

# SoftballProAI

## Executive Summary

### Democratizing Elite Softball Coaching Through AI

## The Journey: From 5 Miles Daily to the Future of Youth Sports

Every morning for the past three years, I walk five miles. Not because I want to—because I have to.

For thirty years, I've battled an undiagnosed chronic illness that has cost me everything: my career as a senior internal audit professional, my relationships, nearly my home. The pain radiating down my legs is excruciating. Some days I can barely stand. But I walk anyway. Because during those 5 miles, I learn.

I watch lectures on AI, study child psychology, analyze biomechanics, research softball coaching techniques. For 1.5 hours every single day, I absorb knowledge while my body screams in protest. This isn't dedication—it's survival. Because if I stop moving, if I stop learning, I give up. And my 11-year-old daughter Shannon is watching.

Shannon is my world. She's a talented softball player with dreams of playing D1 at UCF. She's also watching her mom fight a battle that no one believes is real. Watching me get dismissed by doctors. Watching our bank account hit zero. Watching us face homelessness in six days.

But Shannon is also watching something else: she's watching me build.

## What I Built While Everyone Said I Couldn't

I spent 20+ years in hospitality accounting and internal audit. I audited 20+ hotels annually, implemented enterprise-wide license management systems, predicted the AI revolution years before ChatGPT existed. I taught myself data science, Python, generative AI. Not in a classroom—on a treadmill, in pain, while the medical establishment told me it was all in my head.

Then I combined everything I know about systems, AI, child development, and softball into something that shouldn't exist: a fully functional AI-powered softball coaching platform that's already changing lives.

### **SoftballProAI isn't a pitch deck dream. It's real:**

- ✓ 50 beta users with 85% weekly active retention (industry standard is 20-30%)
- ✓ Working React/TypeScript frontend, Express backend, PostgreSQL database

- ✓ AI Brain with MediaPipe biomechanics analysis
- ✓ Live Coach real-time video analysis
- ✓ Private Instructor two-sided marketplace
- ✓ GameChanger integration (proving ecosystem fit)
- ✓ Partnership discussions with Amateur Softball Association
- ✓ Full Playwright testing with passing deploy gates

I built this with no funding, a chronic illness, and AI assistants I managed like the engineering teams I used to audit. While facing homelessness. While doctors dismissed me. While my own family turned their backs.

## The Problem We're Solving

Youth fastpitch softball is a \$2.5 billion market serving 2.5 million athletes in the US alone. Parents spend an average of \$3,800 per year per player on travel teams, tournaments, and equipment. Yet most young athletes receive fragmented, inconsistent coaching from well-meaning volunteers who lack specialized training.

**Elite coaching costs \$100-200 per hour.** Most families can't afford it. The athletes who need the most help—the ones in rural areas, the ones whose parents work multiple jobs, the ones who don't fit the "travel ball" stereotype—get left behind.

Meanwhile, these same athletes have AI tutors for homework, personalized learning apps for math, and algorithm-driven platforms for everything else in their lives. Why doesn't this exist for softball?

## Our Solution: AI That Actually Coaches

SoftballProAI is a comprehensive platform that combines:

**AI Brain with Real Softball Knowledge:** Not generic sports advice—actual coaching knowledge from softball legends, biomechanics experts, and decades of competitive experience across all major sanctioning bodies.

**Live Coach Video Analysis:** Real-time feedback during practice using MediaPipe biomechanics analysis. Athletes get instant coaching on their mechanics—on any phone, anywhere.

**Head Coach AI Module (GameChanger Killer):** Our revolutionary feature that makes manual game scoring obsolete. AI watches games via parent's phone camera, automatically scores every play, calculates real-time stats, generates post-game analysis with coaching insights, and creates player highlight reels. Parents supervise—AI does the work.

**Personalized Training:** Adaptive programs designed for each athlete's age, skill level, goals, and learning style (visual, auditory, kinesthetic).

**Private Instructor Marketplace:** Two-sided platform connecting athletes with coaches, with AI augmenting (not replacing) human instruction.

