



ONE GROUP

Consulting The Stars & Future Stars of Business

AIM HIGHER





START IMPROVING YOUR BUSINESS TODAY WITH **ONE1 GROUP**

OUR HISTORY

Founded in 2018 to bring our experience in the sports business and related sectors to companies with distinctive products but limited business knowledge.

For the past five years, we have worked with a over a dozen companies, expanding business growth and improving performances both before and throughout the pandemic.

OUR MISSION

To help our clients make **Specific, Measurable, and Substantial improvements in their business models and performance.**

OUR VALUES

- Put our clients' needs first
- Maintain elite customer service
- Employ an independent perspective
- Expand client capabilities
- Bring innovation to clients
- Ensure stable business growth
- Harness company culture

DISCOVER WHAT WE DO TO TAKE CARE OF YOUR FUTURE

Every business has areas that can be improved. Identifying those areas is the difference between getting funded, being acquired, and going public ... or not. Our full service consulting team will assess your business, identify key gaps in your model, and show you how to fix or improve them to ensure your business reaches its full potential.

11

OPTIMIZE YOUR BUSINESS



**A PREMIER
CONSULTANCY** 1 1



We take your business
from none to
number one.

READ MORE



\$1 BILLION

**GENERATED IN REVENUE
USING OUR
PROVEN GROWTH STRATEGIES**



VAST INDUSTRY EXPERTISE

One1 Group serves clients across key business functions, including: Sales, Marketing, Operations, HR, Finance, and Data & Analytics.



PROVEN RESULTS

Our clients see demonstrable results from using our services. Everything is cloud hosted for easy access and tracking of progress and results, and ensuring future access to resources and work product.

OUR PROCESS

The core of our consultancy is a custom process identifying and implementing improvements across each of these critical pillars in the manner they uniquely fit into your business.



PILLARS

- STRATEGY
- TALENT
- OPERATIONS
- PRODUCT
- REVENUE



WE ARE CONSTANTLY OPTIMIZING YOUR BUSINESS.

Our services
at a glance:

READ MORE



BUSINESS DEVELOPMENT

Assessing and evaluating your business model and processes to advise on improvements.

MARKETING STRATEGIES

Examine existing marketing presence to develop progressive creatives and deliverables.

