

### III. PROBLEMS

These three pressing issues—high costs, lack of inclusivity, and lack of personalized feedback—demonstrate the urgent need for more scalable, accessible, and data-driven solutions in the world of tennis training. The significant gaps in the current system create ample opportunity for ventures to innovate and disrupt traditional coaching models, making tennis training more equitable and effective.

#### High Costs of Private Tennis Coaching

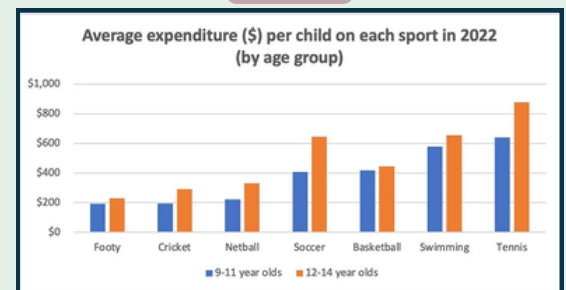
One of the primary barriers in tennis training is the prohibitive cost of private coaching, which can significantly restrict player development. The cost of individual lessons with certified coaches often ranges between \$50 to \$150 per hour depending on location and the coach's expertise([International Coaching Federation](#)). Over time, this creates a financial burden on players and families, particularly in regions where tennis is considered a sport for the affluent. For example, in countries like Australia, tennis is perceived as an expensive sport, leading to its exclusion from many school programs([Tennis Australia](#)).

Moreover, to develop advanced tennis skills, players are expected to take multiple lessons per week, pushing the annual costs into the thousands, an expense out of reach for many families.

Data suggests that over 70% of junior tennis players in Australia and other developed countries face challenges due to the rising costs of private lessons and coaching([Global Sport matters](#)). This economic barrier is particularly evident in rural and suburban areas where access to elite coaches is limited, forcing families to travel long distances, further escalating the costs. The financial strain also extends to training facilities, which charge high fees for court usage and specialized training equipment([ar5iv](#)).

With the increasing cost of living and the focus on other educational priorities, many young athletes are forced to drop out or rely on inconsistent training methods. This growing financial gap in tennis coaching highlights an urgent need for more affordable and scalable training solutions, opening up a significant space for venture creation aimed at lowering the entry costs into competitive tennis ([International Coaching Federation](#)).

Figure 2A

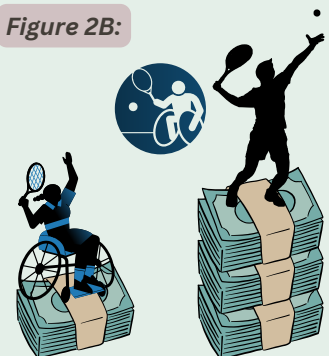


#### Coaching Deficit in Wheelchair Tennis

Tennis coaching lacks inclusivity for players with disabilities, particularly wheelchair users. The number of junior **wheelchair tennis players has increased from 3 to 33 weekly**, representing an 1100% growth([Paralympic Australia](#)). However, this figure still represents a minuscule fraction of the potential participant pool. Australia has approximately **5.5 million people living with disability**, with an estimated **1 in 5 Australians having some form of physical disability that could potentially benefit from adaptive sports** programs([Australian Bureau of Statistics](#)). Many wheelchair players still lack access to qualified coaches trained in adaptive techniques, limiting their skill development and competitive opportunities([Paralympic Australia](#)).

The unique demands of wheelchair tennis, such as mastering both mobility and racket skills, require **specialized coaching techniques that traditional methods do not address**. The lack of adaptive coaching results in generalized instruction, hindering the development of vital skills like maneuverability and shot control([Paralympic Australia](#)). This problem not only slows player progression but can also discourage long-term participation, increasing the underrepresentation of wheelchair athletes. **Without solutions to address this coaching gap, many promising and passionate athletes will remain sidelined**, limiting the sport's overall growth and inclusivity.

Figure 2B:



## The Accessibility and Quality Crisis in Tennis Coaching

Many aspiring tennis players face barriers that limit their access to quality coaching, including financial constraints and geographical challenges. Urban areas often have well-developed tennis academies and certified coaches, but rural and remote regions suffer from a severe shortage of qualified professionals, forcing players to travel long distances and incur high costs for training ([The Cliff Richard Tennis Foundation](#), [Tennis Australia](#)). **Studies indicate that over 35% of junior players in countries like Australia and the U.S. have limited or no access to qualified coaching, further hindering their skill development**([Tennis Australia](#)).

