What if your smartphone could tell you why you lost your last match?

Muhammad Rafly Arjasubrata | Muhammad Abiya Makruf | Nugroho Rahmanto

SITUATION

Padel and Tennis market in Indonesia is growing rapidly

Its filled with socially-connected players

They see sport as a social experience and actively share their achievement

COMPLICATION

Social fitness revolution has completely missed the racquet sport

Player has no way to automatically track their on-court performance

They are stuck guessing about their performance and using generic social-media

QUESTION

How can we give players the AI-driven insights and the social community they're missing?

COURT PLAY

Client
Digital Business Class

Date
October 2025

Project
Sport Analytics App

USER PERSONA

Cardo Hartawan

Age: 21-35

Tech Proficiency: High

Sport Played: Tennis & Padel

Location: Jakarta, Indonesia

5 Matches
/ MONTH on Average

3
SOCIAL SHARES / WEEK

"I play for fun with friends, but it would be awesome to see my stats and share them"

TOP GOALS:

- Interesting and sharable insights
- Feel like part of larger sports club
- Build a public profile to showcase stats

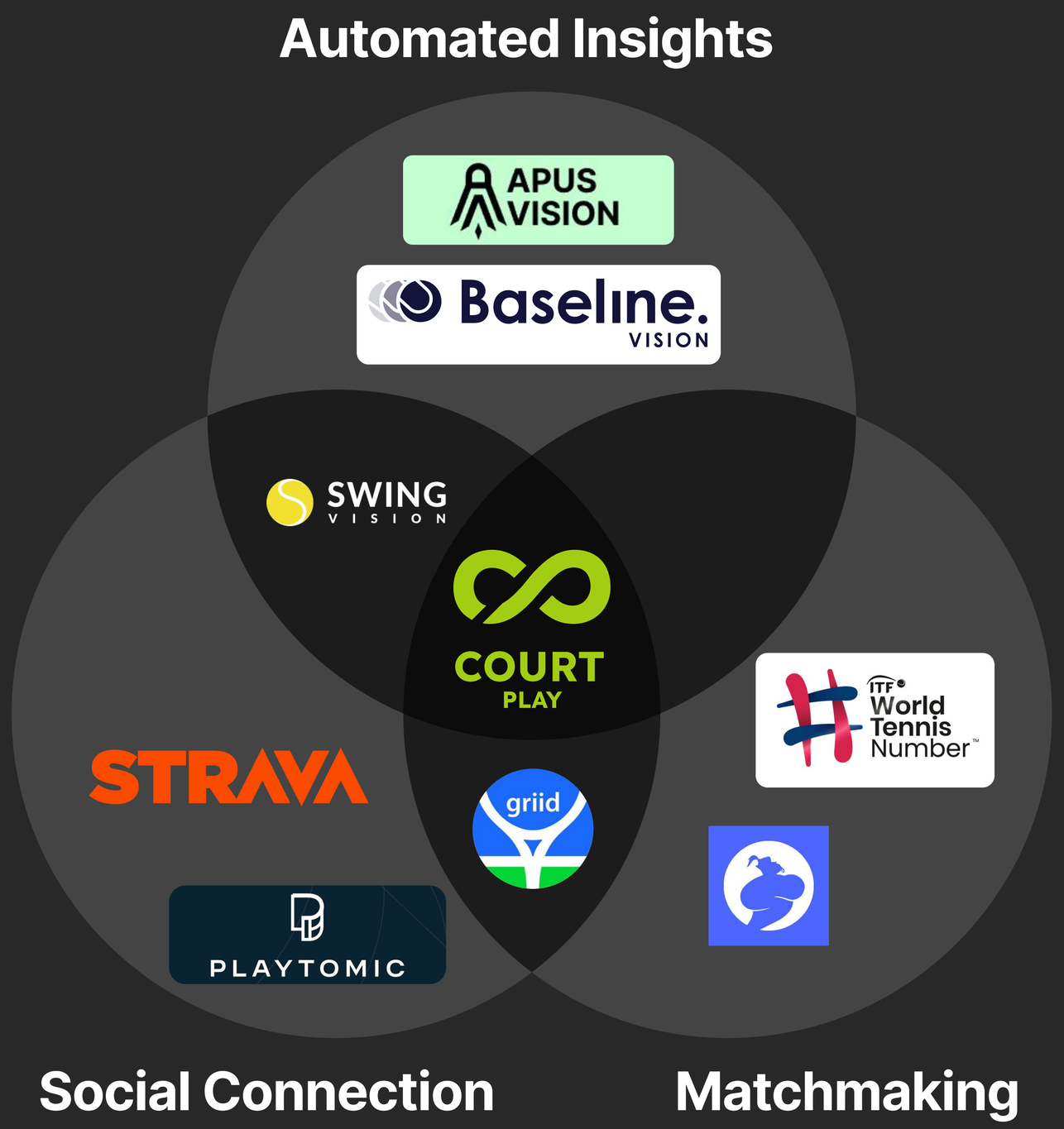
KEY PAIN POINTS

No Objective Way to Know How Good the game is

No easy way to prove a great shot or rally that happens during casual games

CORE MOTIVATIONS

1. Connect and play with community
2. Shareable stats for social status
3. Effortless insight on the game

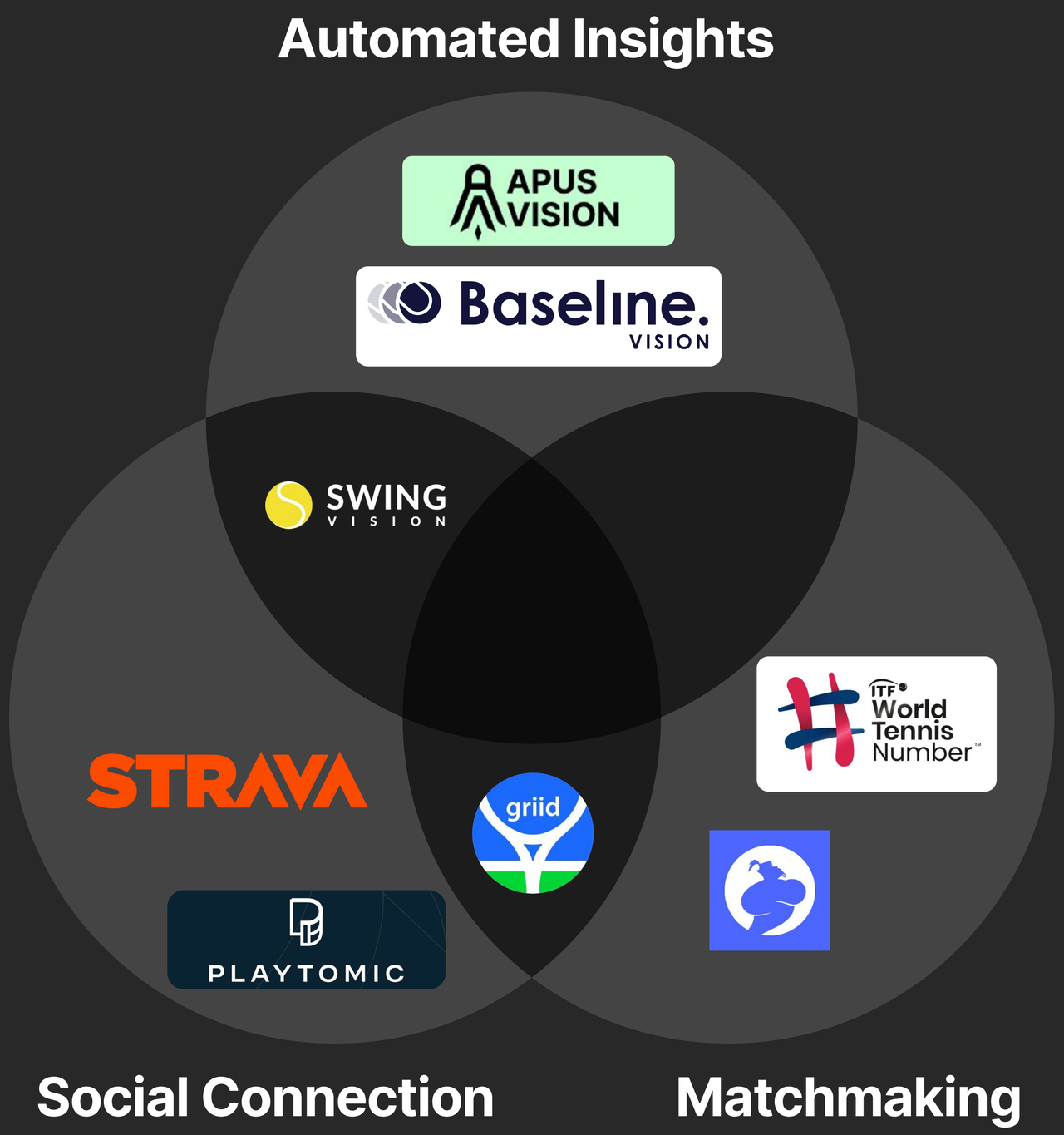


Introducing

Court Play

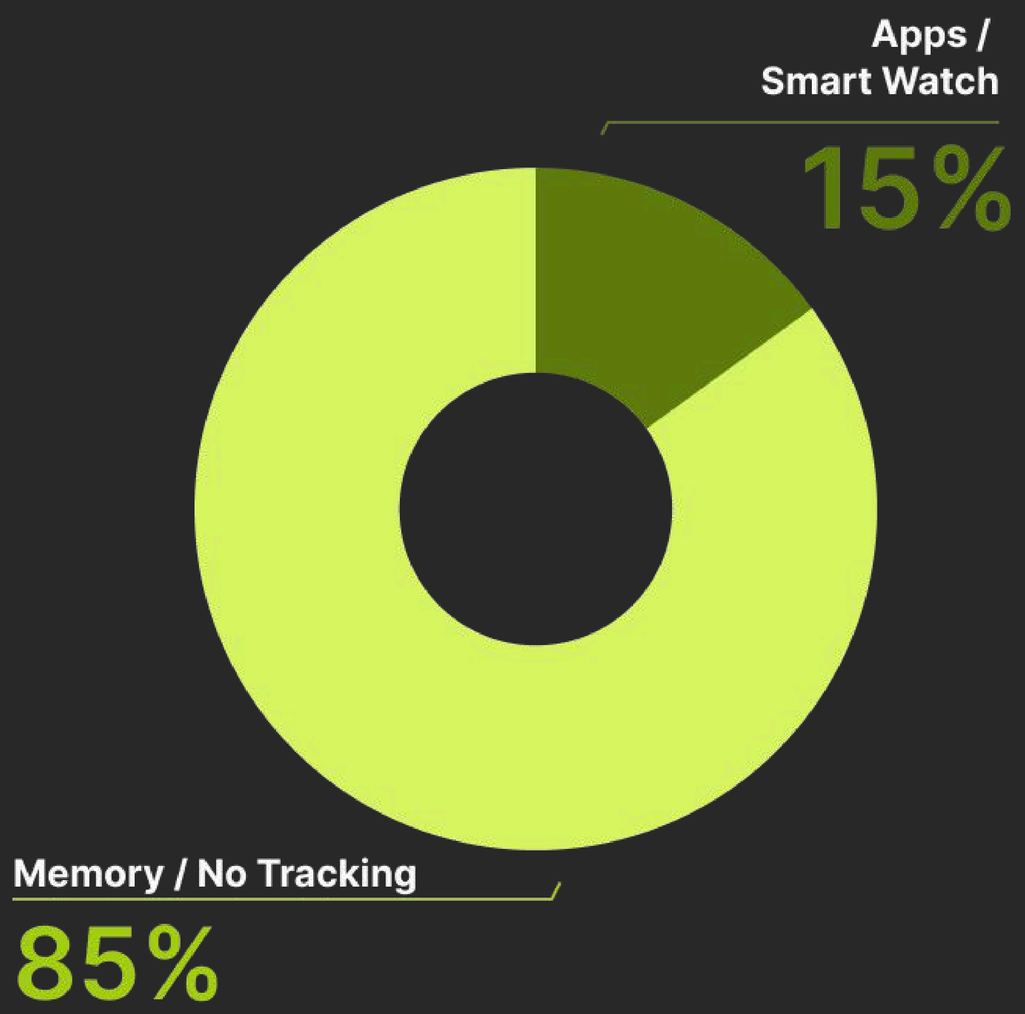
the app that analyzes your game, builds your community, and finds your next match

