



HARD LUCK BASEBALL LAB

GOOD LUCK IS HARD EARNED.

Build the premier 24/7 automated training facility.



PREMIUM

Private enclosed lanes, exterior keypad entry, premium HitTrax tech.



AUTOMATED

App-based booking, automated access, minimal staffing, 24/7 operation.



NETWORK

Flagship + Micro Lab model designed for rapid metro-by-metro deployment.

Most batting facilities are stuck in the 1990s.

Outdated, loud, chaotic, crowded.

Open warehouses with shared cages. Echo, congestion, no privacy.

Limited operating hours.

Most facilities close by 9 PM. Players who train late nights or before school have nowhere to go.

No premium space, data, or flexibility.

Players want private space, real performance metrics, and on-demand access. Today's options offer none.

A premium 24/7 facility built around private, automated lanes.

- **PRIVATE ENTRY**

Park outside your lane. Keypad in. No front desk.

- **HITTRAX LANES**

Premium lanes with exit velo, launch angle, swing analytics.

- **24/7 ACCESS**

Train at 6 AM or midnight. Flexibility drives utilization.

- **ZONED HVAC**

Per-lane mini-splits. Energy runs only when revenue does.

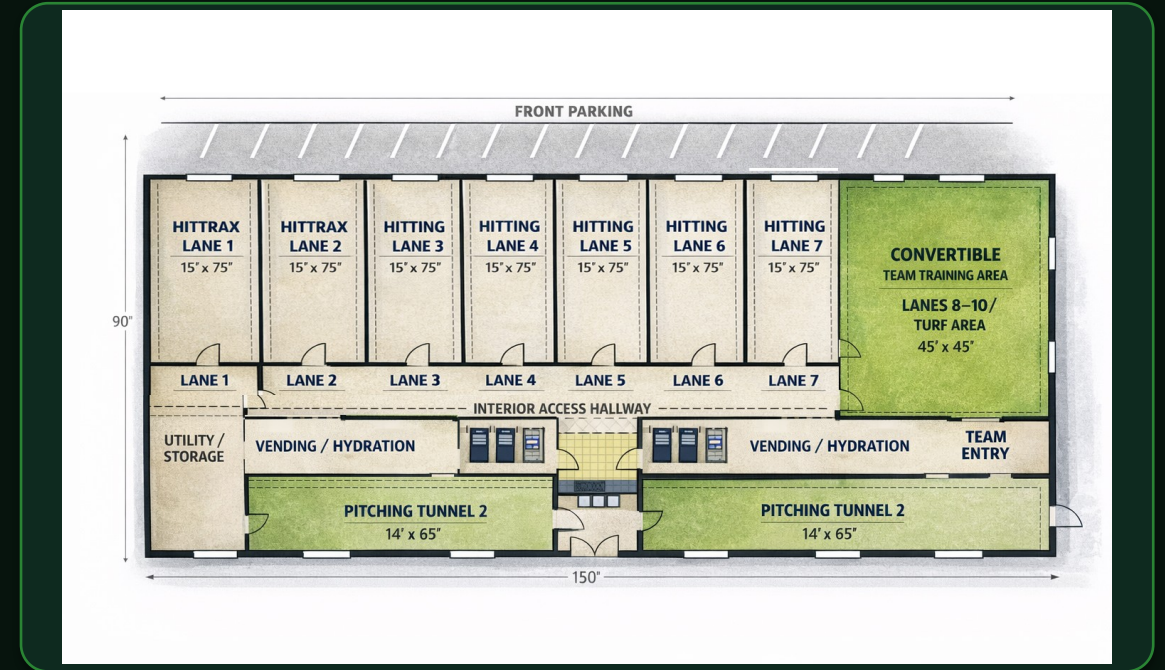
SECTION 04 · FACILITY CONCEPT

What it looks like.

Premium dark exterior with eight private exterior lane entrances. 13,500 sq ft purpose-built layout designed for unit economics, not retrofit.



EXTERIOR · 8 PRIVATE LANE ENTRANCES



FLOOR PLAN · 150' x 90' · 13,500 SQ FT

Traditional cages vs. private Hard Luck lanes.

TRADITIONAL

- ✗ Open warehouse with shared cages
- ✗ Loud, echoey environment
- ✗ Players take turns hitting
- ✗ Staff required to manage cages
- ✗ HVAC runs entire building all day
- ✗ Limited operating hours

HARD LUCK

- ✓ Private enclosed training lanes
- ✓ Quiet lanes — coach can be heard
- ✓ Dedicated lane for full session
- ✓ Fully automated access system
- ✓ Per-lane HVAC, on only when booked
- ✓ 24/7 training access

Book. Unlock. Train. Capture. Share.

01

BOOK

Sport, lane, 30 or 55 min.



02

UNLOCK

Door + lane keypad active.



03

TRAIN

Server-authoritative timer.



04

CAPTURE

Save last swing. HitTrax data.



05

SHARE

Branded clip to IG/TikTok/YT.

Server-authoritative timer · Cleanup auto-stops machines 5 min before exit · Cameras roll only during booked window

Massive market. High-density flagship corridor.

