

PONGBUDDY

Business Plan

Interactive AI Ping Pong Shooter Bot

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PONGBUDDY

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Executive Summary

PongBuddy is an affordable, AI-powered table tennis training robot built for recreational players aged 15–35 who want a realistic way to practice without needing a partner. Many players struggle to improve because they don't have consistent access to someone at their level—clubs can feel intimidating, partners aren't always available, and professional robots cost over \$2,000. PongBuddy solves this by offering high-end, human-like training at a middle-market price, giving everyday players the challenge and variety they need to grow.

Our AI-driven ball shooter uses movement-tracking to simulate real opponents, offering dynamic rallies, unpredictable shots, and footwork-building drills. This makes PongBuddy far more advanced than entry-level machines, yet far more affordable than luxury brands like Butterfly Amicus or PowerPong. By targeting the underserved “middle market,” we provide a realistic training experience that fits the budget of students and hobbyists.

PongBuddy's growth strategy focuses on three channels: targeted TikTok and Instagram ads showing off features like Remote Match, an email series that nurtures new subscribers and introduces the Buddy Pass, and SEO targeting long-tail searches such as practice ping pong solo. These channels ensure we reach players right when they start looking for ways to improve.

Our team includes the Founder/CEO, a Lead Operations Manager overseeing manufacturing, a Software & Cloud Engineer building the AI and syncing features, and a Head of Growth running social media. As we scale, we plan to add customer support to strengthen user experience.

Revenue comes from hardware sales and the Buddy Pass subscription, which unlocks real-time synced play between two locations, performance analytics, and community leaderboards. This combination creates both strong upfront sales and recurring monthly income.

Key milestones include completing a working prototype and filing a patent within four months, launching a 20-player beta test by month six, and selling 800 units by the end of year one. We also aim for 200 Buddy Pass subscribers and expect to reach profitability in year two.

PongBuddy makes high-quality table tennis training accessible, fun, and affordable—ensuring every player has a consistent, challenging partner whenever they want to play.

Section 2- Who We Are and What We Offer

Mission Statement

Serve athletic communities worldwide centered around ping pong activities that require more than one person.

Vision Statement

Become the most positively viewed company in selling AI powered ping pong shooters.

The Problem We Fix

Many recreational table tennis players struggle to improve because they don't have consistent access to a partner who matches their skill level. Local clubs can feel intimidating for beginners, advanced players often already have set partners, and people in remote areas may not have a club at all. Entry-level robots are too basic to help players grow, while professional machines cost over \$2,000—far beyond what most hobbyists can afford. This leaves a huge group of players stuck between casual fun and real skill development. PongBuddy solves this by offering an affordable, AI-powered training robot that simulates realistic human play through movement-tracking and dynamic shot variation. Players can practice anytime, anywhere, with a challenger that adapts to their movements and pushes them to improve. With features like Remote Match and performance analytics, PongBuddy turns solo practice into a fun, competitive experience—finally giving everyday players the consistent, high-quality training partner they've been missing.

PongBuddy – Company Information

Category	Details
Company Name	PongBuddy LLC
Business Type	Direct-to-Consumer (D2C) AI-powered table tennis hardware + software
Location	Parker, Colorado, United States
Website	pongbuddylc.carrd.co

Email	contact@pongbuddy.com
Phone Number	(555) 123-7789 (<i>placeholder</i>)
Social Media	Instagram & TikTok: @PongBuddy
Founder & CEO	Zachary Cardon
Company Focus	Affordable AI-powered training robots for recreational table tennis players
Key Product	AI ball shooter with movement-tracking and Remote Match capability
Business Model	D2C hardware sales + Buddy Pass subscription

Core Values and Brand Identity

PongBuddy is built on the core values of accessibility, innovation, and empowerment. We believe every player deserves a realistic, high-quality training experience, no matter their budget or location. Our brand identity centers on being a friendly, energetic, and forward-thinking partner in a player's growth—combining smart technology with a fun, approachable personality. PongBuddy stands for making improvement achievable, turning solo practice into something exciting, and giving everyday players the confidence to level up. Everything we create, from our AI-powered robot to features like Remote Match, reflects our commitment to helping players push their limits while enjoying the game they love.

Unique Value Proposition

What makes PongBuddy truly unique is its combination of high-end performance, approachable design, and middle-market pricing, along with innovative features like Remote Match that turn solo practice into a social, competitive experience. We provide the perfect balance of fun, skill development, and affordability—something no other table tennis robot offers.

