



# Business Plan

## 2024 - 2025

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**Train Anywhere, Play Everywhere**

# Executive Summary

Whether you are a seasoned player or just looking to pick up a new hobby, it's undeniable that pickleball's rapid growth has led to an increased demand for courts that simply cannot keep up. With more players than ever, courts are often filled to capacity. According to USA Pickleball [1], the ratio of pickleball players to available courts is 36 million to just 10 thousand courts. The lack of court space has led to long waits, and sometimes players don't get a chance to play at all. That's where PickleTek comes in!

At its core, PickleTek offers two primary products: The CourTek System and PaddleX. The CourTek is a compact, lightweight four-by-four box that uses advanced three-to-five semiconductor lasers to essentially draw out users' courts, providing players with an on-the-go, portable pickleball experience. For those looking to learn and improve, the PaddleX is a motion sensor and tracking chip-equipped pickleball paddle that seamlessly connects to our mobile app. This allows users to gain real-time insights from one of our five partnered professional players, assisted with AI technology. This dual offering allows players to experience pickleball fully, whether they are looking for convenience, performance, or growth.

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. As a limited liability company (LLC) with a subscription and one-time purchase model, PickleTek provides a new and accessible way for players to play whenever they want, without those long waits. It also offers an improvement plan for those looking for a more affordable yet effective alternative to traditional in-person coaching. Our subscription model is open to PaddleX users on a monthly payment basis, granting access to in-depth player reviews and much more.

Operating as a limited liability company (LLC) allows us to protect personal assets from business debts and liabilities. LLCs also allow for adaptable management. Unlike S corporations, LLCs enable profits to be distributed in ways that don't strictly correlate to ownership percentages, providing more flexibility for strategic financial planning.

## Mission Statement

PickleTek's mission is to expand pickleball accessibility with innovative, laser-embedded portable courts, enhancing the playing experience while growing the community for players of all skill levels.



## Company Goals

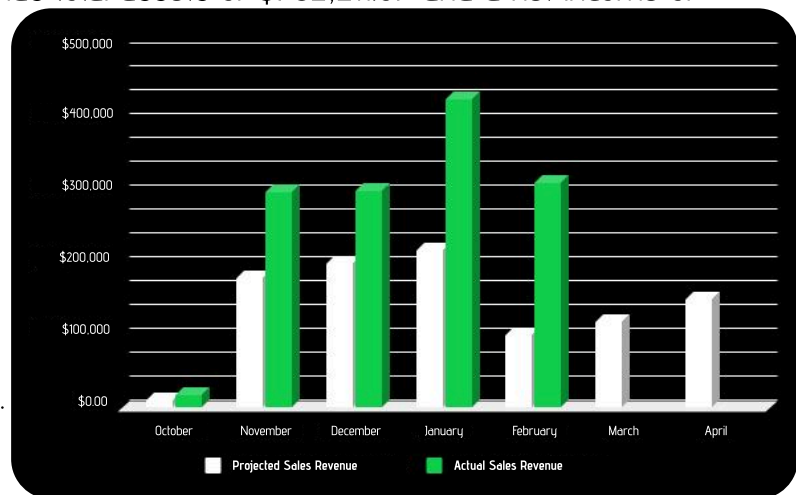
PickleTek has established both short-term and long-term goals. In the short term, PickleTek plans to achieve profitability and increase website traffic by 15%. In the long term, we aim to reduce customer acquisition costs and continue forming partnerships with public schools, community centers, and local parks.

## Target Market / Industry Analysis

PickleTek targets Generation Z since these players are rapidly taking over the majority population of recent 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. According to Pickleheads [2], in just 2023 alone, over one million kids (under the age of 18) joined the pickleball community. This gives PickleTek the perfect chance to introduce CourTek and PaddleX to the younger generations. PickleTek is a part of the Sports & Leisure industry of VE, which has an outstanding volume of \$78,231,319. This puts us in one of the biggest markets within VE. As PickleTek continues to expand, we are excited to take advantage of this big market space.

## Financial Goals

To start up our company, PickleTek was given \$50,000 in seed funding and a \$110,000 initial loan. As of February 27th, 2025, PickleTek has total assets of \$702,211.67 and a net income of \$257,816.00. Our break-even point stands at \$230,250 or 921 units sold. Our average selling price is \$250, and the cost of goods sold (COGS) is \$127. This gives us a solid profit margin of 49.2%. Each month, PickleTek continues to surpass expected sales, with February actuals exceeding projections by 213%. Currently, our trade show sales amount to 65% of all our revenue, with the other 35% in website sales (25%) and out-of-network sales (9%).



# Train Anywhere, Play Everywhere

Sincerely,

Chief Executive Officer

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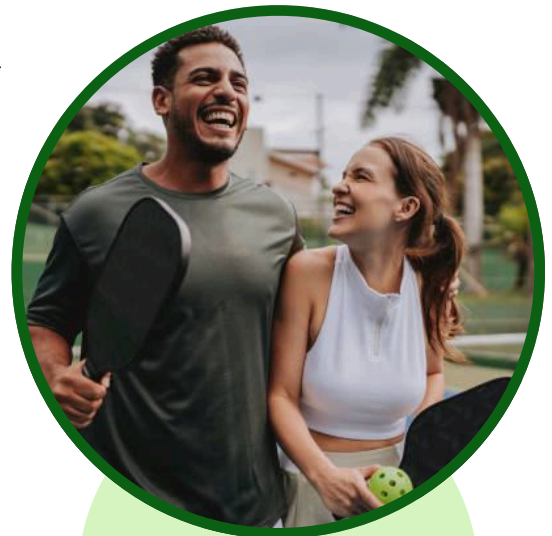
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# Business Rationale

## Customer Empathy

As pickleball continues to experience rapid growth, with over 36.5 million players in the United States alone in 2023 [3], the shortage of courts has become an issue for many players. Despite its rise in popularity, there are only around 8,000 dedicated courts for players across the country [4], which is an incredibly low number compared to the growing number of players. This lack of court availability has led to frustration, as players often find themselves fighting for limited court time in overcrowded or shared facilities. In fact, a recent study showed that almost 50% of players experienced difficulties accessing courts, with many being forced into long wait times or even having to travel farther to find available court space [5].

For many players, these challenges go beyond just inconvenience; they represent a significant barrier to fully enjoying the sport. Players who were drawn to pickleball for its health and social benefits now face the reality of being unable to play the sport due to accessibility.



**48.3 Million**

(Picklers in the US)

**APP**  
THE ASSOCIATION OF PICKLEBALL PLAYERS

## Problem Statement

With the number of participating players at an all-time high, it is projected that in order to keep up with this rapid growth, a total of 25,000 additional courts are needed. That's nearly a \$1 billion investment [4]. As the scarcity increases, players are often resorting to converting tennis courts, which can create tension [6]. Although some communities are finding innovative solutions, these are often met with noise complaints and, in some places, bans on certain areas [7]. Addressing the court shortage issue not only causes infrastructure problems but also creates economic issues. Creating more courts can generate revenue and improve social engagement, as shown through the success of events like the Minto US Open Pickleball Championship, which contributed \$4 million to its community.

In the end, addressing this issue would not only ensure the sustainability of the sport but also ensure that all players have access to courts.