TRAINING & CULTURE/HR

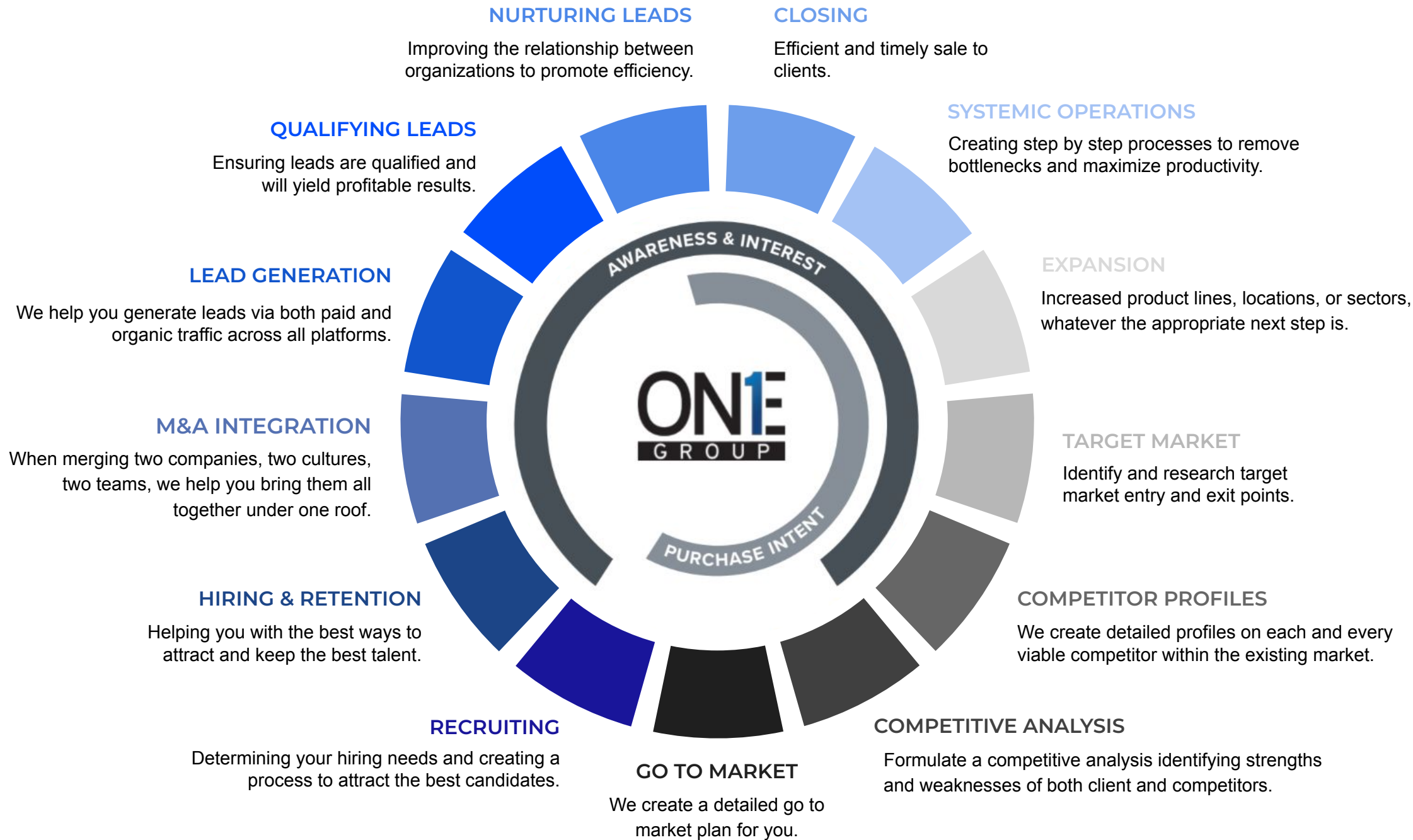
Creating corporate synergy between current and new employees to optimize performance.

DATA ANALYTICS

Using state-of-the-art data analytics software to track quantitative trends.