**Mental Training & Goal Setting:** Sports psychology adapted for youth athletes, building confidence and resilience.

## The Market Opportunity

**Total Addressable Market:** \$2.5B youth sports training

**Serviceable Addressable Market:** \$500M AI-powered coaching

**Serviceable Obtainable Market:** \$50M initial softball focus

## The Head Coach AI Module Market Impact:

GameChanger has 8M+ users paying \$9.99-19.99/month for MANUAL game scoring. If we capture just 5% of softball users (200K teams) at \$99.99/month, that's \$20M annual recurring revenue from this single feature alone.

Our AI doesn't just replace manual scoring—it provides coaching insights no human scorekeeper can match. It watches patterns across seasons, identifies trends, suggests adjustments. It's not just data—it's intelligence.

## Revenue Model

Three-tier subscription model:

**Player:** \$14.99/month - Full AI coaching, video analysis, personalized programs

**Private Instructor:** \$49.99/month - Marketplace access, student management, AI tools

**Team Coach:** \$99.99/month - Head Coach AI, full team analytics, roster management

## Path to \$50K MRR by Q2 2026:

1,000 players × \$14.99 = \$14,990

200 instructors × \$49.99 = \$9,998

250 teams × \$99.99 = \$24,997

**Total: \$49,985 MRR (conservative)**

## Current Traction (Pre-Launch)

- 50 beta users with 85% weekly active retention
- Positive feedback on AI accuracy and ease of use
- Partnership discussions with Amateur Softball Association
- Working integrations with GameChanger ecosystem

- Full production-ready tech stack deployed and tested

## The Ask: \$50K Seed Round

### Use of Funds:

40% Product (\$20K) - Complete AI model training, finish Brain integration, scale Live Coach and Head Coach AI

30% Marketing (\$15K) - User acquisition, league partnerships, influencer campaigns

20% Operations (\$10K) - Infrastructure scaling, AWS, support systems

10% Team (\$5K) - CTO hire, AI engineer, customer success lead

### 12-18 month runway to:

- ✓ Complete MVP and launch to market
- ✓ Scale from 50 beta users to 2,000+ paying customers
- ✓ Achieve \$50K MRR by Q2 2026
- ✓ Reach breakeven by Q3 2026
- ✓ Validate Head Coach AI with 100+ teams

## Why I'm the Only Person Who Can Build This

This isn't about credentials. It's about what I've survived and what I've learned:

**I predicted AI disruption before ChatGPT existed.** I warned Sage Hospitality's tech team about what was coming. They didn't listen. I was right.

**I understand systems at a molecular level.** 20+ years auditing hotels, implementing enterprise software, finding inefficiencies. I see patterns others miss.

**I've been dismissed by experts for 30 years.** I know what it feels like when everyone tells you you're wrong, when the establishment refuses to see the truth. Every young athlete who gets overlooked, every parent who can't afford elite coaching—I'm building this for them.

**I'm 13 years sober.** I understand discipline, systems, and breaking chemical patterns. I know what it takes to rebuild from zero.

**I walk 5 miles every day.** In pain. Learning. Building. Because Shannon is watching. Because I refuse to quit.

**I built a working platform with no funding while facing homelessness.** Imagine what I'll do with \$50K and 12 months.

## The Choice

You can invest in someone with an Ivy League MBA and a polished pitch deck who's never been tested.

Or you can invest in someone who's survived 30 years of being told she's wrong, who predicted the AI revolution, who built production-grade software while her body was failing, who has 50 users with 85% retention before taking a single dollar of funding.

I don't need your money to survive another month. I need it to change youth sports forever.

In five years, when a young softball player wants to improve her rise ball, her first instinct will be to open SoftballProAI—just as students now open Khan Academy for math help. We'll be the trusted companion in every serious player's journey.

But this isn't just about building a successful company. It's about the 12-year-old in rural Montana getting the same coaching as the girl in elite SoCal travel ball. It's about Shannon watching her mom refuse to quit. It's about proving that being dismissed doesn't mean being wrong.

**I've walked 5,475 miles in the past three years while building this.**

**Let me show you where those miles lead.**

—

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