## Solution Statement

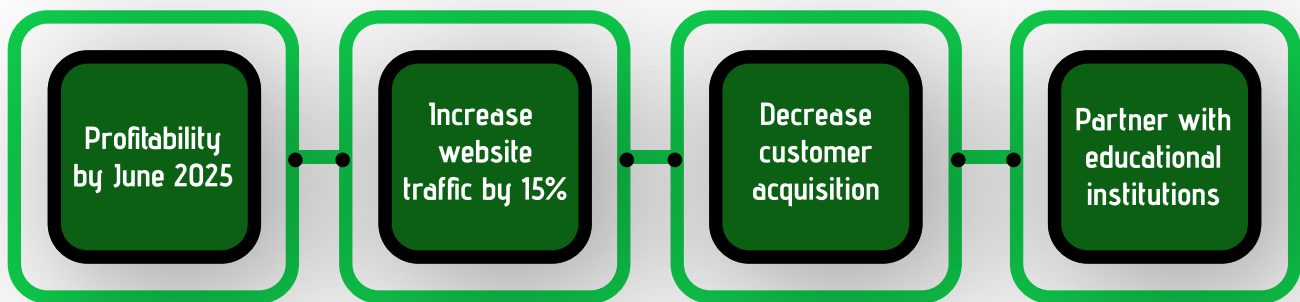
PickleTek works to alleviate one of the biggest struggles in the pickleball world: the imbalance between the number of courts and players. Pickleball shouldn't be a first-come, first-served sport. That's why PickleTek has become a game-changer in the pickleball industry, offering instant, on-demand court access so players can enjoy the game whenever and wherever they choose.

By combining cutting-edge laser technology with AI-powered coaching paddles, PickleTek provides a cost-effective solution compared to building new infrastructure. With traditional courts requiring significant investments and coaching fees starting at \$105 per hour, PickleTek ensures players can enjoy the sport without breaking the bank. Whether you're training, competing, or just playing for fun, PickleTek makes pickleball more accessible than ever.

## Company Goals

### Short Term

### Long Term



### Short Term Goals

**Goal:** To achieve profitability by June of 2025

- **Strategy:** Implement targeted digital marketing campaigns and launch subscription model for reoccurring revenue

**Goal:** Aim to increase website traffic by 15%

- **Strategy:** Create referral codes for existing customers. Prioritize website exclusive discounts.

### Long Term Goals

**Goal:** Decrease customer acquisition costs from \$50 to \$14

- **Strategy:** Expand affiliate programs to encourage word-of-mouth marketing

**Goal:** Partner with 100 educational institutions

- **Strategy:** Develop an educational outreach program which showcases the benefits of PickleTek



# About The Business

## Company 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.

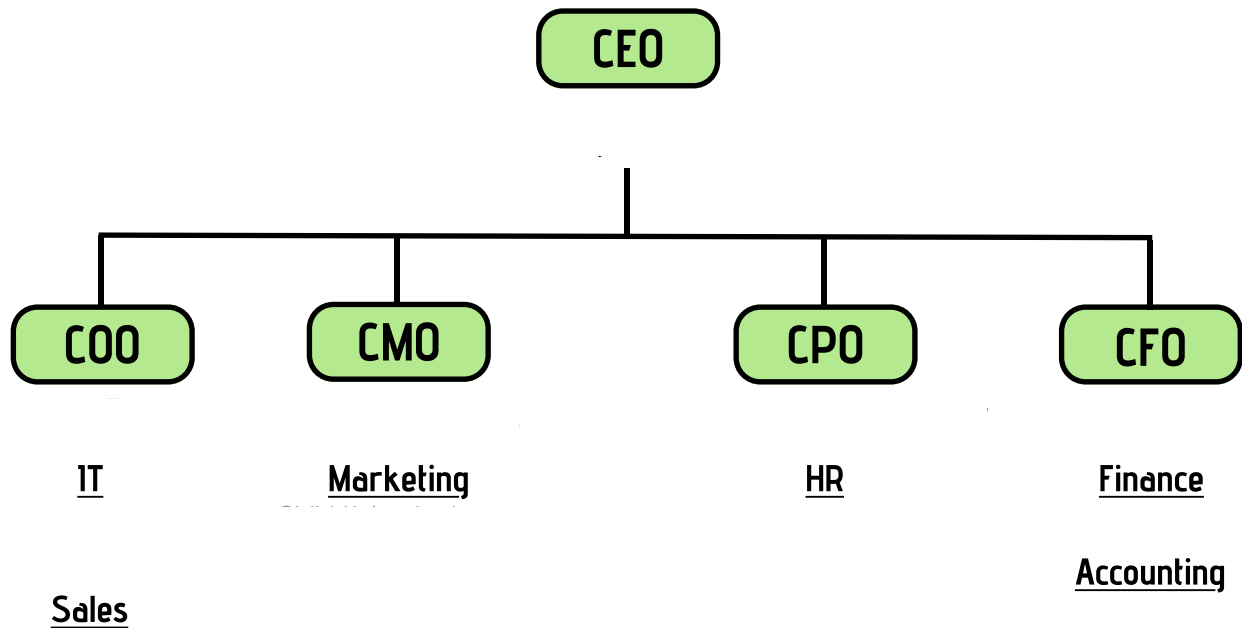
We've chosen to establish ourselves as a limited liability company (LLC) because it protects personal assets from business debts and liabilities. LLCs also allow for adaptable management. Unlike S corporations, LLCs allow for profits to be distributed in ways that don't strictly correlate to ownership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



## Mission Statement

PickleTek's mission is to expand pickleball accessibility with innovative, laser-embedded portable courts, enhancing the playing experience while growing the community for players of all skill levels.

## Organizational Structure



PickleTek operates under a traditional hierarchical organizational structure, strategically divided into six distinct departments. This structure establishes clear lines of authority, responsibility, and communication, allowing for efficient decision-making and streamlined processes. Each department specializes in its respective area of expertise, contributing to the company's overarching goal. This ensures that every aspect of the product development cycle, customer engagement, and operational efficiency is handled by teams with in-depth knowledge and skills, fostering an environment of excellence and continuous improvement.

## S.W.O.T Analysis

**S**

- Cost effective
- Paving the way for accessibility
- Unique concept
- Durable
- Time effective

**O**

- VE trade shows
- Growing global market
- Partnerships through "Courts for All" initiative
- Expanding reach to universities

**W**

- Lack of brand awareness
- High initial development costs
- Limited product line

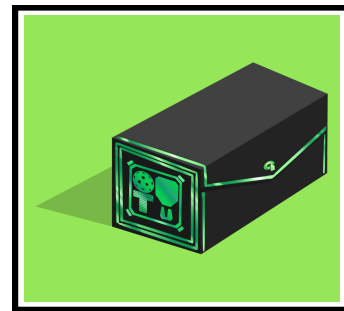
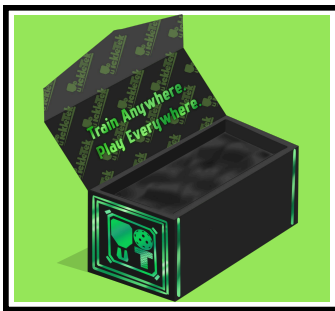
**T**

- Traditional pickleball courts
- Facility memberships
- Economic downturns

## Strengths

PickleTek offers a unique concept that uses innovative technology to stand out in the market. Our products eliminate the need for continuously renewing infrastructure, ensuring a long-lasting and durable experience. Traditional pickleball courts and trainers can require significant investments, as new courts need both construction and maintenance. With PickleTek's dual offering of CourTek and PaddleX, users can have a cost-effective, budget-friendly option. By offering a portable, easy-to-set-up court, we make pickleball more accessible to the public, whether you get our products

through our "Courts for All" initiative or you bought them directly from PickleTek. These courts allow users to enjoy the sport anywhere without the need for permanent infrastructure. The use of laser technology is not only eco-friendly but also enhances precise gameplay. With clear, accurate markings, players can worry less about the boundaries and more about the game. Designed to withstand constant use and different types of environments, our courts are built to last. The high-quality carbon fiber material ensures that the courts not only look visually appealing but also functional. Instead of waiting two hours and not even knowing if you'll get a court, our CourTek ensures that every player can easily set their court up, and play.