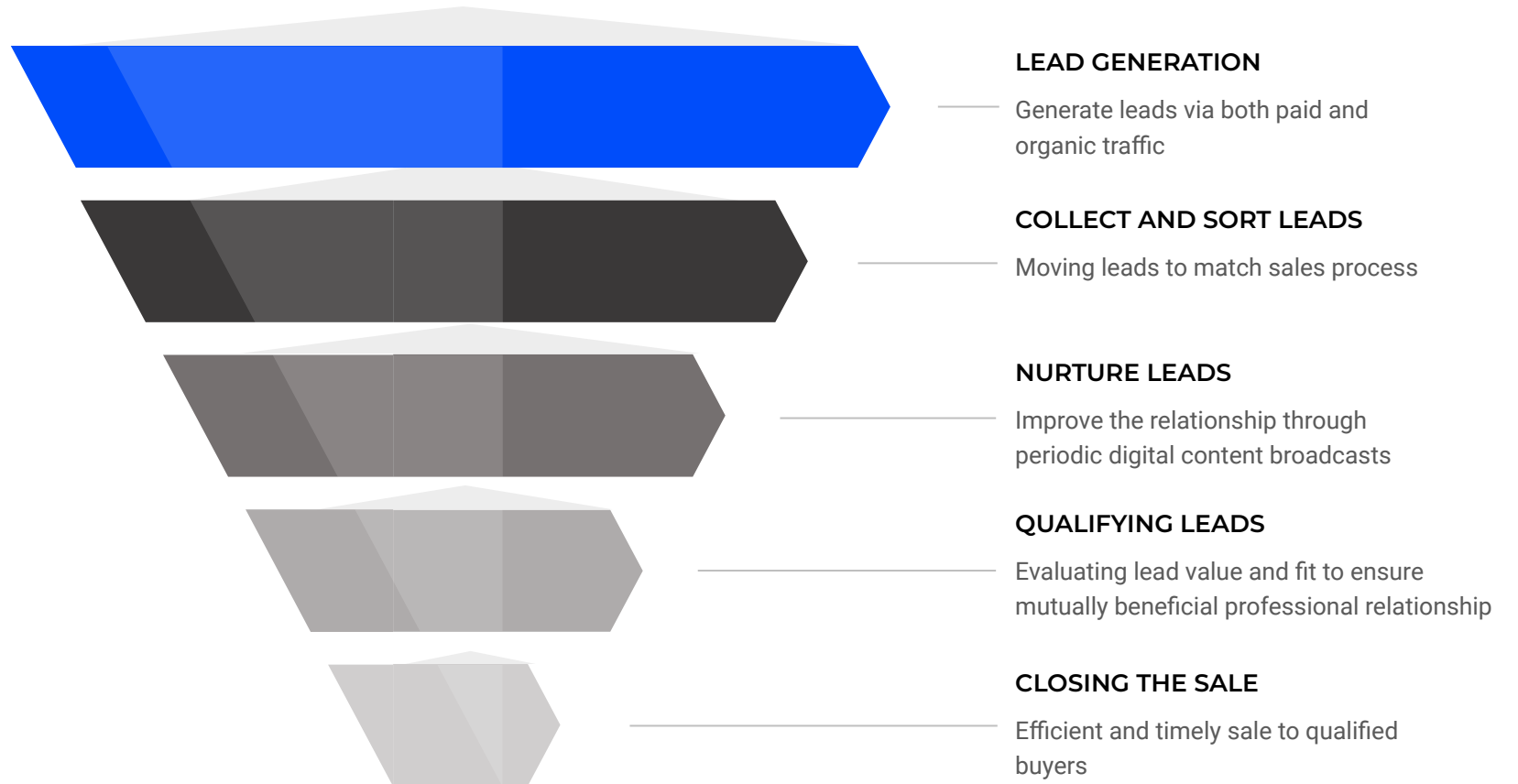
GROWTH OPTIMIZATION

Identifying specific strategies to optimize productivity, revenue generation, and capital.



