



America's Fastest-Growing Sport

By: Chris Ahner & Elliott Amador



Why does SoCal need a Pickleball Facility?

01 Limited Play During Inclement Weather:
Outdoor courts are unusable during rain or excessive heat.

Despite Southern California's sunny weather, even slight breezes and sun exposure can unpredictably affect gameplay and have long-term impacts on players' health.

02 Overcrowded Public Courts:
High demand for limited free-to-play courts leads to long wait times.

Uncertainty about who will play where and long waits for courts, sometimes up to 30 minutes for a single game, are common challenges at local free-to-play courts.

03 Lack of Night Play Options:
Outdoor courts typically don't have lighting for night play.

Due to limited or poor lighting at most 'True' pickleball courts, players with standard 9-5 jobs often face restricted or suboptimal playing conditions after sunset.

04 No Technological Integration:
Public courts do not offer online booking, live score tracking, or other tech amenities.

*Technology can be integrated into a # of areas in pickleball, which would include **(Easily knowing who and when someone is going to be playing, tracking score & movement, streaming in real time, enhancing the participants waiting experience, personal improvement, line calls for in/out balls).***

05 Insufficient Community Engagement & Poor Court Design:
Free courts lack facilities & most public courts and HOA provided courts aren't set-up for dedicated pickleball..

Converted tennis courts often used for pickleball have confusing extra lines, old nets, and limited space, hindering proper gameplay and community engagement in the sport.

Ready for a Home Court Advantage

Orange County: 146,850 Players and Counting

Gameplay

- ✓ 24/7 access to the facility.
- ✓ Three floors dedicated to pickleball, including 10 courts (7 indoor, 3 rooftop with scenic views).
- ✓ Energizing music to enhance the playing atmosphere.
- ✓ Comfortable waiting and lounge areas with a liquor license.
- ✓ Amenities like showers, locker rooms, refreshments, and towels.
- ✓ Community space for hosting events, hanging out, and watching games.
- ✓ Professional court design, for optimal play.
- ✓ Focus on efficiency during peak-court usage, to ensure maximum time on the court
- ✓ Leagues, Tournaments, Player ranking/leaderboards, Lessons, self-help videos, and various other tools to help players improve and keep them engaged.

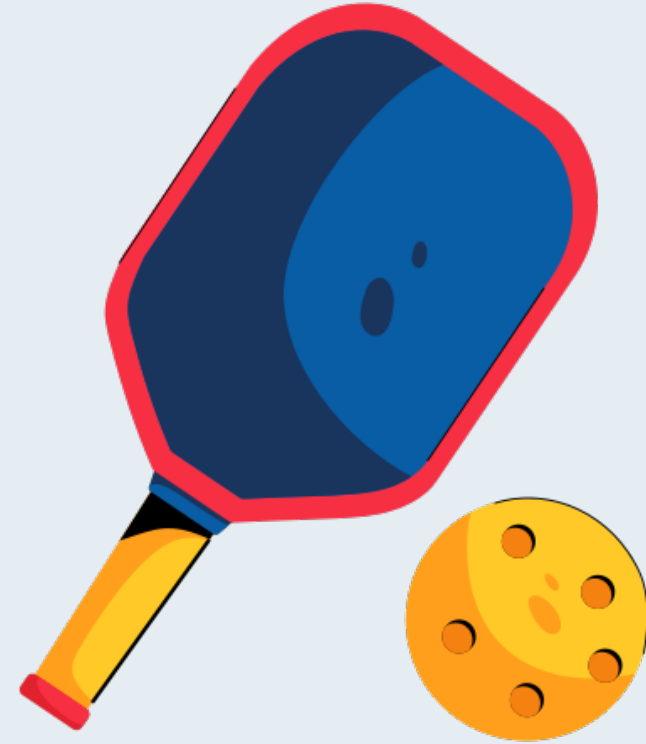
Technology

- ✓ **Efficient Online Reservations:** Streamline gameplay with an advanced reservation system, ensuring minimal wait times. Pre-booking requirement optimizes capacity and enhances the playing experience.
- ✓ **Secure Keycard Access:** Utilize keycard technology for secure and convenient entry to the facility, promoting a safe and exclusive environment.
- ✓ **AI-Powered Scorekeeping:** Leverage AI technology for automatic score tracking, enhancing accuracy and focus on gameplay.
- ✓ **Animated Player Avatars:** Transform players into animated characters on monitors for an immersive and entertaining viewing experience.
- ✓ **Real-Time AI Coaching:** Incorporate AI tools to provide instant feedback and tips, aiding in skill development and gameplay improvement.
- ✓ **360-Degree Player Tracking:** Equip each court with 360-degree cameras for comprehensive data collection and analysis of player movements.