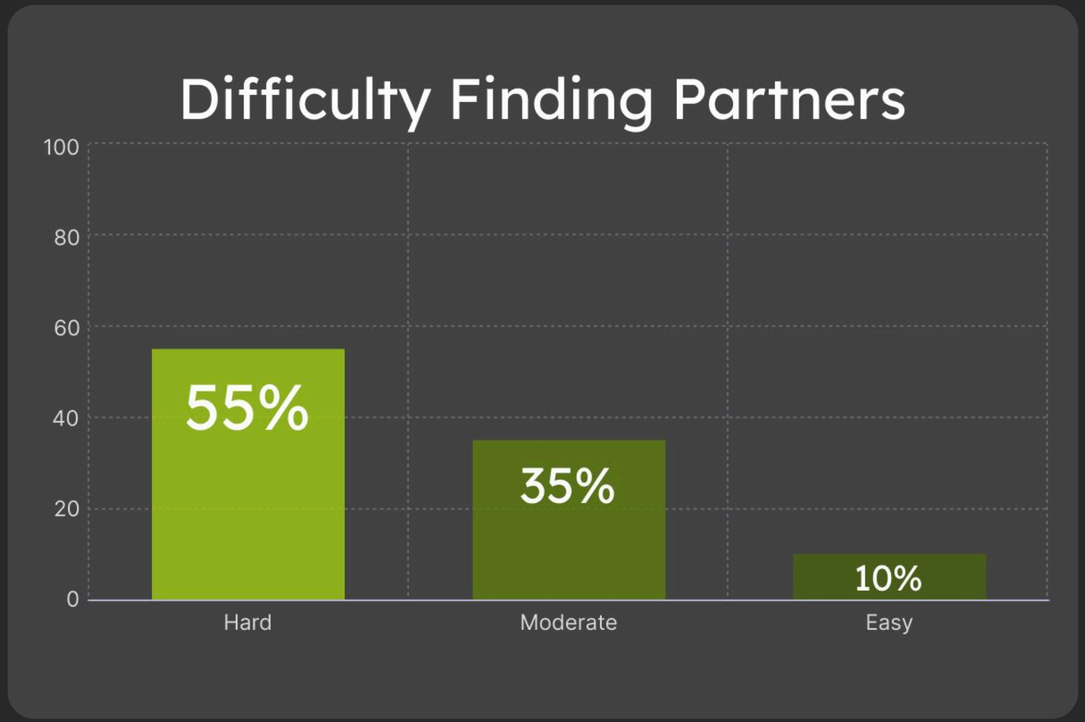
ALL IN ONE PLACE

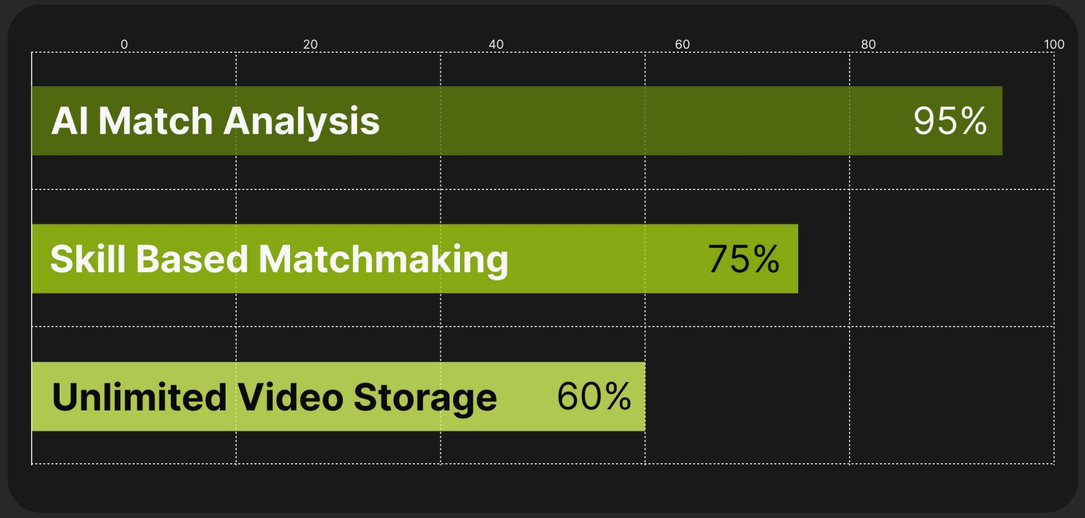


Today, players are forced to use **separate, disconnected apps** for analysis, community, and matchmaking, as no single solution exists.

What People Said







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EMPHATY MAP

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SEE

AUTOMATED INSIGHT

COMPETITIVE DIFFERENTIATION

THINK & FEEL

SOCIAL CONNECTION AND STATUS

SAY & DO

UTILITY MATCHMAKING

HEAR

DESIRE FOR GENEROUS FREEMIUM

PAIN

- MANUAL PERFORMANCE TRACKING
- DIFFICULTY FINDING PARTNERS

GAIN

- SOCIAL CONNECTION AND RECOGNITION
- AUTOMATED SHARABLE INSIGHTS

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USER JOURNEY

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AWARENESS

COMMUNITY MARKETING
User aware of the app through active presence at local sports venues

INFLUENCER MARKETING
User aware from professional Tennis / Padel player and general lifestyle influencer

WORD-OF-MOUTH
User aware from other user social sharing features

DIGITAL STOREFRONT
User seeks initial information about the product online in the appstore and the playstore

