

TEDDY TENNIS



FRANCHISE PROSPECTUS



THANK YOU

for showing interest in our Teddy Tennis franchise. When we started selling franchises in 2010 we never imagined we would have over 50 franchisees successfully operating across the world!

We are proud of everyone that has trusted our brand and joined the Teddy Tennis team.

The children's sport market has boomed over the last few years as parents realise the importance of physical activity for under 6's. As one of the first specialist children's tennis franchises we have been at the forefront of this surge. As we improve our unique and innovative brand, we will continue to be ahead of the competition.

Teddy Tennis was created to turn the usual tennis lessons into interactive learning adventures that children love. The bears, stories, and music engage the children and give them a reason to keep active and keep playing tennis.

Over the last 8 years we have developed a community of franchisees across the world. With constant feedback from each franchisee we are able to continuously update and improve our product. We now have a profitable sports business model packaged up and ready to pass on to each new franchisee.

Enjoy reading about our company and if the franchise opportunity is something that inspires you, we would welcome the opportunity to discuss this with you in more detail.

-Richard and Stephen Bean, Teddy Tennis Founders

THE CONCEPT

Teddy Tennis is a sports education programme that inspires children aged 2 ½ to 6 years old to get active and learn to play tennis. It works by combining music, pictures and teddy bear characters into a totally interactive learning programme that young children, parents and teachers love.

What is Teddy Tennis?

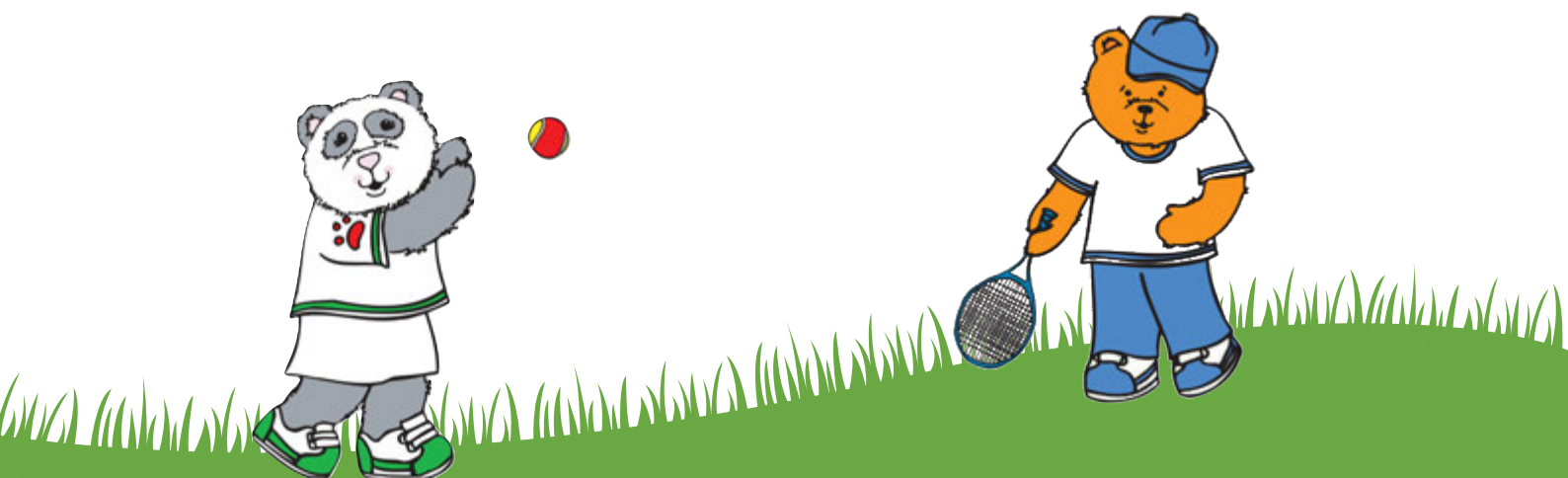
The Teddy Tennis teaching system is 'curriculum-based' and has been developed using the Visual Auditory Kinesthetic (VAK) learning style. Applying the VAK multi-sensory learning approach to teaching has proved to be very effective, particularly for young children and it works brilliantly in Teddy Tennis lessons: they see it, they hear it, they do it and they get it!

How does it work?

