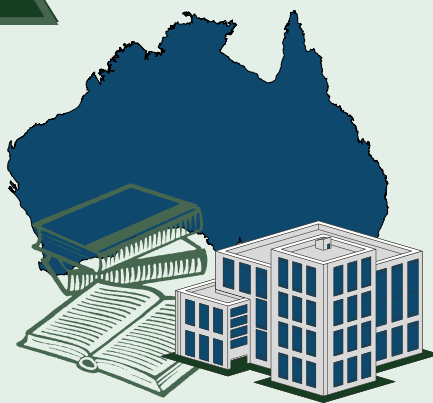


I. EXECUTIVE SUMMARY



Description of business and location

Smash Labs is an AI-powered tennis coaching platform designed to make professional-level training accessible, affordable, and personalized for players of all skill levels. Through its mobile app, users can receive real-time, data-driven feedback on their tennis performance, including shot mechanics, footwork, and strategy, all without the need for traditional, costly, in-person coaching. Smash Labs leverages cutting-edge AI and augmented reality to offer tailored training experiences, making it a scalable solution for tennis enthusiasts worldwide.



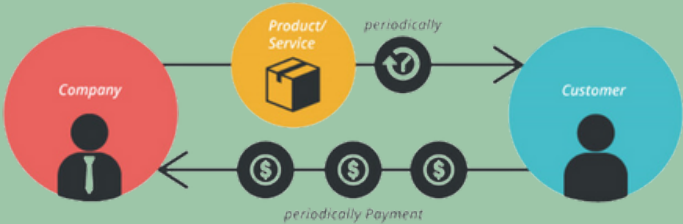
Mission Statement

Smash Labs' mission is to revolutionize tennis training by providing affordable, data-driven coaching powered by AI, making professional-level feedback accessible to players everywhere. We aim to break down financial and geographical barriers, empowering athletes of all skill levels to elevate their game through personalized, real-time insights and innovative technology.



Business Model

Smash Labs operates on a subscription-based business model, offering tiered plans that cater to different levels of coaching needs. Users can choose from basic to premium subscriptions, with features ranging from standard AI-driven feedback on tennis mechanics to advanced biomechanical analysis and personalized training plans. The platform also includes in-app purchases for additional features and offers partnerships with tennis clubs, academies, and equipment retailers to drive user acquisition and retention through bundled deals.



Problems

The extreme cost of tennis training and facility forces many young athletes to drop out or rely on inconsistent training methods

Tennis coaching lacks inclusivity for players with disabilities, particularly wheelchair users.

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



Solutions

Smash Labs offers AI-driven coaching at a low cost, making professional-level training accessible to all players.

The platform provides virtual coaching, allowing players to access personalized training anytime, anywhere, eliminating geographical limitations.

Smash Labs delivers real-time, data-driven feedback tailored to each player's performance, offering insights that traditional coaching can't always provide.

Demographic

The primary customer segment includes recreational and amateur tennis players aged 25-54, with a balanced gender distribution, while a secondary segment focuses on competitive and semi-professional players seeking performance improvements.



Customer Segments

Geographic

Smash Labs targets urban and suburban areas with high tennis participation, focusing initially on Australia, where tennis culture is strong and digital infrastructure supports widespread app usage.

Needs Based

We recognize that our customers prioritize quality coaching at affordable prices and value real-time data driven feedback. We adapt by targeting these preferences.

Psychographic

Smash Labs appeals to tech-savvy, fitness-conscious individuals who value convenience, affordability, and personalized solutions to enhance their tennis skills. These players are motivated by self-improvement and the desire for accessible, data-driven coaching.



Unique Value Proposition

SMASH LABS: Smash Your Limits, Elevate Your Game



Channels

Social Media Advertising and Influencer Marketing

Marketing

External Channels

Franchise Growth

Website and Search Engine Optimization

Internal Channels

Direct-to-Consumer App Platform

Loyalty and Referral Programs

Email Marketing and Newsletters



Customer Segments

Urban, Rural, Sub Urban

Tennis Players

Recreational/Amateur

Professionals

Disabled

Target Market
1,531,100

SMASH Market Penetration Plan

Social Influence

Tennis influencers on Instagram and TikTok will demonstrate how SMASH Labs boosts performance. Launch the #SmashYourLimits challenge to drive user-generated content and viral engagement. Share tutorials and success stories on YouTube and tennis blogs to expand visibility among enthusiasts and casual players.