ONBOARDING

RISK-FREE TRIAL
User downloads the app to test the core offering

SELF-SERVICE SETUP
User starts using the core automation feature

COMMUNITY INTEGRATION
User begins to establish their identity on the platform

VALUE DELIVERY

INITIATING ANALYSIS
User upload their match video

RECEIVING AUTOMATED INSIGHTS
User receives actionable data on their game

SOCIAL FULFILLMENT
User leverages the data to engage with their peers

UTILITY FULFILLMENT
User seeks new competitive opportunities

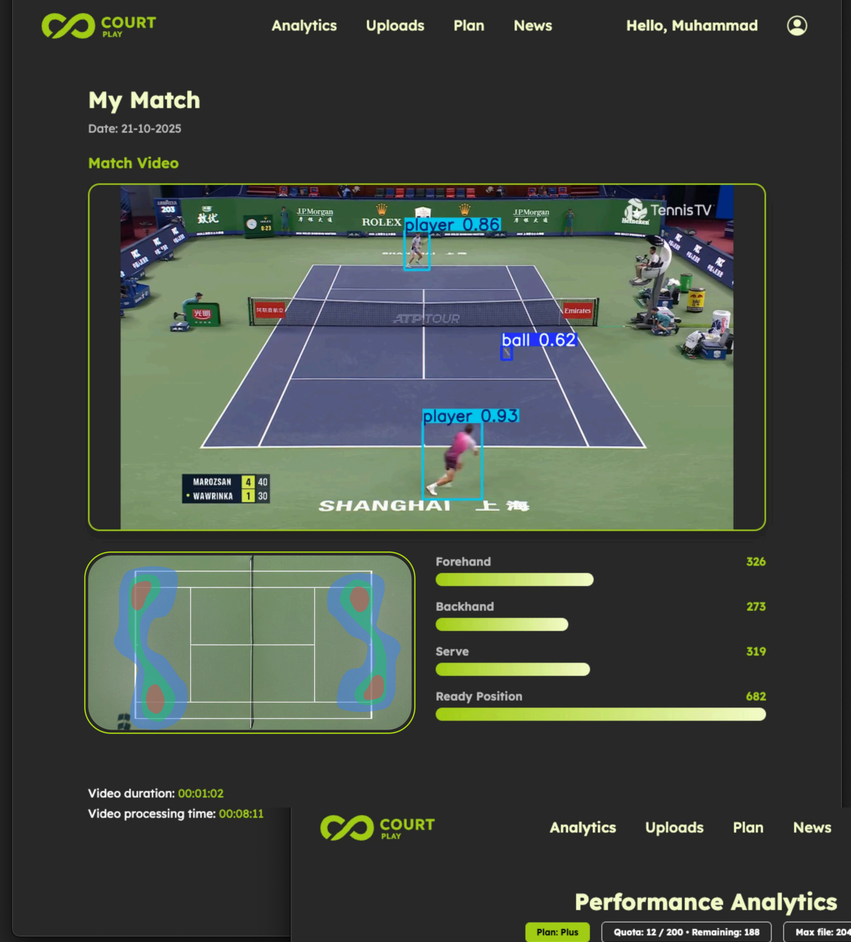
RETENTION

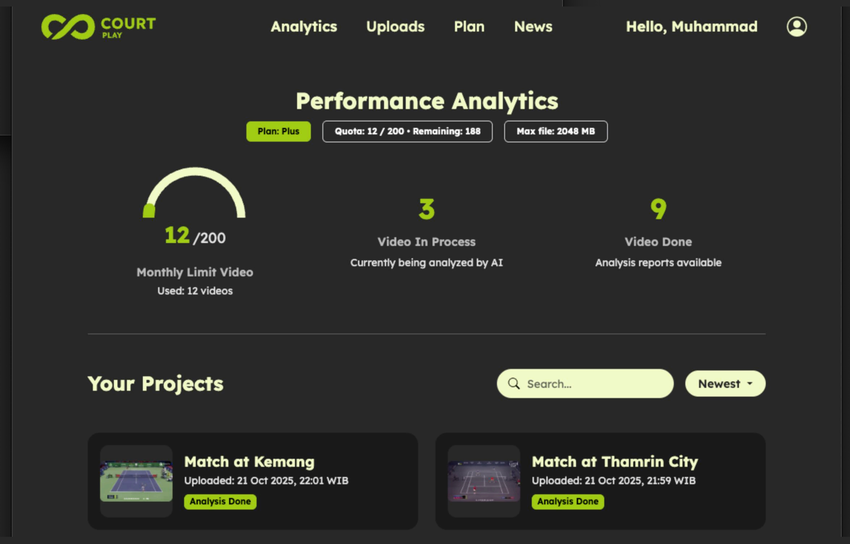
SUSTAINED ENGAGEMENT
User is motivated to return to the app for their Tennis / Padel matches

COMMUNITY PARTICIPATION
User strengthens relationship with their club or friends within the app

SUBSCRIPTION CONVERSION
User recognizes the high value of premium features and convert to paid customer

