



# DUPR<sup>®</sup> COACH

## DUPR COACH: UNLOCKING GROWTH IN THE WORLD'S FASTEST-GROWING SPORT

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Connecting Coaches and Players Through  
DUPR, Growing Pickleball Worldwide

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# EXECUTIVE SUMMARY / OVERVIEW

## CORE MESSAGE:

DUPR Coach equips pickleball coaches, clubs, and partners with the tools to deliver official Coach-Assigned DUPR ratings, expand communities, drive revenue, and grow pickleball globally.

## PARTNER VALUE:

Reach a fast-growing global base of non-rated players, boost acquisition and retention, and elevate your brand through pickleball and DUPR, the world's most accurate rating system.

## KEY IMPACT (2025):

**~2,000**

**Credentialed DUPR  
Coaches in 25+ countries**

**21,000+**

**Players Rated Globally**

**5,000+**

**Clubs & Facilities  
Worldwide**

**JAN 2026**

**Program turns 1  
year old**





# MARKET OPPORTUNITY – PICKLEBALL GROWTH

**Low barriers to entry,  
high social engagement,  
strong retention**

**Global adoption rising in  
Europe, Australia, Asia**

- U.S. Participation: SFIA, 2024 ([sfia.org](https://sfia.org))
- Global Market: Global Growth Insights, 2025 ([globalgrowthinsights.com](https://globalgrowthinsights.com))
- Industry Context: PickleHeads ([pickleheads.com](https://pickleheads.com)); Pickleball.com ([pickleball.com](https://pickleball.com))



## 19.8M

Players In The U.S. In 2024,  
A 45.8% Yoy Increase

## \$1.76B IN 2025

Global Market Projected

## \$4.9B+ BY 2035

Growing Toward 2035

# MARKET OPPORTUNITY

## – DUPR PRESENCE

### DUPR'S CURRENT FOOTPRINT:

- 1.4M users globally
- 9M matches recorded
- 10,000 DUPR clubs in 175+ countries
- Partnerships with franchises such as the Picklr and Dill Dinkers, as well as major leagues and organizations including UPA, PPA Tour, MLP, USA Pickleball, APP, PPR, RSPA, and global pickleball federations
- Captured a large share of rated players worldwide



### Opportunity:

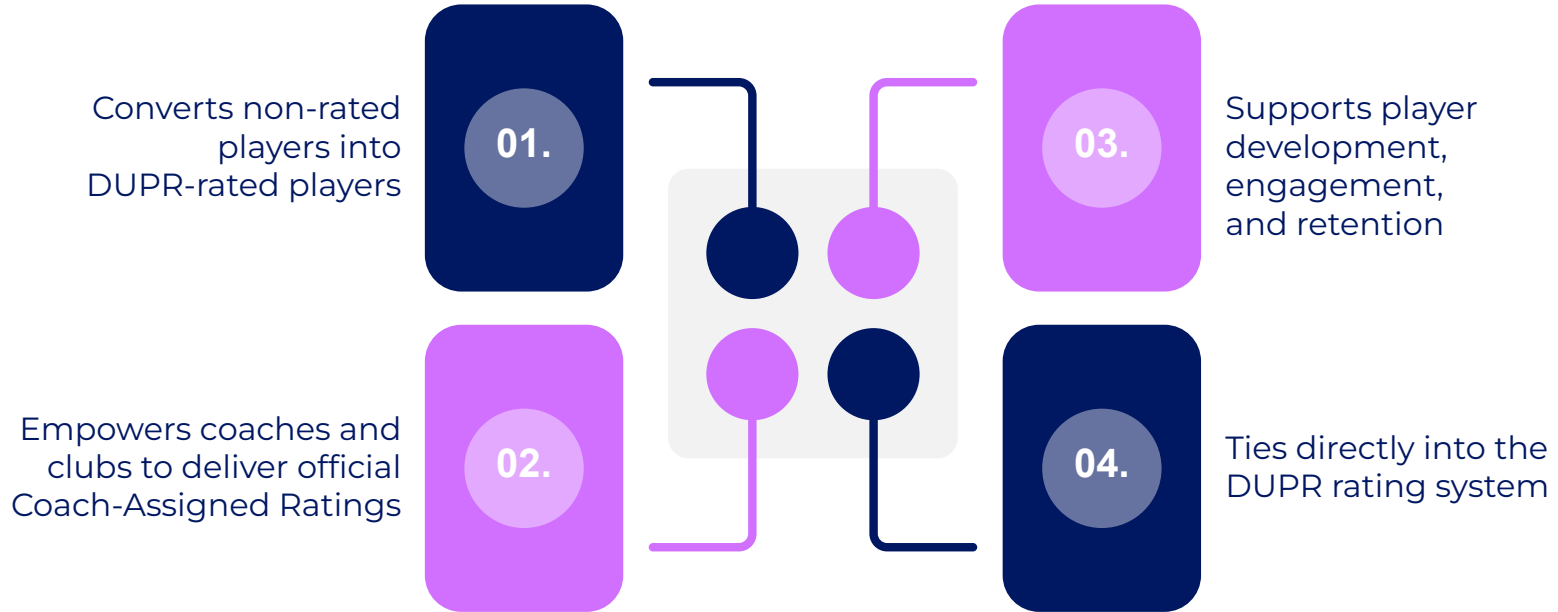
- Majority of players remain non-rated → massive untapped market
- DUPR Coach can engage non-rated players, drive revenue, and grow communities