Market Expansion

Tap into Australia's rich tennis culture and technology openness, targeting the large base of recreational players. Establish partnerships with tennis clubs and academies to offer exclusive deals and create a digital coaching experience. After establishing a foothold, scale globally to key tennis markets like the U.S., UK, and Japan.

AI Differentiation

SMASH Labs' AI provides real-time, personalized feedback on player performance, distinguishing itself from traditional coaching. With constant machine learning updates, the AI evolves to offer increasingly precise training insights. This AI-driven advantage allows for highly tailored player improvement in ways that human coaching cannot replicate.

Strategic Partnerships

Form alliances with major tennis events, retailers, and academies to position SMASH Labs as the go-to digital coaching tool. Collaborate with sports brands to offer bundled subscriptions with tennis gear, driving mutual value. Strategic partnerships will embed SMASH Labs into the broader tennis ecosystem, ensuring widespread visibility and adoption.

Hyper-Personalization

The AI will analyze player data to provide custom training plans tailored to individual needs, offering feedback unique to each user's playing style and goals. This dynamic personalization will ensure high user engagement and satisfaction, as the app continuously adapts to performance. By providing a highly customized coaching experience, SMASH Labs will revolutionize tennis training digitally.



Cost Structure

Startup Costs	
Category	Costs
Legal and Administrative	
Business License	\$507
Legal Fees	\$1,022
Development	
Sport Data Collection/Licensing	\$100,000
Standard Tennis AI Model	\$100,000
Para Tennis AI Model	\$50,000
API Integrations	\$5,000
App/Website	\$200,000
Accessory Store(The Locker)	\$100,000
Rent	\$200,000
Total Startup Costs	\$756,529.00

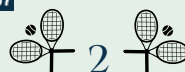


Revenue Streams

Human Resources					
Sectors	Year 1	#	Bonus	Total	Inflation
Marketing					
PR Marketing	\$87,663	2	\$25,000	\$200,326	0.035
Partnership Marketing	\$104,929	5	\$25,000	\$549,645	0.035
Product Marketing	\$120,398	2	\$25,000	\$265,796	0.035
Customer Service	\$67,092	3		\$201,276	0.035
Software Developers	\$112,895	1	\$12,000	\$124,895	0.035
Hardware Engineers	\$104,912	1	\$12,000	\$116,912	0.035
Totals	\$597,889	14		\$1,458,850	

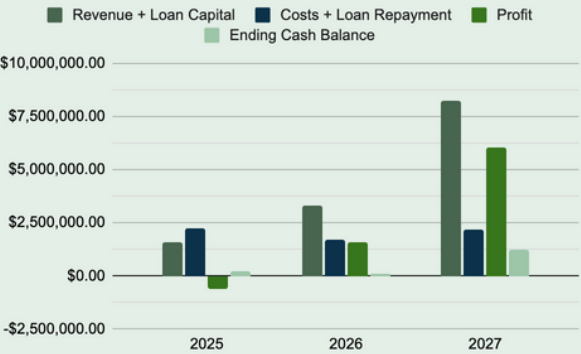
Operational Costs (annual)	Year 1	Year 2	Year 3
Cloud Hosting	\$200,000	\$400,000	\$800,000
Data Collection/Licensing	\$100,000	\$100,000	\$100,000
API Integrations	\$50,000	\$100,000	\$125,000
Marketing Resources			
Event/Influencer Marketing	\$100,000	\$200,000	\$350,000
Social Media	\$60,000	\$80,000	\$95,000
Rent		\$16,667	\$16,667
Total	\$510,000	\$896,667	\$1,486,667

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





Detailed Financials



	2025	2026	2027
Revenue + Loan Capital	\$1,578,701.98	\$3,331,982.51	\$8,208,068.82
Costs + Loan Repayment	\$2,214,352.98	\$1,726,922.08	\$2,176,819.82
Profit	-\$635,651.00	\$1,605,060.43	\$6,031,249.00
Ending Cash Balance	\$232,790.50	\$84,570.39	\$1,239,733.08

Smash Labs Balance Sheet			
Year Ending December 31, 2025			
Assets		Liabilities	
Current Assets		Current Liabilities	
Intellectual Property	\$487,744.43	Loan Outstanding - Principal	\$654,578.88
		Loan Outstanding - Interest	\$163,644.72
Cash in Bank	\$232,790		
Prpaid expenses		Rent	\$200,000
Legal Fees	\$1,022		
API Fees	\$5,000	Owners' Equity	
Data Licensing	\$100,000	Invested Capital	\$0.00
		Retaining earnings - current	N/A
Prepaid Loan	\$191,666.67	(No equity taken)	
		Total Owners' Equity	\$0.00
Fixed Assets	\$0.00		
Total Current Assets		Total Current Liabilities	\$1,018,223.60