B2B CONVERSION
If the user is a community leader, they pay for club subscription





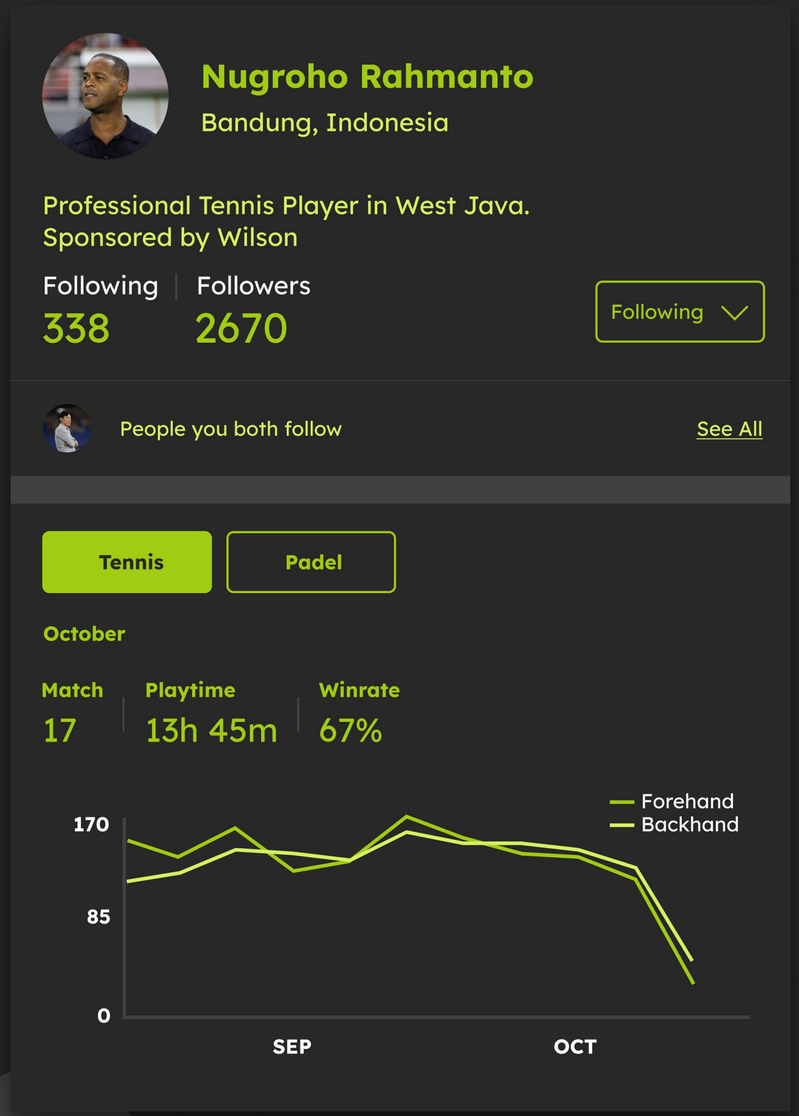
Sport Analytics

At Your Fingertips

Automatically analyze your court positioning

Get a full breakdown of shot-by-shot analysis

Turn your match video into accountable insights



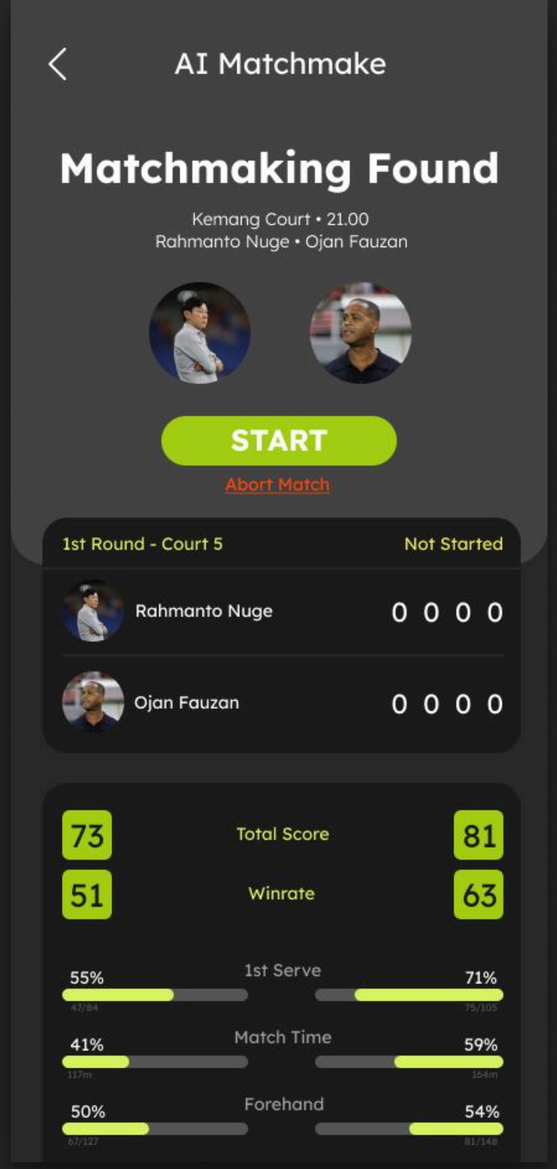
More than a Score

It's Your Community

Build your comprehensive profile to showcase your stats

Connect and follow other players

Share you highlights and match results directly to your friends



Find Your Perfect Match

Use your performance data to find opponents at your exact skill level

Challenge new players for fair, competitive matches and climb the ranks

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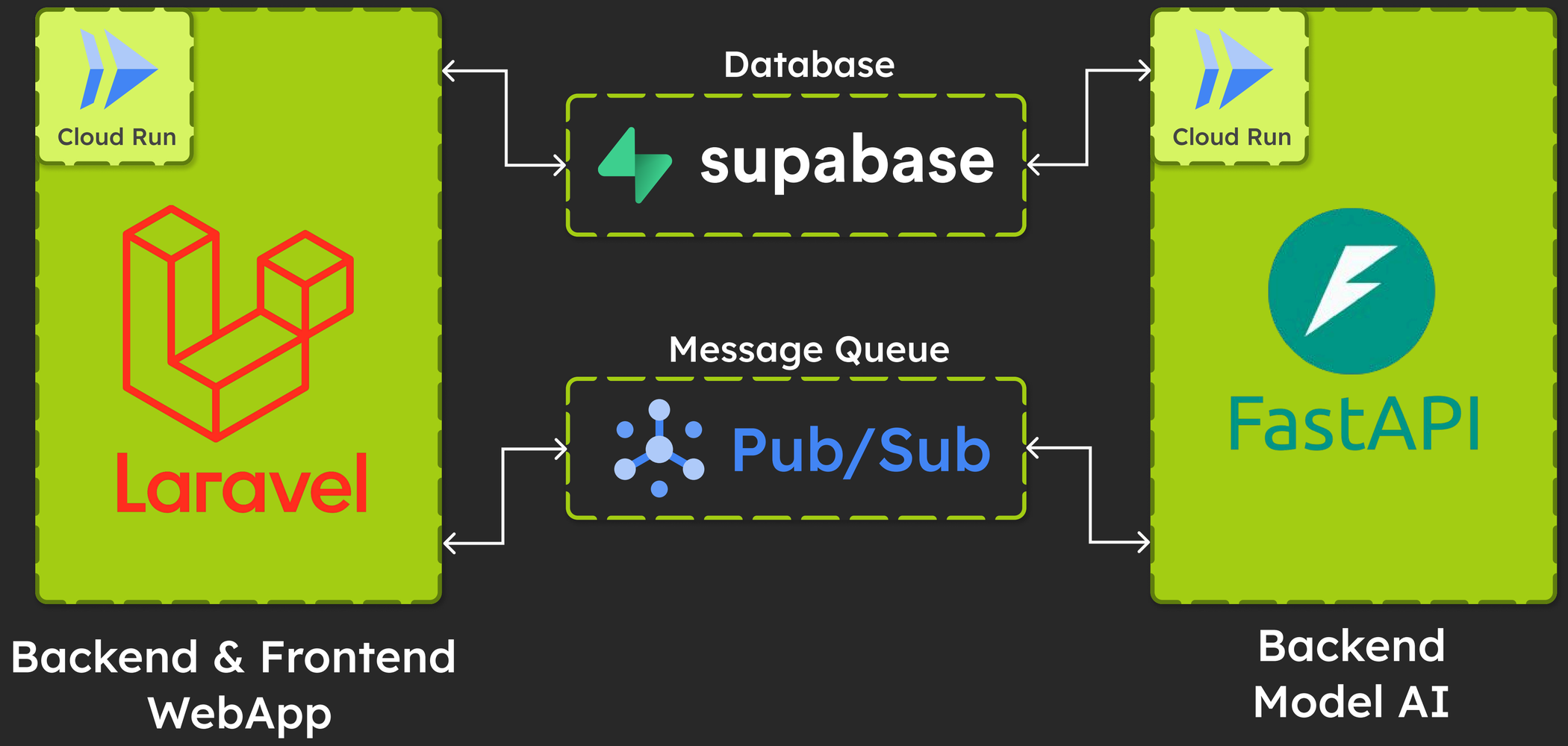
Date
December 2025

