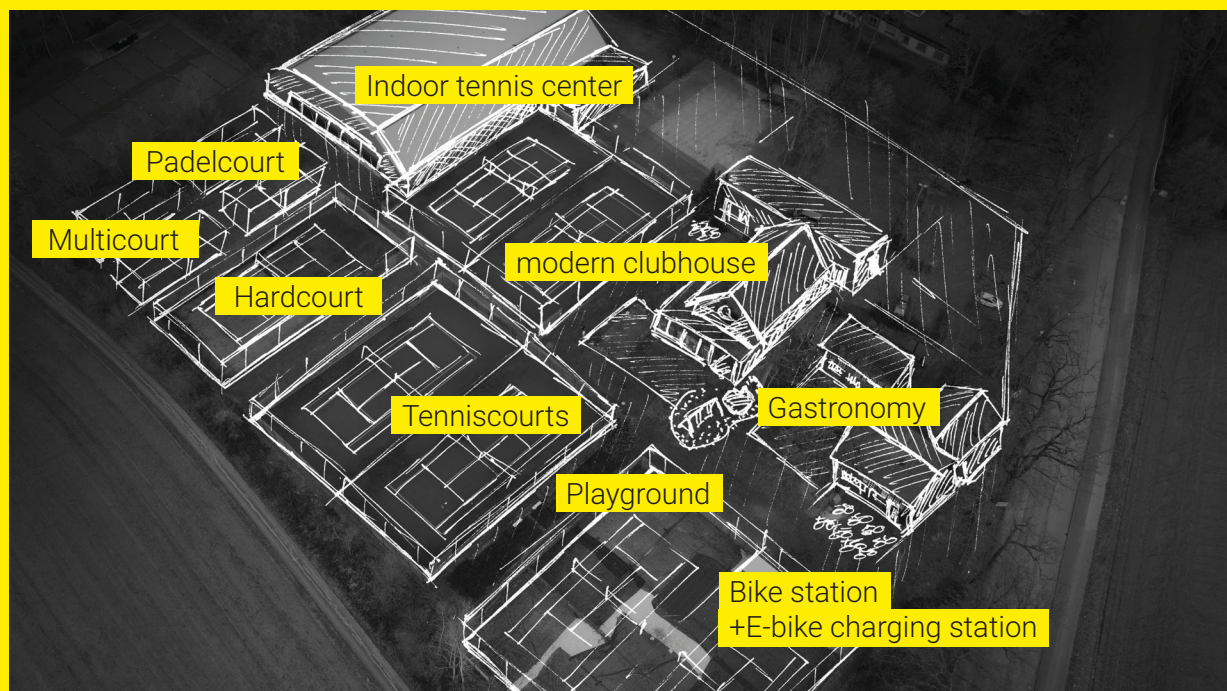
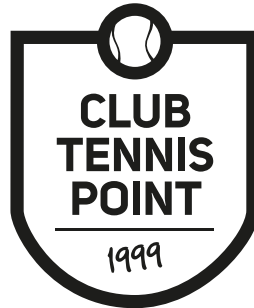


TENNIS CLUB OF THE FUTURE



FUTURE CONCEPT CLUB TENNIS- POINT





The story of Tennis-Point began in 1999, when Christian Miele opened the first tennis store of 30 square meters. This was the beginning of a rapid rise to what is now the world's largest tennis retailer.

The success story was not only characterized by the everlasting pursuit of business goals, but especially the people behind Tennis-Point were always the source of inspiration, innovation, visions and supposedly crazy ideas.

Whereas in the beginning it was student friends and even trainees who rose to become directors in no time at all, there are now over 400 employees* who, under the leadership of founder Christian Miele and his fellow managing director Sascha Beyer, are constantly setting out for new shores. Most recently, the company ventured across the ocean to the USA, sealing its global market leadership.

But Tennis-Point would not be Tennis-Point if it were just a matter of doing business. „More than just a store“ is written on a sign that can be seen in the virtual background of Christian Miele in every video call. His mantra is to expand tennis by 20% - this manifests rather nearly in every call.

