



Building the Future of Youth Sports & Family Entertainment

Technology-Powered Sports, Entertainment & Social Competition

106,947 SF FLAGSHIP FACILITY

TRAIN

COMPETE

EVOLVE

OPENING 2027

Introduction



Building the Future of Youth Sports & Family Entertainment

Launch Lab Sports is developing a 106,947-square-foot technology-powered sports, entertainment, and hospitality destination in Camp Hill, Pennsylvania. Designed as a year-round destination for athletes, families, and the broader community, the facility combines sports training, family entertainment, social competition, food & beverage, and immersive technology into a single membership-driven ecosystem.

The project represents a unique opportunity to invest in both a value-add commercial real estate asset and a diversified operating business.

With projected annual revenue of \$9–\$13 million and target EBITDA of \$4–\$6 million at stabilization, Launch Lab is designed to generate recurring cash flow while creating long-term value through property appreciation, operational growth, and future expansion opportunities.

Investors participate in both the underlying real estate and operating company, benefiting from two complementary engines of return.

The Problem

Youth Sports Is Massive, But The Experience Is Broken

Families Face Three Major Challenges

1

Fragmented Experiences

Training, leagues, entertainment, and dining occur across multiple venues.

2

Limited Year-Round Access

Weather, field availability, and scheduling limit participation.

3

Outdated Facilities

Many facilities offer a single-purpose experience with little innovation.

Market Gap

No regional destination currently combines training, entertainment, technology, and family engagement under one roof.

The Solution

One Membership. One Destination. Year-Round Engagement.

Launch Lab combines four traditionally separate industries:

Sports Training

- ▶ HitTrax
- ▶ Golf Simulators
- ▶ Private Lessons
- ▶ Academics



Family Entertainment

- ▶ Play Zone
- ▶ Arcade
- ▶ Birthday Parties



Social Competition

- ▶ Leagues
- ▶ Tournaments
- ▶ Corporate Events



Food & Beverage

- ▶ Coffee
- ▶ Food & Beverage
- ▶ Restaurant Partner



Why Now?

Technology Has Transformed Sports Participation

Industry Shift

Interactive sports technology is becoming mainstream.

Examples include:

 **HitTrax**  **TruGolf**  **MultiBall**  **ValoArena**

Consumer Behavior

Families expect immersive, technology-enhanced experiences similar to TopGolf and modern entertainment venues.

Opportunity

Launch Lab serves as the platform that integrates these technologies into one destination.



Market Opportunity

Positioned at the Intersection of Multiple High-Growth Markets

Market Size



\$40B+ Youth Sports Industry



\$70B+ Family Entertainment Industry



Millions of Sports Families



Growing Demand for Experience-Based Spending

Why This Matters

Families increasingly prioritize memorable experiences, convenience, and year-round activities. Launch Lab captures spending across multiple categories instead of relying on a single revenue source.

Camp Hill Economics

Why This Market Wins



Launch Lab is positioned at the intersection of youth sports, family entertainment, hospitality, and recurring membership revenue.

350,000+ Annual Visitors

Projected annual visitors across sports, entertainment, events, and dining.

Regional Draw

Accessible from Cumberland, Dauphin, Perry, York, and surrounding counties.

Pennsylvania's Fastest-Growing County

Strong population growth and expanding family demographics.

High Household Income

Affluent families are investing heavily in youth sports and experiences.

Strong Youth Sports Participation

Participation spans all socioeconomic groups and age brackets.

Limited Direct Competition

No regional facility offers this combination of sports, entertainment, and hospitality.

