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**THE HOME OF INDOOR PICKLEBALL**

# Mission Statement

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At Pickleball World, our mission is to create a thriving indoor pickleball facility that cultivates a welcoming and diverse community of players.

## Key Features

- **Climate-Controlled Setting:** Enjoy the game in comfort, regardless of external weather conditions.
- **State-of-the-Art Amenities:** Experience pickleball at its finest with top-notch facilities and equipment.
- **Personalized Services:** From coaching to event planning, we tailor our offerings to your needs.

# Vision

**Pickleball World** aims to be the premier indoor pickleball facility in California, the United States, defining excellence in recreational and social experiences.

**Sport's Growth:** By promoting pickleball and offering unparalleled experiences, we aim to play a pivotal role in the sport's ongoing popularity.

**Lifelong Love:** Our goal is to instill a deep and lasting affection for pickleball in all who engage with us.

**David Harwood**  
Chief Executive Officer





# Pickleball Revolution: Innovation

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**Pickleball World** is an innovative indoor pickleball facility, positioned to revolutionize the pickleball industry in the United States

The growth of pickleball as a popular sport has led to increased demand for quality facilities, particularly during unfavorable weather conditions.

Pickleball World's innovative solution addresses this problem by offering a climate-controlled indoor facility with multiple courts. Players can now enjoy the game year-round, uninterrupted by weather disruptions.

# Industry Analysis

- 36.5 million players estimated in the US (2022, Association of Pickleball Professionals)
- 158.6% average growth in participation over the last 3 years (SFIA)
- California hotspot: 794 courts, high demand outpacing facilities

# Market Potential

- **Projected market value:** US\$155.4 billion by 2023 (CAGR 9%)
- **California's advantage:** Growing pickleball population aligns with market growth

## Future Projections:

Anticipated Base Year value (2022)	US\$ 60.22 Billion
Expected Market Value (2023)	US\$ 65.64 Billion
Projected Forecast Value (2033)	US\$ 155.4 Billion
Global Growth Rate (2022 – 2023)	9% CAGR
Expected Market Share of North America (2023)	40%
Expected Market Share of Asia Pacific (2022)	25%

# Target Market

- **Pickleball Players:** All ages, skill levels
- **Baby Boomers & Seniors:** Low-impact, social activity
- **Recreational Players:** Casual, fun-oriented
- **Competitive Players:** Leagues, tournaments
- **Families & Youth:** Family-friendly, bonding
- **Health & Fitness Enthusiasts:** Active lifestyle
- **Corporate Groups:** Team-building events
- **Socializers:** Community connection

Our facility embraces this dynamic market, catering to a wide range of pickleball enthusiasts.



# SWOT Analysis

## Strength



- Experienced Management
- Unique Indoor Facility
- Premium Amenities & Services
- Tailored Playing Experience

## Weakness



- Regional Market Variability
- Limited Market Awareness

## Opportunity



- Growing Pickleball Industry
- Demographic Shift
- Increasing Demand for Indoor Facilities

