



**AUTOMATING  
RACKET SPORTS BY  
CONNECTING PLAYERS,  
COACHES, AND CLUBS ON  
ONE PLATFORM.**



# THE PROBLEM

## FRAGMENTATION IN RACKET SPORTS MANAGEMENT



### FOR CLUBS

50% rely on outdated tools like spreadsheets, WhatsApp, and pen-and-paper.

Privacy issues and inefficiencies limit growth, wasting 10+ hours weekly.

Clubs juggle multiple apps, causing frustration and delays.



### FOR PLAYERS

60% of players struggle to find partners for matches or social play.

Limited access to tournaments and organised games hinders participation and member's satisfaction.



### IMPACT

Operational bottlenecks and low engagement limit racket sports' growth.

Immediate change required to halt participation rates decline, impacting the sports' growth and club revenue trajectory.



## FOR CLUBS

Streamlined automation for tournaments, court bookings, and member management.

Customisable tools for leagues, ladders, and social events tailored to club needs.

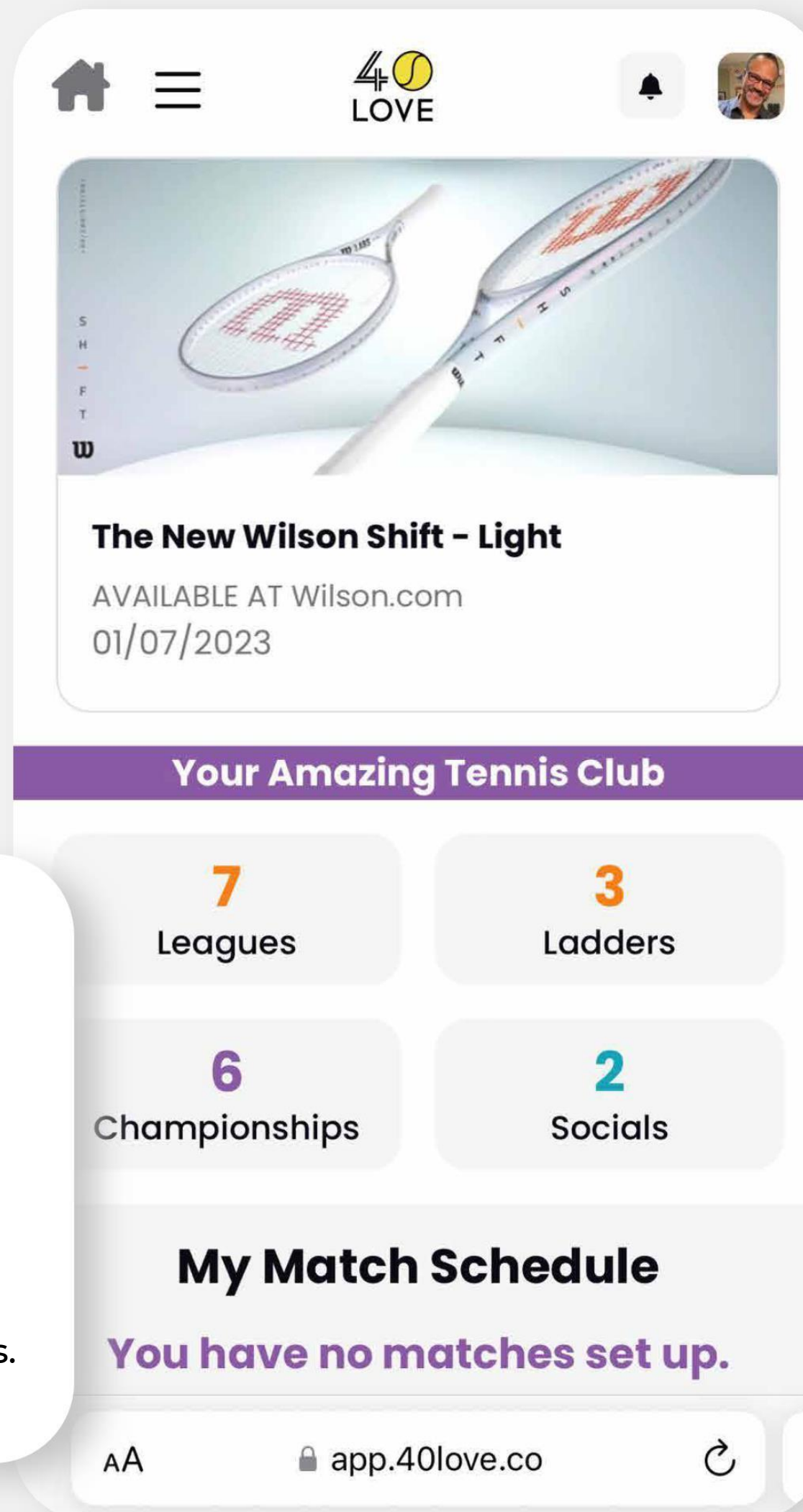
Effortless platform designed to save time and empower club managers to focus on growth



