



MARKETING PLAN

Owners Riley Burns Isaiah Chang Nathanael Covarrubias

INTRODUCTION

This business plan outlines the strategic framework for Phantom Pacer, a pioneering developer of an innovative 400m pacing system designed to revolutionize track and field racing. Recognizing the critical need for precise and data-driven pacing solutions for athletes at all levels, Phantom Pacer aims to address the limitations of traditional training methods. This document details our company's mission, the roles and responsibilities of our dedicated team, a comprehensive timeline for achieving our key milestones, targeted marketing channels, defined target markets, and a detailed budget. We are committed to empowering athletes with cutting-edge technology that enhances performance and unlocks their full potential.



ROLES

ROLE	NAME	DESCRIPTION
Product Manager / Sales & Marketing	Isaiah Chang	<i>Focuses on the business side of things, ensuring the product meets market needs and generates revenue</i>
Operations & Logistics / Testing & Support	Riley Burns	Handles the physical product and customer interaction
Technical Lead / Hardware & Software Engineer	Nathanael Covarru...	Primary driver of the product's technical development

TIMELINE

2026	2028	2030
<ul style="list-style-type: none">• Product launch in running market• Brand establishment through marketing and sales• Partnerships with schools and investors• Start renting to schools	<ul style="list-style-type: none">• More partnerships with schools• Product launch in the swim market	<ul style="list-style-type: none">• Product launch into the international market• Product used in professional track and swim competitions• Increase renting prices

MARKETING CHANNELS

Direct Outreach to Target Groups

Summary

Directly contact track and field coaches and professional track and field training facilities. Connect with organizations like USA Track & Field (USATF) and similar international bodies. The goal is to hold meetings and demonstrate our product.

METRICS

- Meetings held
- Product demonstrations

Social media

Summary

Create accounts on major social media websites such as Instagram, TikTok, Facebook, Youtube, etc., and start discussions on online running community websites. The goal is to have brand consistency across platforms while steadily increasing following

METRICS

- Subscribers
- Followers
- Likes
- Discussion forums

Trade Shows and Exhibitions

Summary

Exhibit at track and field conferences and trade shows to showcase the product to a targeted audience. The goal is to increase awareness of our product by consistently attending exhibitions.

METRICS

- Exhibitions attended

INITIATIVES BY MARKETING CHANNEL

This marketing strategy outlines targeted initiatives by channel to promote our LED pacing system designed for standard 400-meter tracks. The system enhances training and competition by providing dynamic visual pacing cues for athletes, making it an innovative solution for track programs.



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Direct Outreach

ACTIONS	GOAL	METRICS
<i>Create a lead-building email campaign by the end of 2025</i>	<i>Boost website traffic and increase target audience engagement</i>	<ul style="list-style-type: none">• 28% open rate• 12% conversion rate
<i>Implement follow-up emails for renters</i>	<i>Convert renters to buyers</i>	<ul style="list-style-type: none">• 75% open rate• 33% conversion rate
<i>Set up meetings with coaches and track organizations</i>	<i>Talk about the product over a call or in person</i>	<ul style="list-style-type: none">• Meetings per month• Demonstration's done

02

Demonstrations

ACTIONS	GOAL	METRICS
<i>Organize an informational event</i>	<i>Increase engagement and build community</i>	<ul style="list-style-type: none">• 200 confirmed attendees
<i>Display at track meets (i.e., APU's Bryan Clay Invitational)</i>	<i>Increase exposure and overall excitement for the product</i>	<ul style="list-style-type: none">• Forming connections with coaches from other schools
<i>Run a trade show</i>	<i>Form connections with investors and sponsors</i>	<ul style="list-style-type: none">• 4 sponsors• 3 investors

