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

Muhammad Rafly Arjasubrata | Muhammad Abiya Makruf | Nugroho Rahmanto

SITUATION	COMPLICATION	QUESTION
Amateur players are increasingly data-hungry, already using wearables to track calories and heart rate.	Gathering game-specific key statistics currently requires manual tagging, which disrupts the flow of the match	Can we deliver automated match analytics that require minimum input from the player ?
Players feel a sense of accomplishment after a match and have a strong desire to signal their status to friends	Unlike runners who have “STRAVA”, tennis players have no visual asset to prove their performance, so they share nothing	How can we instantly transform boring raw data into a visually sharable Match Card that drives social sharing?
Players want to expand their social circle and play against new opponents to improve	Matchmaking relies on subjective self-ratings (im an amateur), which are unrieliable and lead to unbalanced game	How can we use user statistics to create a rating that allows players to match with other player with similar skill?

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

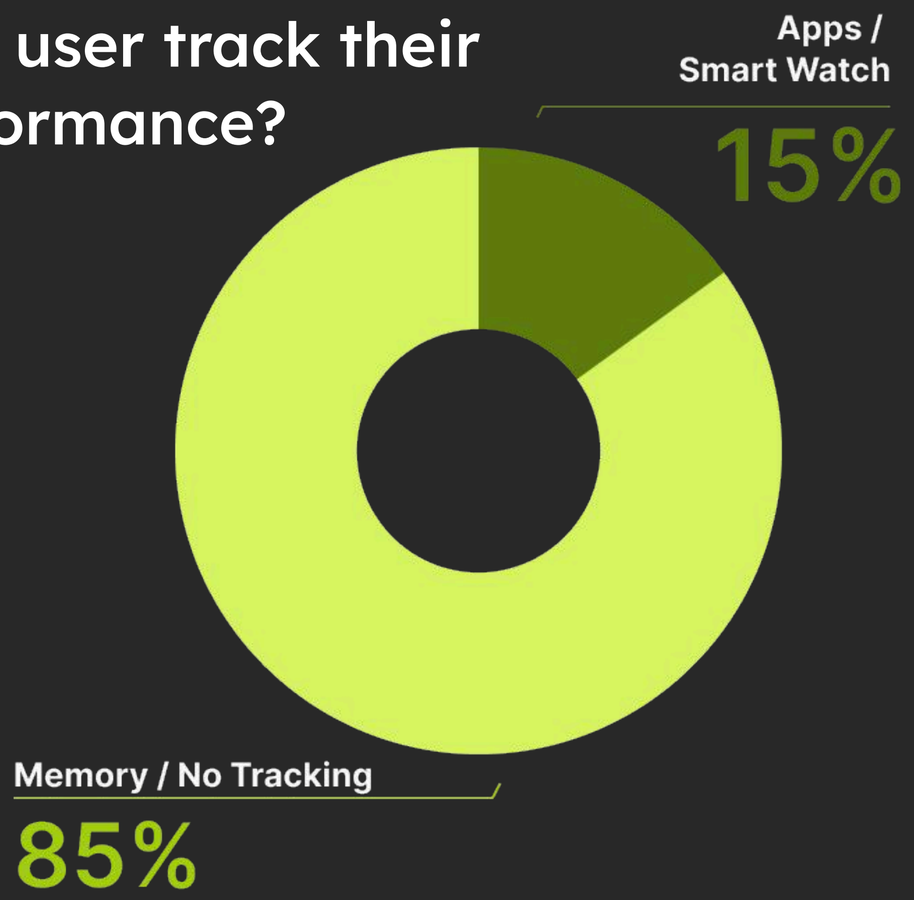
No easy way to prove a great shot or rally that happens during casual games

