



**THE
PLAYERS
COLLECTIVE**

The Solution For The Entrepreneurial Athlete.

At The Players Collective we provide a fully managed, online ecommerce platform taking an athletes vision from idea to reality.

For the athlete:

Build a revenue stream outside of sport.

For the fan:

Invest in their favorite players.

For the agent:

A trusted, proven, hands off solution.



Engage the Fan Base Built by the Athlete Leveraging the Platform Built by The Players Collective.

Built with engagement in mind, the TPC Platform was created with tools and services to maximize sales and grow distribution. All included as part of the platform & supported by the TPC team as part of the partnership.

From social tools to metrics & analytics, focus on engaging with fans, while The Players Collective takes care of the rest.

From an Idea to a Reality.

Let's Build Something Now to Last a Lifetime.

Concept

Product Sourcing

Brand & Logo Creation

Web &
Product Design

Build

Website

Ecommerce Shop

Core features

Launch

Sales

Inventory

Support

Fulfillment

Engagement

Google Adwords

Social Media

Search Engine
Optimization



A Brand Beyond Sport.

From the domain to the design, the website to the shop, the products to the apparel, everything is dedicated exclusively to the athletes brand.

Bring your existing brand over or start from scratch.

The Agent's Easy Button.

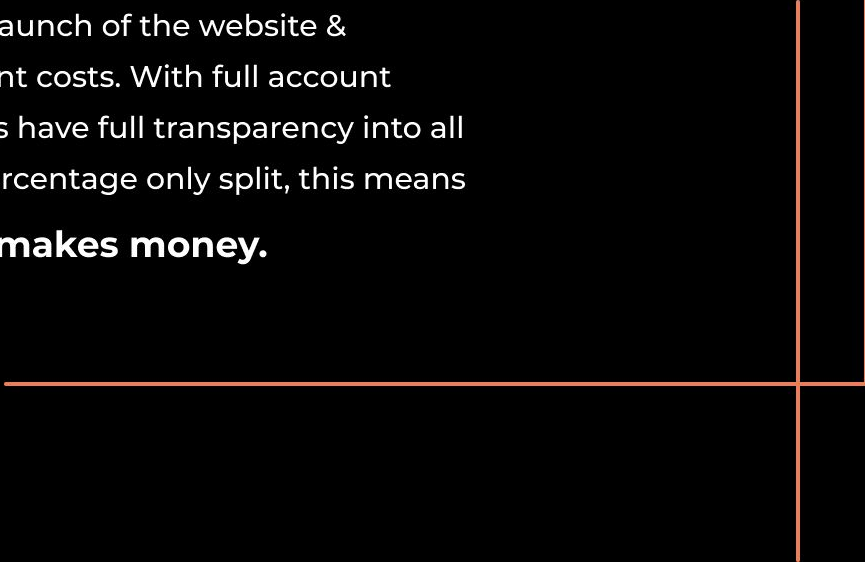
With as little as a domain and an Instagram account, we can build and launch any athletes website and shop. Let us handle it all. Be selling in days, not months.

We handle:

- Design
- Branding
- Logos
- Website build and management
- Product Sourcing
- Social Media Engagement
- Search Engine Advertising
- Order fulfillment
- Shipping
- Taxes
- Inventory
- Customer support
- Revenue management

A Partnership. Not a Service.

We invest as partners in the design, build, and launch of the website & ecommerce shop (online store) with zero upfront costs. With full account access and insight, athletes and representatives have full transparency into all financial aspects of the business. And with a percentage only split, this means **we make money only when everyone makes money.**



Built To Grow.

- New Products
- New Ventures
- Content Updates
- New Features
- Promotions/Engagment

All included as part of The Players Collective platform and partnership.



The Technical Details

The partnership

- Website + Shop build, hosting, customer support, order processing included.
- Player pays direct costs for product, payment processing, shipping & warehousing.
0% markup by TPC.
- TPC fee is 12% of gross revenue.
- No monthly fees.
- No upfront costs or advanced
- Warehousing fees only apply to inventory not sold within 60 days.
- Social Media & Search Engine Marketing direct costs paid by player.

The platform

- Website: WordPress (self hosted)
- Shop: Woocommerce
- Apparel: Wholesale via TPC
- Printing: Wholesale via TPC
- Payment Processing: Stripe, Paypal
- Hosting: WP Engine or Upcloud
- Customer support: Internal via TPC
- Inventory, Warehousing, Shipping:
shiphero.com