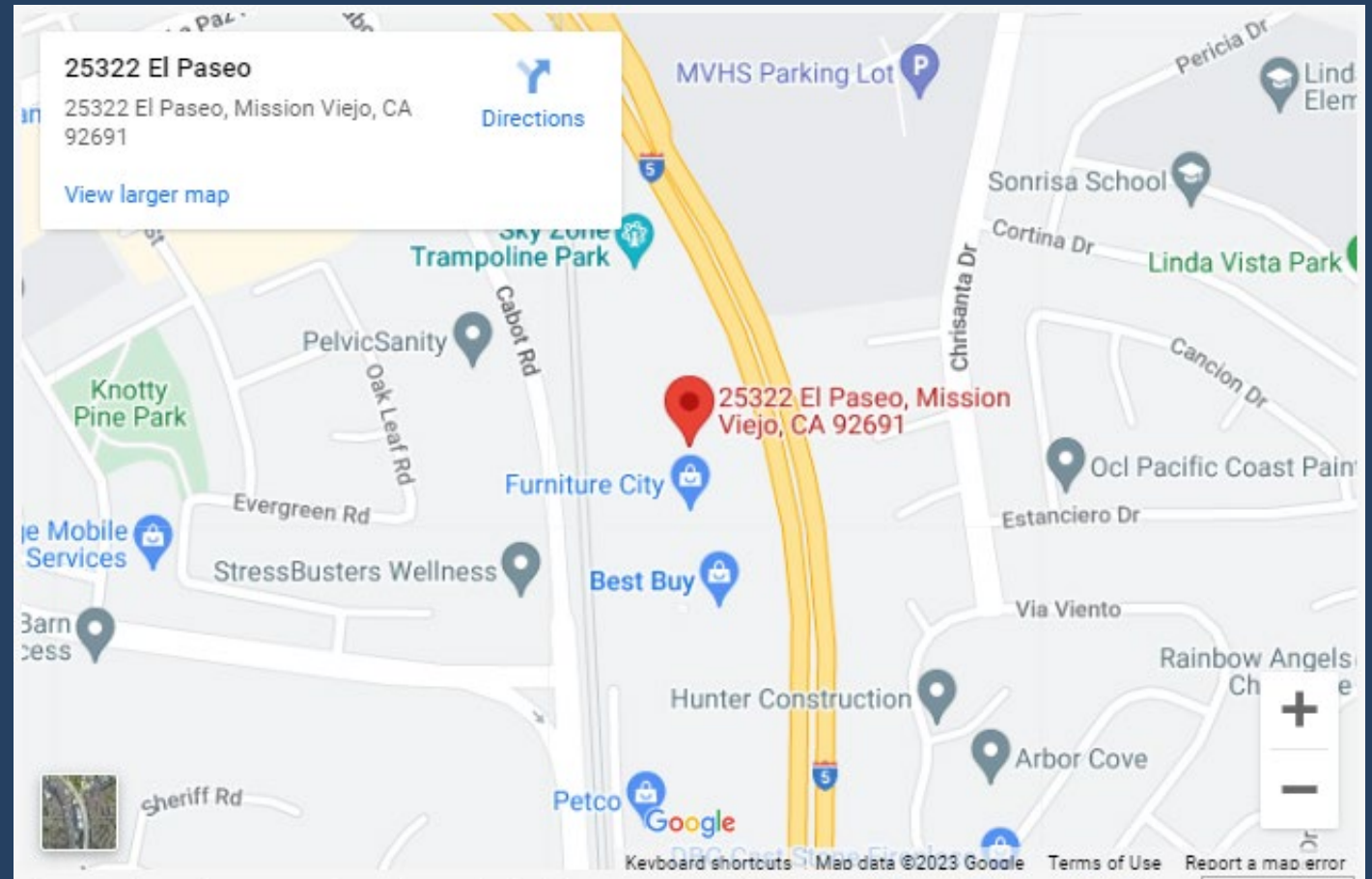
## Threats



- Competition
- Local Regulations
- Changing Market Dynamics

# Demographics

- The population within a 5-mile radius of the property is 343,182 people.
- The average age of the population in this area is 43 years old.
- The population in this area is expected to grow by 0.46% from 2023 to 2028.
- The average pickleball court rental rate in this area is \$25 per hour.
- The peak hours for pickleball play in this area are from 6pm to 9pm on weekdays and from 10am to 2pm on weekends



# Elevating Your Experience with our Unique Facilities

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1

## Quality Courts:

Tournament-standard, multiple courts.

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## Climate Control:

Year-round comfort.

3

## Flexible Rentals:

Hourly court bookings.

4

## Leagues & Tournaments:

Skill development and camaraderie.

5

## Exclusive Memberships:

Discounts, priority reservations.

