

HIT ZERO

*One operating system
for cheer.*

Website + app + backend, indistinguishable.
The gym lives in one place.

TAGLINE

Bring out the MAGIC in everyone.

Cheer needs an operating system. We built it.

Hit Zero is the operating system for the all-star cheer industry. We collapse the eight to twelve siloed tools every gym is currently stitching together — website builder, lead CRM, registration, billing, scheduling, communications, video review, judge scoring, skill tracking, parent app, athlete app, social — into a single mobile-first PWA where every stakeholder lives.

The marketing website is not a separate product. It is a render of the same data the gym manages inside the app.

When the owner edits a class price in Hit Zero, the website updates instantly. When a parent books a class on the website, it lands in the owner's Hit Zero registration queue with the class name, the parent's contact info, and a copy in the owner's inbox. There is no integration to maintain. There is no second system to keep in sync. They are the same system.

Our wedge is "a free professional website for any gym that signs up." That is a near-impossible offer to refuse. Once the gym is hooked into the website, they are already inside Hit Zero — because the website is Hit Zero. Onboarding the rest of the OS becomes inevitable: they edit copy, they edit prices, then they discover bookings, then leads, then billing.

IN ONE SENTENCE

Toast for restaurants. Mindbody for fitness studios. Hit Zero for cheer.

A modern cheer gym runs on 8–12 separate products.

Each of these is a separate login, separate contract, separate billing cycle, separate data silo. None of them talk to each other. None of them were built for cheer.

Product	What it does	Cost
Squarespace / Wix	Marketing website	~\$200/yr
Mindbody / Jackrabbit	Class registration	\$1.5–3k/yr
Square / Stripe	Payments	Per-tx + monthly
Mailchimp	Newsletters	~\$300/yr
Slack / GroupMe	Staff communication	~\$100/mo
Remind	Parent communication	~\$300/yr
Google Calendar	Schedule	Free (chaos)
Spreadsheet	Skill tracking	Free (chaos)
Cheer Up / HyperVibe	AI scoring (newer)	\$2–5k/yr
Facebook Group	Community	Free (chaos)
Athlete tracker	Per-athlete records	\$500–1k/yr
YouTube / Dropbox	Routine video	Free / \$120/yr

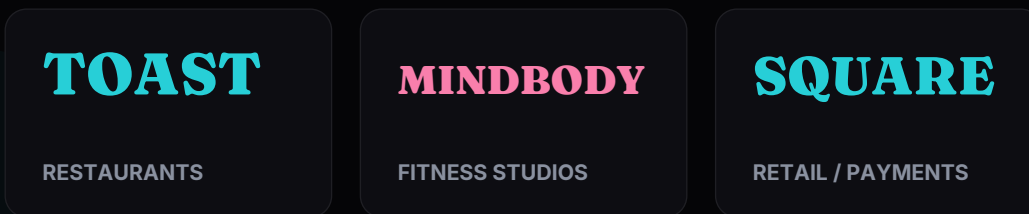
The owner can't ask "show me everything about athlete Nora" without opening six tabs.

The parent gets notifications from five different sources. The marketing website is usually a beautiful afterthought, totally disconnected from operations — the prices on the site are stale

within a month, the class schedule is wrong by week two of the season, and the contact form goes to an inbox nobody monitors.

We have seen this exact movie before.

This is the exact same situation healthcare, hospitality, and small-business retail were in ten to fifteen years ago. The winners in those verticals collapsed the stack into one operating system:



Toast: \$10B+ market cap. Mindbody: \$1.9B acquired. Square: \$60B+ market cap.

In every case, the same playbook: identify a vertical of small businesses cobbling together generic SaaS, build one purpose-built operating system that replaces all of it, win the market.

Nobody has done it for cheer. Yet.

Cheer is a \$2B+ industry in the U.S. alone — roughly 3,500 all-star gyms, ~1.5M competitive athletes, ~5M cheer participants globally. There is no Toast for cheer, no Mindbody for cheer, no operating system that an owner can run their entire gym on. There are six or seven point solutions, none of them venture-backed at scale, none of them mobile-first, none of them built for the actual workflows of a cheer gym. The window is open.