## Weaknesses

While PickleTek does offer a new and cutting-edge solution, there are a few weaknesses that come from introducing a new product into the market. However, as a company, we are committed to overcoming these challenges with innovative solutions. As a new company entering the market, we face the challenge of already established names. To work against this, our marketing team is focused on building strong relationships with partners in pickleball organizations, event organizers, and pickleball influencers. Additionally, the initial cost of using laser technology can be costly, as it includes designing, manufacturing, and testing. To mitigate these extreme costs

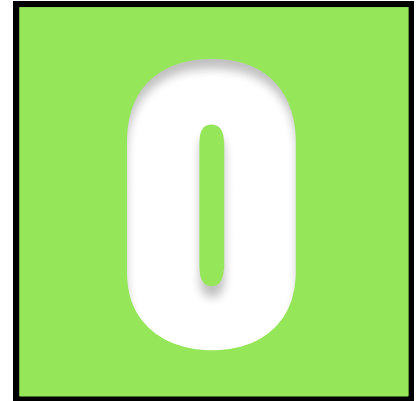


We are focused on securing investments and grants. We also plan to slowly scale production and spread out investments, allowing us to eventually lower unit costs. Since PickleTek mainly focuses on pickleball, we currently only offer our CourTek and PaddleX, which limits our ability to cater to other players in the court sports industry. However, we are currently working towards expanding our product line to other sports. Our development team is already exploring ideas for a multi-use CourTek. By listening to our customers, we are able to quickly adapt to an evolving market.

## Opportunities

PickleTek has many opportunities to grow with potential partnerships with educational institutions and community centers through our “Courts for All” initiative. These partnerships allow us to gain new customers and tap into new market spaces. They also provide more word-of-mouth marketing, which helps lower our cost of customer acquisition. Participating in virtual and in-person trade shows gives us the opportunity to network with potential customers, firms, and even industry professionals. As pickleball takes the world by storm, PickleTek plans to capitalize.

Particularly in Asia, where the Professional Pickleball Association (PPA) has moved tournaments and events. We plan to capitalize on this opportunity by using our marketing team to target players in Asia and create new commercials to play during tournaments. Additionally, pickleball is known as a recreational sport focused on promoting health. For this reason, we want to bring our courts and paddles into college and university recreation centers, as most colleges either don't have space or money to create new infrastructure.



## Threats

Many players who are currently playing pickleball often have facility memberships where they gain access to indoor traditional pickleball courts. Traditional courts are often permanent infrastructure and give players a sense of familiarity. Private clubs also offer more than just the court. However, we market ourselves as being accessible and flexible, allowing for players to



set up a court and play anywhere. Facility memberships are extremely expensive for the full experience. PickleTek offers a cost-effective, flexible pricing model that doesn't involve commitment or recurring fees to simply play the sport. Another threat we face is economic downturns, which can lead to decreased spending. However, our budget-friendly courts help make them affordable even during downturns. Our donations to community centers through our “Courts for All” initiative are free for use to anyone who attends one of our partnered centers.

# External Environment

## Competitive Analysis

PickleTek stands out as the sole provider of both portable laser pickleball courts and player development paddles. Our product offers convenience and performance, giving players the full experience. Although we do not currently have any direct competition, we do have indirect competitors. In the real world, our only competitors are SportsAI and portable pickleball nets. Within the virtual world, our main indirect competitors are QuickCourt and Pickle & Paddle Co.

## Real World

### SportsAI:

- SportsAI was developed to help players improve at their game. However, SportsAI focuses primarily on tennis since the majority of their executive team are tennis players. PickleTek focuses not only on improving players' experience and helping player development but also on giving players the accessibility to play anywhere, whereas SportsAI requires their users to have a physical court.

### Portable Pickleball Nets (general):

- Some companies have also recognized the issues with lack of access to courts and have created portable pickleball nets. These products are simply just the net, and users must draw the courts themselves using chalk. Not only is this inaccurate and imprecise, but it also takes time to draw out the court with the correct measurements to play. Even going to established pickleball courts, where you only need to bring a net, is often just as crowded. PickleTek's CourTek eliminates these issues entirely. Our courts take less than 2 minutes to set up, and users can play in any environment they want.

























## Virtual World

### QuickCourt:

- QuickCourt's main focus is making sustainable and eco-friendly pickleball equipment. While QuickCourt is committed to sustainability, so is PickleTek. Laser technology is known for its economic and environmentally friendly aspects. These lasers do not use any materials that harm the environment, such as ink, solvents, or other hazardous chemicals. Not only that, but PickleTek's CourTek is made with recycled carbon fiber materials, making our courts extremely sustainable and durable.

### Pickle & Paddle Co:

- Pickle & Paddle Co. focuses on bringing pickleball players together through their one-stop shop for pickleball equipment. Not only is PickleTek focused on bringing communities together through our "Courts for All" initiative, but we also have a specific feature on the Pickle app, which allows users who have either a CourTek or PaddleX, or both, to connect and find players nearby. PickleTek doesn't require players to find a court or build their own court to play with friends and communities.

Business	Laser Technology	Portable	Eco - Friendly	Skill Development	
					
					
					
					



## Current Economic Conditions

Unemployment  
Rate

4.0%

Inflation  
Rate

3.0%

CPI  
Increase

+0.5%

GDP Growth  
Rate  
(1st Quarter)

2.3%

Disposable  
Income

+0.6%

### Inflation & CPI

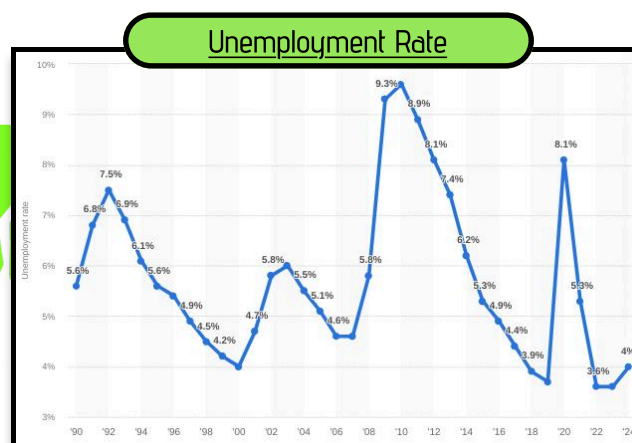
- As of early 2025, the inflation rate in the United States has slightly increased to 3.0% from 2.9% in 2024. According to the US Bureau of Labor Statistics, the consumer price index (CPI) rose 0.5% in January of 2025, which resulted in the slight rise in inflation. Despite this uptick, the inflation rate still remains lower than its highest point in mid-2022, which was 9.1% [8]. Although the inflation rate has grown, it is still considered healthy. At the moment, there are no immediate effects that could impact the way PickleTek expands.

### Real GDP

- The current real GDP rate is showing signs of slow growth compared to 2024. Early projections for 2025 indicate potential challenges, with the Fed's GDP model reflecting a 2.8% decline for the first quarter of 2025. With current trade tensions and tariff uncertainties, the outlook for 2025 could increase fears [9]. However, at PickleTek, our strategy to combat this issue has already been put in place. We have begun moving manufacturing out of China and into the US. We have also secured a two-year contract with our suppliers as a safety net for any downturns.