Project
Sport Analytics App

TECH STACK - GENERAL



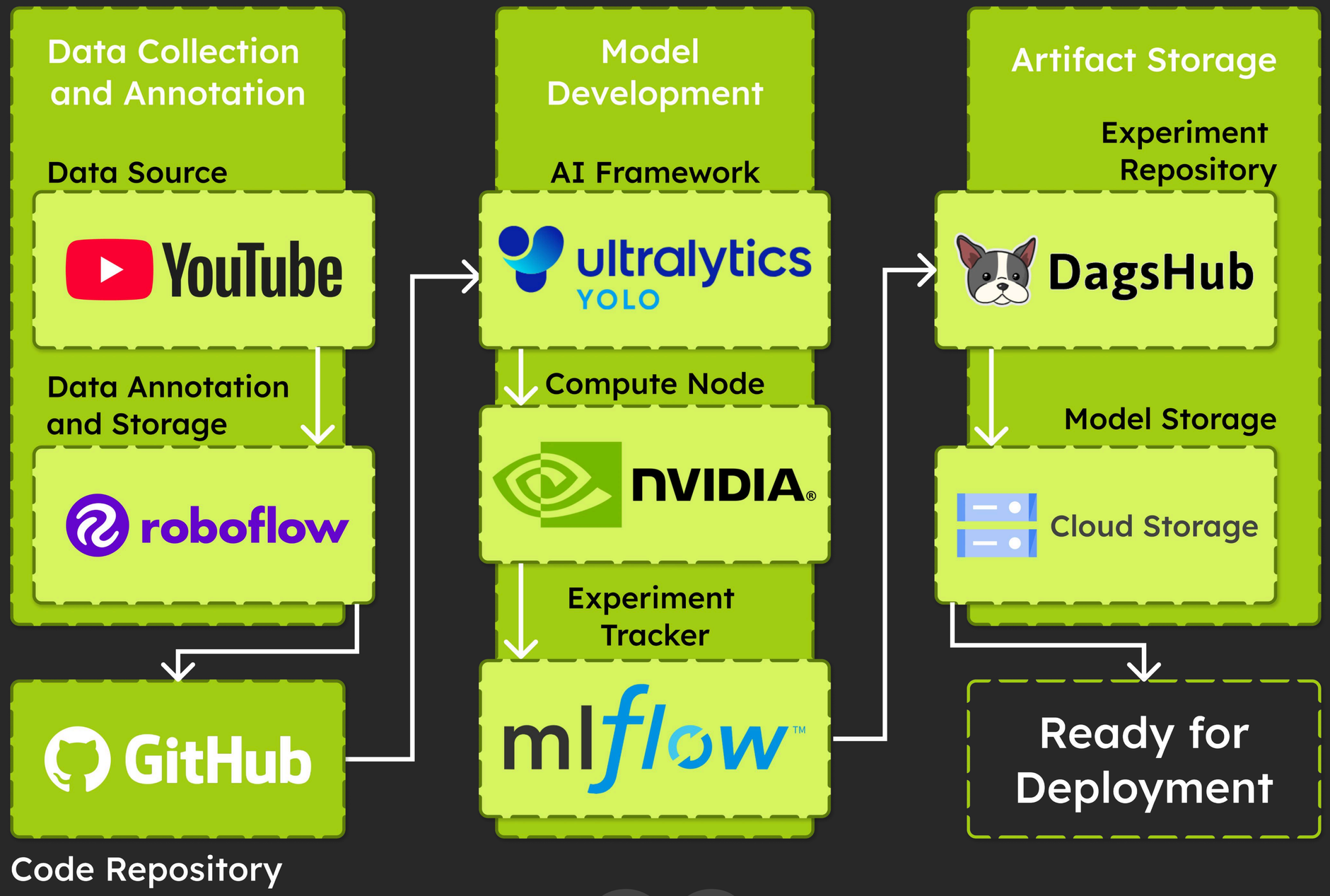
COURT PLAY

TECH STACK - MODEL DEVELOPMENT

Client: Digital Business Class

Date: December 2025

Project: Sport Analytics App



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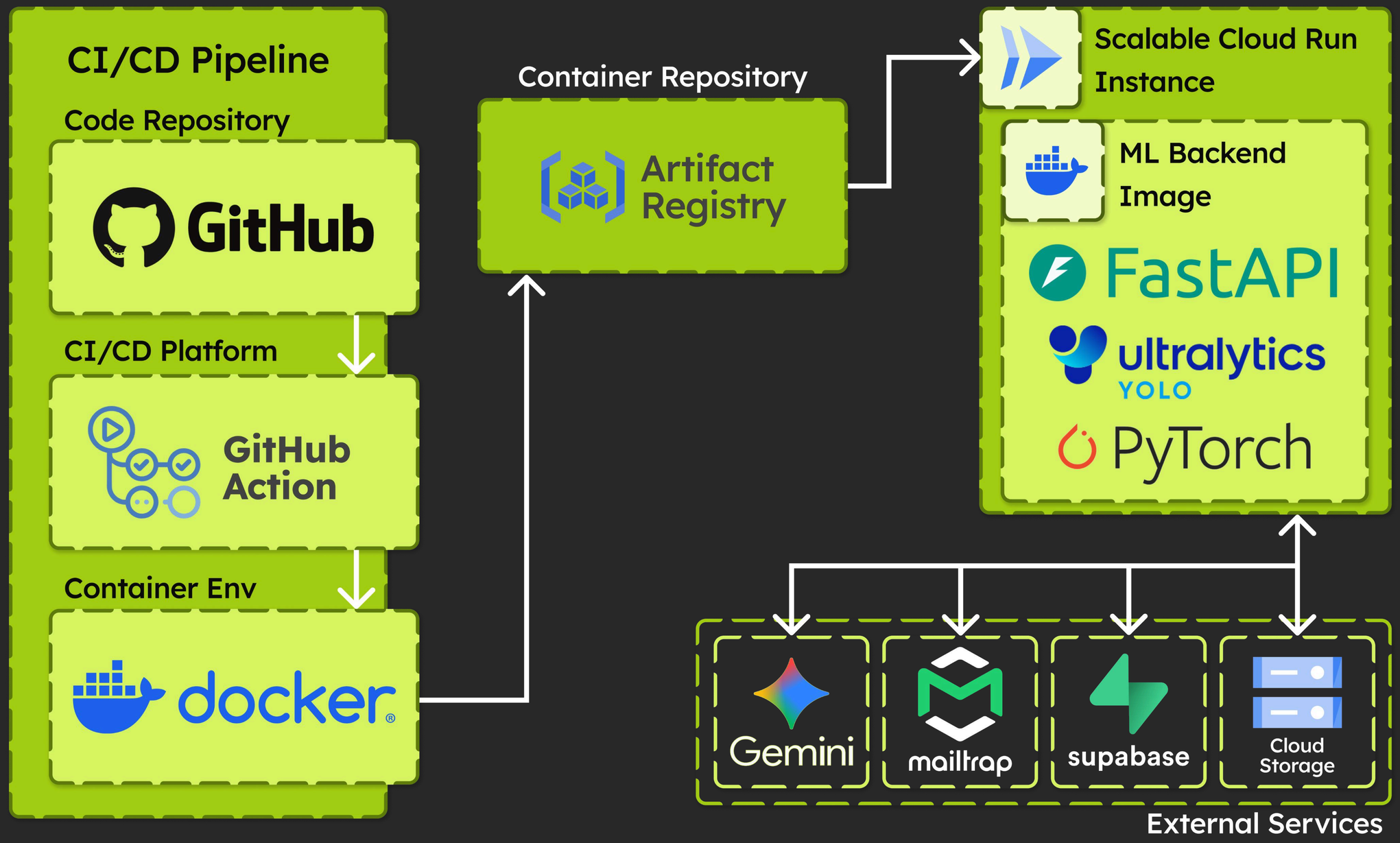
TECH STACK - BACKEND AI MODEL

