Aegis



41.8986° N, 12.4769° E

Copy / Product Description:

Born from the crucible of advanced engineering and mythic inspiration, the Aegis represents a quantum leap in pickleball paddle design.

Our patent-pending Carbon Spine™ technology transforms the paddle into something that doesn't just play the game—it rewrites the rules of performance.

Divinely inspired, the proprietary Carbon Spine™ integrates a revolutionary system that delivers an impossible fusion of defensive mastery and offensive power.

Unlike conventional paddles that force players to choose between control and aggression, the Aegis emerges as revolutionary synthesis of both

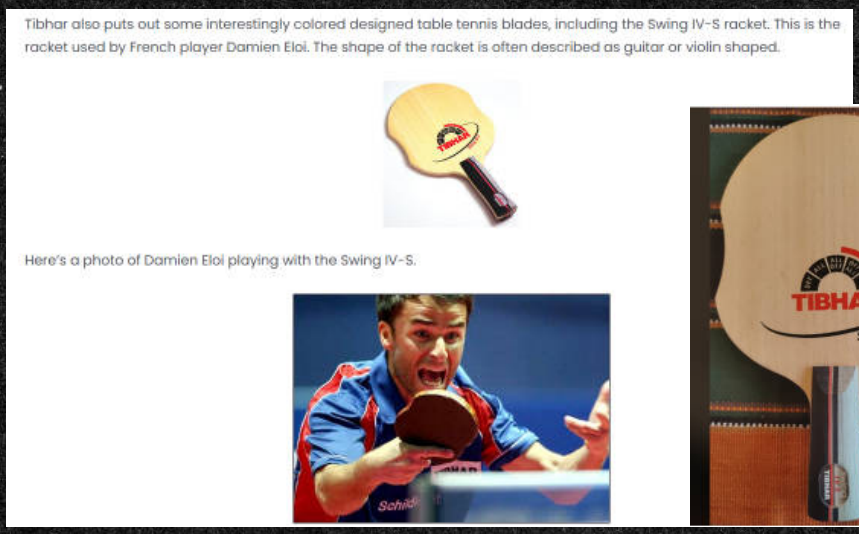
The advanced foam core acts as your shield—absorbing incoming shots with precision while generating counterattacks that strike with calculated fury. Vibration dampening reaches near-supernatural levels, providing a feel so responsive that the paddle becomes a natural extension of your athletic intent.

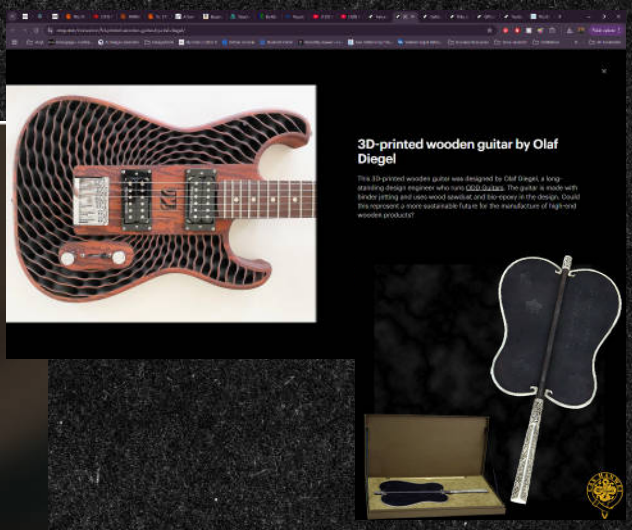
Impact is more than a moment with the Aegis—it's a statement. The distinctive sound of the ball meeting the paddle announces a new paradigm of performance, a declaration that you've brought something extraordinary to the court.

USAP tournament approved and engineered for players who refuse to be limited by conventional design, the Aegis transcends conventional equipment.

Forge your path to supremacy.

Defend. Attack. Dominate.



