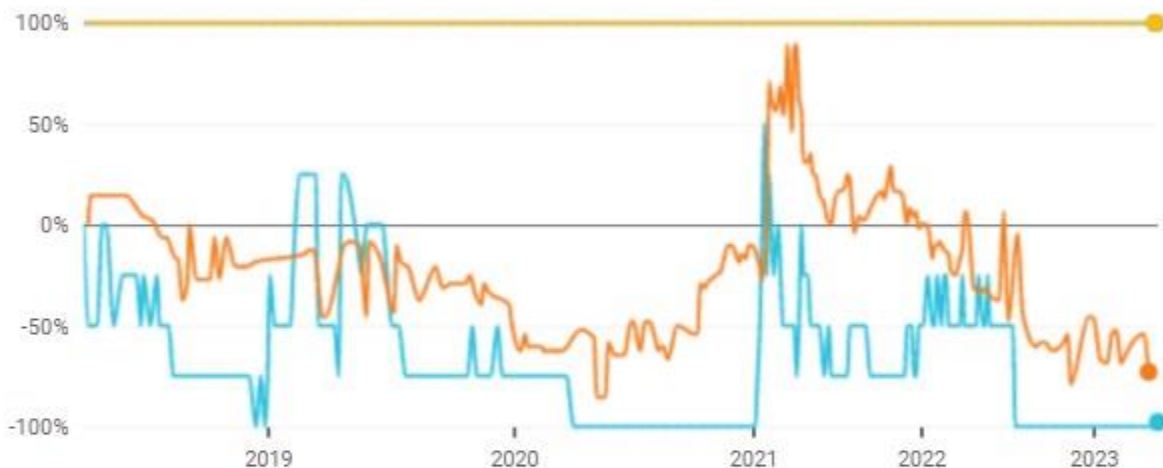
As of 4.25.2023 the common shares of Gold River Productions, Inc. closed at \$0.0027, up 58.82% from the prior trading day. The 52-week range traded between \$0.0010 and \$0.0056 with a 2 year high of \$0.02 reached on 2.4.2022. The company has an authorized share count of 5,000,000,000 common stock with a total Outstanding Share count of 893,437,539. Of the Outstanding Shares, 140,682,103 were restricted shares and 752,755,436 unrestricted. As of 4.25.2023 the company's average trading volume was 1,010,451 shares traded over 30 days and had a market cap of \$2,412,281

| | |
|----------------|---------------------|
| PREVIOUS CLOSE | \$0.0027 |
| YEAR RANGE | \$0.0010 - \$0.0056 |
| AVG VOLUME | 903.15K |

\$0.0027

Apr 26, 9:30:00 AM UTC-4 · USD · OTCMKTS · Disclaimer

1D 5D 1M 6M YTD 1Y 5Y MAX



| | | | | |
|------------------------|-----------|------------|-----------|---|
| Bell Buckle Holding... | \$0.0027 | +\$0.0027 | ↑ 100.00% | |
| SportsQuest, Inc. ... | \$0.0011 | +\$0.0011 | ↑ 100.00% | × |
| Major League Foot... | \$0.00090 | -\$0.03910 | ↓ 97.75% | × |
| Kidoz Inc | \$0.13 | -\$0.35 | ↓ 72.92% | × |

Bullish Sources, Notes & Analysis

Investing in Bell Buckle Holdings, Inc. and the youth sports sector presents significant growth opportunities due to the industry's large and growing market size. Bell Buckle Holdings, Inc.'s diversified portfolio of youth sports and enrichment programs, strong partnerships, and franchise development initiatives help to mitigate risk and increase potential returns. Additionally, the company's experienced management team, brand recognition, and positive social impact make it an attractive investment opportunity. Bell Buckle Holdings, Inc.'s ability to attract accredited investors, employ experienced coaches, and identify acquisition opportunities further contribute to its competitive advantage and growth potential. Overall, these 10 reasons make a strong case for investing in Bell Buckle Holdings, Inc. and the youth sports sector.

