

# Tinder with a twist finds the perfect tennis match

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A service likened to “Tinder for tennis, without the selfies” that is intended to disrupt the club tennis scene is the latest offering from Sir Stelios Haji-ioannou, the Easyjet founder.

More than 3,500 people have signed up since Easytennis was launched in London last week. It is expected to go nationwide by the end of the year.

Players can go on to the site and enter their location, skill level and availability to find others near by looking to play on public courts.

Unlike on Tinder, there are no profile pictures or rambling biographies. You are simply given your match’s name and number — to prevent people being over-picky or biased on things like age.

You could say you are a beginner in Walthamstow looking to play on Saturday morning, for example, or an advanced player looking for an after-work match in the City. The first introduction is free and subsequent match-ups cost £3. There’s nothing to stop players contacting each other directly after a successful game.

Ganesh Rao, the company’s founder, a doctor turned entrepreneur who secured the backing of Sir Stelios, said: “Tennis is a great sport but it’s no fun if you’ve got no one to play with. A lot of people including myself have found themselves in that situation. You can join a tennis club for £80 a month and still have difficulty finding partners. You might not have enough time to socialise, or might be sociable but not feel comfortable in a club environment.”

From October, Easytennis will also enable members to book and pay for club and council courts online. In the longer run, Mr Rao plans to introduce an easyTennis mobile app and organise leagues, tournaments and social events.

James Routledge, 26, first used the site last week to find a tennis partner in

north London. He was matched with a woman of similar ability and the pair arranged a game within a few days.

“I was finding it hard to get into a regular tennis-playing routine,” he said. “I had previously tried posting an ad on Gumtree but the person I ended up playing wasn’t very good and it felt like a bit of a waste of time.” Mr Routledge, an entrepreneur, said that the flexibility of the site was a draw. “The process was really easy and accessible. I wouldn’t want to sign up to a tennis club. They are exclusive and expensive and there’s a greater sense of commitment.”

