

RACKET PULSE



MORE THAN A SENSOR – A COACHING REVOLUTION

Serena Shanaia

UNLOCK DATA-DRIVEN COACHING

THE CURRENT ISSUES:

- Players struggle to understand and **execute the intangible.**
- Coaches struggle to track performance **objectively.**
- Existing sensors are too expensive, clunky, or limited to individuals only – **not academies.**



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THE

Racket Pulse

SOLUTION

Precise Performance Tracking in Every Swing With Data



KEY FEATURES

SPEED

SPIN

IMPACT POINT

FOR ACADEMIES

Monetise

data insights by offering premium services.

FOR COACHES

Save Time & Increase Efficiency

in tracking multiple players at once by using
Data-backed insights.

FOR PLAYERS

Improve Faster and Greater Satisfaction
with feedback backed by hard numbers.

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MARKET DEMAND

- **100 million+ players** and **100,000+ academies** worldwide.
- UK has the **highest %** of player-to-population.
- Asia represents **1/3** of global tennis participation.
- The **sports tech market** set to **grow 30%** in the next decade.
- Other sensors focus on **B2C ONLY**.

BUSINESS MODEL

Affordable Tech
Recurring Revenue
Scalable Growth

B2B Model

Single Academy = **Bulk Purchase**

Sensor **complements the Coach's** job and together increases player success (not suited for B2C).

More value & demand for Academies vs Individual Players
–creates **New Revenue Stream.**

Two-Tier Model

One-time fee per sensor: £169

Basic tier: Free access to software

Premium tier: £179 per month for premium software features

Premium Features

- Seamless **booking system** integration
- Extra cloud **storage**
- Additional student **accounts**
- 1 free **hardware upgrade**

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PROOF OF CONCEPT

Coach Dashboard

Welcome back, track your students' progress

Today

+ New Session

Active Students

+3 this week

24

↑ 12% from last month

Sessions This Week

On track

18

↑ 8% from last week

Average Performance

Needs work

72%

← 3% from target

Your Students

View All

Search students...

Alex Martin

Last session: Today

Active

87% ↑

Emma Wilson

Working on serve

2 days ago

72% —

Josh Taylor

Focusing on backhand

5 days ago

65% ←

Dashboard

Students

Training

Academy

Performance Overview

Weekly

Monthly

Yearly

118

km/h

Serve Speed

2400

rpm

Ball Spin

76

%

Accuracy

Performance Trends

Speed

Spin

Accuracy

2,500

Dashboard

Students

Training

Academy

Academy Management

Manage coaches, students, and academy settings

Settings

Add User

Total Students

87

↑ 12 this month

Active Coaches

12

↑ 2 this month

Courts Available

8/10

2 in maintenance

Upcoming Sessions

24

Next 48 hours

Multi-Student Tracking

Search stude

Filter

Student

Coach

Pro

Alex Martin

Mark Johnson

Dashboard

Students

Training

Academy

Student Profile

Detailed performance analysis

Sarah Chen

Age: 16 • Junior Player • 2 years at academy

Overall Rating

91%

Sessions

0

Streak

8 days

Recent Training Sessions

View All

No training sessions found

Progress Tracker

Serve Speed

Improving

Start: 98 km/h

Current: 118 km/h

Ball Spin

Improving

Start: 1800 rpm

Current: 2400 rpm

Impact Point Consistency

Needs Focus

Start: 58%

Current: 68%

Overall Performance

Steady Growth

Start: 72%

Current: 91%

Dashboard

Students

Training

Academy

ROUTE TO MARKET

- Top Academy in Malaysia → First Adopter
- University Teams – For testing and word of mouth
- Tennis Tournaments & Coaching Networks
- Social Media Campaigns – enhance global awareness of brand



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THE FUTURE

- **Gamification for Kids** → Sound Cues & Point System
- Training itself becomes a **Game**.
- Using machine learning and predictive models to **create goals for any level of playing.**
- **Beyond Tennis** → Scaling into Badminton | Squash | Golf | Pickleball | Padel Tennis



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INVESTMENT BREAKDOWN

Upon receiving £5,000, here's how we would use it:



MEET THE TEAM



FOUNDER

SERENA SHANAIA

- 2nd Year Mechanical Engineering, University of Greenwich
- Former State Tennis Player & Part-time Tennis Coach



TENNIS CONSULTANT

V. SELVAM

- ex-ATP Top 300 Ranked
- Founder & Head Coach, DUTA International Tennis Academy, Malaysia



BUSINESS CONSULTANT

JEANNIE K

- Manager, DUTA International Tennis Academy, Malaysia (25 years)

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RACKET PULSE

SHAPING THE FUTURE OF TENNIS – ONE SWING AT A TIME

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