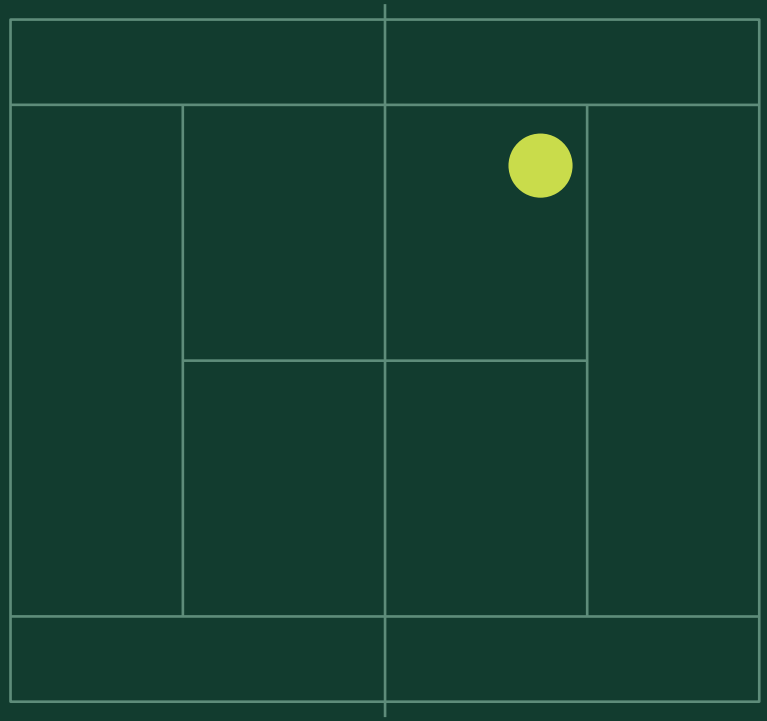
INVESTOR PITCH · SEED ROUND

Baseline Tennis Academy

Structured player development for juniors and adults — from first rally to competitive play.



Sample work. Fictional company. Market data is sourced (see speaker notes); company figures are illustrative.

THE PROBLEM

Players are growing faster than structured coaching

01 **Fragmented coaching**

Lessons are booked one at a time, with no multi-month plan behind them.

02 **Invisible progress**

Parents and adult players rarely see what is actually improving — so they churn.

03 **Peak-hour scarcity**

Evening and weekend court time sells out first; off-peak sits underused.

+1.9M

net new U.S. tennis players in 2024 (23.8M → 25.7M)

6.3M

new or returning players in 2024 — demand that needs a pathway

Source: USTA, "U.S. Tennis Participation Surges to New High of 25.7 Million Players", Feb 19, 2025 (Physical Activity Council data).

OUR SOLUTION

One academy, three programs, one shared progress record

01

Junior Pathway

Ages 6–18

- Level-based curriculum
- Termly skills assessment
- Match-play league each term

02

Adult Programs

Beginner to league

- 8-session clinic packs
- Off-peak pricing tiers
- Social and league formats

03

Performance Lab

Video + data

- Stroke video review
- Progress report after each block
- Shared with parents and players