One product. Four faces.

Hit Zero is a single mobile-first progressive web app that every stakeholder in a cheer gym lives inside. The owner sees one face. The coach sees another. The parent another. The athlete another. They're all looking at the same data.

GYM OWNER

The whole business in one screen.

- ◆ Athletes, teams, leads, registrations
- ◆ Billing dashboard + Square sync
- ◆ Programs & classes (the website)
- ◆ Real-time revenue + attendance
- ◆ Lead pipeline + admissions queue

COACH

Pick up a phone. Run practice.

- ◆ Today screen + roster + skill matrix
- ◆ Routine builder w/ formations + music
- ◆ AI Judge for video review
- ◆ Practice plans + drill library
- ◆ Mock scoring + announcements

PARENT

6 apps → 1.

- ◆ Billing visibility (paid / owed / autopay)
- ◆ Schedule + RSVP
- ◆ Athlete progress + reel
- ◆ Registration + uniforms + medical
- ◆ Direct messages with coaches

ATHLETE

A real cheer profile.

- ◆ Reel — your highlight tape
- ◆ Skill tree + pins (gamified)
- ◆ My routine + AI Judge
- ◆ Schedule + team feed
- ◆ Cross-gym social (eventually)

***No App Store gatekeeper. No 30% Apple tax.
Every dollar of network value is ours.***

The PWA install model means there's no review cycle, no native binary, no platform politics. Open the URL in Safari or Chrome → Add to Home Screen → it's an app. Updates ship every minute. The same code base runs on iPhone, Android, iPad, and desktop. We never share margin with the platform owners.

What each face actually does.

The Gym Owner

The owner sees their business as a single object. The Program tab is the control center: program identity, payment posture, real-time revenue chart, attendance %, lead pipeline, admissions queue, Square sync status, past-due family count. Below that, an Offerings Manager: every marketing track and every priced class, fully editable inline. Toggle a class public, change a price, add a new offering — the website updates in seconds. Same console, they manage roster, billing, leads, registrations, and the marketing site. There is no separate "website CMS" because the owner console is the CMS.

The Coach

Coaches are not tech people. The coach UI assumes that. Today screen surfaces: who's ready, who needs work, what's the practice plan, what's the next session. The Routine Builder lets a coach drop skills onto an 8-count grid, place athletes into formations, attach music, and instantly preview predicted scores. The AI Judge accepts a video and returns a USASF-rubric-aware breakdown of every deduction with per-athlete feedback. None of this requires training — a coach picks up a phone, opens the app, and is running practice in 30 seconds.

The Parent

Parents currently juggle billing in one app, schedule in another, gym announcements on Facebook, RSVPs over text, and registration paperwork in three different PDFs. Hit Zero collapses all of it. One screen: balance, today's schedule, recent announcements, athlete's latest skill update. Tap a session to RSVP. Tap a balance to pay. Tap a registration window to enroll a sibling. The mom whose kid is on Tinies and Senior Elite stops having a second job.

The Athlete

Athletes don't have anywhere on the internet to be a cheer athlete. They have TikTok, but no purpose-built profile. Hit Zero gives them one: reel, skill tree (USASF curriculum visualized), pins (gamified skill mastery), routine, schedule. As we expand to multi-gym, this becomes the default cheer identity for a generation. Recruiters, colleges, and choreographers all have one place to look.

Website and app are not connected.

They are the same system.

This is the architectural decision that everything else depends on. The marketing website is not a separate product that integrates with Hit Zero. It is a public-facing render of the data living inside Hit Zero.

Schema-driven, owner-managed

The website pulls live from the same Postgres database that runs the app. A handful of public-readable views expose exactly what the public should see, filtered by an `is_public = true` flag the owner controls per row. The website never touches data the owner hasn't flagged public. The owner never has to log into a second system to update the site.

