

LockerRoomLink - 10-Year Revenue Projections

Created: December 6, 2025

Purpose: Fundraising & Investment Projections

Methodology: Bottom-up analysis based on market size, realistic adoption curves, and comparable SaaS metrics

Executive Summary

Metric	Year 1	Year 3	Year 5	Year 10
Teams on Platform	500	10,000	75,000	500,000
Annual Revenue	\$89K	\$4.2M	\$37M	\$285M
Monthly Recurring Revenue	\$7.4K	\$350K	\$3.1M	\$23.8M
Valuation (5x Rev)	\$445K	\$21M	\$185M	\$1.4B

Market Analysis

Total Addressable Market (TAM)

Youth Sports in the USA:

Segment	Number	Source
Youth sports teams (all sports)	~3.5 million	Aspen Institute
Youth sports participants	~45 million	SFIA
Parents involved	~30 million	Estimated
Youth sports market value	\$19.2 billion	IBISWorld

Our Target Sports (Initial):

Sport	Teams in USA	Avg Team Size	Parents
Football	~250,000	35 players	875,000
Basketball	~400,000	12 players	4.8M
Cheer	~100,000	20 members	2M
Soccer	~300,000	15 players	4.5M
Baseball/Softball	~350,000	14 players	4.9M
TOTAL	~1.4 million		~17 million

Serviceable Addressable Market (SAM)

- Teams likely to adopt digital tools: ~60% = **840,000 teams**
- Teams willing to pay for premium: ~30% = **420,000 teams**

Serviceable Obtainable Market (SOM)

- Realistic 10-year capture: ~35% of SAM = **~500,000 teams**
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User Growth Projections

Growth Model Assumptions

- **Year 1:** Pilot + organic growth (500 teams)
- **Years 2-3:** Product-market fit, word of mouth (20x growth)
- **Years 4-5:** Sales team, marketing spend (7.5x growth)
- **Years 6-10:** Market leadership, slower growth (6.7x growth)

Team Growth by Year

Year	New Teams	Total Teams	Growth Rate	Notes
1	500	500	-	Pilot + early adopters
2	2,500	3,000	500%	Word of mouth, regional expansion
3	7,000	10,000	233%	Product-market fit achieved
4	15,000	25,000	150%	Sales team hired
5	50,000	75,000	200%	Marketing spend, partnerships
6	75,000	150,000	100%	National presence
7	100,000	250,000	67%	Category leader
8	100,000	350,000	40%	Market maturation
9	75,000	425,000	21%	International expansion begins
10	75,000	500,000	18%	Market leadership solidified

User Breakdown (Year 10)

User Type	Per Team	Total Users
Coaches	3	1,500,000
Parents	25	12,500,000
Players	20	10,000,000
Fans	10	5,000,000
TOTAL		29,000,000

Revenue Model Deep Dive

Revenue Stream Breakdown

1. Coach Subscriptions (Primary Revenue)

Tier	Price/Month	Conversion Rate	Notes
Free	\$0	60%	Basic features, 1 team
Pro	\$19.99	30%	3 teams, full features
Elite	\$39.99	8%	Unlimited teams, AI features
Organization	\$99.99	2%	Multi-coach, white-label

Average Revenue Per Paying Coach (ARPU): \$28.50/month

2. Transaction Revenue (% of GMV)

Transaction Type	Our Fee	Avg Transaction	Frequency
Event Registration	5%	\$75	4x/year per team
Fundraising	4%	\$2,000	2x/year per team
Game Tickets	5% + \$0.50	\$8	10 games × 100 fans
Playbook Sales	30%	\$25	2 purchases/coach/year

3. Marketplace Revenue (% of GMV)

Marketplace	Our Fee	Avg Transaction	Notes
Private Coaching	12%	\$75/session	20% of coaches offer
NIL Deals	10%	\$500/deal	5% of players get deals

4. League Subscriptions

Tier	Price/Season	Features
Starter	\$99	Up to 8 teams
Pro	\$199	Up to 16 teams
Enterprise	\$499	Unlimited + API

5. AI Feature Revenue

Feature	Price	Target Users
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Feature	Price	Target Users
AI Highlights	\$4.99/video	Parents
AI Stats	\$2.99/game	Coaches, Leagues
AI Scouting	\$14.99/report	Coaches
Recruiting Portfolio	\$29.99/year	Parents