Traditional coaching methods also fail to provide the personalized, data-driven feedback necessary for consistent improvement. While elite players benefit from advanced performance tracking and tailored training plans, most amateur players rely on generalized advice that does not target their specific weaknesses([ar5iv](#), [The Cliff Richard Tennis Foundation](#)). Coaches, particularly at lower levels, often lack the tools to offer precise, real-time feedback, leaving players with generic advice and not enough one-on-one coaching. This gap between what elite players receive and what is accessible to the average player underscores the need for technology-driven solutions that provide personalized and location-independent coaching to players of all skill levels.

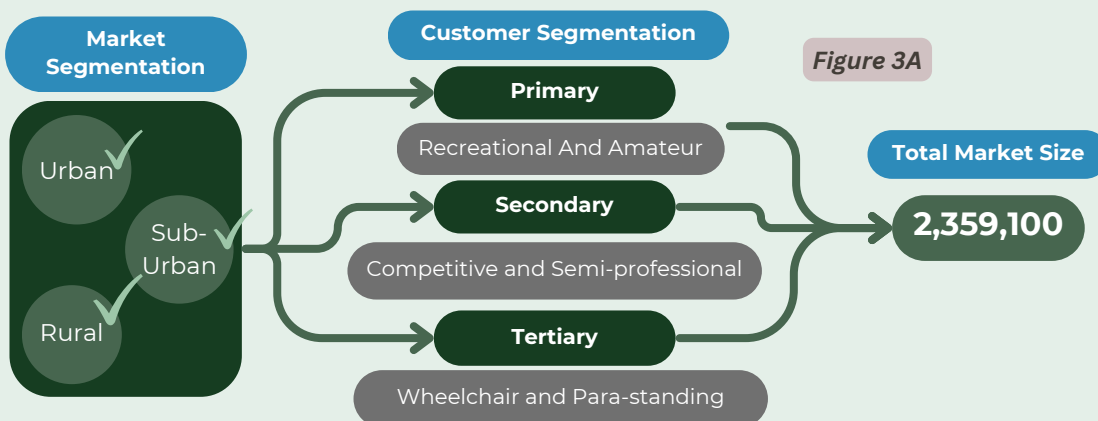
Figure 2C:



Over 35% of junior tennis players live where qualified coaching is either highly limited or completely unavailable

## IV. CUSTOMER SEGMENTS

SMASH Labs targets a range of customer segments, primarily focusing on recreational players and tennis enthusiasts in Australia. The primary market includes casual players who seek affordable coaching and performance feedback, while the secondary market consists of competitive athletes, youth players, and tennis academies aiming to integrate advanced AI tools for training. By addressing these distinct needs, SMASH Labs can provide personalized coaching solutions and tap into a growing demand for digital and accessible tennis training options. This segmentation allows for precise targeting and maximized market penetration.



### Benefits

#### Deliver targeted marketing messages:

Understand what customers want and tailor messaging accordingly, leading to more relevant promotions and increased sales.

**Optimize resources:** Focus marketing efforts on specific customer segments, saving time and money.

**Increase revenue:** By meeting customer needs effectively and driving sales, businesses can see an overall boost in revenue.

Primary Market: Recreational and Amateur Tennis Players in Australia

### Size and Potential

Tennis participation in Australia has experienced robust growth, with over 1.53 million active players, including 1.23 million adults and 301,200 children. The sport has seen a 37% increase in adult participation and a 29% increase in children picking up the game, making it one of Australia's fastest-growing sports([Tennis Australia](#))([Australian Sports Commission](#)). These trends suggest a solid domestic user base for Smash Labs to initially target.

### Demographics

The primary age group consists of adults aged 25 to 54, making up a significant proportion of Australia's tennis players. Male participants account for 57%, while females represent 43% of players. Tennis is particularly popular in urban and suburban areas, especially in Victoria and New South Wales, where major tennis events like the Australian Open take place([Tennis Australia](#)).