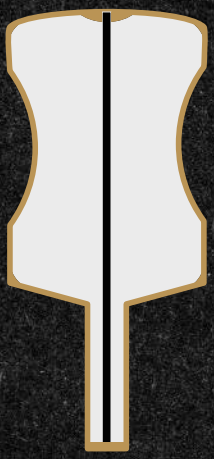


Inspiration

Original Idea



Version 1*

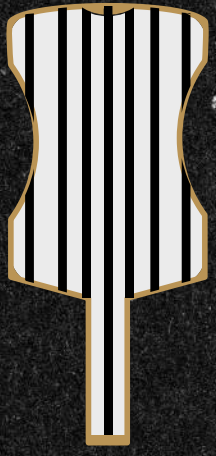


Power Variant



Tightly packed tubes for max energy return

Control Variant



Spaced out tubes for more energy absorption by the foam

Notes / features

The reason I chose Spartus to present this idea to is because I resonate with the company philosophy of making things in the USA and love the quality control you have; *I originally got the Apollo because of the STS Pickleball review and fell in love with it.*

In keeping with that philosophy, 3D printing stood out as the best option in the current climate because of new modern carbon fiber filaments, economic viability and the freedom of design it enables.

The thought process behind the shape design is that removing weight from the sides concentrates the twist weight in the middle, provides a nice sized sweet spot and allows for the mechanical imparting of spin through precise striking of the edge of the cutouts instead of relying solely on the grit - This allows the user to surpass spin restrictions with proper technique.

I come from a table tennis background and have made table tennis paddles in this same shape and it is quite nimble in hand once you get familiar with it.
see addendum

The inspiration behind the construction is this quote I came across;

"*When everybody Zigs, Zag*," - Marty Neumeier

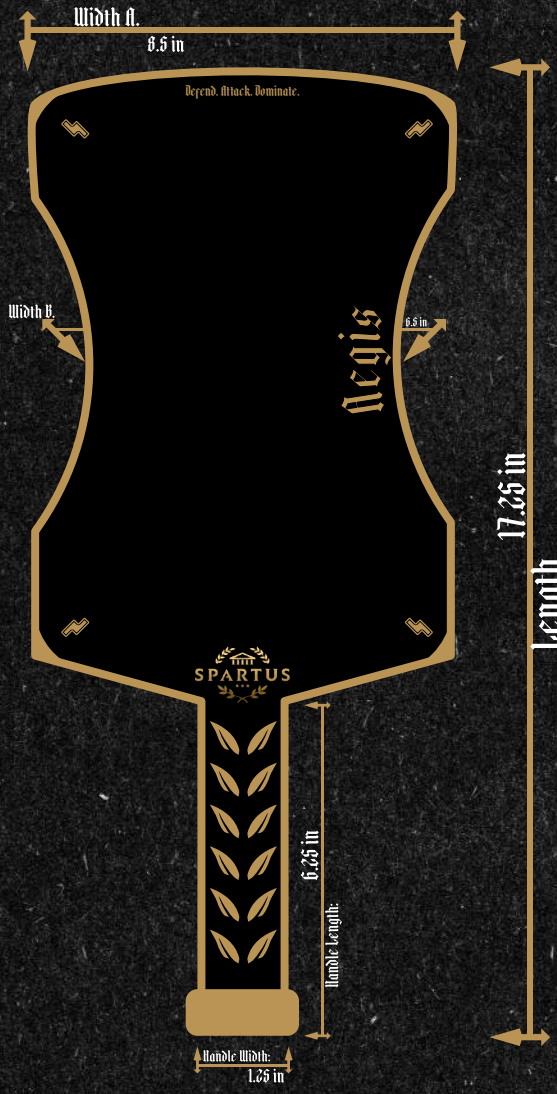
Currently everyone is using polypropylene honeycombs or foam inserts like the CRBN TruFoam and Diadem Warrior Blue.

