PADEL WORLD SUMMIT

ONE YEAR ON

THE START-UP STORIES

CourtBrain™

Insights from Barcelona

An independent publication by Sweetspot Communications

SWEETSPOT COMMUNICATIONS

BACKGROUND

The Padel World Summit 2025 in Barcelona saw a new take on the start-up zone following the inaugural event in Malaga.

Featuring just 20 selected companies, over the course of the three days, they were the focal point of the Innovation Arena.

Each was given 15 minutes to present their business and its potential game-changing product, that would deliver real impact to padel as it grows across the globe.

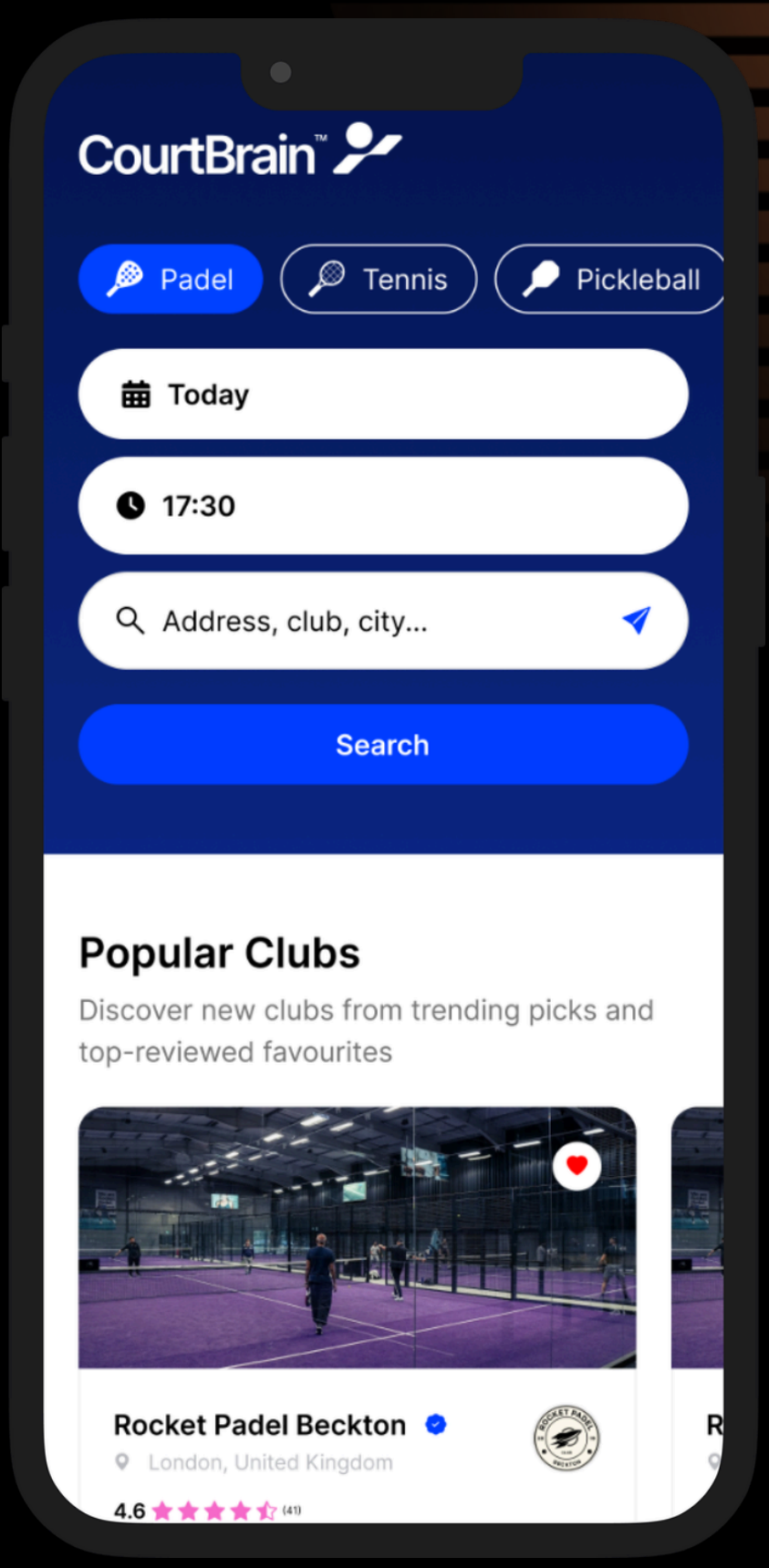
But what happened next?

The One Year On project, from Sweetspot Communications, is an opportunity for those companies to tell their story in their own words of the past 12 months – ahead of the third Padel World Summit, again in Barcelona.



THE START UP STORY

BY COURTBRAIN CO-FOUNDER HANS VILLANUEVA



CourtBrain is the world's first open marketplace for racket sports. It brings together all available court times for padel, tennis, badminton, pickleball and other sports on one platform.

No matter which booking system a club uses, you can see available courts in one place. Players save time and frustration by searching once and seeing all options instantly. Clubs stay visible even if they use a booking system of their own.

THE SUMMIT 2025

CourtBrain was still very much a minimum viable product (MVP) that we were testing in Sweden.

The Padel World Summit in Barcelona was the first time we presented CourtBrain publicly, with co-founder, Hans Villanueva, pitching our vision and introducing the world’s first open marketplace for racket sports.



At the Summit we had conversations with numerous companies and individuals – from system providers to club managers and grassroots trailblazers, many of whom we are still in contact with today and have since turned into partnerships or customers.