Our Teddy Tennis coaches are trained to deliver in the 'Teddy Tennis way'. This means that in each lesson they deliver our fun and exciting games with the help of our team of Teddy Tennis characters. The coach will show the children a picture of each game during their explanation and then put each game's specific song on as the children enjoy themselves.

At Teddy Tennis we have a core set of values that define our company:

- We embrace and support all our franchisees
- The children we teach come prepared to learn so we come prepared to teach
- The Teddy Tennis characters and brand should inspire, excite and engage the children we teach



THE UNIQUE TEACHING STYLE

Music

All 40+ Teddy Tennis songs have been written by Head Ted for the Teddy Tennis Academy. The songs provide the rhythm and timing that is key to playing tennis successfully. The words of the songs tell the children what they are supposed to do. The music adds atmosphere to the lesson. Furthermore, the coach can use the music to signify the beginning and end of each game.

Pictures

Pictures of the Teddy Tennis Academy at play are shown to the Cub Cadets (children) before the start of each game so they know what to do. The coach (Head Ted) also uses the pictures to involve the Cub Cadets in the lesson by asking questions about what's in the picture. The Cub Cadets are truly inspired by the pictures and the teddy bear characters.

Teddy Bear animations

We have developed many of our Teddy Tennis games into animations that we show the children during our lessons. The moving and talking characters really engage the children and keep them hooked to the lessons.

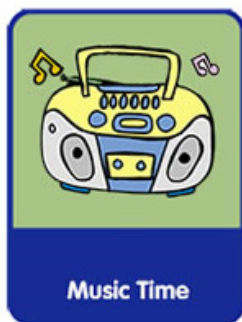
Characters

The eleven Teddy Bear characters, all of whom are members of the Teddy Tennis Academy add yet another dimension to the programme. The Cub Cadets at the Teddy Tennis Academy all act as excellent role models to young developing minds. All the bears are very well behaved, they eat and drink healthily and they really enjoy their tennis!

Find us on Youtube, by searching for Teddy Tennis, to watch some of our favourite animations.



FOR 2½ TO 3 YEAR OLDS



Beginners

FOR 3 TO 4½ YEAR OLDS



Beginners



Improvers



Intermediates

FOR 4½ TO 6 YEAR OLDS



Beginners



Improvers



Intermediates

THE CURRICULUM

Our curriculum provides our Teddy Tennis coaches with lesson plans that are adapted specifically to different ages and abilities. These are detailed in our coach's manual with all the information the coach needs to deliver the lesson, vary the difficulty of the games and progress the children. The curriculum consists of a balance between ball, racket and movement skills to ensure the children develop a range of skills.

The Teddy Tennis Coach's Manual is used throughout every single Teddy Tennis lesson and contains:

- 80 Lesson Plans
- 8 sets of 10 lesson plans
- 50+ Activity Cards
- Cub Cadet Profiles

The Teddy Tennis Academy Curriculum provides lessons based on the age, ability and experience of the cub cadets. Furthermore, the Teddy Tennis Activities are divided up into three main 'Skill' Types to ensure our lessons support the children's progression.

Collectively, our curriculum establishes the basic skills for not only learning to play tennis but most sports too!



MARKET OPPORTUNITIES

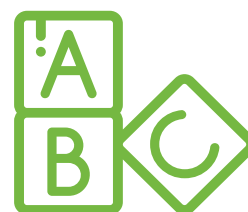
The Teddy Tennis brand can be used to generate revenue from several different areas. Each of which could be a profitable business on its own!
The Teddy Tennis lessons can be delivered in:



Schools: "We were approached by Teddy Tennis in January 2014 when they offered us a free trial session for our Nursery Classes. Instantly the children were engaged. With clear instructions, actions to follow, music and pictures, activities pitched at just the right level, we decided to book 6 sessions. Since then we have gone on to hold an after school club, sessions in the three Reception classes and now this years Nursery intake have just begun their sessions."

-Teddy Tennis at Maple Infants' School

Nurseries: "As a nursery manager I have to express how impressed I am with every aspect of Teddy Tennis! The nursery have been working with Teddy Tennis for well over 2 years and I have to say the level of excellence we have come to expect has never wavered! Furthermore, I have also had brilliant feedback from parents who often express how much their children love taking part in the sessions so much so they will get upset on days Teddy Tennis are not scheduled to attend. In all the time I have been using Teddy Tennis I have never known a child to attend one term without signing up each term there after!"