Competitive Advantage

Why Launch Lab Wins



Traditional Sports Facilities

- Single-purpose
- Seasonal demand
- Limited customer engagement
- Few ancillary revenue streams

Launch Lab

- Multi-experience destination
- Year-round utilization
- Membership ecosystem
- Technology-enhanced engagement
- Multiple revenue streams



Competitive Moat

Technology



Community



Memberships



Entertainment

Facility Experience

Built for Every Member of the Family



**Baseball
& Softball Training**



**Golf
Simulators**



**Interactive
Entertainment**



**Courts &
Turf Fields**



**Parties
& Events**



**Food
& Beverage**

Facility Highlights

- **106,947** Square Feet
- Year-Round Operations
- Membership Driven
- Multi-Sport Programming
- Technology-Enabled Experiences

Social Competition & Hospitality

Extending Revenue Beyond Youth Sports

Social Competition

- ◆ Golf simulators
- ◆ HitTrax competition bays
- ◆ Cornhole leagues
- ◆ Darts
- ◆ Interactive gaming experiences

Hospitality & Events

- ◆ Corporate events
- ◆ Team celebrations
- ◆ Community programming
- ◆ Fundraisers
- ◆ Private rentals

Brewery Partnerships

Launch Lab is currently in discussions with multiple established regional brewery partners. This allows for participation in food and beverage revenue without obtaining and operating an internal liquor license.



Business Model

Diversified and Recurring Revenue Engine

Recurring memberships create predictable cash flow while entertainment and events drive high-margin incremental revenue.

Revenue Streams



Memberships



Events & Parties



Training Programs



Facility Rental



Food & Beverage



Retail & Pro Shop



Sponsorships



Revenue Flywheel

One Customer Activates Multiple Revenue Streams

Customer Journey

- Training Program
- Membership
- Food & Beverage
- Birthday Parties
- Leagues & Camps
- Referrals

Key Advantage

A single family can generate revenue across multiple offerings in a single visit.

This creates significantly higher customer lifetime value than traditional sports facilities.

