

WEBINAR

Becoming a Playtomic Leveling Club

PLAYTOMIC



Agenda

1

How to level players in my club?

- Standardized process
- What to do to verify a coach?
- Maximum reachable level
- How to send info to Playtomic

15
min

2

Open Matches

- Benefits
- How matches work
- Basic rules
- Success cases

10
min

3

Certification Exam

5
min

4

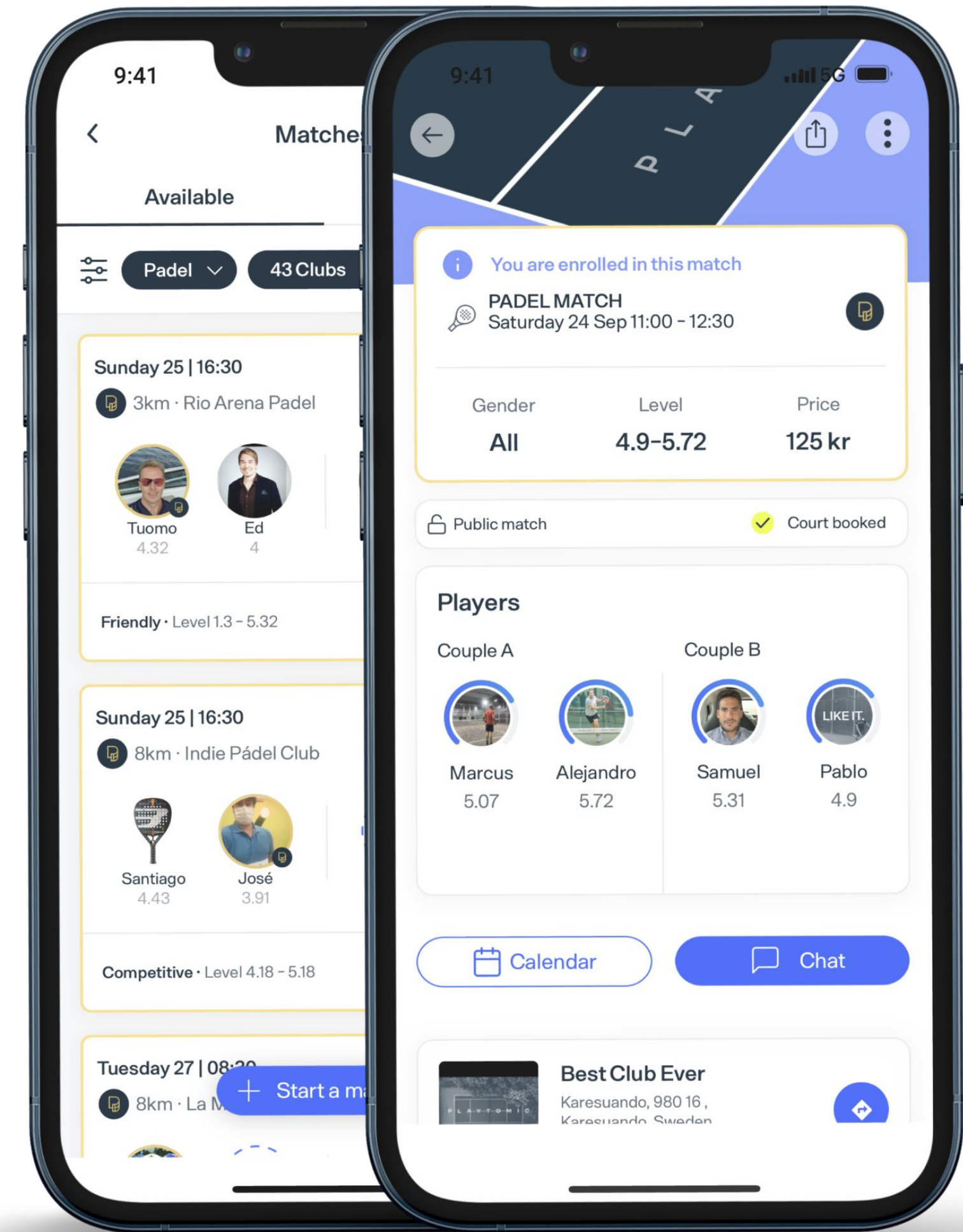
Q&A Session

HOW TO LEVEL PLAYERS IN MY CLUB?

In order to have **balanced levels** in your club and arrange **better Open Matches**, you can set the right level for players by verifying your coach/es and hosting level evaluation tests with your community.

BENEFITS OF INTRODUCING LEVELING IN MY CLUB

- **Increase revenues**
With more activity and more returning players to your venue, you will generate more revenue from court fees but also related to your other services and offering such as equipment, consumption, classes or memberships
- **Increase occupancy rate**
Leveling sessions is the perfect activity to cover off-peak hours
- **Boost players' acquisition**
Diversify from your competitors, offering an exclusive service. More than 10.000 players joined a leveling session worldwide in 2023.
- **Build long-term growth**



A grayscale photograph of two men in an office. One man is standing in the background, wearing a white t-shirt with 'ITF' on it, looking towards the right. The other man is sitting at a desk in the foreground, looking at a computer monitor. The image is partially obscured by a white overlay on the right side.

