



All the Tech You Need for Padel

Built by insiders for the global padel community

History

Built by Insiders

Vision

**To be the number 1 tech platform
for padel**

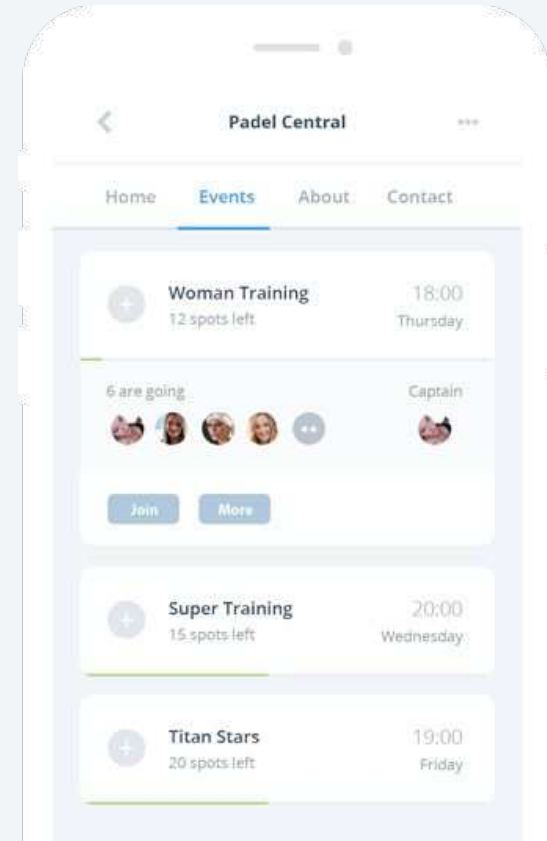
This Is Padel



Product

A One-Stop-Shop Platform on App & Web

- **Advanced Booking System**
- **Membership Management**
- **Club Task Management**
- **Full CMS System**
- **Marketplace**
- **Integrated Surveys**
- **Several Integrations**