📊 10-Year Revenue Projections

Year 1 (2026) - Launch Year

Revenue Stream	Calculation	Annual Revenue
Coach Subscriptions	200 paying × \$28.50 × 12	\$68,400
Event Registration	500 teams × \$75 × 4 × 5%	\$7,500
Fundraising	100 teams × \$2,000 × 4%	\$8,000
Playbook Sales	200 sales × \$25 × 30%	\$1,500
Tickets	Limited rollout	\$3,000
TOTAL YEAR 1		\$88,400

Year 2 (2027) - Growth Year

Revenue Stream	Calculation	Annual Revenue
Coach Subscriptions	1,200 paying × \$28.50 × 12	\$410,400
Event Registration	3,000 teams × \$75 × 4 × 5%	\$45,000
Fundraising	1,000 teams × \$2,500 × 4%	\$100,000
Tickets	500 teams × 10 games × 100 tix × \$8 × 5%	\$20,000
Playbook Sales	1,500 sales × \$30 × 30%	\$13,500
Private Coaching	\$200K GMV × 12%	\$24,000
League Subs	50 leagues × \$150 avg	\$7,500
TOTAL YEAR 2		\$620,400

Year 3 (2028) - Product-Market Fit

Revenue Stream	Calculation	Annual Revenue
Coach Subscriptions	4,000 paying × \$30 × 12	\$1,440,000
Event Registration	10,000 teams × \$80 × 4 × 5%	\$160,000

Revenue Stream	Calculation	Annual Revenue
Fundraising	$4,000 \text{ teams} \times \$3,000 \times 4\%$	\$480,000
Tickets	$3,000 \text{ teams} \times 10 \times 150 \times \$8 \times 5\%$	\$180,000
Playbook Marketplace	$\$200K \text{ GMV} \times 30\%$	\$60,000
Private Coaching	$\$1M \text{ GMV} \times 12\%$	\$120,000
NIL Marketplace	$\$500K \text{ GMV} \times 10\%$	\$50,000
League Subs	$200 \text{ leagues} \times \200 avg	\$40,000
AI Features	$5,000 \text{ purchases} \times \10 avg	\$50,000
TOTAL YEAR 3		\$2,580,000

Year 4 (2029) - Scale Year

Revenue Stream	Annual Revenue
Coach Subscriptions	\$3,600,000
Event Registration	\$500,000
Fundraising	\$1,500,000
Tickets	\$600,000
Playbook Marketplace	\$200,000
Private Coaching	\$400,000
NIL Marketplace	\$300,000
League Subs	\$150,000
AI Features	\$200,000
TOTAL YEAR 4	\$7,450,000

Year 5 (2030) - Breakout Year

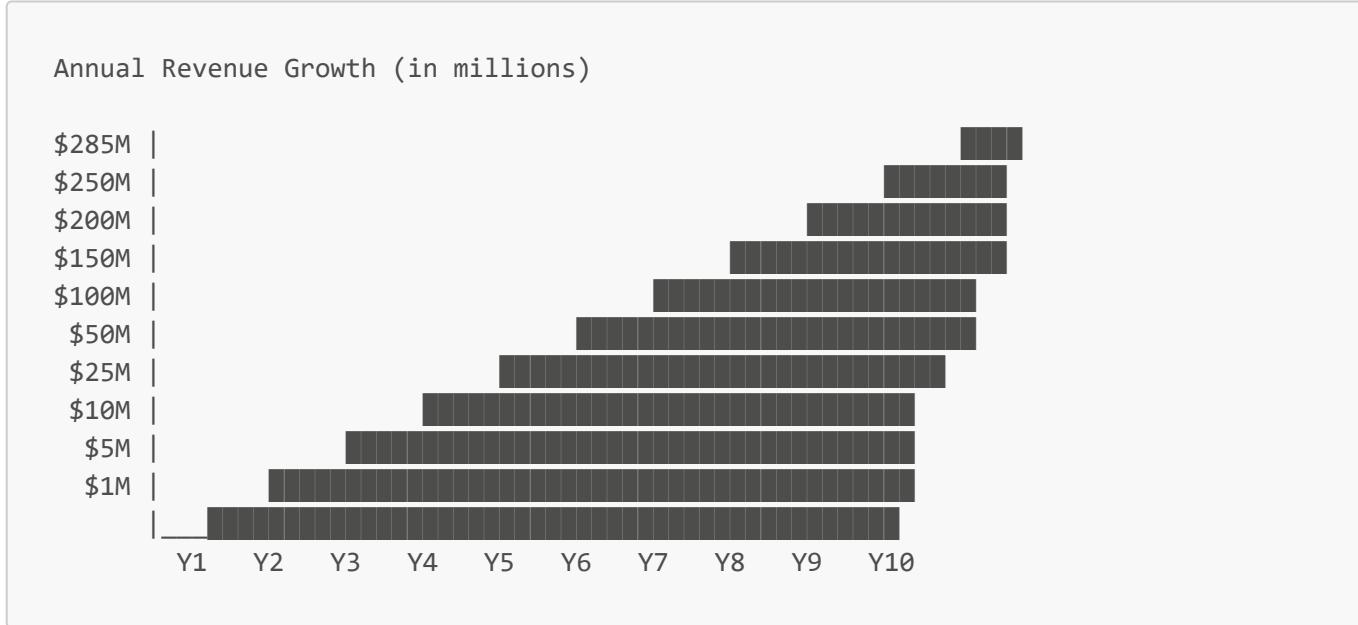
Revenue Stream	Annual Revenue
Coach Subscriptions	\$10,800,000
Event Registration	\$1,500,000
Fundraising	\$6,000,000
Tickets	\$2,400,000
Playbook Marketplace	\$750,000
Private Coaching	\$1,500,000