## COACHES

Easy session bookings with integrated court management tools.

Enhanced visibility for promoting classes and engaging with players.



# THE SOLUTION

Highly automated ecosystem for racket sports



## FOR PLAYERS

Smart matchmaking to connect with compatible partners for games.

Seamless court bookings, live scoring, and personal progress tracking.

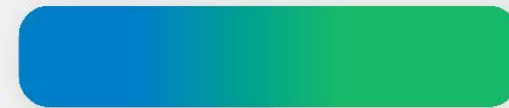
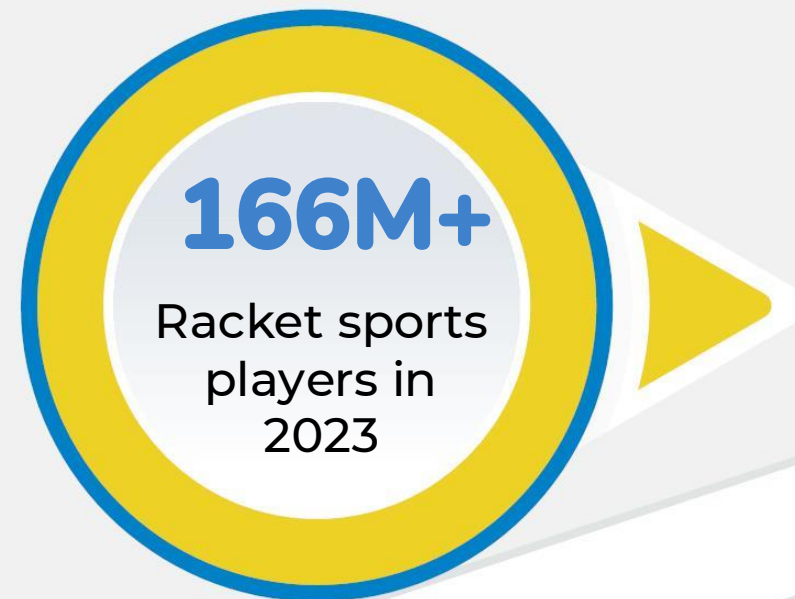
In-app messaging for effortless coordination and GDPR-compliant.

Connecting players of all levels through social events, creating a more vibrant community.

# 40 LOVE POSITIONED TO DOMINATE WITHIN A BOOMING RACKETS MARKET

Sales - The rapid growth of pickleball and padel won't last forever—  
now is the time to scale and dominate the market

## GLOBAL MARKET



**232M+**

Racket sports  
players in  
2030

## UK MARKET



**US\$ 108M**

Revenues in  
2030

## WHY NOW

Explosive growth in emerging sports: padel and pickleball are experiencing unprecedented adoption rates globally, 20-25% YOY growth.

Shifting consumer habits: clubs and players are actively seeking digital solutions for management, booking, and engagement.

Untapped opportunity: many clubs and players lack an integrated platform, creating a significant advantage for 40Love



# WHY US?

Our team combines a proven track record in sports tech, finance, and product development. Together, we are uniquely positioned to solve inefficiencies in the racket sports market and drive innovation.



## CARL HOLST-RONESS

**CEO**  
Tech, Product Design, Dev,  
Strategy & Sales

- Streamlined automation for tournaments, court bookings, and member management.
- Passionate club racket sports player with a track record of building tech solutions tailored for real world needs.



