



Case Study - Dina Sobhy

Master Franchisee, Teddy Tennis Egypt

INTRODUCTION

Dina Sobhy, Co-Founder and Managing Partner of Young Futures Ltd, is a chemical engineer, educator, and lifelong “tennis mum.” She believes deeply in sport as a tool for child development, shaped by years supporting competitive junior sport. Dina first discovered Teddy Tennis over ten years ago in an early-years preschool in Egypt. Although that programme later closed, she immediately saw its potential when delivered with the right systems, structure, and long-term vision.

WHY DINA CHOSE TEDDY TENNIS

Dina wasn't looking for a franchise, but Teddy Tennis found her. She saw how the programme matches how young children learn and recognised a gap in Egypt for structured sport from age two, giving children a developmental head start.

FROM COMMITMENT TO LAUNCH

Dina became a Teddy Tennis franchisee in 2019, signing just two months after first contact. With little competition in the market, she focused on launching properly rather than quickly. From day one, she immersed herself in the business, completing training with her coaches and delivering sessions herself. “My engineering background helped me structure operations, systems, training, logistics, and quality control from the very beginning”. Within two months, Teddy Tennis Egypt ran its first classes.

OVERCOMING CHALLENGES & BUILDING THE MARKET

Early challenges included recruiting quality coaches and educating parents where sport was secondary to academics. Dina focused on quality and consistency, and parents soon saw benefits beyond physical skills—confidence, focus, and happiness—helping children excel and return with younger siblings.”



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TEDDY TENNIS EGYPT TODAY (SCALE & IMPACT)

Now in its 7th year, Teddy Tennis Egypt has grown into one of the largest and most impactful Teddy Tennis operations globally.

Current Programme Snapshot:

- 25 locations
- 30 classes per week
- Approx. 500 children per week
- Growth achieved in focused stages: expansion, consolidation, restructuring, then renewed growth

Where Dina once did everything herself, she now focuses on leadership, strategy and long-term development, supported by strong systems and a trusted team.

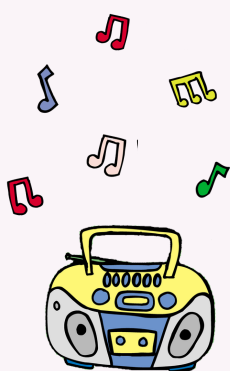
WHAT PARENTS & CHILDREN LOVE MOST

Parents consistently report that their children are happier, more confident, and excited to attend sessions — some children even look forward to Sundays because it's their Teddy Tennis day. Children love the music, characters, structure and sense of achievement, progressing through eight carefully designed levels over three years. Each session has clear, realistic objectives, allowing children to succeed, build confidence, and stay motivated.

"Teddy Tennis isn't just a sport — it's an early-years development programme aligned with children's physical, emotional and social development."

ADVICE TO NEW FRANCHISEES

"Stay committed, invest in people and systems, focus on quality, and be patient— Teddy Tennis isn't for those seeking quick wins."



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