Module 16: National Replication, Capstone & Trainer Certification

Days 114-120 | The Franchise Blueprint

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DAYS 1-113: THE PILOT

LOCATION	NORTHERN COLORADO
OBJECTIVE	SUPERVISED SKILL-BUILDING & TECHNICAL MASTERY
STATUS	LEARNER



DAYS 114-120: NATIONAL SCALE

LOCATION	ENTIRELY NEW GEOGRAPHIC MARKETS (OUT-OF-STATE)
OBJECTIVE	INDEPENDENT, REVENUE-ACCOUNTABLE NATIONAL REPLICATION
STATUS	TRAIN-THE-TRAINER (CERTIFIED OPERATOR)

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DOCUMENTED SUPERVISED ASSIGNMENT



Field observation and event packet completion in the Northern Colorado pilot.

LEAGUE/PARENT EXPERIENCE TEST



End-to-end validation from gallery access to safe simulated checkout.

NATIONAL REPLICATION PLAYBOOK



Full duplication of the launch kit for a new target market.

TRAINER SIGNOFF



Executive launch review and final recommendation.

INDEPENDENT FIELD AUTHORITY IS EARNED VIA STAGE GATES, NOT MERELY ATTENDANCE.

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CITY OPERATOR CERTIFICATION RUBRIC

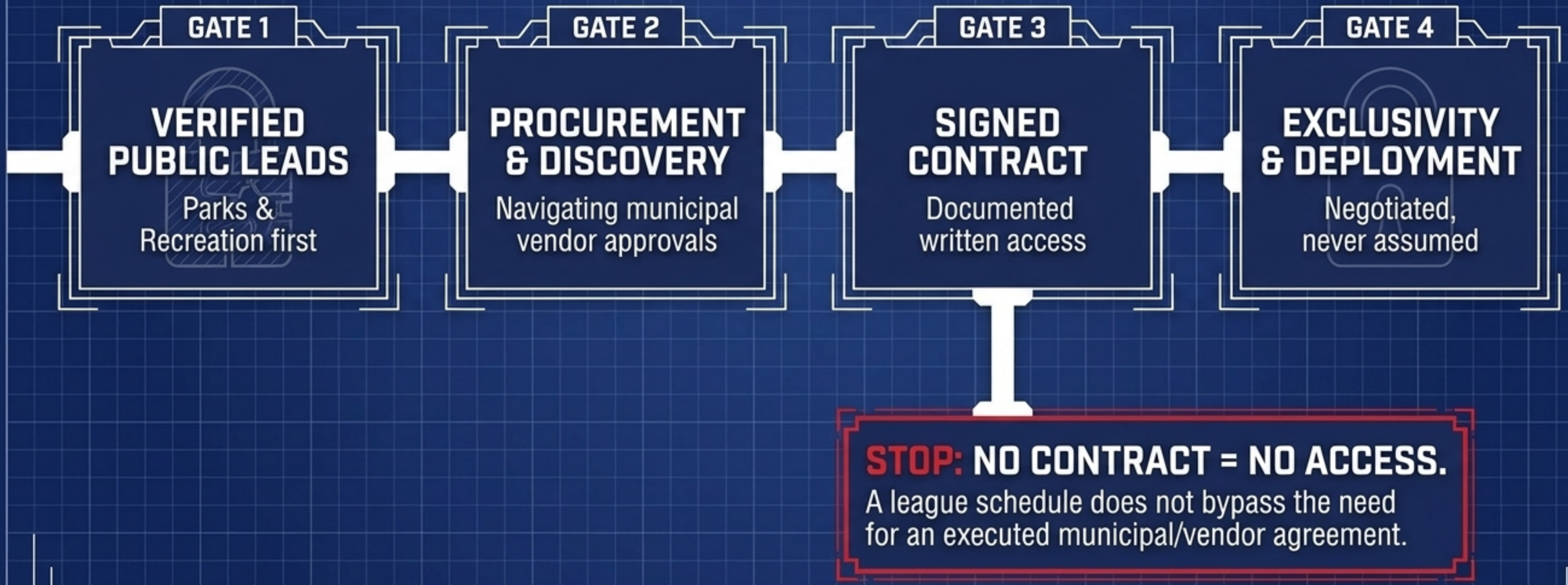
DOMAIN	PASS THRESHOLD	FAILURE CONSEQUENCE
KNOWLEDGE	85% Quiz Minimum	Repeat Stations
COMPLIANCE	**100%** SAFETY & CONSENT VERIFICATION	**ZERO TOLERANCE STOP**
ACCURACY	**100%** CORRECT ATHLETE TAGGING	**ZERO** UNAUTHORIZED IMAGES EXPOSED
EXECUTION	0 Critical Defects	Repeat Stations

PASS: Grants Independent Field Authority & Launch Authorization.