## ROBERT RIZEA

**NON-EXECUTIVE DIRECTOR**

- Former Romanian No.1 tennis player, Robert built a leading sports tech app, RacketPal with a successful exit in 2024.



## AJIT MADAN

**ACTING CFO**  
Fundraising, Management,  
Strategy, Operations

- Former investment banker with 15+ years of financial experience, brand building and operations.
- County tennis player - with a deep understanding of sports economics.



## CRAIG BARNARD

**DIRECTOR of TENNIS**  
Industry Connectivity & Business  
Development.

- Former professional tennis player and founder of a successful tennis academy in Dubai.
- Extensive industry connections and expertise in coaching and player development.

# WHERE WE ARE TODAY

**25**

## CLUBS ONBOARDED

Includes prestigious names like Hurlingham and David Lloyds, with a strong pipeline of additional clubs and universities.

## FEATURES VALIDATED

Market-tested pricing, features, and UI for both desktop and mobile. validated by the market

**3000+**  
**PLAYERS**

Players registered in our app and competing in 40LOVE competitions

**5800+**  
**MATCHES**

Matches created and completed throughout all our leagues.

**68**  
**CHAMPIONSHIPS**

Club Knockout  
Championship  
Competitions

**220**  
**LEAGUES**

Box leagues with a minimum of 4 divisions per league

**22**  
**TOURNAMENTS**

# HOW WE MAKE MONEY

40LOVE's Flexible Revenue Model: Players can pay a registration fee, enter tournaments for a fee, or clubs can opt for a monthly subscription.

## SUBSCRIPTIONS

£1 per player per month registration

- Players, not clubs, pay a registration fee of £1 per month billed annually - £12 per year.
- Access to unlimited tournaments.
- Additional premium features available for £3.45/month

## PAY TO PLAY

£10 per Tournament

- Free registration for players.
- £10 player fee to join leagues and tournaments.
- Access to unlimited tournaments.
- Pay to Play model for Padel/Pickelball – 12% commission on court booking fees

## CLUB PRO\*

£49 - £500 per month for Clubs

- Some clubs prefer to pay a subscription fee of £49-£150
- Clubs can charge for tournament entry.
- 40LOVE takes a 25% commission on all tournament fees
- Complete customization on styling & design

