

Character-Athletics-
Life-Integrity



International



C.A.L.I. PREP



Our mission is to provide the next generation of student-athletes with a safe and nurturing environment that promotes the importance of character and integrity, while in the pursuit of academic and athletic excellence.

Through our “boutique” learning model, this hybrid academic/athletic relationship between school and sports will provide student-athletes the ability to focus on their daily studies and athletic development with a highly engaged staff of professional coaches.

AGENDA

HISTORY

WHO THIS IS FOR

THE PROCESS

THE DIFFERENCE



A BRIEF HISTORY

- Year 5 of developing high-school players into College/University-ready athletes
- Created to solve the gap between high school and post-secondary basketball demands and standards
- 5 National Prep Championships in 5 years
- 14 University/College placements in 3 Graduating Classes
- 4 Teams: Green/Red/Varsity/National
- Designed by people who've lived the pathway, not studied it from the outside



WE KNOW THE STANDARDS-

- Consistent skill development beats random competition
- System driven, backed by data and analytics
- Accountability accelerates growth
- Academics protect opportunity
- Habits matter as much as talent
- Environment determines trajectory



**THAT PRODUCE
++ OUTCOMES**



CALI PREP IS FOR:

- Athletes serious about improvement, not just participation
- Families who value structure, discipline, and accountability
- Players ready to be coached and challenged
- Students who understand academics matter
- Development-first, not hype-first
- Standards over shortcuts
- Professional expectations at a young age
- Families thinking long-term, not season-to-season

CALI PREP IS NOT FOR:

- Casual basketball participation
- Players who avoid competition or standards
- Chasing hype, rankings, or shortcuts
- Ignoring academic responsibility and off court excellence



DELIVERABLES

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How we Operate

- One standard, one culture, one development plan
- Development is intentional and tracked
- Structured skill development sessions
- Basketball IQ and decision-making training
- Strength, mobility, and injury-prevention focus
- Academic accountability and Time Management
- Performance feedback and role clarity
- Competitive 30-45 Game Season

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Our Approach

- Build athletes worth investing in
- Teach professionalism early
- Prepare for a global, competitive basketball ecosystem
- Develop players who can sustain success, not just reach it
- Exposure opportunities when earned

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Social Media/ Player Marketing

- Exposure is earned through performance, consistency, and professionalism
- Development comes before visibility
- Athletes are placed in the right environments at the right time
- Focus on trust with coaches, programs, and partners—not hype
- Guidance on communication, conduct, and digital presence
- High-quality video and Photography story telling for players to build their profiles