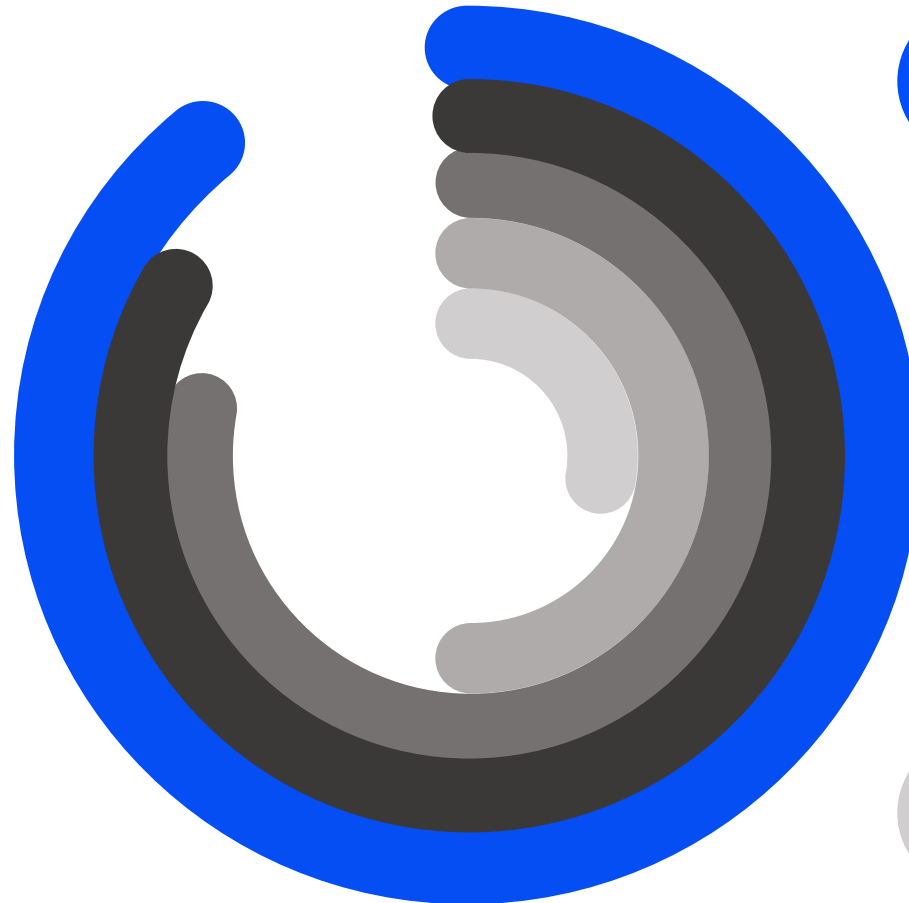
SALES PROCESS OPTIMIZATION

In business everything begins with a sale. We find you the right leads to make the most of the time and money you spend attracting potential new clients.



MARKET RESEARCH

Our proven market research processes ensure a detailed and complete evaluation of our client, in-depth analysis of market and competitors, and both quantitative and qualitative data to create an informed go-to-market plan guaranteed to expand business growth and revenue.



01

TARGET MARKET

Specify the exact market in which the company is operating or entering.

02

COMPETITOR PROFILES

Create detailed profiles on each and every viable competitor within the existing market.

03

ANALYZE DATA

Use data analysis programming and skills to run current performance metrics against competitors.

04

COMPETITIVE ANALYSIS

Formulate a competitive analysis identifying strengths and weaknesses of both client and competitors.

05

CREATE GO-TO-MARKET PLAN

Use data and research findings to form a strategic go-to-market business plan.

STRENGTHEN YOUR TEAM WITH ONE1 GROUP

Your team is one of your most valuable assets. The company spends countless hours and dollars hiring, training, and developing talent that helps create, develop, and sell offers to your customers. But a wrong hire is an expensive mistake. We help companies develop the right criteria to find the right fit for talent through recruitment.

We also help when you acquire new talent through M&A activities, as those present acute challenges by way of personnel, expectations, compensation philosophies, and fundamental culture. We help you parse through all the wants, needs, systems, and structures to create the most effective, moving-forward environment.

From building and training sales teams to designing complete management structures, we can design a custom plan that fits your organization's specific requirements to maximize productivity and output.

