

A FAMILY BUSINESS, FOUR GENERATIONS ON

Four generations, one idea.

1894

Tomáš Baťa founds the company in Zlín.

YPO

Thomas J. Bata was a founding member of the Young Presidents' Organization.

1936

The Bata Tennis shoe.

1977

Bata and Wilson make shoes together.

2026

Wilson sponsors INTENNSE, and its champions lift the Bata Trophy.

Fewer than 30% of family businesses reach a second generation. 3% reach a fourth.

FAMILIES FIRST

Tennis has always run on families.

The parents who drive, pay and sit in the stands have carried this sport — mostly on their own. INTENNSE puts the family at the centre: every team lives at a home club, and every match is one three generations can watch together.

“Families first... the organizing principle that knits together our entire vision.”

Charles Allen · Chief Executive Officer, INTENNSE

“This one you can have fun.” — a young fan, there to watch his sister play

THE WHOLE ECOSYSTEM

A pathway for everyone who makes a match happen.

Players

From club and campus teams to a professional roster.

Coaches

A four-level coaching pathway. USTA Atlanta's Executive Director coached eight of our players this season.

Ball keepers

More than a hundred young people, in team jerseys, part of the competition.

Scorekeepers

The next pathway we are building.

One format, from a public court to the arena.



FROM A LONELY SPORT TO A TEAM SPORT

A deep talent pool the economics have failed.

~150

The ranking at which a professional player breaks even. Of our 2026 draft, every man and 19 of 21 women never reached it.

So we pay them to play as a team: equal pay for women and men, a guaranteed base, coaching, training and support, with prize money on top.

Players called it “the best summer of their lives.”

SEASON 2 · ATLANTA · JUNE TO AUGUST 2026

What one season built.

46K

ATLANTA HOUSEHOLDS PER MATCH
ON LOCAL TV

12 of 13

SPONSORS FROM THE HOME CITY

1.73M

CHAMPIONSHIP-WEEK VIEWS



Every team lives at a home club, plays for the community around it, and is headed for a city of its own. That is our reason for being: **belonging**.

Everyone can be themselves here — and everyone is **IN TENNIS**.