

# CONFIDENTIAL INVESTMENT MEMORANDUM

---

**JF2 Academy Corporate Target Raise:** \$1,000,000 USD (Seed / Series A) **Target ROI Horizon:** 24 - 36 Months

---

## 1. EXECUTIVE SUMMARY & THE VISION

---

### The Paradigm Shift in U.S. Racquet Sports

The United States racquet sports market, currently valued at over **\$5 Billion**, is undergoing its most significant disruption in fifty years. Padel, the fastest-growing sport globally, is experiencing a staggering **25% Compound Annual Growth Rate (CAGR)** in the Americas. However, unlike the mass-market explosion of Pickleball, Padel demands premium infrastructure, elite technical coaching, and attracts a demographic with exceptionally high purchasing power.

### JF2 Academy Corporate: The EdTech & SportsTech Asset

**JF2 Academy is not a traditional local padel club.** We are a hyper-scalable, elite **EdTech and SportsTech corporate entity**. Built on a proprietary methodology spearheaded by international champions, our mission is to capture the pinnacle of the U.S. padel market by dominating two distinct, high-yield ecosystems:

**The Premium B2B Corporate Sector.**

**The Collegiate and University Pipeline.**

### The Ask & The Objective

We are raising **\$1,000,000 USD** to accelerate our dominance in our two primary hubs (Miami and Los Angeles). This capital is not destined for sunk real estate costs (buying land or pouring concrete); it is aggressively allocated towards **Elite Human Capital, Vanguard Technology, and Aggressive Client Acquisition**. The goal is to scale our revenue to \$3.4M and our EBITDA to \$3.0M by Year 3, driving a massive enterprise valuation multiplier.

---

## 2. THE MACRO OPPORTUNITY & THE "WHY NOW?"

---

Timing is the ultimate multiplier in venture capitalism. Investing in JF2 Academy today capitalizes on three converging macroeconomic catalysts:

### **1. The Olympic Runway (Los Angeles 2028)**

*Padel is positioned for exhibition status at the Los Angeles 2028 Olympics, the ultimate precursor to official inclusion in Brisbane 2032. Establishing an undisputed Academy presence in Los Angeles before this media explosion guarantees disproportionate brand equity and valuation premiums.*

### **2. The Institutional University Boom**

*The USPA (United States Padel Association) is actively funneling resources into collegiate padel. Universities are currently scrambling to build clubs and recruit talent. JF2 Academy is positioning itself as the premier "funnel," controlling the methodology and coaching pipelines that these universities desperately need (e.g., our active proposals with institutions like UCLA).*

**3. The Premium Corporate Disconnect**

*Fortune 500 companies and creative agencies are pivoting away from traditional golf towards padel for corporate networking. Yet, there is a lack of structured, premium providers capable of hosting High-Performance Corporate Clinics. JF2 fills this void instantly.*

### 3. THE JF2 MOAT: DUAL-HUB EXPANSION STRATEGY

Our operational footprint utilizes two of the strongest markets in the world, creating a fortified barrier to entry for competitors.

#### Hub 1: Miami (The Headquarters & LatAm Gateway)

Miami acts as the undisputed capital of Padel in the U.S. and the gateway to Latin American capital and talent.

- **Strategic Purpose:** Consolidation. This hub acts as our proving ground, our recruitment center for elite international coaches, and our primary revenue generator through premium B2C programs and intensive tech-driven camps.

#### Hub 2: Los Angeles (The Frontier)

The West Coast is the blue ocean. Padel is just hitting critical mass here.

- **Strategic Purpose:** Hyper-Scale. Targeting the entertainment industry, tech executives, and utilizing the UCLA/University pipelines to establish JF2 as the de facto authority in California ahead of the 2028 Olympics.

### 4. THE PRODUCT: THE 4 HOLISTIC PILLARS

To understand JF2 Academy's valuation, investors must understand our product superiority. We do not just rent courts; we provide an **integrated High-Performance Ecosystem**, structured around 4 irreplaceable pillars:

**Technical Mastery:** Elite onboarding, stroke mechanics, and biomechanical correction driven by coaches operating under the methodology of a US Open Champion.

