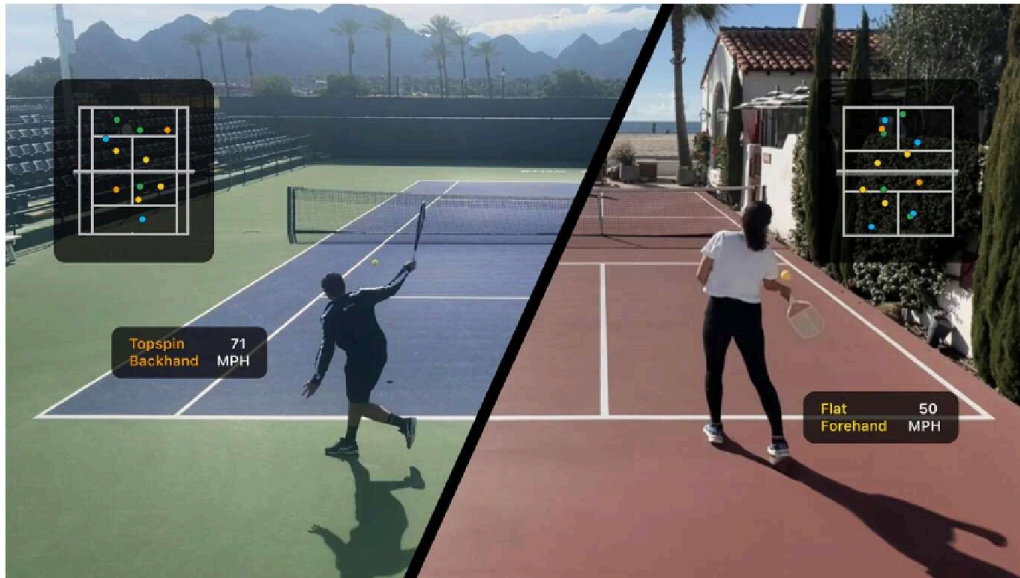


INVEST IN SWINGVISION

Automated Stats, Highlights & Officiating Using Just Your Phone



swing.vision San Mateo, CA [X](#) [in](#) [v](#) [f](#) [i](#) [s](#) [d](#)

Highlights

- 1 1 Billion Shots Tracked Across 1 Million Hours of Play
- 2 \$10m+ Raised from Investors Including Tennis Australia, Techstars, Sony & MyFitnessPal Co-Founders
- 3 \$4m+ Annual Recurring Revenue, 20k+ Paying Subscribers, 100+ D1-D3 College Teams
- 4 500+ USTA Matches Officiated with Electronic Line Calling
- 5 Patent Granted for 3D Object Tracking from a Single Camera in Any Sport
- 6 Founded by Veterans from Tesla & Apple

Featured Investors

**Andy Roddick**[Follow](#)Invested \$50,000 

Former ATP World No. 1 and US Open Champion
en.wikipedia.org

“SwingVision is the first solution to bring sports intelligence to any court in the world, using just your smartphone. I’m thrilled to work with the team as they push the boundaries of tennis and technology.”

**Lindsay Davenport**[Follow](#)Invested \$50,000 

Former WTA World No. 1 and Wimbledon, US Open & Australian Open Champion
en.wikipedia.org

“On tour, we had to pay thousands of dollars to achieve our potential on the court. Now, thanks to SwingVision, professional-grade technology is available in a handy app for athletes of every level.”

**Alex Turbanov** 
Syndicate Lead[Follow](#)Invested \$610,000 

Founder @ Somersault Ventures, Angel investor, Berkeley Haas MBA

“I have been using SwingVision for more than two years in Dubai and absolutely love it! The combination of real-time line calling, configurable video summaries, and match stats is already giving me much more than I could have imagined from a simple mobile app that doesn’t rely on any third-party services. I’m also a huge believer in the company’s potential to become a tech unicorn and effectively a monopoly in the consumer AI space for racket sports. That is why I led my VC firm’s investment in the company’s Series A and also wrote a personal check through WeFunder.”

personal check through weFunder.

Our Team



Swupnil Sahai Co-Founder & CEO

Previously Led Object Tracking at Tesla Autopilot. Columbia Stats PhD. Data Science Lecturer at UC Berkeley.



Richard Hsu Co-Founder & CTO

Previously Led Engineering at Accompany (acquired by Cisco). Stanford CS Masters.