Section 3- Market Information and Competition

Target Market

PongBuddy targets recreational table tennis players ages 15–35 who want a consistent, realistic way to practice but lack access to partners, clubs, or affordable high-quality training equipment. This includes high school and college students living in dorms, young adults in apartments without space for full training setups, and hobbyist players who want to improve but feel intimidated by advanced club environments. These customers value fun, convenience, and skill development, and they're motivated by the desire to get better without needing a professional coach or expensive equipment. As digital-first consumers, they discover new products through social media and respond strongly to authentic, fast-paced content that shows real gameplay and improvement.

Psychographics

PongBuddy's target customers value convenience, improvement, and entertainment. They want products that feel modern, tech-driven, and fun to use, but still practical enough to help them get better at the sport. They are drawn to brands that are approachable, visually appealing, and community-oriented. As digital natives, they consume most of their content on TikTok, Instagram, and YouTube, and they trust real gameplay clips, peer recommendations, and

influencer demonstrations more than traditional ads. These players are motivated by self-improvement and the excitement of leveling up, yet they're often frustrated by the lack of partners or the high cost of professional robots. PongBuddy fits seamlessly into their lifestyle by offering an affordable, AI-powered solution that makes practice accessible, social, and genuinely fun through features like Remote Match.

Target Market Info

Category

Details

Age

15–35

Segments

Students, hobbyists, young adults, recreational players

Gender All genders

Income Budget-conscious; students and early-career earners

Location Nationwide US

Platforms TikTok, Instagram, YouTube

Competitive Advantage

PongBuddy is the only table tennis brand offering AI-powered, movement-tracking training at an affordable, mid-market price, giving recreational players a realistic practice

partner without the cost of professional robots. Unlike high-end machines that cost over \$2,000 or entry-level robots with predictable, toy-like patterns, PongBuddy delivers human-like shot variation, dynamic rallies, and cloud-synced Remote Match play in one accessible system. No competitor combines advanced AI, realistic gameplay, and social connectivity at a price designed specifically for students, hobbyists, and young adults who want to improve at home. This unique blend of high-end performance and everyday affordability positions PongBuddy as the first truly modern training solution for the recreational table tennis market.

Competitive Analysis

Feature	PongBuddy	Butterfly Amicus	PowerPong	iPong
Type	AI-powered mid-market robot	High-end pro robot	High-end pro robot	Entry-level robot
Price	Mid-range (affordable)	\$2,000+	\$1,800+	\$100–\$200
AI Movement Tracking	Yes	No	No	No
Realistic Shot Variation	Yes	Yes	Yes	Limited
Remote Match Mode	Yes	No	No	No

Skill Level	Beginner–Intermediate–Pro	Pro	Pro	Beginner
Value Proposition	High-end features at half the price	Premium but expensive	Premium but expensive	Affordable but basic

Market Demand Summary

Demand for affordable, at-home table tennis training is rising quickly. The global table tennis robot market was valued at \$150 million in 2024 and is projected to reach \$450 million by 2034, growing at a 12% **CAGR** (Don't worry Dr. Cross I know what this means) as more players look for solo practice solutions. The broader table tennis equipment market is also expanding, expected to grow from \$1.8 billion in 2025 to \$3.1 billion by 2034. This growth is driven by recreational players, students, and young adults who want convenient ways to improve without joining a club or buying professional-grade machines. With 61% of U.S. table tennis purchases now happening online and a rising interest in smart, tech-enhanced training tools, PongBuddy is positioned directly in the fastest-growing segment of the market.

Section 4- Product Details

Core Product: PongBuddy AI Training Robot

\$599 – \$699 (projected retail)

The PongBuddy AI Training Robot is our flagship product — a high-performance, movement-tracking ball shooter designed for recreational players who want a realistic practice partner without paying for a \$2,000+ professional robot. PongBuddy simulates human-like rallies using AI-powered shot variation, dynamic ball placement, and adaptive speed control, giving players a true challenge whether they're beginners or rising intermediates. Built for dorm rooms, garages, and small apartments, PongBuddy is compact, easy to set up, and requires no coaching experience to use. From the moment a player turns it on, they have everything they need to practice footwork, reaction time, consistency, and real match scenarios anytime they want.

