

Some of the Markets that are out there

Very experienced judoka
Upcoming yudansha
Adults
Teens/20s
Preteens Elementary school students
Parents / Spouses
Enthusiasts / Fans
Volunteers
BJJ / MMA / others

Products for the Markets (overlap with goals, purposes)

Exercise / conditioning / coordination
“Judo” (recreational, competitive, self-defense, history, philosophy etc.)
Social benefits
Coaching
Refereeing
Teaching
Volunteering
Marketing
Administration (elective office, committee work, planning, operations, finance, etc.)