### Key Takeaway:

- Largest growth lies in non-rated players, creating strong engagement, revenue, and brand opportunities for partners

# ABOUT DUPR COACH – WHAT IT IS

**DUPR Coach is a DUPR-backed credentialing program that empowers pickleball coaches to accurately assess and submit Coach-Assigned DUPRs for non-rated players while growing their community and coaching business.**



# CORE FEATURES & WHY IT MATTERS

## CORE FEATURES:

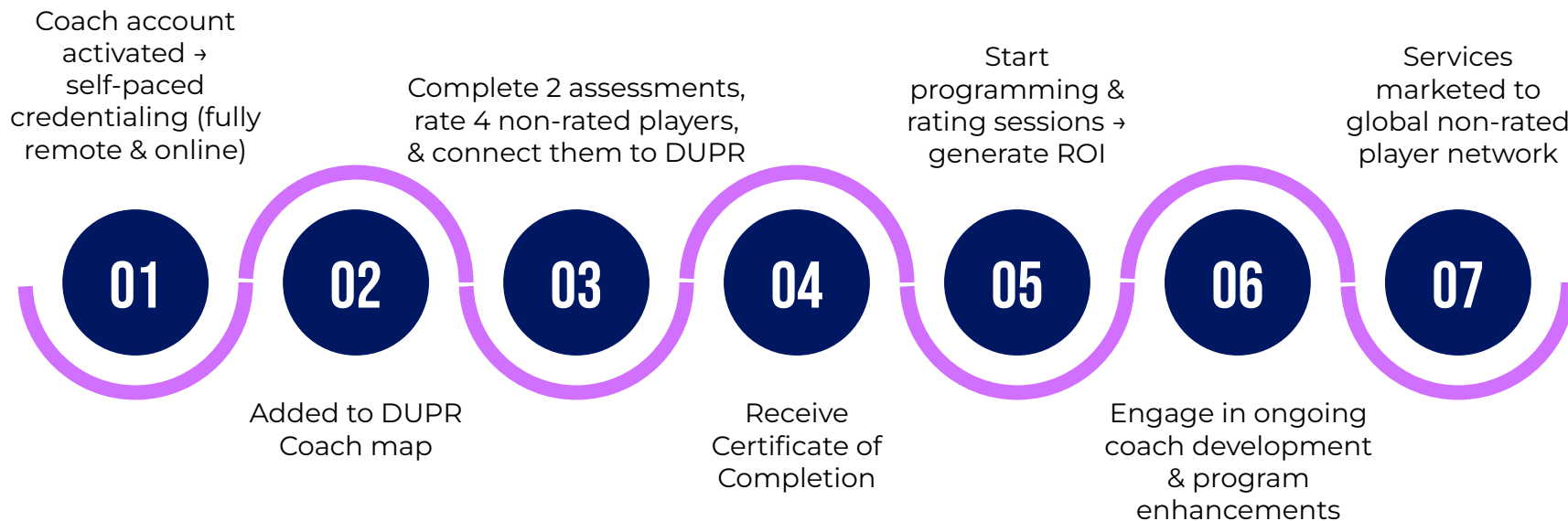
- Exclusive Coach-Assigned DUPR Ratings live in app
- Globally recognized credential; placement on DUPR Coach map
- Coach Dashboard: manage players, track improvement, analytics
- Marketing support & access to a massive market

