



WELCOME TO THE  M-XIV  
**EXPERIENCE**





# THE STORY OF M14HOOPS

M14Hoops is a national youth basketball development brand that was founded outside of Chicago on September 23rd, 2009 by Matt Miller. After a successful collegiate and overseas professional career, Coach Matt moved back home to Aurora Illinois and started working with boys and girls in his area as a trainer. Through a combination of hard work, self education and business mentorship, Matt was able to grow from 1 player to over 300 by 2014. This was done by creating a systematic development system for his players that included some of the best attributes from the European Development system and the American system of development.

In 2015, M14Hoops Indianapolis was started; Coach Matt thought he had a scalable development model and the only way to prove this was to start it in another state with a different person. It worked! Fast forward to today, M14 Indy is the #1 training option in the state with two locations and over 300 players training with them monthly.

In 2018, Coach Matt decided to stabilize his location by building his own basketball facility from the ground up. Simultaneously he expanded their business model to include AAU teams. This expanded the M14 business model and further solidified the brands impact with the creation of the phase "Training Has to Translate." Team M-XIV (M14's team name) now has over 60 teams between the boys and girls side and M14Hoops Basketball Academy is the biggest club in the state of Illinois. M14Hoops now has helped families save over 20 Million dollar through college scholarships and 98% of players who train with M14hoops make their high school team. The impact that M14hoops has on its players stretches off the court as well by teaching life skills that has allowed them to be success after their playing careers end.





# M14HOOPS: BY THE STATS



- Founded September 23, 2009
- M14Hoops Headquarters is in Aurora Illinois
- Largest Club in Illinois (60+ teams, 500+ kids training, 100 K-2nd grade boys & girls)
- 2021 BlueStar 17U Champions
- The Girls AAU currently on Adidas 3SSB (Boys AAU on NYLA Circuit)
- Spending \$175,000 with Adidas annually
- 25+ franchise units sold, 14 currently open
- Operating our training program out of 12 states
- 1,000 players train with M14Hoops each month nationally
- Invited by the largest club in Vilnius Lithuania to train their club in Feb. 2024





# OUR VISION

A world where youth of all ages honor and respect their dreams. Our vision is to inspire players to recognize that the dreams they map out in the margins of their school notebooks or in a text they send to their best friend, mean something.



**BELIEVE IN YOURSELF. BE BOLD. BREAK BOUNDARIES**





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## UNIQUE VALUE PROPOSITION

Families in Chicago's west suburbs looking for a basketball community risk both a financial and time investment. They want their players to improve. We are not a sports club where hotshots rule the court. The "M14Hoops Way" is a proven approach that develops the whole player -- each and every one.

Individual development, three-way accountability and equitable coaching mean players achieve repeatable performance and measurable success. When this happens, players get excited about leaving nothing on the table and performing their best on the court and in life.





# THE M14 SYSTEM



## REPEATABLE PERFORMANCE



Our programs have substance -- they are not coach-driven, they are M14-driven with core processes and coaching manuals to shape the whole player so they get better at the awesome game of basketball. The right drills, the right responsive movements, and the right training translates into consistent, repeatable, proven performance.

## NO POLITICAL AGENDA



We believe in, discuss, explore, and practice 3 core values in every single program we offer: respect, integrity and transparency. We are equitable decision-makers for each and every player.

## 3-WAY ACCOUNTABILITY



We shape the whole player by looking at his or her talents, goals and dreams. We focus on individual development, positive attitude, leadership skills, and teamwork -- and then create a 3-way accountability system between player, parent and coach.

## EVIDENCE-BASED APPROACH TO BASKETBALL PROGRAMMING



We've studied basketball systems worldwide in France, Italy, England, Africa and regions of the United States. We know the skills that MOVE PLAYERS ALONG and shape them as a whole player.





# THE M14HOOPS FACILITY

In 2017, Matt built the M14Hoops Basketball Facility which is now considered headquarters to the M14Hoops brand. The facility employs over 70 individuals, offers a full employee benefits plan and is home for over 5,000 player annually; over 40,000 people walk through the facility each year as well due to the local and national tournaments ran out of the facility.

- 2414 Church Rd  
Aurora, IL 60505
- 53,000 Sqft
- 6 Courts
- 4,300 sqft Weight Room
- Film Room
- Concession Area
- 300 Parking Spaces
- Located 1 mile from the Adidas store at the Chicago Premium Outlets
- 30mins from O'Hare Airport
- 45mins from downtown Chicago





# IN THE COMMUNITY

M14Hoops believes the greatest gift the game of basketball ever gave was to be in service. M14Hoops is active in the community; during COVID the facility was used as an distance e-learning center. The brand does a Breast Cancer Ball Handling Clinic out of our Indianapolis location and most recently participated in Feed Our Starving Children and their generation donation will feed 14 children throughout the world every day for the entire year!







# CURRENTLY, M14HOOPS IS NOW A FRANCHISE SYSTEM WITH LOCATIONS IN THE FOLLOWING AREAS:

- 📍 NOBLESVILLE, IN
- 📍 WESTFIELD, IN
- 📍 MILWAUKEE, WI
- 📍 SALT LAKE CITY, UT
- 📍 LOUISVILLE, KY
- 📍 MASON, OH
- 📍 PHOENIX, AZ
- 📍 KANSAS CITY, MO
- 📍 MURFREESBORO, TN
- 📍 ROSWELL, GA
- 📍 RICHMOND, VA
- 📍 FRISCO, TX
- 📍 CHESTERFIELD, MO



This has been done by implementing the **M14 Way Business Model**, which includes the M14 Player Development System for players and staff.