I recently experienced the Olympus and the power of the phalanx inserts and that got me thinking about how:

"*The arc (think: circle) is the strongest structural shape, and in nature, the sphere is the strongest 3-d shape. The reason being is that stress is distributed equally along the arc instead of concentrating at any one point.*"

Extended thought about that fact and the iconography of a Pan pipe /Syrinx inspired the shape and idea for this paddle

Blade Mockup

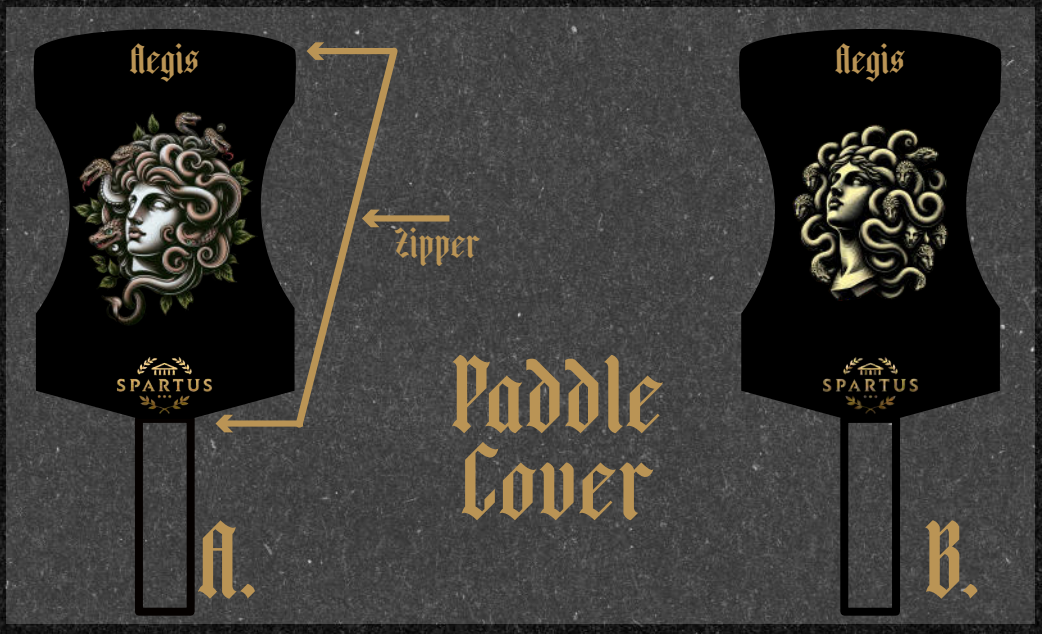


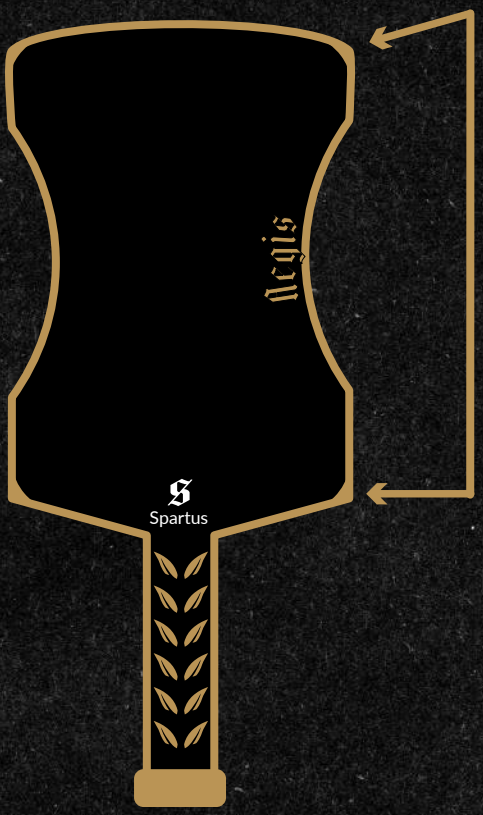
Specifications:

Length: 17.25 in
Width A: 8.5 in
Width B: 6.5 in
Handle Length: 6.25 in
Handle Width: 1.25 in

The black and gold color scheme was inspired by the Dope Pickleball 'High Roller' paddle + the birthday edition Bread and Butter paddle lineups

As a standout luxury addition to the Spartus lineup it fits perfectly within the brand architecture





These corner reinforcements are to provide stability and adhesion points within the 3d printed frame (X-Ray View)



These leaf shaped ergonomic parts are to help with grip consistency without adding too much weight like the Hexacore while also keeping within the established design language

Summary:

The Aegis is a unique and revolutionary paddle designed to utilize a topographically optimized, carbon fiber 3D printed frame (*modeled in Hyperganic design engine HyDesign*) that holds hollow carbon fiber tubes (*arrow shafts*) suspended in a foam (*Smooth-On FOAM-iT!™ 10 urethane foam*) matrix.