### Unemployment Rate:

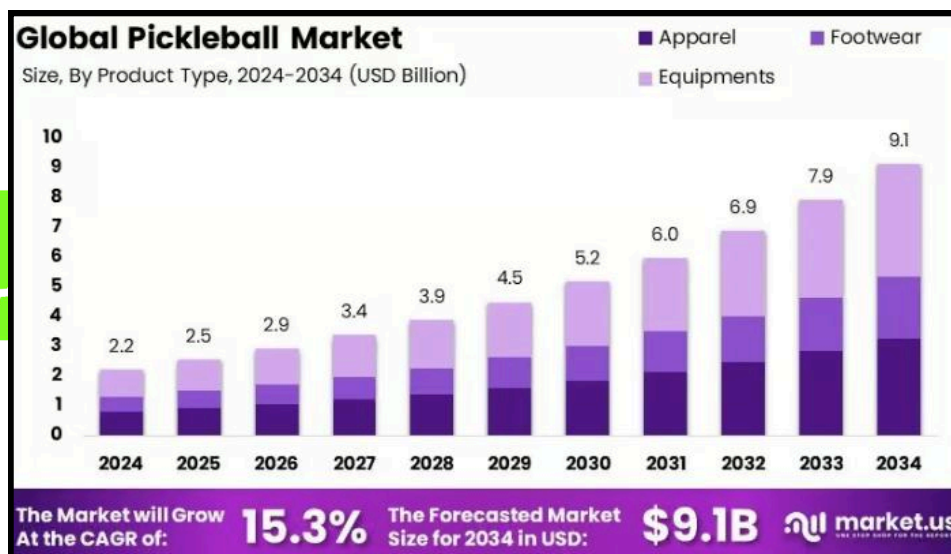
- As of January 2025, the US unemployment rate is 4.0%, which is consistent with the rate of unemployment in January 2024. Even though the unemployment rate is consistent, there have been a few shifts, specifically the layoffs within the Department of Government Efficiency (DOGE). However, the private sector has shown a decrease of 21,000 jobless claims [10]. A low unemployment rate boosts the economy, leading to an increased demand for products like PickleTek's. In terms of company issues, PickleTek is currently fully staffed, meaning that we are not looking for qualified employees at the moment. If something were to happen, our HR team has a fantastic recruitment process.



# Industry Analysis

## Real World

Regarding the impact of external factors, the outlook for our firm is promising. The pickleball equipment industry is currently on the rise and is expected to grow even more in the coming years. The market size of the global pickleball market was \$2.2 billion in 2024, and it is projected to grow to \$9.1 billion in 2034 [11]. The compound annual growth rate is expected to be 15.3% between 2024 and 2034 [11]. The rapid growth is primarily due to the sport's health benefits and accessibility, which PickleTek works to make even more accessible. While PickleTek is currently primarily focused on the US, there are emerging markets in Australia and Canada. Australia's player interest rate doubled in 2023, with the estimated number of players expected to reach 1 million in the next three years [11]. In Canada, participation rose from 1 million in 2022 to 1.37 million in 2023. The current industry outlook looks very bright, and PickleTek plans to capitalize on these opportunities in the near future through partnerships with the Pickleball Australia Association and the Canadian National Pickleball League.



## Virtual World

In the virtual enterprise world, PickleTek falls within the sports & leisure industry. From September 2024 to March 2025, the sports & leisure industry was the second-largest industry by volume at \$77,922,703. During this time, the industry had over 50,000 transactions and \$20,111,283 in sales. Students within the VE program can make purchases through in-person and online trade shows, as well as by contacting us through our social media. By offering a product that targets students in the VE world, PickleTek can connect with players better and faster than ever.

Category	Transactions	Incoming	Incoming Volume (\$)	Average Sale (\$)	Outgoing	Outgoing Volume (\$)	Net (\$)
Sports & Leisure	53,612	35,135	\$78,231,319	\$2,226	18,477	\$58,350,147	\$20,233,825

# Marketing Plan

## Target Market

### Primary:

- PickleTek primarily targets middle and high school students ages 11-18, who represent a common demographic in the pickleball market. This group is often more excited about the sport but lacks the independence to drive themselves or their friends to an available court. However, this age group is highly social and values meeting new people and creating new communities. Focusing on these age groups allows us to provide them with new opportunities that improve their active lifestyles.

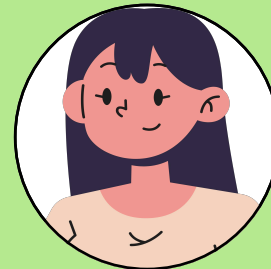
### Secondary:

- Our secondary market consists of parents of pickleball players, as they are the ones purchasing the product. Parents and adults often look for opportunities to support their children's wants and needs. They value quality, convenience, and want to keep their children active during the day. This makes them the perfect secondary market for PickleTek to hone in on.



Bryce

- 17 Years Old
- Loves playing sports
- Unable to drive
- Enjoys meeting new people
- Motivated to improve
- Looks for new opportunities



Jane

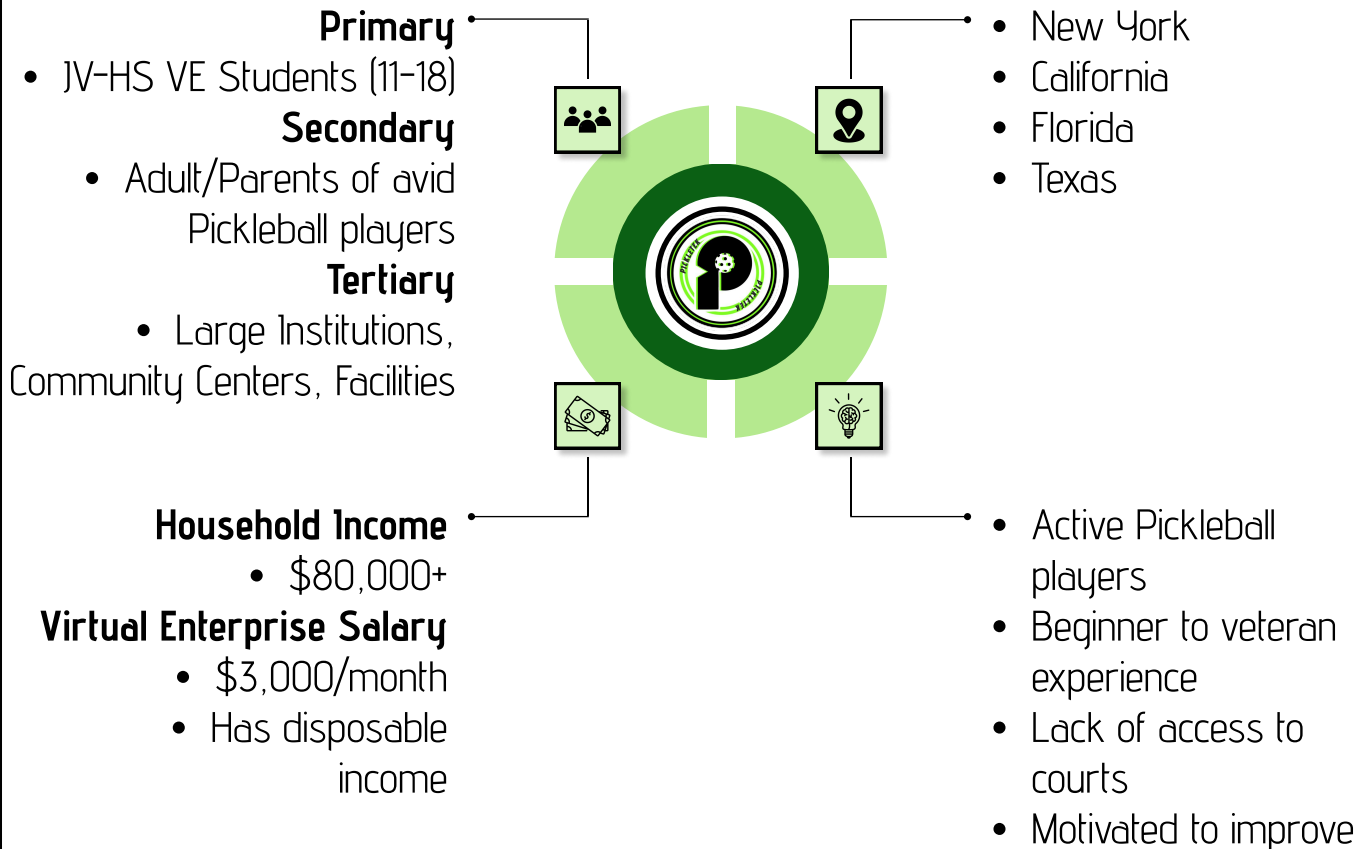
- 40 Years Old
- Median income \$100,000
- Supports their children's hobbies
- Busy lifestyle
- Values convenience

