

# SoftballProAI

## Business Plan

Democratizing Elite Softball Coaching Through AI

**Seed Round: \$50,000**

February 2026

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## Executive Summary

SoftballProAI is a comprehensive AI-powered coaching platform that democratizes elite softball training for youth athletes ages 8-18. By combining real-time biomechanics analysis, personalized development programs, and revolutionary automated game scoring, we are solving the fundamental access problem in youth sports: elite coaching costs \$100-200 per hour and is out of reach for most families.

We serve a \$2.5 billion market with 2.5 million youth softball players whose families spend an average of \$3,800 annually on training. Our three-tier subscription model delivers comprehensive value: Players (\$14.99/mo) receive AI coaching, video analysis, and personalized training. Private Instructors (\$49.99/mo) access a two-sided marketplace with student management tools. Team Coaches (\$99.99/mo) get our Head Coach AI that automatically scores games via phone camera—eliminating manual scorekeeping while providing coaching insights no human scorekeeper can match.

Our traction validates the model: 50 beta users with 85% weekly active retention (industry standard: 20-30%), production-ready tech stack, GameChanger integration, and partnership discussions with the Amateur Softball Association. Built with zero funding by a founder who predicted the AI revolution, managed enterprise systems for 49+ hotels, and walked 5 miles daily for three years learning while battling chronic illness.

We are raising \$50,000 in seed funding to complete MVP development, scale to 2,000+ paying customers, and achieve \$50K MRR by Q2 2026 with breakeven in Q3 2026. This 12-18 month runway enables us to validate our GameChanger disruption strategy while proving the unit economics that will power Series A growth.

## Company Overview

### Mission

To democratize access to elite softball coaching, ensuring every young athlete—regardless of location or family income—can develop their skills with the same quality of instruction available to athletes in elite travel ball programs.

### Vision

To become the trusted AI training companion for youth athletes, where opening SoftballProAI becomes as instinctive as opening Khan Academy for math help. We envision a future where talent and dedication—not zip code or family wealth—determine athletic success.

### Company History

Founded in 2026 by Kimberly Tarnovska, SoftballProAI emerged from a unique convergence of expertise: 20+ years in hospitality accounting and internal audit, self-taught AI and data science capabilities, and deep softball coaching knowledge as a parent and coach. The platform was built during a three-year period where the founder

walked 5 miles daily while battling chronic illness, dedicating 1.5 hours per day to learning AI, biomechanics, child psychology, and softball coaching techniques.

The founder predicted the AI revolution before ChatGPT existed, warned enterprise technology teams about coming disruption, and then proved the thesis by building a production-grade platform using strategically managed AI development teams—achieving what most funded startups with human engineering teams have not: a working product with exceptional user retention before taking any investor capital.

## Market Analysis

### Market Size and Opportunity

**Total Addressable Market (TAM):** \$2.5 billion in youth sports training across the United States. This includes all spending on coaching, instruction, training programs, and development tools for youth athletes.

**Serviceable Addressable Market (SAM):** \$500 million in AI-powered and technology-enhanced coaching solutions. As AI adoption accelerates and parents become comfortable with digital learning platforms (evidenced by widespread use of Khan Academy, Duolingo, and similar tools), this segment is experiencing rapid growth.

**Serviceable Obtainable Market (SOM):** \$50 million initial focus on youth fastpitch softball in the United States, with clear expansion paths to baseball, volleyball, and other youth sports once softball market penetration is established.

### Target Customer Segments

#### Primary: Youth Softball Players (Ages 8-18)

2.5 million registered youth fastpitch softball players in the United States. Families spend an average of \$3,800 annually on softball-related expenses including travel teams, tournaments, equipment, and private coaching. The pain point: elite coaching costs \$100-200 per hour and is inaccessible to most families, creating a talent development gap based on economic status rather than dedication or potential.

#### Secondary: Private Softball Instructors

Thousands of independent softball instructors who operate small training businesses. These coaches face challenges in student management, progress tracking, drill organization, and demonstrating value to parents. Our platform provides professional tools that enhance their coaching effectiveness while creating a marketplace that connects them with more students.

