



SmartPitch Turns Phone into Pro-Level Speed Gun

Company name: **SmartPitch LLC**

Founders: **Chuck Richard, PhD and Dexter Richard, Software Engineer**

Headquarters: **Hartsdale, NY, USA**

Elevator pitch

SmartPitch is an app that turns anyone's smartphone into a pro-level, precision speed gun for baseball (and cricket) that you can use from the dugout, on the field or sitting behind the foul lines. SmartPitch matches Jugs & Stalker guns, pitch for pitch, at 2% of the cost.



UNIQUE FEATURES:


- Turns the phone in your pocket into a precision baseball speed gun
- Uses smartphone video camera, no messing with hardware sensors
- Accuracy to tenths of a mph
- As accurate as \$1,000+ pro scout radar guns, for 2% of the price
- Calls out the pitch speed on the phone's speaker
- Can use it during game in dugout, in foul territory, in the stands
- Saves pitch speeds in a database for use in training
- Multiple Sports now: Baseball & Cricket
- 2017 will add: Tennis, Soccer, American Football
- Has Regular mode and Pro-Level options


Problems in Current Market:

- \$1,000+ Jugs and Stalker radar guns are priced out of reach of millions of players, coaches and teams.
- True pitch release speed is missed by cheaper radar-based devices. They pick up the ball long after it's left pitcher's hand.
- Radar gun usage is limited to directly behind home plate or the rubber





Priced Out of Reach High End Radar Guns

The JUGS Gun™  \$1,095.00



The Sports Radar Gun that all others are measured by — the benchmark since 1971. 2-Year Guarantee.

Stalker Pro II
High Performance Sports Radar Gun
Powerful, accurate, dependable - used by the Pros. 



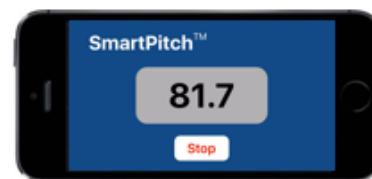
Price: ~~\$1,199.00~~

SmartPitch's Solutions:

- Everyone has a smartphone and SmartPitch can turn it into a pro-level speed gun
- Uses sophisticated high speed video analysis to capture precise, true release speed.
- User Location Freedom – use where you watch or manage the game, during the game. Anywhere in green areas in the chart below, including the dugout.



SmartPitch™
"The speed gun for the people"



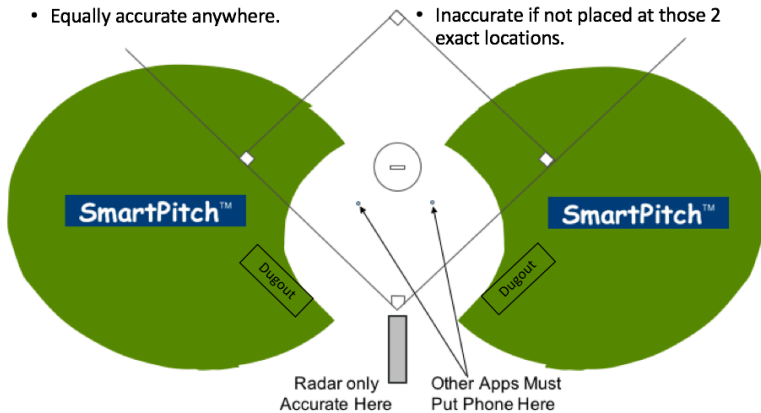
SmartPitch™ User Location Freedom

SmartPitch

- Freedom to use where you sit to watch the game – green areas below.
- Can use during a game & in dugout.
- Equally accurate anywhere.

With Other Apps

- Cannot use in a game!!
- Can only use in 2 tiny spots on INFIELD.
- Inaccurate if not placed at those 2 exact locations.



- Matches speeds of high-end radar guns pitch-for-pitch at 2% of the cost. See SmartPitch vs Stalker face off video at [this link](https://youtu.be/TxrAiGVoj9A). youtu.be/TxrAiGVoj9A



- Unlike radar gun owners, SmartPitch users get ongoing enhancements
- Precise speeds for Baseball and Cricket "out of the box"
- Plans to add Tennis, Soccer and Football in early 2017. Kickstarter backers will receive these upgrades.
- Gives large new market a way to gauge pitcher tryouts and to track training progress.
- Perfect for parents and baseball fans, too!