STANDARDIZED PROCESS

Our ambition is to be the perfect platform for racket sports lovers. We are very proud of our product and our Playtomic Level, but we know we can deliver a better experience for the users.

In order to achieve a worldwide level, we have worked in a standardized process to let you, as a Playtomic Partner, be part of that great experience.

STANDARDIZED PROCESS



1

Playtomic will verify clubs and coaches

- FREE online webinars and offline resources
- Test to get an online certification
- Clear processes
- Guidelines and content

3

Playtomic will update player's level

- From verified coaches only
- Following the correct procedure, when communicating new levels
- On the same day the new level is communicated

2

Verified coaches will host Leveling Evaluations

- Creating a public class in Playtomic Manager
- Coach proactively involved in court
- Providing clear explanation to players about levels
- Promoting Open Matches and the importance of a community of leveled players at the club

4

Playtomic will conduct audits

- To ensure the procedure is followed
- To avoid any cheating
- Sending surveys to players
- If a bad behaviour is detected, coach certification will be immediately revoked

WHAT TO DO TO CERTIFY A COACH?

- We are going to host **online webinars** where you, as Club Manager, or coaches at your venue can register
- You will receive documents to let your coaches study the leveling methodology autonomously. In the last slide, they will have a link to start the exam whenever is a convenient time for them.

You, as a Club, won't be able to host a leveling session until at least one of your coaches is certified.

LEVEL IN DETAIL 0-5

HOW TO CREATE ACTIVITY IN PM



RECOMMENDED PROCESS

INSIDE THE COURT

MAXIMUM REACHABLE LEVEL

UPLOADING INFO TO

Leveling Evaluation



1 coach



1 court



1 hour



3 players

**MINIMUM
PRICE:
According
to the
country***

Always using



Classes in PM



Leveling Evaluation

In this situation we will have three players on court, where the coach will check every player's skill in detail.

In order to collect players info, the coach will have a template for the phone, where emails can be gathered and useful to take notes about the tentative and final level.



1 coach



1 court



1 hour



3 players

Always using



Classes in PM



Leveling Evaluation

1

During the first part of the evaluation the coach must focus on all strokes, making a 360 test for every player. That will mean the tentative level.

2

The activity must finish with around 15 minutes playing a match, where the intention for the coach is to play with every player. That's the way to confirm the level of the user by playing some points as teammate and opponent.



1 coach



1 court



1 hour



3 players

Always using



Classes in PM



Leveling Evaluation

2

During the last part of the activity, the match, coach can also suggest different situations to challenge players and check skills.

F.e: team A starts serving with 0-30

3

When time's over, the coach **MUST** explain every final level and the reason behind, mentioning how Open Matches can positively affect the level



1 coach



1 court



1 hour



3 players

Always using



Classes in PM



Pro tip:

Do not promote this activity as a lesson/training. And explain to players they are there to confirm their level in the app. Probably they won't learn something new, and be ready because some people won't be happy with the new level they are about to get.



MAXIMUM REACHABLE LEVEL

Considering the Playtomic Level Scale, there is a maximum level that can be assigned during these activities.