Table	What lives here	Where it shows
<code>program_tracks</code>	Marketing categories: All-Star, Tumbling, ...	Programs page cards
<code>program_classes</code>	Priced offerings: Senior \$200/mo, Cheer 101 \$165	Pricing page rows
<code>registration_windows</code>	Big intake periods: Tryouts, Summer Camp	Pricing page banner
<code>programs</code>	Gym identity: name, address, hours, payment posture	Header, footer, contact
<code>program_payment_settings</code>	Square OAuth + checkout state	Booking flow
<code>leads</code>	Free-trial inquiries	Owner's Leads tab
<code>registrations</code>	Class bookings with class_id link	Owner's Registration tab

Owner edits in Hit Zero. Website updates in seconds. There is no second system to keep in sync.

Every public action lands inside Hit Zero.

When a parent on the website taps "Book this class" on Senior All-Star \$200/month, they don't fill out a form on the marketing site. They're taken to a pre-auth booking page inside the Hit Zero PWA — a real, branded app screen that already knows the class name, price, schedule, and capacity. They book there. The booking lands in the gym owner's Registration tab tagged with the class. They never had to "create an account."

```
magic-city-allstars.vercel.app/#/programs
↓ tap "Book this class"
hit-zero.vercel.app/#book/<class_id>
↓ submit form
edge function · public-intake-v1
↓ validate (program is_public, class registration_open, capacity, price)
registrations row · class_id linked
↓ realtime + email
owner sees it in #registration · also email backup
```

Same flow for "Book a free trial" — routes to `/#trial/<gym_slug>`, lands as a lead in the owner's Leads tab. Same flow for tour requests. Every public action a parent might take is captured in the same Hit Zero queue, with the same email backup, in the same dashboard.

Square is wired. Payment is one toggle away.

The owner connects their Square account via OAuth from the Hit Zero billing tab — Hit Zero never custodies funds, never holds card data, never carries PCI liability. When the owner flips `public_checkout_enabled = true`, the same booking page in the PWA automatically renders Square Web Payments. The card is charged through the gym's connected Square account, the registration is marked paid, and the receipt URL is mirrored back into the database. Same URL, same flow, just lights up.

Why we lead with "free website."

Cold call A

"I'd like you to switch your entire business operating system to my new product."

Closes 0.5%

Cold call B

"I'd like to give you a free professional website."

Closes 30%+

Once the gym is on the website, they are already inside Hit Zero — because the website is Hit Zero data. They can't change a price on the website without going into the Program tab. The first time they want to add a new class, they're in the Program tab. Once they're in the Program tab, they see the leads queue, the billing dashboard, the registration inbox, and a button that says "Connect Square." Onboarding the rest of the product is no longer a sales motion. It's an exploration motion. The gym discovers Hit Zero one tab at a time, on their schedule.

Cost to us per free website: dollars per month. Cost to the gym: zero.

Land-and-expand has rarely been this asymmetric.

Operationally, a free website is a few static React files served from Vercel plus a few edge function invocations on Supabase. Total marginal cost per gym is in the cents-per-month range. We can give away tens of thousands of these.

Five revenue streams once the gym is in.

1. Gym SaaS subscription

Tiered by program size and feature set (\$99–\$499/mo per gym). Replaces Mindbody (~\$1,500/yr), Jackrabbit (~\$2,400/yr), Squarespace (~\$200/yr), Mailchimp (~\$300/yr), and the rest of the silo stack. Net: gym saves money and gets a vastly better product. We win on TCO and product simultaneously.

2. Payment processing margin

Square is our payment rail — we are an OAuth integrator, not a payment processor. No PCI burden. We add a 0.5–1% margin on every transaction the gym processes through Hit Zero. For a typical 200-athlete gym at \$185/mo average tuition: $\$37k/mo \times 0.5\% = \text{\$185/mo per gym}$ from this stream alone. Add registration fees, uniforms, clinics, privates, retail, and a typical gym is pushing \$500–800/mo in payment-processing margin to us.

3. Network products

Once we have N parents and athletes across M gyms, we own the cheer network. Athlete premium reels (\$5–10/mo). AI Judge premium tier for coaches (\$10–25/mo). Pins / gamification micro-economy. Cross-gym leaderboards and competitions. Recruiting + placement (we already have the skill data and video — colleges pay for this). This is the long-term value: every cheer kid in America with a Hit Zero profile.