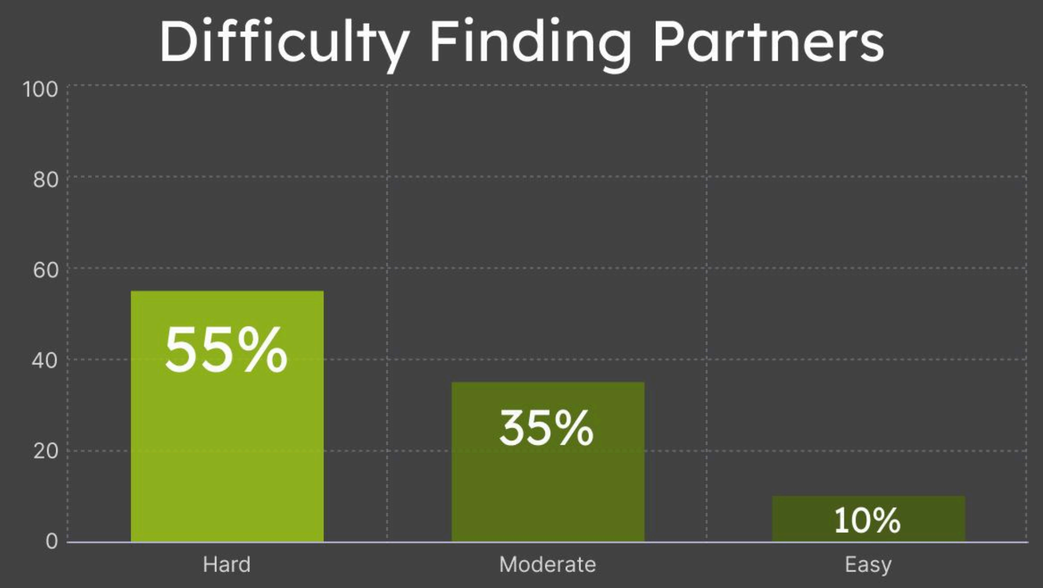
CORE MOTIVATIONS

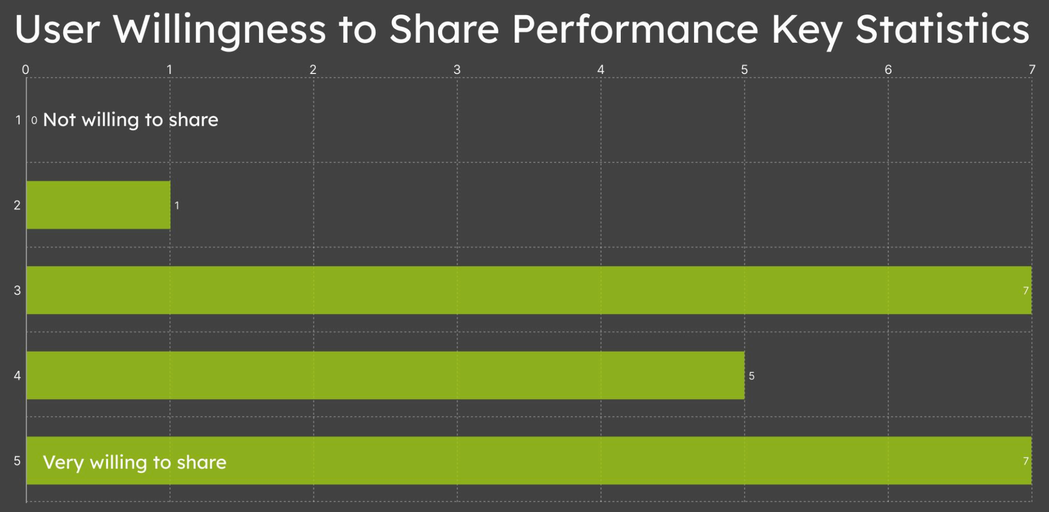
1. Connect and play with community
2. Shareable stats for social status
3. Effortless insight on the game

Players Current State

How user track their performance?