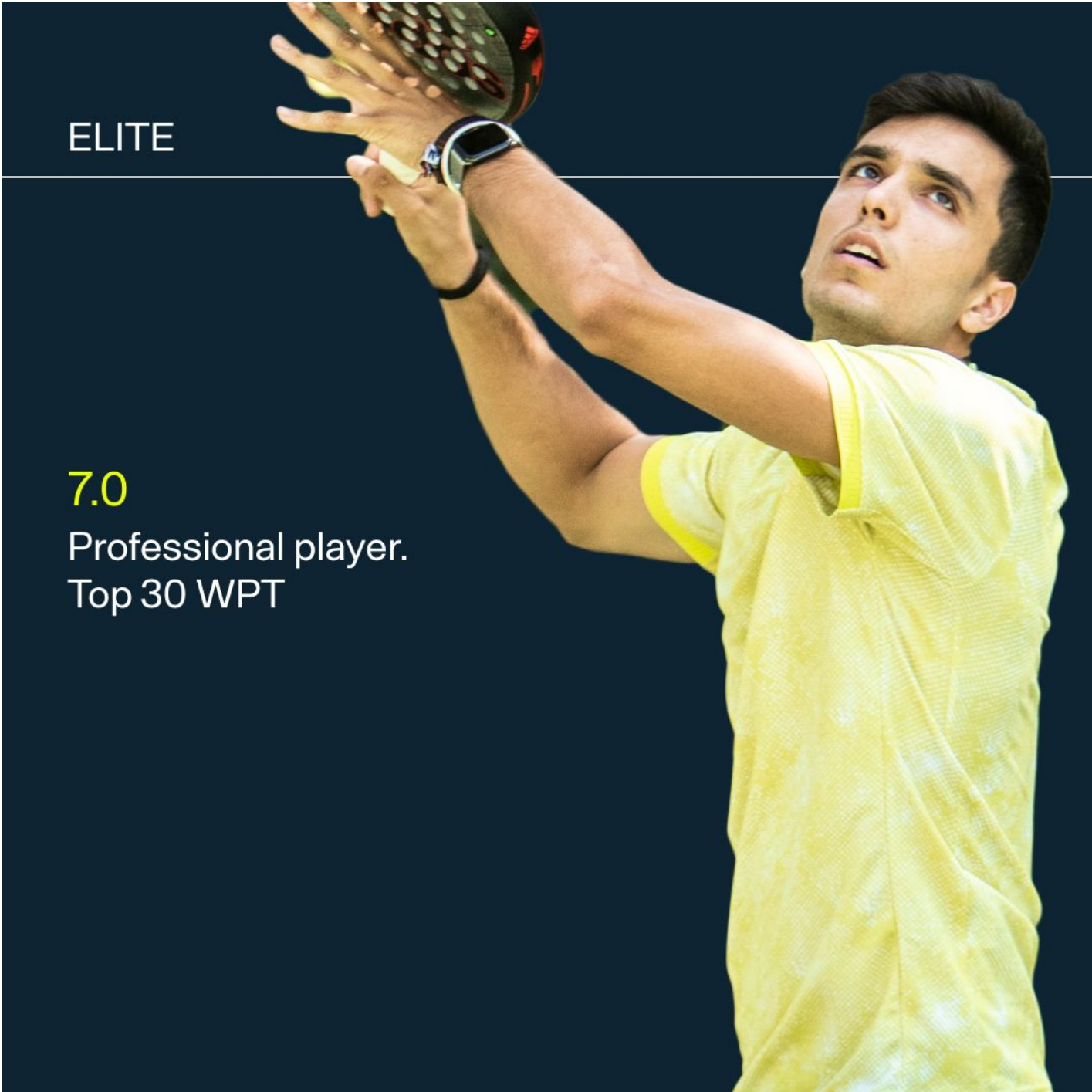
Once a coach is setting a player's level, the reliability of that user **will be changed to 50%**, assuming that the level is accurate and validated from a coach following Playtomic's protocol and escale.



In order to establish a worldwide scale and allow players to play everywhere with the same profile, we need to understand Playtomic levels.

Having in mind that **level 6 to 7 is assigned to professional players**, the maximum level achievable for a player from a club evaluation test is **5,6**.
Receiving a 5 as tentative level and **adding focus, competitiveness and player's condition** to their final result. Every factor adds or extract 0.2 pts.

This is meant to try to synchronize levels and to avoid having players with wrong levels playing in places/clubs where the level is settled and having bad experiences.



LEVEL IN DETAIL 0-5

HOW TO CREATE ACTIVITY IN PM



LEVELING SESSIONS AND NEW LEVELS

MAXIMUM REACHABLE LEVEL

UPLOADING INFO TO

HOW TO CREATE A PUBLIC CLASS IN PLAYTOMIC


 Schedule

 Customers

 Payments

 Bookings

 Matches

 Academy

 Tournaments

 Leagues

 Store

❑ [Login in Playtomic Manager](#)

❑ In the left-hand menu, click on [Academy](#)

❑ Go to the window [Public Classes](#). Click create public class button on the right.

❑ Follow these instructions to guarantee that your session is created properly:

- 1) Name of the event should contain the wording **Leveling**
- 2) Minimum price of the event is the one mentioned previously during the webinar
- 3) Payment methods to be selected are **Apple Pay, Google Pay and Credit Card (+ other online payment methods of the specific region)**
- 4) We strongly recommend to update the Description with the following sentence: *“This is a leveling session hosted by a certified Playtomic Coach. In this session, Coach will review your abilities on the court analyzing several strokes and your performance during a brief match exhibition. Your level will be updated after the session according to what expressed on the court. Remember that also your reliability index will be updated and set to 50%. “*
- 5) Click on the blue **Update** button on the bottom left

Leveling Playtomic

9/26/2024, 09:00 AM

60 min

Padel

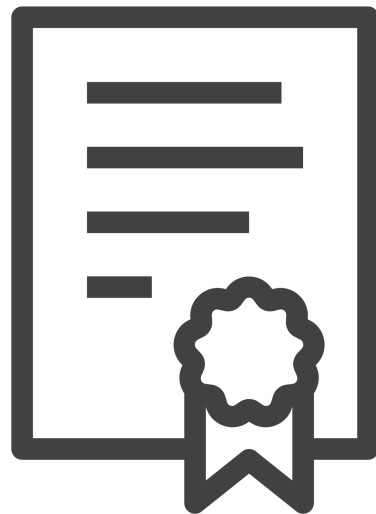
€10.00

0/3

Registration open

Until 9/25/2024, 10:00 PM

HOW TO UPDATE YOUR LEVELING FILE



Once approved the exam, your Club will receive a Google Sheet file in the inbox of the e-mail address communicated during the exam.

Columns A,B,C are automatically updated by Playtomic. Clubs could update only column D new_level, selecting one of the levels available in the drop down menu. In few minutes, the level of the player will be updated by Playtomic automation.