Growth of Padel



+ 4000

Clubs

With continuous growth year on year

+ 250,000

New Players

Last year padel recorded over 250,000 new players

+ 4,5M

Largest Market

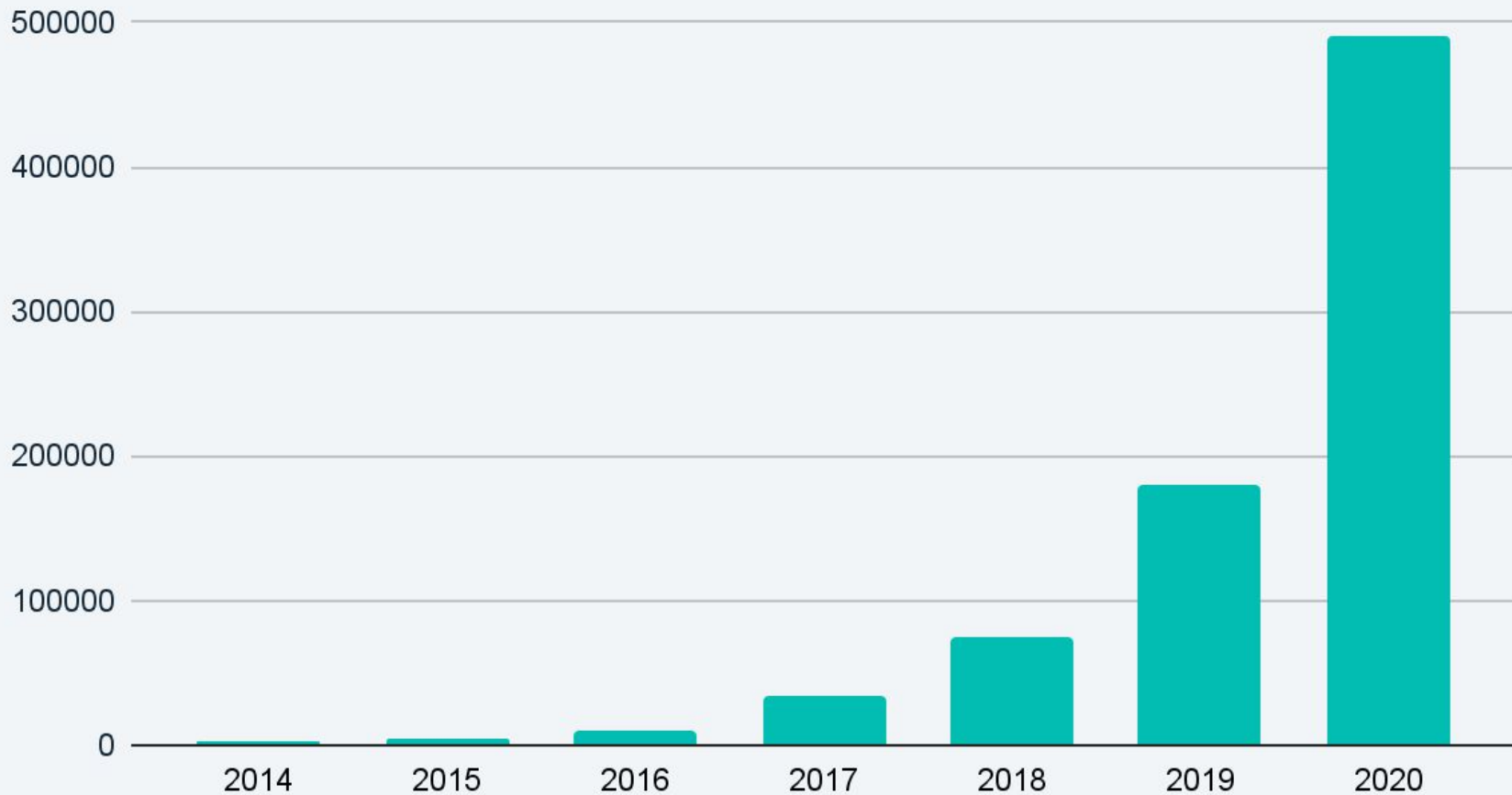
Spain currently has over 4,5 million active Padel players