THE FUTURE OF TENNIS OR HOW A TENNIS RETAILER SET OUT TO REVIVE HIS SPORT.

HOW CAN THIS GOAL BE ACHIEVED?

This question permanently occupies our team. One thing is certain: Something has to change in the partly outdated club and association structures. These structures are definitely not helping to revitalize tennis and attract new players. Since tennis in Germany is organized almost exclusively in clubs, Christian Miele quickly realized: „We have to take matters into our own hands and build the club of the future.

The visionary didn't hesitate and set out on his search. With the tennis department of the Gütersloh gymnastics club GTV, he found a solid, but currently low-membership tennis club in the immediate vicinity of the Tennis-Point headquar-

ters in Herzebrock-Clarholz - the (new) hub of the tennis world.

Together with the club's board, employees, tennis experts, suppliers of tennis-related products and also friends and acquaintances, hot discussions, ideas and rejections take place until finally the concept is launched:

CLUB TENNIS-POINT, ENJOY YOUR LIFE

We will take a closer look at what this tennis club of the future will look like in the following.

FOUNDER FUND

Without the support of a motivated team, even Tennis-Point's latest vision cannot be brought to life. In addition, investors and sponsors are needed who believe in the idea and support it. For this purpose, there is a „**Founders Club**“, which already includes well-known players in the tennis industry.

The present concept of the tennis club of the future is being implemented in its pilot phase in Germany. Therefore, the analysis and further phases also refer to the German tennis landscape.

If one follows the figures of the DTB, there were 8,852 clubs with 45,936 tennis courts in Germany in 2020. In the 80s, there was a tennis boom here, often referred to as the „Becker boom“. Steffi Graf and Michael Stich certainly contributed to this, but the victory of the 17-year-old from Leimen in Wimbledon in 1985 can definitely be described as trend-setting. But what has happened in German tennis over the last 36 years? After the golden years, the sport has been losing members year after year; courts and in some cases entire clubs have been closed. In 2006, the trend is starting to become particularly clear; for the first time, there are fewer than 10,000 clubs in Germany again. The only things that may be remembered are the stickers „Tennis is great“ and „Germany plays tennis“. Did we really not have more to offer in tennis Germany?

Let's briefly try to find explanations together. Of course, the visibility of a sport by top athletes is mainly influenced by television. People cheer live when the athletes, some of whom have already been elevated to the status of national heroes, reach for major titles for their home country. These protagonists with the collar width of a Becker and Co. have been missing for quite some time. My thesis, however, is based on a different phenomenon:

Digitization

As a child of the 70s/80s, when you grew up as a tennis player in the club, you can easily see the difference to today - especially if you have children of a similar age. The first thing to notice is the number of offers. Whereas in the past we usually

had only one main hobby in addition to school, which was pursued intensively, today's kids and teens hop from one activity to the next. And often these are digital activities. Which brings us to the next factor, the age of the digital revolution of the mobile Internet.

While we were able to play simple games and do rudimentary programming with datasettes and Commodore C64s, today every smartphone has many times the computing capacity of entire computer systems of the 1980s. Of course, this is nothing surprisingly new, but it does play a serious role in analyzing the decline of tennis in Germany. However, we should not demonize the digital world, but on the contrary ask why the structure in tennis does not adapt to this development. We can't stop digitization, and it's difficult to regulate (as some politicians are trying to do). Instead, we should take advantage of the benefits in order to better organize positive forms of coexistence and revive the positive insights of the past.

After all, what advantages did one have as a child or teenager of the 80s in a tennis club? Playing, learning and romping with a group of like-minded people in a safe environment! Sociologists, sports scientists, pedagogues and, last but not least, experts in the health industry would be delighted if our upcoming generation could only come close to imitating our leisure time behavior of yesteryear.

