

PREPARED FOR

Adam Friel

PROJECT

Court Tactics

FROM

Apollo

A package built around one **outcome.**

Getting you from prototype to something you can confidently put in front of investors and academies.

Hi Adam,

We've taken everything you shared about Court Tactics and shaped a package around the single most important next step for you — moving from "Replit MVP" to something you can put in front of buyers and investors with confidence.

WHAT'S IN THE PACKAGE

- ✓ **A production-grade redesign** of your existing game — same logic you've already built, much sharper surface.
- ✓ **A full Court Tactics brand identity** — logo, palette, typography — that lives equally well on the App Store, on an academy whiteboard, and on a tournament jacket.
- ✓ **A public landing page** tuned to the dual audience you already serve — tennis players who think the game, and academies that systematize tactics.
- ✓ **A pitch deck** that works for both angel conversations and B2B academy sales — one consistent story, two audiences.

Everything is shaped to keep your existing codebase portable. Nothing locks you in, and every asset transfers cleanly if you decide to scale further down the line.

If you have **20 minutes** this week, I'd love to walk you through it live — share screens, show how the pieces fit together, and answer anything you'd like to dig into. Just let me know what works on your end.

Looking forward to it.

Apollo Team

On behalf of the Court Tactics build squad