*"If there is one thing we train better than players, its our staff. We won't fail any player and to do this our staff has to be certified through our staff development system to ensure we continue to get the successful player results regards of the city or state we are in."*

**-COACH MATT**





# M-XIV

## NOTABLE PLAYERS

- Kenzie Hare - Iowa State
- Ray J Dennis - Baylor / Indiana Pacers
- Sidney Parrish - Indiana
- Nijel Pack - Miami
- Lenee Beaumont - Indiana
- Greta Kampschroeder - Michigan
- Alyssa Crockett - Michigan
- Tae Davis - Notre Dame





# M14 STAFF



**MATT MILLER**  
Founder



**PETER BONY**  
Asst. General Manager



**BOBBY CATCHINGS**  
Director, Training Programs



**BILL BALDRIDGE**  
Director, High School AAU teams



**KIM CLARKE**  
Operations Director



**ANDREW GALOW**  
Director, Team Programs



**ROBERTO SOTO**  
Director, Strength & Development



**REMY ROBERTS-BURNETT**  
Asst. Director



**KENDAL RUBEN**  
Court Leader



**LIJAH DONNELLY**  
Court Leader



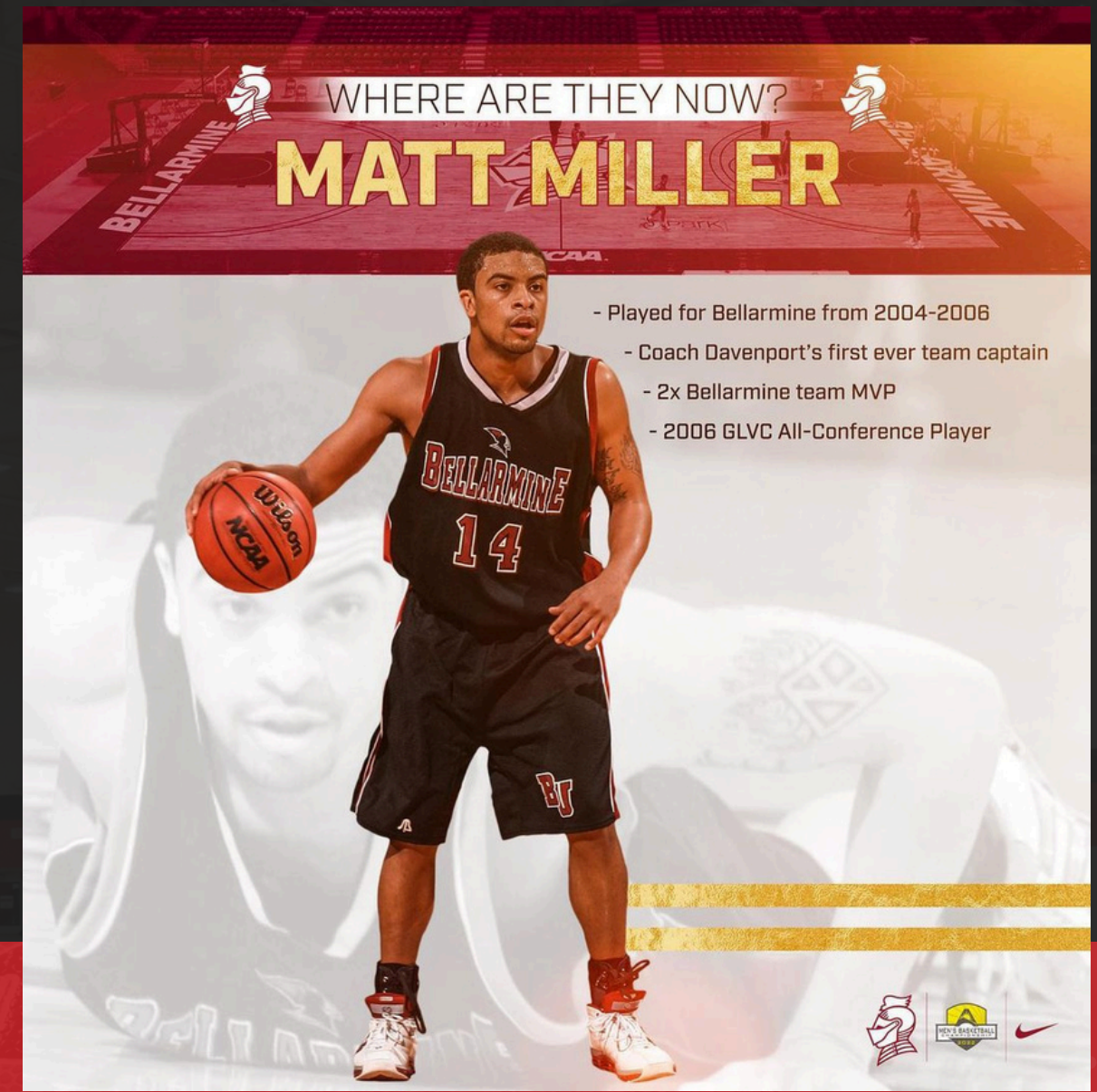
**JAQUAN BOWMAN**  
Court Leader



**JORDAN CROUCH**  
Court Leader

*\*\*\*The staff listed above are fully employed by M14Hoops. Not listed are our facility maintenance and part time staff which is about 70+ more members.*





# ABOUT THE FOUNDER

# MATT MILLER

- Bellarmine University alum
- Former international professional basketball player
- A results-driven, self-motivated business professional with a wealth of experience in operations management, strategic planning and promoting long-term business objectives.
- **CORE COMPETENCIES:** Innovative Leadership, Business Development, Account Management, Contract Negotiations Needs Assessment, Mentorship, Client Relations/Retention, Consultative/Strategic Selling
- Fox valley entrepreneur center member





# WHERE DREAMS BECOME REALITY

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