Time factor all-day school

In addition to the digitalization overload, the issue of all-day schools is also a weighty factor in the death of clubs. Afternoon training sessions fall victim to the 4 p.m. school closing time. And contrary to the widespread opinion that homework is done by then, a few vocabulary words still need to be learned and one or two papers written. Unlike in the U.S., sports unfortunately play only a subordinate role during the long school days. Sure, there are so-called AG offers, but these usually have nothing to do with the performance-oriented practice of a sport. Is it really necessary to put children and young people under pressure to perform even in their free time? Well, in order to judge this not even the extent of a further article would be sufficient. I can only state one thing. My friends and sports colleagues have in most cases had a positive career and are happy with their families. Many of them therefore also bring their children back to a tennis club, but cannot compete with the existing oversupply.

The dear honorary office

In addition to global socio-cultural conditions, there are also far simpler reasons that explain the decline of tennis in Germany: The club system is built on volunteerism.

Who doesn't know the annual general meeting nowadays, where volunteers are desperately sought to fill vacant positions. Where does this development come from? I believe it has to do with the sense of entitlement. A volunteer in this day and age has to have management qualities in order to meet the demands of many club members.

The thanks for the partly sacrificing work in his own spare time are insults. No miracle that therefore less and less readi-

ness exists to engage itself honorarily in the association.

Overageing

Last but not least, let's talk about structures. Unfortunately, starting with the associations and ending with the club board, an overageing can often be observed; for reasons already mentioned, but also because some officials cannot let go. Innovations and new ideas are often rejected according to the motto „we have always done it this way for the last 30 years“. In our eyes, this is a dangerous fallacy. The short analysis is to point out once more that the sinking numbers of members are really worrying. Only together can all protagonists turned to tennis try to stop this downward trend and even reverse it.



We at Tennis-Point firmly believe that this is possible. In the next chapters we will show you the way how we will revive tennis with our future model **Club Tennis-Point**, Enjoy your Life.

Our vision and the basic idea of our future concept is to combine the good characteristics of a tennis club from the 80s with the requirements and the current situation of the 2020s. We would like to create or revive a place of encounter - for young and old, men and women, competitive and amateur athletes, inactive and

GOAL/ VISION

active members, beginners and advanced players. The list could be continued or simply summarized: The Club of the Future is a place for everyone who wants to enjoy life in their free time.

That's why we chose **ENJOY YOUR LIFE** as the claim for our concept. In view of the international rollout of our „baby“, this is in English.

So what should this place of encounter look like? We believe that different topics are important for each individual, depending on their preferences or focus in their own leisure behavior. Our founder and managing director Christian Miele has therefore put together a focus group that is working on the overall concept, bringing all the ideas to the table, sorting them and, if possible, reconciling them. This was supplemented by discussions with a number of experts and players in the tennis market, such as representatives from the association, industry and sports facility construction, former professional players and amateurs, officials, investors and many others.

An important goal was that the whole topic should not be aloof. No one should think something like: „you with your network and financial possibilities can implement the future club, but what are we

supposed to do with our normal tennis club“.

Model club - our pilot club

It was clear to us early on that a model club had to be found. A club with a normal size, a normal environment, but apparently with the problems that many or even most German tennis clubs have to struggle with.

We actually found what we were looking for in the immediate vicinity of the Tennis-Point headquarters. Our pilot club will be the tennis department of the Gütersloh Turnverein GTV. A typical sports club like there are thousands of them in Germany. The tennis facility has six outdoor courts, a three-field hall and a clubhouse; the only special feature is the beach volleyball courts. The GTV reflects the situation described in the analysis. Whereas years ago one could look at several hundred members, today there are only 84, 40 of them inactive and 1 (!) youth.

Which association can find itself here? Unfortunately, probably all too many. But of course there are clubs that have developed good concepts for the future on their own. We would therefore like to call on everyone who wants to contribute to the positive development of tennis. Share your ideas with us. Only with a joint effort can we revive our favorite sport.