Leveling Playtomic - Demo Club



A	B	C	D
start_date	user_id	player_name	new_level

SUMMARY OF THE PROCESS



- In order to create a leveling session, Clubs should use Public Classes feature available into the Academy section
- Name of the event should contain the word “**Leveling**”
- Recommended number of players for the activity is 3, remember there is a minimum price per country to respect for the activity
- Within the payments methods, Clubs will select **Apple Pay, Google Pay and credit card only**
- The day after the leveling session, if the event has not been cancelled, players who joined will automatically appear in the Google Sheet file shared by Playtomic. If they don't appear in the file, some of the rules explained above has not been followed
- To communicate the new level, you will just update the column D “**new_level**”

OPEN MATCHES



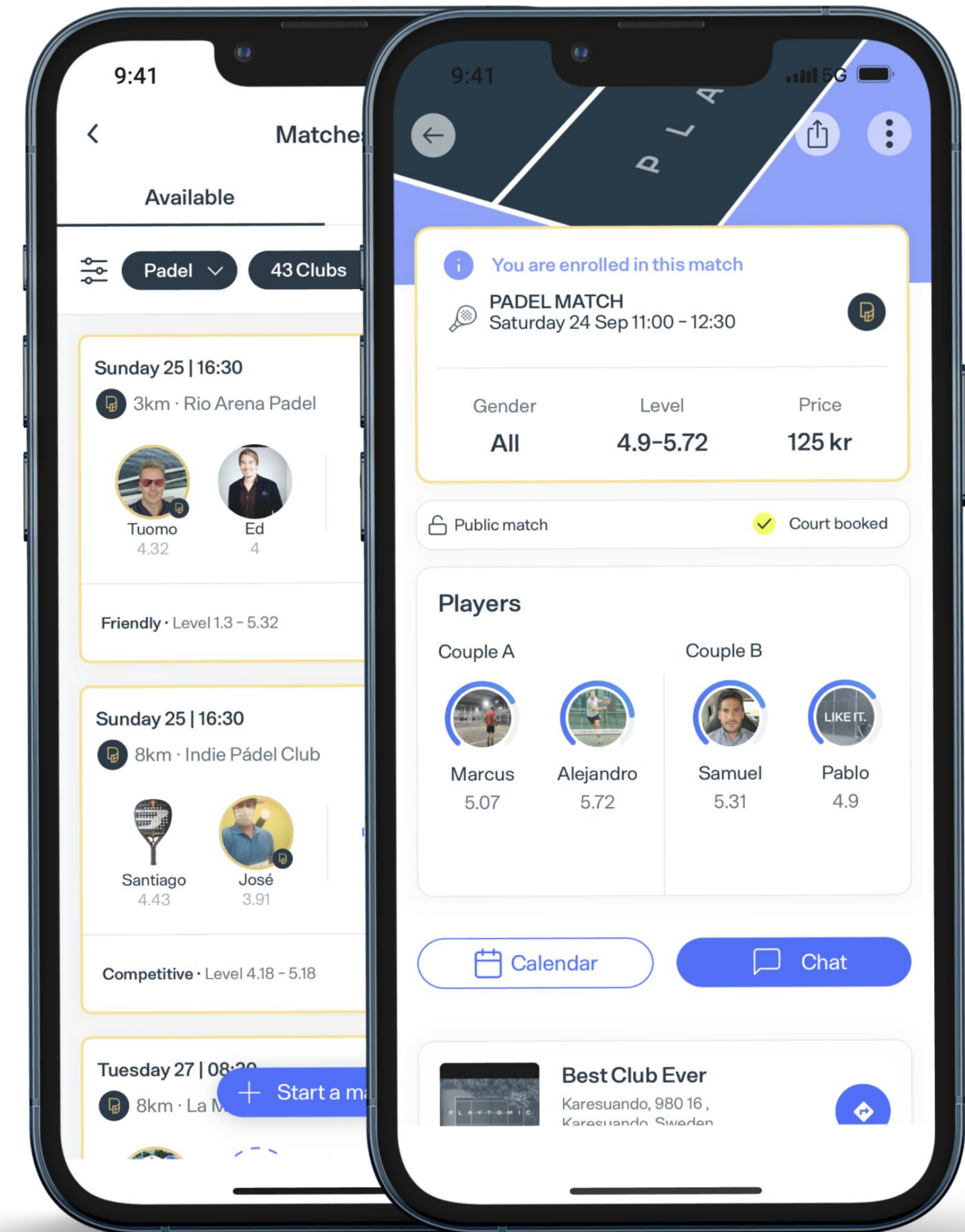
The **Open Matches** feature is the ultimate tool to enable players to play more and increase their joy of padel - all based on their requests, requirements and desires.