Additionally, handle options include

A. Carved Micarta/G10 - similar to tactical knives (*premium version?*)

B. Topographically optimized ergonomic grip guards made using the same filament as the frame either built in or glued on afterwards

To keep the shafts straight and uniform, open plugs are built into the frame.

Target Market:

This paddle serves a growing segment in pickleball;

Players transitioning from other racquet sports who need spin and control without sacrificing power and who want something unique/ visually striking

Pricing:

$210 - 270$ MSRP; with influencer discount codes 190 - 250$

This positions it as a premium product while creating marketing opportunities.

Whats left:

Experiment with:

- Hollow tubes vs filled ones for power and control variants
- 19, 16, 14, 13.5mm versions
- Long vs regular handle length
-

Merchandising

Implementation Plan (*In chronological order*)

1. T-Shirts
2. Hoodies / Sweatpants (Individually + Combined)
3. Accessories (Ball holders, paddle cases, hats, socks, pens etc)

Suppliers and detailed mock-ups available after contractual agreement

Iconography / Micro-Graphics:



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Disrupt the Court: Paddle Revolution Campaign

Marketing

"Play Different"

A bold marketing initiative showcasing our boundary pushing paddle design that breaks conventional rules and challenges the pickleball establishment through visuals that capture the radical silhouette, innovative construction and confidence that comes from wielding something truly unique

Target Audience

- Primary: Progressive young players (21-30) seeking equipment that reflects their individuality
- Secondary: Experienced players (35+) frustrated by limited innovation in traditional paddle design
- Tertiary: Style-conscious athletes who view equipment as an extension of personal brand

Visual Identity

The campaign centers on the paddle as a statement piece that separates disruptors from followers:*

Revolutionary Design:

- High-contrast photography dramatizing the paddle's unexpected contours against stark backgrounds
- Split-screen visuals showing conventional vs. our revolutionary approach
- Dynamic angles capturing how the unique shape creates new playing possibilities

Authentic Innovation:

- Raw, unfiltered workshop footage showing the creative development process
- Technical sketches transitioning to finished product, revealing the method behind the madness
- Slow-motion capture of the paddle achieving results impossible with traditional designs

Content Strategy

Hero Video (*60 seconds*)

A visually arresting manifesto challenging pickleball norms, featuring:

- Rapid cuts between conventional courts and unexpected urban play spaces
- Young players executing moves optimized by our unique shape
- Veteran players describing how the design unlocks techniques they never thought possible

Technical Breakdowns (*3 x 15 seconds*)

After Effects animated sequences revealing:

- Shape Revolution: How conventional thinking limited paddle evolution until now
- Performance Physics: Visualization of how our contours create unprecedented spin and control
- Construction Reimagined: Materials and methods that established brands were afraid to try

Social Media Content

- Instagram Reels: "Impossible Shots" series featuring moves unique to our paddle design
- TikTok: "Before/After" player reactions when switching from conventional paddles
- YouTube: Deep-dive collaborations with technical pickleball experts analyzing the innovation

Key Messaging Pillars:

Break the Mold: "When everyone else plays by the rules, change the game entirely"

Performance Through Disruption: "Different isn't just about looks - It's about unlocking new possibilities

Small Batch, Big Impact: "Created by players who refused to accept 'good enough"

Distribution Strategy:

- Ambassador program targeting young competitive players and innovative coaches
- Pop-up experience stations at tournaments featuring side-by-side challenge tests
- Limited-release drops building exclusivity and word-of-mouth buzz
- Strategic partnerships with forward-thinking pickleball venues and training programs

Success Metrics:

- Social sharing of unique shots and techniques,
- Waiting list sign-ups,
- Community adoption among trend-setting players,
- Impact on competitive play styles
- Premium positioning within specialty retailers.