*\* Customised solutions for private clubs is available and priced upon request*

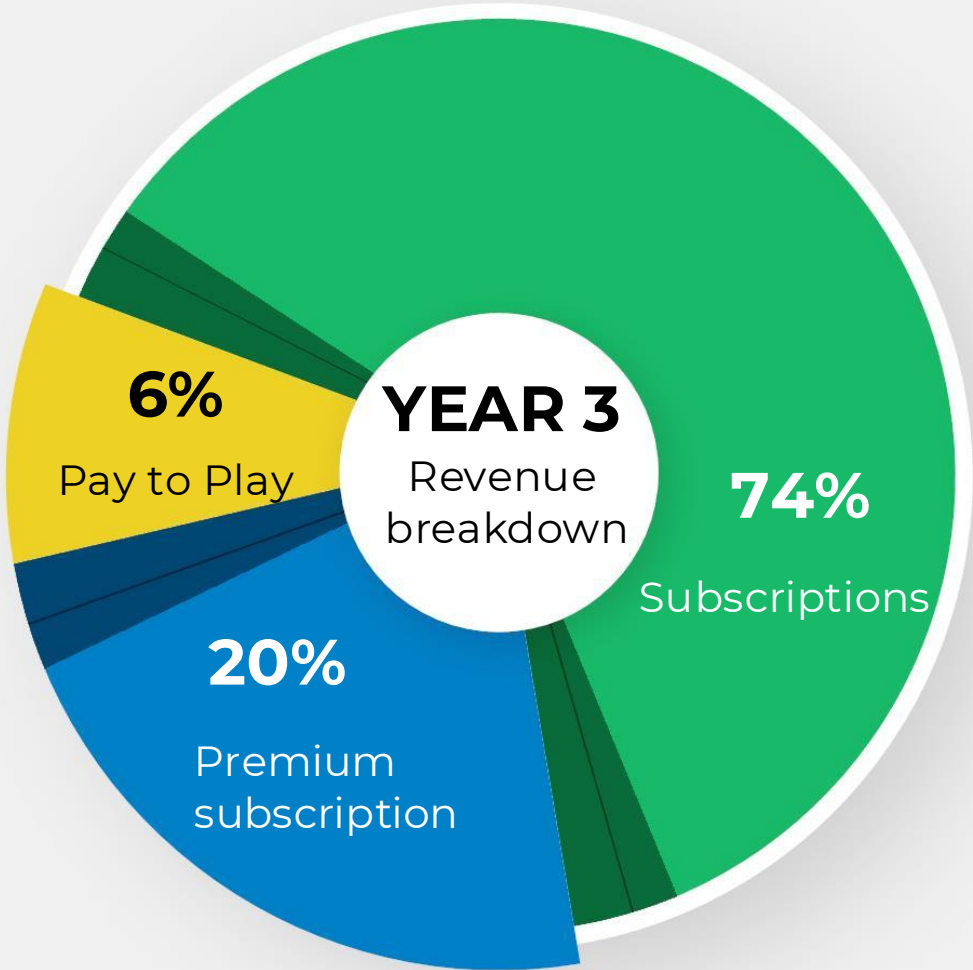
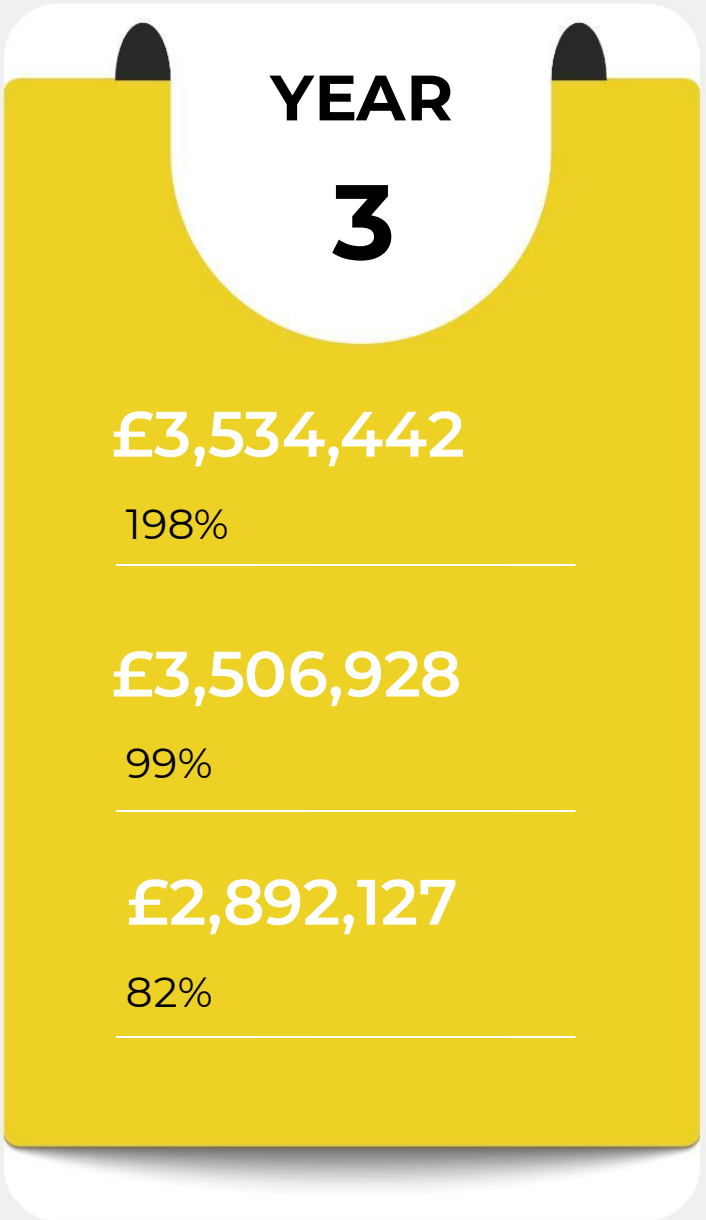
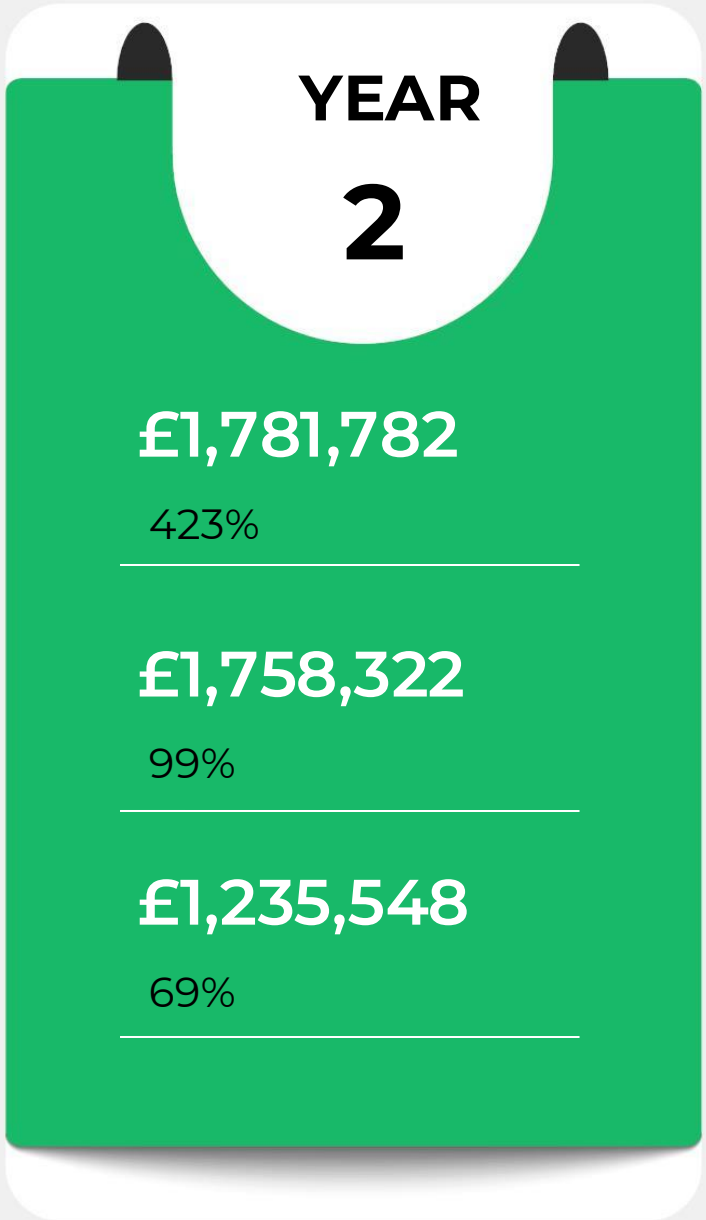