12x

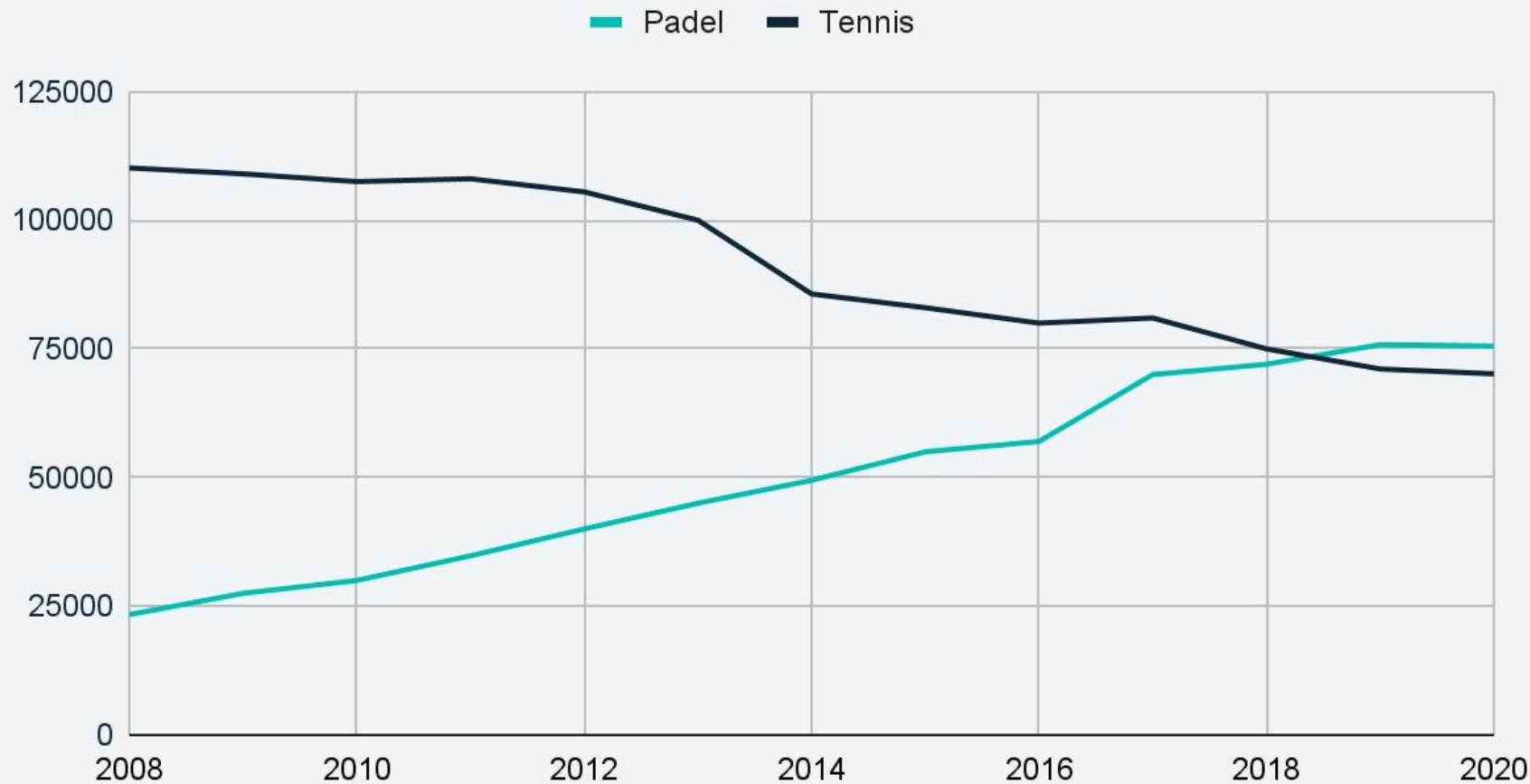
ROI

Padel is seen to have a 12x ROI over tennis

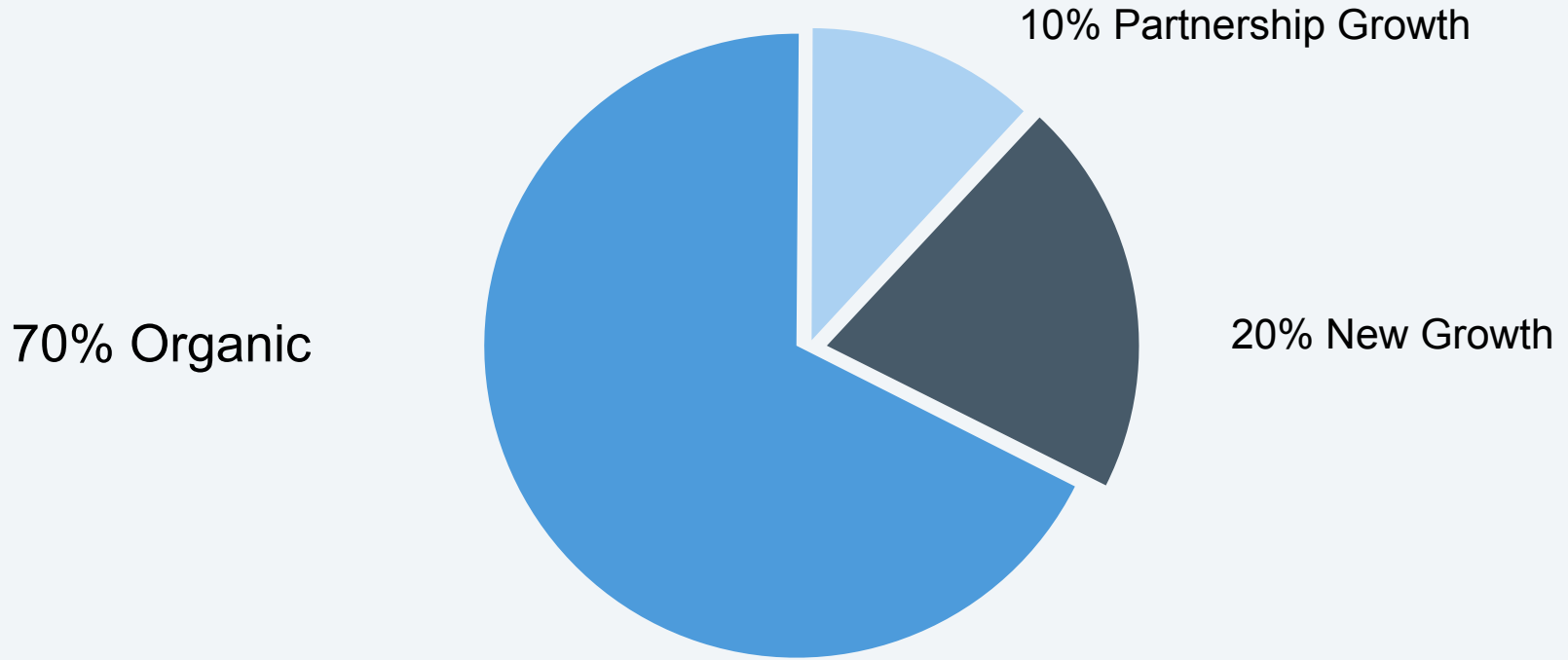
Growth of Padel Players in Sweden



Registered Professional Players in Spain



Padel Growth Channels



Overview



Development hours already spent : +100.000

USP Towards the Centers

Finally a System That Doesn't Limit the Centers



Easy & Integrated

Saving administration costs and
necessary competencies



Earn More

Let members find you and book
easier. Earn more on each user.



Run Your Center on Data

Use comprehensive data and
integrated user surveys

Validation

Other Players Are Solving Some of the Issues

12k

Sports Clubs

Valuation **\$1B**

ClassPass

US multiple access provider

2.900

Centers

Raised 85m dkk

Playtomic

Spanish platform - padel and
tennis

1.340

Centers

Just raised 285m dkk

Matchi

Swedish booking system for
racketsport

Revenue Generation

Numbers That Scream for Rocket Fuel

1 % + 3.600 DKK



Subscription

7.000 DKK



Customer
Acquisition Cost

358.000 DKK



Customer
Lifetime
Value*

5-12 %



Marketplace

*CLV capped at 5 years. Expected retention 98%



SPORTYFRIENDS TIL PADEL



Feature Explanation in English



Go to Market Strategy

Leveraging Our Team's Worldwide Connections