Location



- ✓ **Situated in an Affluent Community:** Located in an upscale area, attracting a demographic with a high potential for membership and engagement.
- ✓ **Prime Downtown Location:** Nestled in the bustling heart of downtown San Juan Capistrano, ensuring high foot traffic and visibility.
- ✓ **Convenient Parking Access:** Adjacent to a public parking structure, offering easy accessibility for players and visitors.
- ✓ **Ideal for Day and Night Play:** Surrounded by cafes, restaurants, and entertainment spots, making it a perfect destination for both morning activities and evening socializing.



3D rendering of facility coming soon!

Market Opportunity

Target Demographic:

Our target demographic spans active adults aged 30-65, both male and female, who are regular pickleball players. Positioned in downtown San Juan's prime location, coupled with our exclusive AI technology, we're poised to become the premier pickleball destination for a widespread market within a 25-minute reach of our flagship facility.

146,850

of Pickleball players

Orange County

Total Available Market



44,055

of players in the OC that meet our Target Demographic

30% of TAM

Serviceable Available Market



4,405

of players that meet our demo located in:

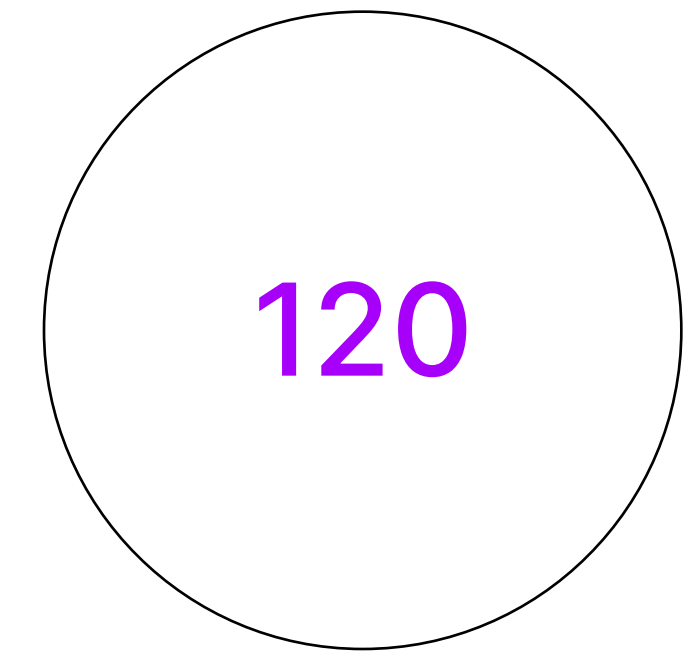
(San Juan, Mission Viejo, RMV, Ladera, Dana Point, San Clemente, Laguna Niguel, Aliso Viejo, Laguna Beach)

10% of SAM

Serviceable Obtainable Market



25k sqft



Membership CAP

For our 1st location we are only allotting 600 memberships to be sold

1st location size

10 courts (7 inside + 3 Rooftop)

Players in the building @ a time

40 players = full courts
80 players = waiting for play

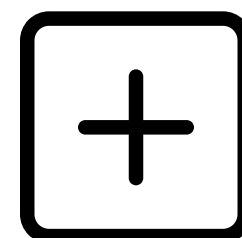
Ensures wait time never exceed 20mins



Initiation Fee

\$500
(One-time)

500 Members
\$300k ARR



Open Play

\$100/mo
(200 members)

- ✓ Access to Schedule 1 Week in Adv.
- Reserve Court
- Priority Play (24/7 Access to Facility)
- Guaranteed Peak Hour Access

200 Members
\$240k ARR

Dual Membership

\$180/mo
(300 Members)

- ✓ Access to Schedule 1 Week in Adv.
- ✓ Reserve Court (1 a week)
- Priority Play (24/7 Access to Facility)
- Guaranteed Peak Hour Access

300 Members
\$648k ARR

Premium Access

\$300/mo
(100 Members)

- ✓ Access to Schedule 2 Week in Adv.
- ✓ Reserve Court (2 a week)
- ✓ Priority Play (24/7 Access to Facility)
- ✓ Guaranteed Peak Hour Access

