CC ATHLETICS

PLATEMATE FORCE PLATES · ROI REPORT

Return on investment: portable force plates in a commercial setting

How performance labs, clinics, gyms and clubs are turning a single pair of PlateMate force plates into a recurring revenue line — and how quickly the investment pays for itself.

€4,220 ex VAT

PlateMate dual force plate system — software and cloud included, no subscription · price ex VAT · the one-time investment used in every calculation in this report

9–14
weeks to break even across the three service-based scenarios modelled

27–57
paid tests needed to recover the full purchase price, depending on pricing model

3.5–5×
first-year return on the purchase price in the mid-range scenarios



Based on anonymised real-world pricing from existing customers

A force plate is not a cost line — it is a product line

Force plates used to be reserved for university labs and elite teams. A portable, dual-plate system at under €5,000 changes the economics: the equipment is cheap enough that a single new paid service covers it in a matter of weeks, and precise enough that the service commands a premium.

This report looks at four ways existing PlateMate customers generate revenue with their plates. Every example is anonymised, but the prices and package structures are real. The customers span three very different business types — an endurance physiology lab, a strength and performance testing clinic, and a multi-disciplinary sports lab — plus the team and federation market.

Four revenue models in use today — and a fifth: yours

MODEL	HOW IT WORKS	TYPICAL REVENUE PER CLIENT
1. Tier upgrade	Force plate testing is the feature that separates a basic package from the premium tiers of an existing assessment. Clients pay more for a more complete profile.	+€75 to +€150 per assessment
2. Standalone packages	Jump and isometric strength testing sold as its own product with a written report — strength profile, performance profile, injury / return-to-play.	€80 to €115 per test
3. Hourly test slots	A one-hour "jump test" booking on the force plate (CMJ, squat jump, drop jump, mid-thigh pull) listed alongside VO_2max and body-composition tests.	≈€160 per hour
4. Team & federation contracts	Season-long performance monitoring and injury-prevention screening for clubs, academies and federations. Contract values vary a lot by club.	€3,000 to €10,000+ per season
5. Your own model	The four above are simply what the customers in this report happen to do. The plates fit any business where performance, rehab or injury-prevention has a price — see the box below.	You decide

Not limited to these four

The scenarios in this report are examples, not a menu. Physio clinics charge for objective return-to-sport clearance, gyms add testing as a paid membership tier, event organisers run screening days at races and camps, academies monitor squads termly, universities rent test time, and remote coaches sell programming built on quarterly re-tests. If your business already sells a result, the plates give you a measurable version of it to charge for.

Four anonymised examples, four payback calculations

Volumes are conservative working assumptions chosen to illustrate the model; the prices are the customers' actual list prices. These are four of many possible models — use the table on page 4 to calculate your own.

SCENARIO A · TIER UPGRADE

Endurance physiology lab

Sells athlete assessments in four tiers. Each tier adds more force plate testing: CMJ, RSI and a jump force & power profile lift Tier I to Tier II — the lab's most popular tier; IMTP, maximal isometric force, RFD and a full neuromuscular profile lift it again to Tier III.

Tier I — no force plate	€250
Tier II — adds CMJ, RSI, jump force & power profile	€325 (+€75)
Tier III — adds IMTP, max isometric force, RFD, neuromuscular profile	€400 (+€150)
Assumed: 8 assessments/week, 5 choose Tier II–III	€450/week uplift

Break-even in **10 weeks** · ≈ **€20,700** extra revenue in year one (46 working weeks) · **4.9×** the purchase price

SCENARIO B · STANDALONE PACKAGES

Strength & performance testing clinic

Sells force plate testing as its own product line in a gym: a strength test, a performance assessment and an injury / return-to-play test (physio or club referral required). Each comes with a written report.

Strength testing — jump + isometric + report	€80
Ultimate performance testing	€115
Injury / return-to-play testing	€90
Assumed: 5 tests/week at a blended €95	€475/week

Break-even in **9 weeks** (45 tests) · ≈ **€21,850** revenue in year one · **5.2×** the purchase price

SCENARIO C · HOURLY TEST SLOT

Multi-disciplinary sports lab

Lists a one-hour force plate "jump test" (CMJ, squat jump, drop jump, mid-thigh pull) on the same booking menu as its VO_2max, health and strength tests.

Jump test, 1 hour	€160
Revenue per plate-hour	€160
Tests needed to break even	27
Assumed: 2 bookings/week	€320/week

Break-even in **14 weeks** · ≈ **€14,700** revenue in year one · **3.5×** the purchase price — at 3 bookings/week this drops to 9 weeks