Unit Economics

Attractive Unit Economics

Flagship Metrics



107K SF

Facility Size



\$18M-\$20M

Total project cost



\$9M-\$13M

Revenue Potential



\$4M-\$6M

Target EBITDA

Underwriting Philosophy

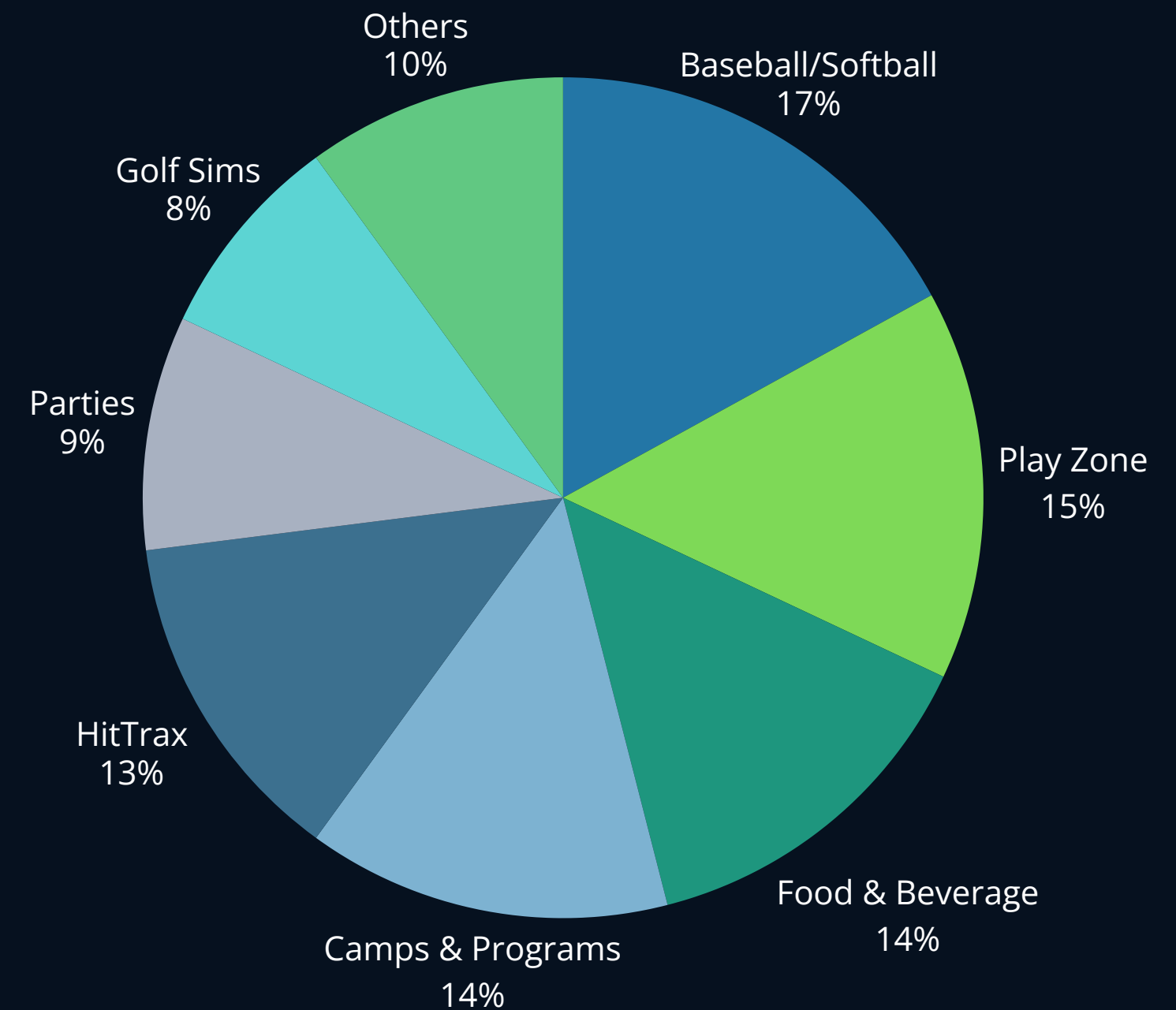
Financial projections are based on approximately 55% utilization rather than maximum theoretical capacity.

This provides meaningful upside while maintaining conservative assumptions.

Projected Revenue Composition

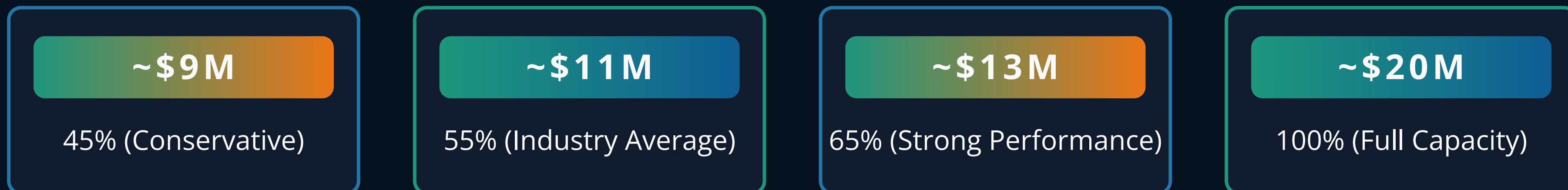
Multiple Revenue Streams. One Integrated Destination.

Category	Revenue (%)	Revenue (\$)
Baseball/Softball	17%	\$1.87M
Play Zone	15%	\$1.65M
Food & Beverage	14%	\$1.54M
Camps & Programs	14%	\$1.54M
HitTrax	13%	\$1.43M
Parties	9%	\$0.99M
Golf Sims	8%	\$0.88M
Others	10%	\$1.10M



Utilization-Based Revenue Model

Conservative Assumptions. Significant Upside Potential.



Meaningful Upside

Revenue projections are based on approximately 55% utilization, reflecting industry-average performance. This conservative approach provides substantial upside as memberships, programming, events, and attractions continue growing.

