

PADELMBA CONSULTING SERVICES



Index

01. What is Padelmba Consulting?	02
What is the Padelmba Consulting method?	02
How can we help you?	03
Improving the quality of services	03
Development of financial performance	04
Increasing sales	04
Padelmba Team	05
What services does Padelmba Consulting offer?	06
02. Consulting services	07
03. Initial study	08
04. Action plan	09
06. Implementation	10
05. Manager training	11
07. Working method	12
08. Additional Services	14
7.1 Do it with you - Online Consulting	14
7.2 Always here with you - Annual Consulting	16
7.3 Do it for you -Face to Face Assistance	17
09. What is Padelmba Consulting for?	18
10. Work done by Padelmba Consulting	19
11. Partners	20
Annexe. Online Consultancy Plans	22

01.

What is Padelmba Consulting?

We are experts in the creation, organisation and management of sports facilities, mainly focused on padel. We have been working in clubs all over the world since 2004 with all our passion for growing and promoting the sport of padel, understanding the needs of the client and providing a suitable sports, social and health offer for the wide range of clients that padel includes.

What is the Padelmba Consulting method?

- ▶ We study the Club
- ▶ We propose an Action Plan
- ▶ We activate Vertical Plans to accompany the Club's staff:
 - Do it with you - Online Consultancy
 - Always here with you - Annual Consultancy
 - Do it for you - On-site assistance

How can we help you?

The consultancy services for padel clubs or businesses are divided into 3 areas of improvement with the goal of obtaining the maximum performance in the different activities and services of the company.

Improving the quality of services

- ▶ Brand creation
- ▶ Unified training methodology
- ▶ Domotics and automation
- ▶ Renewal and optimisation of services
- ▶ Diversification of the offer
- ▶ Customer satisfaction and community building

Financial performance development

- ▶ Efficient management model
- ▶ Cost optimisation
- ▶ Profit margins increase
- ▶ Implementation of management software
- ▶ Partnership arrangements management
- ▶ Negotiation with sponsors
- ▶ Legal management
- ▶ HR optimisation
- ▶ Negotiation with suppliers

Increased sales

- ▶ Increase in occupancy rates
- ▶ Optimisation of the school
- ▶ Increase of average ticket
- ▶ Cross selling products and services
- ▶ Promotion and communication
- ▶ Management of social networks
- ▶ Customer loyalty
- ▶ Churn

Padelmba Consulting Team

Dani Fernández

Founding partner of Padelmba and CEO of the successful **Padel Training club in Madrid**, he leads the consultancy service together with our team of Padelmba experts. Among his achievements and results at the head of Padel Training we find:

- ▶ Recovery of the investment in the **first 6 months**.
- ▶ Annual turnover of **1 million euros**.
- ▶ Improvement in occupancy rates by **70%**.
- ▶ Domotisation and complete digitalisation of the club.



Marcos del Pilar

Ex-president of the **USPA** and member of **USPTA**, promoter of the professionalization of padel in the USA. With more than **15 years of experience** in the sector. Among his achievements and results during the North American expansion of this sport we find:

- ▶ Contributor in the training in the **USA**.
- ▶ Contributor to the training in **Canada**.
- ▶ Developer of the first padel league in the **USA**.



Our services

What services does Padelmba Consulting offer?

By booking our BASIC STUDIO we will be able to understand your club and the current situation in your local area. We will then propose an action plan that you can carry out independently with your team, or if you prefer, we will accompany you in the process and carry it out with the help of our expert team. For this last option, we offer the possibility of hiring some of the 3 vertical plans that we have designed.

02.

Consultancy Services

01

Services
advisory

Basic Studio

- ▶ Initial study
- ▶ Action plan
- ▶ Manager Training
- ▶ Implementation

1600€

3 sessions + consultancy
Time approx. 1 month

Planes Verticales

- ▶ Do it with you - Asesoría Online
- ▶ Always here with you - Consultoría Anual
- ▶ Do it for you - Asistencia Presencial

03.

Initial Study

Anteproyecto 1

Padelmba team collects essential data to understand the club / project and to be able to draw up a brief diagnosis.

Goals

- ▶ Collection of essential data
- ▶ Analysis of the global starting point
- ▶ Initial diagnosis

Benefits:

- ▶ Correct project approach.
- ▶ Dimensioning

Work dynamics

- ▶ Specific Padelmba form

04.

Action plan

Draft project 2

Padelmba team collects specific data to go deeper into the club / project, and to be able to elaborate and present an ACTION PLAN according to the needs of the club / project.