Countries

One Market
Denmark

In 2022

Sweden

UK

Germany

Africa

Channels

Direct sales

Referrals/network

Online sales

Partnerships

Verticals

Multisport centers with
padel

White label for large chains

Commercial and non-profit
centers

Organizations

Team

Built by Insiders

Investors and Advisors

Peter Gade,
Former Worldwide Badminton Champion

Thomas Wahl,
Former CEO of Norway's Largest Tennis Club

Advisory Board

Jens Klit Thomsen, CEO Mærsk Drilling

Frantz Slisz, accountant

Rikke Blume Dam, HR

Kenneth Ullmann, CIO GN

Frank Østergaard, IBM Group CEO

Peter Bukhave, VP Nuuday

Steen Hansen, Business Angel



Morten Trap Wiegandt

Chief Executive Officer

Law & Ex Pro Athlete



Sissel Trap Wiegandt

Chief Operating Officer

MSc. Management & Ex Pro
Athlete



Kim Schmidt

Advisor on Finance

Chartered Accountant



Deidre Casey

Sales Manager

Paralegal



Kasper Kismul

Chief Technology Officer

MSc. E-Business



Axel Lägerlof

Customer Success Manager

Pro Tennis Trainer

*In total the team counts **20 people** where **14 are full time software developers.***

Advisory Board

PadeliQ is moving into international scale up mode. We would love advice from dedicated and experienced people and we will do our very best to make it worth your effort.

