

2007-2013 Growth (with graphs)

Posted by eric anderson on Tuesday, October 22, 2013

So, let's say you have a business and it is Year 1. In Year 1, you had 18 accounts. You were really happy with that 18. Heck, the year before you didn't even have this business. The next year you had 23, then Year 3 you had 34. In Year 4, just three years after you started, you had 57 accounts. Yes, that is a 217 percent increase in accounts. Pretty good over three years. And remember, you were happy with the 18. Who are we kidding. This business is zoned in like the Kubb Snipers.

OK, let's try a different one. In Year 1 you had 18 accounts. You thought this was pretty special. You had never had your own business before. Living life in the big city, you wanted to give it a go. You saw a couple other people starting up similar business, and things were going pretty good, so why not. In Year 2, you increased to 46 accounts. In Year 4, after 84 accounts in Year 3, you had a whopping 140 accounts. Think about it. You were feeling really great in Year 1 and in Year 2, you could not believe the growth (155%). Then, just like the above example, three years after your initial start up, you were at 140 accounts, or over a 600 percent increase. That is coming right at the target like a Grant Scott eight-meter missile.

I will toss out one more, but make this one real quick. Same type of business, and actually starting at the same time as the ones above. This one had 30 in Year 1 (again, this business owner was as happy a Josh Feathers' teammate after he drills seven kubbs), followed by 55, 84, and then 108. They are feeling amazing....like they just got a free JP's Backyard Games Tournament kubb set. 30 to 108 three years later. And remember, the business did not even exist prior to Year 1.

How about if you put \$30 in the bank in Year 1. In just two years later, you are looking at \$120. Or how about another example. \$8 in Year 1 and three years later, you have \$73. I am not sure about you, but I would take that. That is some pretty good growth. Growth like King Kung and Rubiks Kubbs in 2013.

What are we talking about? Kubb tournaments, that's what we are talking about. Yes, this is the growth of the Appleton, Minneapolis, Des Moines, Decorah, and Chippewa Valley Kubb League tournaments. And this is just half of them. You can see all of them below.

This post is not intended to show bigger is better, as we don't believe in that. This post is to show the growth of kubb tournaments in the U.S. The below graphs show only the tournaments that have existed for two years, since 2007. There have been more tournaments since 2007, but some were only for one year. This also does not take into account all the different tournaments happening up in Thief River Falls, MN led by Ryan Kolden. In addition, there were new tournaments in 2013 that are already scheduled again in 2014. In addition, there are new tournaments on the 2014 schedule. Kubb tournaments keep coming at you like Fox Valley Kubb Sunday Night radio shows.

Yes, you are reading it correctly that only one time did a tournament decrease in size since 2007. That was Rockford from 2011 to 2012. We are not sure about you, but we would not mind owning any of these businesses. The growth speaks for itself. We are showing two graphs here. One is with the U.S. Championship in Eau Claire, WI, and the other is without. Due to the size of the U.S. Championship, it makes it easier to see the growth of the other tournaments on a graph that does not have the U.S. Championship.

Enjoy. We did. By the way, for those of you in other parts of the country, the proof is out there for all to see like Planet Kubb. You build it, people will come, and you will have amazing growth. Yes, it takes some work, and often a lot, but gosh does it pay off.

- All tournament data came from the respective tournament organizers.