6

## Team-Building

Corporate events tailored to you.

7

## Special Events:

Themed nights, exhibitions.

8

## Birthday Parties:

Unique, active celebrations.

9

## Relaxation:

Bar, lounge after play.

10

## Pro Shop:

Premium gear, accessories.

Elevate your pickleball journey with Pickleball World.

# Marketing Approach

## Public Relations

- Launch announcements via press releases.
- Cultivate local media relations for coverage.
- Engage in community events for visibility.

## Social Media

- Active presence on Facebook, Instagram, Twitter.
- Engaging posts, event updates, and visuals.
- Targeted ads to reach potential players.

## Online Advertising

- PPC ads on search engines and social platforms.
- Display ads on relevant websites and forums.
- Retargeting ads for engaged users.

## Word-of-Mouth and Referrals

- Incentivize referrals for player growth.
- Encourage positive reviews and sharing.

## Community Engagement

- Local tournaments, leagues, and charity events.
- Collaborate with schools and community groups.

## Website Optimization

- SEO for better search visibility.
- Informative website with booking capabilities.

## Email Marketing

- Build a database for regular newsletters.
- Share updates, offers, and pickleball news.

## Collaborations and Partnerships

- Cross-promotion with local sports facilities.
- Partner with equipment manufacturers.

## Influencer Marketing

- Collaborate with pickleball players, influencers.
- Leverage endorsements for visibility.

## Performance Tracking

- Analytics for website, social, and sales data.
- Continuous analysis for improvement.

# Strategic Growth Roadmap

## 5-Year Journey

Through this roadmap, our pickleball center will become an industry leader by fostering community growth and financial success.

### Year 1

#### Establishing Presence

- Launch impactful marketing campaigns on social media.
- Host three major events to spark interest and community buzz.
- Create online forums for player connections.
- Affordable memberships to encourage participation.
- Target: Minimum \$500,000 revenue.

### Year 2

#### Expanding Engagement

- More leagues, tournaments, and referral programs.
- Strengthen marketing with community focus.
- Move towards revenue break-even point.

### Year 3 to 5

#### Premier Destination

- High-profile tournaments to draw regional players.
- Cement center as a premier pickleball hub.
- Elevate customer experiences and community bonds.
- Goal: Achieve \$5 million revenue milestone.

## Tiered Court Rentals

- ▶ Adjusted rates based on time and demand.
- ▶ Higher during peak hours, weekends.
- ▶ Lower during off-peak times, weekdays.



## Membership Plans

- ▶ Monthly, annual plans with discounts.
- ▶ Priority reservations, exclusive events.
- ▶ Pro shop perks for enrolled members.



## Leagues and Tournaments

- ▶ Entry fees per competition level.
- ▶ Early bird discounts for prompt registration.



# Revenue Streams



## Special Events and Clinics

- ▶ Reflective pricing for unique experiences.
- ▶ Possible bundles with added value.



## Corporate Events and Parties

- ▶ Customizable packages for events.
  - ▶ Small Event: \$500 to \$1000
  - ▶ Medium Event: \$1000 to \$5000
  - ▶ Large Event: \$5000 to \$10000



## Pro Shop Products

- ▶ Paddle: Between \$50 to \$300
- ▶ Ball: \$10 to \$20
- ▶ Net: \$20 to \$50



## Bar and Lounge

- ▶ Beer: A pint of beer typically costs \$5 to \$10.
- ▶ Wine: A glass of wine typically costs \$8 to \$15.
- ▶ Cocktails: A cocktail typically costs \$10 to \$15.
- ▶ Appetizers: Appetizers typically cost \$10 to \$20.
- ▶ Entrees: Entrees typically cost \$15 to \$30.

# COMPETITIVE ADVANTAGES

## Modern Indoor Facility: Year-Round Enjoyment

- Climate-controlled for consistent play.
- Unaffected by weather disruptions.
- Preferred choice for comfort and reliability.