NO MORE HASSLE **FOR PLAYERS**
ORGANISING GAMES AND FINDING PEOPLE
TO PLAY WITH

BENEFITS

OPEN MATCHES HELP YOUR CLUB TO

- **Increase venue occupancy**
Open matches is a powerful tool for populating off peak hours
- **Propel new player acquisition**
Help new players to find their way in to your venue through open matches. You will also find players promoting your club to others.
- **Grow revenue**
With more activity and more returning players to your venue, you will generate more revenue from court fees but also from your other services such as equipment, consumption, classes or memberships

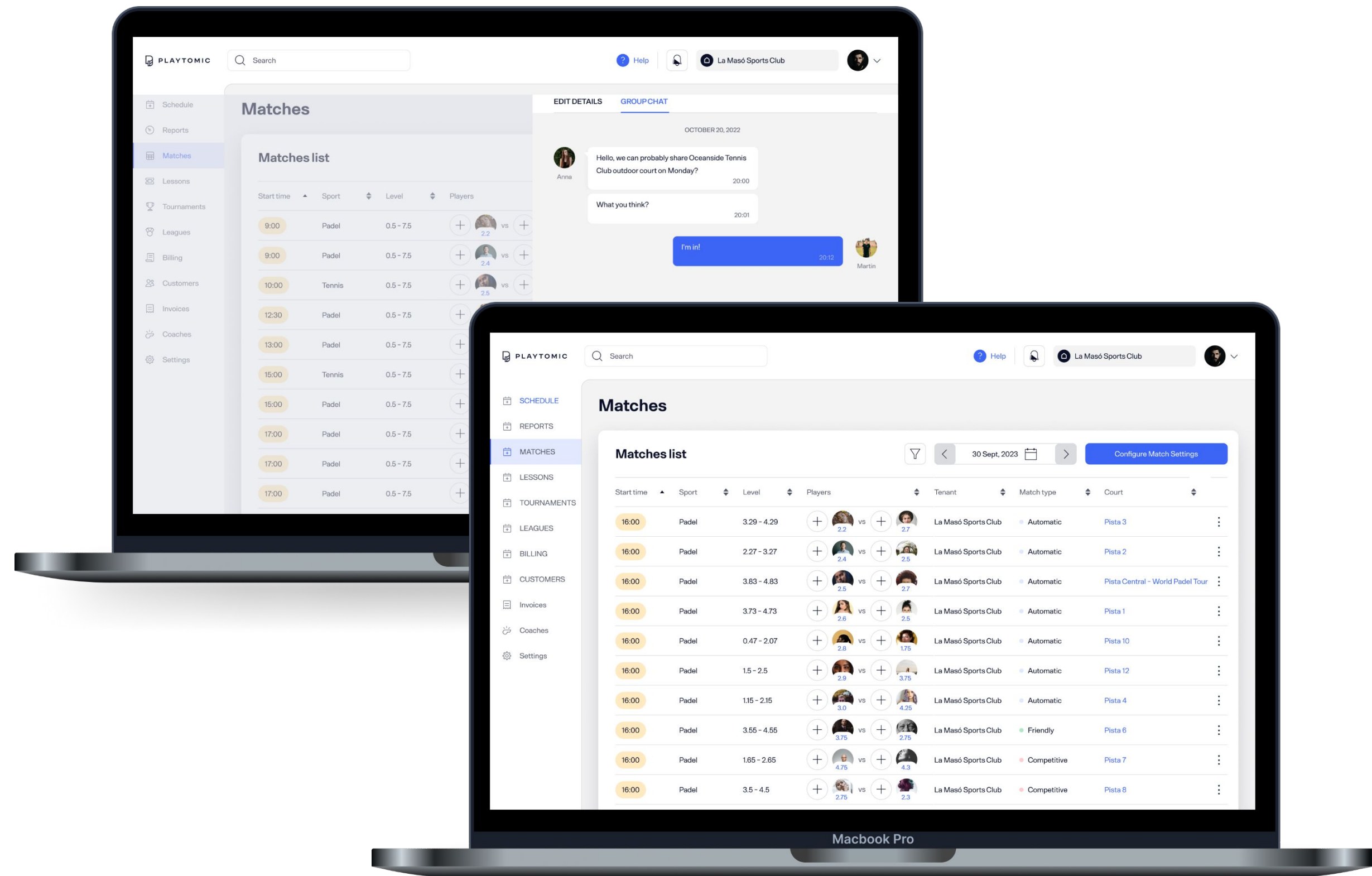


**PROMOTE AND MANAGE OPEN MATCHES
TO DRIVE CLUB'S GROWTH**
THANKS TO OUR POWERFUL MATCH-MAKING
ALGORITHM

Put your available slots
on the open matches marketplace,
let players promote the match and
your venue for you

Club managers will still have full control of all Open Matches

- Book a court for the match
- Cancel the court
- Chat in the match with players
- Share the match with others
- Fast access to matches (mobile version)

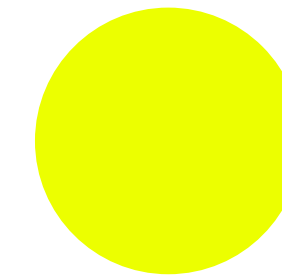


HOW MATCHES WORK

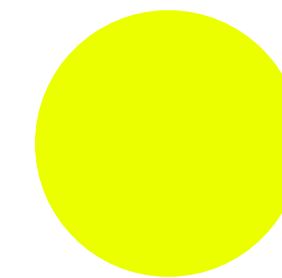
1. Find an available spot on a suitable day and time at a venue near you

