As youth sports continue to increase in popularity and intensity, the demand for private instruction and clinics has risen at an alarming rate. This project seeks to create a business plan and establish a foundation to start up a company that provides private instruction and clinics for youth softball players. The mock company is based in the Minneapolis area, but will provide a guideline that can be applied to any geographical area. This project explores all the necessary steps to establish a private instruction company, examining the start-up from the legal, marketing, and financial perspectives. Thus, the project includes aspects such as obtaining liability insurance, the formation of a Limited Liability Corporation (LLC), creating an in-depth marketing plan, and creating a financial plan. The result is a detail model that can be adapted to start up a softball instruction company in any geographical area in the future.