Progress To Date

Significant Progress Already Achieved

Property & Development

- Property under contract
- Due diligence underway
- Facility planning in progress

Regulatory Progress

- Parking special exception approved by the Zoning Hearing Board
- Ongoing discussions with Cumberland Area Economic Development Corporation
- Exploring favorable financing programs, grants, and incentives

Strategic Partnerships

- Discussions with sports operators
- Hospitality and brewery partnerships underway
- Community engagement initiatives in progress

Value Creation Initiatives

- Evaluating tax incentive opportunities
- Working with representation regarding potential tax abatement programs
- Building a diversified revenue ecosystem to support long-term growth

Funding Opportunity

Raising \$8 Million to Launch the Camp Hill Flagship

Launch Lab Sports is raising capital to acquire, develop, and launch a **106,947-square-foot** destination combining a value-add commercial real estate investment with a diversified operating business.

Category	Amount	%	Source	Amount
Real Estate Acquisition	\$8.25M	31%	Investor Equity	\$8.00M
Facility Renovation & Buildout	\$3.50M	25%	Senior Debt / Financing	\$9.75M
Sports Technology & Attractions	\$3.00M	19%	Total Capitalization	\$17.75M
Operating Capital & Launch	\$3.00M	15%		
Total Project Cost	\$17.75M	100%		

Investor capital serves as the equity foundation that enables acquisition, redevelopment, technology deployment, and operational launch of the Camp Hill flagship.

Two Engines of Investor Returns

Real Estate Value Creation

- ✓ Acquire **106,947 SF** property for **\$8.25M**
- ✓ \$3M+ capital improvements
- ✓ Target stabilized value: **\$13M+**
- ✓ Long-term appreciation potential
- ✓ Equity growth through debt paydown

Operating Company Growth

- ✓ **\$9M–\$13M** annual revenue potential
- ✓ **\$4M–\$6M** target EBITDA
- ✓ Membership-driven recurring revenue
- ✓ Multiple revenue streams
- ✓ Expansion potential to future locations

Dual Asset Value Creation

Investors participate in both asset classes, creating exposure to real estate appreciation and operating cash flow.

Why Investors Win

Two Engines of Return

- ◆ Value-add real estate acquisition
- ◆ Long-term property appreciation
- ◆ Membership-based recurring revenue
- ◆ Multiple diversified revenue streams
- ◆ Target EBITDA of **\$4M–\$6M**
- ◆ Participation in both the real estate and operating company
- ◆ Significant upside beyond the initial Camp Hill location



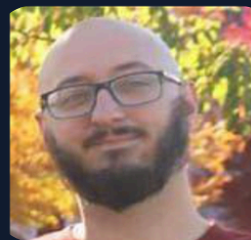
Our Team

Experienced Operators with Complementary Expertise



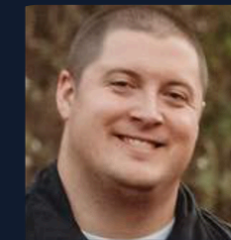
Jackie & Jeremy Scott
Founders

Real estate developers and youth sports leaders with deep community connections and experience in facility development and business growth.



Will Foster, MPS
Director of Operations

Operations and management professional with expertise in program development, organizational leadership, and operational execution.



Mike McIntyre
Director of Player Development

Sports performance specialist with expertise in athletic development, movement efficiency, injury prevention, and evidence-based coaching.

Why This Team

Combines development, operations, athletics, and community engagement under one leadership group.

Vision

Built for More



Launch Lab Sports sits at the intersection of:



Youth Sports



Family Entertainment



Technology



Recurring Revenue

Our Mission

Empowering athletes, connecting families, and strengthening communities through sports.

Long-Term Goal

Build the category-defining platform for youth sports and family entertainment while creating long-term value through both real estate ownership and operating performance.

TRAIN. PLAY. COMPETE. TOGETHER.



www.launchlabsports.com



Camp Hill, Pennsylvania

TRAIN



COMPETE



EVOLVE

JUNE 2026