



## Padel Project ■ Consulting Services

Abu Dhabi



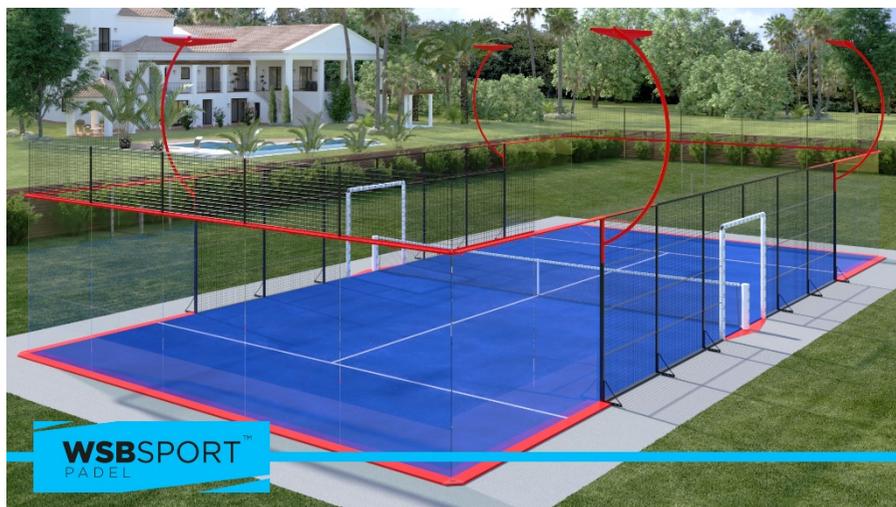
**WSB Quality Courts S.L.**  
Calle Pintor Ribalta 3  
08028 Barcelona, Spain  
NIF : ES B66805417  
[www.wsb sport.com](http://www.wsb sport.com)

**Contacts**  
**Miguel Bonilla**  
+39 348 616 33 80  
[miguel@wsbsport.com](mailto:miguel@wsbsport.com)

**Pierfrancesco Iazeolla**  
+39 335 65 80 817  
[p.iazeolla@wsbsport.com](mailto:p.iazeolla@wsbsport.com)

CONFIDENTIAL

Initials



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## Your project

Currently residing in Abu Dhabi and looking for an entrepreneurial activity to launch, you are thinking of Padel as it is a fast growing sport and currently not very present in your area. Your idea and that of your partners is to create a club similar to the Padel Park in Dubai, and for this purpose you are looking for a suitable space. You have already made a preliminary business plan but you have no specific experience in managing a sports club.

At WBSBSPORT you ask for advice on the key aspects of launching a padel club, and specific assistance regarding site validation, optimisation of the available budget, marketing of the club launch, management and fan-engagement software and information about coach training, as well as quality courts that can make a difference.

## Our goal is your success

Our mission at WBSBSPORT is to ensure that your project is realised, in addition to being qualitative, sustainable and generating profitability in the short, medium and long term.

We will focus our intervention in the analysis of the architectural project, business planning and value engineering in order to respect the available budget, but above all in the definition of the club's positioning and training by providing it with the tools to differentiate itself from the competition, both in terms of the quality of the facilities and the ability to guarantee a complete experience for its customers, and to retain them.

## What we do for you

The proposed support is based on a methodology proven over many years. The part we consider indispensable is structured in 4 distinct phases with a total duration of 10 weeks for the first 3 phases. You can choose "a la carte" the ones you think you need most. Various optional assignments are then proposed for a complete service.

### 4 main 'a la carte' steps

1  
3 weeks

#### Market survey

Demographic and catchment area analysis, PEST analysis, site identification and validation, Competitive analysis, Focus-groups, Key success factors, SWOT analysis, Risk matrix, Right-sizing and Business model (Canvas).

2  
3 weeks

#### Financial forecast

5-year revenue estimate, Definition of sustainable investment, Financial plan and financing options and necessary documentation, Break-even analysis, Key financial ratios.

3  
4 weeks

#### Concept design and budgeting

Preliminary plan and elevation drawings (3D renderings excluded), preliminary description of works, preliminary cost budget, preliminary schedule of works identifying key stages, start and end of works.

4

#### Pre-opening operational phase and Start-up marketing Pack

Definition of BtoC and BtoB marketing offers, assistance in setting up the team and salary conditions, pre-management training (at our premises) and what is foreseen in the annex under SUMP.

### 6 optional assignments

- ◆ **Crowdfunding**  
Creation of the most suitable corporate structure, identification of investor groups, necessary legal documentation, campaign set-up.
- ◆ **Legal and accounting advice**  
Defining the best corporate structure, accounting and control, tax compliance, also with an eye to opportunities for financial savings.
- ◆ **Development management**  
Oversee the overall planning and scheduling of the project, develop final cost estimates and ensure adherence to the budget, supervise the design team to obtain all building permits and approvals, select contractors and subcontractors, manage the construction process in accordance with project specifications.
- ◆ **Post-opening management support**  
Monitoring of management progress and activities, Observations and corrective actions, Centre animation programme, Optimisation of sales and marketing function, Optimisation of centre operational management
- ◆ **Communication and Marketing Start-up Plan**  
See details in annexes
- ◆ **"Jorge Nicolini" training course for coaches and managers**

## Budget

Payments are made at the beginning of each phase.