100 Members
\$360k ARR



Go-To-Market Strategy

Phase 1 Pickleball Facility	Phase 2 Technology Integration	Phase 3 Expansion
Focus: Our primary focus will be on building out a more exclusive club for weekly active pickleball players that value exclusivity, comfortability and convenience. Our goal is to attract 500 members for our first location.	Focus: In phase 2 we will focus on reaching max capacity in our 1st location, while endeavoring to push out more automated task handling through AI technology.	Focus: By the time we get to phase 3, we should have already integrated ourselves into the community we are serving through strategic partnerships, positioning ourselves to be ready to scale the current location & open new ones.
Objectives: Delivery Date: 04/01/2024 • Build out 1st facility in downtown San Juan Capistrano • Pre-sell 100 memberships before opening day • Complete the development for the following: • 1st floor pickleball courts • 2nd floor amenities • Roof top pickleball courts • MVP Technology: • Landing Page • Member profile (Basic) • Book time slots • Reserve courts	Objectives: Delivery Date: 07/01/2024 • 500 memberships sold (with a waiting list of people who want to join) • Release AI tech that is able to track every player on the court & the ball. This will allow for us to: • Auto keep score for players • Auto call outs & errors • Streamline the process for everyone in the facility to know where in the game each court is • Provide analytics to players within their profiles • Start to have a running scoreboard (daily, weekly, month, yearly) of the best players • Provide AI based personal training (TBD)	Objectives: Delivery Date: 11/01/2024 • Host our first tournament at our San Juan Capistrano location • Put forth the motion to open a 2nd location in the (Irvine, Costa Mesa or Newport Beach) area. • Further release new versions of our technology, which could bring more attention to our gym or scale to be location agnostic, which could bring for further revenue opportunity through integrating with other privately owned gyms.

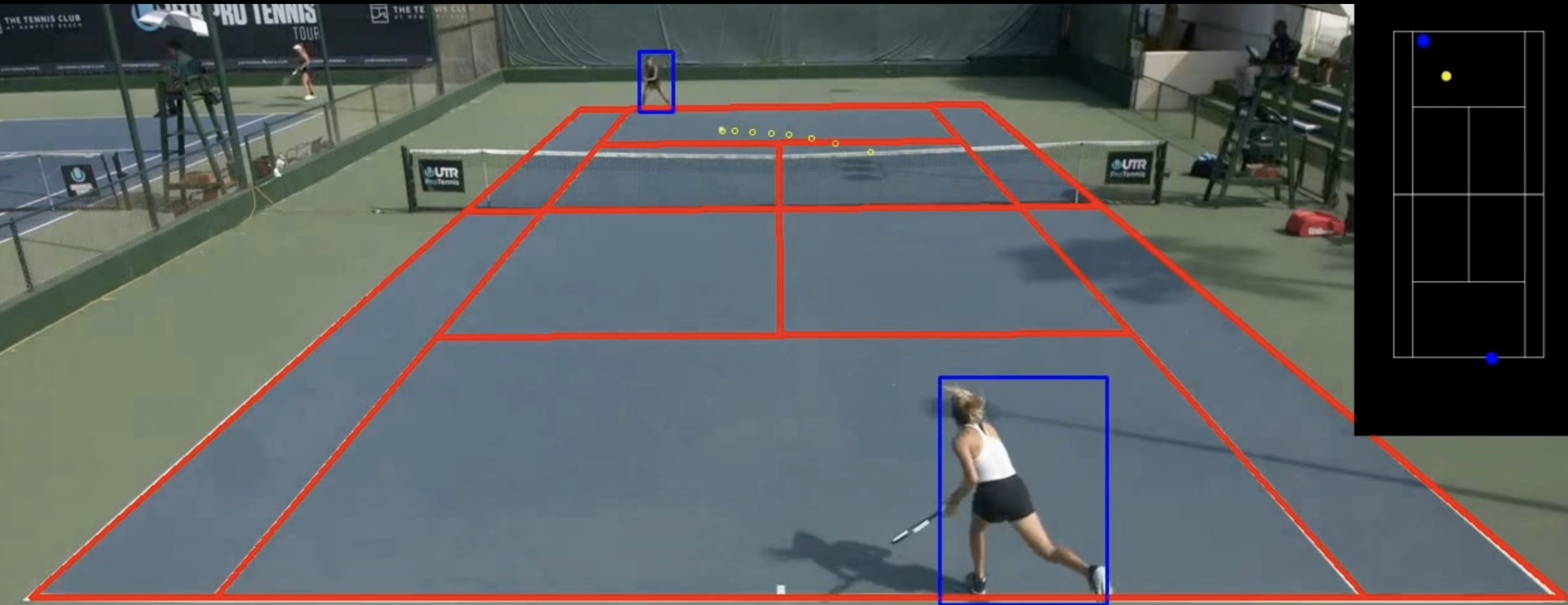


Pickleball's skyrocketing growth, marked by a 158.6% increase over the past three years, combined with a young, engaged demographic and a 29.4% rise in USAPA memberships, highlights a ripe opportunity for a specialized facility in SoCal. With California leading in dedicated courts, our go-to-market strategy is to capitalize on this surging demand, targeting the vibrant and growing community of pickleball enthusiasts in the region.

