

LEVEL UP BATTING CAGE

Investor Presentation

January 2026

SLIDE 1: EXECUTIVE SUMMARY

The Opportunity

Premium indoor batting facility serving western Nassau County, NY with modern equipment and technology-enabled training

Business Model

- 3-5 automated cages with Rapsodo analytics
- Clean, well-lit warehouse space (4,200-8,000 sq ft)
- Hourly rentals + tiered memberships + instructor partnerships

Key Metrics

- **Startup Investment:** \$120K-\$250K (varies by facility size)
- **Core Annual Revenue:** \$500K-\$900K
- **Additional Revenue Streams:** \$20K-\$60K (vending, cricket, consignment)
- **Time to Profitability:** 3-8 months at 50% utilization
- **Monthly Net Profit (at scale):** \$33K-\$63K depending on size

SLIDE 2: MARKET OPPORTUNITY

Target Market: Western Nassau County, NY

- Dense population with high family incomes
- Strong youth travel baseball/softball participation
- Active high school and adult rec leagues
- Locations: Lynbrook, Williston Park, Floral Park, New Hyde Park

Market Gap

- Existing facilities suffer from outdated equipment
- Poor maintenance and inconvenient booking systems
- Demand for clean, tech-enabled, reliable venues at competitive prices

Market Size Indicators

- Boom in travel baseball/softball on Long Island
- Year-round training demand (especially winter indoor)
- Growing cricket community (Queens/Nassau) seeking indoor practice

SLIDE 3: COMPETITIVE ADVANTAGES

Why Level Up Wins

- **Brand-New Equipment:** New pitching machines and netting, optional Rapsodo analytics technology, superior lighting and turf quality
- **Modern Experience:** Online booking system, transparent competitive pricing, clean well-maintained facility
- **Community Hub Model:** Instructor partnerships (fill off-peak hours), organic marketing through coach networks, generous launch memberships build loyalty
- **Revenue Diversification:** Cricket rentals (winter utilization boost), multiple ancillary income streams, scalable membership tiers

SLIDE 4: FACILITY OPTIONS & PRICING

Facility Size	3 Cages	4 Cages	5 Cages
Square Footage	4,200-5,000	5,500-6,500	7,000-8,000
Total Investment	\$120.5K-\$191K	\$150.5K-\$211K	\$180.5K-\$251K

Pricing Structure

- **Hourly Rentals:** 30 min: \$35 | 60 min: \$60 | Team rates: \$50-\$55/hr
- **Off-peak discount:** 10-15% (weekdays before 4 PM)
- **Average effective rate:** \$65/hour

Memberships (Launch Phase)

- Basic: \$59/month (unlimited access, priority booking)
- Premium: \$99/month (unlimited + perks)
- Family/Team: \$149/month (up to 4 people)

SLIDE 5: REVENUE PROJECTIONS (50% Utilization)

3 Cages (Self-Funded Option)

- Monthly Revenue: \$43K-\$45K | Annual: \$516K-\$540K
- Monthly Expenses: \$10K | **Monthly Profit: \$33K-\$35K**
- Breakeven: 4-7 months | ROI Timeline: 14-18 months

4 Cages (Growth Option)

- Monthly Revenue: \$57K-\$60K | Annual: \$684K-\$720K
- Monthly Expenses: \$11K | **Monthly Profit: \$46K-\$49K**
- Breakeven: 4-6 months | ROI Timeline: 11-15 months

5 Cages (Premium Option - Requires Investment)

- **Monthly Revenue: \$72K-\$75K | Annual: \$864K-\$900K**
- Monthly Expenses: \$12K | **Monthly Profit: \$60K-\$63K**
- **Breakeven: 3-6 months | ROI Timeline: 9-13 months**

Note: All projections at conservative 50% utilization; peak season typically exceeds 70%

SLIDE 6: ANCILLARY REVENUE STREAMS

Revenue Stream	Setup Cost	Annual Revenue
Cricket Practice Rentals	\$300-\$500	\$10K-\$20K
Vending & ATM	\$2K-\$5K	\$8K-\$18K
Trading Card Display/Sublet	\$300-\$500/mo rent	\$3.6K-\$6K
Used Equipment Consignment	\$1K-\$2K	\$10K-\$30K
Future: Bat Testing & Reviews	Deferred	\$20K-\$50K (future)

Total Ancillary Impact: \$20K-\$60K/year

SLIDE 7: USE OF FUNDS (5-Cage Premium Scenario)

Total Investment Required: \$180.5K-\$251K

Capital Allocation

- **Facility Setup (55%):** \$100K-\$138K
 - Leasehold improvements, cages, equipment, turf
- **Equipment & Technology (20%):** \$36K-\$50K
 - Pitching machines, Rapsodo, tools
- **Working Capital (22%):** \$40K-\$60K
 - 3-6 months runway for operations
- **Marketing & Launch (3%):** \$8K-\$15K
 - Pre-launch, grand opening, digital ads

Funding Strategy

- **3-4 Cages:** Self-funded by founder
- **5 Cages (>7,000 sq ft):** Seeking investor partnership
- **Investor Return Path:** Profit sharing or equity stake with 9-13 month ROI timeline

SLIDE 8: MANAGEMENT & FOUNDER BACKGROUND

Terry Huang Jr. - Founder & Operator

Industry Expertise

- Deep knowledge of baseball/softball equipment market
- Active eBay seller specializing in bats and gloves
- Experience in equipment evaluation and refurbishing
- Strong understanding of player needs and training technology

Business Acumen

- Comprehensive market research and competitive analysis
- Detailed financial modeling and operations planning
- Identified unique revenue diversification opportunities
- Strategic location analysis and partnership development

Community Connections

- Established relationships with local coaches
- Network within travel baseball/softball community
- Understanding of western Nassau County demographics
- Connections to Queens/Nassau cricket leagues

SLIDE 9: NEXT STEPS & INVESTMENT ASK

For 5-Cage Premium Facility (>7,000 sq ft)

Investment Ask: \$180K-\$250K

What You Get

- Equity stake or profit-sharing arrangement (terms negotiable)
- ROI timeline: 9-13 months at 50% utilization
- Monthly profit potential: \$60K-\$63K
- Annual revenue: \$864K-\$900K + ancillary streams

Timeline to Launch

- **Month 1-2:** Site secured, permits filed, construction begins
- **Month 3-4:** Equipment installation, systems setup, staff hiring
- **Month 4-6:** Marketing ramp-up, soft opening, grand opening event
- **Month 7+:** Operations, membership growth, profitability

Why Invest Now

- Proven market demand with limited quality competition
- Conservative projections with significant upside potential
- Multiple revenue streams reduce risk
- Experienced founder with deep industry knowledge

- Clear path to profitability in under 6 months

CONTACT

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Ready to Level Up together?

Appendix Available Upon Request:

- Detailed SWOT Analysis
- Full competitive landscape review
- Site location comparisons
- Equipment vendor quotes
- Marketing campaign details
- Membership growth models