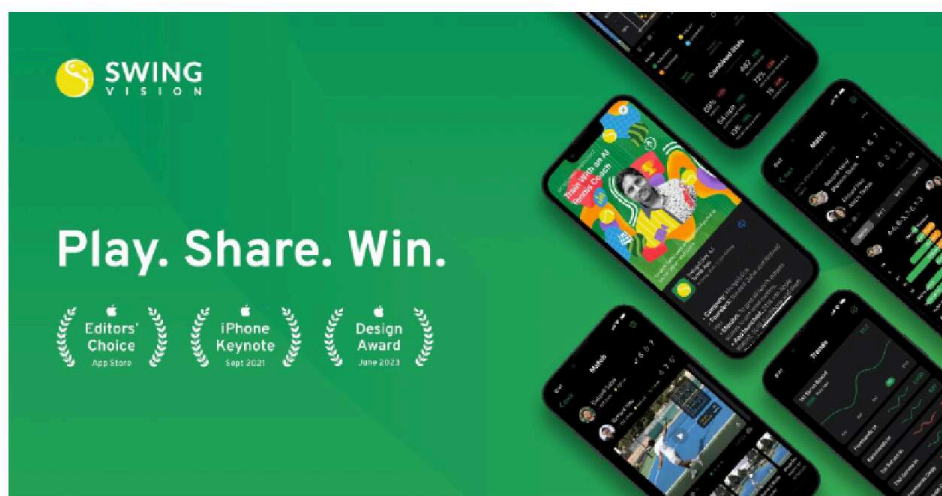
Pitch

Welcome to Our Community Round! 🙌

After hearing from so many of our passionate subscribers, we've decided to open up a Community Round so that you can participate in SwingVision's growth!

The goal of this raise is to maximize the number of active users who can invest, rather than the amount of capital raised.

If you're on this page, you're already familiar with SwingVision, but read below for more details about our business, vision and future plans 📌



Executive Summary



Novel Product	Automated stats, highlights & officiating using just your phone
Killer Team	AI/CV experts from Tesla, Apple, Berkeley & Stanford
Scalable Business	Consumer SaaS, \$4m+ ARR, 70% Margins, 4 LTV/CAC
Category Leader	Highest rated AI/CV app in sports, Apple Design Award winner
Exploding TAM	2B+ amateur athletes will spend \$1T per year by 2030
Massive LTV	Target customer is 11-65 years old, playing a lifelong sport
Growth Inflection	Expansion to Pickleball in 2024, Padel in 2025
Business Expansion	Fixed camera solution & remote coaching marketplace in 2025

Background



Swupnil CEO



Led Object Tracking at Tesla Autopilot
Columbia PhD, Berkeley Triple Major
Lifelong Tennis & Basketball Player

One day while watching ESPN, Swupnil thought

🤔 "Why can't I get stats & highlights from **my** game too?"

Solution

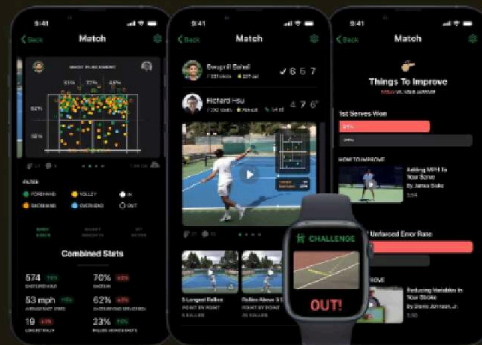


TV-quality highlights

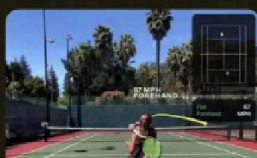
Pro-quality stats

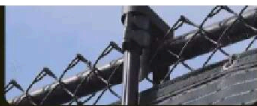
AI officiating

**Automatically, using
just your phone**

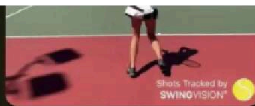


How It Works Today

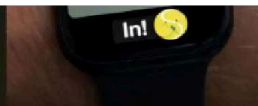




Setup in seconds with our patented phone mount



Our AI processes video on-device in real-time



Challenge close calls right from your wrist

Our Vision



Any athlete, anywhere will get the Grand Slam center court experience using just their phone