#### Tertiary: Team Coaches and Organizations

Travel ball teams, recreational leagues, school programs, and softball organizations. These groups need tools for game scoring, player development tracking, and team management. Our Head Coach AI addresses the significant pain point of manual game scoring while providing coaching insights that improve team performance.

### Market Trends

**Digital Learning Adoption:** Parents and students have been conditioned by platforms like Khan Academy, Duolingo, and Masterclass to expect high-quality, personalized digital learning experiences. This creates a ready market for AI-powered sports coaching.

**Mobile-First Training:** Youth athletes are digital natives who prefer mobile-accessible training tools. The shift away from expensive, hardware-dependent training systems creates opportunity for software-based solutions.

**AI Coaching Acceptance:** Following the ChatGPT revolution, consumer acceptance of AI-powered assistance has accelerated dramatically. Parents who initially resisted digital coaching are now actively seeking AI-enhanced training tools.

**Youth Sports Professionalization:** College recruiting has become increasingly competitive, pushing families to invest more in training and development at younger ages. This creates demand for affordable, high-quality coaching alternatives.

# Product and Technology

## Product Overview

SoftballProAI is a comprehensive coaching platform delivered through web and mobile applications. The platform combines artificial intelligence, biomechanics analysis, adaptive learning, and professional coaching knowledge to provide personalized training that evolves with each athlete.

## Core Features

### AI Brain with Real Coaching Knowledge

Our AI coaching system is built on knowledge from softball legends, biomechanics experts, and decades of competitive experience across all major sanctioning bodies (USA Softball, USSSA, PGF, Alliance Fastpitch). The system adapts coaching tone (Encouraging, Balanced, Elite) based on athlete preference and provides age-appropriate instruction that respects child development principles.

### Live Coach: Real-Time Video Analysis

Athletes record their mechanics using any smartphone. Our MediaPipe-powered biomechanics engine analyzes movement in real-time, providing instant feedback on pitching, hitting, and fielding mechanics. The system identifies specific areas for improvement and suggests corrective drills—delivering the same quality of analysis that previously required expensive motion capture systems and certified biomechanics specialists.

### Head Coach AI: Automated Game Scoring

**Revolutionary GameChanger Disruption:** Our Head Coach AI watches games via parent's phone camera and automatically scores every play—eliminating manual scorekeeping. The system calculates real-time statistics, generates post-game analysis with coaching insights, creates player highlight reels, and identifies patterns across seasons. This feature alone targets GameChanger's 8+ million users who currently pay \$9.99-19.99/month for manual scoring. At \$99.99/month with full automation plus coaching intelligence, capturing just 5% of softball users (200,000 teams) generates \$20 million in annual recurring revenue.

### Personalized Training Programs

Adaptive training plans designed for each athlete's age, skill level, goals, and learning style (visual, auditory, kinesthetic). The system tracks progress, adjusts difficulty, and ensures athletes are challenged appropriately while building foundational skills.

### Private Instructor Marketplace

Two-sided platform connecting athletes with qualified instructors. Coaches can manage students, assign drills, track progress, and communicate with families—all within one system. This augments rather than replaces human coaching, creating a hybrid model that combines AI efficiency with human expertise and relationship.

## Mental Training and Sports Psychology

Age-appropriate sports psychology techniques that build confidence, resilience, and mental toughness. The system helps athletes develop growth mindset, handle pressure, and maintain motivation throughout their softball journey.

## Technology Stack

**Frontend:** React 18 with TypeScript, Vite build system, Tailwind CSS for styling, mobile-first responsive design, custom components with brand-consistent pink-purple-cyan gradient scheme.

**Backend:** Node.js with Express and TypeScript, PostgreSQL database with Prisma ORM, session-based authentication, comprehensive validation and rate limiting, performance caching for optimal response times.

**AI and Analysis:** OpenAI API for coaching intelligence, MediaPipe BlazePose for biomechanics analysis (mobile-optimized for on-field use), custom machine learning models for softball-specific mechanics evaluation.

**Infrastructure:** Docker containerization, scalable deployment architecture, AWS S3 for video storage, comprehensive logging and monitoring, automated testing with Playwright.