### 4 main 'a la carte' steps

1	Market Survey	€ 3.000 to € 5.000	<input type="checkbox"/>
2	Financial Forecast	€ 1,000 + 3% funding	<input type="checkbox"/>
3	Concept design and budgeting	€ 2.000	<input type="checkbox"/>
4	Pre-opening operational phase and Start-up marketing Pack	€ 6,000	<input type="checkbox"/>

### 6 incarichi opzionali

●	Crowdfunding	€ 2.500 <i>excluding legal and administrative costs</i>	<input type="checkbox"/>
●	Legal and accounting advice	€ 2.500 <i>excluding out-of-pocket expenses</i>	<input type="checkbox"/>
●	Development management	<i>3% to 7% of the value of the works, excluding field values</i>	<input type="checkbox"/>
●	Post-opening management support	€ 6.000 x 21 days start-up € 1.500 x 5 days after 1 month € 1.500 x 5 days after 3 months <i>excl. accom. and meals</i>	<input type="checkbox"/>
●	Communication and mktg startup	6 months € 7.000 12 months € 10.800	<input type="checkbox"/>
●	Training course "Jorge Nicolini"	1 coach: OFFERED <i>excl. costs</i> coach <i>addiz. € 500 excl. costs</i>	<input type="checkbox"/>



**Between,**

WSB Quality Courts S.L., whose registered office is at Calle Pintor Ribalta 3, 08028 Barcelona, Spain, and tax code: ES B66805417, represented by Pierfrancesco IAZEOLLA, General Manager, hereinafter referred to as "WSB SPORT" and

\_\_\_\_\_, whose registered office is at \_\_\_\_\_, and tax number is: \_\_\_\_\_, represented by \_\_\_\_\_, hereinafter referred to as "CUSTOMER".

These companies are hereinafter referred to collectively as the "Parties" or individually as the "Party".

**WHEREAS:**

WSB has developed a support package for customers wishing to open a private sports facility. This offer is based on specific and confidential know-how. The CUSTOMER recognises the advantages that would be obtained with the support of WSBSPORT and to obtain information of its know-how and methods.

Having said this, the parties agree as follows:

**Article 1 - Object of the contract**

The purpose of this contract is to define the terms and conditions of a service between the Parties. With this contract, WSBSPORT supports the CLIENT in the development of its project to open a private sports facility, mainly for Padel activity.

**Article 2 - Duration**

The contract will take effect from the date of signature and upon receipt of the first payment for an initial period of 10 weeks for phases 1, 2 and 3. In the event that the initial duration is exceeded, WSBSPORT reserves the right to request an additional payment so that the phase(s) can be concluded. The CUSTOMER may or may not agree to pay this additional compensation, in which case the contract will be terminated. Either Party may also terminate the contract ipso jure in the event of default by the other Party thirty (30) days after the formal notice remains ineffective.

**Article 3 - Obligations of WSBSPORT**

Throughout the duration of the support, WSBSPORT undertakes to provide the CUSTOMER with continuous assistance, advice, specific expertise in the design of private sports centres, standard and customised documents and a methodology adapted to the project. WSBSPORT cannot guarantee the success of the project as the success criteria are not its sole responsibility.



**Article 4 - Obligations of the CUSTOMER**

By signing this contract, the CUSTOMER undertakes to purchase the padel courts to be built in the future sports facility from WBSBSPORT at the attached list price. With regard to the other infrastructures to be built in the future sports centre that is the subject of this contract (other than the padel courts and facilities), the CUSTOMER undertakes to assume an obligation of transparency towards WSB SPORT whereby the latter has the right to examine all offers received in the construction and facilities of the future sports centre and therefore the possibility of securing the supply in favour of one of its partners, while aligning itself with the lowest offer made by a third party supplier. WSB SPORT's response time after the notification of the selected offer must not exceed fifteen (15) days. If WSB SPORT does not communicate a similar offer at a price that is lower than or equal to the selected offers within fifteen (15) days of the CUSTOMER'S notification, the latter will be free to choose the company of his choice to carry out the project and WSB SPORT will be deemed to have waived its right of pre-emption. Throughout the duration of the accompaniment, the CUSTOMER undertakes to be available and provide the necessary resources to ensure that the Project proceeds smoothly and efficiently. The CLIENT undertakes to pay the fees upon receipt of invoices from WSB SPORT.

**Article 5 - Fees and payment terms**

5.1 : Support Phases. The fees are detailed in section 5 "Budget" of this contract. Payments are made upon receipt of the invoice at the beginning of each phase.

5.2 : For optional assignments, if the price is not defined in the offer, a specific quote will be sent by WBSBSPORT to the CLIENT and will be established according to the requirements of the project.