Product Features

Item

Description

Purpose

AI Ball Shooter	Motorized launcher with movement-tracking and variable spin	Realistic, human-like rallies
Dynamic Shot Variation Engine	Randomized placement, speed, and spin patterns	Builds footwork, reaction time, and adaptability
Remote Match Mode	Cloud-synced play between two locations	Competitive, social practice
Speed & Spin Controls	Adjustable difficulty settings	Suitable for beginners to intermediates
Compact Folding Design	Fits in small rooms, dorms, and apartments	Easy storage and portability
Performance Analytics Dashboard	Tracks accuracy, rally length, and improvement trends	Helps players measure progress
Beginner-Friendly Setup Guide	Quick-start instructions and practice routines	Day-one onboarding

Buddy Pass Advanced Subscription

The Buddy Pass is PongBuddy's premium subscription service, designed to transform solo practice into a connected, competitive experience. For \$9.99 per month or \$79.99 per year, subscribers unlock Remote Match, a real-time cloud-synced mode that lets two players in different locations compete as if they were standing across the same table. The Buddy Pass

also includes access to advanced performance analytics, personalized improvement insights, and community leaderboards that track progress and rank players worldwide. This subscription adds long-term value to the PongBuddy robot by turning it from a training tool into a social, skill-building platform that keeps players motivated, engaged, and improving over time.

Section 5- Marketing

TikTok

TikTok is our primary discovery platform. We will create short-form content showcasing PongBuddy's AI capabilities, including unboxings, real-time gameplay clips, Remote Match demonstrations, "practice with me" sessions, and behind-the-scenes development videos. We will use trending sounds and sports-training hashtags to maximize organic reach, targeting table tennis players, college students, and tech-savvy young adults. TikTok's fast-paced, visual style makes it ideal for showing PongBuddy's dynamic rallies and human-like shot variation.

Instagram

Instagram serves as our brand identity hub. We will post high-quality product photography, carousel tutorials on improving footwork and consistency, motivational Reels, customer testimonials, and Stories highlighting daily practice routines. Instagram Shopping will allow seamless in-app purchasing. Our aesthetic will be clean, modern, and energetic, reflecting PongBuddy's blend of technology and sport. Reels will focus on quick drills, AI-powered shot variation, and Remote Match highlights.

Pinterest

Pinterest will drive long-tail discovery and evergreen traffic. We will create boards featuring solo practice setups, small-space table tennis ideas, improvement tips, and product pins linking directly to our website. Pinterest's audience of students and young adults searching for hobby inspiration and home-fitness ideas aligns strongly with PongBuddy's target market.

Influencer Marketing

We will partner with micro-influencers in the table tennis, sports training, and college lifestyle spaces, ideally with 10K–50K followers. Micro-influencers offer higher engagement and more authentic recommendations than larger creators. Collaborations will include gifted PongBuddy units, affiliate discount codes, and sponsored gameplay content. We will prioritize creators who genuinely enjoy table tennis and can demonstrate real improvement using PongBuddy.

Paid Advertising

- TikTok Ads: Short, high-impact videos showing AI shot variation, Remote Match, and before-and-after improvement clips.
- Instagram Shopping Ads: Shoppable posts and targeted ads reaching 15–35-year-olds interested in sports, gaming, and skill-building.
- YouTube Shorts Ads: Quick demonstrations of PongBuddy's movement-tracking and realistic rallies.
- Holiday Campaigns: Targeted ads during peak gift-buying seasons (Black Friday, Christmas, graduation) showcasing PongBuddy as the perfect tech-sports gift.

Email Marketing

We will run an automated email funnel that sends new subscribers a series of “Pro Training Tips,” beginner drills, and PongBuddy setup guides. As users engage, we will introduce the Buddy Pass subscription, highlighting features like Remote Match, analytics, and community leaderboards. Weekly newsletters will include practice challenges, product updates, and exclusive offers to build long-term loyalty.

SEO Strategy

We will focus on ranking for long-tail keywords that match buyer intent, such as “realistic table tennis robot under \$700,” “how to practice ping pong solo,” and “AI ping pong robot.” Blog posts, tutorials, and comparison guides will help PongBuddy appear when budget-conscious players begin researching training equipment. This ensures we capture organic traffic from players actively seeking solutions.

Community Building

- @pongbuddy: Unified social handle across all platforms for consistent branding.
- User-Generated Content (UGC): Encouraging customers to share gameplay clips and practice sessions using branded hashtags for reposting.
- Campus Ambassadors: College students who promote PongBuddy through dorm demos, social content, and peer-to-peer recommendations.
- Partnerships: Collaborations with school clubs, recreation centers, and youth sports organizations to introduce PongBuddy to new players.