How We Get Huge

Consumer SaaS has a Proven Playbook



duolingo

\$9.3B

WHOOP

\$3.6B

OURA

\$2.6B

ZWIFT

\$2.0B

STRAVA

\$1.5B

AllTrails

\$1.0B

Our Opportunity is Even Bigger

\$1b/yr SOM in Racket Sports



**Tennis
Pickleball
Padel**

230m Active Athletes*

Tennis, Pickleball & Padel

x 0.5% market share x \$15/mo = \$200m/yr

**Top 5
Racket Sports**

1b Active Athletes*

Tennis, Pickleball, Padel, Ping Pong & Badminton

x 0.5% market share x \$15/mo = \$1b/yr

*By 2030 - Source: Appendix

Why We Will Win



Best AI Team in Sports

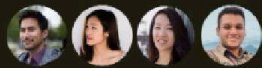
Artificial Intelligence

Experts from Berkeley & Stanford



Product & Design

Former Apple & Yelp



Growth & Marketing

Former Accenture & NCAA



Current Progress

Strong Early Traction



\$4m+ ARR

\$200k ARR per FTE

70% Gross Margins

75% Organic Acquisition

4 LTV/CAC

1.9 Burn Multiple



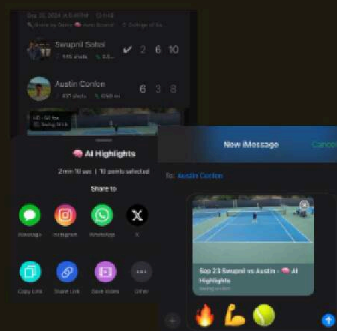
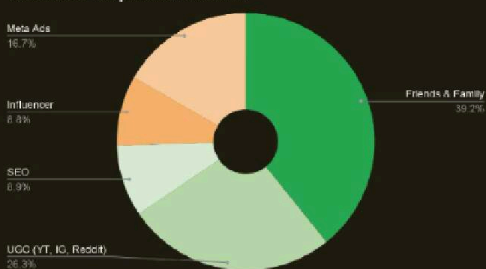
Forward-looking projections are not guaranteed.

Acquisition: 75% Organic

Word-of-Mouth is the Largest Channel



Subscriber Acquisition Channels

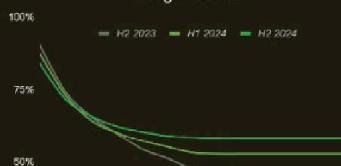


Product Market Fit

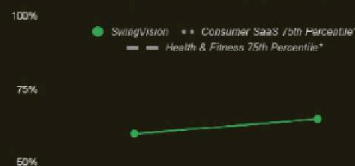
Best in Class for Consumer SaaS



Usage Retention



Year 1 Subscriber Renewal Rate





*Source: GP Bullhound CSS 2024

Forward-looking projections are not guaranteed.

Defensible Moat

IP, Data, Network Effects



Granted Patents

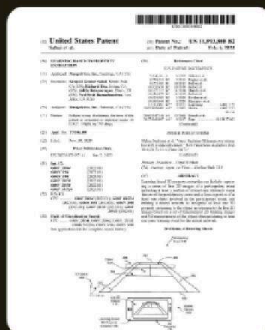
*3D Object Tracking from a Single Camera
Phone Mount Design*

Proprietary AI & Training Data

*1 Billion Shots Recorded Across 1 Million Hours
No Dependency on 3rd Party or Open Source Models*

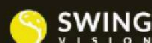
High Switching Cost

Lifetime Cloud Storage



Unique Relationship with Apple

Most Frequently Featured App in Sports



Influential Customers: Teams

Key Opinion Leaders Acquired



100+ D1 College Programs

Strong Word-of-Mouth via Opposing Teams

\$2500 Average Contract Value

Line Calling & Live Streaming

Branding & Awareness for Aspiring Juniors



Vertical Growth Strategy



Business Models that Drive Virality & Retention

Near
Term

- 👤 Remote coaching marketplace (*Future, Cameo*)
- 🏆 Officiating at junior & adult competitions (*Hawkeye*)

Long
Term

- 🌟 Sponsored challenges & events (*Strava*)
- 👉 Data-driven player matching (*Bumble*)
- 📺 Sponsored live streaming (*Twitch, Youtube*)

Horizontal Growth Strategy

Adjacent Sports with Massive LTVs



Near
Term

- 🇺🇸 Pickleball: 11.5% CAGR, fastest growing U.S. sport
- 🌍 Padel: 13.5% CAGR, fastest growing global sport

Long
Term

- 🏓 Ping Pong: 300M players, largest sport in Asia
- 🏸 Badminton: 200M players, 2nd largest sport in Asia
- ⚾ Golf, Baseball, Volleyball, Basketball & Soccer

Our 10-Year Prediction

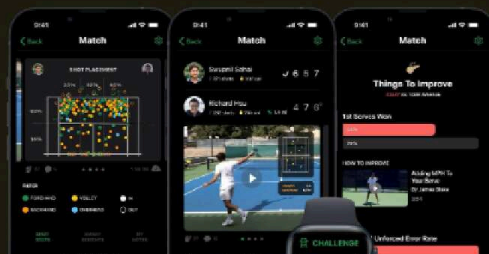


- 📡 Mobile cameras with AI hardware get exponentially cheaper
- ➔ Pre-installed cameras become the default infrastructure at every public & private sports facility

Every athlete playing everywhere tracks, shares & improves their game with SwingVision

Forward-looking statements are not guaranteed.

Thank You!



<https://swing.vision>



Important Notes! 📌

We're not allowed to raise an unlimited amount in this round. If the offering becomes *oversubscribed*, we'll decrease the maximum amount that each person can invest – rather than cut people out entirely.