**Article 6 - Costs**

WBSBSPORT consultants may be required to travel for the proper execution of this contract. These costs and those of board and lodging will be covered by the CLIENT following his acceptance.

**Article 7 - Confidentiality**

WBSBSPORT undertakes to keep the Project confidential in order to protect the interests of the CLIENT. The CLIENT is forbidden to disclose, directly or indirectly, the methods, know-how, documents and other information that constitute the entire intellectual property of WBSBSPORT outside of the interest of the Project and the proper execution of this contract. In case of termination of the contract, and whatever the cause, the Parties undertake to keep all exchanges confidential for twelve (12) months.



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## Termini e condizioni

### Articolo 8 - Nessuna assegnazione

Il presente contratto non può essere ceduto o trasferito in tutto o in parte a terzi.

### Articolo 9 - Legge applicabile e contenzioso

Questo contratto è soggetto alla legge del commercio internazionale. Qualsiasi controversia relativa agli impegni previsti dal presente contratto, in particolare per quanto riguarda la loro validità, interpretazione, esecuzione o violazione, dovrà essere sottoposta alla sede del Tribunale Commerciale Internazionale più vicina al luogo di residenza del CLIENTE. In caso di controversia, le Parti si impegnano a cercare in buona fede una soluzione amichevole, prima di qualsiasi procedimento legale.

Realizzato in due (2) copie originali (data)

WSB SPORT  
Pierfrancesco IAZEOLLA

CLIENTE

\_\_\_\_\_

FIRMA .....

FIRMA .....



**A Price list**

**PRICES RESERVED FOR THOSE WHO SIGN A CONSULTANCY CONTRACT**

KIT STRUCTURE DE LUXE MODEL + CRYSTALS + MONDO GREEN FIBRILLATED GRASS	22.000 €
KIT STRUCTURE PANORAMIC MODEL + CRYSTALS + MONDO GREEN FIBRILLATED GRASS	25.000 €
LED LIGHTING 8 X 200W	900 €
ENTRY WITH PROTECTION AND ADVERTISING NET + LOGO/NAME COVER	1.050 €
EXTRA MONDO MONOFILAMENT BLUE	1.350 €
EXTRA WORLD SUPERCOURT	2.500 €
REPLACEMENT CRYSTALS	750 €
INSTALLATION OF A COURT	3.500 €
WORKERS' HOUSING AND TRANSPORT COSTS	(to be paid by the customer)
TRANSPORT	(according to destination)
Hire of forklift for unloading and scaffolding for installation	(to be paid by the customer)

excluding VAT where applicable (e.g. fields are sold VAT-free if customer's company is registered in VIES)

**Start-up marketing pack - SUMP**

- Name
- Logo
- Customised website and management system (excluding monthly fee, plan of your choice)
- Digital corporate identity
- Professional email
- Whatsapp Business
- Google My Business
- Marketing and launch plan
- Analysis and study of websites and activities of Italian and foreign competitors
- Analysis of promotion strategies of the best padel clubs
- Analysis of online profiles of local competitors
- Analysis of the best social profiles for growth and conversion in line with the structure
- Creation of graphics and necessary materials
- Creation of 1 landing page
- Creation of social profiles (Facebook and Instagram)
- Creation of ad hoc target groups by area and age
- Installation and configuration of advanced traffic and conversion monitoring tools (Fb.
- Installation of advanced traffic and conversion monitoring tools (Fb Pixel - G analytics)
- Social sponsorships aimed at increasing the fan base and customers
- Creation and publication of social posts

**Start-up plan + Communication & Marketing (6 months) - 7,000€ // (12 months) - 10,800€**

- Professional editorial plan for the chosen social networks
- Publication of social posts twice a week
- Planned sponsorships and conversion analysis
- High-performance and high-conversion Instagram stories
- Page moderation and community management
- Daily monitoring of pages
- Monthly insight reports
- Creation of ad-hoc promotions for clients who have made purchases
- Creation of 1 landing page per month for targeted offers
- Email marketing with promotional offers to customers
- (Excluding photographic material or creation of specific videos and animations)
- Each plan can be supplemented with additional options as required (Google Ads, LinkedIn, Twitter, Email Marketing, etc.).

**COURSES FOR PADEL TEACHERS**

- Since 1986 we have been holding the courses approved by the Argentine Padel Association, training more than 26,000 instructors: Argentina, Spain, Italy, France, Canada, USA, Mexico, Brazil, Uruguay, Paraguay, Japan and Chile. It is the most important course at the moment and also has the most experience in terms of the number of graduates.

**COURSES FOR COACHES AND TRAINERS**

- In the same way as for the monitors, courses for high skills and the preparation of technicians are carried out. This course has unique material that sets it apart.

**COURSES FOR PADEL SCHOOLS, CLUB MANAGEMENT AND ADMINISTRATION**

- This is the only course that currently exists on this subject. It has been realised in cooperation with teacher-entrepreneurs and club owners who deal on a daily basis with the technical and didactic side of schools and the way of running a club.