2. Choose your type of match:
Competitive or **Friendly**

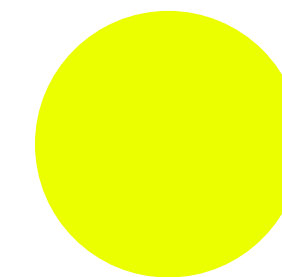
3. Pay your part



The match is now published on the Open Match marketplace in the Playtomic app. Other users of the app can join and you can also easily share the posted match in other platforms and forums



The time that the Open Match will **remain active** and available, depends **on how many players have signed up** to participate **and** if there are **available courts** at that venue



For example, once there are two players on a match the court will automatically get booked up to 12 hours before the match starts; if there are no 4 players, 1h before the match starts it will get cancelled

BASIC RULES

Reservation in club's calendar

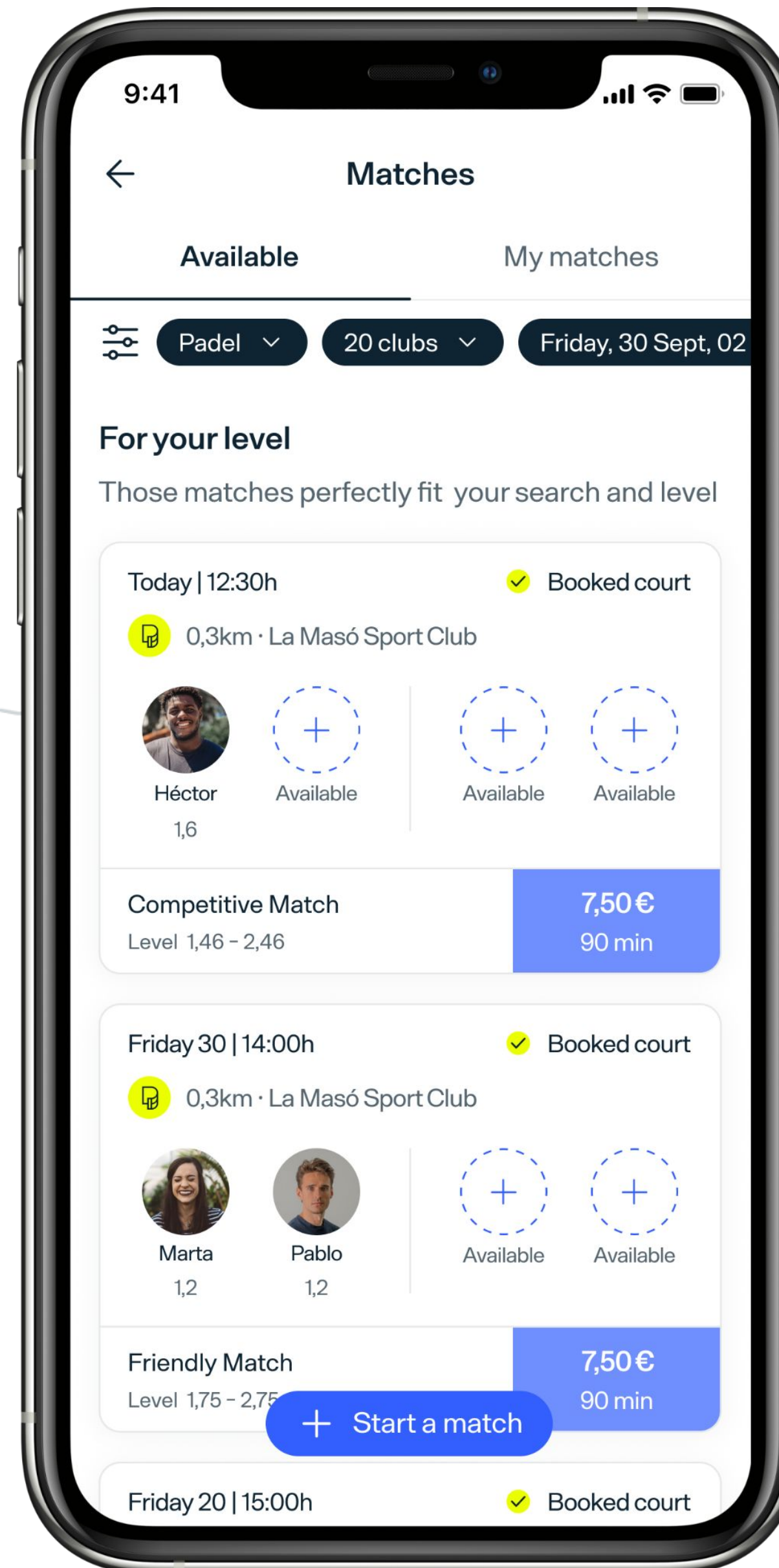
1 player - ***NO Reservation**

*Unless the player is a Playtomic Premium user

2 players - **Reservation**

in venue's occupancy until **12h** before the match starts.