Goals

- ▶ Detailed analysis
- ▶ Advanced diagnosis
- ▶ Action plan

Benefits:

- ▶ Customisation
- ▶ Situation map
- ▶ Appropriate strategic planning
- ▶ Personalised action plan

Work dynamics

- | | |
|-------------------------------|---|
| ▶ Characteristics of the club | ▶ Marketing and communication |
| ▶ Current situation | ▶ Domotics |
| ▶ Analysis of facilities | ▶ Apps |
| ▶ Human resources | ▶ Financial (budgeting/accounting) |
| ▶ Services offered | ▶ Financial (reporting and measurement) |
| ▶ Activities offered | |

05.

Manager Training Project

The Padelmba team, based on the study carried out and the agreed action plan, starts the first part of the training to the MANAGER on the relevant topics and parameters to achieve the results.

Goals

- ▶ Optimisation of analysed parameters
- ▶ Creation of the strategic map of the club
- ▶ Creation of the optimal business model

Benefits:

- ▶ Transfer of the know-how generated by the consultancy
- ▶ Implementation of the concrete action plan
- ▶ Implementation of essential business improvements

Work dynamics

- | | |
|--|--------------------------|
| ▶ Analysis of the current business situation | ▶ Staff |
| ▶ Installation of the club | ▶ Regulations |
| ▶ Strategic vision | ▶ Economic efficiency |
| ▶ Quality and viability of the club | ▶ Reports |
| ▶ Services | ▶ Statistical monitoring |

06.

Implementation

Start-up

The Padelmba team continues the training for club managers and staff (coordinator and administration) by addressing the issues to be taken into account in order to carry out the necessary processes to develop the routine tasks and processes in the club.

Goals

- ▶ Development of the executive plan
- ▶ Establishment of processes
- ▶ Club sports optimization

Benefits:

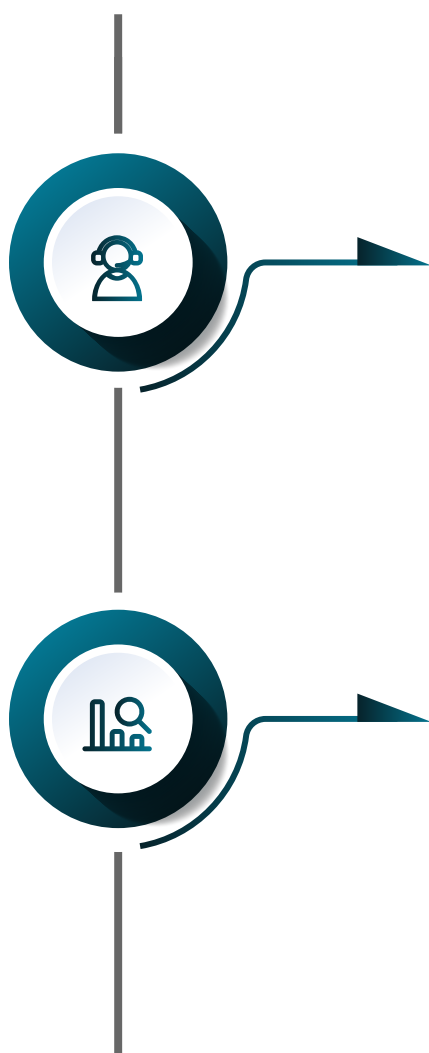
- ▶ Training and engagement of the club's staff in the project
- ▶ Full implementation of the action plan
- ▶ Implementation of detailed business improvements

Work dynamics

- | | |
|------------------------------------|------------------------------|
| ▶ Facilities and equipment | ▶ Court booking coordination |
| ▶ Working equipment | ▶ Competitions |
| ▶ Technology | ▶ Organised matches |
| ▶ External communications | ▶ Complementary services |
| ▶ Promotional campaigns and events | ▶ Loyalty strategies |
| ▶ Sports sponsorship programmes | ▶ Customer rotation |
| ▶ Partnerships | |
| ▶ School coordination | |

07.

Working method



SESSION 0 - Service presentation

Presentation of the service by the **sales department**.

SESSION 1 Diagnosis session 1: Infraestructure and location analysis 60 minutes video call

Topics to be discussed

- ▶ Introduction and presentation of the case
- ▶ Essential data collection
 - Operating model
 - Type of club
 - Customer service
 - Branding
 - Club areas
 - Complementary services
 - Location
 - Level of competence
 - Equipment
 - Club architecture

SESSION 2 Diagnosis session 2: Communications, staff, services and programming analysis

60 minutes video call

Topics to be discussed

- ▶ Essential data collection
 - Client profile
 - Occupation
 - Staff
 - Domotics
 - Automation
 - Communications
 - Data base
 - Social media
 - Proshop
 - Partnership
 - Activity management

Mailing

Sending of a report based on the data collected in sessions 1 and 2 for validation by the client.