### Tertiary:

- Through our out-of-network contracts, PickleTek's third target market consists of large institutions, community centers, and tennis facilities. Many schools feature a pickleball unit in their physical education classes, which leads to schools needing affordable equipment. To provide opportunities for our low-income players, PickleTek is committed to donating our CourTeks to community centers. This aligns with our mission statement of making the sport more accessible regardless of income. Additionally, with the rise of pickleball, tennis facilities tend to become extremely overcrowded. PickleTek aims to introduce pickleball to these communities while also helping alleviate space issues.



## Market Segmentation



### Geographic:

- PickleTek sells online directly to consumers; however, we are primarily focused on the United States, specifically states with a high density of VE and pickleball players, such as New York, Florida, California, and Texas. By targeting these specific states, we are able to maximize our sales, as more players and facilities are willing to buy our products to help address the issue of court accessibility.

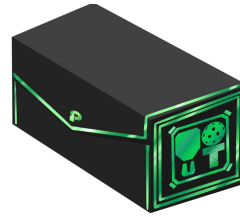
### Socioeconomic:

- PickleTek targets consumers in the middle and upper-middle classes. Although we understand that the current buying power of our primary market lacks disposable income, we know that the majority of the purchasing power will come from our secondary market. The average household income of pickleball players is around \$80,000 to \$110,000. Due to this, our pricing is on the lower end to give more people an opportunity to buy our products.

### Psychographic

- PickleTek's ultimate goal is to make pickleball more accessible and available to everyone. Many players are tired of waiting hours for a court that may never open up. We also cater to those who live a more active lifestyle and are looking for ways to improve their sport. PickleTek offers the full experience for players, whether they are looking for a place to play, are new to pickleball, or want to improve in their own free time.

## Marketing Mix



# FEATURED PRODUCTS

## Product

- At PickleTek, innovation drives our mission to reshape pickleball into an accessible sport. Our flagship product, the CourTek, redefines how and where pickleball can be played. With the push of a button, signals within the court are activated, which project our III-V semiconductor lasers to draw the players' courts. These signals are programmed by PickleTek's IT and development team, which tells the lasers where to stop. The system includes fourteen mirrors—one for each corner of the court—and light sensors that adjust to any environment. This portable, user-friendly device eliminates the need for permanent infrastructure, allowing players to set up a fully playable court in minutes, making the game more accessible than ever. Complementing our CourTek is our high-performance PaddleX, equipped with a smart chip embedded in the handle. This chip is extremely lightweight and does not weigh the paddle down. This advanced paddle tracks real-time performance metrics, including shot speed, swing path, and impact, delivering actionable insights to help players improve their skills through our mobile app. Together, the CourTek and PaddleX work to revolutionize pickleball by combining accessibility with cutting-edge technology.

## Price

- PickleTek has strategically priced our products to align with the average household income of pickleball players, which is around \$100,000 [12]. This gives consumers approximately \$5,000 to \$6,000 in disposable income [13]. PickleTek's CourTek is priced at \$399.99, which fits comfortably within this disposable income without having too much of an impact. While we aim to be accessible to all, the higher price point reflects the high-quality materials and features that make our product the best on the market, such as our low power mode and self-adjusting light sensors. For those with a bit more disposable income and a desire to improve their game, our PaddleX paddles are priced at \$149.99 for the youth version and \$199.99 for the adult version. Both of these products are built to last and designed to help players grow and build community.

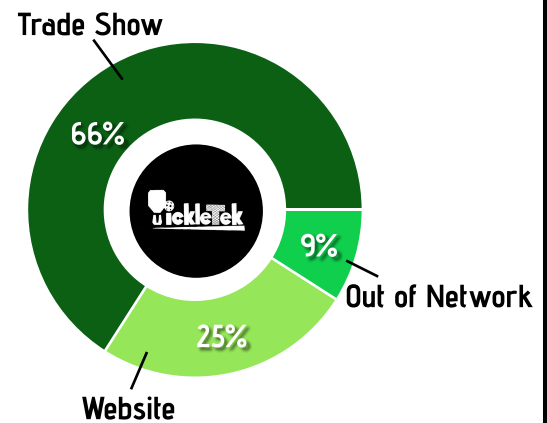




## Placement

- PickleTek has diversified its placement and sales channels, achieving significant success through a variety of avenues. The majority of our sales come from trade show sales, particularly through VE students, where we leverage the VE POS system to facilitate transactions. Additionally, a considerable volume of our sales comes from out-of-network sales and contacts, especially with high school athletic departments on Long Island, community centers, parks, and other small businesses. These partnerships have been instrumental in establishing our presence and enhancing product accessibility in targeted communities. In contrast, sales from our website account for a smaller portion of our total sales, as we encourage customers to purchase through our POS system during trade shows or when negotiating mutual deals. This strategy not only fosters personalized interactions but also aligns with our approach to building long-lasting relationships with our customers and partners.

## Distribution of Sales



## Positioning

- We position ourselves as innovators in data-driven pickleball performance enhancement. At PickleTek, we distinguish ourselves by offering cutting-edge training tools like the CourtTek and PaddleX, designed to provide accessibility and empower players with actionable insights to improve their game. While other companies in the pickleball industry may focus on traditional equipment or casual gameplay, we differentiate ourselves by targeting enthusiasts who are frustrated with the wait for open courts and are committed to refining their skills through advanced technology. Similar to other innovators in sports training technology, our focus on laser-projected courts and real-time performance tracking positions us as a leader in personalized, data-driven coaching for pickleball players.

## Promotions

- To effectively promote our product, we will leverage various social media platforms, including TikTok, Instagram, and Facebook. Through these channels, we will share updates on our offerings, announce special deals, host giveaways, and promote events. Our goal is to enhance brand visibility, cultivate a loyal following, and ultimately drive sales, increasing the popularity of PickleTek. In addition to our digital marketing efforts, we will implement physical advertising strategies by distributing posters throughout schools. These vibrant, eye-catching designs will feature our distinctive logos to set us apart from competitors and help establish our brand. We will also reach out to other VE companies and potential customers via phone calls to generate interest in our product. To incentive customer engagement, we are developing a mobile app that will support a PickleTek rewards program. This program will allow users to accumulate points through purchases, granting them early access to exclusive deals and discounts.