* If there is no 3rd player before those 12h, reservation will be removed but the match will remain active in app for players until 1h before match starts.



Active match in app for players

1 player - Match auto cancelled

1h before match starting time or **no court available**

2 players - Match auto cancelled

1h before match starting time or **no court available**

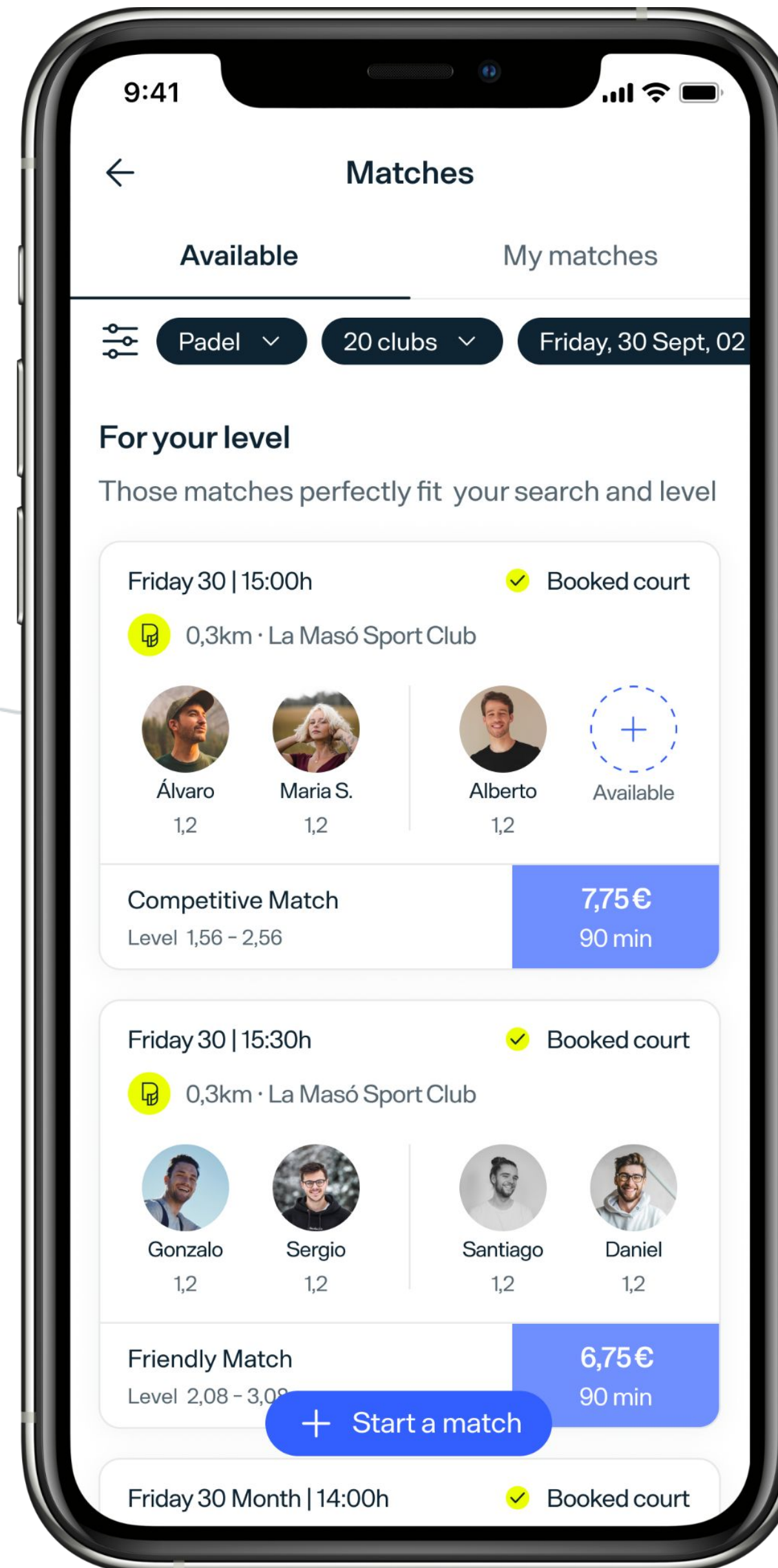
BASIC RULES

Reservation in club's calendar

3 players - Reservation
in venue's occupancy until
4h before match starts.

* If there is no 4th player
before those 4h, reservation
will be cancelled but open
match will remain active in
app for players until 1h
before match starts.

4 players
COURT BOOKED! ✓



Active match in app for players

**3 players - Match auto
cancelled**
1h before match starting
time or **no court available**

4 players
MATCH CONFIRMED!

