



Business Partner Prospectus

Sport, Music and Fun for the Very Young

A message from our owners

Since 2002, Teddy Sports World has grown into a trusted and beloved brand in early childhood activity programmes, making a lasting impact on children and families around the globe. Our proven franchise model is both sustainable and profitable, offering long-term growth and the opportunity to build a thriving local community.

Thousands of parents rely on Teddy Sports World to deliver a safe, engaging, and developmentally rich experience for their little ones. Our unique blend of sport, music, and fun inspires a love for movement and healthy living from as young as two years old, setting children on the path to lifelong wellness.

Backed by years of innovation, expert-driven programming, and a strong global reputation, Teddy Sports World is the go-to choice for early physical development. We are delighted that you're considering joining our dynamic and expanding network. Together, we can make a meaningful difference in young lives!



Stephen Bean
Managing Director



Richard Bean
Creative Director





Welcome

Introducing Teddy Sports World

Founded in 2002 and proudly trading since 2007, we've grown into a global network of over 50 business partners. Our reach spans Egypt, United Arab Emirates, France, Oman, Saudi Arabia, South Africa, United Kingdom, United States, Kenya, Zimbabwe, Hungary, and many more.

Through our unique sports education programme, we inspire children everywhere to get active, build skills, and have fun. We are excited to keep growing and bring the joy of Teddy Sports World to even more families worldwide!



One Brand. Eight Sports.

Teddy bears. Catchy tunes. Adorable pictures. Super fun games. And world-class teachers.

We use what kids love, to teach the skills they need. There is no other brand like Teddy Sports World.

Eight core sports programmes, each with its own unique appeal, are powered by our science-based, tried-and-tested teaching methodologies and our passion for inspiring a love of sport.





Why Choose Teddy Sports World?

Teddy Sports World offers a unique and proven opportunity to own a rewarding business in the fast-growing children's sports market. With a fun, multi-sensory learning approach that combines music, visuals, and lovable teddy bear characters, the programme keeps young children engaged while developing essential physical and social skills.

Business partners benefit from a well-established brand, a supportive global network, and a ready-to-launch business model. With comprehensive training, marketing resources, and ongoing product updates, Teddy Sports World makes it easy to start and grow a successful business that positively impacts young lives.





Our Teddy curriculum offers age- and ability-specific lesson plans to help coaches deliver fun, practical sessions. The Coach's Manual includes detailed lesson plans, activity cards, and Cub Cadet profiles—focusing on ball and movement skills to support children's development.

Trusted by Parents Worldwide

Teddy Sports World is a trusted name with a proven track record with decades of experience delivering high-quality, developmentally-appropriate activities for children. Our business partners benefit from being part of a well-established, recognised brand that parents know and love.

A Growing Market

There is a growing demand for programmes that support children's physical, social, and cognitive development. Teddy Sports World meets this need through fun, structured classes that build essential skills like balance, coordination, and confidence—all in a playful, encouraging environment.



The Teddy Sports World Difference

Teddy Sports World's unique, multi-sensory approach to early childhood sports education stands out. Using the "See it, Hear it, Do it" method based on the VAK (Visual, Auditory, Kinesthetic) learning style, we combine music, animated characters, and vibrant visuals to transform coaching into fun, interactive learning.



VISUAL

"See it"



AUDIO

"Hear it"



KINESTHETICS

"Do it"

| Teddy Sports Club & EYFS Development | | | | | | | | | |
|--|---------|--|---------|---------|---------|---------|---------|---------|---------|
|  Teddy Sports Club & EYFS Development | | Additional Comments: This is a template for the additional space to add notes and comments to the table and should be used to add notes and comments to the table. | | | | | | | |
| Learning Objectives: To develop the children's understanding of the EYFS and to ensure they are able to meet the requirements. | | Additional Comments: This is a template for the additional space to add notes and comments to the table and should be used to add notes and comments to the table. | | | | | | | |
| Activity | Area | Area | Area | Area | Area | Area | Area | Area | Area |
| Activity 1 | Area 1 | Area 1 | Area 1 | Area 1 | Area 1 | Area 1 | Area 1 | Area 1 | Area 1 |
| Activity 2 | Area 2 | Area 2 | Area 2 | Area 2 | Area 2 | Area 2 | Area 2 | Area 2 | Area 2 |
| Activity 3 | Area 3 | Area 3 | Area 3 | Area 3 | Area 3 | Area 3 | Area 3 | Area 3 | Area 3 |
| Activity 4 | Area 4 | Area 4 | Area 4 | Area 4 | Area 4 | Area 4 | Area 4 | Area 4 | Area 4 |
| Activity 5 | Area 5 | Area 5 | Area 5 | Area 5 | Area 5 | Area 5 | Area 5 | Area 5 | Area 5 |
| Activity 6 | Area 6 | Area 6 | Area 6 | Area 6 | Area 6 | Area 6 | Area 6 | Area 6 | Area 6 |
| Activity 7 | Area 7 | Area 7 | Area 7 | Area 7 | Area 7 | Area 7 | Area 7 | Area 7 | Area 7 |
| Activity 8 | Area 8 | Area 8 | Area 8 | Area 8 | Area 8 | Area 8 | Area 8 | Area 8 | Area 8 |
| Activity 9 | Area 9 | Area 9 | Area 9 | Area 9 | Area 9 | Area 9 | Area 9 | Area 9 | Area 9 |
| Activity 10 | Area 10 | Area 10 | Area 10 | Area 10 | Area 10 | Area 10 | Area 10 | Area 10 | Area 10 |

All Teddy Sport Club Lessons adhere to the Early Years Foundation (EYFS) learning and development requirements, making the programme appealing to reception and year 1 classes at Primary Schools and Sports and Leisure Centres.