SESSION 3: Action plan session

60 minutes video call

Topics to be discussed:

- ▶ Presentation of the diagnosis and the different action plans to achieve the objectives set.

SESSION 4

Mailing

- ▶ Sending of dossier with diagnosis and personalised action plan according to the client's requirements and data collected.
- ▶ Submission of offer to activate "Additional Vertical Penetration Plans".
 - Online advice
 - Face-to-face assistance
 - Annual consultancy

08.

Additional Complementary Services

Vertical plans can be added to the Basic Studio service to accompany the club staff.

Vertical Plans

- ▶ Do it with you - Online Consultancy
- ▶ Do it for you - Face-to-Face Consultancy
- ▶ Always with you - Annual Consultancy

7.1 Do it with you - Online Consultancy

This plan is usually activated initially. It is approached from a training point of view so that the club's staff has the tools and knowledge to be able to perform according to the "Action Plan". Our team is in charge of preparing, sending and transferring a detailed guide of the plans and actions to be executed in your club in order to achieve the results in an orderly and efficient way.

It consists of maintaining regular meetings (weekly) by video call with the purpose of exchanging information CLIENT - EXPERT in order to achieve the appropriate goals in the club. The meetings / sessions are grouped into "Plans" ordered by different themes.

1 Plan consists of 3, 4 or 5 sessions.
Depends on the online consultancy plan (see appendix) *

* Find out more information in the Online Advisory Plans Annex.

1 session consists of 1 video call of 60 minutes + mailing with a summary of what has been discussed and the corresponding templates.

The templates are tools in excell, jpg or pdf format that will be used to carry out the explained plans and at the same time make the manager's work easier in his or her management tasks:

- ▶ Activity registration forms
- ▶ Calendars
- ▶ Dashboard
- ▶ Surveys
- ▶ Partnership dossier
- ▶ Communications plan
- ▶ Staff protocols
- ▶ Monitoring files and club thermometer
- ▶ Maps and traffic routes
- ▶ Automation and domotics plan
- ▶ Etc.

7.2 Always here with you - Annual Consulting

This plan is usually activated when the staff has gained experience, has understood the action plan and the tasks to be undertaken. It is very useful to obtain a thermometer of how the different activities are going and, with this, to be able to improve the club, as well as to generate new plans. The management of the club will always be supervised by our expert team. It consists of a consultancy service in which our team of experts accompanies the owner, manager and/or coordinator in their tasks in order to achieve the goals set. This service consists of:

Monthly session (60 min) by video call in which we will discuss topics of general interest for the club

- ▶ Budgets
- ▶ Goals
- ▶ Plans
- ▶ Measurement
- ▶ Situations
- ▶ Etc

Expert back-office support that assists and backs up the club on a weekly basis via WhastApp.

- ▶ Clearing up any doubts related to club management
- ▶ Supervision of processes
- ▶ Sending of balance sheets and measurements
- ▶ Progress of the club; contribution and constant updating of new services, tools, proceedings, etc.
- ▶ Partners / alliances provision

7.3 Do it for you - Face to Face Assistance

This plan is usually activated to visit a facility that will become a future padel club or in the weeks prior to the "Start-up", and even at key moments such as: inauguration week, change of software, recycling or training of new staff, etc. A team member travels to the club to evaluate and act in situ during the working days on a continuous basis over time:

Visit to the club (working day 6 h / day) (depending on the Plan)

- ▶ On-site analysis
 - Architecture
 - Equipment
 - Presentation of the club
 - Client feedback
 - Staff supervision of processes
- ▶ Improvement / reinforcement plan
- ▶ Training days for the "club staff".

The sessions can be grouped into weeks / fifteen days or even monthly, depending on the availability of our team.

09.

What is Padelmba Consulting for?

Mainly to pass to all our clients the knowledge and experience of our team, with more than 20 years dedicated to the creation, organisation and management of padel clubs, in a personal and individualised way.

Our global strategy

To find the perfect balance between the 3 main groups:

- ▶ CUSTOMERS (income)
- ▶ STAFF (training and protocolisation)
- ▶ CLUB (viability)

Our general goals

- ▶ To create medium to long term projects
- ▶ To increase income
- ▶ To reduce costs
- ▶ To bring more quality to clubs and their customers

Our specific goals

- ▶ Study the viability of clubs
- ▶ Design efficient clubs
- ▶ Study each club in order to implement appropriate action plans
 - Design "Service Diagrams".
 - Create / Strengthen Branding
 - Create a customer community
 - Organise and manage the database
 - Provide alliances and partners
 - Protocol the activities of the Padel Area; rental, school, competitions...
- ▶ Bringing more quality to clubs and their customers

10.

Work done by Padelmba Consulting



11.

Partners



Build new courts in your club or renovate the ones you already have.