# Business Risk

## **Niche Market Limitation**

Although Pickleball is deemed the fastest growing sport, it is still a relatively niche market. This could limit our customer base, making it harder for us to reach different communities. To combat this, PickleTek plans to use targeted market research to further understand potential customers. Additionally, PickleTek is looking to launch our “Discovery” program which allows for schools, communities, and parks to demonstrate our products giving users the opportunity to try our products without buying them. This helps PickleTek create a more direct relationship with those who have not been exposed to Pickleball yet.

## **Compatibility and Reliability of Technology**

With the use of multiple types of technology such as the lasers, motion sensors, and mobile app connectivity, this could lead to system malfunctions. To mitigate this risk, PickleTek does thorough inspections of our products before shipping such as product tests and quality control. If issues were to occur, PickleTek has a 90 day money back guarantee warranty as well as consistent software updates to our mobile app.

## **Rapid Technology Growth**

As technology continues to grow quickly, PickleTek faces the risk of outdated technology which could impact our long-term competitive edge. However, PickleTek’s core values are built on maintaining innovation, this means that PickleTek’s research and development team as well as our IT team are always in front of the trend to keep our products updated. PickleTek is confident that we will continue to be a staple within the market and evolve our products per customer needs.

## **Competitive Threats**

As the only stand out portable laser pickleball court and coaching paddle within the Pickleball market, we could face the risk of competitors replicating our product or editing our product. PickleTek has patents on both our CourTek and PaddleX, we also plan to continue innovating our products and product quality.

# Financial Plan

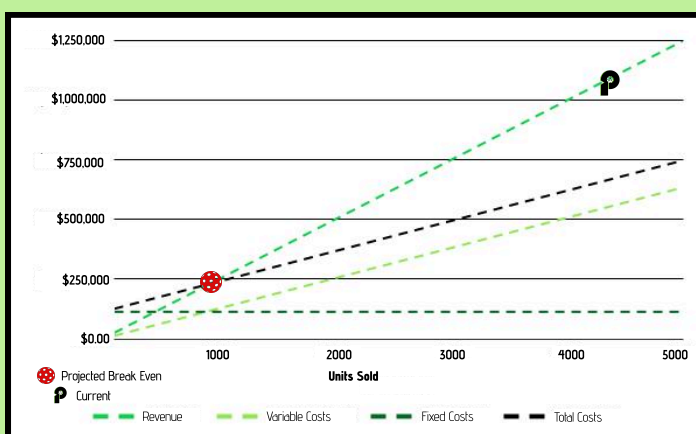
## Financial Write-Up

PickleTek acquired an initial seed funding from VE of \$50,000 and a generous \$110,000 loan at a 10% fixed interest rate on a five year term. This fixed rate ensures steady payments, protecting us from interest rate fluctuations and economic changes. After our start-up, we were able to completely shatter our exceptions with an outstanding amount of sales during the month of November. To calculate our break even point, we first averaged the cost of all the bundles offered and took the cost of goods sold per unit. In doing this, we had the resources to calculate how many sales we intend to sell per month, while also taking into consideration the expenses of our costs of goods sold per month. In order to break even, we had to sell around \$230,250 worth of product, which is projected to occur half way through the 3 month mark.

Our amazing connections allowed us to maintain a steady cash flow through Out-Of-Network (OON) sales between trade shows. As of March 1st, 2025, PickleTek has made an impressive \$1,410,947.86 in total online, trade show, and Out-Of-Network sales. Roughly 66% of all sales have been accumulated through trade show sales. This leaves 25% coming from OON sales and 9% from website/online sales.

PickleTek's efficiency and constant innovation has allowed us to uphold our revenue stream and supporting the fact that we are one of the best sporting equipment companies in the virtual market-space. Do to our relatively short fiscal year, we were initially projected to make \$1,000,000 from the start of our company in September, to April 2025. As of now, we are currently sitting at around \$1,410,947.86 approaching the midway point in March. Due to massive competition success throughout our various departments, workplace motivation is currently at an all time high. Heading into our last trade show of the fiscal year in April, PickleTek is confident we will continue this steady growth of income.

## Break-Even Analysis



**Average Selling Price: \$250.00**

**Average COGS: \$127.00**

**Average Profit Margin: 49.20%**

**Annual Fixed Costs: \$113,299.48**

At PickleTek, we have established ourselves as a one time purchase model this means that consumers only need to buy our products one time. PickleTek was projected to break even in early December of 2024 with 921 units sold and \$230,250. PickleTek blew this milestone in November of 2024 with over \$300,000 in sales. PickleTek's fixed costs amounted to \$113,299.48, which consists of the company's operating expenses. Meanwhile, PickleTek's variable costs at our break even point was around \$114,300. The average costs of goods sold is \$127.00 which consists of materials, shipping, and packaging, while our average selling price is \$250.00. These numbers give the company a profit margin of 49.2%. While out current products position us towards middle and upper-middle families, we hope to attract low income families as the company's "Courts of All" initiative expands.

## Balance Sheet

PickleTek's balance sheet helps us identify financial issues and provides a snapshot of our financial health. As of February 28th, 2025, PickleTek currently has \$612,037.25 in our bank account, split between Cash and Budget Checking. For inventory, we have \$83,013.38, which results in total assets of \$695,050.63. To ensure that PickleTek stays on top of any loans and debts, our liabilities help us stay ahead and ensure we don't fall behind on payments. Currently, PickleTek pays \$189.74 to the New York Department of Taxation and Finance. During our startup, PickleTek received a \$110,000 long-term business loan. After making monthly payments, we currently owe \$102,988.49. Upon PickleTek's opening, VE provided us with a \$50,000 seed fund, and as of February 28th, 2025, our net income amounts to \$541,872.40. These total to our liabilities and equity of \$659,050.63. At our current state, PickleTek looks extremely healthy financially.

PickleTek Balance Sheet As of February 28th, 2025	
	Total
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Cash	2,389.66
Comsewogue HS 3 (Budget Checking) (0649) - 1	609,647.59
Total Bank Accounts	\$612,037.25
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	\$695,050.63
<b>TOTAL ASSETS</b>	<b>\$695,050.63</b>
<b>LIABILITIES AND EQUITY</b>	
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	102,988.49
Total Long-Term Liabilities	\$102,988.49
Total Liabilities	\$103,178.23
Equity	
Opening balance equity	0.00
Retained Earnings	
Seed Funding	50,000.00
Net Income	541,872.40
Total Equity	\$591,872.40
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$695,050.63</b>

## Profit & Loss Statement

PickleTek's profit and loss Statement shows actual data from October to February while showing projected data from March through April. Our firm began operations in October and projected a total revenue of \$1,500,000 in trade show, contractual sales to VE entities, and website sales. As of February PickleTek has made \$1,415,441.77 in sales just shy of our projections. Out of network and website sales have attributed to our revenue however, majority of sales have come from trade shows. Our firms operating expenses includes salaries, rent, depreciation, and more which



totalled to \$122,471.50. PickleTek pays \$27,374.00 in corporate income tax. With all expenses added, PickleTek's grand total of net income after taxes resulted in \$523,807.10.