## WHY IT MATTERS:

- Standardized ratings & consistent coaching
- Accelerates player engagement & retention
- Helps coaches/clubs build sustainable programs
- Empowers & rewards clubs, coaches, & partners for growing pickleball through DUPR, creating new revenue opportunities
- Enhances player experience & grows the global pickleball economy



# CREDENTIALING WORKFLOW



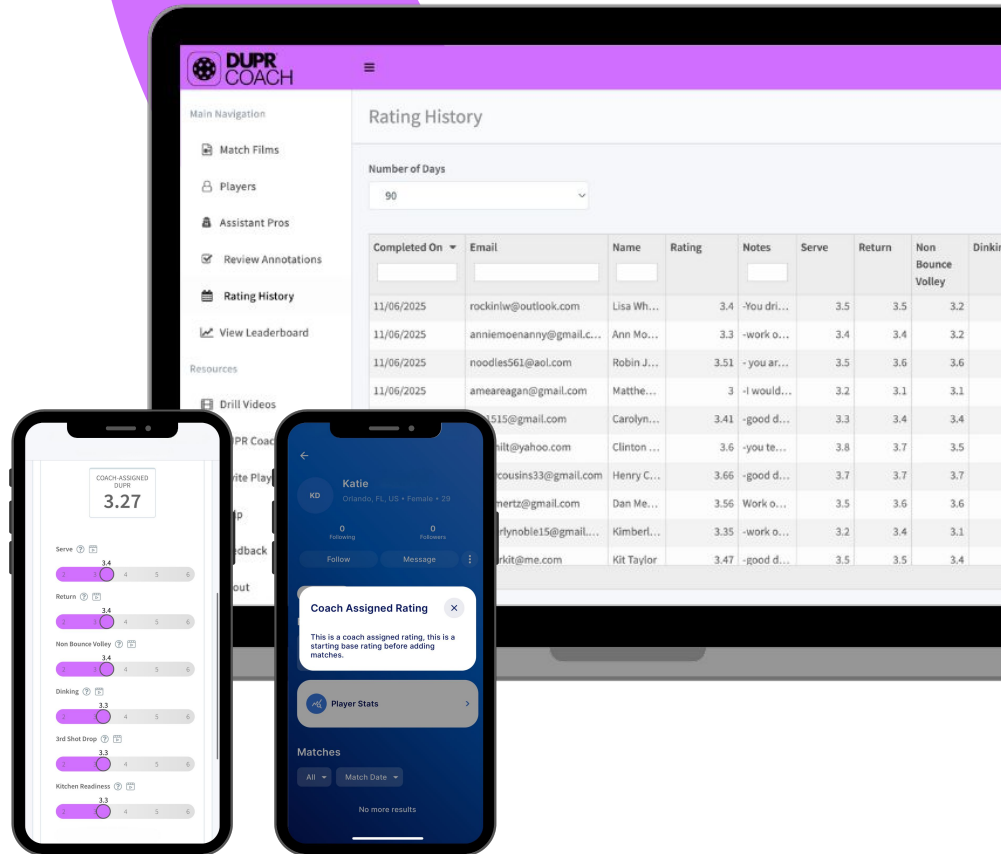
**Participation in the DUPR Coach program is typically \$200–\$250 USD per coach, per year, unless a partnership or promotional discount applies.**