-Teddy Tennis at Dolphin Day Nursery,



Clubs, parks and Leisure centres: "Teddy Tennis remains a Saturday morning favourite for my son. Having attended for the past 15 months now from the age of two and a half, he still loves the warm up whether it is playing animals or pirates through to the tennis ball hitting using his Molly volley or Danny Bear forehand. Nathan is such a fan, his 3rd birthday party was a TT party and he still talks about it today. Several of his friends who attended that party are now keen regular TT players."

Teddy Tennis in Kingston - Terry W, Nathan's Dad 2017

Birthday parties: Our birthday parties can be a hugely successful part of a franchisees business. We have specially designed party invites that can be adapted for each individual cub cadets party. They can be a great source of revenue as well as a unique opportunity to impress prospective parents and children.

Our Teddy Tennis franchise in South West London charges between £200 - £250 for an hour's party entertainment, depending on the number of children attending.



"My 3 year old daughter LOVED her Teddy Tennis party! It was so well organised and fun and it allowed me time as a parent to run around and organise food etc while the kids were occupied. The coaches have so much energy and the children really respond well to them. I would definitely book them again and recommend them to my friends. "

-Natali, Betty's Mother

Brand merchandise: Our fully branded Teddy Tennis equipment also has a great deal of monetary potential. We have rackets, balls, bags, and t-shirts that the children love. We buy in bulk and pass on the discount to our franchisees so that you can make a profit on each racket, t-shirt or tennis set you sell!



"I purchased this racket for my granddaughter and she loved it. Sadly, she is now too big for this 17" racket but it is still in such good condition that my friend's granddaughter is now having lots of fun with it. Great quality, just the right size and weight for little hands and has got my granddaughter off to a great start with her love for tennis. I would happily recommend this to anyone with a young child."

-JoJo - Amazon purchase 2014



TEDDY TENNIS CONNECT

Teddy Tennis CONNECT is the back-office management and on-line teaching tool that is used by Teddy Tennis HQ, Teddy Tennis Franchisees and Teddy Tennis Coaches.

On-Line Teaching Tool:

The on-line teaching component of Teddy Tennis Connect enables coaches to use a tablet, smart TV or plasma screen to deliver Teddy Tennis lessons rather than using the conventional teaching manual. The on-line teaching tool has many advantages over the manual.

Advantages include:

- Large image which makes it easier for children to see the pictures
- Music is integrated into the system so each song appears with the correct picture/image
- It includes animated videos which cannot be shown on a manual
- The system includes the class register and records
- A detailed record of every lesson taught by all your coaches
- The on-line teaching tool requires internet access/WiFi and is made available to coaches via the Coaches Portal of Teddy Tennis Connect.

Back Office Tool for Franchisees

The Back-Office tool provides franchisees with the means by which they can manage their franchise including scheduling classes, enrolling students, setting up on-line bookings, taking payments, managing coaches and their schedules as well as providing a range of financial reporting functions. Franchisees access the Back Office component via the Teddy Tennis Connect Franchisee Portal.

Access enables:

- Setting up classes and bookings
- Setting up coaches
- Managing delivery locations
- Managing client database
- Setting up class discounts
- Enrolling students
- Financial reporting
- Management reporting
- Coaches weekly schedule & training
- and much more



FRANCHISEE TRAINING AND SUPPORT

We believe that the more support we offer our franchisees at the beginning of their journey the more successful they will end up. Our initial franchise package includes a 5 day training schedule which covers:

3 days of on-court training covering our unique teaching system:

- Our games and how to deliver them
- Using the music, pictures and stories to enhance the lessons
- The court layout
- Our teaching style
- How to train your coaches

1 day of health and safety training

- The role of health and safety
- Using and implementing risk assessments
- Using a dynamic risk assessment
- Child protection
- Fire safety

1 day learning to navigate and use the Teddy Tennis connect system

- Connect navigation as a coach
- Connect navigation as the franchisee
- Uploading classes onto the website
- Managing venues
- Downloading registers
- Emailing subscribed parents

We know that running a successful franchise can be challenging! Luckily our co-founder Richard Bean started his own franchise 10 years ago and now generates over £200,000 a year in revenue. He is always on hand to answer any questions you have and makes a proactive effort to contact all of our franchisees to check in and offer his advice.



TESTIMONIALS

Here are two case studies so you can see for yourself how our franchise has worked for a tennis coach and a young mum.