## Social Hub: Bar and Lounge

- Appetizers, beer, and wine for relaxation.
- Post-game camaraderie among players.
- Vibrant and welcoming facility ambiance.



## Pro Shop: Comprehensive Gear

- Range of accessories, athletic gear.
- Paddles, balls, clothing, footwear, and more.
- Convenient access to top-quality products.



## Upscale Experience: Refined Atmosphere

- Country club elegance indoors.
- Attention to aesthetics and ambiance.
- Appeals to seekers of sophistication.

## Convenience and Access: Central Location

- Exclusive indoor facility option.
- Eliminates distant travel hassle.
- Local favorite for pickleball enthusiasts.

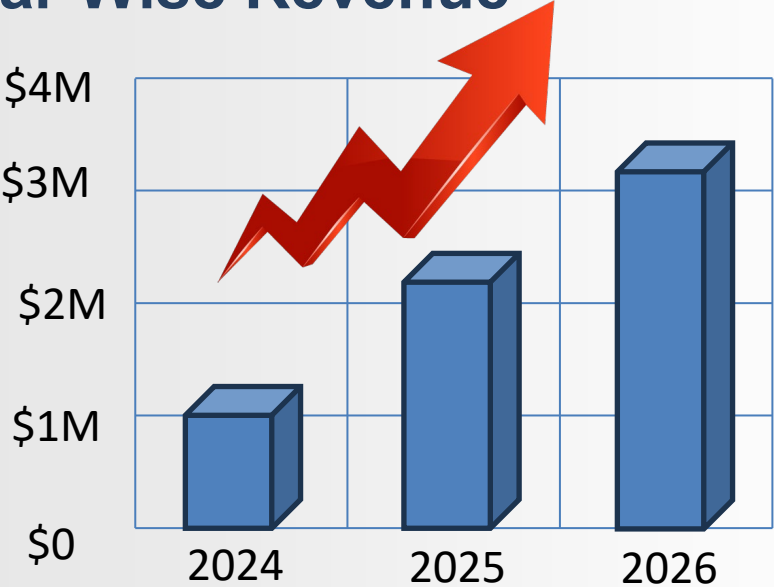
# Financial Projection: A Road to Success

- ▶ Startup Costs: Estimated at \$0.816 million.
- ▶ Year 1 Revenue: Projected \$1.2 million.
- ▶ Break-Even Target: Second year for sustainability.

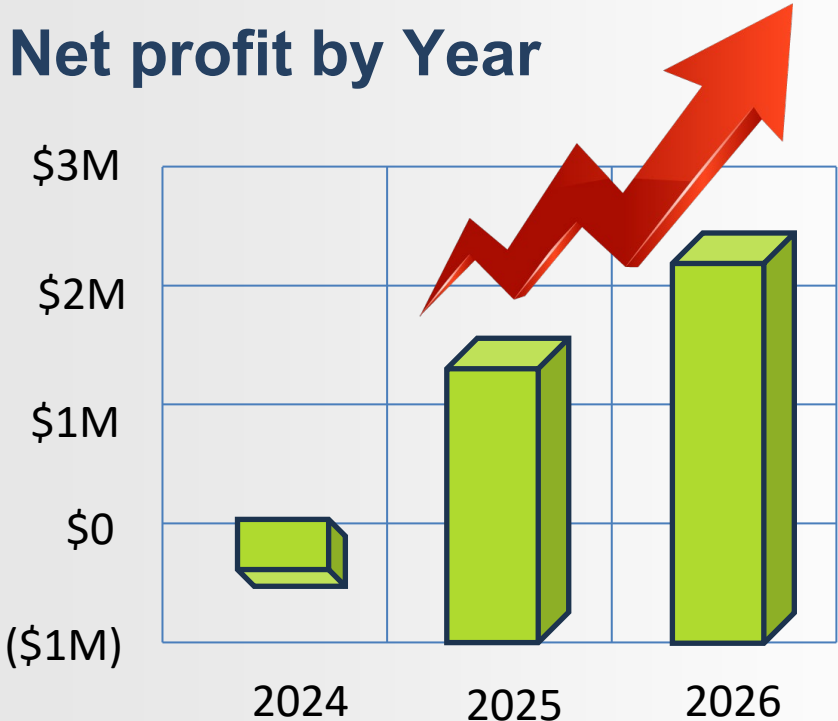
## Long-Term Vision:

