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Problem & Opportunity

Fragmented resources

Lack of immersive
experiences

Need to keep up with
growth

Build community

223.5% growth in
three years

Projected \$4.4 billion
global market by 2033

Value Proposition

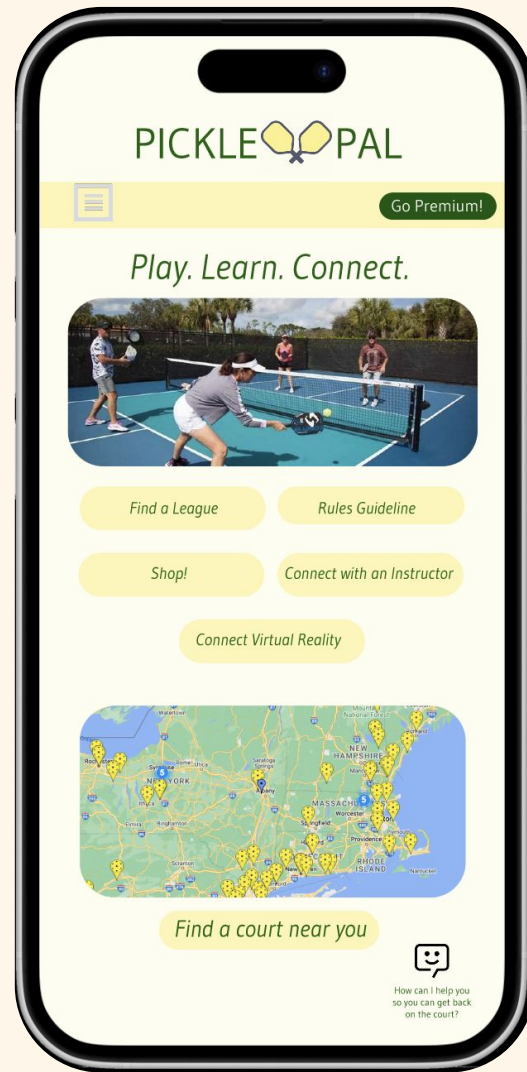
**Seamless
Experience**

**Revenue
Opportunity**

**User-Interest
Growth**

Underlying Magic

PICKLE PAL



Business Model

	Subscription Revenue	In-App Purchases	Sponsorship Revenue	Total Revenue
Year 1	\$70,000	\$15,000	\$15,000	\$100,000
Year 2	\$350,000	\$50,000	\$50,000	\$400,000
Year 3	\$480,000	\$80,000	\$60,000	\$600,000

- Partner with pickleball organizations
- Social media campaigns and influencer sponsorships
- Freemium features to drive app downloads

Go-to-Market Plan

Competitive Landscape

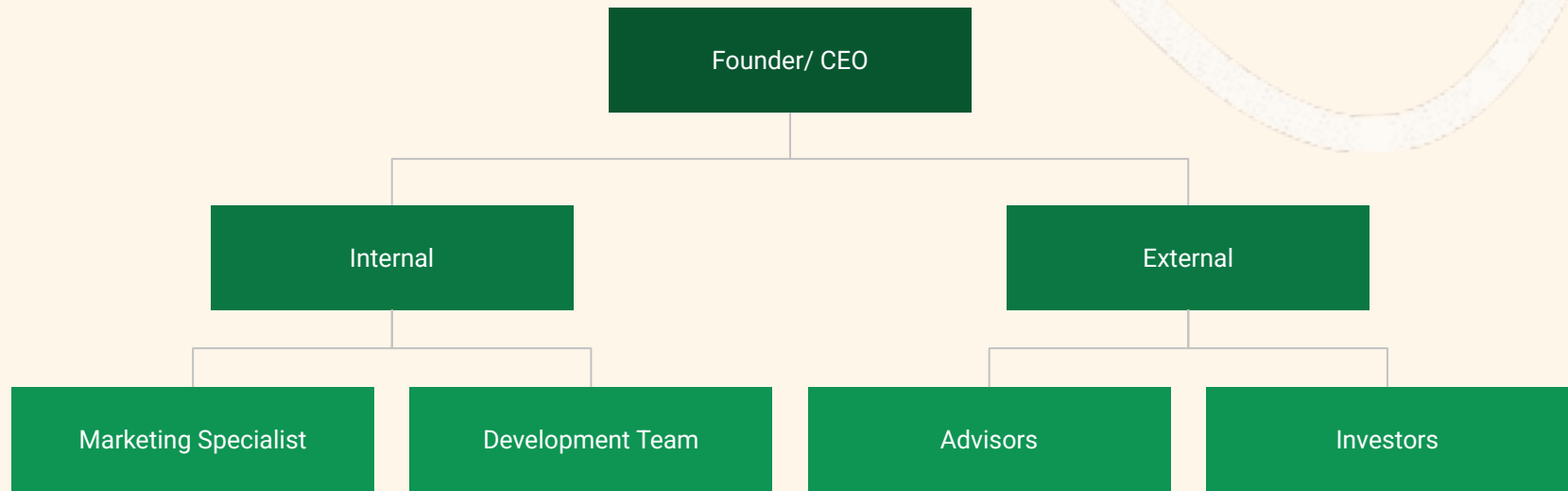


PICKLEHEADS®



PICKLE  PAL

Management Team



Pro Forma Income Statements

Year 1			Year 2			Year 3		
Revenue		100,000	Revenue		400,000	Revenue		600,000
COGS		20,000	COGS		80,000	COGS		120,000
Gross Margin		80,000	Gross Margin		320,000	Gross Margin		480,000
Operating Expenses			Operating Expenses			Operating Expenses		
	Wages	(280,000)		Wages	(280,000)		Wages	(280,000)
	Marketing	(40,000)		Marketing	(60,000)		Marketing	(80,000)
	Depreciation	(4,000)		Depreciation	(4,000)		Depreciation	(4,000)
Total Operating Expenses		(324,000)	Total Operating Expenses		(344,000)	Total Operating Expenses		(364,000)
Income from Operations		(244,000)	Income from Operations		(24,000)	Income from Operations		116,000
Income before Taxes		(244,000)	Income before Taxes		(24,000)	Income before Taxes		116,000
Income Tax Expense		0	Income Tax Expense		0	Income Tax Expense		24,360
Net Income		(244,000)	Net Income		(24,000)	Net Income		91,640

Current Status

Wireframe of application

Begin outreach with pickleball clubs and sponsors

Launch pilot program → Receive feedback and expand user base → Scale AI features

App Development, Marketing, Wages, Technology

Thank you for your time!
Questions?

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References

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