MARKET

Tennis participation is at a record high

106M

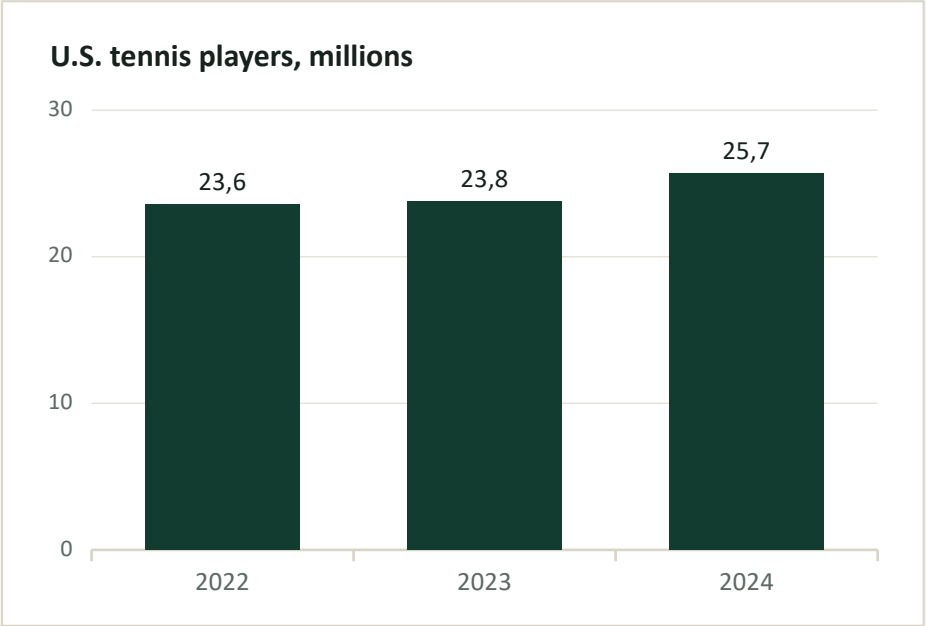
people play tennis worldwide (2024)

+25.6%

global players vs. 2019

175K+

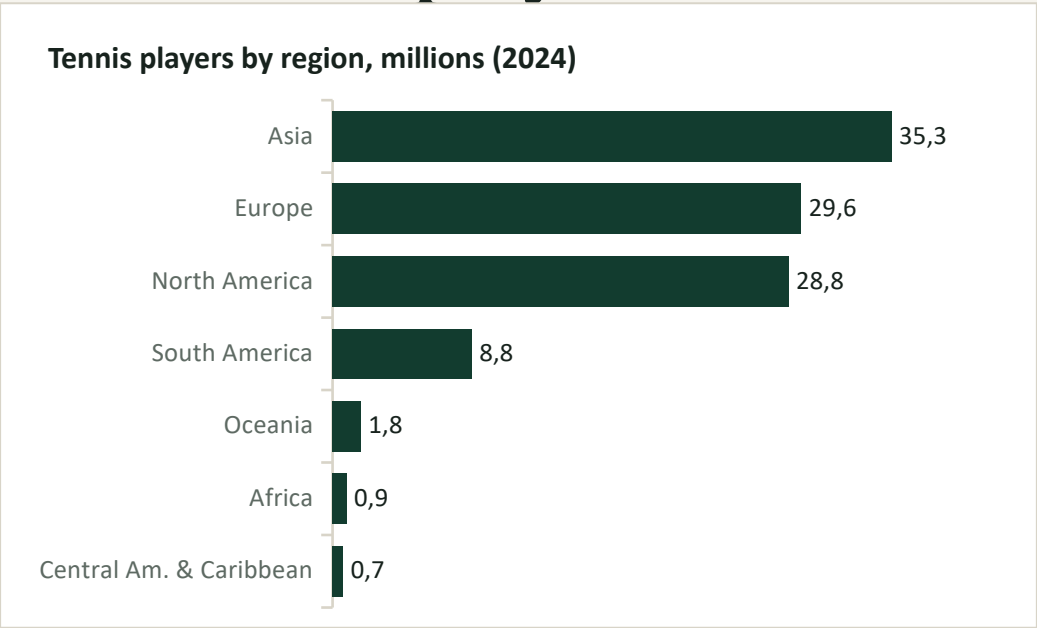
tennis coaches working worldwide



Sources: ITF Global Tennis Report 2024 (Nov 28, 2024); USTA participation releases (2023 for 2022 data; Feb 19, 2025 for 2023–2024).

WHERE PLAYERS ARE

Three regions hold almost 9 in 10 of the world's players



88.5%

of all players are in Asia, Europe and North America combined.

13.4%

of Great Britain's population plays — the highest share of any country (Canada: 12.8%).

Source: ITF Global Tennis Report 2024. Regional shares: Asia 33.4%, Europe 27.9%, North America 27.2%.