16M+

YOUTH PLAYERS IN U.S.

A massive, durable demand pool driving the youth-baseball economy.

\$3K-\$10K

PER FAMILY / YEAR

Travel-ball families spend at this range – reflecting deep willingness to invest in development.

TULSA

FIRST METRO

South Tulsa / Jenks / Bixby corridor – first metro of many. Model designed for repeatable, metro-by-metro deployment.

Recurring revenue. Natural upgrade path.

	MOST POPULAR		
ROOKIE	ALL-STAR	MVP	COACHING
\$99	\$149	\$249	\$299
MO	MO	MO	MO
<ul style="list-style-type: none">✓ 2 hrs lane time✓ 10% off additional✓ App booking	<ul style="list-style-type: none">✓ 5 hrs lane time✓ 15% off additional✓ Priority booking✓ ~\$29.80 effective rate	<ul style="list-style-type: none">✓ 10 hrs lane time✓ 20% off additional✓ HitTrax discount✓ Priority booking	<ul style="list-style-type: none">✓ Discounted lane access✓ Bring clients in✓ Preferred scheduling

Five revenue lines. One facility.

1 MEMBERSHIPS

Recurring monthly revenue floor.

Rookie · All-Star · MVP · Coaching

2 HOURLY RENTALS

Standard \$65-70/hr · HitTrax \$95-110/hr

Drop-in hours fill open slots

3 PITCHING TUNNELS

\$55-65/hr

Bullpen training, pitcher development

4 TEAM TURF

\$120-150/hr

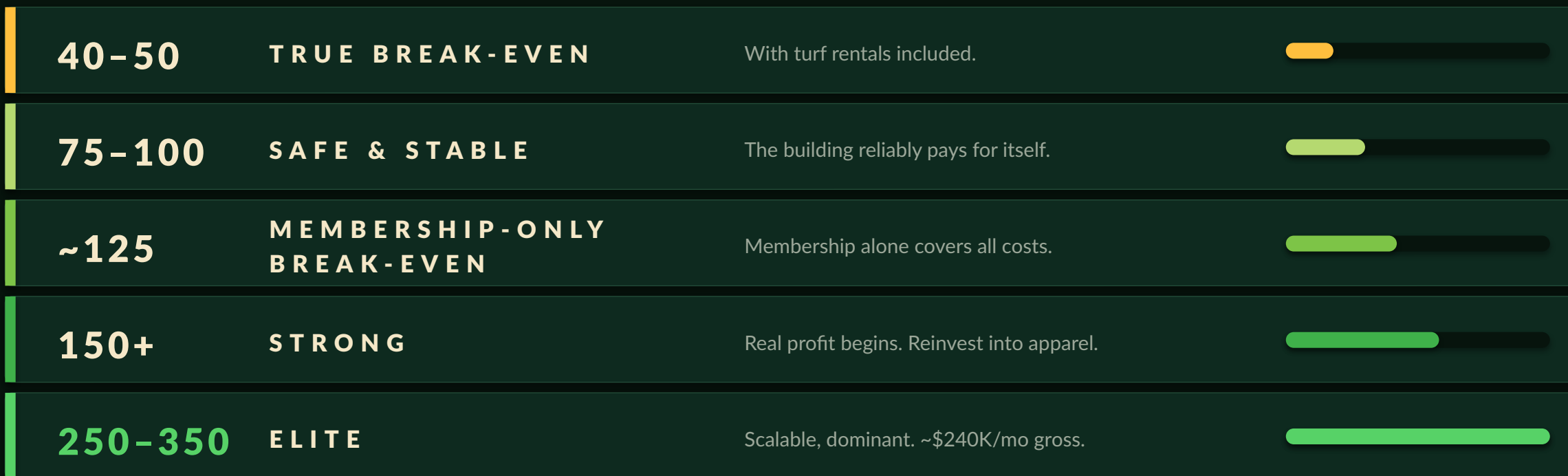
Travel teams, indoor practice in winter

5 APPAREL & VENDING

Lifestyle brand attached to facility

Hats, hoodies, tees, training gear, beverages

Break-even arrives early. Upside compounds from there.