# DASHBOARD FEATURES

- Coach Dashboard: Player management, tracking, analytics
- Coach-Assigned DUPR Management: Update ratings until match logged
- Player Info Organization: Name, email, 8 skill metrics, DUPR ID, rating

## KEY TAKEAWAY:

Comprehensive end-to-end platform enabling credentialing, rating, tracking, engagement, revenue generation, and global sport growth





# THE COACH-ASSIGNED DUPR

## The Entry Point to the DUPR Ecosystem

### What It Is

A Coach-Assigned DUPR is an official starting doubles rating for players who have not yet logged match results. It is issued by a credentialed DUPR Coach through a structured assessment and appears live in the DUPR app.

This is the only DUPR rating not generated from match data, serving as the launch point for a player's DUPR journey.



### How It Works

- Conducted in person or via uploaded match video
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- Coaches evaluate players across key game competencies, including Serve, Return, Dinking, Third Shot Drop, Non-Bounce Volley, Court Positioning, Shot Selection, and Partner Chemistry
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- A starting DUPR is assigned with no reliability score and linked directly to the player's account
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- The rating may be updated by a coach until a match is logged, after which the DUPR algorithm takes over

# WHY THE COACH-ASSIGNED DUPR MATTERS

## Activating Non-Rated Players at Scale

### Who It's For

- Players without an existing doubles DUPR rating
- Social, recreational, and competitive players entering organized play
- Clubs, programs, leagues, and events onboarding new participants
- Partners seeking structured, scalable player entry into the DUPR ecosystem

### Why It Matters

- Ensures accurate player placement from day one
- Creates more enjoyable and competitive experiences in open play, programs, leagues, and events
- Builds a strong player-to-coach connection, increasing trust, engagement, and long-term participation
- Accelerates adoption of DUPR as the common language of pickleball
- Activates the sport's largest growth segment: non-rated players

### How Players Receive One

- In-person assessment with a credentialed DUPR Coach
- Remote video assessment via the My DUPR Coach app

# PLAYER PATHWAYS AFTER A COACH-ASSIGNED DUPR

## Flexible Progression

### Pathway 1: Compete & Transition to Match-Based DUPR

- Use the Coach-Assigned DUPR as a starting point for leagues, open play, tournaments, and competitive events
- Once a match is logged, the DUPR algorithm takes over, adjusting the rating based on results
- Coaches continue to support development, while match data ultimately determines the official rating

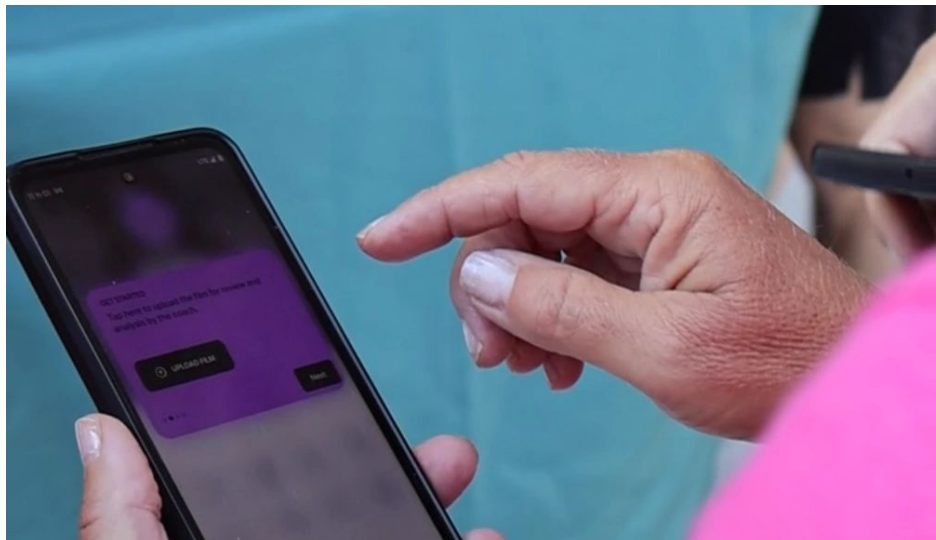
### Pathway 2: Maintain & Update Coach-Assigned DUPR