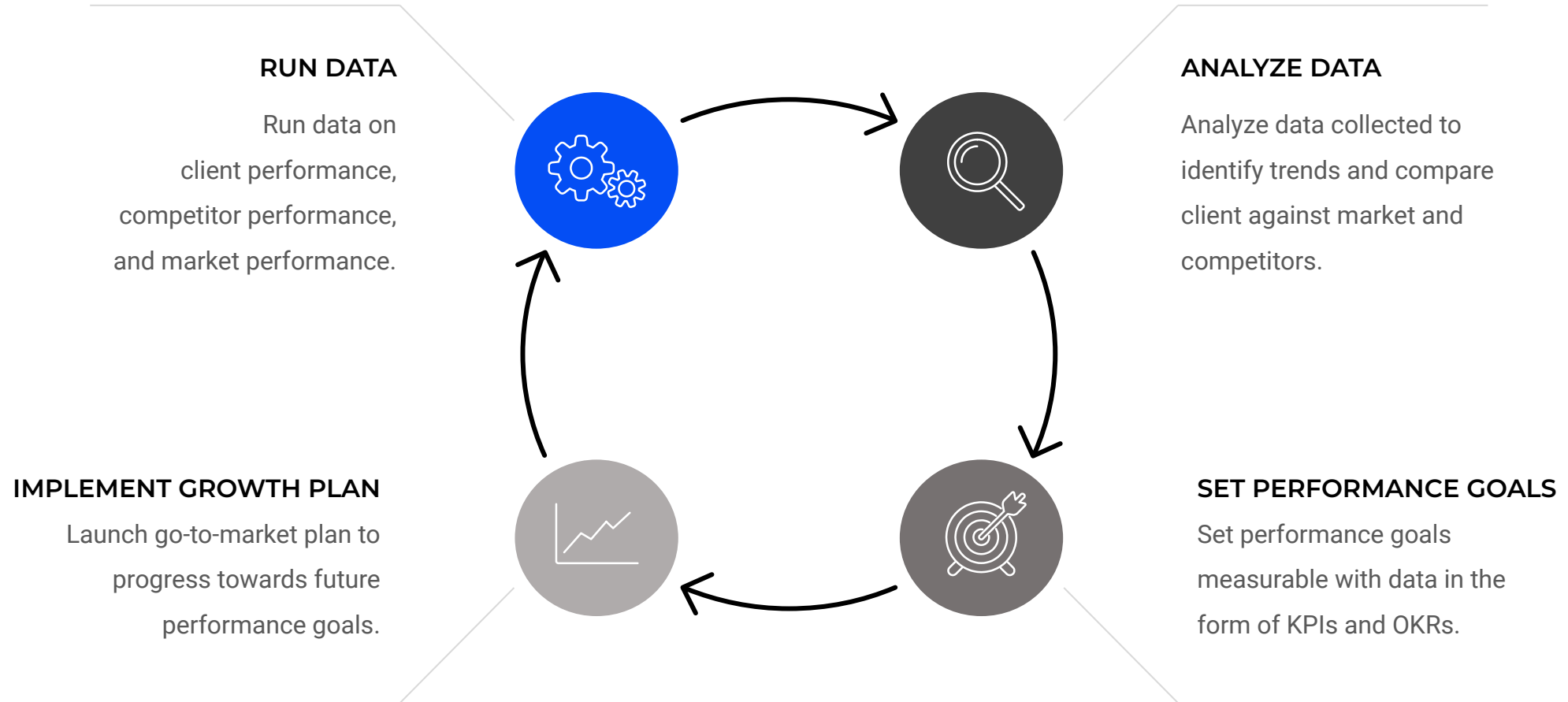
OUR EXPERTISE

- Recruiting
- Hiring
- Retention
- M&A Integration
- Corporate Training

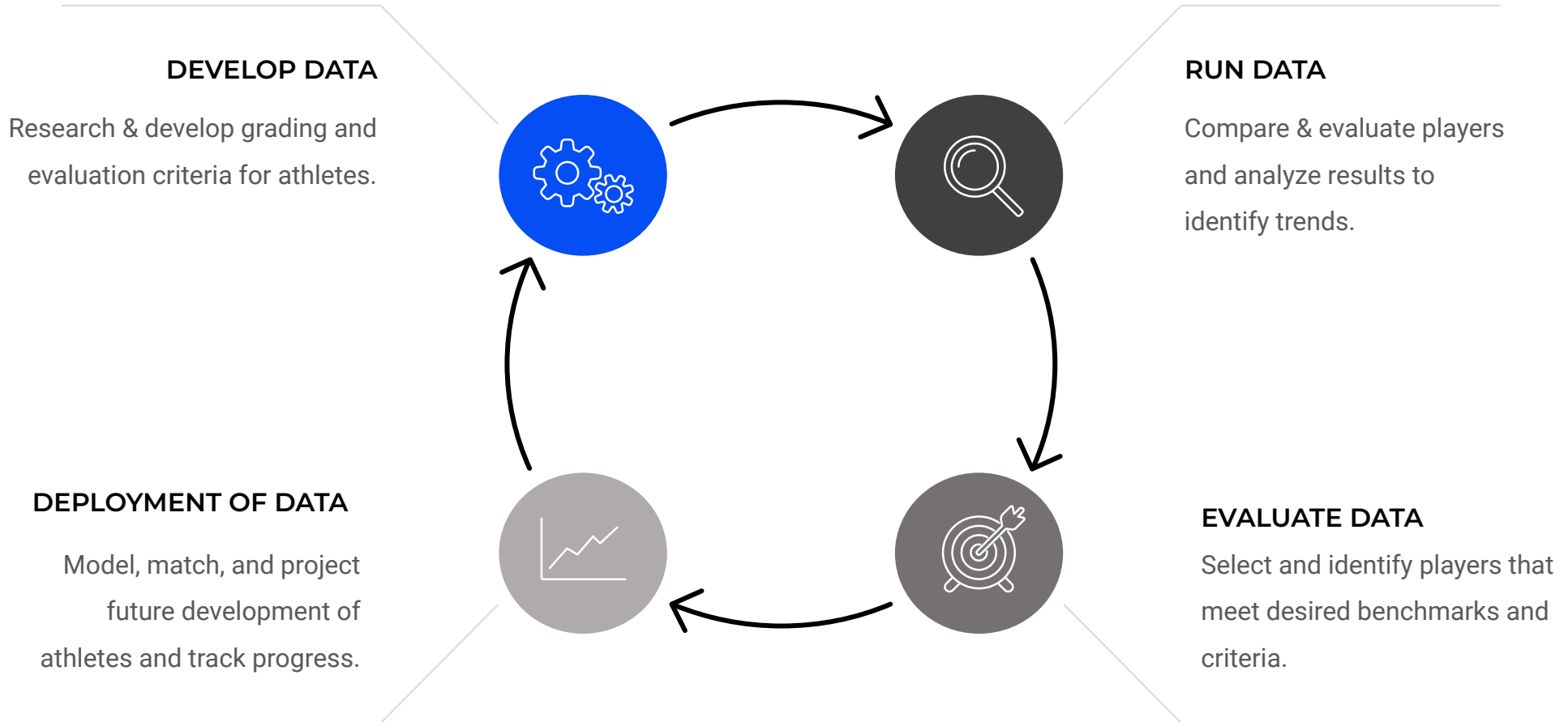
The logo for ONE1 GROUP, featuring the word "ONE1" in a large, white, outlined font on a blue background. The "1" is significantly larger than the other characters. To the right of the logo is a small white arrow pointing to the right.