FAIL: Requires Repeating Practical Stations until competent.

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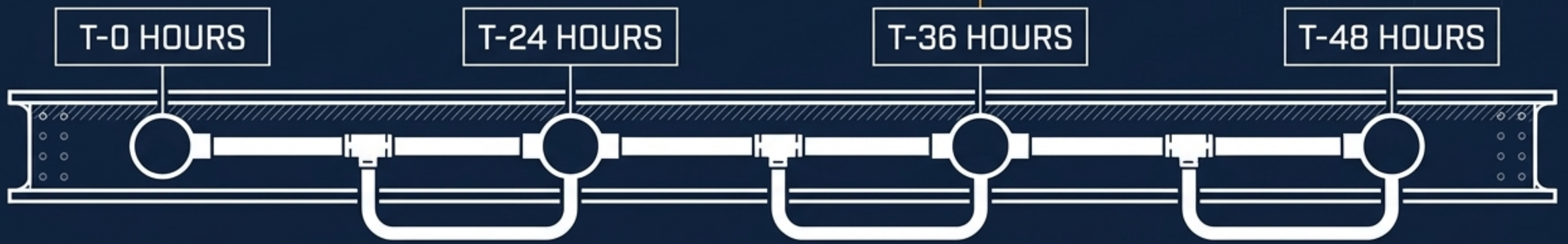
RULE #1:
CONTRACT-FIRST AUTHORITY



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RULE #2:
THE 48-HOUR SLA ARCHITECTURE

BOTTLENECK ALERT:
Wrong attribution strictly blocks publish.



SHOOT COMPLETE

Action: Ingest original files & create 2x redundant secure backups.

CULLING & IDENTIFICATION

Action: Roster matching, manual tag verification, AI edge check.

QUALITY ASSURANCE

Action:
Action: Zero wrong-athlete tagging allowed. Confirm consent/opt-out status.

RELEASE & TEST

Action: Private gallery publication and parent order checkout test.

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RULE #3:
THE 50% NET REVENUE MODEL



Note: Historical 10% commission models are superseded. 50% net revenue applies only to eligible orders after documented deductions.

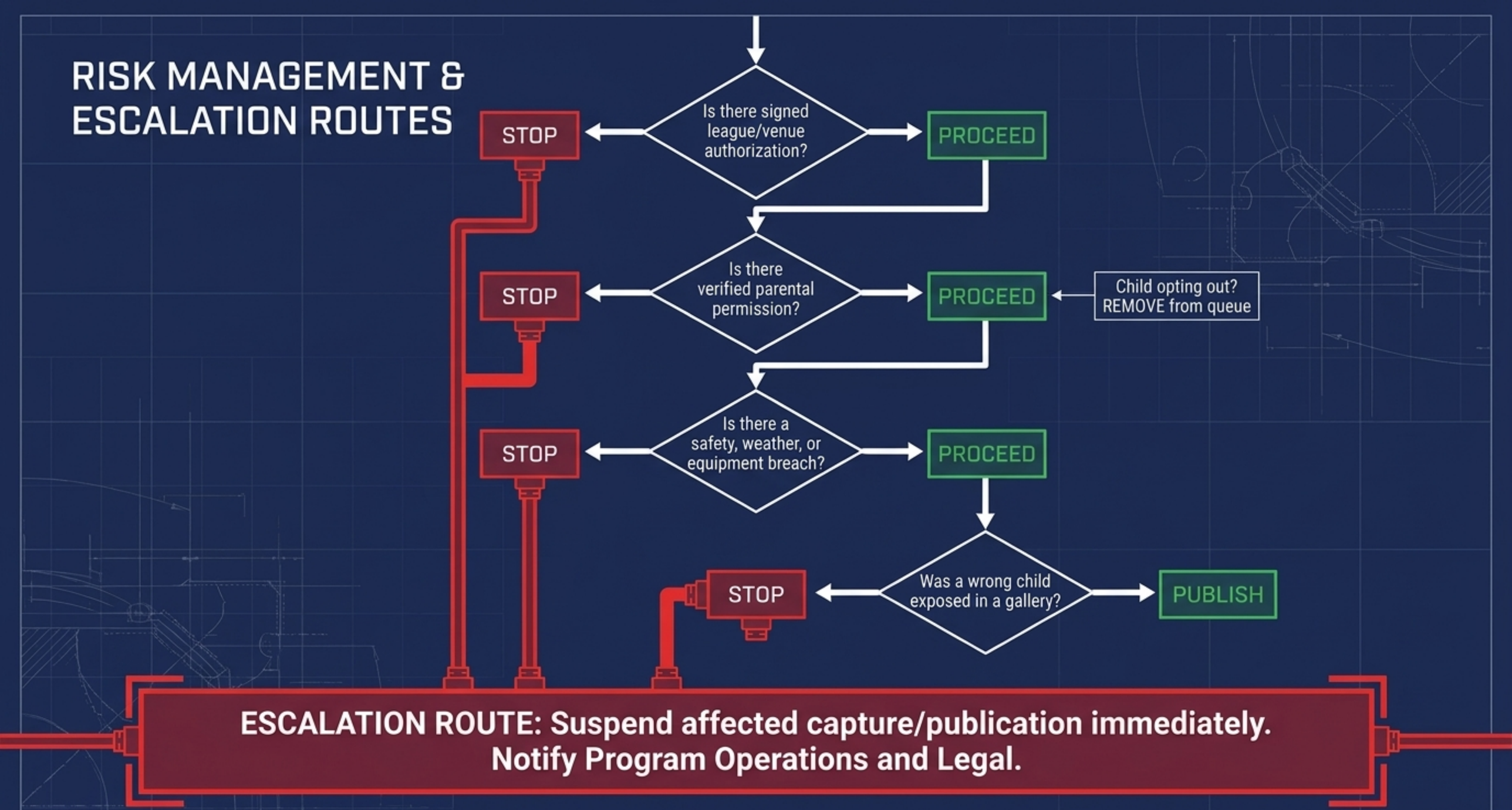
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THE NATIONAL LAUNCH KIT: ROLE OWNERSHIP MATRIX