We were also selected as one of the top five startups, which gave us a great boost and validation for our mission.

GROWTH

7,000

ACTIVE MONTHLY WEB USERS

2,000

APP PROFILES

22,000

COURTS LISTED

7,000

CLUBS LISTED

300

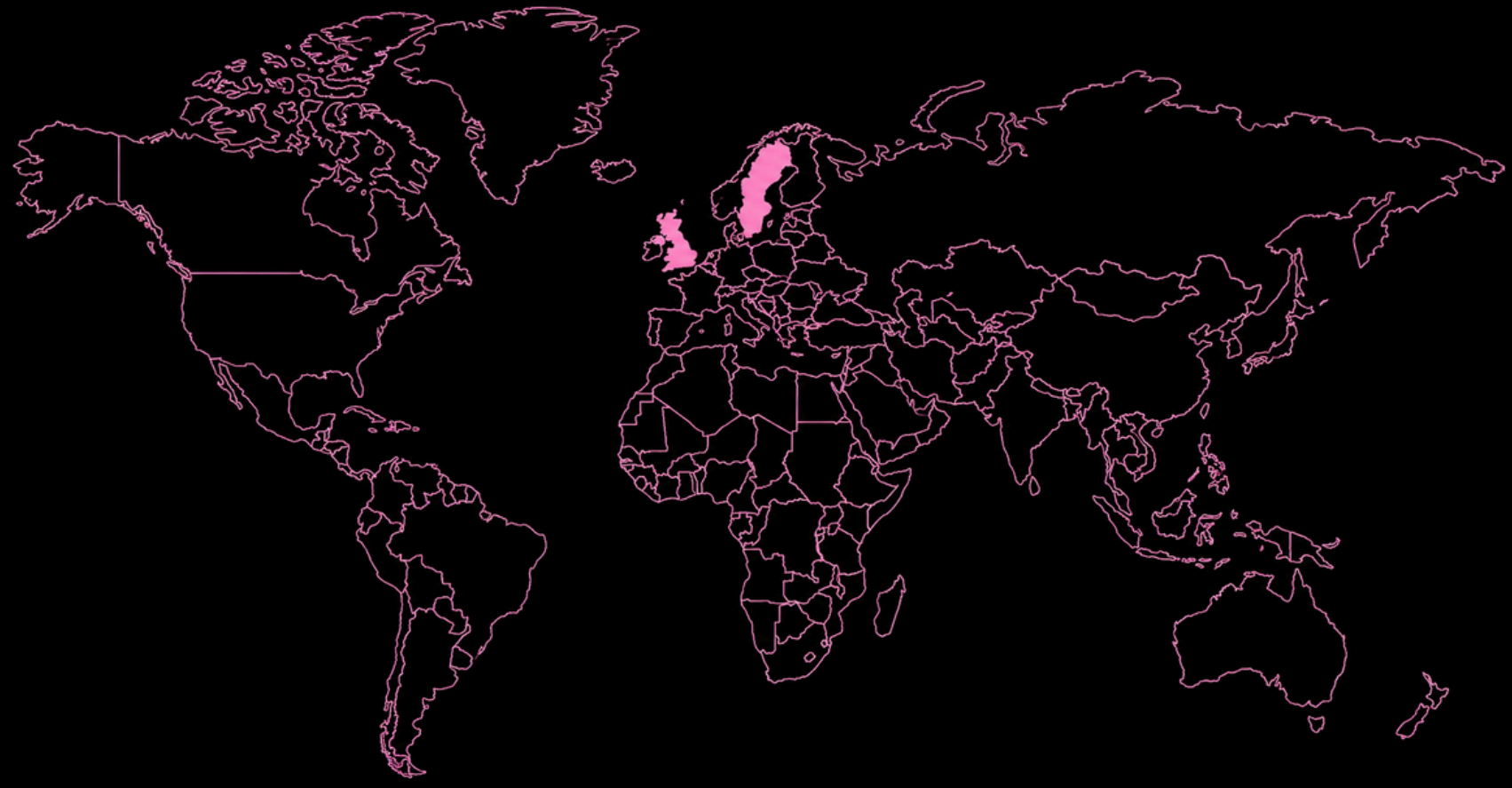
VERIFIED CLUBS

6

EMPLOYEES

TODAY

MARKETS



Today, we have a full product live in Sweden and the UK. The CourtBrain platform already works across many more countries, but we are still building deeper coverage market by market. Our next fully operational markets will be Spain, the Netherlands and the rest of Scandinavia.

THE FOTURE

INVESTMENT

Initial €100,000 investment came from family and friends. CourtBrain has now opened its first pre-seed and is looking to raise €500,000 - €1M by the end of the summer.



TEAM EXPANSION

CourtBrain has expanded from co-founders Hans Villanueva and Leo Ballchand to a team of six.

The team includes three senior engineers and one focused on UX Design.

THE SUMMIT 2026

We are attending with much bigger expectations and with the whole team. Our focus is to use the Summit to build on the foundations from the past 12 months.

CONTACT

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Sweetspot Communications has been at the forefront of the padel media industry since 2023. It benefits from 27 years of sports communications experience by founder Lee McLaughlan, a CIPR Accredited PR Practitioner.

The company offers the sector a refreshing and personal approach to padel communications and has worked with numerous padel clients across the world.

Sweetspot Communications is a member of the well-respected International Padel Media Association and Padel Relations.

The One Year On project is independent of the Padel World Summit.
Images: Sweetspot Communications / CourtBrain