Meetings

6 meetings a year
Copenhagen area

4you

Expand your
network
Create
opportunities
Improve

4us

You and your
network
Sparring partner

Competencies

Funding
B2B SaaS
Partnerships
Online marketing

Investment Opportunity

5 Million DKK Seed Round in 2 Tranches to Scale into Selected Verticals

We Have Created

- An all-in-one platform used by 5 padel centers
- Partnership with Padel Africa
- A unique network of pro-athletes
- An extremely cost efficient setup



Competencies we want to Add to the Team

- Local Sales Agents
- Marketing Experts

Product Roadmap

Partner search

Marketplace

Rankings

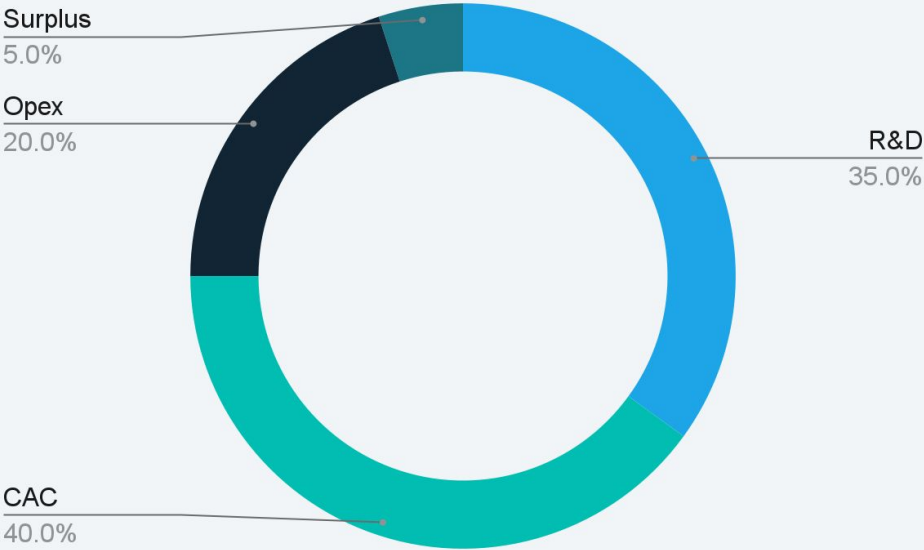
Breaking Down the Numbers

Use of Funds

R&D	700K
CAC	800K
Opex	400K
Surplus	100K

Growth of Centers

2022	50
2023	350
2024	1.200





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Appendix Product

