

PickleTek

Executive Summary

2024 - 2025

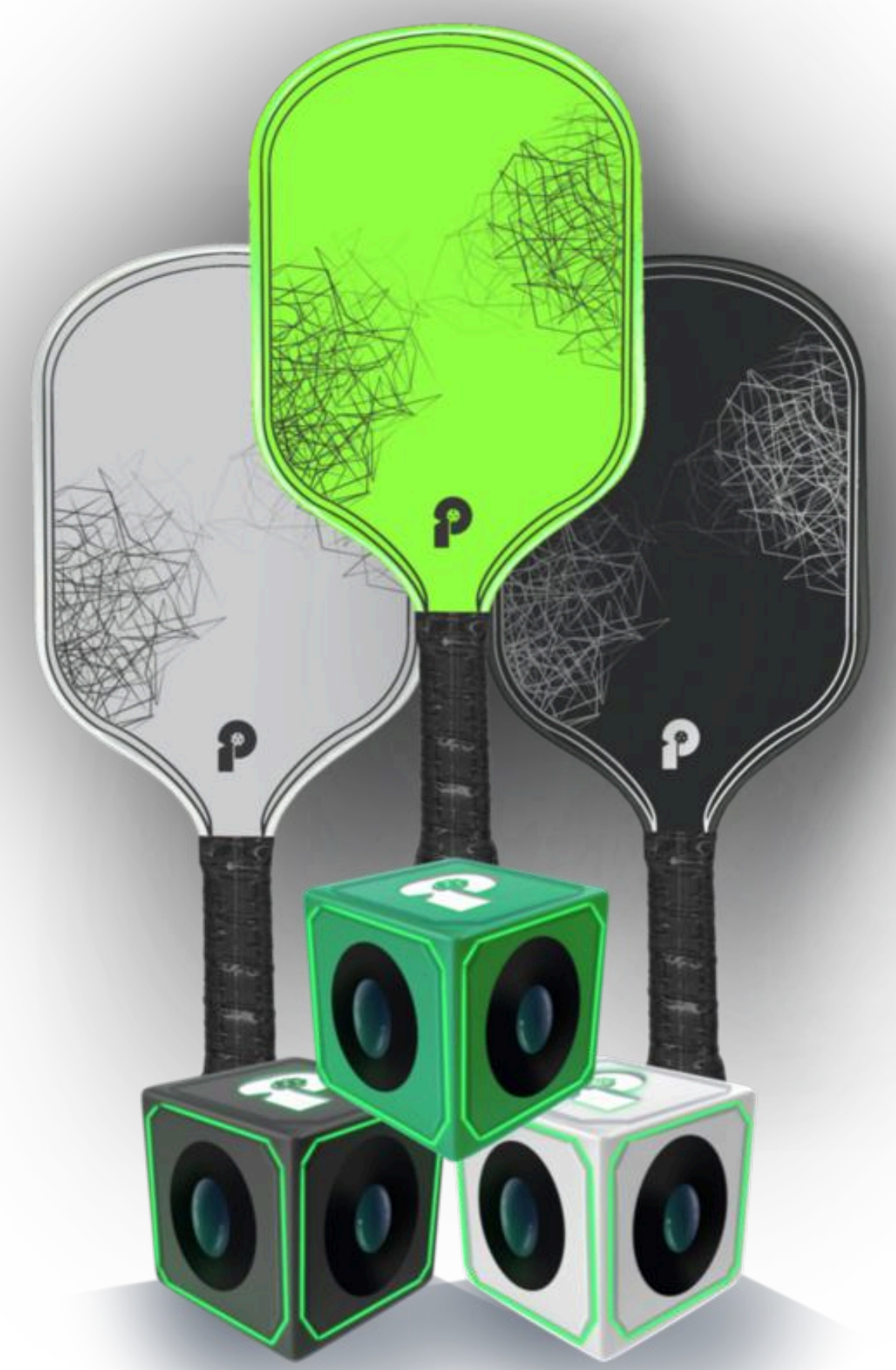
About The Business

Overview

Established in late September 2024 and located in Port Jefferson Station, New York. PickleTek is transforming the sport of pickleball with innovative solutions that enable players to train and play anytime, anywhere. Our CourTek system utilizes advanced III-V semiconductor laser technology and light sensors to convert any flat surface into a playable pickleball court, making our CourTek the first laser-embedded portable court within Virtual Enterprise. Alongside our CourTek system, our PaddleX paddles, equipped with motion sensors and connected through our mobile app, enable players to analyze and refine their game by reviewing their serves, dinks, lobs, and volleys. The motion sensors capture detailed data on swing speed, impact force, and technique, providing valuable insights that help players improve their performance. Each paddle is designed for fast charging and long-lasting battery life, featuring a low-power mode for enhanced efficiency.

PickleTek operates with a hierarchical organizational structure featuring six departments overseen by chief officers. These departments consist of marketing, information technology, human resources, sales, finance, and accounting, and are overseen by our four chiefs: Chief Executive Officer, Chief Operating Officer, Chief Marketing Officer, and Chief Financial Officer.

We've chosen to establish ourselves as a limited liability company (LLC) because it protects personal assets from business debts and liabilities. LLCs also allow for adaptable management. Unlike S corporations, LLCs allow for profits to be distributed in ways that don't strictly correlate to ownership percentages, enabling more strategic financial planning. Operating as an LLC enhances business credibility with partners, allowing us to run more efficiently.



Mission Statement

At PickleTek, our mission is to make pickleball more accessible by using laser-embedded portable courts. We aim to enhance the playing experience for all skill levels, allowing players to enjoy the sport anywhere, anytime. Through innovation and inclusivity, we strive to grow the pickleball community and make the game fun and accessible for everyone. PickleTek aims to revolutionize your game and redefine your limits.



Business Rationale

Problem Statement

