



JF2 Academy

INVESTMENT OPPORTUNITY · 2026

# Invest in the padel academy for the whole world.

*JF2 Academy — The Complete Padel Learning Platform*

**\$1M target round · From \$10,000 · 5x base · 38% IRR · Payback in Year 3**

Fernando Ferosell · CEO & Founder | Jaime Ferosell · Sports Director · Former #1 USA (Red Padel) · US Open Champion 2025

[invest.jf2academy.com](https://invest.jf2academy.com)

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THE MARKET OPPORTUNITY

A sport growing at an **unprecedented** pace.

**\$5B**

U.S. racquet sports TAM

**30M+**

Active players worldwide

**350+**

New U.S. courts in 2024 alone

**LA 2028**

Olympic padel (exhibition)

Padel grows at 25% CAGR in the Americas. U.S. courts go from 150 (2022) to a projected 3,000 by 2030, with 80% average occupancy in premium facilities. The market is already taking off; learning still has no owner.



## THE PROBLEM

# Learning padel today is **fragmented**.

- |       |   |               |
|-------|---|---------------|
| Nº 01 | <b>No central home</b><br>Knowledge scattered across a thousand sources with no order or progression.                     | FRAGMENTED    |
| Nº 02 | <b>No method, no continuity</b><br>Loose videos aren't a process. No path, no improvement loop, no transfer to the match. | INCOMPLETE    |
| Nº 03 | <b>Expensive &amp; limited</b><br>Quality coaching depends on geography, schedule and budget. It doesn't scale.           | HIGH FRICTION |
| Nº 04 | <b>No progress data</b><br>Players don't know if they're improving. No measurement, no loyalty.                           | NO TRACKING   |



THE POTENTIAL CUSTOMER

# Millions who want to **improve.**

## ENTRY

### **Beginners**

Millions try padel every year and most come back.

## FAMILIES

### **Kids, youth & juniors**

Parents investing in their children's development. Youth categories exploding.

## THE CORE

### **Adult amateurs**

Social and competitive adults willing to pay to improve and enjoy more.

## PERFORMANCE

### **Competitive & pros**

Players chasing detail, marginal gains and the mental edge.

## B2B & ACADEMIC

### **Clubs, companies & universities**

Coaches, academies, corporate and university programs. A licensing channel.

## GLOBAL · BILINGUAL

### **USA + the Hispanic world**

Bilingual EN/ES from day one: two of padel's biggest markets, one product.



THE PRODUCT

# The first **all-in-one** padel learning ecosystem.

№ 01

## **Technical**

Stroke, biomechanics, repertoire.

№ 02

## **Tactical**

Reading the game, positioning, patterns.

№ 03

## **Physical**

Mobility, power, endurance, prevention.

№ 04

## **Mental**

Focus, pressure, training→match transfer.

A closed loop of continuous improvement — diagnosis → personal path → practice → transfer → review → next cycle — turns every user into a better player and a subscriber who stays. High retention = recurring, predictable revenue.



BEYOND PADEL

# Not just better players: **excellent people and professionals.**

JF2's holistic approach extends content to personal and professional development. The market stops being “those who want to improve at padel” and becomes “those who want to improve.” The potential customer multiplies.

Mindset & focus

Leadership

Discipline & habits

Pressure management

Values

Wellbeing

Corporate programs



## MODEL & SCALABILITY

# Software: built once, sold **infinitely**.

### RECURRING REVENUE

#### **B2C subscription**

Monthly & annual plans.

Predictable, growing revenue.

### SOFTWARE MARGIN

#### **Marginal cost $\approx 0$**

Content produced once. Serving 10k or 1M costs almost the same.

### NEW CHANNELS

#### **B2B & licensing**

Clubs, academies and coaches as a channel. Method licensing.

### EXPANSION

#### **Global & bilingual**

EN/ES from day one. New markets without rebuilding.



UNIT ECONOMICS · THE REVERSE MATH

From \$3.4M revenue and \$3M EBITDA, **working backward.**

\$3,4M

Revenue · Year 3

\$3,0M

EBITDA · Year 3

11.333

Paid subscribers required

0,04%

Of the 30M global players

\$3.4M ÷ \$300/year (blended \$25/mo: Player \$19 + Elite \$49) ≈ 11,333 paid subscribers. B2B contracts with universities and clubs bring 50–100 users at once, sharply lowering the individual subscribers needed.



THE ACQUISITION ENGINE

# How we acquire those **subscribers**.

## ORGANIC

### **Freemium hook**

Free 'Explore' tier; 5% conversion.  
~225,000 sign-ups to surpass 11,000 paid.

## ELITE PULL

### **Jaime Fermosell**

Former #1 USA (Red Padel) & US  
Open 2025 Champion. Instant  
credibility.

## HIGH-YIELD B2B

### **Collegiate & USPA**

University partnerships. One license  
\$500–\$2,000/mo. 30–50 universities  
supercharge MRR.

## LICENCES

### **Clubs & academies**

License the JF2 Certified Method to  
clubs. They distribute to their  
players.

CAC efficiency: with a \$20–\$30 target CAC, the \$350K marketing budget (35% of capital) alone secures 11,000–17,000 active subscribers — before organic compounding or B2B contracts.



THE INVESTOR RETURN

# Three return levers, one **thesis**.

## LEVER 01 · EQUITY & DIVIDENDS

### Equity with cash distributions

Pro-rata equity on a \$1M round. 5x base over 5 years (38% IRR); dividends from Year 3. EV \$18–30M at 6–10x EBITDA.

