



# Welcome to Teddy Padel

Making the world's fastest-growing sport fun, engaging, and accessible for kids aged 3 to 7





# A brand new market for Padel tennis



Padel's global player base and market interest have skyrocketed, and show no sign of slowing. Despite this incredible growth, there's **a largely unserved demographic**: kids between 3 and 7 years old, the very age when skills in and loyalty to a sport are developed.

Capturing this market early on fills gaps in your schedules, opens up schools and nurseries as targets, and is an **opportunity for revenue generation** now, and sustainable success down the line with the young players you've fed into your business.

And to appeal to this demographic, **you need something special**. The right equipment for little hands to hold, the most innovative teaching programme to keep young minds engaged and enjoying, the best system, training, and team to support you seamlessly in your operations.





# We understand how kids learn sports skills

Teddy Padel is brought to you by Teddy Sports World. We're the team behind ground-breaking, worldwide programmes like Teddy Tennis, developed over 20 years ago.



With our decades in operation across the world, **we know how to teach kids sports**. Backed by the globally-recognised Teddy Sports brand, and building on its curriculum, Teddy Padel franchises benefit from a trusted name known for **quality, innovation, and success** in kids' sports programming. We do things differently, and it works.

Drawing on the proven success of the Teddy methodology and blending it with our deep expertise in Padel and child development, we've engineered **the world's lightest Padel racket** at just 230g, meticulously tailored for smaller hands and developing muscles.

This innovation is a testament to our commitment to making Padel not just accessible, but truly enjoyable for young children. **No other brand** has dedicated this level of attention and specificity to the needs of budding Padel players. Our unique rackets effectively get kids learning, and get them **coming back for more**.





# Kids need the right equipment



## Precision meets passion

Equipment matters. We've created the ultimate racket for young champions aged 3-6. Drawing inspiration from tennis legends like Rafael Nadal, who meticulously fine-tuned his gear adding just 1g a year, we've engineered a 230-235g Padel racket that's a game-changer.



## Dedicated to design

Our custom-designed, round-shaped, mid-balanced racket is the result of relentless research. They **safeguard students** while allowing them to learn and progress at the **right speed for them**, and to truly enjoy their lesson.

## Keeping students safe

Kids shouldn't be using any equipment not designed for their developing muscles. The innovative design of the Teddy Padel racket, right down to **the Teddy Sports World dot** on the edge, teaches kids the proper ready position and **supports the development of forehand, backhand, volley, and overhead techniques** - all without the risk of injury.

## And kids love them!

It's not just about the technical advantages. Teddy Padel rackets **feature our Teddy Bear characters**, to engage kids with the interactive, story-based learning they love in lessons.



# Kids love Teddy Padel



We've created lesson plans for every age and level in our target audience of 3 to 7 year old kids. Each lesson contains activities, each with its own picture, song, teaching points and outcomes. They're designed to reach every student in the way that works best for them, engaging kids through **music, stories, and pictures**; it's a science-backed approach that works to get the kids confident, comfortable, and learning; but for them, it just feels like fun.

## See it

Specially-designed story pictures featuring our team of friendly bears present new ideas, show kids what to do, and help **make them safe and comfortable on the court**. The familiar medium of a storybook builds up confidence and trust in the coach - and gets **faster results**.



## The Teddy Padel Academy



Sport, Music & Fun  
for the very young  
[www.teddysportsworld.com](http://www.teddysportsworld.com)



## Hear it

Each Teddy Padel song has been created specifically for one of our activities, and present the skill being learned in a **kid-friendly and relatable** way, with rhythms that match the activity. Catchy and danceable, it's not just our audio learners who love them.

## Do it

Time for action - and with our kids already **familiar** with the activity, knowing what to expect, and **confident** that they understand what to do, it's a breeze to take them through the Padel skill they've see our bears perform.

## Danny Bear Padel Team: Lesson Plans 1 to 5 Introduction to movement, racket and ball skills

Lesson	Learning Outcome	1	2	3	4	5	6	7	8	9	10	11	12	13
Lesson 1	Cubs are familiar with getting wet and safe entry	Greetings	Let's Get Splashy	Scoop Splash	Diamond Hands	Splash Race	Monkey Walk	How Much	1	2	3	4	5	6
Lesson 2	Cubs are introduced to correct breathing	Greetings	Let's Get Splashy	Diamond Hands	Monkey Walk	Scoop Splash	Blowing Bubbles	How Much	1	2	3	4	5	6
Lesson 3	Cubs are introduced to movement through the water	Greetings	Let's Get Splashy	Diamond Hands	Splash Race	Blowing Bubbles	Pointy Feet	How Much	1	2	3	4	5	6
Lesson 4	Cubs are introduced to submersion	Greetings	Let's Get Splashy	Diamond Hands	Pointy Feet	Blowing Bubbles	Looking for fish	How Much	1	2	3	4	5	6
Lesson 5	Cubs continue their familiarisation with submersion and movement	Greetings	Let's Get Splashy	Diamond Hands	Blowing Bubbles	Looking for fish	Pointy Feet	How Much	1	2	3	4	5	6



# We're here to help you win



Teddy Padel works; for kids, for parents, and for our franchise partners. That's because we give you the tools to make success a sure thing.



## Seamless ops, online

Teddy Connect, our custom-built proprietary software, simplifies bookings, payments, and communication with automations and integrations to make your life easier, allowing franchisees to focus on delivering great sports education.

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## Data and docs

We provide you with the information you need to succeed; customer FAQs, marketing strategy and planners, resources for your teaching team's learning and development, training, and teaching manuals.

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## Reaching your market

With robust marketing support, Teddy Padel franchises benefit from templates for all the posts you'll need to attract your customers, a dedicated website, brand guidelines, and cross-promotion.

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## Plus...

Unlike a lot of franchises, we're not stuck on a set of rules about what we can provide. From pre-launch to growth, we're actually available to help with what YOU need; you just need to let us know!





# Find out more



We're always ready to talk Padel.

Get in touch to carry on the conversation.

Call or message:

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