



The Wavement

P R E M I U M S W I M S C H O O L



Executive Summary

**We believe every child
deserves to feel safe and
confident in the water.**

Join today

www.thewavement.com

About The Brand



The Wavement Swim School transforms empty retail spaces into modern swimming schools. In specially designed current pools, our instructors are supported by Aquatic Screens and gamification, creating a learning environment that is more engaging and effective than traditional lessons.

- **2:1 lesson ratio:**
 - every child stays active, no waiting time.
- **Gamified reward system:**
 - motivation and continuous progress.
- **Full transparency for parents:**
 - digital and printed progress reports.

Our mission:

Not only to teach swimming strokes, but also to build self-rescue skills, confidence, and lifelong water safety awareness.



Safety & Quality

Training & Certified

All our staff are **StarGuard Elite® certified lifeguards**. Safety is our highest priority: from day one, children learn how to save themselves in case of emergency. This builds not only swimming ability but also essential life-saving confidence.



The Market

The European swim school sector is expanding rapidly, driven by growing awareness of water safety and the importance of physical fitness. Parents increasingly demand high-quality, reliable, and innovative swim education.

The Wavement delivers a unique combination of technology, fun, and safety, positioning itself as the first franchise to offer this complete package.



Franchise Concept

We offer partners a scalable, future-proof model:

- An innovative swim concept unmatched by any competitor.
- A broad target audience: children, parents, and aqua fitness for adults.
- Extra revenue from branded merchandise and aquatic sports products.
- A strong, experienced team with expertise in pedagogy, IT, process management, and entrepreneurship.

Our franchise fills a clear gap in the market, positioning The Wavement as the premium choice for swimming education and aquatic sports.

Swim Lessons

Tailored lessons for every age and skill level – building strong, confident swimmers.

First Swim

From day one, our youngest swimmers build confidence, self-rescue skills, and joy in the water

Wave Sports

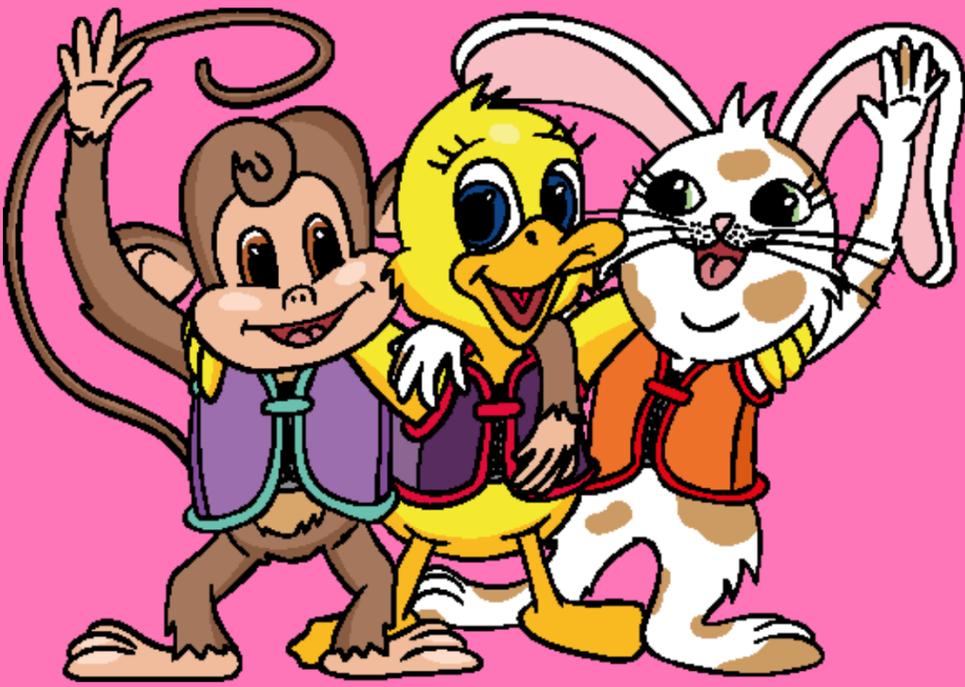
A new dimension of aqua sports, where fitness meets fun through innovative current pool technology.

Merchandise

High-quality branded merchandise to support teaching and aquatic sports.

The Wavement

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The Wavement

The Wavement Swim School is ready to redefine the future of swim education. By combining technology and safety with fun and engagement, we deliver a powerful proposition for children, parents, and franchise partners alike.

Welcome to the future of swim school franchising!

Have any questions?
Give us a call!

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