ONE1

BUSINESS DATA ANALYSIS PROCESS

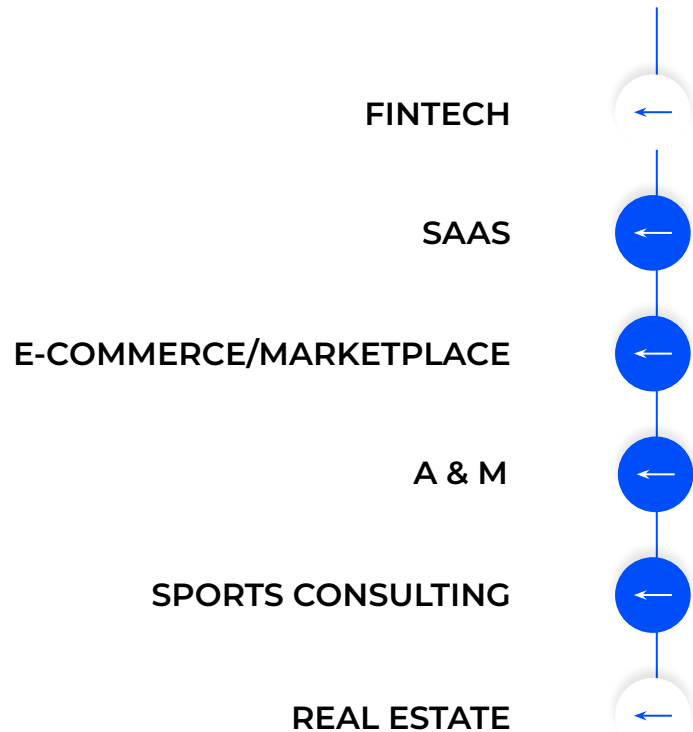


SPORTS DATA ANALYSIS PROCESS



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ONE1 HELPS YOU OPTIMIZE GROWTH.

We help organizations spanning both public and private sectors to create the impact that matters most for them, their customers, and their community.

From the boardroom to the cubicle, we partner with our clients to transform their organizations, embed systemic operations into everything they do, and build enduring enterprises that stand for generations.

With exceptional people from a multitude of industries, we combine operational expertise and local insight to help you transform your ambitious goals and dreams into reality.

ONE1

**WE ARE THE
BEST CONSULTANCY
IN SPORTS AND BUSINESS.**

Our extensive portfolio covers the best and brightest of the sports, business and tech industries. Our top tier services have helped startups increase revenue and reach across all platforms, fostering sustainable growth they continue to benefit from today.

▶ OUR PORTFOLIO



PANDO POOLING

SPORTSFORCE

REALPLAY

GODOG SPORTS

XSM BASEBALL

LLOYD'S OF LONDON

NETWORK REPUBLIC

MIELNICKI & STIFFLER, LLC

3D FENCE

PROVENANCE SPECIALTY
INSURANCE

COSMOPOLITAN TITLE AGENCY,
LLC

AD MYSELF

TREY HANNAM TRAINING

SBBC HOSPITIUM

PANDO POOLING



FINTECH

01



RESULTS

- Our external representative program generated **\$60 million in revenue over five months**
- Since working with us, Pando has logged over **\$1 billion on file**

KEY INDICATORS

- Developed pooling basics including pitching how to select pool members and measure pool value
- Assessed potential of cross platform pools

BUSINESS DEVELOPMENT OPTIMIZATION

- Built custom algorithm that identifies players' future value using projection skills and on-field expertise
- Created sales outreach plan for representatives to develop client base including team personnel, agents, financial advisers, and musical artist contacts

SPORTSFORCE



SPORTS BUSINESS

02



RESULTS

- Boosted sales from **\$32,000 to \$350,000 per month**
 - over a **1000% monthly increase in sales**
- Projected monthly growth between **\$500,000 and \$800,000**

KEY INDICATORS

- Created data studies based on innovative new technology to formulate grading and proprietary scales for athletes rooted in metrics
- Analyzed weighted scales to identify client projections

BUSINESS DEVELOPMENT OPTIMIZATION

- Built all sales plans including over 20 custom go-to-market plans, multiple B2B sales plans, B2B external representative plans, and multiple social media go-to-market plans
- Conducted extensive market research across 20 sports to compared client performance against competitors

REALPLAY



SPORTS TECH

03



RESULTS

- Generated progressive sales campaign that generated over **\$8 million in two months**
- Built testing system that projected **\$12 million per year** in revenue

KEY INDICATORS

- Used data analytics to track and identify trends in sales data and associate progress over time
- Formulated video dispersion process and payment terminal

BUSINESS DEVELOPMENT OPTIMIZATION

- Utilized organizational consulting skills to build unique structures for each department including detailed day-to-day processes for teams involved in sales, partnerships, and corporate functions
- Created custom sales playbook compatible with individual sales profiles

NETWORK REPUBLIC



TECH SALES

04



RESULTS

- Our talent and sales plans generated **\$75 Million in revenue within twelve months**