4. Marketplace + vendor partnerships

Uniform vendors (Varsity, Cheerleading Company, Rebel Athletic) pay for placement in the in-app uniforms tab. Music licensing partners (legal music is non-negotiable for routines). Travel and comp logistics (hotels, charter buses, flights to ASWC and Worlds). Insurance (per-athlete waiver + coverage). Each of these is a real, currently-disorganized market with millions of dollars flowing through it that we can intermediate.

5. Data + infrastructure

Anonymized industry insights — skill progression rates, win rates, attendance patterns — sold to vendors, college recruiters, governing bodies. Long-term: white-label the platform for adjacent vertical-niche sports (dance, gymnastics, youth wrestling, etc.). The same OS pattern works for any youth-sports vertical with the same silo problem.

TAM: meaningful. Reachable.

3,500

ALL-STAR GYMS (US)

1.5M

COMPETITIVE ATHLETES (US)

5M

TOTAL CHEER PARTICIPANTS

\$2B+

INDUSTRY REVENUE (US)

Bottom-up: a single conservative scenario

Year 5 target: 10% gym penetration = 350 gyms. Average ARPU \$8k/yr (SaaS + payment margin combined). That's **\$2.8M ARR from the gym side alone**, before any network monetization, before any marketplace deals, before any data products.

Network monetization layers on top. At 10% gym penetration we touch ~70k athletes and ~150k parents. Even modest engagement on athlete premium reels + AI Judge premium + marketplace cuts pushes the topline meaningfully past \$5M ARR by Y5 in a base case.

Why we can hit it

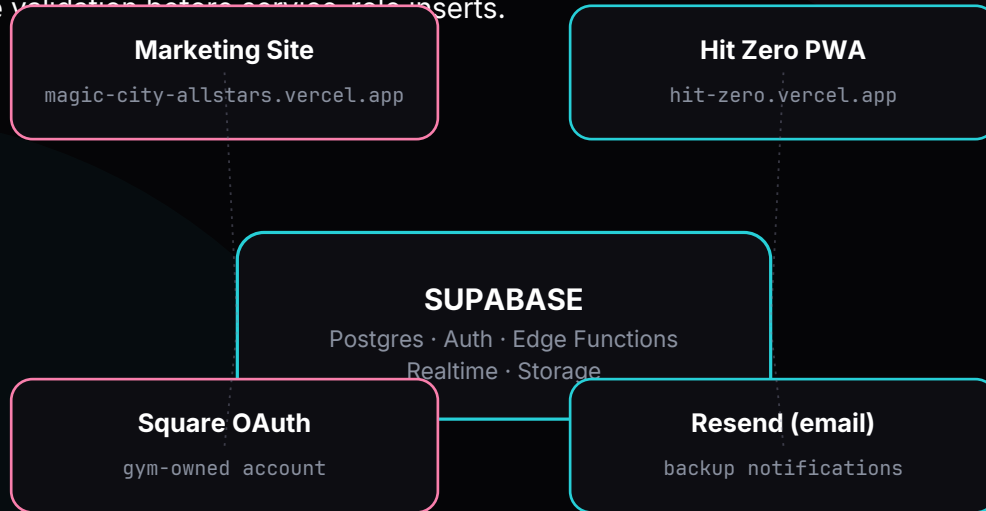
The free-website wedge means CAC is a fraction of conventional vertical SaaS. No paid ads needed for the first thousand gyms — the marketing site itself is the demo, the case study, and the inbound funnel. Every gym that adopts is a reference. Cheer is a tight community: gym owners talk to each other constantly (competitions, summits, regional meets). Word of mouth in this vertical compounds fast.

We don't need to win the whole market. We need to win 10%.

And in cheer, 10% is closer than it sounds. The community is dense, the word travels fast, and the wedge product is free.

One database. One brain.

