

Sponsorships of Tennis Events: Sponsoring national and regional tournaments (especially smaller amateur or junior circuits) will raise the visibility of Smash Labs among competitive and recreational players. This presence at events will highlight the app's utility to a captive audience of players and enthusiasts([International Tennis Federation | ITF](#)).

Content Marketing and PR Campaigns:

- Tennis and Sports Blogs: Collaborating with major tennis and sports blogs such as Tennis Australia and tennishead.net to publish articles and guides will help drive authority and credibility for the app([International Tennis Federation | ITF](#)).
- Media Partnerships and Press Releases: We will launch an aggressive PR campaign around major tennis events such as the Australian Open. By distributing press releases to tennis publications and tech websites, Smash Labs can secure interviews, product features, and media exposure([Tennishead](#)).

Affiliate Marketing and E-Commerce Integration

- Affiliate Programs: Working with online tennis equipment retailers and fitness platforms to integrate affiliate marketing will allow Smash Labs to be promoted alongside complementary products. For example, customers buying tennis equipment could receive a discount or offer on their first Smash Labs subscription.
- E-commerce Collaborations: Partnering with sports retailers like Wilson or Nike can integrate Smash Labs into their e-commerce journeys. When purchasing equipment, users can get a bundled deal that includes a subscription to the app, increasing product visibility across key consumer touchpoints([WorldMetrics](#)).

Events and Competitions

- Interactive events such as competitions where app users can challenge professional players using SMASH Labs’ AI feedback to track and showcase improvements.
- Adaptive Sports Competitions: Collaborate with wheelchair and para-tennis events for sponsorship and visibility in adaptive sports communities.

Franchise Growth

- Wholesale Solutions: Offer group-based subscription models to tennis academies, clubs, and businesses focused on sports training.
- Partner with coaching platforms to integrate the app into existing training programs, especially for para-sports or wheelchair tennis.

VIII. REVENUE STREAMS

Our Tennis AI Coach offers tailored feedback for players of all levels, helping them improve their skills with personalized insights. With three unique subscription plans—Free, Premium, and Pro—we aim to bring cutting-edge AI technology to the Australian tennis community. Each plan caters to different needs, making high-level coaching accessible and affordable for everyone

Revenue Stream 1 - Free:

This plan offers essential AI-powered features such as basic feedback on groundstrokes and serves, perfect for casual players exploring tennis improvement. While this plan is free, users contribute indirectly through ad views (estimated at \$0.02 per view), with a projected 300,000 views in year one, gradually scaling to 2.3 million views by year three. This model ensures accessibility while supporting operational costs.

Revenue Stream 2 - Premium:

Priced at \$3.49/month, this plan provides intermediate players with enhanced features, including form breakdowns, basic tactical insights, and increased data analysis limits. This plan bridges casual and competitive play, making it a popular choice among enthusiasts, with user numbers growing from 5,000 in year one to 25,000 by year three.

Revenue Stream 3 - Pro:

At \$40/month, the Pro Plan is tailored for competitive players and those serious about improvement. It includes unlimited access, advanced tactical analyses, and personalized improvement programs. The price reflects its premium nature but remains competitive, offering tools comparable to professional coaching. With 2,000 initial users growing to 12,000 by year three, this plan targets a niche but dedicated market.

Price Justification

- The Premium Plan, at **\$3.49/month**, costs less than a single can of tennis balls, a regular purchase for most players during competitive matches. Considering that Australians spend an average of AUD \$10–15 on tennis balls per session and play approximately 4–6 times per month , this pricing makes Premium an affordable and value-rich investment for intermediate players.
- The Pro Plan, at **\$40/month**, aligns with the cost of a single in-person coaching session, offering a much broader range of insights and consistent feedback. This strategic pricing is positioned to attract serious players who prioritize convenience and cutting-edge technology.

Projected User Base Growth

User projections were based on similar tech adoption curves and Australia’s tennis market size. With over 1.5 million active players nationwide, we assumed a modest adoption rate of 2-5% in the first year, gradually scaling as the product gains traction and trust. Our projections are as follows:

- Year 1: 40,000 free users, 5,000 Premium users, and 2,000 Pro users.
- Year 2: 80,000 free users, 10,000 Premium users, and 5,000 Pro users.
- Year 3: 160,000 free users, 25,000 Premium users, and 12,000 Pro users.

These numbers are adjusted yearly to reflect marketing efforts, user retention, and improved product offerings.

