



AI-Powered Coaching for Every Athlete

Seed Round: \$50K | February 2026

The Journey

**For 3 years, I have walked 5 miles daily.
Not because I want to - because I have to.**

- 30 years fighting undiagnosed chronic illness
- 13 years sober, raising daughter Shannon alone
- 1.5 hours daily learning AI, biomechanics, coaching
- Built SoftballProAI on that treadmill

"If I stop moving, I give up. Shannon is watching."

The Problem

\$2.5B Market, Broken Coaching System

- 2.5M youth softball players in the US
- Parents spend \$3,800/year per athlete
- Elite coaching costs \$100-200/hour
- Most athletes get fragmented volunteer coaching
- Athletes have AI tutors for everything EXCEPT sports

The Solution

- AI Brain with real softball knowledge
- Live Coach real-time video analysis
- **Head Coach AI auto-scoring**
- Personalized training programs
- Instructor marketplace
- Mental training & psychology



HEAD COACH AI

The GameChanger Killer

- AI watches game via phone camera
- Automatically scores every play
- Real-time stats and coaching insights
- Auto-generated highlight reels

Parents supervise. AI does the work.

PITCHER BIOMETRICS



PITCH SPEED: 68 MPH

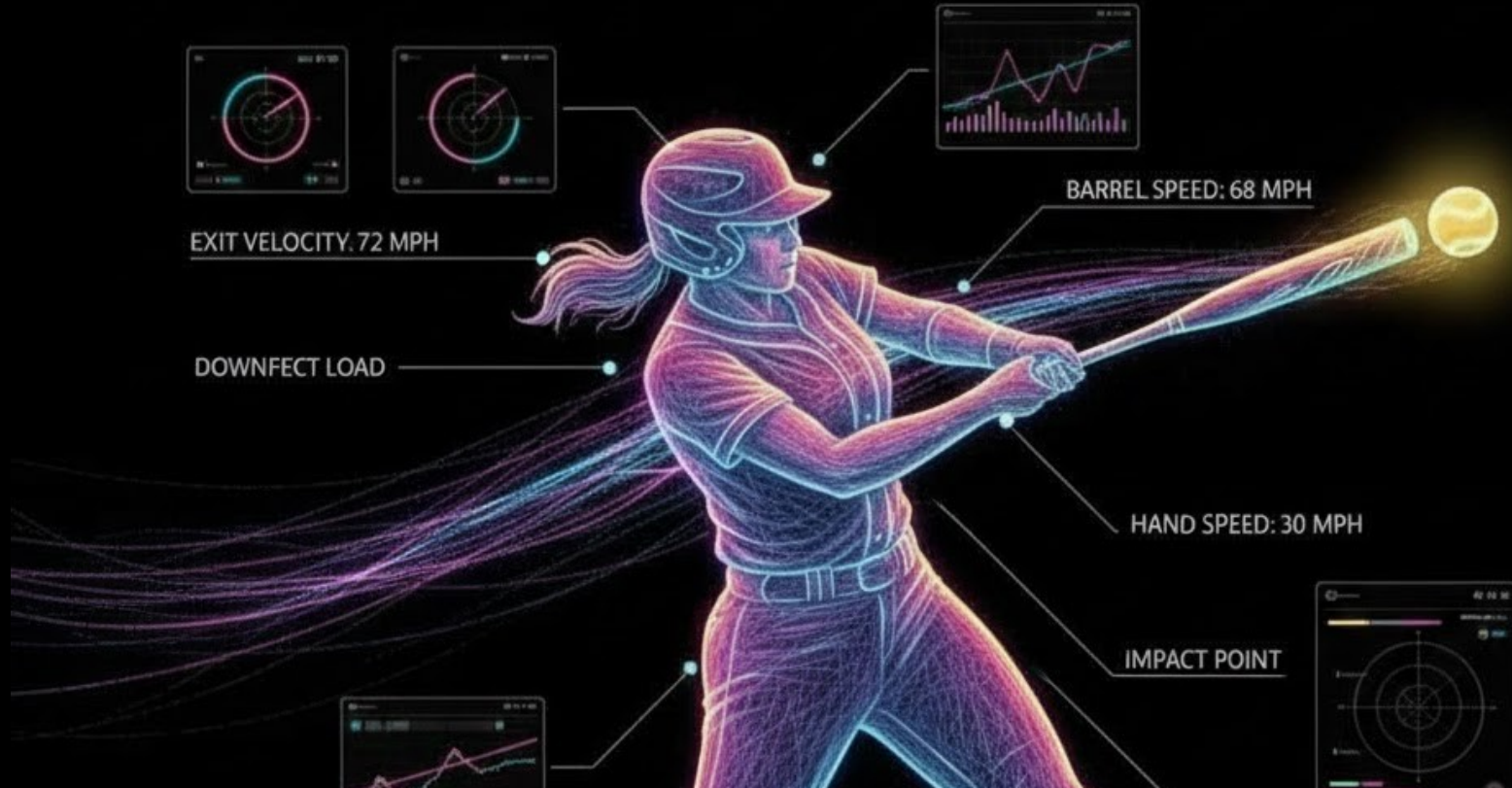
RELEASE POINT: 5.8 FT

ARM EXTENSION: 95%

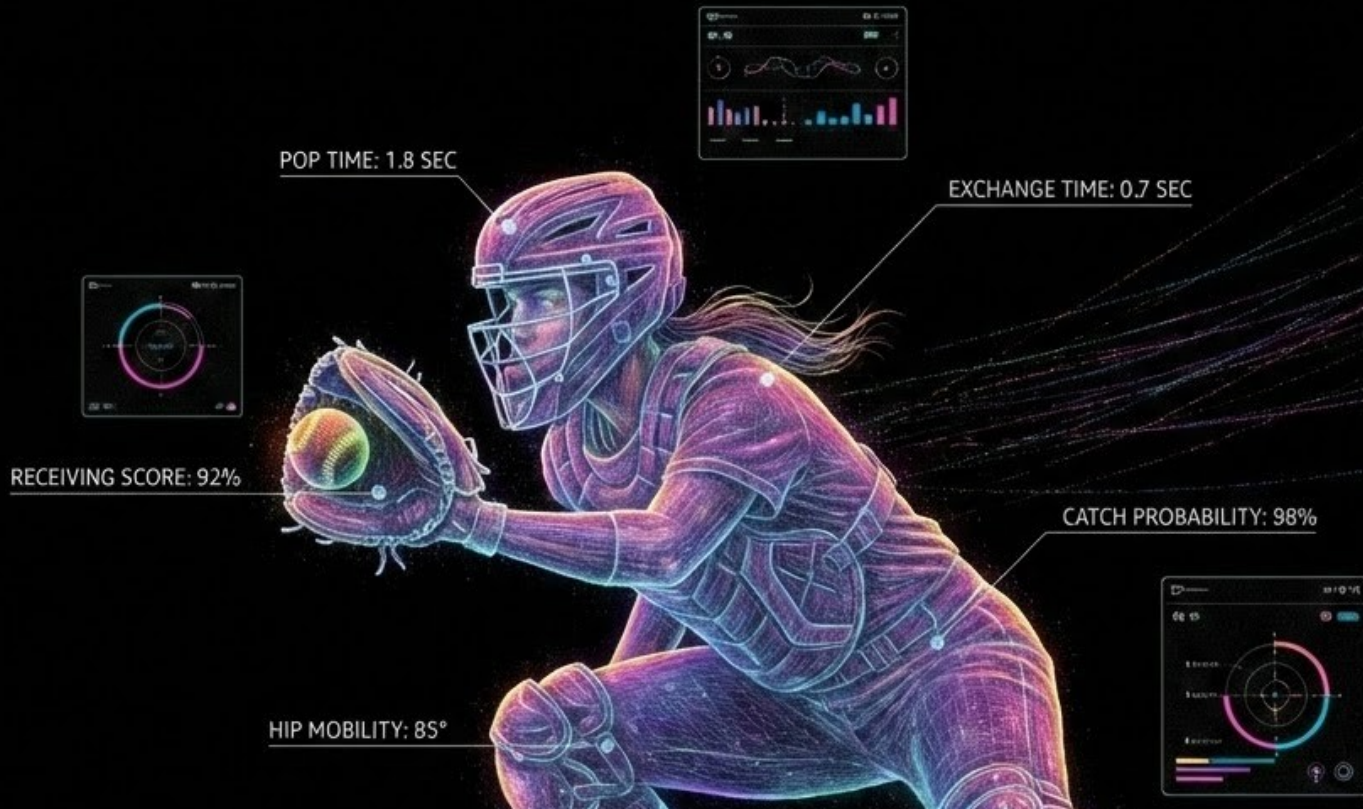
HIP/SHOULDER SEPARATION: 45°

SPIN RATE: 2400 RPM

HITTING BIOMETRICS



CATCHER BIOMETRICS



Market Opportunity

TAM: \$2.5B youth sports training

SAM: \$500M AI-powered coaching

SOM: \$50M initial softball focus

Head Coach AI Market Impact:

- GameChanger: 8M+ users at \$9.99-19.99/mo