Rui Hachimura

Rui Hachimura

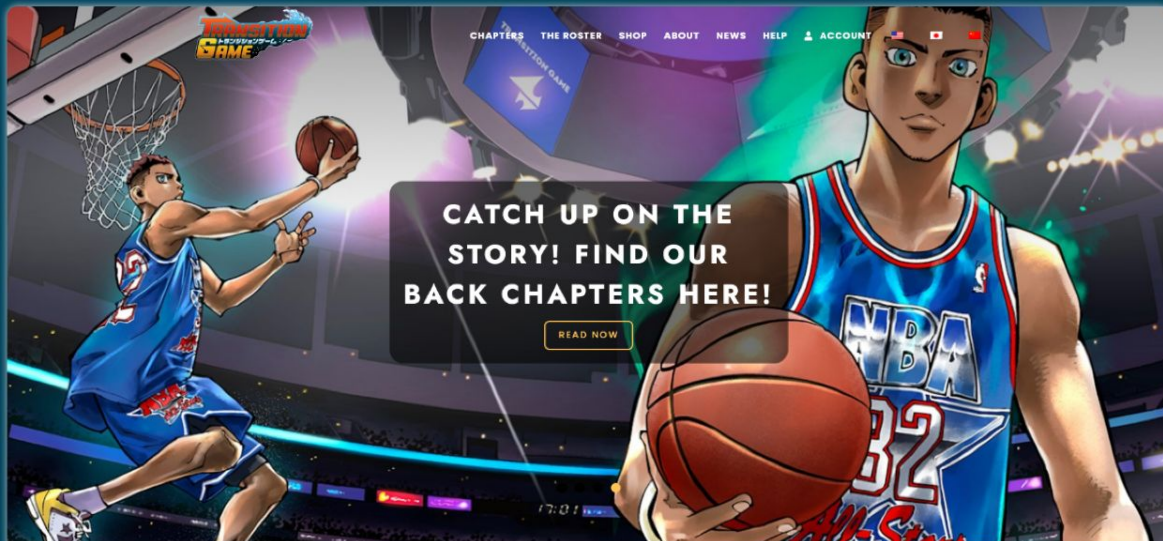
KIMONO • FACE MASK

BLACK SAMURAI

ORDER NOW

THE CHERRY BLOSSOM KIMONO





TRANSITION GAME

Transition Game is a full-color basketball manga produced by current NBA (National Basketball Association) players, Robin Lopez and Brook Lopez. The story is written by their older brother, Christopher Lopez, and features the vibrant artwork of artist TATSUZ.

Transition Game is the story of Kameron Ford, a 15-year-old American basketball prodigy living in Stuttgart, Germany with his mother, a US Naval Officer, and his two younger brothers. When Kam's mother





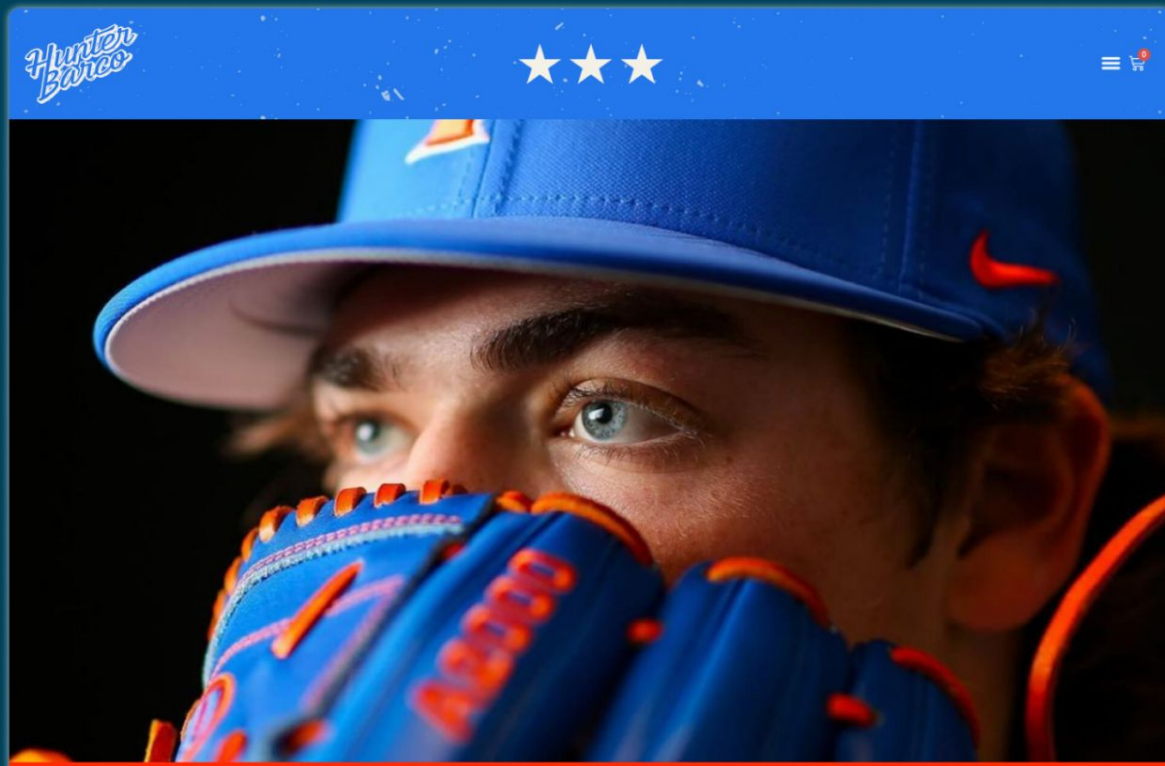
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