Grow **revenue**,
increase **occupation rate**,
propel **new player acquisition**,
and secure strong **long term growth**



SUCCESS CASE

Matches vs Bookings

Spanish club

Open Matches activation: 2022

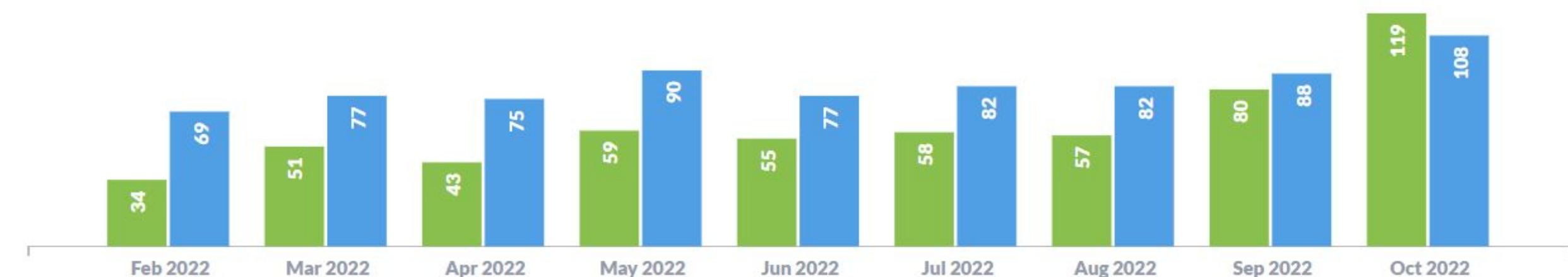
Remarkable increase in reservations coming from Open Matches generated automatically from Playtomic.

Players started to understand the benefits of the feature and started to play more every month.

Open Matches growth lead them to take over Private Bookings

Matches vs Bookings ⓘ

● Matches ● Bookings



Slightly increase in revenues every month, until Open Matches beats Private Bookings

Transacted Volume €

● Matches ● Bookings



SUCCESS CASE

Established Open Matches model

Italian club

Open Matches activation: Aug 2021

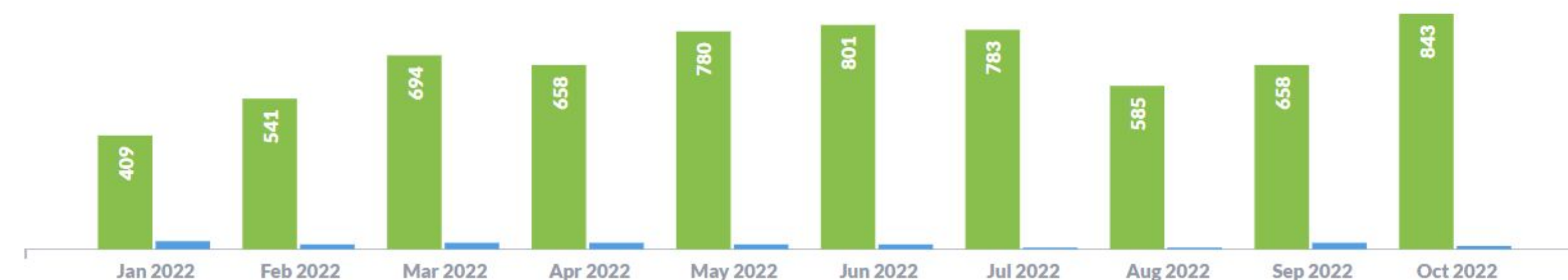
This club has opted for letting Playtomic Open Matches fill the calendar and reservations.

Embracing a commitment through their Community of players and helping them to find out how to use this feature in the app.

Open Matches are established, offering more consistent results than Private Bookings

Matches vs Bookings

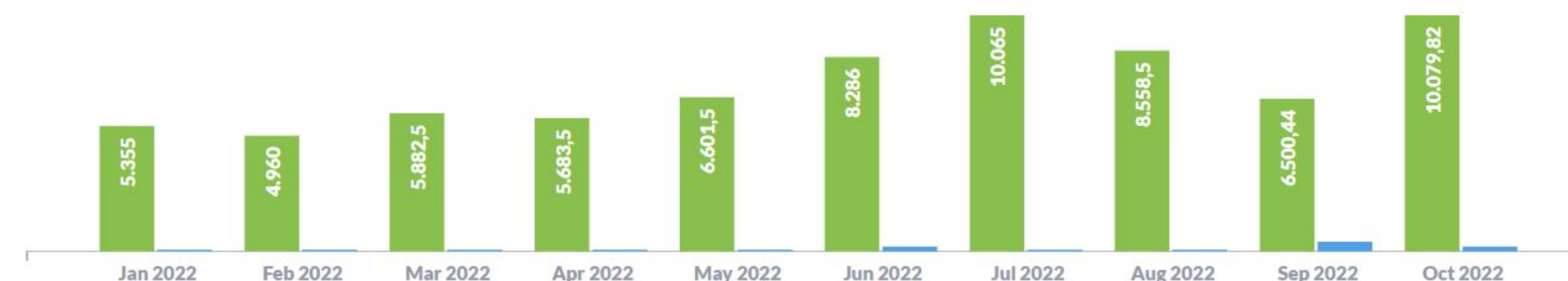
● Matches ● Bookings



Revenues

Transacted Volume €

● Matches ● Bookings



Q&A





READY FOR THE
EXAM?

THANK YOU