## LEVER 02 · DISTRIBUTION

### Ambassador program

As an investor you're the first distribution channel: every customer you bring lowers CAC and accelerates ARR.

## LEVER 03 · LIQUIDITY

### Liquidity on your terms

From Year 3: take dividends, reinvest, or exit via buyback or sale to a strategic/PE in Year 5–7.

**\$1M**

Target round

**\$10K**

Entry ticket

**5x**

Base multiple · 38% IRR

**Año 3**

Dividends start



SCENARIOS & INVESTMENT TIERS

# From entry ticket to **lead investor.**

**CONSERVATIVE**

**3X**

24% IRR · payback Y4–5

**BASE**

**5X**

38% IRR · payback Y3

**OPTIMISTIC**

**8X**

51% IRR · payback Y2–3

**STARTER**

**\$10K**

Deal access · reporting

**FOUNDER**

**\$50K**

+ private events

**PARTNER**

**\$100K**

+ clinic with Jaime

**PREMIUM**

**\$150K**

+ lifetime membership

**ELITE**

**\$200K**

+ VIP tournament

**PATRON**

**\$250K**

+ advisory seat

**LEAD**

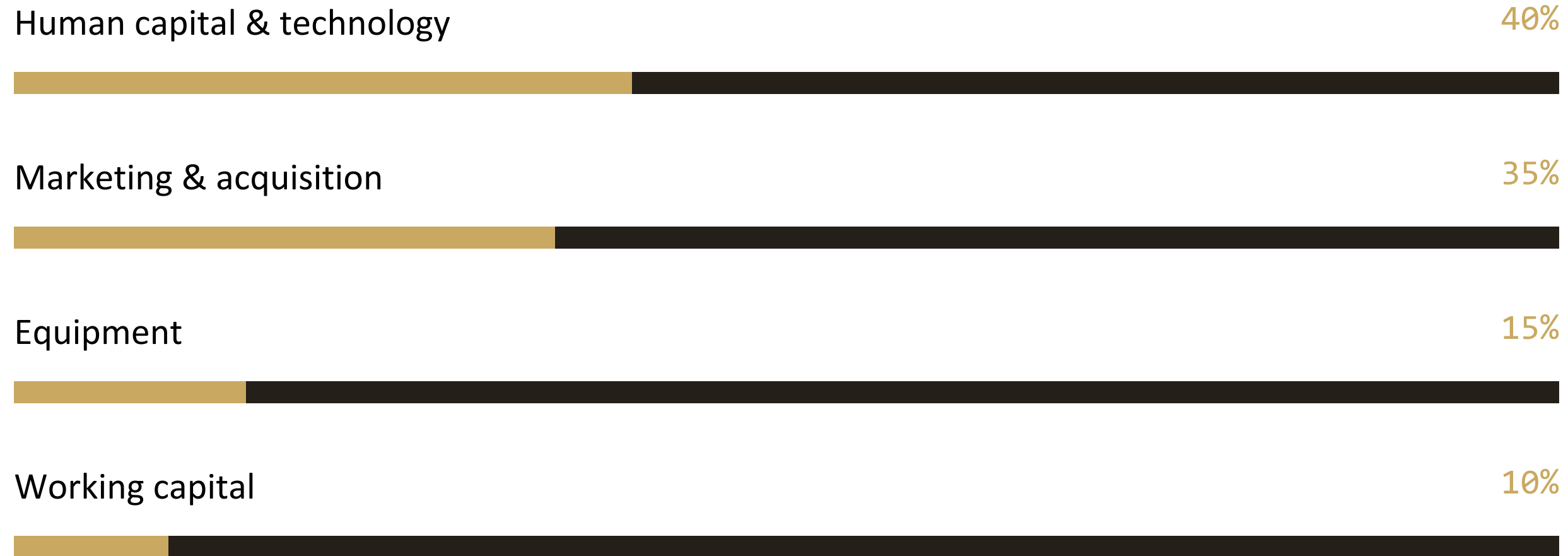
**\$500K+**

+ naming rights



## USE OF FUNDS

# Where every invested dollar goes.



Conservative financial structure and low leverage. Diversified across five customer profiles and a dual base in Miami & Los Angeles.



## RISK & MITIGATION

The downside, with **transparency** — and the shield that protects.

### MODERATE · DELAY

#### **Adverse scenario: slower growth**

5,000 paid users by Year 3 instead of ~11,300 → revenue ~\$1.5M. The return shifts from Year 3 to Year 5–6, but value keeps building.

### SHIELD 01

#### **Proprietary IP**

The JF2 Training Method holds standalone value and can be licensed to physical academies worldwide.

### SHIELD 02

#### **Elite brand authority**

Jaime's brand and collegiate partnerships generate immediate B2B revenue, securing base cashflow.



THE TEAM

# Business leadership + padel **elite.**

*“We’re here to build champions — both on and off the court.”*

Fernando Fermosell · CEO & Founder · Leadership in multinationals · training & development, performance and learning transfer

*“My goal is to help every player become the best version of themselves.”*

Jaime Fermosell · Sports Director · Former #1 USA (Red Padel) · US Open Champion 2025 · Best PRO-AM Player 2025–2026



## EXECUTIVE SUMMARY

# The thesis, in three **sentences**.

- Nº 01 We need ~11,300 subscribers (just 0.04% of the global market) to hit \$3.4M revenue and \$3M EBITDA by Year 3.
- Nº 02 We acquire them through a structured mix: freemium, Jaime's brand pull, collegiate B2B, and club method licensing.
- Nº 03 If growth slows, our proprietary IP and Jaime's elite standing are a safety net for the capital.

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