



The Saudi Elite Basketball Pathway

Business Proposal | 2-Year Pilot + 10-Year Expansion Plan Presented by: *Masters Mark Company Ltd.* **With Partners:** Elite Academy (USA), Melaleuca Wellness Co., Ada's Kids AI Learning **Submitted to:** Saudi Arabian Ministry of Sports **Program Leads:** **Performance Owner/Director:** Coach Reggie Wilcox **Director of Education:** Robert Lamont

Mias Coetzer CEO of Master-Mark



Executive Summary

The *Saudi Elite Basketball Pathway* is a strategic partnership between

Masters Mark. LLC,(Arabic Name) Alalama Alraisiya Company ,CR National Number 7050045025

Master Mark Company, Elite Academy, Melaleuca, and Ada's Kids, designed to elevate youth sports performance in Saudi Arabia through basketball, technology, and wellness.

This proposal initiates a **2-year pilot program** to launch operations and identify outcomes, with a **10-year contract** to fully implement and sustain the Kingdom's first structured basketball and education ecosystem.

This initiative directly supports **Vision 2030** by nurturing global-ready youth, fostering health and education, and positioning Saudi athletes for worldwide competition and leadership.



Objectives

- Establish Saudi Arabia's first integrated **basketball + education + wellness** talent pipeline.
- Empower Saudi youth with the ability to earn **NCAA scholarships** and **pro contracts abroad**.
- Cultivate national pride, economic development, and global recognition through sport.



Program Framework



Component	Details
Grassroots Outreach	School programs, regional camps, and youth leagues to scout emerging talent.
Elite Training	Elite Academy-led development, biometric analytics, coaching progression.
Academic Support	AI-based tutoring, SAT/TOEFL prep, NCAA compliance via Ada's Kids.
Health & Wellness	Holistic support from Melaleuca, including nutrition, fitness, and recovery.
Cultural Exposure	International travel for global competition and scouting opportunities.
Community Impact	Coaching clinics, youth mentorship, and family engagement programs.

Phase Breakdown

Phase	Year	Key Milestones
Pilot	2025–2027	Program launch in Riyadh + Jeddah, 100 athletes onboarded, academic + health tracking begins.
Scale	2027–2030	Expansion to 4 cities, consistent U.S. placement pipeline, host first Saudi International Invitational.
Sustain	2030–2035	Full national rollout, alumni enter coaching/leadership roles, new regional academies open.

Legacy & Impact

- **National Recognition:** Saudi athletes on international platforms.
- **Academic Growth:** Youth receive global-standard education support.
- **Health Culture:** Families engage in wellness via Melaleuca's lifestyle programs.
- **Global Partnerships:** Ongoing exchange with U.S. institutions and pro networks.

Call to Action

With Masters Mark as the national liaison, we seek Ministry endorsement to activate this generational movement—one that unites court, classroom, and community for decades to come.

Let's build a legacy through sport. Let's shape future leaders with vision. Let's start with this first step.