Phase 2

“Technology Integration”

We previously had developed AI technology to be able to track, players, racket movement, mapping of courts & ball tracking. We believe with already having a trained model in tennis, we can repurpose a lot of the code to be used for Pickleball.





Building Our Moat: Lasting Competitive Advantage



Community-Centric Approach

More Than a Game: Our club is the heart of a vibrant community, where every serve starts a new friendship. Join leagues, events, and socials that turn teammates into family.



Premium Experience

Elevate Your Game: Indulge in an ambiance akin to high-end gyms with our luxurious amenities. From health to relaxation - every visit is more than just a match.



Technology Integration

Play Smarter: Our proprietary AI doesn't just keep score – it enhances your game. Experience next-level engagement with real-time analytics and seamless digital conveniences.



Strategic Location

Right Where You Need Us: Each location is a beacon in bustling hubs of activity, ensuring you're always just a stone's throw away from your next game.



Membership Programs

Exclusive Access: Choose your way to play with memberships designed for the pickleball purist or the casual competitor. Every member is VIP in our club.



Competition

Compete and Connect: Daily and weekly tournaments invite you to challenge the rankings, win prizes, or simply savor the thrill of the game.

Team



Chris Ahner, Pickleball Expert

As a student, player, and lover of the game of pickleball, Chris also brings 17 years of corporate business experience from a fortune 500 company. Serving in various Finance roles over his career, Chris has had roles in Financial Planning & Analysis, Treasury, Business Integration, and most currently spent his last 3 years on the operations side, serving as the company's Finance Operations Director for the SoCal office. Managing teams both locally and internationally, Chris brings a vast array of experience brining diverse teams together to meet company goals.



Elliott Amador, Product, Business Dev, Brand, UX

Elliott carries a wealth of early-stage startup experience since 2016, excelling in managing the product life cycle alongside development, marketing, and design teams. With over a decade in business development, he has showcased his expertise by leading product development teams, securing capital, and forging strategic partnerships for media and technology companies.

Total Investment
\$805,000

Phase 1 ARR
\$180,000
(8/mo)

Expected 24/mo ARR
\$1,065,750
40% EBITDA profit margin

Location

\$0

(Year 1 Rent)

- **Demolition:** Covered by Building owner
- **Rent:** Rent will be deferred for the 1st year. After the first year it will be \$25,000/mo.

Facility Build-out

(one-time expense)

\$705,000

- **Per Court Build out:** \$20,000 X 10 (Courts) = \$200,000
- **Lighting:** \$75,000
- **Sound System:** \$100,000
- **360 Camera System:** \$30,000
- **All Amenities:** \$300,000
 - Locker rooms + showers
 - Lounge Area (Furniture & Fixtures)
 - Monitors / Tv's
 - Cold Plunge
 - Sauna
 - Steam Room

Technology

\$53,000

- **Landing Page:** \$3,000
- **Web Based Application:** \$50,000
 - Membership Profiles
 - Booking time slots
 - Reserving courts
 - Keep track of stats
 - Social / Community Building
- **Phase 2 (TBD)**
 - **Auto Score Keeping & Sets:** \$100,000
 - AI Mapping of courts
 - AI Tracking players
 - AI Tracking ball

Administrative

\$46,912

- **One Employee:** \$32,005
- **Technology hosting fees:** \$2,007
- **Insurance:** \$400
- **Legal:** \$4,500
- **Events / Marketing:** \$8,000

This phase will allow for us to get our first **facility fully up and running, develop emerging technology & generate \$180k in ARR.**

We are pioneering a community-centric approach to Pickleball, merging cutting-edge technology with a passion for the sport. Our vision extends beyond just establishing elite playing venues; we aim to revolutionize the Pickleball experience for both players and spectators, particularly in the thriving California market. This unique blend of community building and technological innovation positions us not just as a sports facility provider, but as a leading tech innovator in the world of Pickleball.

Investment

ROI

1 year rent deferred = 25% Monthly Gross Revenue Share

Demolition = (minimum) 10yr lease

We project to be cash flow positive come September, 2024.



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