Client: Digital Business Class

Date: December 2025

Project: Sport Analytics App



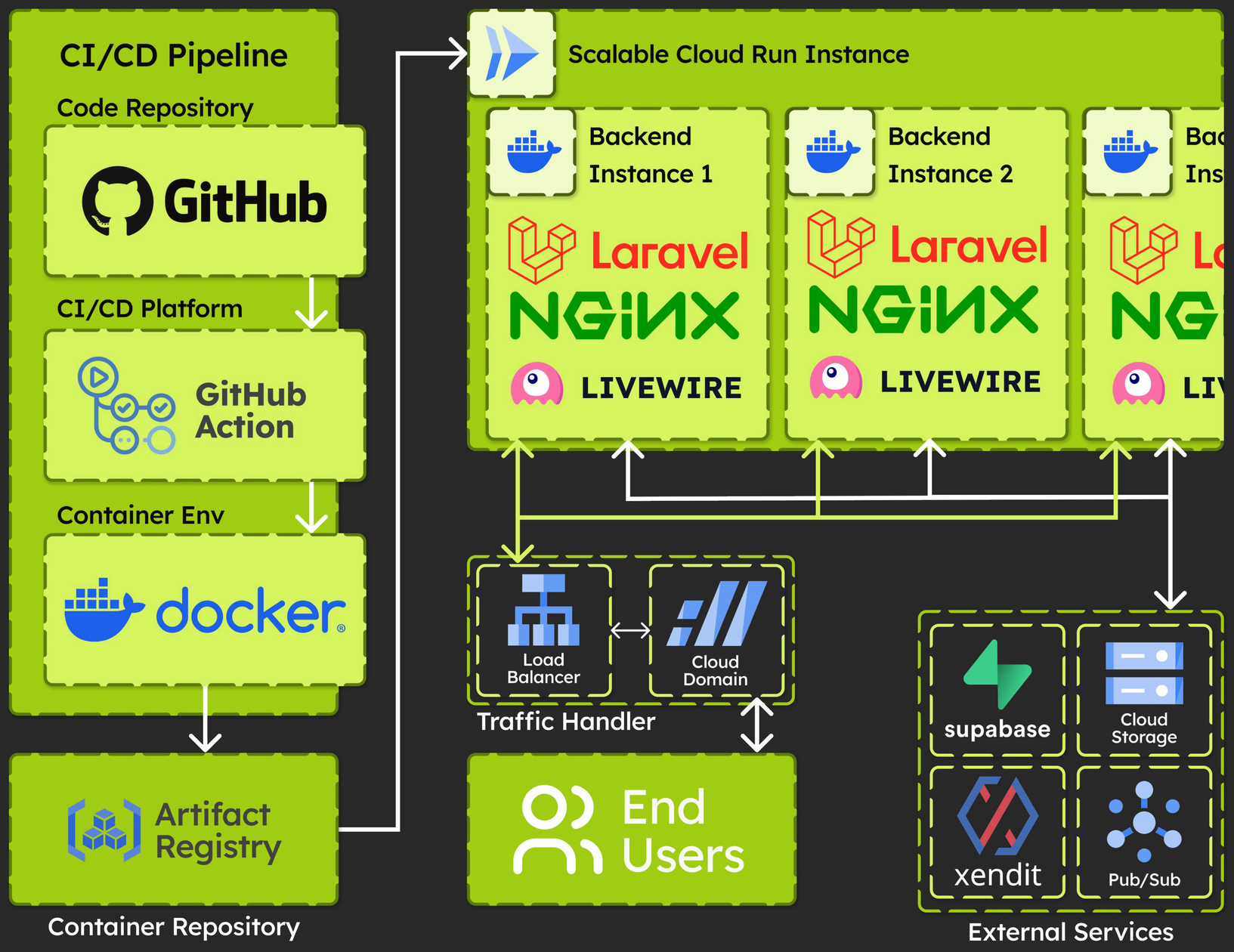
COURT PLAY

TECH STACK - WEB APP

Client
Digital Business Class

Date
December 2025

Project
Sport Analytics App



Our Market is Big

And it's Keep Growing

400m+
Fitness App Users

5350k+
Indonesian Padel & Tennis Player

565k+
Player who want to track and share their game

TOTAL ADDRESSABLE MARKET

$3.98b Revenue generated by fitness app
345m People used fitness app in 2024
850m Fitness app were downloaded

SERVICEABLE AVAILABLE MARKET

375+ padel courts
70k+ Active padel community members

https://www.padelfip.com/2025/06/indonesia-i-padel-arrives-in-the-asian-country-here-are-the-top-seeds-in-the-first-cupra-fip-tour-event/
https://g-sports.id/2024/09/26/miiiki-133-padel-court-permanen-indonesia-kekuatan-padel-terbesar-di-asean/

SERVICEABLE OBTAINABLE MARKET

First-Year Market Target
119 confirmed courts in Jakarta and Bali
35k projected early adopter user

We are Everywhere

On Your Phone

We available on the Google Play or App Store to help you analyze your game

In Your Local Club

We partner with local club to help them manage their members and build ecosystems

At Your Next Tournament

We sponsoring local tournaments and events to bring our technology directly to the players

Pricing for Everyone

Free
Curious Social Player

Rp0 / month

- 5 Analysis Videos
- 10 Minutes per Video
- Standard Match Analysis
- 2GB of Storage

Plus
Active Competitor

Rp129,000 / month

- 15 Videos per Month
- 15 Minutes per Video
- Advanced Match Analysis
- 5GB of Storage
- Skill-Based Matchmaking
- Advanced Profile Customization

Pro
Passionate & Serious Player

Rp299,000 / month

- 40 Videos per Month
- 20 Minutes per Video
- Pro-Level Match Analysis
- 25GB of Storage
- Skill-Based Matchmaking
- Advanced Profile Customization
- AI-Generated Highlights
- AI-Coach Access
- Premium Profile Badge

Flexible Pricing for Clubs

Lite

Rp499,000 / month

- 25 Hours of Video Processing
- 1 Connected Courts
- 50 Linked Members
- Basic Dashboard
- Standard Email Support

Advanced

Rp1,499,000 / month

- 120 Hours of Video Processing
- 200 Linked Members
- Up-To 4 Connected Courts
- Advanced Dashboard
- Basic Court Analytics
- Custom Club Branding
- Priority Chat Support

Enterprise

Rp4,499,000 / month

- 400 Hours of Video Processing
- 500+ Linked Members
- Up-To 16 Connected Courts
- Advanced Dashboard
- Advance Aggregate Analytics
- Custom Club Branding
- AI Based Tournament & League management
- Dedicated Account Manager Support

How we turn this idea into REALITY

Muhammad Rafly Arjasubrata | Muhammad Abiya Makruf | Nugroho Rahmanto

Our Main Activities

Platform Development

Continuously developing our proprietary AI models and user-facing apps to deliver an unmatched experience

Business Development & Marketing

Driving user acquisition and market presence through strategic community-building and targeted marketing

Operations

Managing the core resources and expert team to ensure scalable growth and operational excellence

Our Invaluable Resources

Skilled Human Resource

Our complete team of technical, business, and operational experts, all dedicated to building a world-class sports platform

Intellectual Resources

Our proprietary AI models and the invaluable, growing dataset of player performance analytics

Physical & Technical Resources

The high-performance infrastructure required to process and analyze thousands of match videos

Project Timeline

Month 1. Planning and Establishment

Legal Registration. System Architecture. Define Go-to-Market

Month 2. Foundational Build

Develop the core B2C / B2B code. Setup Operational. Initial Marketing Teaser

Month 3. System Integration

Connecting App. Building Pre-launch User Waitlist

Month 4. App Testing & Launch Preperation

End-to-end Testing. Finalizing Marketing Launch Assets

Month 5. Public Release

Executing Market Launch. Fixing Critical Bugs.