BUSINESS MODEL

ILLUSTRATIVE FIGURES

Recurring memberships, topped up by camps and analysis

Revenue stream	Format	Price	Share
Junior Pathway	2 sessions / week, term-based	$260 / month	**55%**
Adult Programs	8-session clinic pack	$180 / pack	**25%**
Performance Lab	Video review + written plan	$90 / session	**10%**
Camps & events	School-holiday day camps	$350 / week	**10%**

$2,400

average revenue per member per year

75%

target coach utilisation

4.5×

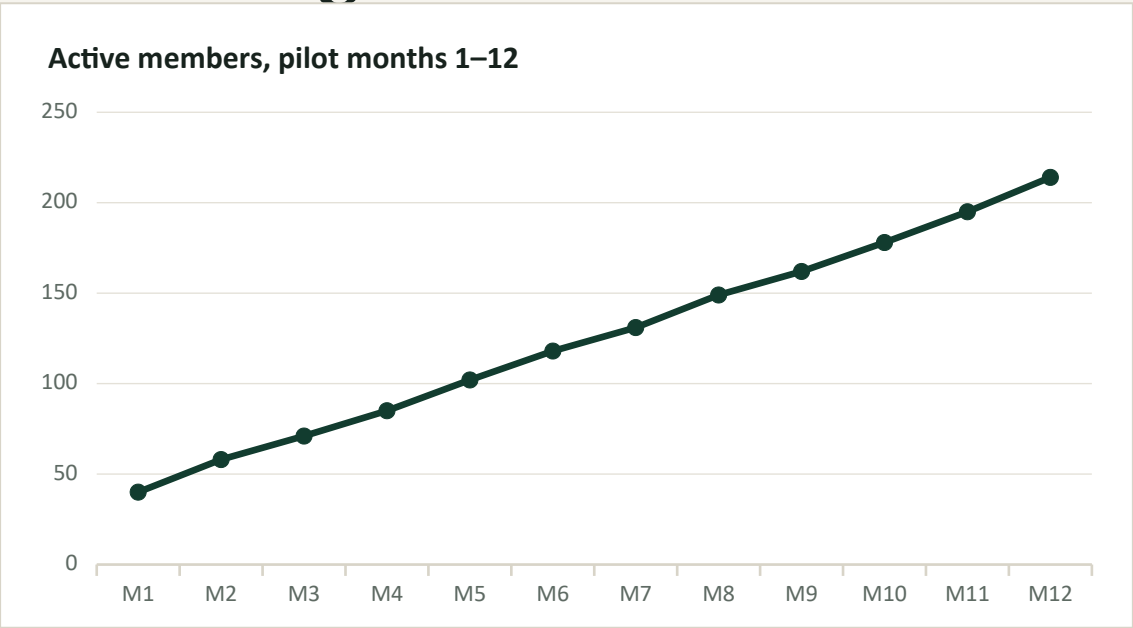
target LTV / CAC

All prices, shares and unit-economics targets on this slide are illustrative assumptions for a fictional company.

TRACTION

ILLUSTRATIVE FIGURES

Pilot season: steady month-on-month member growth



214

active members at month 12

82%

term-over-term retention

60

families on the junior waitlist

Illustrative pilot data for a fictional company — shown to demonstrate layout, not real performance.

GO-TO-MARKET

Twelve months from flagship to second site



Flagship launch

Lease 6 courts; open junior and adult programs.

School partnerships

After-school taster sessions feed the junior pathway.

Adult leagues

Evening leagues and corporate team packages.

Site #2 decision

Expand if utilisation holds above target.

Channels: school partnerships · local club referrals · parent community groups · search and maps listings