YOUR AI TRAINING PARTNER FOR TABLE TENNIS

PongBuddy is an AI-powered ball shooter that tracks your movement and plays like a real opponent. Train smarter. Get better. Anytime, anywhere.

SHOP PONGBUDDY

SEE IT IN ACTION



NEW AI MOVEMENT TRACKING
REALISTIC. ADAPTIVE. INTELLIGENT.

TRUSTED BY PLAYERS WORLDWIDE



AI MOVEMENT TRACKING

Adapts to your footwork and shot placement.



REALISTIC PLAY

Variable spins, speeds and placements.



HIGH SPEED PERFORMANCE

Up to 120 balls per minute for intense training.



REMOTE MATCH READY

Play real matches in real-time from anywhere in the world.



TRACK, ANALYZE. IMPROVE.

Detailed stats to help you level up faster.

THE PONGBUDDY MODEL



\$699

ONE-TIME PURCHASE

- ✓ AI Movement Tracking
- ✓ Realistic Shot Variation
- ✓ Adjustable Speed & Spin
- ✓ Remote Match Compatible
- ✓ 1 Year Warranty
- ✓ Free Shipping

ADD TO CART

HIGH-END PERFORMANCE. HALF THE PRICE.
Compared to \$2,000+ competitors.

BUDDY PASS SUBSCRIPTION

MOST POPULAR

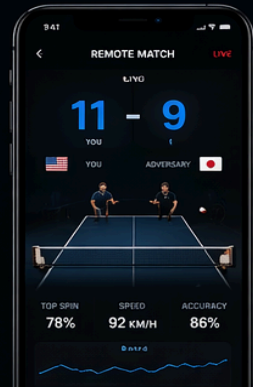
\$9.99 /month

UNLOCK THE FULL EXPERIENCE

- ✓ Remote Match Mode **NEW**
- ✓ Global Leaderboards
- ✓ Performance Analytics
- ✓ Training Drills & Programs
- ✓ Cloud Sync & Updates
- ✓ Cancel Anytime

START FREE TRIAL

7-DAY FREE TRIAL. CANCEL ANYTIME.



BUILT FOR PLAYERS. BACKED BY PERFORMANCE.

120+

BALLS PER MINUTE

20K+

PLAYERS WORLDWIDE

50+

COUNTRIES

1M+

SHOTS HIT DAILY

AS SEEN IN

TABLE TENNIS DAILY

PONG UNIVERSE

NEXT LEVEL

TT MAGAZINE

RACKET SPORTS

YOUR **AI** TRAINING PARTNER FOR TABLE TENNIS



Realistic. Intelligent. Relentless.
Practice anytime. Get better every day.



AI MOVEMENT TRACKING
Adapts to you.



REALISTIC PLAY
Variable spins, speeds & placements.



REMOTE MATCH
Compete with players
worldwide.



TRACK. ANALYZE. IMPROVE.
Detailed stats to level up
your game.

PONGBUDDY MODEL

\$699

ONE-TIME PURCHASE



High-end performance. Half the price.

BUDDY PASS SUBSCRIPTION

\$9.99 /MONTH

- ✓ Remote Match Mode
- ✓ Global Leaderboards
- ✓ Performance Analytics
- ✓ Training Drills & Programs
- ✓ Cloud Sync & Updates



TRAIN SMART. PLAY ANYTIME. **WIN MORE.**



The marketing example is an Instagram post and we want it to be consistent with what our website would be. The image before this is our exact website home page.

Email Marketing Example

Hello,

Your practice partner just went digital.

Introducing Buddy Pass, the subscription service powering the next generation of table tennis training through PongBuddy.

With Buddy Pass, your PongBuddy device becomes more than a ball shooter — it becomes a connected AI training ecosystem designed to help you improve faster, compete globally, and train smarter from anywhere.

What's included with Buddy Pass:

- **Remote Match Mode** — compete against players in real time from different locations
- **AI Performance Analytics** — track reaction speed, consistency, and shot accuracy
- **Global Leaderboards** — compare your progress with players worldwide
- **Advanced Training Programs** — unlock skill-based drills and adaptive challenges
- **Cloud Sync & Updates** — continuously improve your experience with new features

Whether you're training alone in your garage or competing against someone across the world, Buddy Pass delivers a realistic, high-performance experience built for modern players.

Starting at just \$9.99/month.

Train smarter.

Play anytime.

Win more.

