PADEL WORLD SUMMIT

ONE YEAR ON

THE START-UP STORIES

weeboora

PADEL. ANYWHERE. ANYTIME

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.

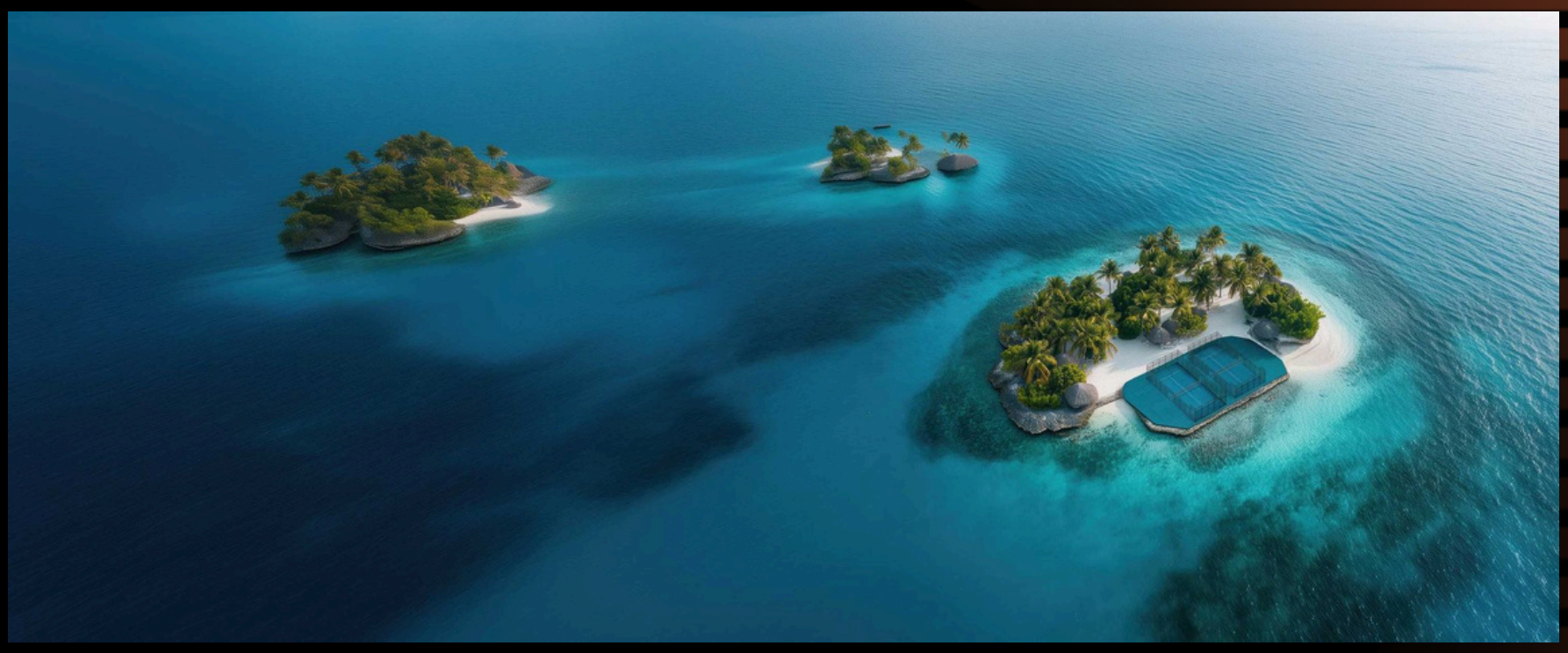


THE START UP STORY

BY WEEBORA HEAD OF PADEL EXPERIENCE JULIEN BERCOVICI

Weebora is building the travel infrastructure for the global padel community: a single platform where players, clubs, coaches, and fans can discover, book, and organise padel trips anywhere, anytime."

"By combining sport, travel, and leisure in one seamless journey, Weebora is helping transform padel travel from a fragmented process into a scalable international experience



THE SUMMIT 2025

Weebora came to Barcelona still in its early stages of development having been founded in 2024.

Participating in the Padel World Summit was simply a ‘must attend’ event as it was the perfect place to enhance our visibility among industry professionals and decision-makers.

Although Weebora is a digital-first company, in-person relationships remain central to building trust with clubs, operators, investors, and industry decision-makers



GROWTH

2

GLOBAL BRAND AMBASSADORS

€

1.3m

FIRST ROUND FUNDING

40+

DESTINATIONS

20

CUSTOMER NATIONALITIES

€

3.5m

SECOND ROUND FUNDING UNDERWAY

12>20

EMPLOYEES

TODAY

DEVELOPMENT

Our business has experienced strong growth over the past 12 months, including a threefold increase in revenue and the expansion of our destination portfolio, which includes more than 40 destinations.

We have invested resources and effort into the UX/UI development of our platform to deliver an optimal customer experience.

We are currently available in four languages (English, French, Italian, and Spanish) and will soon be launching German.

After firmly establishing our individual and multi-destination offerings, we are now expanding our “group travel” segment, driven by strong market demand.



PARTNERSHIPS

We have partnered with major operators such as 4PADEL in France, Spector Padel House in Italy, and Padelta in Switzerland, becoming their official travel partner and managing the creation and organisation of travel programs for their communities.

Additional discussions are currently underway, and we expect this portfolio of partners to continue growing.



We have also secured Gemma Triay, the world's No. 1 female player as a brand ambassador. Gemma comes on board alongside top ten ranked men's star Franco Stupaczuk.

THE FOTURE

NEW INVESTMENT

Securing our second investment round, which is expected to be 3.5m euros, and strengthening the confidence of our investors has been a major milestone.



NEXT STEPS

Our priorities for the year ahead are clear: strengthen our position as the reference platform for padel travel, deliver outstanding experiences for B2B partners, expand our ambassador program for coaches and clubs, and grow the Weebora traveller community.

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 / Weebora / Padel World Summit