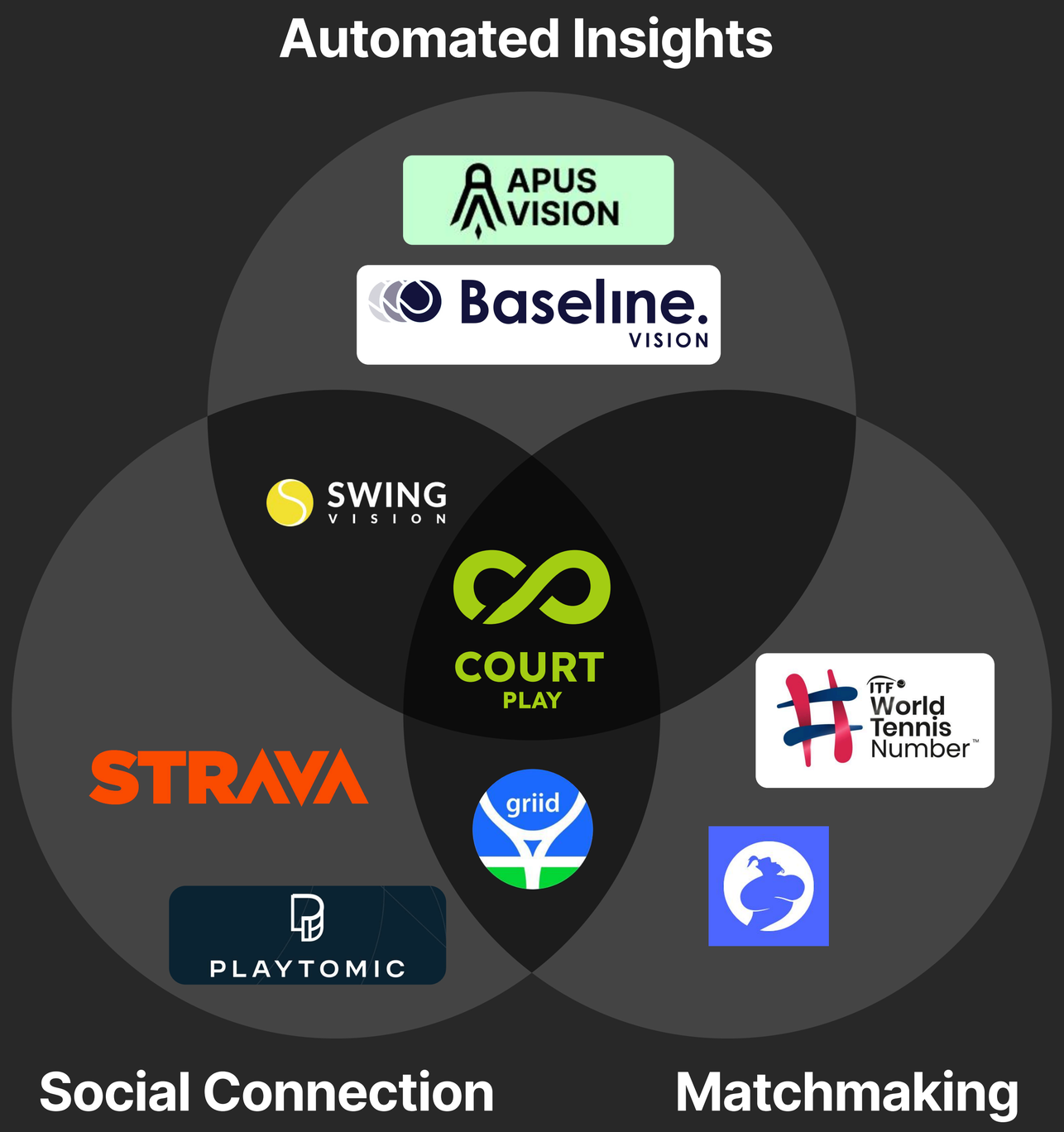






	SWING VISION	Baseline. VISION	PLAYTOMIC
	INTEGRATED RIVAL	PERFORMANCE SPECIALIST	COMMUNITY HUBS
Core Technology	• Able to **use standard iPhone** camera • **Unlimited AI statistics** and storage • Have proprietary "**Swing Stick**"	• Using **proprietary camera** hardware • Works **without** Wi-Fi • Delivers **real-time** AI **statistics**	• **Matchmaking** & **Leveling** Systems • Integrated Court Reservation • **Social Community** Management
User Engagement	Community & Social Hub Automated Self-Service	Gamified Drills Instant Performance Feedback	Social Connection & Networking Community Hub & Tournaments
Monetization Strategy	• **Freemium** model with Pro ($12.49) & Max ($19.99) per Month • **SwingStick hardware** ($100) that integrate with the app for more accurate tracking	• **Hardware Sales** ($1,799 / unit) • **B2B Model** for selling statistic ecosystem to clubs and tournament • Offers **Payment Plan** and **Bulk Discount**	• **Processing Fee** from Court • **Premium Subscription** that unlocks advanced statistics • **Booking Management Software** for clubs and community

players are forced to use **separate, disconnected apps** for analysis, community, and matchmaking