Revenue Stream	Annual Revenue
NIL Marketplace	\$1,500,000
League Subs	\$500,000
AI Features	\$1,000,000
Advertising (new)	\$500,000
Data Licensing (new)	\$250,000
TOTAL YEAR 5	\$26,700,000

Years 6-10 Summary

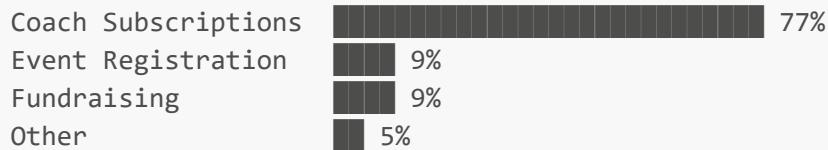
Year	Teams	Revenue	YoY Growth	Notes
6	150,000	\$58M	117%	National expansion complete
7	250,000	\$105M	81%	Category leader
8	350,000	\$165M	57%	Enterprise deals
9	425,000	\$220M	33%	International launch
10	500,000	\$285M	30%	Market maturity

📊 Revenue Visualization

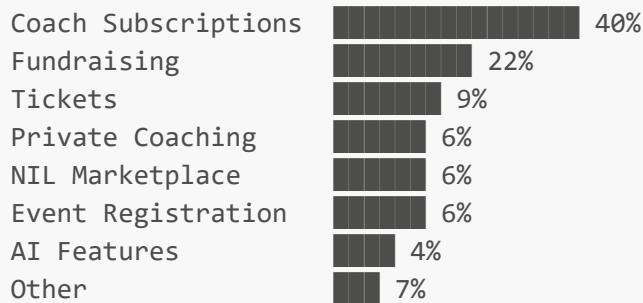


💎 Revenue Mix Evolution

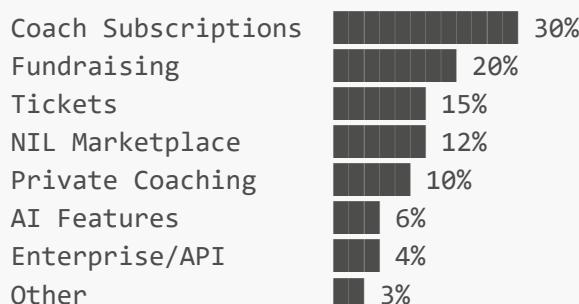
Year 1 (Subscription Heavy)



Year 5 (Diversified)



Year 10 (Platform Economics)



Comparable Company Analysis

SaaS Benchmarks

Metric	Industry Avg	Our Projection
Net Revenue Retention	110%	115%
Gross Margin	70-80%	75%
CAC Payback	12-18 months	10 months
LTV/CAC Ratio	3:1	4:1
Annual Churn	5-7%	8% (Year 1), 4% (Year 5+)

Comparable Exits

Company	Space	Exit Value	Revenue Multiple
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Company	Space	Exit Value	Revenue Multiple
Hudl	Sports Video	\$4B (valuation)	~15x ARR
TeamSnap	Team Management	~\$500M	~8x ARR
GameChanger	Youth Sports	\$80M (to DICK'S)	~10x ARR
SportsEngine	Youth Sports	\$170M (to NBC)	~6x ARR
LeagueApps	League Management	~\$100M	~8x ARR

Our Projected Valuations

Year	Revenue	Conservative (5x)	Moderate (8x)	Aggressive (12x)
3	\$2.6M	\$13M	\$21M	\$31M
5	\$27M	\$135M	\$216M	\$324M
7	\$105M	\$525M	\$840M	\$1.26B
10	\$285M	\$1.4B	\$2.3B	\$3.4B