E-Commerce Store Revenue Model:
Commissions Without Inventory

Our accessory store, The Locker, operates on a commission-based revenue model where we do not hold physical inventory. Instead, we partner with established suppliers and manufacturers to sell tennis-related products directly through our platform. This approach minimizes operational overhead, such as warehousing and logistics, while still providing value to our users. Here’s how this system works and how it contributes to our revenue streams:

Customer Lifetime Value

To calculate the Customer Lifetime Value, we started by determining the Weighted Average Revenue Per User (ARPU) for SMASH Labs. The ARPU was calculated by combining the revenues from each subscription tier, weighted by the number of users in each plan. Free users generated no subscription revenue, while Premium users contributed \$3.49 per month, and Pro users contributed \$40 per month. By weighting these values based on the distribution of users (40,000 Free, 5,000 Premium, 2,000 Pro in Year 1), we calculated an overall ARPU of \$4.51/month. We also accounted for accessory store revenue, adding \$0.27/month per Pro user, resulting in an adjusted ARPU of \$4.78/month. Using the formula $CLV = ARPU \times Retention\ Period \times Gross\ Margin$, with a retention period of 3 years (36 months) and a gross margin of 75%, we derived a CLV range of \$121.77–\$129.24 AUD. This process highlights the profitability of SMASH Labs’ business model, considering both subscription revenues and contributions from accessory sales.

Revenue Streams				
Year 1	# of Users	Revenue Per Month	Monthly Total	Total
Plans				
Free	40,000	\$0.00	\$0.00	\$0.00
Ad Revenue (Page Views)	300,000	\$0.02	\$6,000.00	\$72,000.00
Premium	5,000	\$3.49	\$17,450.00	\$209,400.00
Pro	2,000	\$40.00	\$80,000.00	\$960,000.00
	Commissions			
Accessory Store(The Locker)	\$28,108.50		\$28,108.50	\$337,301.98
Totals				\$131,558.50 \$1,578,702
Year 2	# of Users	Revenue Per Month	Monthly Total	Total
Plans				
Free	80,000	\$0.00	\$0.00	\$0.00
Ad Revenue (Page Views)	700,000	\$0.02	\$14,000.00	\$168,000.00
Premium	10,000	\$3.49	\$34,900.00	\$418,800.00
Pro	5,000	\$35.00	\$175,000.00	\$2,100,000.00
	Commissions			
Accessory Store(The Locker)	\$53,765.21		\$53,765.21	\$645,182.51
Totals				\$277,665.21 \$3,331,983
Year 3	# of Users	Revenue Per Month	Monthly Total	Total
Plans				
Free	160,000	\$0.00	\$0.00	\$0.00
Ad Revenue (Page Views)	2,300,000	\$0.04	\$92,000.00	\$1,104,000.00
Premium	25,000	\$3.49	\$87,250.00	\$1,047,000.00
Pro	12,000	\$30.00	\$360,000.00	\$4,320,000.00
	Commissions			
Accessory Store(The Locker)	\$144,755.74		\$144,755.74	\$1,737,068.82
Totals				\$684,005.74 \$8,208,069

3-Year Projections

Accessory Store		Year 1		
Products	Price	# Sold	Commision %	Total
Rackets	\$150.00	1340	2.35%	\$4,723.50
Phone Stands	\$20.00	1500	6.82%	\$2,046.00
Accessories				
Clothes	\$50.00	5312	3.77%	\$10,013.12
Shoes	\$100.00	2145	1.68%	\$3,603.60
String	\$20.00	2153	2.23%	\$960.24
Grips	\$10.00	2000	2.00%	\$400.00
Shock Absorbers	\$5.00	3612	1.00%	\$180.60
Wearables	\$120.00	1880	2.74%	\$6,181.44
Totals				\$28,108

Accessory Store		Year 2		
Products	Price	# Sold	Commision %	Total
Rackets	\$150.00	2421	2.35%	\$8,534.03
Phone Stands	\$20.00	5931	6.82%	\$8,089.88
Accessories				
Clothes	\$50.00	5312	3.77%	\$10,013.12
Shoes	\$100.00	3000	1.68%	\$5,040.00
String	\$20.00	15213	2.23%	\$6,785.00
Grips	\$10.00	19123	2.00%	\$3,824.60
Shock Absorbers	\$5.00	18219	1.00%	\$910.95
Wearables	\$120.00	3214	2.74%	\$10,567.63
Totals				\$53,765

Accessory Store		Year 3		
Products	Price	# Sold	Commision %	Total
Rackets	\$150.00	12421	2.35%	\$43,784.03
Phone Stands	\$20.00	9124	6.82%	\$12,445.14
Accessories				
Clothes	\$50.00	7862	3.77%	\$14,819.87
Shoes	\$100.00	7231	1.68%	\$12,148.08
String	\$20.00	30918	2.23%	\$13,789.43
Grips	\$10.00	21309	2.00%	\$4,261.80
Shock Absorbers	\$5.00	19082	1.00%	\$954.10
Wearables	\$120.00	12942	2.74%	\$42,553.30
Totals				\$144,756