Teddy Tennis South West London: Josh Whiteman

Start date: 2011

Estimated annual turnover: £200,000 a year

Bio: Josh Whiteman set up his franchises in 2011, he was one of the first to invest in our brand and has grown his business year on year. He now manages a team of 11 full time Teddy Tennis coaches and works with over 100 nurseries and schools.



"I invested in Teddy Tennis for several reasons! Firstly, I wanted a business that was ready to go straight away, I wanted to be out in the world selling classes and delivering lessons not stuck behind a computer creating websites or marketing materials. Secondly, I had seen Teddy Tennis lessons in Holland Park and it was clear to see just how engaged the children were because of the music, pictures and teddy tennis characters. Thirdly, I loved the opportunities for growth that it offered, coaching at a regular club was too restrictive for me. With Teddy Tennis I could deliver lessons in schools, nurseries, parks, and leisure centres all over my franchise territory. I am doing really well but I still have not reached half the potential that this territory could offer! I would thoroughly recommend the investment."

"I loved the opportunities for growth that it offered... with Teddy Tennis I could deliver lessons in schools, nurseries, parks and leisure centres all over my franchise territory"



Teddy Tennis in the hands of a Mumpreneur:

Janine Stricter is a mum of two who set up a Teddy Tennis franchise in the North of London in 2012. We have asked her to tell you about Teddy Tennis in her own words:



How does the franchise fit around your family life?

One of the reasons to have a Teddy Tennis franchise was that I could fit it around my kids and family life. When the kids were younger I could set my hours entirely around their school schedule and still be at the school gate at the end of the day and set my holidays around the school holidays.

How often do you work?

It is entirely up to me, whenever is convenient. I decide at the beginning of each new term, which coaches run which classes to fit in well with all our schedules and commitments. Our teaching schedules are run termly, but if one coach falls out due to illness or anything else we all help each other out.

Do you get support / training?

I had three full days of training with Richard, when I decided to run a franchise after that I was pretty much ready to set it up. I was a tennis player all my life (besides working in finance with long hours before having kids), so I didn't really need that side of training more how to run a franchise and all the other bits and bobs which come with it.

Steve is also always extremely helpful, whenever I called/call him up with any questions whatsoever and so is the booking office with Jo and Steve.

I never feel alone it feels more like a little Teddy Tennis franchise family.

Why would you recommend this opportunity to other mums?

To be able to run a business which fits in with one of my hobbies; to keep myself positively engaged, busy, fit and work around my kids and make money at the same time (let's not forget about that crucial part) is priceless!

"I never feel alone it feels more like a little Teddy Tennis franchise family."



TEDDY TENNIS FRANCHISES

Who are we looking for?

Our unique curriculum and training program means you do not need a coaching or tennis background to make a great franchisee. However, the main characteristics which our most successful franchisees have are:

- Enthusiasm: without exception our franchisees have a real passion for what they do.
- Perseverance: running your own business is not easy, and working from home can be lonely. Successful franchisees have the strength to keep going when faced with challenges, and to show determination.
- Strong communication skills: franchisees have to train and manage coaches, build working relationships with other franchisees and work with members of the Head Office team. The ability to communicate well is critical to the success of their business.
- Good administrative skills: whilst the bespoke Teddy Tennis online system has been designed to minimize the day-to-day administration involved in running the business, attention to detail and strong IT skills are very useful in running a franchise.
- Fit and active: franchisees need to be able to train their coaches, and, whilst it is possible for a franchisee to take a backseat from the day-to-day coaching, they need to be able to step in at short notice in an emergency.



A GREAT OPPORTUNITY

Teddy Tennis is a great franchise opportunity for businesses, sports clubs, coaches and entrepreneurs who want to run a very rewarding, flexible and profitable operation that involves working closely with young children.

We provide a ready to go business for you to use in the form of:

- Modern and exciting branding
- Continuously updated marketing materials
- A comprehensive back office system
- A UK based booking office
- A unique set of characters, music and stories

Importantly your customers get the reassurance that comes with a national, proven and successful brand whilst maintaining the personal touch of an independent entrepreneur.

The knowledge that this product is tried and tested is priceless. But best of all, you can use this product in the way that suits you the most. Whether you are young mum looking to fit this in around your children or a tennis coach looking to become their own boss. Investing in a franchise gives you the perfect opportunity to jump into the world of business ownership with the experience and support of a team that have done it all already!

If you are interested in learning more about our franchise opportunity and think you could make a successful franchisee then email your CV to info@teddytennis.com.





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