Celebrate with Teddy!

We offer customised, fun-filled birthday parties and special events that children will never forget. Teddy Parties are high-energy celebrations featuring music, games, prizes, and laughter.

- Parties last 1 to 1½ hours
- Tailored to the child's interests and your customer's needs
- Includes personalised invitations

As a business partner, you'll have full support in delivering these experiences with branded materials, structured lessons plans, and marketing assets—ensuring your Teddy Business stands out.



Brighten Every Child's Holiday with Teddy Sports

Teddy Camps are packed with coaching, fun games, and activities—all set to music children love. Every camp is uniquely designed to keep kids entertained during school breaks. It's a fantastic way for parents to keep their little ones engaged—and for you to build a loyal customer base.

Teddy Connect: Your All-in-One Business Partner Management System

Teddy Connect is an innovative, all-in-one online platform that makes running your Teddy franchise efficient and straightforward. It combines everything you need—coach management, class scheduling, student records, lesson delivery, financial reporting, and online bookings—into one easy-to-use system.

Whether you're managing operations, coaching classes, or supporting parents, Teddy Connect streamlines communication, saves time, and enhances the overall experience. It also promotes your classes online and automatically updates your location's page on the Teddy website.



Join Teddy Sports World – Inspire Young Lives and Grow a Business You Love!

The Teddy Sports World brand opens up multiple revenue streams, each with the potential to thrive as a standalone business. Our dynamic sports programmes can be delivered in:

Nurseries

"Teddy Sports World has been a fantastic addition to our weekly schedule. We've worked with them for over two years, and the sessions are consistently engaging, fun, and professionally run. The children love it, and parents often share how disappointed their little ones are when it's not a Teddy day! We've seen nearly every child re-enrol term after term."

— Nursery Manager, Dolphin Day Nursery

Clubs, Parks & Leisure Centres

"Teddy Sports World is the highlight of my son's weekend. He's been attending since he was two and a half, and he still gets excited for every session — from creative warmups to fun sports drills with his favourite characters. He even chose a Teddy Sports birthday party, and now many of his friends are regulars too."

— Terry W, Parent from Kingston

Schools

"Teddy Sports World instantly captured our children's attention with music, visuals, and fun activities. We quickly expanded from a trial to full sessions and after-school clubs. Every new intake looks forward to it!"

— Maple Infants' School



The Business Partner Package

Unlock Growth, Prestige, and Profitability!

Are you ready to launch a fun and rewarding business that inspires young children to be active and confident? Joining Teddy Sports World means becoming part of a trusted global brand in early childhood sports education. Here's what you can expect as part of the Teddy Sports World family:

EXCLUSIVE TERRITORY

Building a strong local presence helps you stand out from other Teddy Sports World business partners and creates lasting relationships with families in your community.

BESPOKE EQUIPMENT

Our classes use bespoke, high-quality equipment with Teddy branding on it.

BUSINESS TRAINING

Teddy Sports World provides comprehensive support for all areas of business management, from booking systems to staff contracts.

LESSON PLANS

Based on our trusted curriculum, created by our founder and guided by child development experts, Teddy Sports World ensures quality learning at every stage.

MARKETING MATERIALS

You'll have access to a wealth of marketing resources to help promote and grow your teddy business.

ON-LINE BUSINESS SYSTEM

Bespoke back office bespoke business support and booking system to enable you to manage your operation from day one.



Teddy Padel



www.teddypadel.com

What are the benefits to you?

No prior business experience is required from day one and throughout your Teddy Sports World journey. Our comprehensive training covers everything—from early childhood development principles to the day-to-day management of your franchise—so you can hit the ground running and thrive.



Effortless Operations

Teddy Connect simplifies bookings, payments, and messaging with automation and integrations so you can focus on delivering a great product.

Comprehensive Resources

Here's the info you need to succeed: customer FAQs, strategies and plans, team development resources, hiring guides, teaching manuals, and more.

Marketing Made Simple

All the posts you'll need to attract customers, a dedicated website, brand guidelines, access to our image and video galleries, and cross-promotions.

Plus...

Unlike many business partners, we're not bound by a set of rules about what we can provide. From pre-launch to growth, we're available to help with what YOU need; you just need to let us know!



Who are we looking for?

Our unique curriculum and training programme means you don't need a background in coaching to succeed. However, the most successful business partners share these key qualities:

Passion

A genuine love for what you do.

Perseverance

The drive to push through challenges and stay focused.

Strong Communication

The ability to lead, collaborate, and build relationships.

Organisational Skills

Attention to detail and solid IT skills help keep things running smoothly.

Active Lifestyle

Being fit and ready to step in when needed is essential.



Next Steps

The road to franchising with Teddy Sports World

1

You Are Here

By reading this prospectus, you've already taken the first step toward joining the Teddy Sports World family as a business partner!

2

Meet & Greet

In your confidential meeting, we'll cover everything you need to know about launching your Teddy Sports World franchise—from financials to operations. You'll also have the flexibility to run **one, several, or all of our sports programmes**, depending on your goals and local demand. This is your chance to ask questions and tailor the opportunity to suit you.

3

Business Plan Presentation

If you decide a Teddy Sports World business partner is the right fit for you, you'll need to research the market in your chosen territory, prepare your business plan and financial forecast, and present it to us at the Teddy Sports World Head Office.

4

Funding

Once your funding is in place, we'll request a non-refundable deposit, schedule your training days, and set a launch date for your brand-new Teddy Sports World business partner!





www.teddysportsworld.com

A rewarding opportunity to make a difference in children's lives.



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