ROLE	OWNERSHIP AREA	ULTIMATE KPI
Community Engagement Researcher	Municipal sports map & CRM	Handoff of verified leads
Municipal Partnership Specialist	Procurement route & proposals	Executed contracts & schedule
Field Photographer	Setup, coverage, retakes	100% consent-aware capture
Digital Asset & Gallery Operator	Backup, tagging QA, private publication	48-Hour SLA & zero misidentified athletes
Commerce & Support Specialist	Checkout QA, fulfillment, parent support	Flawless end-to-end checkout
Market Captain / Trainer	Readiness gates, coach supervision	Scorecard renewal & national duplication

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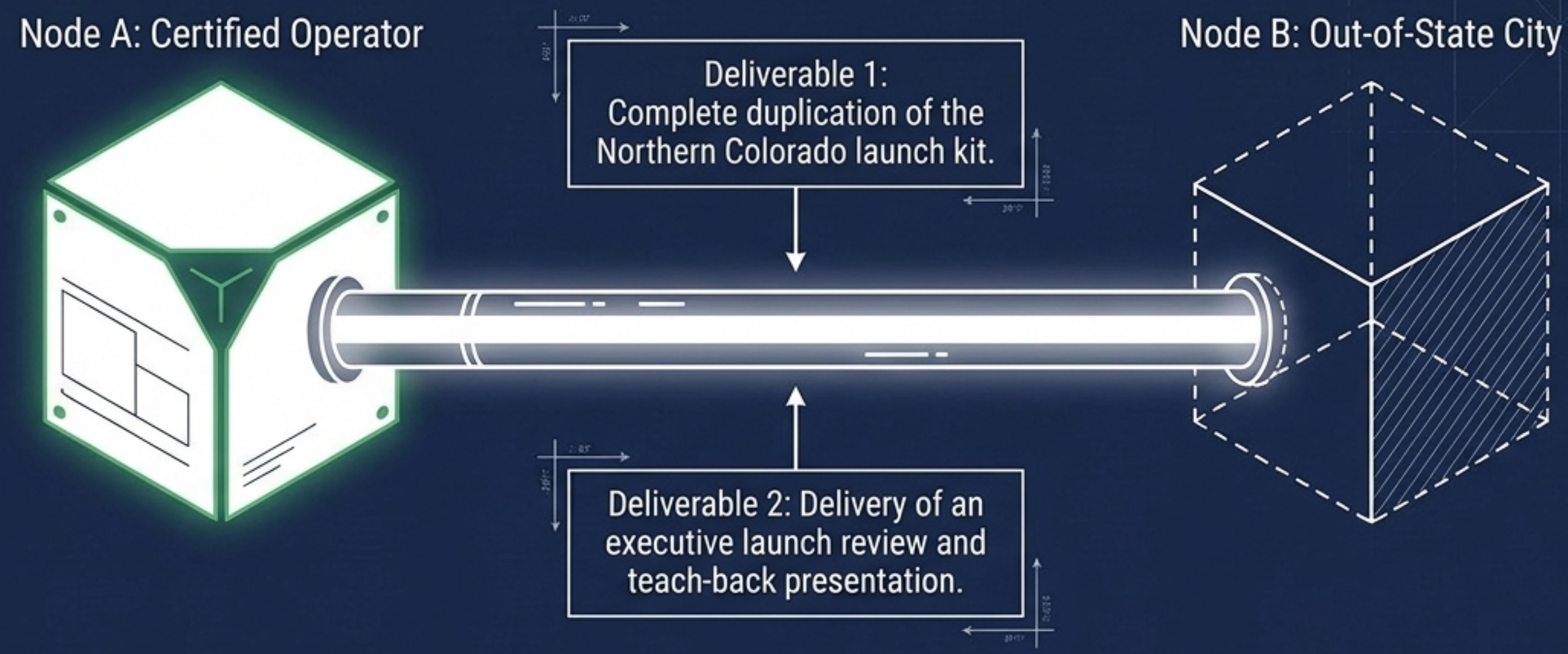
RISK MANAGEMENT & ESCALATION ROUTES