- Players may continue with coach-led rating sessions without logging matches
- Coach-Assigned DUPRs can be updated through reassessments as skills improve
- Optional remote assessments via the My DUPR Coach app enable ongoing updates from anywhere
- Ideal for social, recreational, and developing players seeking structured play without immediate competition pressure

Note: Nothing replaces logged match data. Coach-Assigned DUPR Ratings are a launch point, and players are encouraged to begin logging matches when ready to have their performance reflected in the DUPR algorithm.

### Partner Takeaway

Coach-Assigned DUPRs create multiple engagement pathways, allowing partners to meet players where they are, extend participation, strengthen coach-led relationships, and transition players into match-based DUPR ratings, driving sustained growth within the DUPR ecosystem.



# PARTNERSHIP PATHWAYS

## EDUCATION & CERTIFICATION PARTNERSHIPS



- Collaborate with coaching associations & certification programs
- Combine education + revenue opportunities
- Expand pickleball impact through coaches & organizations
- Access credential discounts & revenue sharing

## PADDLE MANUFACTURERS & EQUIPMENT PARTNERSHIPS



- Collaborate w/ leading paddle brands & equipment manufacturers to engage coaches & players
- Launch co-branded ambassador programs, demos, events & marketing campaigns
- Access non-rated players & communities, driving adoption, revenue & brand visibility
- Flexible partnership models, including bulk/enterprise pricing for credentialing programs & promotional initiatives

## TOURNAMENT, LEAGUE, & ORGANIZER PARTNERSHIPS



- Collaborate with professional & amateur events & leagues
- Offer Coach-Assigned Ratings before tournaments or league start
- Use rating sessions as on-site activations to engage spectators before tournaments & leagues
- Flexible Pricing: Organizers retain 100% of in-person session fees for rating sessions
- Access credential discounts & revenue sharing

## FEDERATION & ASSOCIATION PARTNERSHIPS



- Collaborate with national/international federations
- Standardize player ratings
- Enhance member benefits & rating access
- Access credential discounts & revenue sharing

### KEY VALUE:

Access millions of non-rated players, enhance brand visibility and engagement, and align with the globally recognized DUPR rating system and DUPR Coach credential



# VALUE PROPOSITION & ROI

## WHAT'S IN IT FOR PARTNERS:

- **Market Expansion:** Millions of non-rated players globally (~45% YoY growth in U.S.)
- **Brand Visibility:** 10,000+ clubs, national tours, 1.4M active users
- **Customer Engagement:** Programs/events increase loyalty and repeat play



## POTENTIAL PARTNER KPIS:



### New Member Acquisition:

Varies by partnership type such as clubs, education and certification programs, tournaments, and federations. Typically engages 10 to 1,000+ non-rated players per campaign, depending on the scale and reach of the initiative.



### Revenue:

100% of session revenue + credentialing discounts / revenue sharing



### Event Attendance:

20–50% lift in participation



### Long-Term Engagement:

Higher retention and program participation

# DATA / METRICS

## DUPR COACH PERFORMANCE (2025):

~2,000

Credentialed coaches in 25+ countries

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21,000+

Players rated globally

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5,000+

Clubs & Facilities Worldwide



## GROWTH TRAJECTORY:

- Projected to double coaches & rated players in 2026
- Expansion fueled by strategic partnerships & program adoption

## ENGAGEMENT METRICS:

- Session frequency, returning users, program adoption rates

# TESTIMONIALS



“COACHES ARE THE LIFEBLOOD OF PICKLEBALL, AND THE DUPR COACH PROGRAM IS MEANT TO EMPOWER COACHES IN THEIR EFFORTS TO BRING MORE PLAYERS INTO THE GAME AND CREATE EVEN MORE ENGAGING PICKLEBALL OPPORTUNITIES FOR ALL LEVELS. PICKLEBALL IS STILL ON A REMARKABLE GLOBAL GROWTH TRAJECTORY AND SUPPORTING COACHES WITH THE ABILITY TO ASSIGN PLAYERS COACH-ASSIGNED DUPRS WILL MAKE THEIR ENTRY INTO PICKLEBALL EVEN MORE ENJOYABLE AND ULTIMATELY KEEP THEM ON THE COURT FOR YEARS TO COME.”