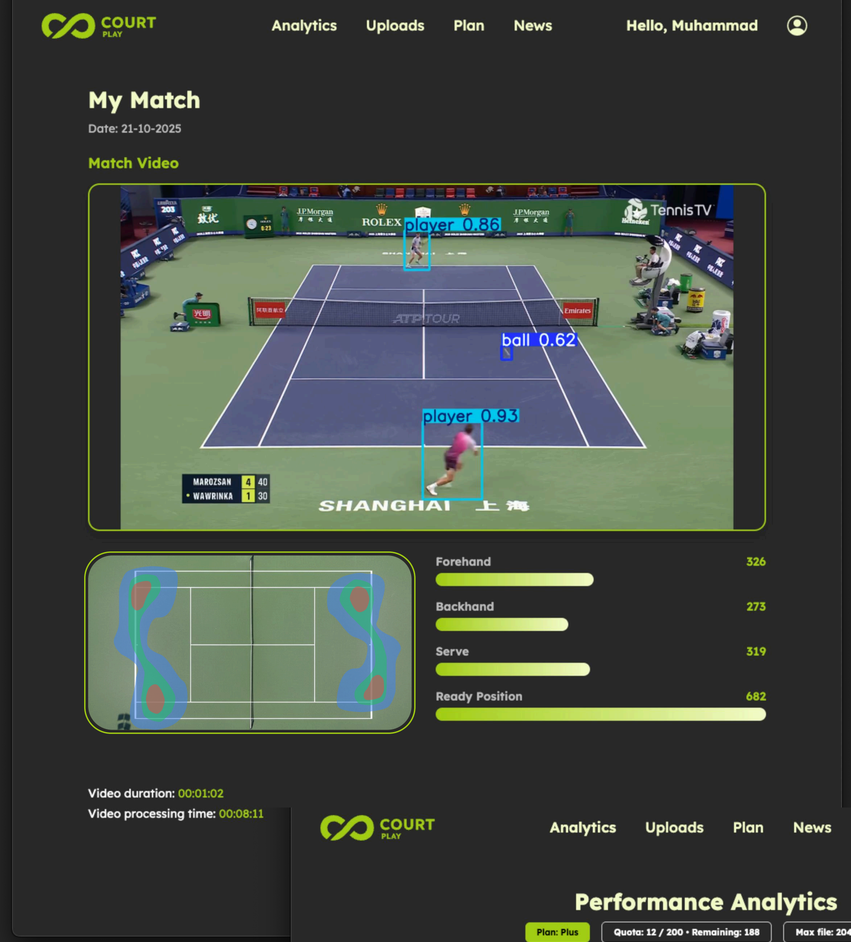
Introducing

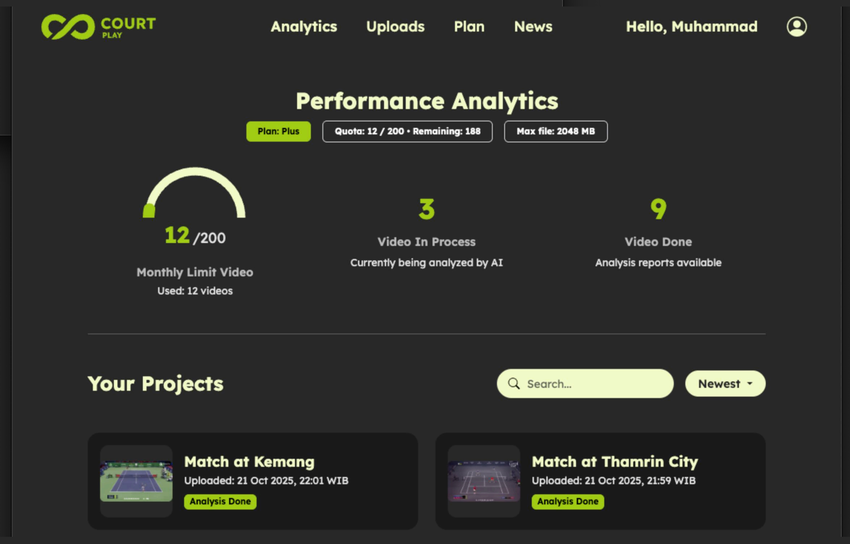
Court Play

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

ALL IN ONE PLACE

HYPOTHESIS	IF	THEN
Amateurs will only switch from "Mental Memory" to digital tracking if the process requires zero effort.	We provide a easy to use match analytics generator based on the video match that the user record	Users rate the feature as "Essential" for their improvement, confirming they prefer this over their current manual methods.
Social brag and sharing is a stronger growth engine than raw coaching analytics.	We instantly transform boring raw data into a visually stunning, Social Media-ready "Pro-Level Match Card.	Users express a strong desire to post their results to social media to validate their athletic identity.
How can we use user statistics to create a rating that allows players to match with other player with similar skill?	We replace unreliable self-ratings ("I'm an amateur") with a measurable player ratings	Users prefer our structured matchmaking over random WhatsApp groups, citing "Fairness" as the key reason.
Players are willing to pay a premium to feel and look like a professional athlete.	We position the “Match Card” and "Deep Analytics" as premium features that unlock a "Pro Career" experience.	Users indicate a willingness to pay a subscription fee to maintain their verified status and stats history.