The rapid growth of pickleball has created a significant shortage in dedicated courts across the country. In just the past two years, pickleball participation has grown by **40%** with an estimated **36 million** people playing the sport in 2023. However, the number of courts has not kept up with the pace of the sports' growth. According to the Sports & Fitness Industry Association, there are currently around **10,000** pickleball courts in the U.S. This number is significantly lower than the number of participating players. As a result, facilities are often overcrowded and players have limited access to courts, especially in urban areas where courts are already at a premium. The rapid growth and lack of courts has become a critical issue for players nationwide.

Solution

PickleTek aims to solve one of the biggest challenges in the pickleball industry: **the imbalance between the number of courts and players**. With our flagship product, the **CourTek**, which uses 111-V semiconductor laser technology to instantly create a court wherever you need it, the court shortage will be a thing of the past. This innovative solution will transform how and where people can play, **bringing the sport to new locations and expanding accessibility for players of all levels**.

Short Term Goals

- Reach 500 followers across all socials
- \$1.2 million in sales
- Place top 30 nationally in Virtual Enterprise

Long Term Goals

- Bring our technology into tennis facilities
- Host PickleTek's own pickleball events
- Expand PickleTek globally

Social Responsibility Policy

PickleTek is committed to creating an inclusive community. Our "Courts for All" initiative is a partnership with schools, community centers, or under served neighborhoods to bring our courts into their communities at a wholesale or donation price. This encourages physical activity and provide recreational opportunities where access to sports facilities is limited.

Marketing Plan

Target Market:

Our primary Target Market inside the VE space stretches from beginners to veteran Pickleball players. Over the past five years, Pickleball has experienced a surge in popularity, with active interest in the sport increasing by nearly 550%. Notably, the sport is attracting a younger demographic. While the average age of players was 55+ in 2021, by 2024, it has decreased significantly to 38. Through comprehensive research, we have identified key characteristics of our target audience, including specific geographic locations, demographic profiles, and psychographic traits, which guide our strategy for engaging this dynamic and evolving market.