Month	1	2	3	4	5	6	7	8	9	10	11	12
Loan Outstanding	\$800,000.00	\$786,333.33	\$772,757.78	\$759,272.73	\$745,877.57	\$732,571.72	\$719,354.56	\$706,225.55	\$693,184.04	\$680,229.45	\$667,361.25	\$654,578.88
Loan Interest	\$5,333.33	\$5,242.22	\$5,151.72	\$5,061.82	\$4,972.52	\$4,883.81	\$4,795.70	\$4,708.17	\$4,621.23	\$4,534.86	\$4,449.08	\$4,363.86
Loan Principal	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33
Month	13	14	15	16	17	18	19	20	21	22	23	24
Loan Outstanding	\$641,881.66	\$612,602.45	\$583,518.45	\$554,628.34	\$525,930.81	\$497,424.61	\$469,108.44	\$440,981.05	\$413,041.15	\$385,287.57	\$357,718.95	\$330,334.20
Loan Interest	\$4,279.21	\$4,084.02	\$3,890.12	\$3,697.52	\$3,506.21	\$3,316.16	\$3,127.39	\$2,939.87	\$2,753.61	\$2,568.58	\$2,384.79	\$2,202.23
Loan Principal	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00
Month	25	26	27	28	29	30	31	32	33	34	35	36
Loan Outstanding	\$303,131.97	\$274,643.65	\$246,345.25	\$218,235.51	\$190,313.17	\$162,576.97	\$135,025.65	\$107,658.07	\$80,472.91	\$53,468.99	\$26,645.09	\$0.01
Loan Interest	\$2,020.88	\$1,830.96	\$1,642.30	\$1,454.90	\$1,268.75	\$1,083.85	\$900.17	\$717.72	\$536.49	\$356.46	\$177.63	\$0.00
Loan Principal	\$26,467.44	\$26,467.44	\$26,467.44	\$26,467.44	\$26,467.44	\$26,467.44	\$26,467.44	\$26,467.44	\$26,467.44	\$26,467.44	\$26,467.44	\$26,467.44

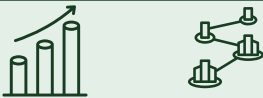


Key Metrics

Metric	Purpose	Analysis
Revenue	Measure total income generated	Track revenue growth to monitor unusual activity and variability from projected costs to adjust pricing
Return on Investment (ROI)	Evaluate the profitability of an investment	Higher ROI indicates a more profitable investment, this helps us identify underperforming locations, or potential new locations
Net Promoter Score (NPS)	Measure customer loyalty and satisfaction	Higher NPS indicates higher customer satisfaction and loyalty for recurring revenue



Competitive Advantage



Scalability and Expansion

Our use of technology, integration with wearables, and scalability to different sports make us a competitive company



Affordability

Our services are significantly cheaper than traditional coaches in Australia. We also have different subscriptions for different prices attracting more users from with different budgets.



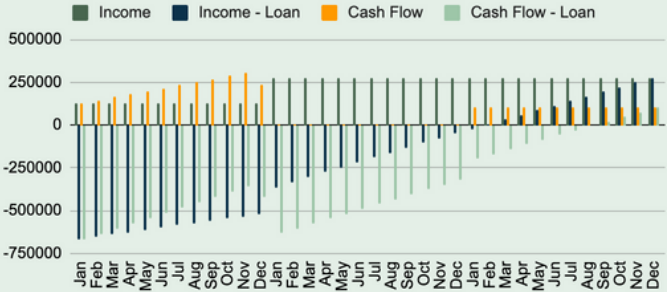
Social Gratification

With having an AI model to help disabled users play para tennis, we spread inclusivity and make that our company brand which provides trust.



Conclusion

Break Even Analysis



The break-even analysis shows when our revenue exceeds our costs including the cost of the loan. The graph above shows a transition during the 24th month where Smash Labs hits his break-even point.

Total Loan: \$1,000,000
Percent interest: 8%
Total Interest: \$134,661.63
ROI: 13.46%

Loan Outstanding vs. Month