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Social media

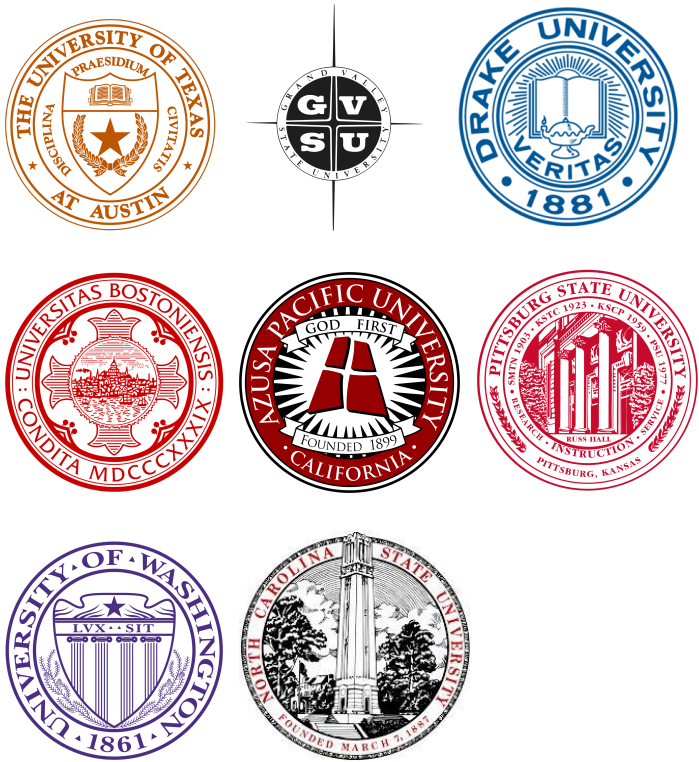
ACTIONS	GOAL	METRICS
<i>Build a comprehensive social media strategy by the end of the year</i>	<i>Gain followers and increase engagement</i>	<ul style="list-style-type: none">• <i>Strategy with actionable steps and clear metrics</i>
<i>Meta (Instagram / Facebook) Account</i>	<i>Consistently upload short-form informational content</i>	<ul style="list-style-type: none">• <i>4% engagement rate</i>• <i>2% follower rate</i>
<i>TikTok Account</i>	<i>Consistently upload short-form informational content</i>	<ul style="list-style-type: none">• <i>15% engagement rate</i>• <i>4% follower rate</i>
<i>YouTube Account</i>	<i>Consistently upload long-form informational content</i>	<ul style="list-style-type: none">• <i>6% engagement rate</i>• <i>5% follower rate</i>

ASSET CREATION TRACKER

ASSET	DUE	ASSIGNED TO	STATUS
<u>Version 1</u>	May 2, 2025	Nathanael Covarrub...	In review ▾
<u>Version 2</u>	Aug 11, 2025	Nathanael Covarrub...	In progress ▾
<u>App Finalized</u>	May 4, 2026	Riley Burns	In progress ▾
<u>Database Finished</u>	May 4, 2026	Riley Burns	In progress ▾
<u>Version 2 Certified</u>	May 4, 2026	Nathanael Covarrub...	Not started ▾

TARGET MARKET

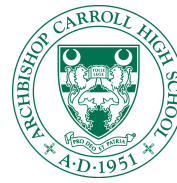
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Universities

ABOUT	CORE NEEDS	PAIN POINTS	MOTIVATION
Athletic Directors / Staff Members in Charge of Athletic Budget	Universities aim to produce high-performing athletes. This pacing system has been proven to help athletes break records.	Human pacers are inaccurate, and athletes struggle to break records due to inconsistent pacing. The university's budget may not allow them to rent the pacing system from competitors	A university's reputation can be greatly improved if records are set by their students. This can increase enrollment and overall funding.

02



High Schools

ABOUT

Athletic Directors /
Staff Members in
Charge of Athletic
Budget

CORE NEEDS

High schools allow
students to discover
their potential in
academics and
athletics. Pacing
systems can
emphasize a student's
potential in track.

PAIN POINTS

High schools tend to
have a smaller
budget compared to
colleges; therefore,

MOTIVATION

Phantom Pacer
provides an affordable
option for owning a
pacing system to train
athletes with perfect
pacing.

BUDGET

EXPENSE	ESTIMATED COST
Engineering Salary	\$300,000
LLC Startup Cost	\$1,000
Testing & Certification Budget (FCC,UL)	\$45,000
Prototyping Budget	\$40,000
Injection Molding	\$60,000
Patent Fee	\$10,000
Travel/Shipping Costs	\$30,000
Total	\$486,000

Projected Sales

Year	Projected Renting/Sales
2026	\$50,000 (Rent Only) *10 times
2027	\$130,000 (Rent Only) *26 times
2028	\$160,000 (Rent Only)(Purchase Negotiable) *32 times
2029	\$360,000(Purchase Available) *6 purchases, 36 rents
2030	\$540,000 (Purchase Available) *12 purchases, 36 rents
Break Even in 2030	