- Demographic: Our target demographic consists of students participating in the Virtual Enterprise program who have demonstrated an interest in Pickleball. Given the accessibility nature of our product, we have chosen to focus on customers with a virtual average monthly salary of \$3,000, aligning with their ability to have disposable income.
- Psychographics: Ideal customer aligns as Casual or Intermediate Pickleball players. We have prioritized marketing our product towards newer players and those interested in staying active to help grow the Pickleball community.
- Geographics: Our target market encompasses all students participating in the Virtual Enterprise program specifically those in states such as Florida, California, and New York since these states are the states with the highest concentration of VE students. In the real world, a significant portion of pickleball players is concentrated in the South Atlantic region of the United States, including states such as North Dakota, Iowa, and Nebraska. While states like Florida and California boast the highest number of pickleball facilities, strategically prioritizing these states aligns with the strong correlation between facility density and active pickleball player engagement.

Secondary Market:

Additionally, directing our efforts toward parents and larger educational institutions, including public and private schools, would effectively diversify our market. As an emerging sport, pickleball stands to benefit from engagement with these larger entities, which could significantly expand the community's size and interest.

Promotion:

Social Media

- Instagram & Tiktok to reach out to other firms

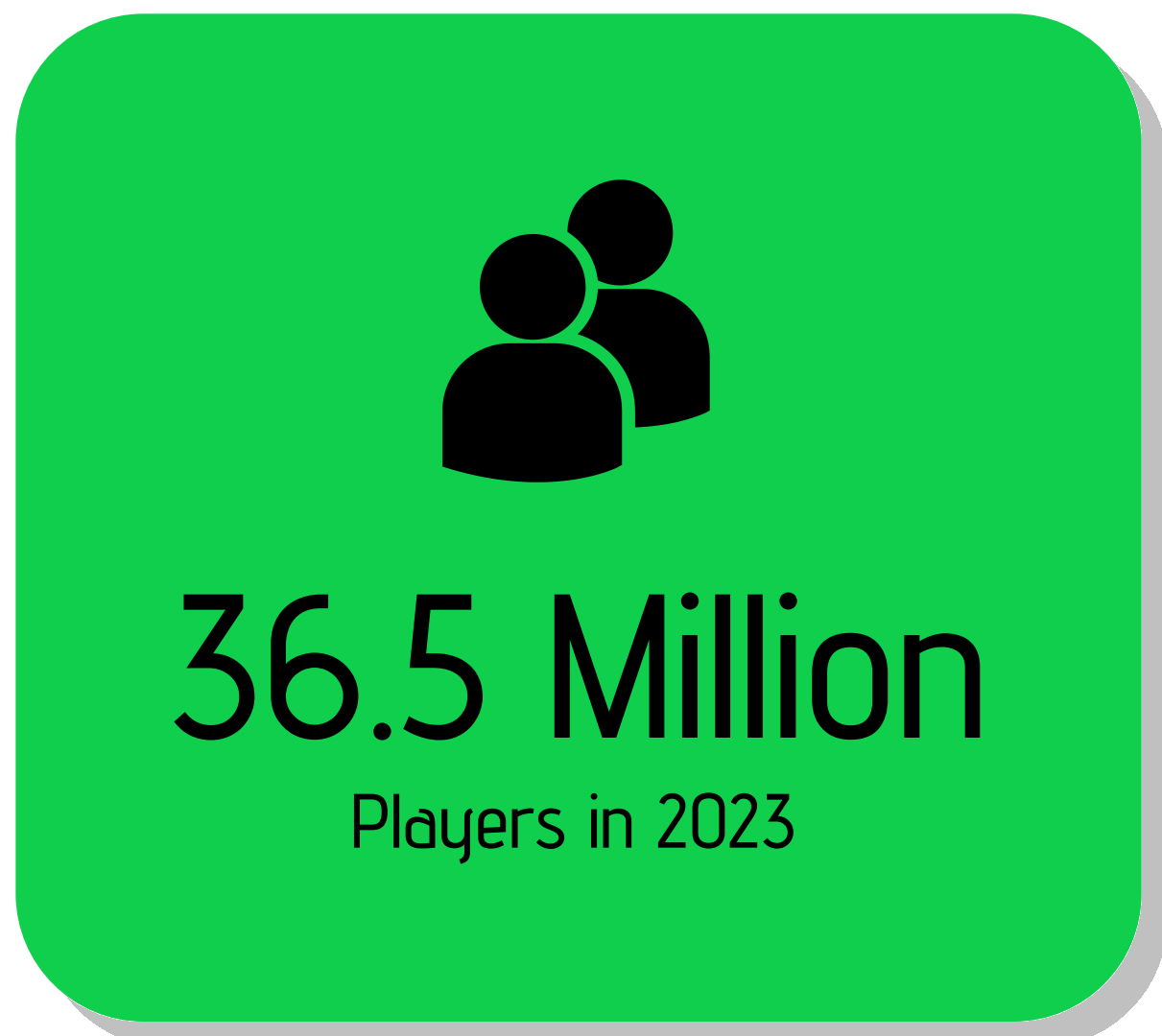
Trade Shows

- PickleTek will be attending 3 trade shows this fiscal year

PickleBall Events

- During the PPA tour or any other large scale event, we play video commercials through ads

Risk	Solutions
PickleTek is entering the market as a newer business, we face the threat of already established businesses. These business often have brand loyal customers and hold a stronger brand recognition.	PickleTek will take advantage of social media platforms such as Instagram and Tiktok to promote and get our brand out. PickleTek plans to create a customer reward system giving loyal customers early access, discounts, and more.
Technology is currently one of the largest and fastest-growing markets in the world. As the market continues to expand rapidly, there is an increased risk of processes becoming outdated.	PickleTek has a dedicated IT and development team that will research the pickleball, AI, and laser markets to stay ahead of emerging trends and customer demands. This ensures the company remains at the forefront of innovation.



Products



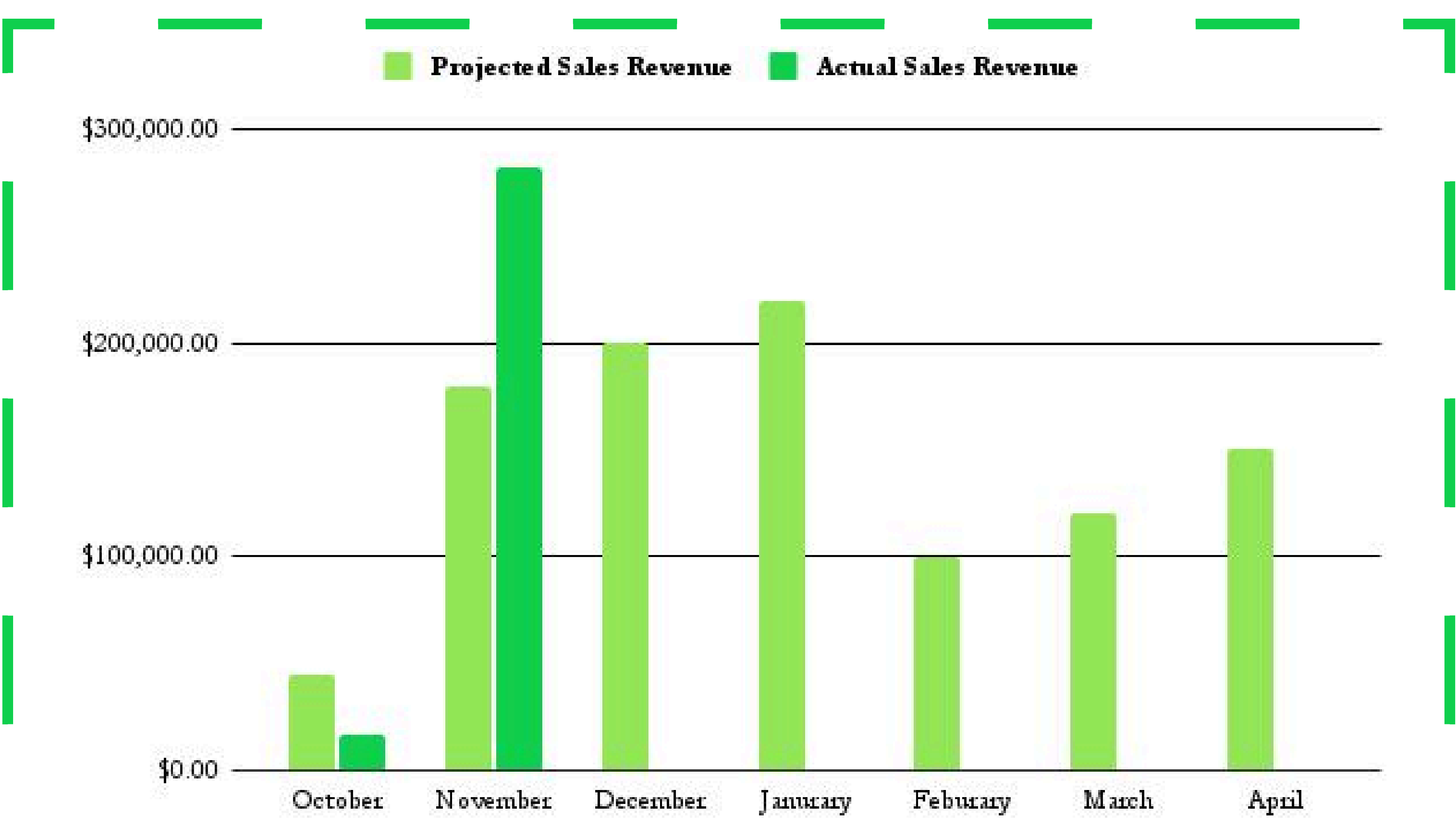
Price:

- CourTek
 - \$399.99
- Adult PaddleX
 - \$199.99
- Youth PaddleX
 - \$149.99

Financial Highlights & Projections

Balance Sheet Analysis

PickleTek officially launched as a VE Company in September 2024. We started with an initial deposit of \$50,000 into our business bank account from VE, marking the startup capital for our venture. In addition, we secured a \$110,000 loan with a 10% interest rate. As of December 17, 2024, our total asset value amounted to \$209,122.43. This includes the value of our inventory, \$83,013.38. In addition, our cash balance, the amount remaining after accounting for all of our expenses, totals \$2,389.66. On the liabilities side, we have a \$110,000 loan, as well as \$189.74 in outstanding taxes payable to the New York Department of Taxation and Finance. Lastly, our net income, or equity, is \$98,932.69. These components bring our total liabilities to \$209,122.43.

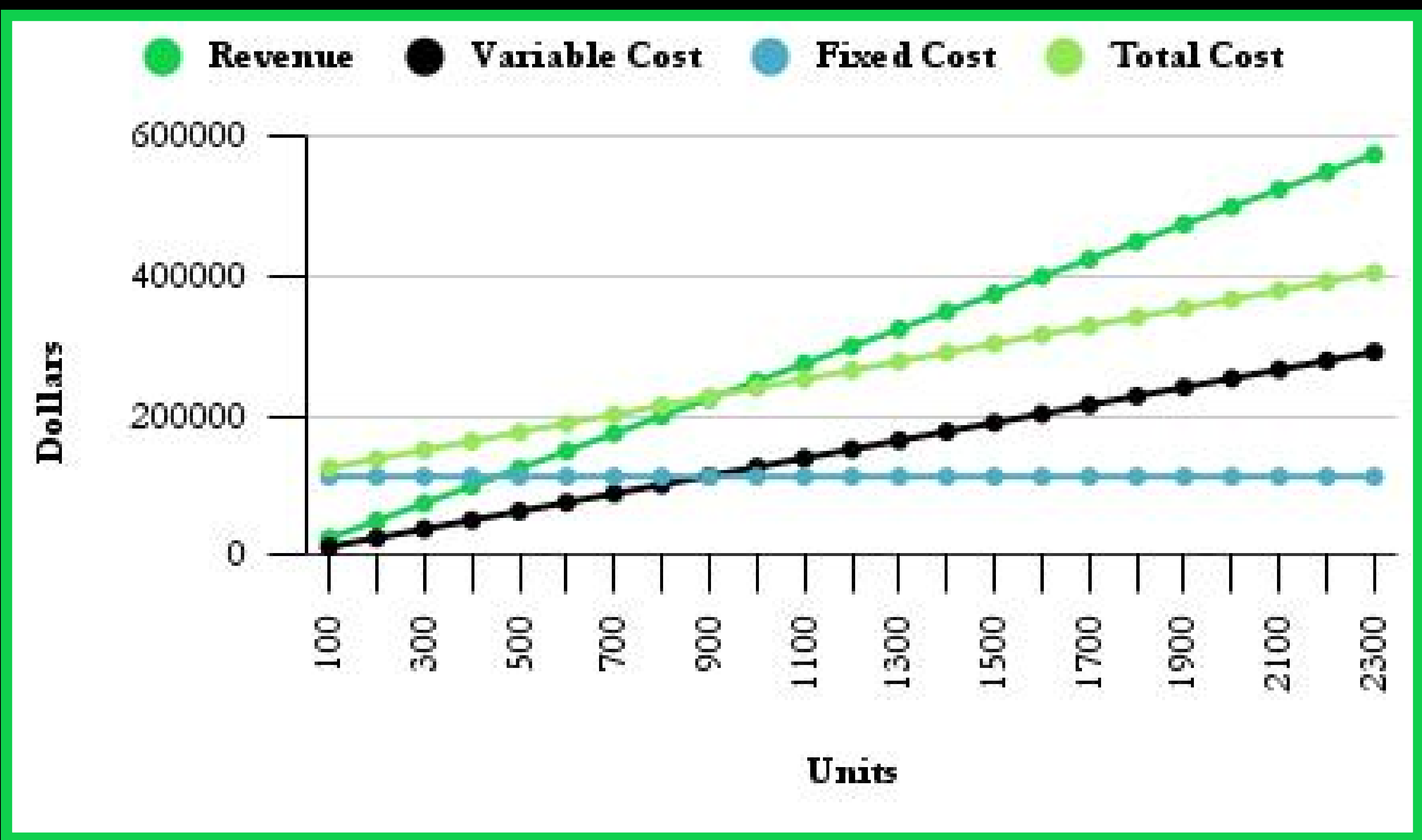


Sales Projections

Profit & Loss

Profit & Loss		
Projected: 04/20/2025		
Income		
Sales		\$655,831.43
Sales of Product Income		\$2,199.92
Total Income		\$655,831.43
Cost of Goods Sold		
Cost of Goods Sold		\$225,220.59
Total Cost of Goods Sold		\$225,220.59
GROSS PROFIT		\$432,810.76
Expenses		
Building & Property Rent		\$4,725.00
Contract Labor		\$2,708.33
Insurance		\$2,900.00
Interests Paid		
Business Loan Interests		\$2,337.17
Total Interest Paid		\$2,337.17
Payroll Expenses		\$179,996.34
Wage		\$68,743.93
