

# FEATURED FRANCHISEES



## Rob & Lauren Powers, Shoot 360 Franchisees, St. Louis, Missouri, Frisco & Grapevine, Texas

Rob and Lauren Powers are the husband-wife duo rapidly emerging as standout multi-unit operators within Shoot 360, the premier tech-powered, gamified basketball training franchise. After careers in medical sales (Rob) and stay-at-home motherhood (Lauren), the St. Louis-based couple set out in 2024 to build something of their own.

They researched more than 60 franchise concepts before discovering Shoot 360, but it was a visit with their sons that sealed the decision. After a single session, the boys walked out saying, "I've never worked that hard and had so much fun." Drawn to the brand's blend of advanced performance analytics, personalized coaching, youth development, and a mission they believed in, the Powers opened their first unit in April 2024.

The response was immediate. Within 12 months, their St. Louis location scaled to more than 500 members, including 250+ in the first 90 days, fueled by grassroots marketing, local partnerships, and hands-on leadership from both owners. Their early success, and reputation for building culture and operational discipline, soon caught the attention of the broader franchise system.

In 2025, the Powers acquired two Texas locations in Frisco and Grapevine, becoming multi-unit operators. Around the same time, Rob retired from a 20-year medical device career to go all-in on their growing portfolio. Today, the Powers are scaling at the intersection of surging youth-sports spending, franchising growth, and tech-enabled athlete development — helping shape the future of how young players train, compete, and build confidence both on and off the court.



## Madison Butler, Color Me Mine Franchisee, Arlington, Texas

Madison Butler is redefining what young entrepreneurship looks like at just 23 years old. Butler is based in Arlington, Texas, and is the youngest franchisee of Color Me Mine. She is a standout example of how mentorship, passion, and determination can turn a part-time job into owning her own thriving business.

Butler took on a part-time job at Color Me Mine while she was studying psychology at the University of Texas at Dallas. Within months, she had advanced into a shift lead and eventually a manager. She began to educate herself on leadership operations and community-building. After she attended a management conference, she realized that many of the leaders she admired owned their own studios. She knew then that she wanted to go down the entrepreneurial path.

Soon after graduation, Butler, with the support of her parents, signed a franchise agreement at 21 and opened her own Color Me Mine location in June of 2025 when she was just 22 years old. Since opening, she has gained loyal customers through her trend-driven social media strategy and hands-on community involvement.

After working on the studio floor six days a week, Butler has grown close relationships, even learning some customers by name, which has helped drive strong repeat business and rapid growth with her revenue tripling from month one to month three.

Butler is already planning for the future with her sights set on opening a second location independently from her parents. She has overcome age barriers and has created a business with practical insight into franchising, mentorship, and building a community-centered brand from the ground up.