A single Postgres database (Supabase) is the source of truth. Marketing site, PWA, public booking pages, owner console — all read and write the same tables. Public access is gated by row-level security policies and security-invoker views. Public intake goes through edge functions with server-side validation before ~~any~~ ~~any~~ ~~any~~ inserts.



Frontend	React 18 PWA · install to home screen · no app store
Backend	Supabase: Postgres · Auth · Edge Functions on Deno · Realtime · Storage
Public website	Same database, separate Vercel project · zero shared deps
Payments	Square OAuth — gym owns the account, we never custody funds
Email	Resend transactional (non-blocking, optional per gym)
AI	OpenAI vision for routine analysis · USASF-rubric scored
Video	Native browser video + Supabase Storage signed URLs
Auth	Supabase Auth (magic link + username/password for kids on iPad)
Realtime	Supabase Realtime channels keep every device in sync

Pilot gym: Magic City Athletics.

Brand-new all-star cheer gym in Minot, North Dakota. Established 2026. Four co-owners: Carissa Todd, Melissa Rauser, Brynn Franklin, Carlie Wilson. They are running their entire gym on Hit Zero from day one — no other software.

6

PROGRAM TRACKS

18

PRICED CLASSES LIVE

\$0

WEBSITE COST TO GYM

1

PLACE TO MANAGE IT

What's shipped

- ◆ Marketing site renders 6 program tracks + 18 priced classes live from Hit Zero data
- ◆ Per-class booking on the website routes into the Hit Zero PWA booking flow
- ◆ "Book a free trial" routes into the Hit Zero PWA lead-capture flow
- ◆ Bookings + leads land in the owner's Hit Zero queue with email backup
- ◆ Square OAuth wired — owner connects from the Coaches page, payment turns on with one toggle
- ◆ Mobile-first PWA shell: bottom tab bar, More sheet, safe-area inset, install to home screen
- ◆ Public-intake edge function with capacity limits, validation, and per-gym scoping

LIVE URLS

`magic-city-allstars.vercel.app` — marketing site (owner-managed via Hit Zero)

`hit-zero.vercel.app` — PWA: owner, coach, parent, athlete (install to home screen)

Five compounding advantages.

— VERTICAL-PURPOSE-BUILT

The competition is generic SaaS bolted together. Mindbody was built for gyms, not cheer gyms — there's no skill matrix, no routine builder, no AI Judge for stunts. Hit Zero is built for cheer, by people who know the sport. The product taste alone is a moat.

— ZERO SWITCHING COST ONCE IN

Once the gym's roster, billing, leads, classes, and marketing site all live in one place, switching back to a 12-tool stack would require a Herculean migration. We become the OS — and OS's don't churn.

— NO APP STORE TAX

Every dollar of network monetization stays with us, not 70% with Apple/Google. For a network business at scale, the difference between 100% and 70% margin is the difference between viable and not.

— DATA NETWORK EFFECT

More gyms → more athletes → more video → better AI → better product → easier sales. The AI Judge in particular gets sharper with every routine submitted. We are also the only ones accumulating the longitudinal skill-progression dataset for cheer.

— FREE WEDGE, FRICTIONLESS EXPANSION

The free website is the lowest-friction acquisition vehicle in any vertical SaaS. Cheer specifically has thousands of small gyms with awful websites and no time to fix them. We aren't selling them anything new — we're solving a problem they already paid Squarespace for.

What we're raising for.

Hit Zero is currently bootstrapped and shipping to a real pilot gym. We're raising a seed round to take the wedge to market and turn the next 50 gyms into customers.

Use of funds

- ◆ 2 founding engineers — mobile/PWA + AI/video infrastructure
- ◆ 1 head of growth — gym onboarding, community, partnerships
- ◆ Square checkout completion — invoicing, refunds, autopay scheduling
- ◆ AI Judge V3 — currently V2 in production; V3 adds per-skill confidence and athlete-level feedback
- ◆ Onboard the first 50 gyms — concierge service, white-glove migration from existing tools

TARGET RAISE

OPEN

***Cheer needs an operating system. We built it.
Help us put it everywhere.***

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