TEKKA

INVESTOR ONE-PAGER

TEKKA — Investor One-Pager

The connected operating system for racket sports clubs. | Seed round: **$750k** | invest@jointekka.com | July 2026

The problem

Racket sports are booming — padel alone counts **~25M players, ~58,300 courts and ~20,000 clubs worldwide**, projected to hit 91,000 courts by 2028 — yet most clubs still run on static calendars, phone bookings, and spreadsheets. Legacy club SaaS charges $150–500/month upfront (6–12-month sales cycles), does nothing to fill off-peak courts, and ignores the two people who actually generate the revenue: the **coach** and the **lone player looking for a match**.

The product (built and live today)

One platform, web + native iOS/Android, already in production:

- **Club OS** — courts, multi-sport scheduling, staff roles, cash/card/QR payments (Stripe Connect, Xendit, TBC), invoicing, priority booking, lottery allocation for peak demand
- **Coaching layer** — group & private lessons, prepaid packages, student journals, coach marketplace & promotions
- **Competition engine** — 5 tournament formats with auto-advancing brackets, multi-category singles/doubles, live umpire scoring, and coach-organized student events on the same calendar as bookings
- **Open-to-Play** — social matchmaking that turns solo players into filled courts (NTRP skill-matched)
- **Smart Features** — automated yield management: off-peak micro-discounts, smart offer links, demand-aware pricing
- **Partner API** — headless booking for federations, aggregators, hotel/travel platforms

Business model — price for reach, monetize the base

The software price is the door, not the business. Clubs pay **0.6% of booking volume** (volume-discounted, hard-capped at $149/mo, tiering *down* as they grow) — self-signup, live in 48 hours, no upfront fee. That fee is **access pricing** — set near the cost of running the club's operations, deliberately: every dollar of price is a club that doesn't sign, and each club brings a few hundred players into the network (180 at onboarding, rising toward 320 as local density builds).

The business is what the installed base makes possible — opt-in Smart Features ($10/mo), featured-coach placements ($10/coach/mo), local sponsorship inventory, and equipment-brand affiliate loops — taking revenue per club from **$87/mo to ~$207/mo by Year 5** while the club's own price never rises. By Year 5 the network carries **960,000 players** and intermediates a **$656M GMV run-rate**, of which TEKKA takes **1.14%** — up from 0.61% in Year 1, with no price increase to any club.

Market

- Racket-sports club software sits inside a sports-facility-management software market worth **$1.3–7.3B (2025)** growing at **8.5–10.2% CAGR**
- Padel: fastest-growing club sport globally (courts +63% since 2020, Europe = 55% of world courts); Pickleball: **24.3M US players, +171% in 3 years**; Tennis: **~87M players worldwide**
- Category validation: Playtomic — 6,000 clubs, 1.5M monthly active players, **$70M raised in 2025**; Racquet 360 ($9M) and Epic Padel ($10M seed) funded in the last 12 months

Why TEKKA wins

1. **The default operating system for the club, not just a booking widget** — TEKKA runs the club's whole commercial surface: bookings, coaching revenue, competition, and matchmaking in one system. We aim to become the platform coaches and players ask their club to use.
2. **Complements the ecosystem, doesn't fight it** — player networks (Playtomic) and match-logging apps (Racketo) stay useful to players; with its open partner API, TEKKA *could* integrate with them where partnerships arise, positioning itself as the club-management layer beneath them rather than a rip-and-replace. Such integrations are a potential, not a committed plan.
3. **Pricing wedge** — 0.6% commission, $0 upfront and hard-capped at $149/mo (below CourtReserve's cheapest tier), vs. $150–500/mo subscriptions billed before a single booking; removes the main objection conservative family-run clubs have to switching software
4. **Live product, multi-region payments** — 7 languages, EU/SEA/Caucasus payment rails already integrated; built for markets today's platforms underserve
5. **Data flywheel** — bookings + skill ratings + match history feed matchmaking and dynamic pricing that a single club can't replicate alone

Traction & roadmap

Platform complete and deployed (web + mobile). Now onboarding pilot clubs → target **40 clubs / $23k core revenue in Year 1, 150 clubs intermediating a ~$33M annualized GMV run-rate by Year 2** (the basis for the Series A), expanding across Southern Europe and Southeast Asia. Post-seed roadmap (grant/Series-A funded): IoT venue automation (smart lighting, QR gate access) and player telemetry (wearables, AI highlight clipping).

The ask

$750k seed — 57% growth & demand generation, 24% people, 8% infrastructure & tooling, 7% legal/compliance/G&A, 4% reserve. The team stays at **three people** through the seed window (founder + one marketing/customer-relations hire + a fractional accountant, both from Q3 of Year 1); engineering is founder-led, so almost none of the round is headcount. The IoT/hardware roadmap is funded post-seed (EIC grant / Series A), off the seed. 24-month runway to 150+ clubs (~$33M annualized GMV run-rate) and a Series A on live GMV metrics.

5-yr projections	Y1	Y2	Y3	Y4	Y5
Clubs (end of year)	40	150	500	1,200	3,000

5-yr projections	Y1	Y2	Y3	Y4	Y5
Net revenue	$23k	$152k	$0.63M	$1.87M	$5.23M
Opex	$256k	$460k	$0.56M	$1.25M	$2.70M
EBITDA margin	—	—	+10.5%	+33.2%	+48.4%

Revenue is recognized on **average active clubs**, not the year-end count — a club signed in Month 9 bills for four months of Year 1, not twelve.

Sources and detailed analysis: MARKET_ANALYSIS.md, COMPETITOR_ANALYSIS.md, CASH_FLOW_PROJECTIONS.md.