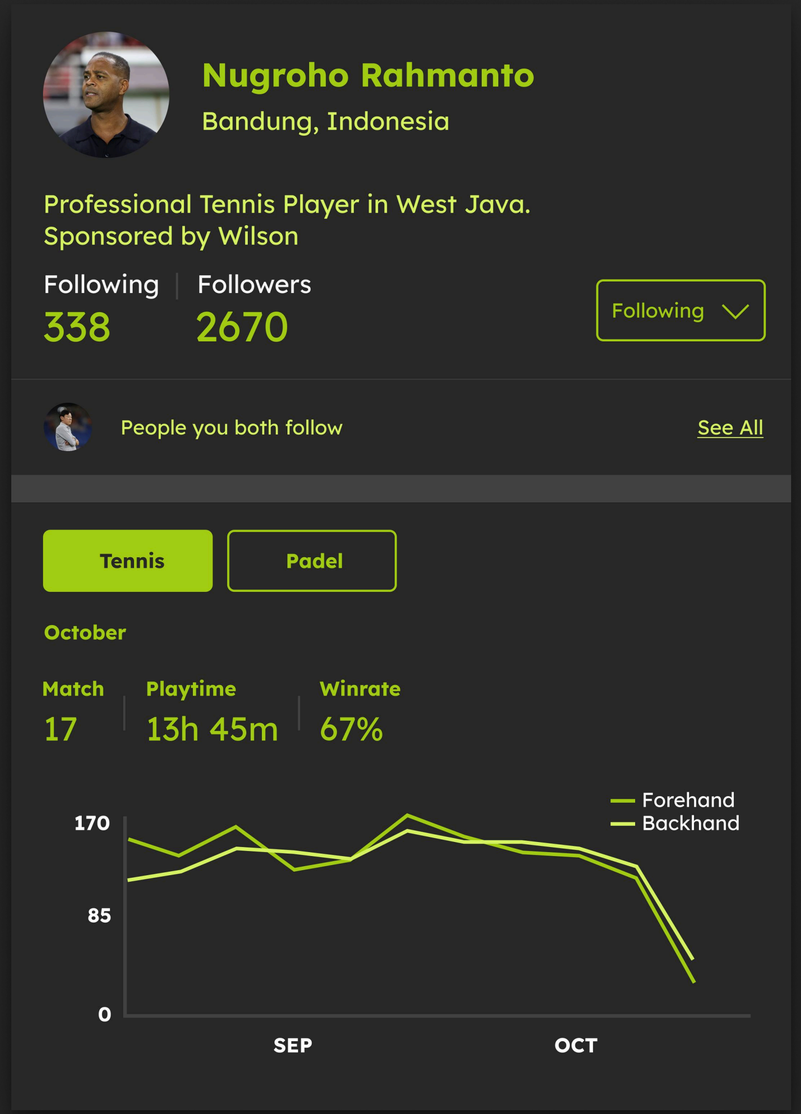
Sport Analytics

At Your Fingertips

Automatically analyze your court positioning

Get a full breakdown of shot-by-shot analysis

Turn your match video into accountable insights



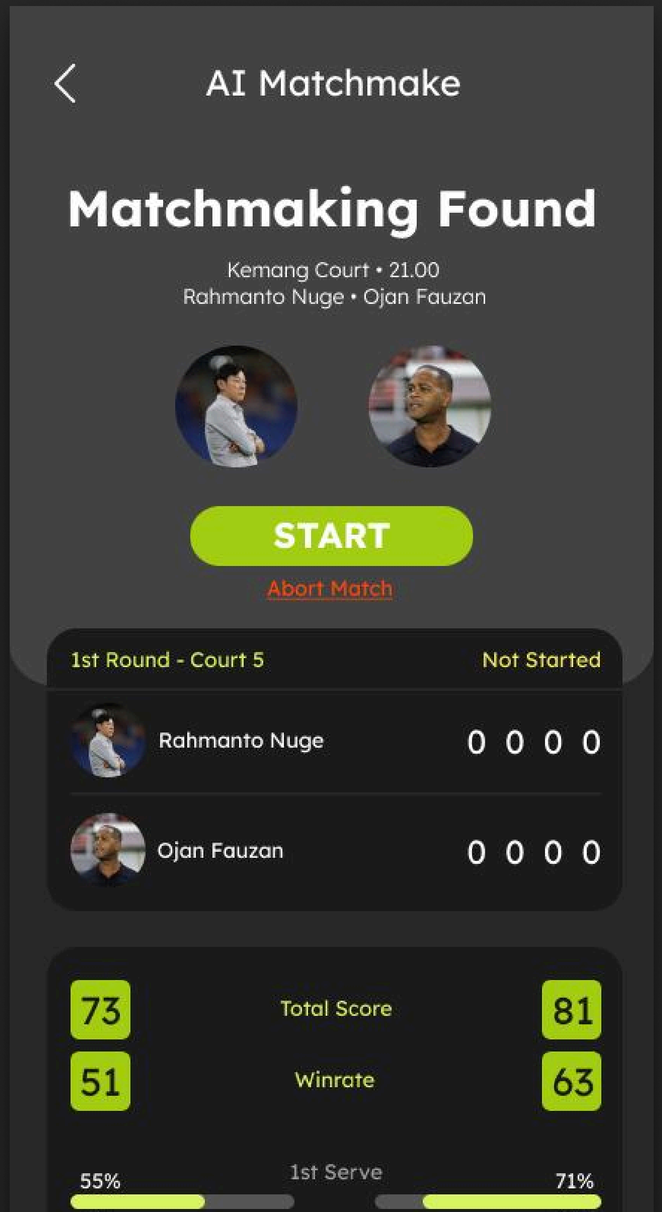
More than a Score

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



PHASE 1

User logs in and upload raw match video to simulate the data entry workflow

The Test

Validates the Usability & Value Hypothesis.

We are testing if the value of output justifies the effort of the input

Key Question

"Does the user feel that the result is useful enough to warrant the effort of uploading?"

Key Metrics

User rating on how "Essential" this data is for their improvement

PHASE 2

User explores the Timline Feed for 90 seconds to simulate content consumption

The Test

Validates the Vanity Hypothesis.

We are testing if the tracking results is enough to drive user sharing

Key Question

"Does the user express a desire to post this stats to Instagram / Whatsapp"

Key Metrics

% of Users who state they would share to social media

PHASE 3

User executes a New Search for an opponent and input a dummy game score

The Test

Validates the Matchmaking Utility Hypothesis.