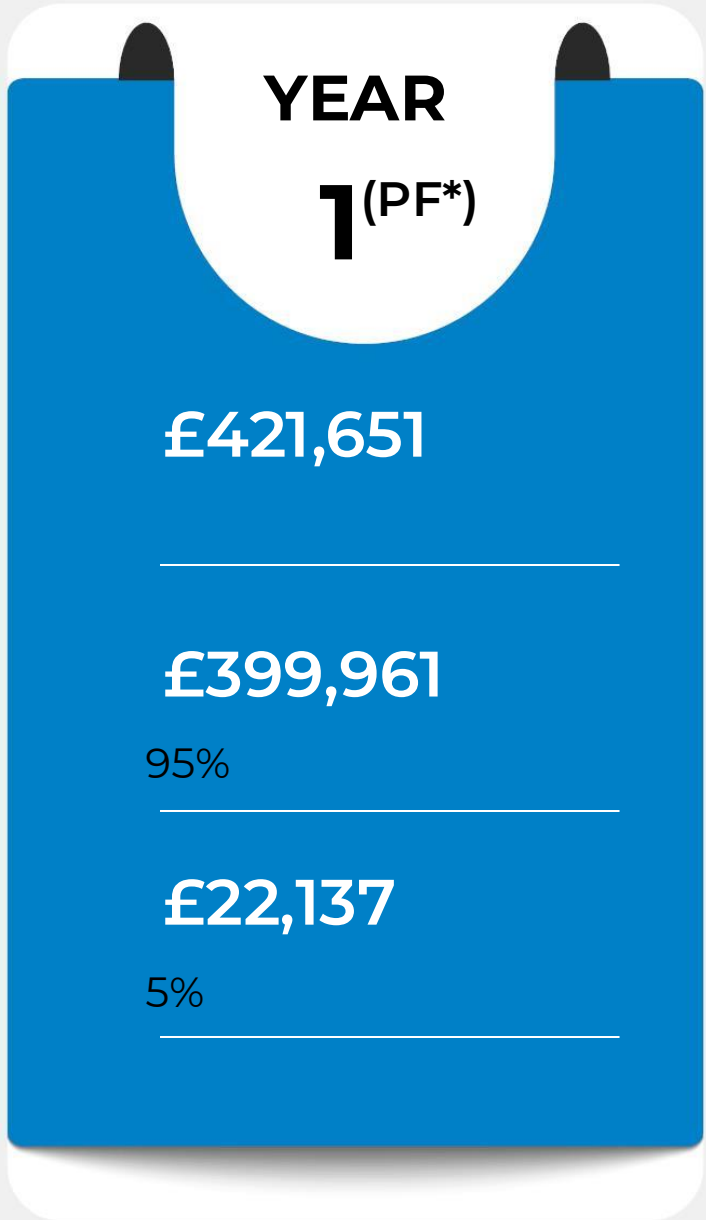
# THE B2B SAAS BUSINESS MODEL