**Tactical & Tech-Driven Intelligence:** Integration of AI-driven predictive analytics (such as Playtomic integration, match recording, and spatial heatmaps) to optimize in-game decision-making. We offer sports-tech, not just sweat.

**Physical & Applied Physiology:** Advanced sports physiology, custom rehabilitation, injury prevention protocols, and specialized applied nutrition, elevating amateur players to pro-level fitness standards.

**Mental Dynamics (The Core Differentiator):** Our proprietary '**Padel-Mind Management**' course. This isn't basic mindfulness. It is a comprehensive emotional intelligence program focusing on cognitive development, frustration management, and emotional regulation under intense pressure. It is highly sought after by C-Suite executives looking to apply sports psychology to boardrooms.

### 5. GRANULAR BREAKDOWN: THE \$1M CAPITAL DEPLOYMENT

Allocation Category	Percentage	Amount (USD)	Granular Use of Funds
Elite Human Capital	40%	\$400,000	- C-Suite: IT & AI Manager and Finance Manager. - Sales Engine: Corporate & Academic Sales Reps. - Coaching Roster: Securing international top-tier coaches.
Technology & R&D	30%	\$300,000	- Virtual Campus Development. - AI & Analytics Infrastructure (camera tracking). - Internal ERP automation.
Brand & Acquisition	20%	\$200,000	- B2B Lobbying: USPA, University Athletic Dirs. - Brand Dominance (Los Angeles): Agency PR strategies.
OpEx Runway	10%	\$100,000	- Guarantee aggressive scaling speeds for the first 12-18 months.

## 6. FINANCIAL CORE: REVENUE & UNIT ECONOMICS

Our business model guarantees high margins through the "EdTech/Services" approach, eliminating the heavy real-estate burn rate that traditional clubs suffer.

### 5-Year Projection Summary

- **Year 1 (Deployment & Base Building):**
  - **Revenue:** \$300,000
  - **Focus:** Deploying the \$1M. Cementing the Miami operation, and finalizing the Los Angeles university frameworks (UCLA).
- **Year 2 (Traction & Multiplier):**
  - **Revenue:** \$2,100,000
  - **Net Profit:** \$1,300,000
  - **Focus:** The sales force begins closing massive corporate events and regular university programs.
- **Year 3 (Explosion & ROI Realization):**
  - **Revenue:** \$3,400,000
  - **EBITDA:** \$3,000,000
  - **Net Profit:** \$2,400,000
  - **Focus:** Absolute dominance in the LA and Miami premium sectors. EdTech platform generates passive global revenue.

(Note: By Year 5, Net Margins are projected to reach ~73%).

## 7. THE STEERING COMMITTEE (LEADERSHIP)

- **Fernando Ferosell (CEO & Founder):** Architect of the JF2 corporate structure. Leads the B2B expansion and negotiates institutional alliances.
- **Jaime Ferosell (General Sports Director):** Top 68 World Ranking, Former #1 USA, and US OPEN CHAMPION 2025.

## 8. EXIT STRATEGY: HOW AND WHEN INVESTORS GET PAID

*The Ultimate Investor Question: When do I see my money?*

*We have designed a strict 24 to 36 Month ROI Horizon. The capital structure is designed to yield rapid liquidity and exponential equity multiplication by Year 3.*

### Avenue A: Massive Dividend Yields (Months 24-36)

Because we are asset-light, our Net Profit margin scales aggressively. By Year 3, the academy generates a projected **\$2,400,000 in pure Net Profit**. The sheer volume of this free cash flow easily supports aggressive, disproportionate dividend distributions to early equity investors. We anticipate the ability to return the initial \$1M principal purely through cash flow dividends by the end of Year 3.

### Avenue B: Private Equity Buyout / M&A Premium (Months 36+)

The sports-tech and premium academy sector is undergoing massive consolidation. By Year 3 (one year prior to the LA 2028 Olympics), JF2 Academy will possess an EBITDA of **\$3.0M**.

Applying a conservative venture multiple for premium, high-growth sports-tech assets (6x to 10x EBITDA), JF2 Academy achieves an **Enterprise Value of \$18,000,000 to \$30,000,000**. This positions the company as a prime acquisition target for massive sports holding groups. An exit event at Year 3 would yield a **minimum 5x to 10x multiplier on the initial \$1M equity stake**.