Testing if the scoring system solves the fear of bad matches

Key Question

"Does the user trust this system enough to use as their primary way to find matches"

Key Metrics

% of users who prefer using Courtplay Matchmaking

PHASE 4

User is presented with a pricing tier to "Unlock Comprehensive Social Sharing and Better Analytics

The Test

Validates the Monetization Hypothesis.

Testing if "Pro Player Experience" is perceived as a premium asset.

Key Question

"Is the value of maintaining a Verified Career worth the price of a monthly subscription?"

Key Metrics

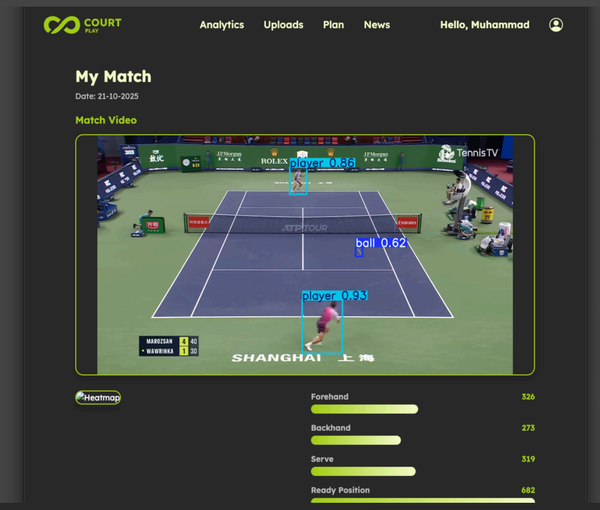
% of users who said "Yes" to the specific price point

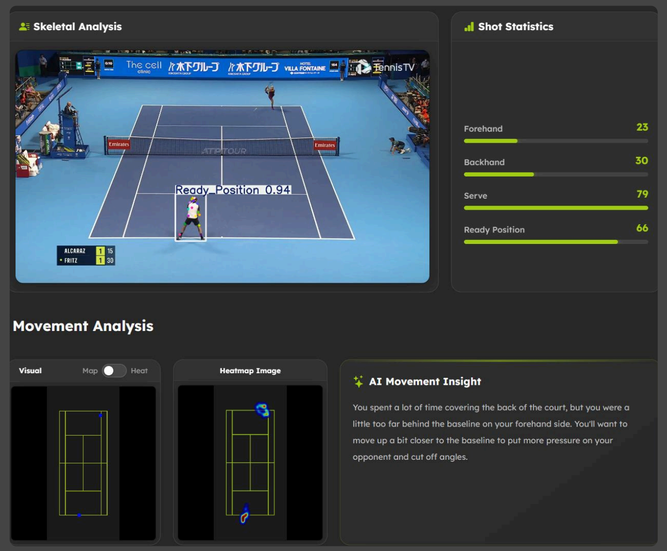
The Interview Results

100% Users

said analytics features prove to be useful

"Value of the analytics outperform the effort of recording and cropping the match video"





83% Users

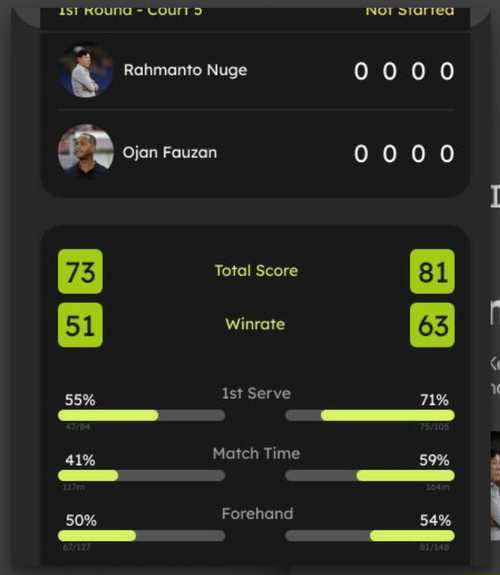
confirmed they would post stats to Social Media