Project Timeline

Month 6. Platform Stabilization

Analyzing Launch Data.
Managing Initial Revenue

Month 7. V2 Roadmapping

Develop the core B2C / B2B code. Setup Operational. Initial Marketing Teaser

Month 8. Team Expansion

New Hire Begins on V2 Product.
Start Development on V2 App

Month 9. Product Refinement

Enhancing B2B Portal App. Building Strong Sales

Month 10. V2 App Release

Major Update for B2C and B2B app. Demonstrate Ability to Iterate Based on User Feedback

Project Timeline

Month 11. Premium Feature Analysis

Focus on Analyzing Revenue Driving Feature

Month 12. End Year Reporting

Finalizing All Year-End Financial and Compliance Report

Year 2. Aggressive Growth & More Feature

Rally Length Analysis
AI Coaching System

Year 3. Market Leadership

Year 4. Sustainable Profitability

To Build a Winning Ecosystem

We Need Help from Others

GO TO MARKET PARTNER

National Federations, Local Community

influential coaches, and local clubs provide **direct, trusted market access** and credibility to target customer segments

BRAND & MARKETING

Sport Equipment Brands

Sports equipment (racquet, apparel) and other relevant brands create **co-marketing and cross-promotion** opportunities to expand reach.

TECHNOLOGY PARTNER

Cloud Providers, Runpod GPU

Cloud providers (Google Cloud, AWS, Azure) offer **dedicated support**, advanced training, and **initial startup credits** to reduce operational costs.

COURT PLAY

BUSINESS MODEL CANVAS

Client Digital Business Class

Date October 2025

Project Sport Analytics App

KEY PARTNERS

"National Federations, coaches, local clubs and cloud providers, offering credibility and direct access to the target market"

GO TO MARKET PARTNER

National Federations, Local Community

influential coaches, and local clubs provide **direct, trusted market access** and credibility to target customer segments

BRAND & MARKETING

Sport Equipment Brands

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TECHNOLOGY PARTNER

Cloud Providers, Runpod GPU

Cloud providers (Google Cloud, AWS, Azure) offer **dedicated support**, advanced training, and **initial startup credits** to reduce operational costs.

KEY ACTIVITIES

Platform Development and Maintenence

AI Model Development
App Development

Business Development & Marketing

Market Research
Community Building & Marketing

Operations

Company Management
Human Resource Management

KEY RESOURCES

- Skilled Human Resouces
- Intellectual Resources
- Physical & Technical Resources

UNIQUE VALUE PROPOSITION

Automated Insight

Leveraging AI to analyze video footage and extract key metrics such as player playing patterns

Social Connection

It enables players to build public profiles, share AI-generated match highlights, and gain recognition within their sports community.

Player Matchmaking

Matching users based on complementary skills with the goal to enhances the overall quality and enjoyment of the playing experience

CUSTOMER RELATIONSHIP

SELF-SERVICE

The primary relationship is fully automated, providing **instant video analysis** and relying on in-app self-help functionality.

AUTOMATED ENGAGEMENT

The relationship is proactively maintained using **automated systems and gamification** to motivate continuous usage

COMMUNITIES

Social connection and network effects by letting **administrators manage groups** which supports the B2B Community Fees revenue stream

CHANNELS

- Sponsoring Competitions
- Endorsement with Influencer
- Partnership Through Sportclub
- Player Social Sharing

CUSTOMER SEGMENTS

"Socially-connected padel and tennis players in Indonesia motivated to share their progress and achievements"

PRIMARY SEGMENT

Socially Connected Tenis & Padel Players

Driven by the **social experience of the sport** and the desire to **share achievements** and progress with a community, similar to users on platforms like Strava

SECONDARY SEGMENT

Padel & Tenis Clubs and Communities

The sport communities are a powerful **B2B entry point** and are serviced using specialized features, such as administrative dashboards.

TACTICAL SEGMENT

Event Organizers and Tournamets

Critical channel for reaching and **acquiring users** from the primary primary and secondary segment through event **partnership and sponsorship**

COST STRUCTURE

Human Resource Salaries

Salaries and benefits for the highly skilled development, marketing, and management teams.

Technology

Cloud computing costs that scale with user growth and software licenses are fixed costs.

Marketing and Sales

Customer acquisition covers sponsorship like local tournament, influencer fees, and digital advertising campaigns.

General and Administration

General operational overhead includes office rent, utilities, and other fixed administrative expenses.

REVENUE STREAMS

Freemium User Subscription

- **Free** — With Ads
- **Plus** — More Capabilities
- **Pro** — All Features

Community Subscription

- **Lite** — Limited Players
- **Advanced** — More Players and Features
- **Enterprise** — Pay per User

How much does it cost

Founding Team

Salary
For the First Year

47,000,000

Lead Developer
ML Engineer
Mobile Developer
UX Designer

27,000,000

Marketing & Community Manager
Partnership & B2B Sales Manager
Digital Marketing Specialist

29,000,000

Chief Executive Officer
Admin & Finance Officer

First 5 Months

Salary, OpEx, Marketing

Development Team Division

293,100,000

Building and Launching B2C and B2B Apps

General and Administrative Division

167,500,000

Legally Establishing the Company

Marketing & Business Development

363,000,000

Brand Design, Community Building, Launch Campaign

7 Months Post Launch

Salary, OpEx, Marketing

Development Team Division

615,350,000

Cloud Servers, Team Expansion, V2 App Development

General and Administrative Division

295,180,000

Ongoing Salaries, Admin, Customer Support

Marketing & Business Development

889,775,000

Optimizing Marketing Spend to Scale User Base

Total First Year Cost

5 Months Development

823,600k

Sprint to build the platform, execute a major launch campaign, and go live

7 Months Post Launch

1,800,305k

Focus on scaling user based and developing V2 app features

Start of revenue generation from B2C and B2B

How large is the profit

at the first year

Muhammad Rafly Arjasubrata | Muhammad Abiya Makruf | Nugroho Rahmanto

Cost of Each User Tier

Assuming Their Maxed Out Usage

Free Tier

-9,143

Possible for Advertisement Revenue

Plus Tier

-12,265

+116,739 Profit

~90.51% Gross Profit

Pro Club

-37,791

+221,209 Profit

~84.80% Gross Profit

Main Source of Revenue

Cost of Each Community Tier

Assuming Their Maxed Out Usage

Lite Club

-98,124

+400,877 Profit

~80.30% Gross Profit

Advanced Club

-471,923

+1,027,077 Profit

~68.52% Gross Profit

Pro Club

-1,574,923

+2,924,367 Profit

~65.02% Gross Profit

Community is Also Our Channels

To drive more user based custmoer

Projected First Year Revenue

+750M

Early Adopter 30,000 Users
Conversion rate of (80/15/5)

+100M

125 Court Partner (75/35/15)

2,623M

Projected first year cost

Join Us to Secure the Market

5,000M

65% Marketing & Business
25% Development
15% G&A and Operation

Allow us to acquire Year 1 Target and Secure as the Market Leader

What You Get

20%
of Equity

A Seat
on the Board of Director

End of Year 3 Targets

50 BILLION
Annual Recurring Revenue

100,000
Active Users

500
Courts

650 BILLION
Expected Company Valuation

THANKYOU

Muhammad Rafly Arjasubrata | Muhammad Abiya Makruf | Nugroho Rahmanto