COMPETITIVE LANDSCAPE

The only option that combines structure, tracking and flexibility

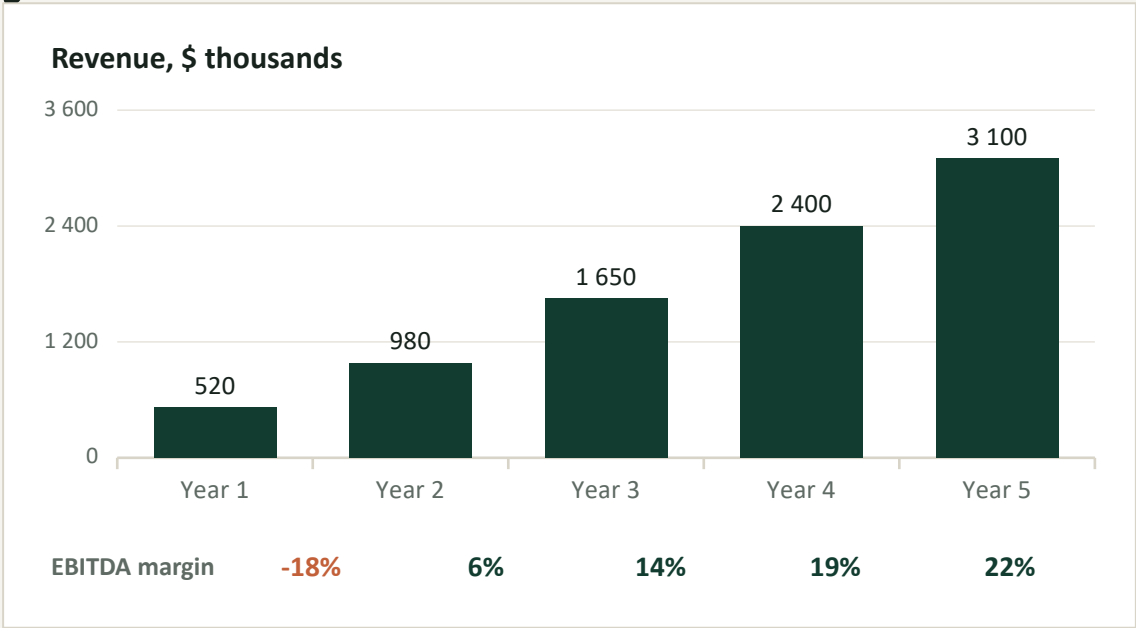
	Public park lessons	Private club coaching	Independent coach	Baseline
Structured multi-month curriculum	○	●	◉	●
Progress tracking shared with players	○	◉	○	●
Flexible / off-peak scheduling	◉	○	●	●
Accessible pricing (no club membership)	●	○	◉	●

Filled = full, ring with dot = partial, empty ring = none. Generic competitor categories; qualitative assessment for a fictional company.

FINANCIAL OUTLOOK

ILLUSTRATIVE FIGURES

Five-year plan: EBITDA-positive in year two



Key assumptions

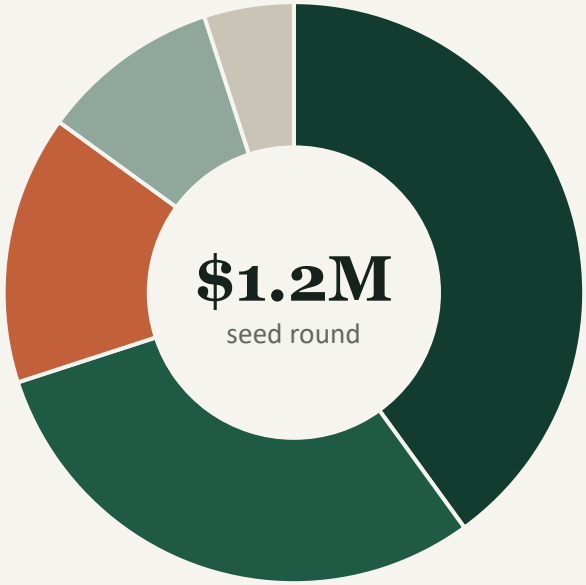
- Site #2 opens in year 2, site #3 in year 4
- Members: 214 → ~1,300 by year 5
- Coach payroll held at ~45% of revenue
- Court lease is the largest fixed cost

Illustrative projections for a fictional company. Not a forecast and not investment advice.

THE ASK

ILLUSTRATIVE FIGURES

Raising $1.2M to open two sites and build the Lab



Court leases & fit-out	40%
Coaching team	30%
Performance Lab tech	15%
Marketing	10%
Reserve	5%

Milestones

2
sites open

500
active members

M20
cash break-even

Illustrative round size, allocation and milestones for a fictional company.

Thank you

Baseline Tennis Academy — building the pathway from first rally to competitive play.

Sample presentation created for a design portfolio. The company, programs and financials are fictional; market figures are from ITF and USTA (see notes).

