The Six-P Pipeline

From Project to Product — age, market activity, and social activity at each stage

Development Phase

Project

Ages 6–10, grades K–4

Market: parents pay league fees, buy gear

Social: learns teamwork, meets first coaches

Potential

Ages 11–13, grades 6–8

Market: travel and AAU team costs rise

Social: joins a travel team, first real competition

Profile

Ages 14–15, grades 9–10

Market: recruiting sites start ranking prospects

Social: builds a public following and reputation

Market Phase

Prospect

Ages 16–18, grades 11–12

Market: schools compete with NIL offers

Social: recruited publicly, watched by fans/media

Professional

Ages 18–22, college

Market: paid via revenue sharing or a contract

Social: joins locker room culture, media routine

Product

Ages 18–23+, college or pro

Market: brand deals, sponsorships, media rights

Social: public image managed by agents/handlers

■Development Phase — family and coach driven

■Market Phase — recruiting, contracts, and brand