

CHES FOR THE TACTICAL TENNIS PLAYER

Play the point before you play it.

the world's first chess-style tactical trainer for tennis. 50,000
ayers already in our orbit. 200 academies in our pipeline.
we're building the layer above every other tennis app.

PROBLEM

tennis has score-keepers.
tennis has stat-trackers.
tennis has **no tactics layer.**

million people play tennis. They study Federer's footwork on YouTube. They argue Magnus Norman vs. Iván Ljubičić on Reddit. They know tactics matter more than strokes after 4.0.

yet — when they pick up their phone, all that exists is a game clock, a score app, or a stat tracker. Nothing that lets them **play** the tactical layer of the game.

Tactics

87M

players worldwide

0

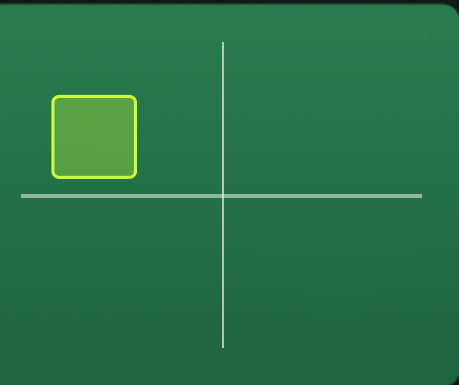
tactics-first apps in market

Three picks. One point. **Real tactics.**

1

Pick your zone

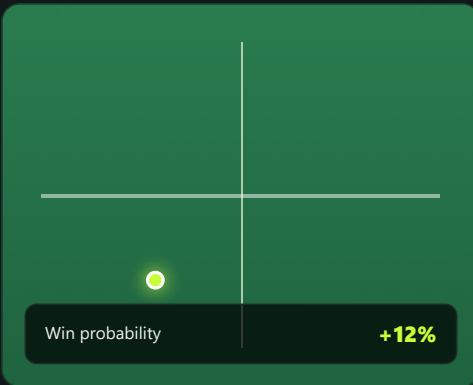
real court grid. Every square a tactical option. Chess-board precision.



2

Commit to recovery

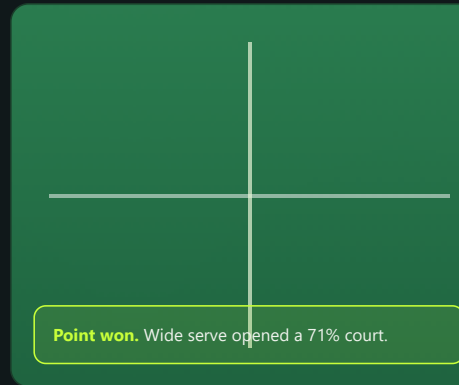
Where you stand next matters. Live probability surfaces the math.



3

Coach Sam explains

Every point ends in a one-line lesson. AI tutorial unlocks the patterns.



Big enough to fund. Underserved enough to win.

GLOBAL PLAYERS

87M

People who play tennis at least once a month worldwide. Every one of them a potential install.

TENNIS ACADEMIES (GLOBAL)

12,400

Coaching businesses with paid programs. Every academy a \$99–\$499/mo license opportunity.

TENNIS APP REVENUE (2025)

\$182M

And not one player in that revenue is a tactics simulator. We're not entering a market — we're naming one.

Two revenue lines. Same product. **Same code.**

B2C · The player tier

\$4 / month · Player Pro

\$48 LTV · 18-month avg.

Free game. Coach AI, drills, and tier unlocks behind the paywall.

- 50K-follower founder audience = direct distribution
- App Store + Play Store launch · Q3 2026
- Target: 2,000 paid Pro subs in 6 months

B2B · The academy tier

\$99–\$499 / month · Academy License

\$3,600 LTV · 24-month avg.

Coach dashboard, white-label branding, per-seat student licenses.

- 200-academy founder network — warm intros, not cold pitches
- Pilot pricing: 10 academies at \$99/mo · Q2 2026
- Target: 40 academies live in 12 months

Distribution before product. That's the **hard part**. Done.

\$50K

Tennis followers

Founder's owned audience, ready for waitlist launch day one.

200

Academy contacts

Warm B2B pipeline. No cold outreach needed for Phase 1 pilots.

75%

MVP completion

Game logic, probability engine, turn loop — all working today.

Tactics

Most pre-seed startups burn \$50K finding their first 10 customers.

We don't need to. Adam already built the audience and the academy relationships across 8 years in the tennis market. The waitlist starts at 0 the day we post — and gets to its first 500 in 1 week, organically.

WE WIN

our moats. **Each one alone** beats a copycat.



Tactics engine, not stat tracker

The probability + recovery + zone model takes 12+ months to replicate. A serve clock can be copied in a weekend. We can't.



Built-in 50K-player audience

Founder owns the distribution channel that every other tennis startup pays \$5–\$15 CAC to reach. We pay \$0.



Academy network = wedge

200 warm relationships in a fragmented market. The academy tier is a per-seat moat that compounds with each new coach onboarded.



Coach AI gets smarter with every point

Every game played teaches the model what tactics work for which player style. The product gets better while competitors are still launching.

Tactics

2 months from polished MVP to first profitable cohort.

YOU ARE HERE

OW · Q2

Market-Ready Bundle

- Polished MVP live
- Landing page · waitlist
- Dual-pitch deck
- First 500 signups

Q3 2026

Pilot launch

- iOS + Android beta
- 10 academy pilots @ \$99/mo
- 2K player waitlist → installs
- \$4 Pro tier live

Q4 2026

Public launch

- App Store push
- Coach AI v2
- All 6 skill tiers
- Influencer push (50K audience)

Q1 2027

Scale

- 40 academies live
- 2K paid Pro subs
- Live PvP launch
- \$25K MRR target

the right person at the **right time.**



Adam Friel

Founder · Court Tactics

Tennis consultant, audience-builder, and product designer.
Sitting at the intersection of three things that don't usually
coexist in one founder.

Tactics

You almost never see this combination in one person:

- ✓ Domain expertise — tennis consultant for top US programs.
- ✓ Distribution — 50,000-follower tennis page, owned outright.
- ✓ B2B relationships — 200-academy network built over 8 years.
- ✓ Builder DNA — shipped the MVP himself before raising a dollar.

We're raising a
friends & angels round.

\$150K

USE OF FUNDS

Enterprise rebuild + 6-
month runway

VALUATION

\$1.2M cap · SAFE

MILESTONE FOR NEXT ROUND

\$25K MRR · 40 academies
live

\$60K — enterprise rebuild (off Replit, App Store-ready, full 6 tiers)

\$45K — go-to-market (founder audience activation + academy pilots)

\$45K — 6-month founder runway + first ops hire

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