**Compliance:** Full COPPA compliance built into the platform from day one, ensuring protection of youth athlete data and parental consent workflows.

# Business Model and Revenue Streams

## Revenue Model

SoftballProAI operates on a three-tier SaaS subscription model with clear value proposition at each level:

### Player Tier: \$14.99 per month

Full AI coaching access, Live Coach video analysis, personalized training programs, progress tracking, drill library, mental training modules. This tier targets individual athletes and their families who want comprehensive development tools at a fraction of private lesson costs.

### Private Instructor Tier: \$49.99 per month

Marketplace access, student management dashboard, assignment workflows, progress tracking across multiple athletes, communication tools, AI-augmented coaching suggestions. This tier serves independent instructors who want professional tools to enhance their coaching business.

### Team Coach Tier: \$99.99 per month

Head Coach AI automated game scoring, real-time statistics, team analytics, roster management, post-game coaching insights, player highlight reels, pattern recognition across seasons. This tier targets the 8+ million GameChanger users currently performing manual game scoring.

## Path to \$50K Monthly Recurring Revenue

Conservative projections for Q2 2026:

1,000 Players × \$14.99 = \$14,990 MRR

200 Instructors × \$49.99 = \$9,998 MRR

250 Teams × \$99.99 = \$24,997 MRR

**Total MRR: \$49,985**

## Three-Year Revenue Projections

**Year 1 (2026):** \$20,000 ARR - MVP launch, initial user acquisition, market validation

**Year 2 (2027):** \$1,200,000 ARR - Scale operations, expand instructor network, validate Head Coach AI

**Year 3 (2028):** \$4,800,000 ARR - Market leadership in softball, begin expansion to adjacent sports

**Breakeven: Q3 2026**

# Competitive Analysis

## Direct Competitors

**Rapsodo, Blast Motion, Zepp:** Hardware-focused companies selling motion sensors and tracking devices at \$300+ price points. These solutions require expensive equipment, complex setup, and are not mobile-friendly. They provide data but lack coaching intelligence and personalized development programs.

**GameChanger:** Manual game scoring app with 8+ million users paying \$9.99-19.99/month. Parents must manually input every play during games. Provides statistics but no coaching insights, no biomechanics analysis, and no development planning. Our Head Coach AI makes their core product obsolete while offering significantly more value.

## Indirect Competitors

**Traditional Private Coaching:** \$100-200 per hour for individual instruction. Limited availability, location-dependent, expensive, and provides no between-session support. Many families cannot afford regular private lessons.

**YouTube and Free Content:** Generic instructional videos lack personalization, progress tracking, and adaptive programming. While free, they don't provide individualized feedback or systematic development.

## Competitive Advantages

- 1. AI Brain with Continuous Learning:** Our system learns from real coaching data, athlete progress, and feedback loops—improving over time rather than remaining static. Competitors offer fixed content libraries without adaptive intelligence.
- 2. Mobile-First, No Hardware Required:** Athletes use smartphones they already own. No expensive sensors, no complex setup, works anywhere. This dramatically lowers the barrier to entry compared to hardware-dependent solutions.
- 3. Comprehensive Platform:** We combine what previously required multiple products: biomechanics analysis, personalized training, game scoring, instructor marketplace, mental training, and progress tracking. Families get everything in one subscription.
- 4. Two-Sided Marketplace:** Our instructor platform creates network effects. More instructors attract more athletes; more athletes attract more instructors. This compounds our competitive moat over time.
- 5. Softball-Specific Expertise:** Built by someone who lives in the softball community, understands the sport's unique mechanics and culture, and has coaching knowledge from softball legends. Generic sports tech companies lack this depth of domain expertise.
- 6. Head Coach AI:** Automated game scoring plus coaching insights creates a unique value proposition. We don't just replace manual work—we provide intelligence and recommendations no human scorekeeper can match.



# Marketing and Sales Strategy

## Go-to-Market Strategy

### Phase 1: Beta to Launch (Months 1-6)

Complete MVP development and scale from 50 beta users to 1,000 paying customers. Focus on direct-to-consumer acquisition through softball parent communities, social media, and organic word-of-mouth. Establish partnerships with Amateur Softball Association and regional leagues. Validate unit economics and refine product based on user feedback.