— Team PongBuddy

Website- pongbuddyllc.carrd.co

Section 6- Operations and Management

Business Model

PongBuddy operates as a direct-to-consumer (DTC) brand, selling exclusively through our online storefront and social commerce channels. All sales are processed through our Shopify-powered website, with additional distribution through TikTok Shop, Instagram Shopping, and other social platforms where our target audience already spends time. This DTC model allows us to maintain higher margins, build direct customer relationships, and control the entire brand experience—from product education to checkout to post-purchase support. By eliminating retail intermediaries and physical storefronts, PongBuddy can scale efficiently, respond quickly to customer feedback, and reinvest directly into product development and marketing.

Timeline

Growth Metric	Year 1: Launch & R&D	Year 2: Scaling	Year 3: Expansion
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Units Sold	800	1,600	3,200
Active "Buddy Pass" Users	240 (30% attach rate)	750 (Cumulative)	1,800 (Cumulative)
Total Revenue	\$519,200	\$1,050,000	\$2,200,000
Operating Expenses	\$1,097,000 (Includes Fixed)	\$890,000	\$1,350,000
Net Profit/Loss	(\$577,800)	\$160,000	\$850,000

Employee Count	4 (Founder + 3 Leads)	6 (Added Support/Social)	10+ (Global Ops)
Key Focus	Product Market Fit	Brand Awareness	Global "Club Desert" Reach

Financials

Fixed Costs		Notes	
R&D: Prototype Development	\$65,000.00	Mechanical & electrical engineering	
AI Model & CV Training	\$150,000.00	Computer vision for ball tracking	
Mobile App & Cloud Backend	\$45,000.00	Interface for Buddy Pass	
Website & E-commerce	\$15,000.00	Shopify/Direct-to-consumer setup	
Patent & Legal	\$25,000.00	Global IP protection	

		& liability waivers	
Total Fixed Costs	\$300,000.00		
Variable Costs (Per Month)	Monthly	Yearly	
Manufacturing (Outsourced COGS)	\$25,000.00	\$300,000.00	
Fulfillment & Warehousing	\$3,500.00	\$42,000.00	
Staff (3 Lead Employees)	\$22,500.00	\$270,000.00	
Founder Salary	\$4,166.00	\$50,000.00	
Cloud Infrastructure (Latency)	\$1,200.00	\$14,400.00	
Marketing & Customer Acquisition	\$5,000.00	\$60,000.00	
Unit Transport & Returns	\$2,500.00	\$30,000.00	
Merchant Fees (3%)	\$1,550.00	\$18,600.00	

of Sales)			
Product Liability Insurance	\$1,000.00	\$12,000.00	
Total Operating Expenses (OpEx)	\$66,416.00	\$797,000.00	
Projected Income		Units Sold	
Year 1	\$519,200.00	800	
Year 2	\$1,050,000.00	1600	
Year 3	\$2,200,000.00	3200	
Projected Total Expenses		Calculation	
Year 1	\$1,097,000.00	Fixed + Year 1 OpEx	
Year 2	\$890,000.00	Increased variable costs	
Year 3	\$1,350,000.00	Scaling production	

Net Profit/Loss			
Year 1	-\$577,800.00	Startup investment phase	
Year 2	\$160,000.00	Breaking even	
Year 3	\$850,000.00	Scaling profitability	

Operations Details

Sourcing

- PongBuddy units are manufactured by vetted overseas partners who meet strict quality, safety, and performance standards. Each production batch undergoes durability testing, spin-accuracy checks, and AI calibration before being approved for shipment.

Assembly

- Final assembly, firmware updates, and quality verification occur at our Colorado operations hub. Every unit is inspected for motor performance, shot consistency, and sensor accuracy to ensure a premium out-of-box experience.

Fulfillment

- Orders are processed through our Shopify-powered website (pongbuddyllc.carrd.co) and fulfilled directly from our Colorado facility. We partner with reliable carriers to provide

fast, affordable shipping across the continental United States, with tracking and automated delivery notifications.

Customer Service

- A dedicated support representative handles inquiries via email (contact@pongbuddy.com) and social media (@pongbuddy). Our target response time is within 24 hours on business days, ensuring customers receive timely help with setup, troubleshooting, or product questions.

Content Creation

- Ongoing production of social media content, training drills, Remote Match highlights, and marketing materials is managed internally by the founding team. This is supplemented by influencer collaborations and user-generated content from the PongBuddy community.

Website

- Our Shopify-powered website serves as the central hub for product education, purchasing, customer support, and brand storytelling. It also hosts tutorials, FAQs, and onboarding resources to help players get the most out of their PongBuddy.

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