💼 Investment Use of Funds

Seed Round (\$500K-1M) - Year 1

Use	Allocation	Purpose
Engineering	50%	2 additional developers
Marketing	25%	User acquisition
Operations	15%	Infrastructure, tools
Legal/Admin	10%	Compliance, contracts

Series A (\$5-10M) - Year 2-3

Use	Allocation	Purpose
Engineering	40%	Team of 8-10
Sales	25%	Sales team build-out
Marketing	20%	Brand, paid acquisition
Operations	10%	Scale infrastructure
G&A	5%	Legal, finance, HR

Series B (\$25-50M) - Year 4-5

Use	Allocation	Purpose

Use	Allocation	Purpose
Sales & Marketing	45%	National expansion
Engineering	30%	AI features, scale
Operations	15%	Customer success
International	10%	Market expansion

📊 Key Metrics Trajectory

Monthly Recurring Revenue (MRR)

Year	MRR	ARR
1	\$7,400	\$89K
2	\$52,000	\$620K
3	\$215,000	\$2.6M
4	\$621,000	\$7.5M
5	\$2,225,000	\$26.7M
6	\$4,833,000	\$58M
7	\$8,750,000	\$105M
8	\$13,750,000	\$165M
9	\$18,333,000	\$220M
10	\$23,750,000	\$285M

Gross Merchandise Volume (GMV)

Total transaction value flowing through platform

Year	GMV	Our Revenue from GMV
1	\$500K	\$25K
2	\$5M	\$250K
3	\$25M	\$1.2M
5	\$200M	\$10M
10	\$1.5B	\$75M

⌚ Risk Factors & Mitigations

Risk	Probability	Impact	Mitigation
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Risk	Probability	Impact	Mitigation
Competitor response (Hudl, TeamSnap)	High	Medium	Move fast, own cheer/NIL niches
Slow adoption	Medium	High	Focus on word-of-mouth, free tier
Platform dependency (Firebase costs)	Medium	Medium	Plan migration path at scale
Regulatory (NIL compliance)	Low	Medium	Legal partnerships, compliance tools
Economic downturn	Medium	Medium	Essential service, parents prioritize kids
Churn higher than expected	Medium	High	Focus on data lock-in, network effects

🏆 Exit Scenarios

Scenario 1: Strategic Acquisition (Most Likely)

Timeline: Year 5-7

Acquirer Types: ESPN/Disney, NBC Sports, DICK'S Sporting Goods, Amazon

Valuation: \$200M - \$500M (8-12x revenue)

Why: Youth sports data, engaged parent demographic, platform dominance

Scenario 2: Private Equity Rollup

Timeline: Year 4-6

Acquirer Types: Vista Equity, Thoma Bravo, Silver Lake

Valuation: \$150M - \$300M (6-8x revenue)

Why: Consolidation play, predictable SaaS metrics

Scenario 3: IPO

Timeline: Year 8-10

Requirements: \$100M+ ARR, profitability path, strong growth

Valuation: \$1B+ (if \$285M revenue achieved)

Comparable: "The Shopify of Youth Sports"

Scenario 4: Continue Growing (Long Hold)

Timeline: Year 10+

Strategy: Expand internationally, add more sports, become THE platform

Potential: \$500M-1B+ ARR at maturity

📝 Summary for Investors

The Opportunity

- **Market:** \$19.2B youth sports market, 45M participants

- **Problem:** Fragmented solutions (5+ apps per family)
- **Solution:** One platform that handles everything
- **Moat:** Data accumulation, network effects, platform dependency

The Numbers

Metric	Value
Year 5 Revenue	\$27M
Year 10 Revenue	\$285M
Target Exit	\$500M-2B
Exit Timeline	Years 5-10

Why Now

1. **NIL expansion** to high school = first-mover advantage
2. **No dominant player** in comprehensive youth sports
3. **Cheer market** = zero competition (\$0 blue ocean)
4. **Parents spending** on youth sports increasing 10%+ annually
5. **COVID accelerated** digital adoption in sports

The Ask

- **Seed:** \$500K-1M for 15-20%
 - **Use:** Engineering + initial marketing
 - **Milestone:** 3,000 teams, \$50K MRR
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Change Log

Date	Change
Dec 6, 2025	Initial 10-year projection created
Dec 6, 2025	Added comparable company analysis
Dec 6, 2025	Added exit scenarios
Dec 6, 2025	Added investor summary