Total Payroll Expenses		\$248,740.27
Purchases		\$17,915.20
Trade Show Fees		\$1,000.00
Other Expenses		\$2,000.00
Utilities		\$1,507.30
Total Expenses		\$283,833.27
NET OPERATING INCOME		\$148,977.49

Break - Even



PickleTek's average selling price is \$250.00 per unit, with an average cost of goods sold of \$127.00 per unit, resulting in a profit margin of 49.20%. The company's annual fixed costs total \$113,299.48, meaning we reach our break-even point after selling approximately 921 units, or generating \$230,250.00 in revenue

PickleTek Balance Sheet	
As of December 17, 2024	
	Total
ASSETS	
Current Assets	
Bank Accounts	
Cash	2,389.66
Comsewogue HS 3 (Budget Checking) (0649) - 1	123,719.39
Total Bank Accounts	\$126,109.05
Accounts Receivable	
Accounts Receivable (A/R)	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Inventory	83,013.38
Inventory Asset	0.00
Total Other Current Assets	\$83,013.38
Total Current Assets	\$209,122.43
TOTAL ASSETS	\$209,122.43
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
New York Department of Taxation and Finance Payable	189.74
Total Other Current Liabilities	\$189.74
Total Current Liabilities	\$189.74
Long-Term Liabilities	
Long-term business loans	110,000.00
Total Long-Term Liabilities	\$110,000.00
Total Liabilities	\$110,189.74
Equity	
Opening balance equity	0.00
Retained Earnings	
Seed Funding	50,000.00
Net Income	48,932.69
Total Equity	\$98,932.69
TOTAL LIABILITIES AND EQUITY	\$209,122.43

Balance Sheet