Shot List A:

Product Hero Shots

Clean White Background Studio Shots

- Straight-on paddle view with perfect lighting to highlight texture and materials
- 45-degree angle highlighting grip and paddle face
- Close-up of paddle edge showing construction layers
- Paddle standing vertically with dramatic side lighting

Lifestyle Context Shots

- Paddle resting against vibrant court fence with depth of field
- Player holding paddle in ready position at net (focus on grip/hand)
- Low-angle shot of paddle touching court surface
- Rack of multiple paddles in different colorways

Shot List B:

Action Shots

Player Interaction

- Slow-motion forehand drive (capture paddle face contacting ball)
- Dynamic dink shot at net (focus on paddle control)
- Power serve moment (paddle at full extension)
- Paddle grip transition shots (showing versatility)

Technical Performance

- High-speed capture of ball impact showing paddle flex/response
- Split-screen comparison with competitor paddle (for animation)
- Overhead follow-through showing paddle stability
- Close-up of spin generation (ball leaving paddle face with visible rotation)

Shot List C:

Brand Story Elements

- Manufacturing/craftsmanship close-ups
- Designer working on paddle prototypes
- Professional players testing paddles
- Before/after shots comparing old technology with new paddle

Social Media Specific

Short-Form Video Elements

- Quick transition shots between colorways
- Paddle spin/reveal moments
- Player testimonial setups (holding paddle while speaking)
- "Unboxing" sequence showing packaging and first impression

Shot List D:

Adobe After Effects Animation Elements

Product Feature Callouts

- Capture paddle sections that will be highlighted with animated overlays
- Clean isolated shots for creating 3D paddle rotation
- Detail shots of core material, edge guard, and face texture
- Green screen shots of paddle for easy compositing

Performance Visualization Shots

- Player swinging against plain backdrop (for adding motion tracking/power metrics)
- Impact moments from multiple angles (for slow-motion and visual effects)
- Full paddle side profile (for technical cutaway animations)
- Shots with tracking markers if planning to show swing path visualization

Shot List E:

Lifestyle/Brand Imagery

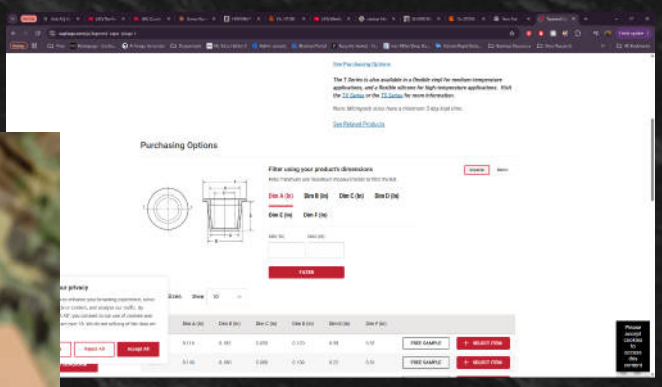
Environmental Context

- Golden hour court shots with players holding paddles
- Group of friends post-game with paddles visible
- Paddle in aspirational settings (beach club, luxury resort court)
- "In the bag" shots showing how paddle fits into player's gear

Shooting Styles:

- High quality UGC (User Generated Content - Iphone - Android footage)
- 4-8K RED camera for high speed footage
- POV - GoPro
- Tripod / Stationary - for unboxing and explanatory shots

Addendum



Plug example



Version 1



Version 1



Carbon arrow shafts I have for Version 2





Table Tennis Paddles Ive made

Fonts Used:

Body: Lato Regular *Italic*

Title: Pleasure Regular

Color Code #BA9455

Recap:

What I have provided:

- A fully fleshed out innovative idea already branded to fit within existing brand architecture
- Detailed marketing plan including pricing, target audience and detailed strategy
- Step by step shot list for highlighting the product
- Merchandising plan including potential examples
- Useful and relevant sources/suppliers and innovative manufacturing to avoid tariffs and increase company bottom line

Closing Remarks

Thank you for making it this far, I hope you've enjoyed the Aegis and the potential it has for the improvement / refinement of the sport.

Sincerely -

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