



Case Study - Hossam & Tess Meligy

Teddy Tennis Licensee, New Orleans USA

INTRODUCTION

Hossam and Tess Meligy combine professional sport with early-years education. Tess, raised in South Louisiana, was a collegiate swimmer before becoming an early childhood teacher. Hossam grew up in Egypt playing competitive college tennis, later moving into civil engineering and co-owning a tennis club in Metairie, Louisiana. They discovered Teddy Tennis through a friend involved overseas and were immediately struck by how effectively it engaged very young children through structure, music and imagination. They weren't actively seeking a business opportunity, but quickly recognised its potential to introduce a new category of early-years sport in their region. "This programme can go far in the United States. It introduces tennis in a fun, interactive way that young children truly understand."



FROM DECISION TO LAUNCH

Like many new licensees, their key question was simple: would the brand translate successfully into the American market? With Hossam's tennis expertise and Tess's early-years education background, the answer became clear. They trusted the curriculum and the system. Within 2-3 months of first contact, they committed. The launch strategy was deliberate. They began inside a small number of schools where relationships already existed, ensuring coaches were fully trained and standards were high before expanding. Two months later, Teddy Tennis Louisiana delivered its first classes.

BUILDING MOMENTUM

Early growth required patience and persistence. Schools needed to understand how Teddy Tennis differed from traditional coaching, while varying insurance and compliance requirements meant careful administration. But once parents saw a class, the value became obvious. Contracts renewed. Word spread. More venues asked to join. That was the breakthrough.



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TEDDY TENNIS LOUISIANA TODAY

Since launching in 2023, the programme has expanded steadily each semester. Current snapshot: Multiple school and club venues, 30-35 classes per week, Growing enrolments every term and Dedicated trained coaching team. Where Hossam and Tess once delivered most sessions themselves, they now focus on leadership, partnerships and maintaining quality while their team runs day-to-day delivery.

IMPACT & PROFESSIONAL TRANSFORMATION

For Hossam and Tess, Teddy Tennis has grown beyond coaching. It is about building a brand, a clear pathway and a sustainable system that introduces children to tennis from as young as two, creating confident first experiences that last.

WHAT PARENTS & CHILDREN LOVE

Parents consistently notice improvements in: confidence, listening skills, coordination and enthusiasm for sport. Children connect deeply with the music, characters and games - especially favourites like Popcorn. One moment confirmed the long-term impact. They met a former pupil, now aged five, who had attended classes two years earlier. When asked how to swing, she instantly replied: "Knees to trees!" A phrase remembered years later.

ADVICE TO FUTURE LICENSEES

Ask questions. Learn the system. Trust the structure. And scale your team earlier than you think. "Teddy Tennis is a profitable, proven early-years sports programme that builds confident, coordinated children through structure, music and fun."



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