Is characterized by a low cost base and profitable pricing structure with scalable B2C premium features

Net SALES  
& GROWTH

GROSS PROFIT  
% MARGIN

EBITDA  
% MARGIN



*\*Post Funding*

## INVESTMENT ASK

**£500,000**

**TYPE:** ASA\*

**RUNWAY:** 14 MONTHS

Discount rate: **20%**

Valuation cap: **£3,000,000**

## INVESTMENT PROFILE

**3.4X MONEY MULTIPLE / 239% RATE OF RETURN**

**EIS APPROVAL UNDERWAY**

**Expected valuation in yr3 of £8.7m**

## FUND ALLOCATION

**50%:** App development (finalising core features and premium options)

**17%:** Marketing (targeted campaigns to drive user acquisition and club partnerships).

**33%:** Business build (team hires, IT, working capital, legals)

## MILESTONES

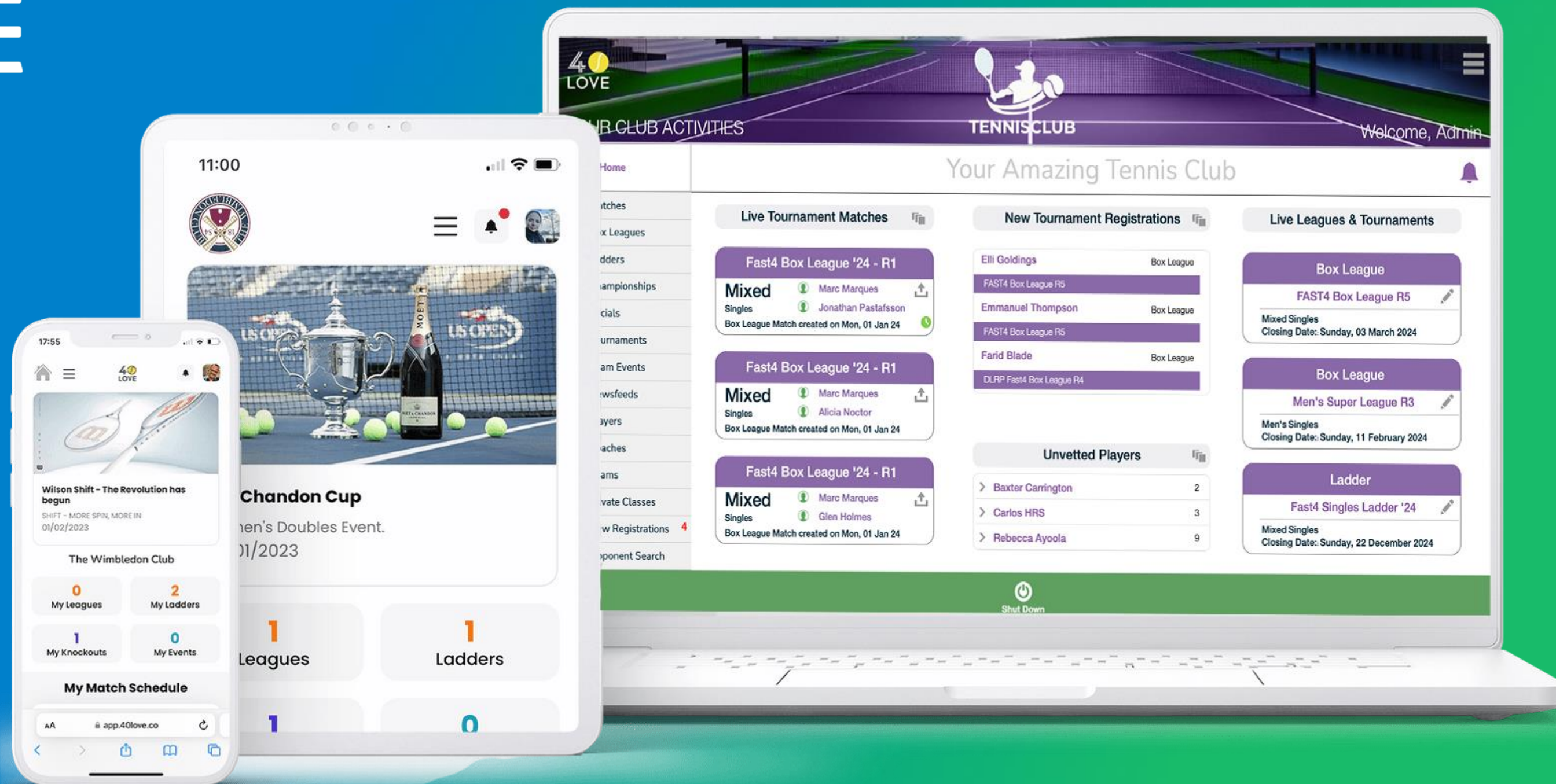
**CLUBS:** Scale from 25 clubs to 100+ clubs in 12 months.

**REVENUE:** Increase MRR from £1,000 to £110,000 within 12 months.

**PRODUCT:** Complete app build and launch premium features.

**GROWTH:** Acquire 70,000 users within 12 months.

**TEAM:** Hire essential team members to support expansion.

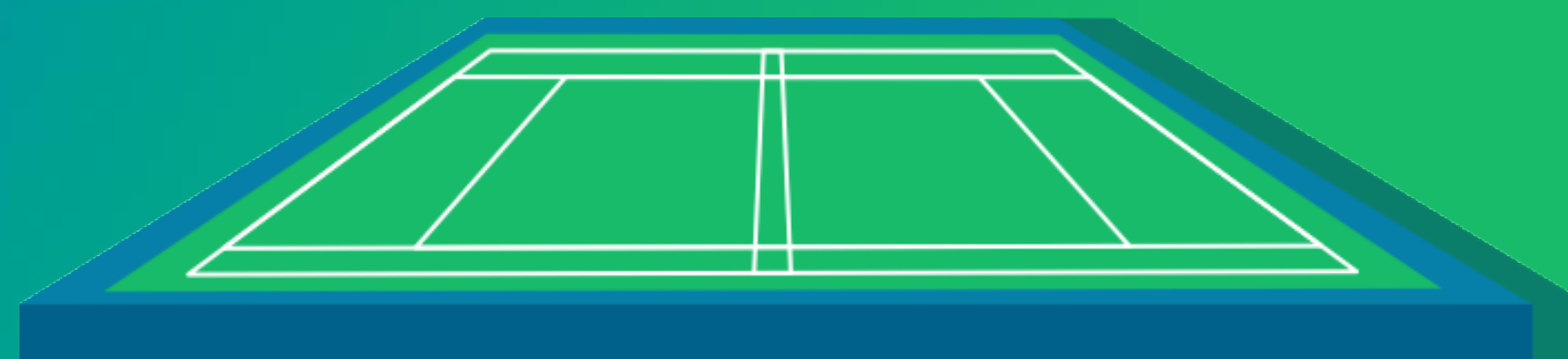


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