Discovery Worksheet — Chad Penney / Maqro Strategies

Meeting: Sherwood Brewhouse
Date/Time: Wednesday, 6:03 PM
Facilitator: Gabriel Lacroix
Objective: Determine scope (Rabbit $1–2K vs Deer $3–5K), confirm needs, and next steps

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1) Opening & Rapport

1. How did you get into pickleball tournaments? What's the story behind Maqro Strategies?

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2. What does your current setup look like? How are you handling things right now?

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3. What's driving the timing now? Any specific event or trigger?

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2) Business & Scale (Key for Scope)

4. How many tournaments are you planning per year?

Tournaments/year: _____

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5. What size are you targeting? (Players, divisions, location)

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6. Is this a one-off or part of a bigger plan?

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7. Prior experience: Have you run a tournament before? What did that look like?

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8. Beyond tournaments, what else is Maqro Strategies focused on?

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9. Is the tournament business separate from your main gig or integrated?

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3) Current Process & Pain Points

10. Walk me through how a tournament would run tomorrow (step-by-step).

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11. Player registration — how is it handled (or how do you want it handled)?

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12. Payments — how are you collecting and tracking them?

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13. Bracket management — method, format, communications?

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14. Which admin tasks take the most time or cause the most frustration?

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15. Bookkeeping automation — what specifically is the headache?

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16. Roughly how much admin/bookkeeping time per tournament?

Hours/Tournament: _____

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17. What happens when things go wrong? Typical errors and impact?

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4) Budget & Investment

18. Have you set a budget, or should we size it based on needs?

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19. Framing: Quick $1–2K vs. more comprehensive $3–5K — which range feels right?

Reaction / Comfort Range: _____

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20. Alternative if you don't automate (hire, manual, other)?

Notes (compare to $250–600/mo bookkeeper):

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5) Timeline & Urgency

21. When do you want to launch the first tournament?

Target Date: _____

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22. Any hard deadlines or external events driving this?

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6) Technical Readiness

23. Comfort with tech (1–10)?

Score: _____ / 10

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24. Prefer self-managing the system or done-for-you management?

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25. Existing systems we should integrate with?

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26. Internet speed/reliability considerations?

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7) Success Metrics & Vision

27. What would success look like for your first tournament?

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28. What would make this 100% worth it for you?

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29. If everything worked perfectly, describe the ideal tournament day.

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30. Biggest concerns about automation or working together?

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8) Relationship & Future

31. Beyond tournaments, any other areas that could use digital strategy help?

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32. Website is under development — discuss now or later?

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33. The vision behind "Maqro Strategies" — where is this going long-term?

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9) Closing

34. From everything we discussed, what's the most important thing to solve first?

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35. Any questions for me about how this would work?

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36. Assuming we move forward, what would you need to feel comfortable?

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Capture Sheet
- Tournament frequency: _____ per year
- Tournament size: _____ players
- Current registration method: _____
- Current payment method: _____
- Admin hours per tournament: _____
- Budget comfort: $ _____ – $ _____
- Launch timeline: _____
- Technical comfort: _____ / 10
- Biggest pain point: _____
- Primary goal: _____

Decision Indicators

Rabbit ($1–2K) indicators:

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Deer ($3–5K) indicators:

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Additional opportunities identified:

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Next Steps

- Quote follow-up by: _____
- Additional info needed: _____
- Decision timeline: _____

Strategic Reminders (for facilitator) - Match casual, friendly tone; keep it conversational - Determine scale first (frequency is key to ROI) - Compare to ongoing bookkeeping cost ($250–$600/mo) - One-time setup advantage; 4+ tournaments/year → break-even ~18–24 months

Solution Path (Fill After Discovery)

If Rabbit ($1–2K):

- Basic registration form
- Simple payment processing
- Manual bracket management
- Basic reporting

If Deer ($3–5K):

- Automated registration system
- Integrated payments
- Automated bracket generation
- Communication automation
- Financial reporting dashboard