– **Tito Machado, CEO of DUPR**



“OUR COACHES ARE LEADING THE CHARGE IN ADOPTING COACH-ASSIGNED DUPRS BECAUSE IT CREATES IMMEDIATE VALUE FOR BOTH COACHES AND CLUBS. THIS PROGRAM PROVIDES COACHES WITH TWO SIGNIFICANT REVENUE STREAMS: FIRST, BEING FEATURED ON THE GLOBAL PICKLEBALL COACH MAP CONNECTS THEM WITH PLAYERS WORLDWIDE, ALLOWING THEM TO CREATE RATINGS VIRTUALLY USING THE DUPR COACH APP. SECOND, COACHES CAN RUN DUPR RATING SESSIONS AT THEIR LOCAL CLUBS OR COURTS. WITH DUPR COACH, WE’RE NOT JUST EMPOWERING COACHES; WE’RE SETTING THE GLOBAL STANDARD FOR GROWING PICKLEBALL. THE FORMULA IS SIMPLE: PPR + DUPR COACH = ROI FOR COACHES AND THEIR CLUBS.”

– **Sarah Ansboury, Managing Director of PPR**



“FOR PICKLEBALL’S GROWTH TO BE SUSTAINABLE AND NON-RATED MEMBERS TO BETTER ENGAGE AND ENJOY THE SPORT, THERE MUST BE A STANDARD FOR MATCHING PLAYERS’ SKILL LEVELS. SIMILAR TO THE GHIN HANDICAP IN GOLF, DUPR PROVIDES PLAYERS WITH AN OBJECTIVE WAY TO MEASURE THEIR SKILL LEVEL SO THEY CAN HAVE THE MOST FUN PLAYING COMPETITIVELY. AS A DUPR COACH, I CAN NOW RAPIDLY GENERATE COACH-ASSIGNED DUPRS AND DEVELOP SKILLS FOR HUNDREDS OF NEWCOMERS. AT THE BALTIMORE COUNTRY CLUB, COACHES NOW HAVE A NEW PROGRAM TO WELCOME NON-RATED DUPR PLAYERS. ALREADY, WE HAVE SEEN THIS APPROACH IMPROVE MEMBERSHIP GROWTH AND RETENTION.”

– **Gavin Leon, Director of Racquets at Baltimore Country Club**

# PARTNERSHIP OPPORTUNITIES / NEXT STEPS

## WE'RE SEEKING:

- Strategic brand & community partners
- Clubs & facilities seeking competitive advantage
- Tech partners to deepen platform integration

## COLLABORATION GOALS:

- Grow your brand with engaged players
- Build sustainable revenue streams
- Elevate the sport together

**Contact: [Katie@duprcoach.com](mailto:Katie@duprcoach.com)**





# LEARN MORE

Explore our resources to see DUPR Coach in action:

## WEBSITES

- [DUPR Coach](#)
  - [DUPR - Become a DUPR Coach](#)
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## RESOURCES

- [Resource Guide](#)
  - [Revenue Forecasting Dashboard](#)
  - [Find a DUPR Coach Map](#)
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## BLOG POSTS

- [DUPR Provisional Rating Tool Press Release](#)
- [DUPR Coach-Assigned Rating Blog Post](#)
- [Get Rated by a DUPR Coach — No Matches Needed Blog Post](#)
- [DUPR Coach Rates 150 Players in Just 2 Months](#)



# THANK YOU



**DUPR COACH: BUILDING THE FUTURE OF  
PICKLEBALL TOGETHER**

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