Innovations for your club

In this context, we would like to point out again that we offer a bouquet of possibilities with the **Club Tennis-Point** concept. Not every club can and must select all service packages from it. Even small things can have a big impact. If a semi-professional video camera cost 3,500 DM in the 90s, nowadays a camera for a few hundred euros can deliver razor-sharp 4K videos from the tennis court. If you're looking for even more affordable options, let's talk about a mini table tennis table for 99 EUR. The fun effect is enormous! Does your clubhouse have a free Power-

Wifi? If not, this circumstance has to be carefully described as negligent. When it comes to innovations, let's not just talk about investments and expenditures. How do things look on the revenue side? How many of you ever had the embarrassment of playing tennis with a friend or acquaintance in the summer at a place away from home?

We couldn't do that because two non-members are not allowed to buy a guest pass. There was no one in the clubhouse who could have sold guest tickets at all. One did not know at which club one could even have asked, let alone where a free court would have been available. This circumstance can be solved with a nationwide digital online booking system. And you may already have guessed, Tennis-Point has programmed such a system and will make it available to all tennis clubs in Germany. It is, of course, part of the **Club Tennis-Point** concept and generates revenue without effort, because the entire booking process is mapped digitally. One only has to look at the club account from time to time and book the revenue from innovations. The introduction of such a national booking offer for tennis clubs was long overdue and every club can start with it immediately without any fuss. Are you with us?

Strong partner with experience

Our goal is to develop a scalable concept. The start-up financing and the enormous organizational effort behind it will be taken over by Tennis-Point. Our supporting partners and sponsors will be organized in the founder fund „Tennis-Point & Friends“.

The subsequent local implementation of **Club Tennis-Point** will be carried out by the respective local club on its own. However, with the great advantage that all experiences have already been made

once: Every question has already been answered once, every application has already been submitted once and the digital club portal with online booking system has already been programmed once. We go into more detail in the Strategy and Implementation chapters.

A place for the post-pandemic

Let's return to the topic of vision. What do we want to achieve with our future model **Club Tennis-Point**, Enjoy your Life?

We believe that our leisure behavior will change drastically in the „post-pandemic“ era. Issues such as hygiene, caution, behavior in groups, traveling, partying and playing sports will be viewed differently than before. Although we cannot predict every detail, we are very sure that we will increasingly need places for local recreation. Places where we are kept with a certain safety using standards in a reasonably controllable group of people. Sound terrible?

Maybe, but we think it's becoming part of the so-called new normal and we should make the most of it. So we want to create a place where we can enjoy our lives with our loved ones, friends and acquaintances. How we can achieve this and what we need to tackle in detail will be described in the next chapter.

So how do we build the tennis club of the future? The ideal prerequisite is an existing tennis club with space for possible expansion as well as a clubhouse to also organize the very important social component of club life.

One fundamental question has preoccupied us throughout the creation of the strategy: Will we play tennis exclusively at the tennis club of the future?

Even if we say today that every tennis club can decide this for itself and call up individual modules from our **Club Tennis-Point** concept, our unanimous opinion is that it is good for tennis in the club to include other disciplines.

Padel

On the one hand, there is the sport of padel, which we believe has already passed through the status of a trend sport - at least internationally. In countries like Spain, padel has already overtaken tennis. New padel courts are also springing up everywhere in Sweden, Italy, France and the Benelux countries. Why is this young sport so on the road to success?



It's relatively easy to explain: The smaller bat with a short handle makes eye-hand coordination much easier to manage. The glass walls at the back of the players allow for longer rallies by bouncing the ball back. In competition mode, only doubles are played, which is less strenuous and promotes social interaction.

For us it is clear that the sport should be further developed in Germany. We therefore recommend to include padel courts as a fixed part of the tennis club of the future.

For a club with 6-8 courts, like our sample club GTV, we recommend the construction of 2 padel courts. We are working with two different suppliers here. There are not yet any overarching state regulations for the construction of padel courts, so each municipality may handle such a construction request differently. With our Club Tennis Point concept, however, hardly any question remains unanswered, and our experience helps in coordinating with municipal employees. In this way, all parties involved can be sufficiently informed and ultimately the right decisions can be made.