## Profit and Loss Summary

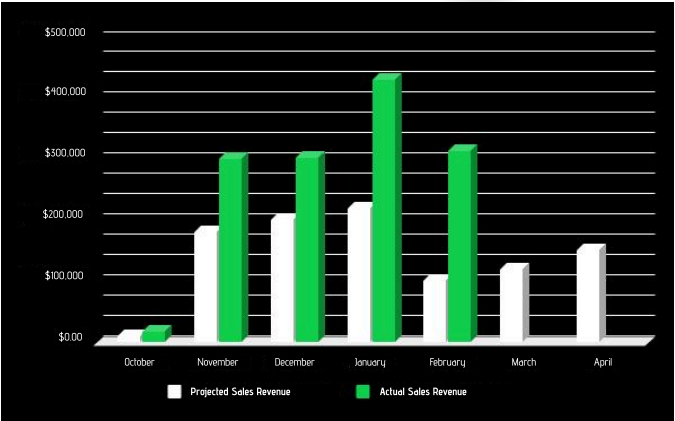
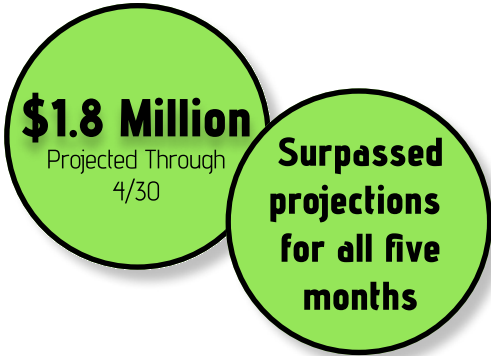
PickleTek		
Income Statement		
Actual: 02.28.2025   Projected:04.30.2025		
	Projected	Actual
Total Sales Revenue	\$1,500,000.00	\$1,415,441.77
Cost of Goods Sold	\$508,000.00	\$411,347.09
Gross Profit	\$992,000.00	\$1,004,094.09
Gross Profit Margin %	66.13%	70.94%
Total Operating Expenses	\$122,472.50	\$122,472.50
Net Income	\$783,277.50	\$523,807.10

## Sales Projections

PickleTek is projected to steadily grow in the pickleball market and dominate in time. We aim to meet our Units sold in revenue monthly, and our gross profit will steadily increase. Our current trade show presence coupled with our online sales makes up majority of our sales, while out of network sales follow. Shortly after starting up, we had a trade show “drought” in February through March which is made apparent by our projected sales. We looked at these early months as a way to set the tone for the rest of our fiscal year. This caused a need for company wide improvement and adaptation in terms of our selling strategies.

(Total Sales: \$1,885,941.86)

	October	November	December	January	February	March	April
Trade Show Sales	\$0	\$177,392.45	\$229,605.11	\$385,171.72	\$0	\$0	\$200,000
Website Sales	\$21,613.06	\$60,706.34	\$51,312.92	\$50,409.63	\$30,086.37	\$50,000	\$50,000
Out of Network Sales	\$0	\$98,695.38	\$21,748.95	\$0	\$284,205.93	\$100,000	\$75,000





# Appendix

## Firm Bank Balance

Account	Account no	Balance
PickleTek (Budget Checking)	631310649	\$560,796.79

## Loan Amortization Table

Virtual Enterprises International Loan Amortization Table						
Loan Information			Summary			
	Loan Amount (Principal)	110,000		Rate (per period)	0.8333%	
	Annual Interest Rate	10.00%		Number of Payments	60	
	Term of Loan in Years	5		Total of Payments	140,230.50	
	# of Payments per Year	12		Total Interest	30,230.50	
	Payment Type	end of period				
	Monthly Payment	(\$2,337.17)				
No.	Principal	Interest for the Period	Total Balance Outstanding	Payment for the period	Principal Reduction	Revised Balance Outstanding
1	110,000	916.67	110,916.67	2337.17	1420.51	108,579.49
2	108579.49	904.83	109,484.32	2337.17	1432.35	107,147.15
3	107147.15	892.89	108,040.04	2337.17	1444.28	105,702.86
4	105702.86	880.86	106,583.72	2337.17	1456.32	104,246.55
5	104246.55	868.72	105,115.27	2337.17	1468.45	102,778.09
6	102778.09	856.48	103,634.58	2337.17	1480.69	101,297.40
7	101297.40	844.15	102,141.55	2337.17	1493.03	99,804.37
8	99804.37	831.70	100,636.07	2337.17	1505.47	98,298.90
9	98298.90	819.16	99,118.06	2337.17	1518.02	96,780.88
10	96780.88	806.51	97,587.39	2337.17	1530.67	95,250.21
11	95250.21	793.75	96,043.97	2337.17	1543.42	93,706.79
12	93706.79	780.89	94,487.68	2337.17	1556.28	92,150.51
13	92150.51	767.92	92,918.43	2337.17	1569.25	90,581.25
14	90581.25	754.84	91,336.10	2337.17	1582.33	88,998.92
15	88998.92	741.66	89,740.58	2337.17	1595.52	87,403.40
16	87403.40	728.36	88,131.77	2337.17	1608.81	85,794.59
17	85794.59	714.95	86,509.55	2337.17	1622.22	84,172.37
18	84172.37	701.44	84,873.81	2337.17	1635.74	82,536.63
19	82536.63	687.81	83,224.44	2337.17	1649.37	80,887.26
20	80887.26	674.06	81,561.32	2337.17	1663.11	79,224.15
21	79224.15	660.20	79,884.35	2337.17	1676.97	77,547.18
22	77547.18	646.23	78,193.40	2337.17	1690.95	75,856.23
23	75856.23	632.14	76,488.36	2337.17	1705.04	74,151.19
24	74151.19	617.93	74,769.11	2337.17	1719.25	72,431.94
25	72431.94	603.60	73,035.54	2337.17	1733.58	70,698.36
26	70698.36	589.15	71,287.52	2337.17	1748.02	68,950.34
27	68950.34	574.59	69,524.93	2337.17	1762.59	67,187.75
28	67187.75	559.90	67,747.65	2337.17	1777.28	65,410.48
29	65410.48	545.09	65,955.56	2337.17	1792.09	63,618.39
30	63618.39	530.15	64,148.54	2337.17	1807.02	61,811.37
30	63618.39	530.15	64,148.54	2337.17	1807.02	61,811.37
31	61811.37	515.09	62,326.46	2337.17	1822.08	59,989.29
32	59989.29	499.91	60,489.20	2337.17	1837.26	58,152.02
33	58152.02	484.60	58,636.62	2337.17	1852.57	56,299.45
34	56299.45	469.16	56,768.61	2337.17	1868.01	54,431.43
35	54431.43	453.60	54,885.03	2337.17	1883.58	52,547.85
36	52547.85	437.90	52,985.75	2337.17	1899.28	50,648.58
37	50648.58	422.07	51,070.65	2337.17	1915.10	48,733.47
38	48733.47	406.11	49,139.59	2337.17	1931.06	46,802.41
39	46802.41	390.02	47,192.43	2337.17	1947.15	44,855.26
40	44855.26	373.79	45,229.05	2337.17	1963.38	42,891.88
41	42891.88	357.43	43,249.31	2337.17	1979.74	40,912.13
42	40912.13	340.93	41,253.07	2337.17	1996.24	38,915.89
43	38915.89	324.30	39,240.19	2337.17	2012.88	36,903.02
44	36903.02	307.53	37,210.54	2337.17	2029.65	34,873.37
45	34873.37	290.61	35,163.98	2337.17	2046.56	32,826.80
46	32826.80	273.56	33,100.36	2337.17	2063.62	30,763.19
47	30763.19	256.36	31,019.55	2337.17	2080.82	28,682.37
48	28682.37	239.02	28,921.39	2337.17	2098.16	26,584.22
49	26584.22	221.54	26,805.75	2337.17	2115.64	24,468.58
50	24468.58	203.90	24,672.48	2337.17	2133.27	22,335.31
50	24468.58	203.90	24,672.48	2337.17	2133.27	22,335.31
51	22335.31	186.13	22,521.43	2337.17	2151.05	20,184.26
52	20184.26	168.20	20,352.46	2337.17	2168.97	18,015.29
53	18015.29	150.13	18,165.41	2337.17	2187.05	15,828.24
54	15828.24	131.90	15,960.14	2337.17	2205.27	13,622.97
55	13622.97	113.52	13,736.49	2337.17	2223.65	11,399.32
56	11399.32	94.99	11,494.31	2337.17	2242.18	9,157.13
57	9157.13	76.31	9,233.44	2337.17	2260.87	6,896.27
58	6896.27	57.47	6,953.74	2337.17	2279.71	4,616.56
59	4616.56	38.47	4,655.03	2337.17	2298.70	2,317.86
60	2317.86	19.32	2,337.17	2337.17	2317.86	(0.00)
Totals		30,230.50		140,230.50	110,000.00	