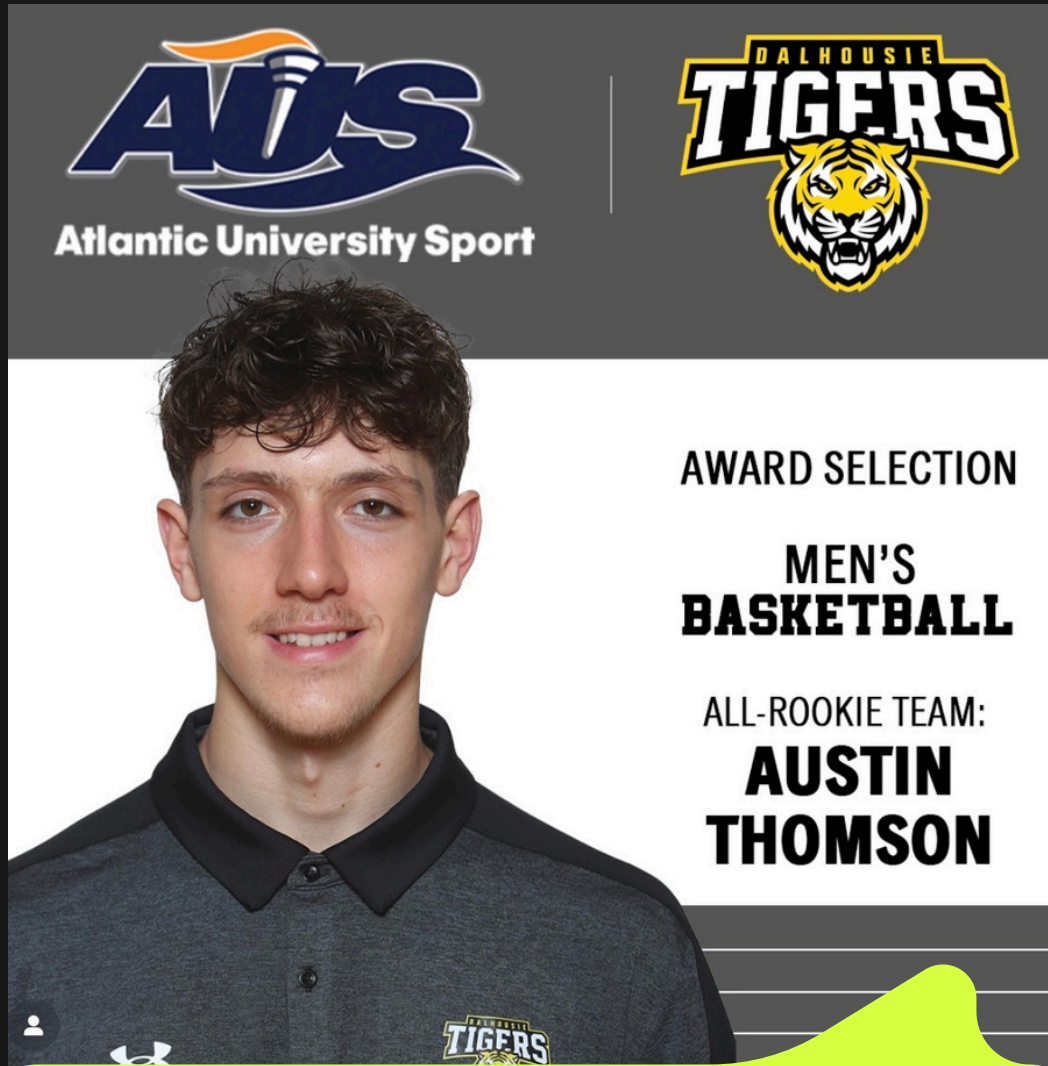
THE RESULTS

Proven Competitive Success

- 2023 Platinum League Prep Champions
- 2024 NPH Prep League Champions
- 2024 Big Shot Prep Champions (Rock Hill, South Carolina)
- 2024 Jr Prep National Circuit Prep Champions
- 2025 Toronto Big League Prep Champions
- 2026 Coalition In-Season Tournament Champions

Alumni Impact & Advancement

- 14 C.A.L.I Prep alumni advanced to post-secondary opportunities
- Alumni placed across U Sports, NCAA, JUCO, and OCAA programs
- Each athlete contributed to winning programs, not just roster spots
- Ryan Regault and Austin Thompson earn U-Sport All-Rookie Honors
- DJ Burke 2025 OCAA All Rookie Team
- Development focus translated to readiness, accountability, and impact
- Proof that standards and preparation carry forward beyond our program