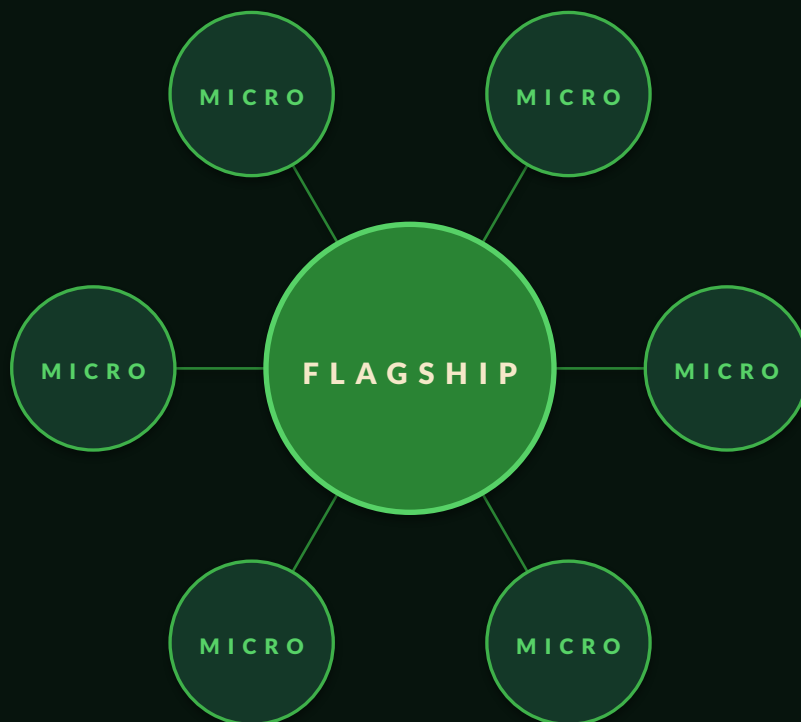


From flagship to network.

The flagship validates demand and builds the brand. Micro Labs unlock rapid, capital-efficient growth across each metro. The app connects every location.

FLAGSHIP

Premium destination • 10 lanes • HitTrax • team training. The brand-defining anchor in each metro.



MICRO LABS

2-lane satellites in strip centers and neighborhood retail. Closer to where players live. Always available.

THE APP IS THE OPERATING SYSTEM CONNECTING EVERY LOCATION

Two models. One operating system.

MODEL 01 · ANCHOR

FLAGSHIP

Brand + premium destination

BUILD COST	~\$2.0M
FOOTPRINT	13,500 sq ft
LANES	10 (HitTrax + standard + tunnels + turf)
PER METRO	1 anchor location
PRIMARY ROLE	Validate demand · build brand · team training

MODEL 02 · SCALE

MICRO LAB

Convenience + frequency

BUILD COST	~\$250K-\$400K
FOOTPRINT	~1,500 sq ft
LANES	2 (private, app-accessed, automated)
PER METRO	5-15 satellite locations
PRIMARY ROLE	Frequent reps · neighborhood access · scale

FLAGSHIP PROVES THE MODEL. · MICRO LABS SCALE IT.

\$3.0M to build, own, and run safely past break-even.

LAND + BUILDING

\$2.0M

67%

OPERATING CAPITAL

\$1.0M

33%

USE OF FUNDS · 1

LAND + BUILDING CONSTRUCTION

Acquire site and build a purpose-designed 13–14K sq ft facility from the ground up — owned, not leased. Equity compounds, no landlord risk, full prototype control.

USE OF FUNDS · 2

OPERATING CAPITAL & RUNWAY

Sized to run comfortably through 40–50 break-even and well past 75–100 stable, with budget remaining to push toward elite-tier scale.

TOTAL RAISE

\$3,000,000

BREAK-EVEN

~40–50 MEMBERS

STRUCTURE

OPEN TO DISCUSSION

CASH-FLOW

STABLE AT 75–100

Two engines. One community.

Hard Luck combines a training facility with a baseball lifestyle apparel brand. Players train at Hard Luck. Players wear Hard Luck. The facility is the physical home of the brand and produces a continuous stream of authentic content.

ENGINE 01

TRAINING

Recurring memberships · hourly rentals · team turf · coaching · HitTrax data leaderboards

ENGINE 02

APPAREL

Hats · hoodies · shirts · training gear. Facility = built-in customers + content + authenticity.

LOCAL

\$250K

REGIONAL

\$1M

NATIONAL

\$10M+

A complete brand toolkit, ready to deploy.

The full mark, the icon, the wordmark, and the tagged seal — designed to flex across facility signage, apparel, social, and digital without losing equity.



PRIMARY BADGE

Full color • 24/7 Training mark



ICON MARK

Untagged • social avatars + signage



WORDMARK

Cream + clover • web/app headers



TAGGED SEAL

Black on light • apparel + merchandise

Hitting culture has entered a new era.

1M+

BASEBALL BAT BROS YOUTUBE SUBS

A million subscribers watching bat-testing and exit-velo content signals a massive cultural shift toward hitting performance. Players obsess over swing analytics. Equipment matters. Data matters. Hard Luck is built for this generation.

WHAT TODAY'S PLAYERS CARE ABOUT

EXIT VELO

BAT SPEED

LAUNCH ANGLE

EQUIPMENT

HITTRAX DATA

VIDEO REVIEW

The team behind Hard Luck Baseball Lab.



MATTHEW SWAGGART

FOUNDER & CEO

A proven operator who built HoldFast Gear from the ground up into an internationally recognized premium brand, with deep experience in product design, manufacturing, and direct-to-consumer growth. As a father deeply involved in years of youth baseball, I experienced firsthand how inefficient and time-constrained traditional training environments are — and saw a clear gap for a better solution. This idea was born out of that frustration, combining my background in building systems and brands with a real, everyday problem in a high-demand market.

"I'm not just building a business — I'm solving a problem I lived."

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