



MEDIA FAQ

What is the FORM?

The FORM is an affordable, patented basketball training tool with a unique flat-sided shape specifically designed to help players improve their shooting technique. The FORM is designed by pros but made for every player.

“Our goal with the FORM is to provide aspiring basketball players access to an affordable tool to help them master and maintain critical shooting fundamentals.” - NBA All Star and FORM co-founder Gordon Hayward

“We want to see more players become better shooters so they can feel good about their game. We want to make it easier for players of all ages and abilities to shape their shot, find their form, and reach their full potential.” - former NCAA player and coach, and FORM co-founder Emerson Kampen

Who should use the FORM?

The FORM is for basketball players of all ages who want to improve their game by improving their shot. From young players just learning the game to elite professionals with years of experience, incorporating the FORM into a practice routine and warmups will help build and reinforce the muscle memory needed to become a more accurate and consistent shooter.

“The FORM can help anyone who wants to level up their game by improving their shooting technique. Even an experienced NBA veteran like me can benefit from using the FORM.” - NBA All Star and FORM co-founder Gordon Hayward

What makes the FORM different from other training tools?

The FORM’s breakthrough cube-shaped design and relative affordability set it apart from other training tools. The FORM’s flat sides and visual cues guide proper hand placement and elbow-wrist alignment, building muscle memory for textbook form for shooting a basketball. It also provides immediate visual feedback on how to get better at basketball shooting.

“Not everyone can afford private coaches or elaborate shooting aids. That’s why we designed the FORM to be as affordable as it is effective. The more accessible it is, the bigger impact the FORM can have on the game.” - former NCAA player & coach and FORM co-founder Emerson Kampen

How does the FORM help improve shooting technique?

The flat sides of the FORM’s patented design help players build muscle memory behind four essential shooting mechanics: shooting hand placement; shooting arm posture; guide hand; and arm extension and wrist flick. The FORM offers the added benefit of providing players with immediate visual feedback on their shot; a single-axis spin signals they did it right.

Why did NBA All Star Gordon Hayward decide to found FORM?

“I wanted to help players of all ages and abilities reach their full potential. With FORM, I saw the opportunity to provide aspiring basketball players access to an affordable tool to help them master and maintain critical shooting fundamentals. I want to see more players become better shooters so they can feel good about their game and help make games more fun to watch for fans.” - NBA All Star and FORM co-founder Gordon Hayward

When and where can the FORM be purchased?

The FORM can be purchased exclusively through our online shop at www.basketballform.com. Players, coaches, and parents can also sign up for our [newsletter](#) or follow us on [Instagram](#), [TikTok](#), [facebook](#), and [X](#).