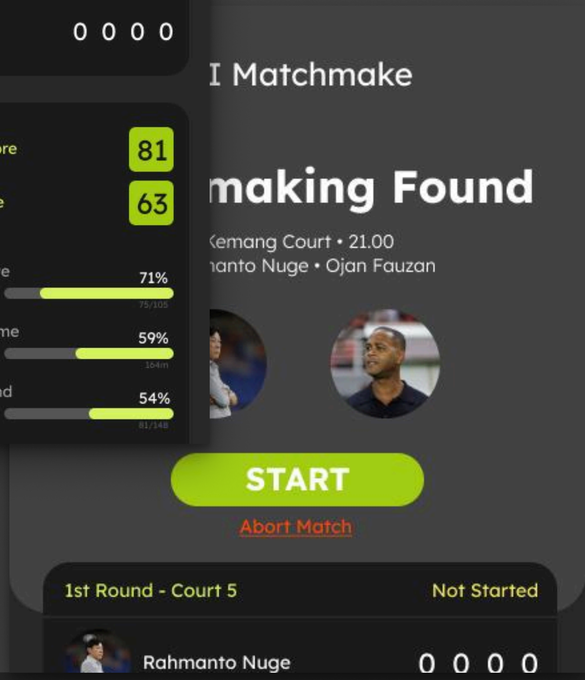
"Visual stats successfully trigger "Show-off" behavior. Users specifically requested customizable templates."

5/6 Users

Users rated AI-based matchmaking as 'Safer' than manual WhatsApp groups.

*"Users **WANT** trust the System Rating more than human honesty"*





78%

Users WANT TO PAY

Users view the service as a **long-term habit, validating a Monthly Subscription Model** rather than a one-time purchase.

Three Proven Payment Drivers

Why they will pay

THE COACH DRIVER

Deep error analysis to fix bad gameplay

THE VANITY DRIVER

Premium, customizable visual templates for social sharing

THE TRUST DRIVER

User scoring method to guarantee quality opponents

Observation

“Users won't upload every match, only their **Best (to show off)** or **Worst (to learn).**”

Verdict

The "High-Value, Low-Frequency" behavior supports a premium tiered subscription.

COURT PLAY

LEAN CANVAS

Client Digital Business Class

Date October 2025

Project Sport Analytics App

CORE PROBLEM

" Social racquet sport players lack access to objective performance analysis, social sharing tools, and a reliable way to find matched opponents"

INACCESIBLE ANALYTICS

Pro-level Analysis is Unavilable

Social players **cannot get objective, data-driven feedback** on their game, as pro analytics are too complex and expensive

NO SOCIAL HUB

Lacks a Central Platform

Players **lack a dedicated platform** to share match highlights, build a social status, and connect with their sports community

POOR MATCHMAKING

Hard to Find Good Oppenents

Players **struggle to find equally-skilled opponents**, making it difficult to set up a challenging and enjoyable match

SOLUTION

Automated AI Analysis

An AI Engine that Automatically Analyzes match Video to Extract Stats and Insights

Social Sport Profile

Social Platform to Share Profile, Match Highlights, and Gain Community Status

Smart Matchmaking

Use User Stats to Connect Players with New, Equally-Skilled Opponents

KEY METRICS

- Total Active User
- User Conversion Rate
- Break Even Point

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

UNFAIR ADVANTAGE

PROPIETARY AI MODEL

Custom-trained computer vision model for racquet sport analytics that is difficult to replicate

PROPRIETARY DATA

Aggregated player data that **continuously improves the AI** model and provide unique market insights

B2B PARTNER NETWORK

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

Validated Demand. Proven Monetization. Ready for Beta.

The Problem is Real

Amateurs are starved for data and recognition, currently relying on "Mental Memory" and unsafe WhatsApp groups.

The Solution Fits

We successfully bridged the gap with Zero-Friction Analytics and Verified Matchmaking, proving that users will overcome technical hurdles if the reward is high enough.

The Business Works

With 83% Retention Intent and a verified Willingness to Pay, CourtPlay is not just a tool, but a sustainable subscription business.

THANKYOU

Muhammad Rafly Arjasubrata | Muhammad Abiya Makruf | Nugroho Rahmanto