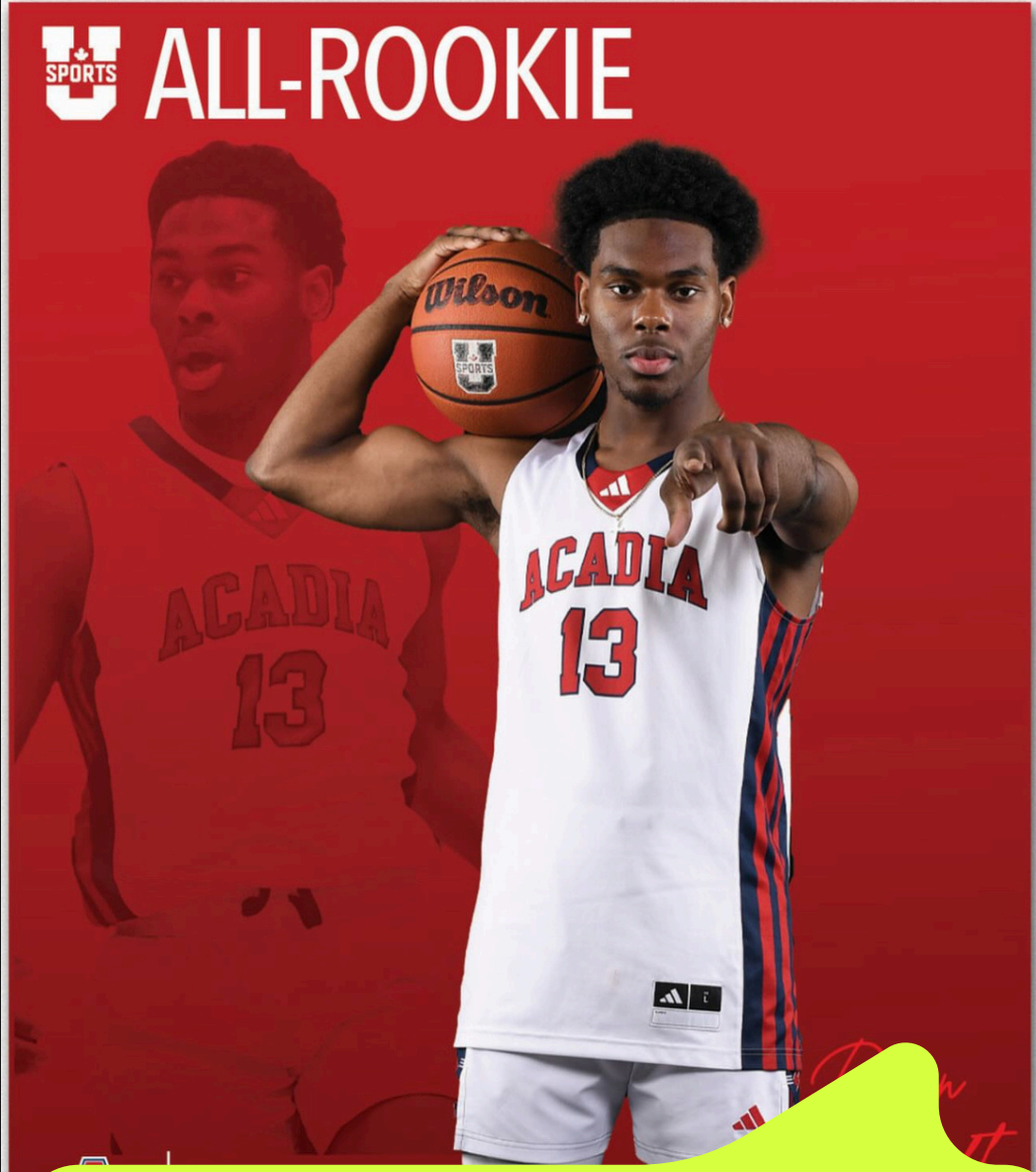


AWARD SELECTION
MEN'S BASKETBALL
ALL-ROOKIE TEAM:
AUSTIN THOMSON

Austin Thomson

Selected to the AUS All-Rookie Team for the 2024-25 season while playing in U SPORTS men's basketball, affirming his contribution as a freshman in Atlantic University Sport competition.

- Immediate impact at the university level highlights the development foundation built prior to post-secondary play.



Ryan Regault

Named AUS Rookie of the Year and selected to the U SPORTS All-Rookie Team for his freshman season with Acadia University, a recognition of his immediate impact at the national level.

- Ranked among top rookie performers in U SPORTS for the 2024-25 season, showing strong contributions as a first-year player.
- Consistent performance and efficient scoring and free-throw shooting made him a key contributor to Acadia's season.



Taj Au-Duke

Canadian point guard committed to NCAA Division I Pepperdine Waves men's basketball program (WCC) for 2024-25, a high-level Division I opportunity for development and exposure.

- Excelled at CALI Prep with an average of ~24.8 pt, 6.4 ast, 5.9 reb per game and a 52-point senior performance — demonstrating elite scoring and playmaking at the prep level.

The Difference

C.A.L.I

VS THE COMPETITION

Goals and Outcomes vs. Value

- We don't sell promises — we build probability
- Development over trophies
- Readiness over rankings
- Habits over hype
- Long-term growth over short-term wins

The Current Market/Landscape

- Many programs sell exposure before development
- Games without structure stall growth
- Families often pay more by piecing services together
- Short-term thinking leads to long-term setbacks
- No Data, No Analytics, No game film = NO Material or Takeaways

The changing landscape of Prep Hoops (NIL)

- NIL rewards performance, professionalism, and trust
- Opportunities come later — preparation starts early
- Character, consistency, and marketability matter
- Poor habits close doors before talent ever opens them

TIMELINE



THE RIGHT NEXT STEP-



- Grade 9 is where habits, confidence, and trajectories are formed
- Development, discipline, and environment determine outcomes
- C.A.L.I Prep is built to prepare athletes—not rush them
- Academics, accountability, and character remain non-negotiable
- Exposure and NIL are earned through performance and professionalism
- Our goal is readiness, sustainability, and long-term opportunity

THIS IS ABOUT POSITIONING YOUR SON TO ARRIVE PREPARED, COMPETE CONFIDENTLY, AND GROW INTO THE ATHLETE—AND YOUNG MAN—HE'S CAPABLE OF BECOMING



THANK YOU

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