KEY INDICATORS

- Identified gaps in existing sales cycles via detailed analysis of CRM data
- Assessed existing sales scripts and plans

BUSINESS DEVELOPMENT OPTIMIZATION

- Built custom cold outreach B2B sales plans
- Automated lead generation system in highest productive channels to increase efficiency
- Developed exceptional marketing plan for all outreach and sales
- Implemented new talent plan detailing prospecting through hiring processes for high-caliber sales team

PROVENANCE INSURANCE



SPECIALTY INSURANCE

05



RESULTS

- Brought in between [\\$20 million and \\$30 million](#) in revenue while using our custom-developed growth optimization method

KEY INDICATORS

- Built evaluation model to predict future earnings and value players for underwriters determining potential loss of value due to injury, disability, illness, or accident

BUSINESS DEVELOPMENT OPTIMIZATION

- Conducted market research to build athlete asset protection programs
- Developed and implemented outreach strategy to potential clients including professional teams, professional athletes, and amateur athletes

—

OUR PROFESSIONAL TEAM —

ONE
GROUP

KYLE DISON FOUNDING MANAGING PARTNER

INDUSTRIES

#Sports Consulting

#Social Media

#Business Development

#Fintech

#SAAS Development

#AI/Data Implementation

HIGHLIGHTS

XSM Baseball: CEO - Led a team of 5 agents and represented multiple 1st round picks. Negotiated **\$150,000,000** in contracts. Guided a \$5M exit.

Pando Pooling: Consulted a sales staff of 3 and built a sales development plan that scaled to **\$60M** in five months. Pando continues to use this method and has brought in **\$1B in revenue**.

SportsForce: Helped guide overall revamp of process from data, operations, saas development, and sales. Scaled from **\$32,000 - \$350,000** a month.

Kyle is a strategic leader with 15+ years of experience in heading businesses that have scaled over 1000% since conception.

Starting out as top baseball prospect in the minor leagues, he learned about leadership and teamwork through the vigorous day-to-day grind and dedication to progress through the system.

After professional baseball, Kyle received his degree in Political Science and Foreign Relations from Stanford University. During his time there, he co-founded XSM Baseball, a leader in baseball representation.

As a startup, XSM saw huge growth, representing multiple first round picks and top-ten round picks. XSM had a successful exit in 2017 after negotiating over \$150M in contracts & bonuses.

Kyle started One1 Group in 2018 with a vision of helping startups and other businesses optimize growth. During this time Kyle has created a proven approach in data, operations, and sales to help companies experience exponential growth.

Kyle also earned an MBA from Stanford University.

BJ PIVONKA FOUNDING MANAGING PARTNER

INDUSTRIES

#Sports Consulting

#Market Research

#Business Development

#Joint Ventures

#Email Marketing

#Strategic Planning

HIGHLIGHTS

Invisible Empire: Provided email marketing training for marketing company and joint venture partners to help them scale to **\$70,000 - \$100,000** per month.

CARL Hedge Funds: Created content, email marketing automations, broadcast emails, and cold email outreach implementation plan for sales and fundraising goals.

SportsForce: Helped guide overall revamp of processes including marketing, operations, saas development, and sales, in which time they scaled from **\$32,000 - \$350,000** a month.

BJ is a strategic marketer with over 10 years of working with brands. His clients have grown their businesses over 500%.

BJ played Division III college baseball, where he learned about teamwork, balancing multiple priorities, and dedicating the time to mastering his craft both on the field and in the classroom.

BJ received his degree in Business Management from Salve Regina University.

BJ co-founded One1 Group in 2018 in order to assist startups and other businesses optimize growth and revenue. To do this, BJ created proven approaches in marketing, operations, and sales to help clients.

BJ also earned an MBA from Salve Regina University through an accelerated 5 year program and his JD from the University of Connecticut.

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ONE1 GROUP



**OUR CONTACT
INFORMATION**

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THANK YOU

FOR YOUR CONSIDERATION



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