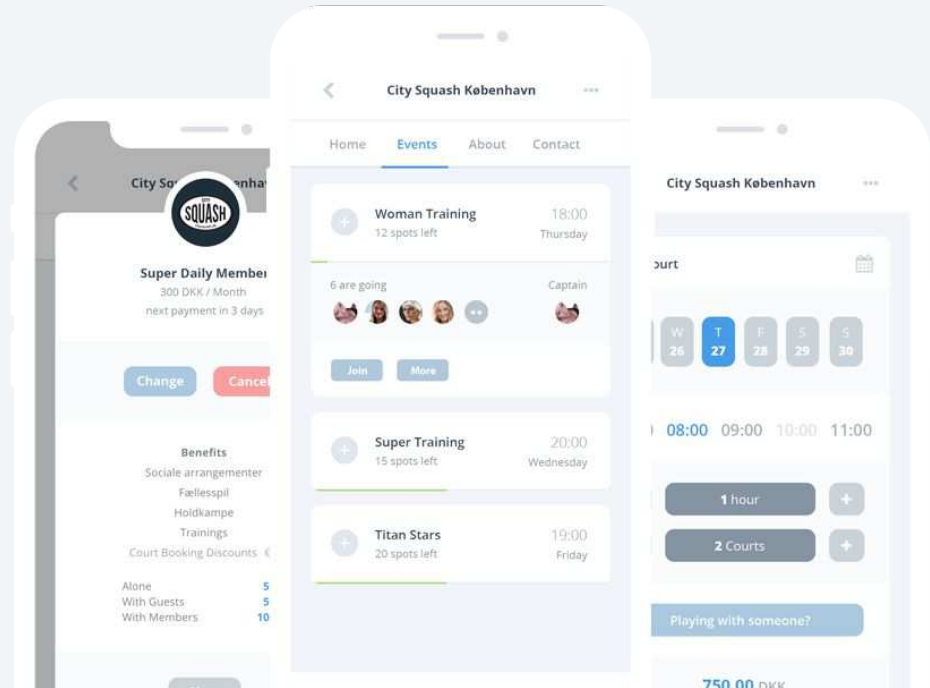
Sales Optimized Website

- Instantly build
- Highly optimized for SEO
- Easy sign up & customizable
- No need for IT support ever again
- Automatic updates
- Custom domain option



Product App

- Promotion of activities
- One point entry
- Quick sign up for activities
- Personal appointments
- Online payments



Product Booking System

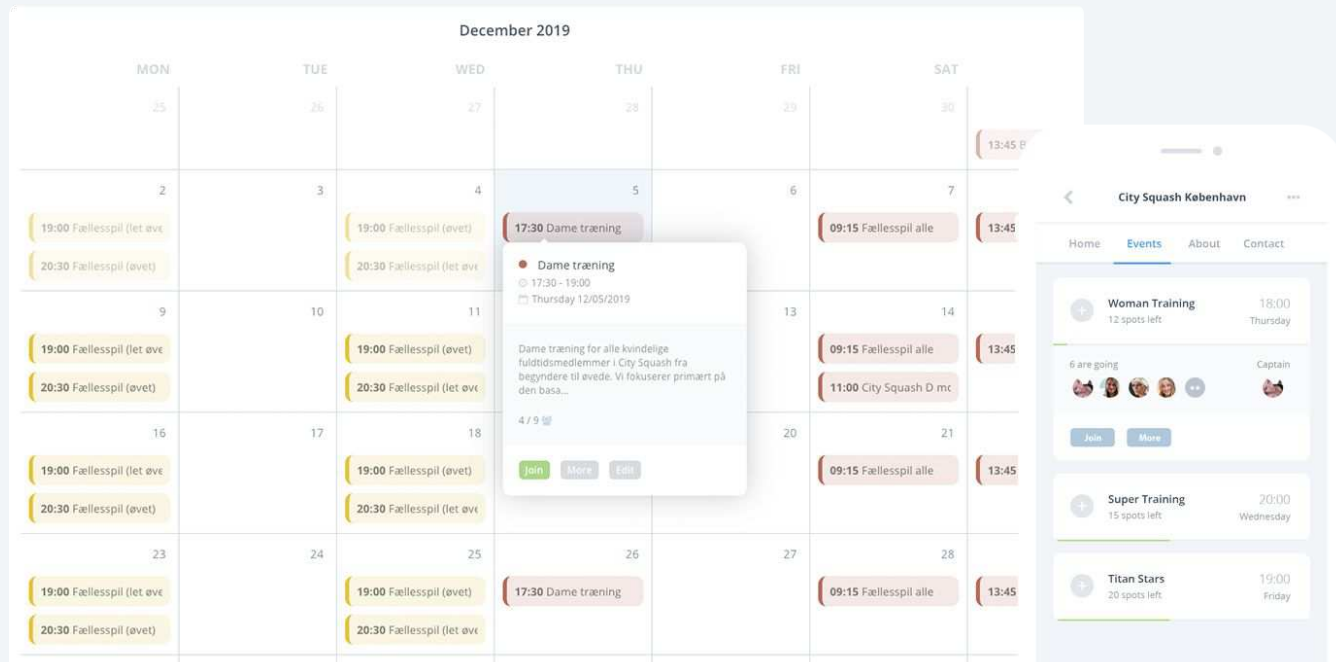
- Modern booking overview
- Supports most types of bookings
- Customizable booking rights



Product

Activity Management

- Share with others
- Quick sign up
- Waiting list
- Invitation
- Communications
- Automatic refunds
- Deadlines



Product

Automated Membership

- Overview and statistics
- Effortless sign up process
- Always updated
- Automated
- Various payment gateways