### Phase 2: Scale (Months 7-12)

Expand instructor network through targeted outreach to independent coaches. Launch team licensing program with travel ball organizations. Beta test Head Coach AI with 100 teams. Begin influencer partnerships with college players and coaching personalities. Implement referral program to accelerate growth through existing user base.

### Phase 3: Market Leadership (Months 13-18)

Launch white-label partnerships with leagues and sanctioning bodies. Expand to high school and collegiate programs. Full rollout of Head Coach AI targeting GameChanger user base. Begin preparation for expansion into adjacent sports (baseball, volleyball).

## Customer Acquisition Channels

**Direct-to-Consumer:** Website, social media (Facebook groups, Instagram, TikTok), content marketing, SEO for softball training keywords, YouTube instructional content.

**Partnerships:** Amateur Softball Association, regional leagues, tournament organizations, sporting goods retailers, softball camps and clinics.

**Instructor Network:** Direct outreach to independent coaches, referrals from existing instructor users, presence at coaching conferences and certification programs.

**Team Licensing:** Direct sales to travel ball organizations, partnerships with team management platforms, presence at coaching conventions.

**Influencer Marketing:** Partnerships with college players, former professionals, popular coaching personalities on social media.

## Customer Retention Strategy

Current 85% weekly active retention demonstrates product-market fit. Retention strategies include: personalized progress tracking that shows improvement over time, adaptive difficulty that keeps athletes challenged but not frustrated, community features connecting athletes with similar goals, regular content updates with new drills and training programs, instructor relationships that create switching costs, and seasonal programming aligned with competitive softball calendar.

# Operations Plan

## Development Roadmap

### Months 1-3: MVP Completion

Complete Brain integration across all features, finish Smart Goals endpoint, implement full Vibe Check backend, wire Private Instructor frontend to backend API, complete Player Module development, finalize Head Coach AI beta version.

### Months 4-6: Launch and Scale

Public launch of Player and Instructor tiers, begin Head Coach AI private beta with select teams, implement payment processing and subscription management, develop mobile app versions for iOS and Android, scale infrastructure to support growing user base.

### Months 7-12: Feature Expansion

Full Head Coach AI rollout, advanced analytics dashboard, team management features, calendar integration, multi-kid family accounts, recruiting profile features, enhanced instructor marketplace with scheduling and payments.

## Team Structure and Hiring Plan

**Current:** Founder/CEO managing AI-assisted development team (strategic allocation of Claude, Codex, Copilot for specialized tasks). This approach has proven extremely capital-efficient, delivering production-grade platform with zero funding.

### Months 1-6 Hires (from seed funding):

CTO - Technical leadership, architecture decisions, scaling infrastructure

Lead AI Engineer - Model training, Head Coach AI development, biomechanics algorithm optimization

Customer Success Lead - User onboarding, support, retention optimization

### Months 7-12 Hires:

Marketing Manager - Growth marketing, partnerships, content creation

Softball Coaching Advisor - Domain expertise validation, content development

Additional Engineers - Mobile development, infrastructure scaling

## Financial Projections

Detailed three-year financial projections are provided in the accompanying Excel model.  
Key highlights:

### Revenue Projections

**Year 1 (2026):** \$20,000 ARR from 1,000 players, 200 instructors, 250 teams

**Year 2 (2027):** \$1,200,000 ARR from 4,500 players, 600 instructors, 800 teams

**Year 3 (2028):** \$4,800,000 ARR from 12,000 players, 1,500 instructors, 2,000 teams

### Operating Expenses

Operating expenses scale with revenue, maintaining healthy margins as we grow:

Product Development: 40% Year 1, 35% Year 2, 30% Year 3

Sales and Marketing: 30% Year 1, 28% Year 2, 25% Year 3

Operations and Infrastructure: 20% Year 1, 18% Year 2, 16% Year 3

Team and HR: 10% Year 1, 12% Year 2, 14% Year 3

### Key Metrics

**Customer Acquisition Cost (CAC):** \$25-35 per customer through organic and partnership channels

**Lifetime Value (LTV):** \$250-400 based on 15-20 month average customer lifetime

**LTV:CAC Ratio:** 8-12x, well above the 3x benchmark for healthy SaaS businesses

**Gross Margin:** 85-90% (typical for SaaS with minimal infrastructure costs)

**Churn Rate:** 15-25% annually (improving over time as product matures)

## Funding Request

### Amount Requested

**\$50,000 Seed Round**

### Use of Funds

#### **Product Development (40% - \$20,000)**

Complete AI model training and optimization, finish Brain integration across all platform features, scale Live Coach capabilities, develop and test Head Coach AI with multiple teams, build mobile applications for iOS and Android, enhance biomechanics analysis algorithms.

#### **Marketing and User Acquisition (30% - \$15,000)**

Digital marketing campaigns targeting softball parents, partnership development with leagues and organizations, influencer marketing with college players and coaches, content creation and SEO optimization, referral program development and incentives, presence at tournaments and showcase events.

#### **Operations and Infrastructure (20% - \$10,000)**

AWS infrastructure scaling, video storage and processing capabilities, database optimization and scaling, security enhancements and penetration testing, customer support systems and tools, payment processing and subscription management.

#### **Team Expansion (10% - \$5,000)**

Hiring CTO, Lead AI Engineer, and Customer Success Lead. Partial salaries during ramp-up period, recruiting costs, onboarding and training.

### Milestones and Timeline

**Month 3:** MVP complete, 100 paying customers, \$2K MRR

**Month 6:** 500 customers, Head Coach AI beta with 25 teams, \$10K MRR

**Month 9:** 1,000 customers, instructor marketplace live with 50 coaches, \$25K MRR

**Month 12:** 1,500 customers, 100 teams using Head Coach AI, \$50K MRR

**Month 18:** 3,000+ customers, \$100K+ MRR, breakeven achieved, Series A preparation

# Risk Analysis and Mitigation

## Market Risks

**Risk:** User adoption of AI coaching vs. traditional methods may be slower than projected.

**Mitigation:** Our 85% retention rate among beta users demonstrates strong product-market fit. We position AI as augmenting rather than replacing human coaches, reducing resistance. Hybrid model with instructor marketplace creates multiple adoption pathways.

## Technology Risks

**Risk:** AI accuracy in biomechanics analysis may not meet user expectations.

**Mitigation:** Using proven MediaPipe technology, continuous model training based on user feedback, focus on directionally accurate coaching rather than perfect precision, human instructor oversight option for athletes seeking highest-level analysis.

## Competitive Risks

**Risk:** Established sports tech companies like GameChanger may add AI features.

**Mitigation:** First-mover advantage in softball-specific AI coaching. Deep domain expertise and community relationships. Comprehensive platform approach vs. single-feature additions. Superior AI implementation due to founder's technical capabilities.

## Operational Risks

**Risk:** Scaling infrastructure to support rapid user growth.

**Mitigation:** Built on scalable architecture from day one. Cloud infrastructure that grows with demand. CTO hire will bring enterprise scaling expertise. Phased rollout approach allows infrastructure testing before full launch.

## Conclusion

SoftballProAI represents a unique convergence of market opportunity, technological capability, and founder expertise. We are solving a real problem—the inaccessibility of elite coaching for most youth athletes—with a proven solution that users are already adopting at exceptional rates.

Our 85% weekly active retention with beta users validates product-market fit. Our production-ready technology stack demonstrates execution capability. Our Head Coach AI strategy provides a clear path to disrupting an 8+ million user market currently served by manual tools.

Most importantly, this platform was built by someone who predicted the AI revolution, managed enterprise systems for Fortune 500 companies, and then proved those capabilities by building a working product with no funding while facing extraordinary personal challenges. The question isn't whether this founder can execute—the platform's existence answers that. The question is what becomes possible with actual capital and a team.

We are not asking investors to bet on an idea. We are offering them the opportunity to accelerate a platform that is already working, with users who are already engaged, solving a problem that affects millions of families.

**The founder has walked 5,475 miles building this. It's time to show investors where those miles lead.**

## Contact Information

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