565 N Bicycle Path, Port Jefferson Station, NY 11776  
631-642-4340  
PickleTek01@gmail.com

## Business Contract

This agreement is effective as of 2/5/25, between PickleTek and \_\_\_\_\_ . The parties hereby agree to the following terms and conditions:

### DESCRIPTION OF SERVICE/SUPPLIES: (For Example)

(Business Name) hereby agrees to purchase the items below, supplied by (Virtual Enterprise Firm Name).

Item 001	Quantity	Unit Price (\$)	Extended Price (\$)
Black CourtTek	40	349.99	13,999.60
Green CourtTek	20	349.99	6,999.80
White CourtTek	20	349.99	6,999.80
Item 002	Quantity	Unit Price (\$)	Extended Price (\$)
Black PaddleX Adult	80	199.99	15,999.20
Green PaddleX Adult	80	199.99	15,999.20
White PaddleX Adult	80	199.99	15,999.20
Item 003	Quantity	Unit Price (\$)	Extended Price (\$)
Black PaddleX Youth	40	149.99	5,999.60
Green PaddleX Youth	40	149.99	5,999.60
White PaddleX Youth	40	149.99	5,999.60
<b>Total (Items 001-003)</b>			<b>\$ 88,595.60</b>

**TERMS AND CONDITIONS** - This contract agreement may be cancelled with 90 days (or other terms) written notice. The period of this contract is (can be for a one-time purchase, or for monthly purchases for one year or more) from the effective date unless modified in writing 90 days in advance on any agreed delivery dates stated in the agreement. Title and ownership of this agreement is non-transferable to any other party.

**CANCELLATION** - The Contract may not be cancelled without the written agreement of both parties. Any party defaulting on the stated terms will incur the costs associated with recovery and all associated litigation fees.



**RENEWABLE OPTIONS** – During the final period of this agreement, either party may offer to negotiate optional years.

**CORPORATE COMMITMENT** – By signing this agreement, the Purchaser, hereby agrees to offer the expertise of its officers as advisors to PickleTek. This mentoring will assist in the successful operations of PickleTek, thus protecting your valued investment in our product.

The signatures below represent the authority to fully execute this agreement.

## Out of Network #2



565 N Bicycle Path, Port Jefferson Station, NY 11776  
631-642-4340  
PickleTek01@gmail.com

### Business Contract

This agreement is effective as of 2/5/25, between PickleTek and Ms. Kishi. The parties hereby agree to the following terms and conditions:

#### DESCRIPTION OF SERVICE/SUPPLIES: (For Example)

(Business Name) hereby agrees to purchase the items below, supplied by (Virtual Enterprise Firm Name).

Item 001	Quantity	Unit Price (\$)	Extended Price (\$)
Black CourtTek	40	349.99	13,999.60
Green CourtTek	20	349.99	6,999.80
White CourtTek	20	349.99	6,999.80
Item 002	Quantity	Unit Price (\$)	Extended Price (\$)
Black PaddleX Adult	80	199.99	15,999.20
Green PaddleX Adult	80	199.99	15,999.20
White PaddleX Adult	80	199.99	15,999.20
Item 003	Quantity	Unit Price (\$)	Extended Price (\$)
Black PaddleX Youth	40	149.99	5,999.60
Green PaddleX Youth	40	149.99	5,999.60
White PaddleX Youth	40	149.99	5,999.60
<b>Total (Items 001-003)</b>			<b>\$ 88,598.60</b>

**TERMS AND CONDITIONS** - This contract agreement may be cancelled with 90 days (or other terms) written notice. The period of this contract is (can be for a one-time purchase, or for monthly purchases for one year or more) from the effective date unless modified in writing 90 days in advance on any agreed delivery dates stated in the agreement. Title and ownership of this agreement is non-transferable to any other party.

**CANCELLATION** - The Contract may not be cancelled without the written agreement of both parties. Any party defaulting on the stated terms will incur the costs associated with recovery and all associated litigation fees.



**RENEWABLE OPTIONS** – During the final period of this agreement, either party may offer to negotiate optional years.

**CORPORATE COMMITMENT** – By signing this agreement, the Purchaser, hereby agrees to offer the expertise of its officers as advisors to PickleTek. This mentoring will assist in the successful operations of PickleTek, thus protecting your valued investment in our product.

DATE: \_\_\_\_\_

DATE: \_\_\_\_\_

## Out of Network #3

✓



565 N Bicycle Path, Port Jefferson Station, NY 11776  
631-642-4340  
PickleTek01@gmail.com

### Business Contract

This agreement is effective as of 2/5/23, between PickleTek and  
Mr. Roman. The parties hereby agree to the following terms and conditions:

#### DESCRIPTION OF SERVICE/SUPPLIES: (For Example)

(Business Name) hereby agrees to purchase the items below, supplied by (Virtual Enterprise Firm Name).

Item 001	Quantity	Unit Price (\$)	Extended Price (\$)
Black CourtTek	40	349.99	13,999.60
Green CourtTek	20	349.99	6,999.80
White CourtTek	20	349.99	6,999.80
Item 002	Quantity	Unit Price (\$)	Extended Price (\$)
Black PaddleX Adult	80	199.99	15,999.20
Green PaddleX Adult	80	199.99	15,999.20
White PaddleX Adult	80	199.99	15,999.20
Item 003	Quantity	Unit Price (\$)	Extended Price (\$)
Black PaddleX Youth	40	149.99	5,999.60
Green PaddleX Youth	40	149.99	5,999.60
White PaddleX Youth	40	149.99	5,999.60
<b>Total (Items 001-003)</b>			<b>\$ 88,995.60</b>

**TERMS AND CONDITIONS** - This contract agreement may be cancelled with 90 days (or other terms) written notice. The period of this contract is ~~can be~~ for a one-time purchase, or for monthly purchases for one year or more from the effective date unless modified in writing 90 days in advance on any agreed delivery dates stated in the agreement. Title and ownership of this agreement is non-transferable to any other party.

**CANCELLATION** - The Contract may not be cancelled without the written agreement of both parties. Any party defaulting on the stated terms will incur the costs associated with recovery and all associated litigation fees.





**RENEWABLE OPTIONS** – During the final period of this agreement, either party may offer to negotiate optional years.

**CORPORATE COMMITMENT** – By signing this agreement, the Purchaser, hereby agrees to offer the expertise of its officers as advisors to PickleTek. This mentoring will assist in the successful operations of PickleTek, thus protecting your valued investment in our product.

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