



OXFORD, MISSISSIPPI

Chris Cochran

I build and run real companies: healthcare, gaming, local services, and software. One goes back to 2013. Six more since February 2026, built lean, run for real revenue, self-funded.

7 companies MaddenTurf since **2013** 6 more since Feb 2026 **Self-funded**, no outside capital

Updated July 2026

The portfolio

MaddenTurf GAMING, FLAGSHIP	Membership and strategy platform for competitive Madden and college football gamers, running since 2013. \$100K+ annual revenue, 500+ members in season, ~\$30/mo average ticket.	Profitable
WYAtrophy HEALTHCARE	In-home, cash-pay pelvic floor physical therapy in Oxford, led by my wife, Dr. Meg Cochran. Real patients, full booking, a CRM, and a steady referral engine.	Established
Oxford Lawn Pro LOCAL SERVICE	Local lawn care and landscaping, run with operating partner Jeremy Miller. Rebuilt from per-mow jobs into memberships. Several thousand a month in recurring revenue.	Profitable
PelvicOS SOFTWARE	Safety-guided home exercise platform for pelvic floor PT clinics. Multi-tenant platform live, opening to its first outside clinics.	Live
Club Draw SOFTWARE, WHITE LABEL	White label league management for golf clubs. RSVP, handicap-balanced draws, live leaderboards. In weekly use at the Country Club of Oxford.	In market
GradeSlap SOFTWARE	Free tool that grades how AI sees a business and shows what to fix. The front door to my digital services work.	In market
The Well Home EDUCATION	Healthy home education brand: ebooks and a course on finding and fixing what makes a home unhealthy.	Building

The build, 2013 to 2026

2013–2023

MaddenTurf founded from a tournament win at Alabama, later pivots to monthly memberships.

Mar

oxfordlawnpro.com live, the membership pitch lands, GradeSlap launches.

Jun 6–8

PelvicOS and Club Draw go from idea to live product in one week.

Jun 20–21

cochranventuresgroup.com and the payment rail go live.

Jul 3–10

MaddenTurf's season turnover: new hub, new guides, homepage revamp.

Feb

Start building, Oxford Lawn Pro is the first training ground.

May

Oxford Lawn Pro's membership pricing rebuilt around real demand.

Jun 18

Cochran Ventures LLC formed, EIN and bank account the same day.

Jul 1

WYAtrophy's full patient lifecycle moves onto one system.

Work with me

Tell me where your business needs to be in 12 to 18 months. We start with a conversation, find the quick wins you can feel in the first month, then tackle the bigger hurdles. If it is working, I stay on as your operator. I only take a few seats at a time.

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Cochran Ventures LLC is a Mississippi holding company based in Oxford. WYAttherapy is owned and operated by Dr. Meg Cochran. MaddenTurf is owned and run by Chris Cochran alongside the Cochran Ventures portfolio. Both are family-owned and built on the same playbook.