- Our pricing: \$99.99/mo with AI automation
- **5% capture = 200K teams = \$20M ARR**

Traction (Pre-Launch)

85%

Weekly Active Users

(Industry: 20-30%)

- 50 beta users
- ASA partnership talks
- GameChanger integration
- Production-ready stack

Revenue Model

Player: \$14.99/mo

Full AI coaching, video analysis, personalized training

Private Instructor: \$49.99/mo

Marketplace access, student management, AI tools

Team Coach: \$99.99/mo

Head Coach AI, team analytics, roster management

Path to \$50K MRR (Q2 2026)

1,000 players x \$14.99 = \$14,990

200 instructors x \$49.99 = \$9,998

251 teams x \$99.65 = \$25,012

Total MRR: \$50,000

Year 1: \$20K ARR | Year 2: \$1.2M ARR | Year 3: \$4.8M ARR

Breakeven: Q3 2026

Competitive Advantage

- Competitors: Rapsodo, Blast, Zepp (expensive hardware)
- GameChanger (manual scoring only)

Our Advantages:

- AI with continuous learning from real coaching data
- Mobile-first, no expensive hardware
- Two-sided marketplace (athletes + instructors)
- Automated scoring + coaching insights

Why Me

Kimberly A. Tarnovska, Founder & CEO

- 20+ years hospitality accounting & audit
- Self-taught AI/data science, predicted AI revolution
- Softball parent/coach, lives the pain point
- 30 years fighting dismissal by medical experts
- 13 years sober - discipline and systems
- Walks 5 miles daily learning while in pain

This combination exists nowhere else.

THE ASK

\$50K Seed Round

- 40% Product (\$20K)
- 30% Marketing (\$15K)
- 20% Operations (\$10K)
- 10% Team (\$5K)



I have walked 5,475 miles building this.

Let me show you where those miles lead.