ESCALATION ROUTE: Suspend affected capture/publication immediately. Notify Program Operations and Legal.

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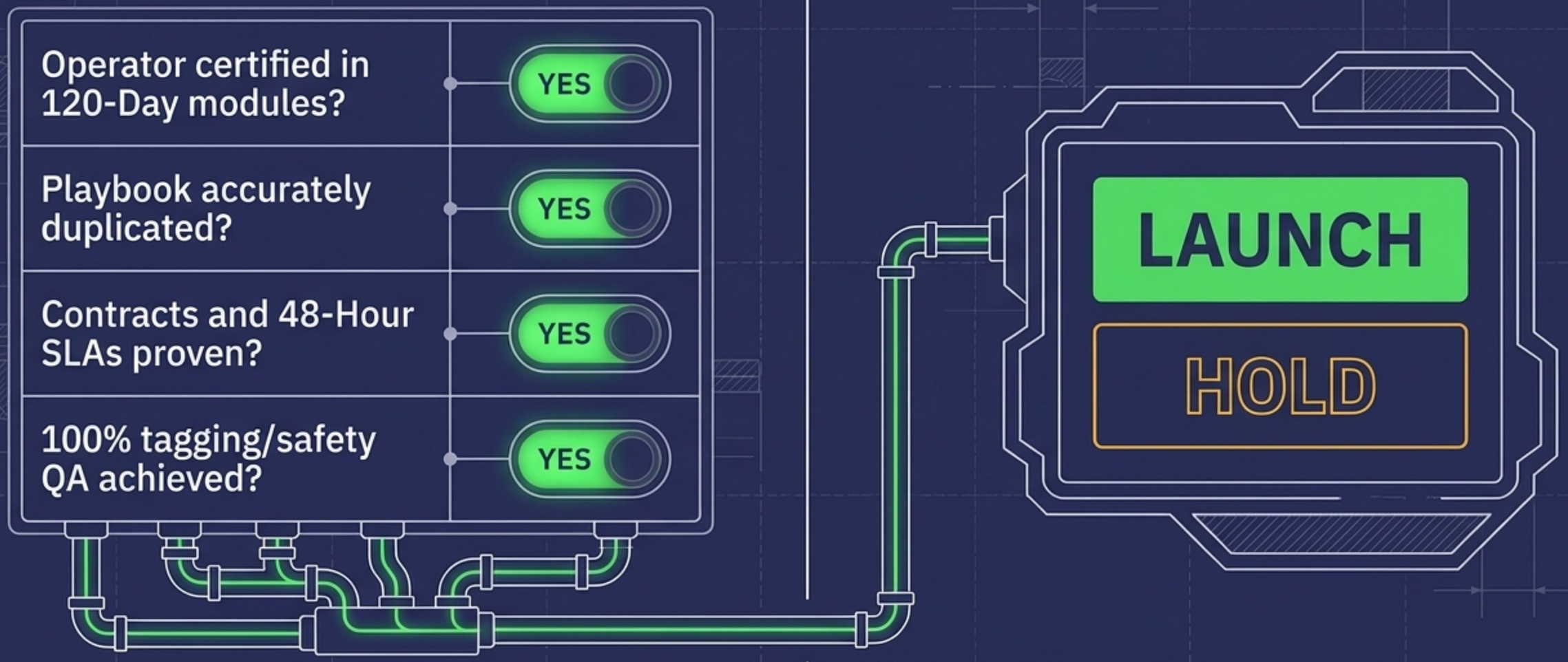
The Capstone Deliverable: Teach-Back



True mastery is not just executing the playbook; it is the ability to teach and deploy it in a completely blank market.

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The Ultimate Verdict: Launch vs. Hold



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The Map Awaits

The 120-Day Academy is complete.

You have mastered the pilot.

You possess the playbook.

You are the engine of Sports Media Inc.'s national expansion.

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