

# SoftballProAI

AI-Powered Coaching Platform | Seed Round: \$50K

<b>THE PROBLEM</b> 2.5M youth softball athletes spend \$3,800/year on training, yet most receive fragmented volunteer coaching. Elite coaching costs \$100-200/hour - out of reach for most families. The talent in rural Montana deserves the same coaching as elite SoCal travel ball.	<b>THE SOLUTION</b> Comprehensive AI platform with Live Coach video analysis, Head Coach AI auto-scoring (GameChanger killer), personalized training, instructor marketplace, and mental training. Mobile-first, no expensive hardware required.
<b>MARKET OPPORTUNITY</b> TAM: \$2.5B youth sports training SAM: \$500M AI-powered coaching SOM: \$50M initial softball focus <b>Head Coach AI: 5% of GameChanger's 8M users = \$20M ARR</b>	<b>REVENUE MODEL</b> <b>Player: \$14.99/mo</b> <b>Private Instructor: \$49.99/mo</b> <b>Team Coach: \$99.99/mo</b> <b>Path to \$50K MRR by Q2 2026</b>
<b>TRACTION (PRE-LAUNCH)</b> 50 beta users with 85% weekly active retention (industry: 20-30%) Working React/TypeScript platform with AI Brain ASA partnership discussions GameChanger integration live	<b>COMPETITIVE ADVANTAGE</b> AI with continuous learning from real coaching data Mobile-first, no expensive hardware Automated game scoring + insights Softball-specific vs generic sports tech

## THE ASK: \$50K SEED ROUND

40% Product (\$20K) | 30% Marketing (\$15K) | 20% Operations (\$10K) | 10% Team (\$5K)  
12-18 month runway to \$50K MRR, breakeven Q3 2026

### WHY THIS FOUNDER

For 3 years, I have walked 5 miles daily while fighting a chronic illness that has cost me everything. During those miles, I learned AI, biomechanics, coaching. I predicted the AI revolution before ChatGPT. I built a working platform with 85% user retention while facing homelessness. I am 13 years sober, raising my 11-year-old daughter Shannon who dreams of D1 softball. This combination of systems expertise, softball knowledge, AI prediction, and relentless grit does not exist anywhere else.

**I have walked 5,475 miles building this. Let me show you where those miles lead.**

**Kimberly A. Tarnovska, Founder & CEO**

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