Rely on the **world's leading manufacturer and installer of padel courts.**



Stock up on the best padel accessories and equipment.

The best **accessories, men's and women's clothing, padel bags, backpacks and playing equipment.**



Improve the visibility of your padel courts with LED lighting.

LED lighting for padel courts to suit your club with the official supplier of WPT since 2015 until today.



Connecting talent and opportunity in racquet sports

Racquet Link drives **the growth of clubs, projects and coaches** by finding the best opportunities according to their profile and needs.



Specialists in Sports Physiotherapy and Traumatology

Mobility Clinic Madrid works with the **latest technology in the field of physiotherapy**. They have a team of **physiotherapists and sports rehabilitation specialists with a large experience**.

TAYKUS

**Connect with a growing
community of padel
players.**

**Find similar players to your
interests in the padel
community on the Taykus app.**

Annex

Complementary Online Advisory Plans

Each session consists of **1 video call of 60 minutes + 1 template of information on the subject**. Each plan consists of **3, 4 or 5 sessions** as shown in the following summary:

1. Business Analysis Plan

- ▶ Types of Clubs and Their Characteristics
- ▶ Development Lines and Access Models in Clubs
- ▶ Strategic Business Vision
- ▶ Legality in a Club
- ▶ Business Viability

2. Design Plan

- ▶ Steps to Start a Padel Club
- ▶ Architecture in the Padel Club
- ▶ Equipment and Materials in a Padel Club
- ▶ Service Offer

3. Qualitative Elements Plan

- ▶ Enhancing the Branding of the Padel Club
- ▶ Quality Standards in Padel Clubs
- ▶ Customer Retention Strategies
- ▶ Database Management in a Padel Club

Note: Each session will include a summary of the content and tools to facilitate the processes and tasks to be performed mainly by the Manager, as well as for the staff. For example: Strategic vision templates, Staff regulations, Staff protocols, Calendars, Dashboards, Maintenance planning, Surveys, Registration forms, Communication plans, Evaluation reports, etc.

4. Club Automation

- ▶ Concept of Automation and Home Automation in a Padel Club
- ▶ Customized Automation and Home Automation Plan
- ▶ Evaluation, Budgeting, and Installation of Different Elements

5. Human Resources Plan

- ▶ Workforce Training
- ▶ Team Organization
- ▶ Metrics and Bonuses for Staff

6. Manager Plan

- ▶ Profile of the Padel Club Manager
- ▶ Positions, Ranks, and Operational Framework
- ▶ Legal Responsibilities
- ▶ Management limiting factors

7. Padel Academy Plan

- ▶ Concept and Design
- ▶ Organization
- ▶ Promotion
- ▶ Measurement

8. Rent Courts Plan

- ▶ Concept
- ▶ Products
- ▶ Activity Organization
- ▶ Promotion and Measurement

Note: Each session will include a summary of the content and tools to facilitate the processes and tasks to be performed mainly by the Manager, as well as for the staff. For example: Strategic vision templates, Staff regulations, Staff protocols, Calendars, Dashboards, Maintenance planning, Surveys, Registration forms, Communication plans, Evaluation reports, etc.

9. Competitions Plan

- ▶ Concept
- ▶ Products
- ▶ Design and Organization
- ▶ Promotion and Measurement

10. Friendly Matches Plan

- ▶ Concept
- ▶ Design and Organization
- ▶ Promotion and Measurement

11. Communications Plan

- ▶ Concept and Strategies
- ▶ Internal and External Dimensions
- ▶ Communications: Breakdown and Classification
- ▶ Communications Plan

12. Social Media Plan

- ▶ Concept and Strategies
- ▶ Platforms and Channels
- ▶ Content Creation and Organization
- ▶ Metrics and Assessment

13. Technology Plan

- ▶ CRM and Marketplace
- ▶ Virtual Reception
- ▶ WhatsApp Manager

Note: Each session will include a summary of the content and tools to facilitate the processes and tasks to be performed mainly by the Manager, as well as for the staff. For example: Strategic vision templates, Staff regulations, Staff protocols, Calendars, Dashboards, Maintenance planning, Surveys, Registration forms, Communication plans, Evaluation reports, etc.

14. General Evaluation Plan

- ▶ Reports and Metrics
- ▶ Dashboard
- ▶ Administration and Accounting

15. Partnership Plan

- ▶ Partner Identification
- ▶ Dossier and Action Proposals
- ▶ Measurement and Assessment of Actions

Note: Each session will include a summary of the content and tools to facilitate the processes and tasks to be performed mainly by the Manager, as well as for the staff. For example: Strategic vision templates, Staff regulations, Staff protocols, Calendars, Dashboards, Maintenance planning, Surveys, Registration forms, Communication plans, Evaluation reports, etc.