



Steps in Order from the Slide on the Team's Process:

1. Site Selection
2. Interior Layout & Design
3. Equipment & Technology
4. Pre-Construction & Build Out
5. Training & Operational Structure
6. Marketing & Pre-Sales

1. Site Selection

Odyssey Pickleball offers comprehensive support in identifying ideal locations for franchise development. Using regional and international real estate expertise, we ensure that each site maximizes accessibility, visibility, and profitability. This step lays the foundation for a successful venue by prioritizing high-traffic areas with strong demographic alignment.

2. Interior Layout & Design

Our team collaborates closely with franchisees to craft modern, functional designs that enhance the player experience. From court layouts to lounge areas and retail spaces, we ensure every detail reflects our commitment to a premium environment. Custom design software helps streamline the planning process for optimal results.

3. Equipment & Technology

We supply cutting-edge pickleball courts, high-performance gear, and advanced technology. This includes proprietary software for club management, video play analysis, and AI coaching, ensuring seamless operations and an elevated customer experience. These tools position Odyssey franchises as leaders in innovation.



4. Pre-Construction & Build Out

Odyssey's team oversees the transition from design to construction, coordinating with architects and contractors to ensure quality and efficiency. We handle pre-construction logistics, ensuring timelines and budgets are met while maintaining our high standards for facility excellence.

5. Training & Operational Structure

To prepare franchisees for success, Odyssey delivers in-depth training on daily operations, staff management, and customer engagement. Our operational structure is designed for scalability and efficiency, with playbooks covering everything from health and safety to revenue optimization.

6. Marketing & Pre-Sales

We guide franchisees in building excitement and engagement before opening day. Odyssey's dedicated marketing team provides strategies for social media, local outreach, and advertising campaigns, ensuring robust membership sales and a successful launch.

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