Market Size and Description

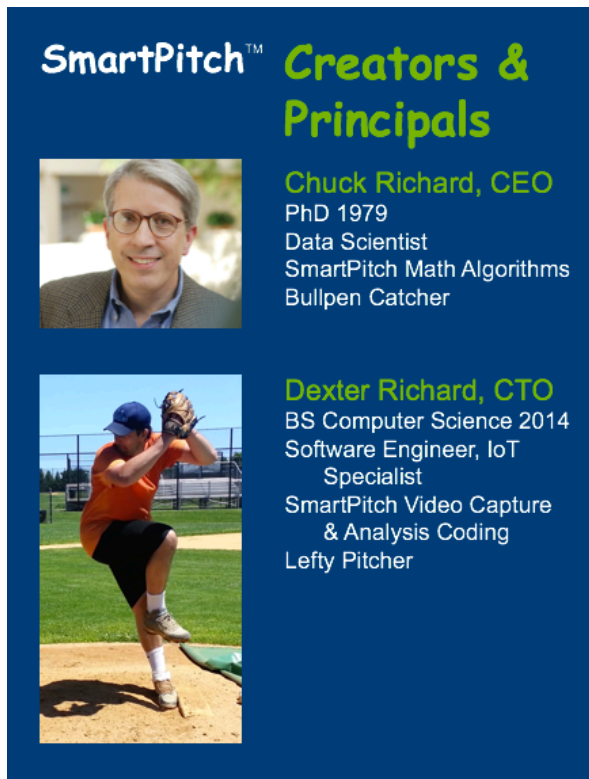
- College, high school, Little League, Ripken Baseball and other youth coaches
- Scouts – pro, college and high school
- Baseball, softball and Cricket Players
- Baseball, softball and Cricket Fans
- Parents and relatives
- Plan in 2017 to add Tennis, Soccer and American Football coaches, players and fans

- Over 3 million youths play baseball; millions of adult league players; over 35,000 collegiate players; over 120 mln cricket players worldwide

Business Model

- Our KickStarter price, launching September 14, 2016, is \$20 for SmartPitch. See KickStarter Pre-Launch preview at [this link](http://bit.ly/2cDby98) <http://bit.ly/2cDby98>
- Estimated price in the App Store and Play Store will be \$25.

Management Team



The graphic features a dark blue background with the SmartPitch™ logo in white and green. Below the logo, there are two rows of information. The first row includes a portrait of Chuck Richard, CEO, and his credentials: PhD 1979, Data Scientist, SmartPitch Math Algorithms, and Bullpen Catcher. The second row includes a photo of Dexter Richard, CTO, in an orange shirt and blue cap, and his credentials: BS Computer Science 2014, Software Engineer, IoT Specialist, SmartPitch Video Capture & Analysis Coding, and Lefty Pitcher.

SmartPitch™ Creators & Principals

Chuck Richard, CEO
PhD 1979
Data Scientist
SmartPitch Math Algorithms
Bullpen Catcher

Dexter Richard, CTO
BS Computer Science 2014
Software Engineer, IoT Specialist
SmartPitch Video Capture & Analysis Coding
Lefty Pitcher

COOL SPORTS-TECH TOOL

- Precision scientific instrument
- Will be available on iPhone and Android, beginning 2017
- Patent Pending, registered Trademark
- No additional radar hardware required, uses video analysis

- 4 years to develop, 1000's of hours field testing
- To achieve its impressive decimal point accuracy:
 - Automatically performs 13 precision adjustments
 - Automatically uses physics & optics factors from 8 data models
- Over 10,000 lines of code
- Don't be fooled by the "stop watch" apps out there that require you to tap the screen when the ball is released and caught. A pitch takes only 0.5 seconds or less to reach home, so tapping the screen twice with those apps is inherently very inaccurate.