By the way: There are funding pots in Germany that support a padel court construction up to 87%! For this, the sport must be firmly integrated into the club offer and may not be used commercially. But also for a commercial use of the sport offer there are meaningful example calculations with the result that the padel court construction is worthwhile and brings new momentum into the racket sport.

Padel can serve as an introduction to the sport of tennis, but it is also an activity in itself that brings a lot of fun and communal experiences. You can find all the information you need about padel sports at padel-point.de or in even greater detail if you join **Club Tennis-Point**.

STRATEGY

Multifunctional court

Let's move on to another factor that will extremely increase the attractiveness of the tennis club of the future: our multifunctional court. This combines six sports on one playing surface: in addition to a mini tennis court, you can also play soccer, field hockey, basketball, beach tennis and volleyball.

Prof. Dr. Klaus Roth, the inventor of the Heidelberg Ball School, is not the only one to have discovered that universal training with a wide variety of ball sports leads our children to rediscover romping. Recently, Michael Rummenigge confirmed in a conversation that talent scouting is becoming increasingly difficult in his soccer schools, as children often lack the „basic training“ and stamina of typical street soccer.

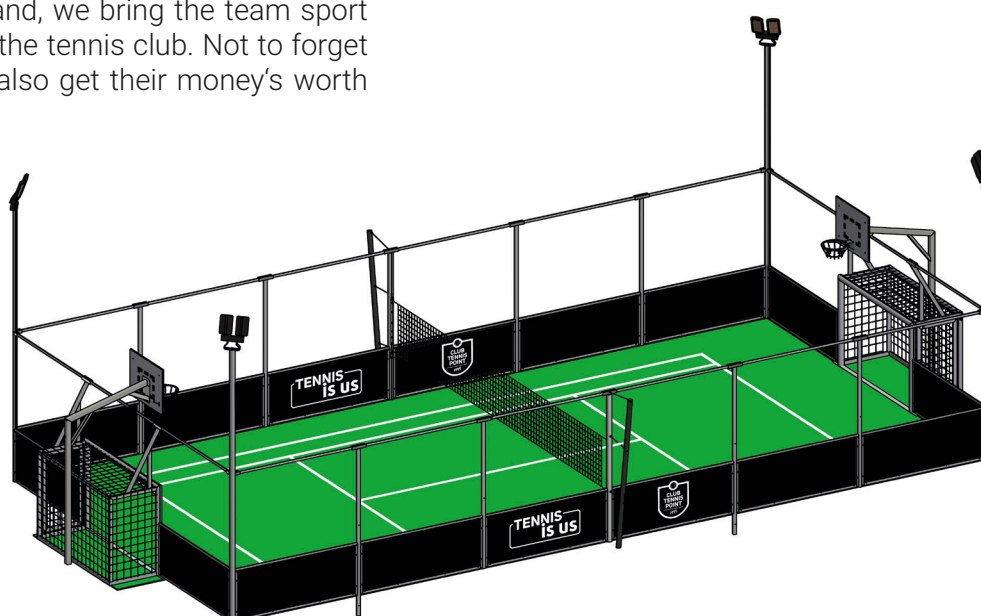
„Romping makes you smart“ is also well known from exercise neuroscience. We, on the other hand, are unfortunately looking at ever-increasing numbers of overweight and poor posture in children and adolescents. The big question remains: What do we do about it? Our answer: We build a multifunctional court in the tennis clubs of the future! On the one hand, we ensure the basic training of children with larger balls than the tennis ball and, on the other hand, we bring the team sport aspect into the tennis club. Not to forget that adults also get their money's worth

- for example with a shoot-out at the basketball hoop including a cold drink with their teammates.

We are so convinced of the Multicourt that we also see it in use outside of tennis clubs. Of course, the mini tennis court can also be used to start playing tennis outside of a club or association. The USA is showing us how it's done, with so-called neighborhood courts in residential complexes becoming part of the normal cityscape.

