

Business Plan



This document is a preview of our plans. Please contact us to review our comprehensive business plan.

Business Overview

In contrast to Denver's growth and pickleball's skyrocketing popularity, there are limited spaces to enjoy this rising sport in Colorado's capital. We will provide the Denver community with a pickleball bar that offers customers access to an inclusive recreational activity, complimented by an inviting indoor-outdoor space to gather.

Colorado's 300 days of sunshine and Denver's appeal to outdoor adventurers present a large market for this blended concept. Denver is one of the most active cities in the country, and pickleball is the nation's fastest-growing sport. With diverse offerings, strategic marketing, and a central location intended to draw serious pickleball-ers to first-timers, this profitable opportunity will remain agile and adaptable to establish itself as a staple in the Denver community.

Target Market & Competitive Analysis

- 🎱 In 2023, the Sports and Fitness Industry Association (SFIA) reported there are 8.9M pickleball players nationally, increasing by 85.7% year-over-year and by 158.6% over three years. This places pickleball as the third largest sport in America, measured by participation.
- 🎱 43% of Denver residents fall within the 15-44 age range, providing an ideal market for our concept, as the largest age segment of pickleball players is 18-34, counter to some preconceived perceptions of the sport.
- 🎱 Pickleball bar concepts that presently exist and are in development in the Denver Metro area exist outside of Denver's most densely populated neighborhoods, reinforcing the inaccessibility to many players and tourists in Denver.
- 🎱 Pickleshot primarily targets "casual" players that are young to middle-age adults, as the average participant age continues to drop and players who play 1-7 times/year make up 73% of pickleball participants. However,

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our offerings are designed to appeal to a broad market, ensuring inclusivity across the Denver community and amongst Colorado's 90 million annual tourists.

- The US bar and nightclub industry is currently estimated at \$36B and from 2024-2027 is expected to grow at a compound annual growth rate of 5.09%.

Revenue Sources

Pickleball: Diverse offerings for pickleball play will attract a customer base of all skill levels. Monthly membership plans, leagues, court rentals, and private events will be recreational draws for our target audience and one of two primary revenue drivers.

Bar: To complement pickleball revenue, we will offer competitively priced alcoholic and non-alcoholic refreshments for players to enjoy in between sets or for visitors while relaxing in a social space.

Startup Needs

Essential funding: \$1.5M is required for our concept to become a profitable, scalable, and sustainable business.

Major costs: Seed investment will support expenses such as venue construction or renovation, equipment procurement, initial operational costs until the business becomes self-sustainable, and marketing efforts to establish brand identity and attract players and patrons.

Visit our full website to get involved and explore more!

pickleshotbar.com

