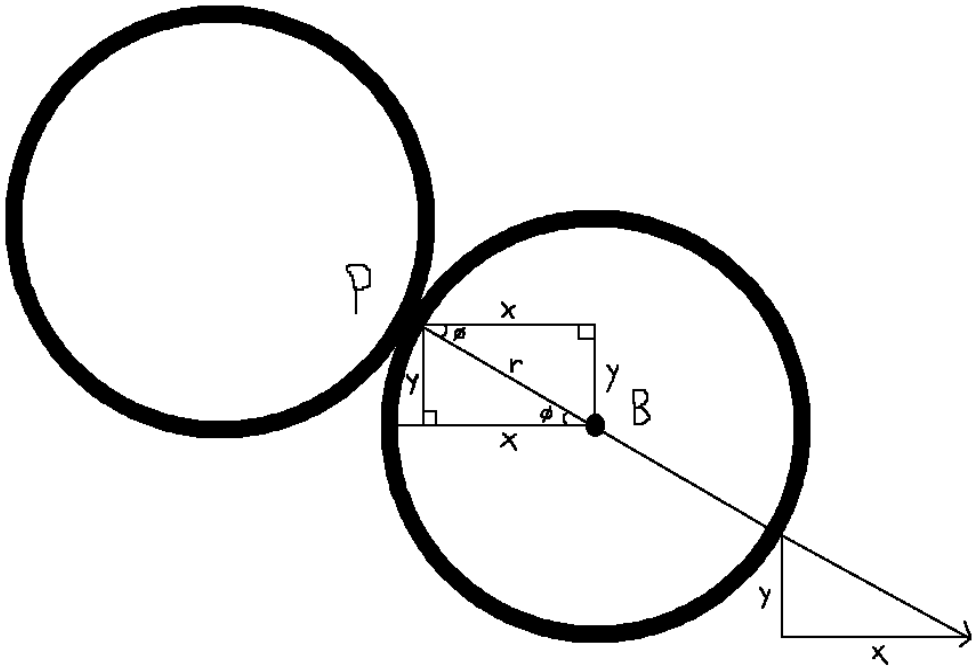
Direction after impact



Point of impact: $P(x_i, y_i)$
Ball center: $B(x_c, y_c)$
$x = x_c - x_i$
$y = y_c - y_i$

speed = 10
$\Theta = \text{atan}(y / x)$
new_x = speed * cos(Θ)
new_y = speed * sin(Θ)