The same applies to multifunctional courts: almost all questions about statics, costs, construction and operation have already been answered at **Club Tennis-Point**. However, should there be a special case, our experts are on hand to provide help and advice.

To summarize this paragraph in the Strategy chapter: Yes, we believe that the tennis club of the future will develop into a racquet sports club - and that other sports will also be offered on a multifunctional court.



Gastronomy

Let's move on to the very important topic of gastronomy and thus to the social component. We believe that a tennis club has a much higher chance of survival if there is a year-round gastronomic offer. The big problem of tennis gastronomy is known to be seasonality. Regardless of the special situation during the pandemic with the lockdowns, a reasonable economy is only possible in a year-round operation. Otherwise, an interim solution must be found in the winter when no indoor tennis facility is available.

This is the first starting point for **Club Tennis-Point**. We work together with a partner who offers airdomes. Here, too, we have experience and concepts on how to make the investment in a mobile hall construction worthwhile. Certainly a simple and logical way to utilize the catering facilities also in winter.

Another possibility is to connect a year-round self-sufficient catering operation, as we will implement at our model club in Gütersloh. Of course, this has to do with the respective local conditions, but one thing is clear: the tennis club of the future must be a common meeting place for all members all year round.

Don't worry, we also have a solution for clubs where catering is not an option. A tennis club 2.0 can also be managed with vending machines and purely virtual services.

But let's get back to the full range of catering services. What concepts can be found to ensure year-round operation? Here, a disadvantage just mentioned can be an advantage for clubs: all-day schools. School boards are often desperately looking for solutions to provide lunch for their students. Often catering companies are acquired from far away. Here, the kitchen of the tennis club can

provide a remedy. If local conditions permit, the club room can even serve as a canteen. If the issue of integrating sports and homework supervision comes into play, the tennis club with its racquet sports facilities and multifunctional court can even be used as a permanent venue of a modern school concept.



Events

In addition to the area of child care, the topic of events is certainly back on the agenda in the new normal life. But perhaps events will have to be held more in local areas and the offer will be directed more to the local environment. Here, too, the tennis club can open up to the future more than in the past. A club night every second Friday of the month may become a permanent fixture. The focus here is likely to be on outdoor events in the coming months, perhaps years.

Hygiene concepts and tracking infection history will also likely continue to play an important role. This can certainly be implemented well in a club with sign-in lists. The exact circumstances will be very much influenced by the behavior regarding widespread vaccination of the population.

Life without dancing, laughter and social interaction is certainly unthinkable. Even though online dating platforms are becoming more and more popular, many people looking for a partner also prefer to flirt while dancing or having a cocktail at the bar - in order to have briefly highlighted this topic as well. But even otherwise, it is important to organize a social get-together after the phase of the various lockdown scenarios.

There are no limits to the ideas here - from game nights to watching soccer together to cooking school or wine tastings. Sometimes it can be a simple barbecue, with sausages and steaks on the grill.

We'll get used to enjoying our free time as local recreation at our local club. When I think back to my own youth in the 80's this was certainly not the worst time in my life.



Education and training

Let's move on from the gastronomic offer to the topic of education and training. Here, too, we must urgently clear up a fundamental misunderstanding: tennis is

difficult to learn! This statement is simply wrong and has been preventing many interested people from getting into tennis for decades.

Already in 1974 Tim Gallway published the book „The Inner Game of Tennis“. Although this book already describes how easy it is to learn tennis, generations of tennis students have been tormented by forms of practice that are contrary to our natural learning process. In this context, we are cooperating with Tennis People, who have already proven countless times with their „Fast Learning“ concept that tennis is really easy and fast to learn.

In parallel, we are working on a campaign to bring athletes from other disciplines to racquet sports, especially during the pandemic phase. As an individual sport, tennis has the advantage of opening up the courts and allowing people to play, which takes precedence over team sports. Certainly, this area needs to be viewed somewhat sensitively. We don't want to give the impression that the situation is being used „unfairly,“ but at the end of the day, it's about people simply wanting to play sports. And the opportunities in the social sphere, which have already been described in this article, do their bit to keep the target group playing tennis.

