



CASE STUDY

Sport Management Agency

CREATE A PADEL ECOSYSTEM

SITUATION

Penetrate all the operational areas of the Padel system in Italy starting from the management of the athletes.

SOLUTION

Market research to identify business opportunities of the Italian Padel system. A study on the best practices at international level for the complete expansion of sport in Italy.

IMPACT

For the analysis, the Florida insurance market was measured, where 3 types of active players were identified. Only the "Insurance Company" type, with some specific characteristics, was selected and its subscription activities and reinsurance quotas were analyzed to define a small group of hyper-targeted companies.

Creating a structured Go-to-Market plan to:

- Create a solid and recognizable brand image
- Develop strategic partnerships with athletes, influencers, suppliers and distribution.
- Organize sporting events on a national scale
- Extend the offer on complementary services or products