SCENARIO D · TEAMS & FEDERATIONS

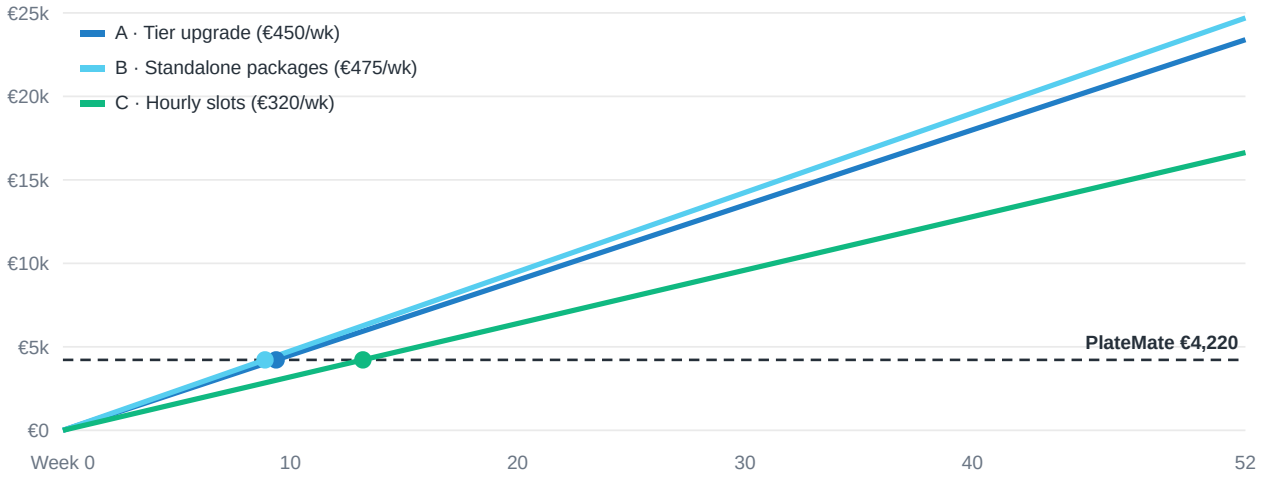
Season-long club contracts

PlateMate owners close deals with teams, clubs and federations for full-season performance and injury-prevention data. What clubs pay differs a lot — the figures below are illustrative.

Pre-, mid- and post-season screening, 25-player squad	3 sessions
Illustrative rate per player per screening	€40
Contract value per club per season	≈ €3,000
Two clubs, or one club on monthly monitoring	€6,000+

One mid-sized club contract covers **70%** of the plates; **two clubs pay them back inside a single season** — and the hardware stays free for individual testing the rest of the week

Cumulative revenue against the €4,220 purchase price (ex VAT)



Dots mark the week each scenario crosses the purchase price (weeks 10, 9 and 14). Lines assume a constant weekly volume from week one; a slower ramp-up shifts break-even right by the same number of weeks it takes to reach that volume.

Weeks to break even — your own numbers

Rows: paid force plate tests per week. Columns: average revenue per test.

TESTS / WEEK	€80	€120	€160	€200
2	27	18	14	11
3	18	12	9	8
5	11	8	6	5
8	7	5	4	3

Formula: €4,220 ÷ (tests per week × revenue per test), rounded up. Example: three €120 tests a week pays the plates back in 12 weeks.

Assumptions

Purchase price (hardware, software and cloud)	€4,220 ex VAT
Subscription or licence fees	None
Currency	EUR, rounded
Working weeks per year	46
Running costs of the plates	None assumed
Staff, room and marketing costs	Excluded

The purchase price and all revenue figures exclude VAT, so the comparison is like for like. Customer prices are their published list prices at the time of writing, converted to EUR where needed; test volumes are illustrative assumptions, not reported figures.

A typical first year with PlateMate

Week 0	Plates delivered. Forcemate set up and first test protocols configured in an afternoon — no lab or installation required.
Weeks 1–4	Force plate testing added to the existing price list, either as a premium tier or a standalone package. Existing clients are offered the upgrade at their next visit.
Weeks 9–14	Cumulative revenue crosses €4,220 in all three service scenarios. Everything after this point is margin.
Months 4–12	Repeat testing (progress checks every 6–12 weeks) and the first club or team screening contract turn a one-off test into recurring revenue — €15,000 to €22,000 in year one in the scenarios modelled.

Three ways to shorten the payback

Price the plate as a tier, not an add-on	Customers who bundle force plate testing into their premium tier see the highest uptake, because the client is choosing "the complete profile" rather than paying extra for a single test.
Sell the re-test, not the test	A baseline is only valuable with a follow-up. Progress checks every 6–12 weeks and return-to-play testing turn one booking into three or four per client per year.
Add one club contract	A single squad screened three times a season covers more than half the purchase price and fills the plates on days individual bookings are quiet.

Why the plate sells

Objective numbers on performance and rehab: the plates help determine injury risk and return-to-play decisions, and give real proof of progress.

What this report does not include

Staff time, room costs and marketing are deliberately left out of the payback figures so the numbers stay comparable. The break-even table and conversion rates on page 4 let you plug in your own test volume and pricing.

Why PlateMate

PlateMate is a premium, Danish-engineered dual force plate system built for daily professional use: externally validated precision, a 4,000 kg load capacity that lets even the strongest athletes be tested, and a portable design that is ready to test minutes after it comes out of the case.

The Forcemate software and cloud are part of the package, not an add-on. The software guides you through testing, calculates the metrics automatically, and turns results into clear data for your downloadable reports. With no subscription fees, the €4,220 (ex VAT) in this report is the full cost of ownership, and every test after break-even is margin.