For the tennis club of the future, we have set ourselves the goal of not only making it easier to get started in the sport, but also to take tennis training in general to the next level. This is definitely not to say that everything is „bad“ that we currently find on the topic of training teaching, but here too, we believe we need to take the next step, especially in the area of digitalization. Partners like Wingfield support the tennis player and his coach with data and video analyses that are hardly inferior to the possibilities in professional sports. In cooperation with TennisGate, we offer innovative advanced training by digital



ENJOY YOUR LIFE

means for tennis coaches, but also for players who are committed to self-coaching.

The tennis club of the future will also provide a platform for other professions in the leisure industry. We assume that volunteerism will continue to play a significant role in the management of a tennis club/association in the future. However, it is also becoming apparent that more and more club management tasks will be performed by full-time staff. This topic has certainly been discussed many times in the past, but developments in recent years indicate that the organization of tennis clubs, or rather racket sports clubs in the future, can only be maintained with digital support and permanently installed club managers.

The tennis club of the future will provide these digital tools in the concept **Club Tennis-Point**. The control of the club with the help of the appropriate app in the smartphone or tablet will be just as stan-

dard as the electronic control of access to the court, locker rooms or club room by means of RFID chip. Some people will certainly think „brave new world“ and perhaps doubt whether this is a positive or negative development. Let's take a look at the result together: If this development can revitalize the sport of tennis and build up the sport of paddle tennis to provide athletes and their families with a great way to spend their free time, then the answer should be quite clear.

Finally, let's move on to the chapter on implementation.

IMPLEMENTATION

How can a „normal“ tennis club participate in the future concept **Club Tennis-Point, Enjoy your Life?**

The first step is certainly to contact our Grasroots and Promotion Team.

Register free of charge and without obligation as an interested party at www.tennis-club-der-zukunft.de or send your informal request to



CLUB@TENNIS-POINT.DE

and we will send you further information material. Many steps will then explain themselves. Further we go together to establish a **Club Tennis-Point** in your tennis club. If you decide to implement the future concept with us, you will be accompanied by a team of dedicated employees who will be there to help you in word and deed.

**TENNIS
IS US**

Our concept **Club Tennis-Point** is part of a movement we are starting. We want to revitalize the sport of tennis and make it fit for the future.

Become part of **#team yellow** and discover new impulses for our sport at www.tennis-is-us.com

EPILOG

Have we aroused your interest? Do you also see the future of the tennis club landscape as we do? Similar or completely different? Do we claim to be complete with this article? Certainly not. For us, the process of renewing tennis club concepts is also a dynamic and interactive exchange with everyone involved in tennis. As already described, we like to listen to feedback, ideas and suggestions.

For example, have we talked in full about the job description of tennis coaches? We don't think so, but we see a central role here in organizing its implementation. However, since the umbrella organizations claim teaching sovereignty here, further discussions must be held at this level.

Are there other ideas „out of the box“? Most certainly. In today's world, both parents are increasingly working. Do you know of any German tennis clubs that offer daycare? We don't. Can the open all-day school with its childcare offer take place in a racquet sports club with an additional multifunctional court? We think so.

The list could go on indefinitely and with this open end I would like to conclude my remarks. **At the end of the day, we are all concerned with one thing:**

About the author:

Nelson Artz has been professionally involved in tennis for 26 years. He himself has been playing this wonderful sport for 45 years. For ten years he led the TC Rot-Weiß Bad Honnef on the island of Grafenwerth as its 1st chairman. He has been happily together with his wife Friederike Artz for 31 years and has two daughters aged 14 and 19.

Based on his professional experience in international marketing, he wrote the book „Heute schon im Morgen ankommen. How the Mobile Internet Revolution is Lastingly Changing Our Consumption and Work Behavior.“

Since October 2020, he has jumped on board the Tennis Point Express and is responsible for the Tennis Point brand, its international expansion and strategic partnerships as Chief Brand Officer.



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