- ▶ Expense Management: Monitoring and control.
- ▶ Robust Marketing: Balanced budget for growth.
- ▶ Year 5 Revenue Goal: Anticipating \$5 million.

### Year Wise Revenue



### Net profit by Year

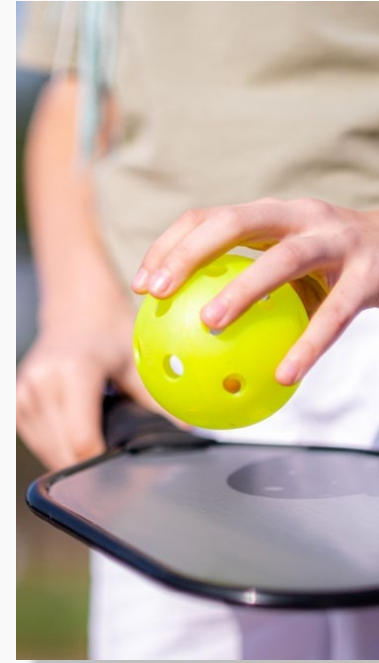
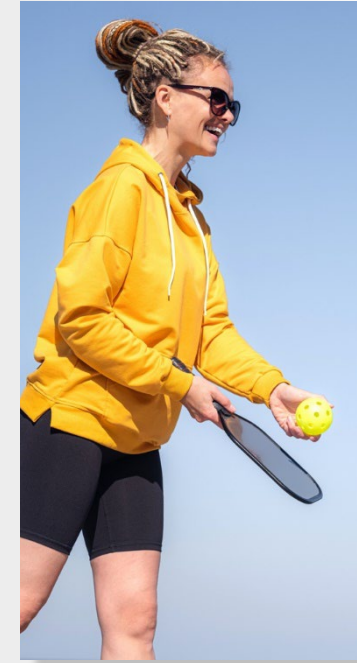
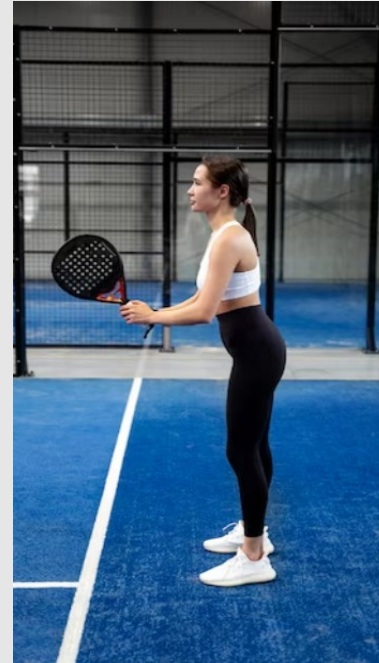


# Why Invest in Pickleball?

Investing in Pickleball offers a compelling proposition driven by a well-chartered financial roadmap. Our startup costs are carefully estimated, and our projection envisions a significant rise in revenues over time.

We prioritize sustainability, aiming to achieve break-even within the initial years. Our approach combines vigilant expense management with a strategic marketing plan, fostering a balanced growth trajectory. Looking ahead, our ambitious vision for sustained success positions us as industry leaders.

By investing in Pickleball, you're aligning with a venture that not only promises financial gains but also embodies strategic foresight and a commitment to excellence.



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**Thank You**

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