- **Growing market:** The youth sports and enrichment industry is a \$19 billion dollar market (See also “How kids' sports became a \$19B industry | Wisconsin Public Radio”¹) with over 80 million participants every year in the United States. The industry is projected to continue to grow in the coming years, presenting significant growth opportunities for companies like Bell Buckle Holdings, Inc. In addition, current projections show the Global Youth Sports Market Size/Share Worth USD 69.4 Billion by 2030 at an 9.20% CAGR: Markets N Research²
- **Recession proof:** While many businesses suffer during economic downturns, The Youth Sport industry is resilient with proof that it may be recession proof to some extent (see “Is The Youth Sports Industry Recession-Proof?”³). While many expenses get cut, families are still willing to foot the bill for youth sports as cost of competition rises⁴ as the education and entertainment of their children remains a top priority even when economic times get tough.
- **Diversified portfolio:** Bell Buckle Holdings, Inc. has a diversified portfolio of youth sports and enrichment programs, including football, soccer, basketball, baseball, lacrosse, cheerleading, volleyball, and more. This diversified approach helps to mitigate risk and increase potential returns. In addition, the Company has shown that it is seeking acquisitions in the youth sports space via other youth sports programs.^{5 6}
- **Experienced management team:** Bell Buckle Holdings, Inc. has a seasoned and experienced management team with a proven track record of success in the youth sports and enrichment industry.
- **Strong traction:** Bell Buckle has already shown its progress by expanding and selling its initial franchises. Earlier this year, Bell Buckle's (BLLB) Jump Start Sports Announced the Sale Of Inaugural Franchises⁷
- **Strong partnerships:** Bell Buckle Holdings, Inc. has strong partnerships with schools and recreation departments, providing access to a large customer base and ensuring a steady flow of business.
- **Franchise development:** Bell Buckle Holdings, Inc. is expanding its initiatives through franchise development, offering a unique investment opportunity for entrepreneurs and investors looking to enter the youth sports and enrichment industry. As entrepreneurs look for options to open businesses, franchises are more likely to succeed than establishing a new business.⁸ Franchisors also benefit from instant brand recognition, marketing help, a system for registration and payments and more.⁹ In 2019 and early 2020, the experts were predicting consistent growth in the franchise market. The International



¹ <https://www.wpr.org/how-kids-sports-became-19b-industry>

² <https://finance.yahoo.com/news/latest-global-youth-sports-market-153000303.html>

³ <https://www.forbes.com/sites/forbesbusinesscouncil/2022/12/05/is-the-youth-sports-industry-recession-proof/>

⁴ <https://sentinelcolorado.com/1gridpreps/pay-to-play-families-still-willing-to-foot-the-bill-for-youth-sports-as-cost-of-competition-rises/>

⁵ <https://bellbuckleholdings.com/>

⁶ <https://www.otcmart.com/stock/BLLB/news>

⁷ <https://finance.yahoo.com/news/bell-buckles-bllb-jump-start-133100001.html>

⁸ <https://www.franchise.com/blog/why-franchising-has-succeeded/>

⁹ <https://www.businessnewsdaily.com/7970-franchising-benefits.html>

Franchise Association, in its February 2020 report, forecasted that franchises in the U.S. would grow by 2.8%, adding 232,000 jobs in 2020, for a total of 8.67 million employees.¹⁰

- **Positive social impact:** Investing in Bell Buckle Holdings, Inc. and the youth sports sector isn't just good for business - it's also good for society.¹¹ By providing opportunities for children to develop physically, mentally, and emotionally through participation in sports and other extracurricular activities, Bell Buckle Holdings, Inc. is helping to build healthier, more resilient communities. Research shows that participating in youth sports can lead to immediate and long-term benefits for youth, their families, and communities. 73 percent of parents believe that sports benefit their child's mental health.¹²
- **Accredited investors:** Professional athletes and other accredited investors are ideal candidates to invest in Bell Buckle Holdings, Inc. and its franchises, as they have the financial resources and industry expertise to help the company grow and succeed.¹³¹⁴ In addition, professional athletes owe much of their success to their participation in youth sports and potential collaborations and partnership could enhance the business model at Bell Buckle Holdings. As many OTC companies are seeking financing and potential capital, these professional athletes make the perfect partner.
- **Brand recognition:** Bell Buckle Holdings, Inc. has built a strong brand in the youth sports and enrichment industry, which helps to build trust and loyalty among customers and provides a barrier to entry for potential competitors.
- **Experienced coaches:** Bell Buckle Holdings, Inc. employs experienced coaches who are trained to provide high-quality, age-appropriate instruction in a fun and engaging environment.
- **Acquisition opportunities:** Bell Buckle Holdings, Inc. has the financial resources and industry expertise to identify and capitalize on acquisition opportunities in the youth sports and enrichment industry, further expanding its portfolio and growth potential. As many youth sports programs launch, entrepreneurs weigh whether to start new or franchise¹⁵ and the growing market of youth sports training and development¹⁶ will bring other potential acquisitions into the purview of Bell Buckle Holdings.



¹⁰ <https://www.forbes.com/sites/jeffbevis/2020/11/11/5-reasons-a-franchise-business-is-even-more-important-today/?sh=51ecd0585ba4>

¹¹ <https://vtx.vt.edu/articles/2023/02/CM-AthleticTraining-2023.html>

¹² https://health.gov/sites/default/files/2020-09/YSS_Report_OnePager_2020-08-31_web.pdf

¹³ <https://www.forbes.com/sites/rodberger/2022/11/23/pro-athlete-turned-investor-educates-youth-on-sports-real-estate-and-life/?sh=75b06c787f6a>

¹⁴ <https://www.breakthroughbasketball.com/articles/specialization-curry.html>

¹⁵ <https://1851franchise.com/1851-should-you-start-a-youth-sports-franchise-2721543>

¹⁶ <https://www.globenewswire.com/news-release/2022/08/02/2490134/0/en/Sports-Training-Market-is-expected-to-grow-from-USD-10-23-billion-in-2021-to-USD-15-43-billion-by-2029-at-a-CAGR-of-5-5-during-the-forecast-period-2022-2029-GreyViews.html>