



WSF CONFERENCE 2022

28 – 29 October

Grand Chola Hotel Chennai, India



Subject: World Ratings

- ◆ Summary: This session explores the opportunities of the partnership between WSF and Squash Levels to build on the potential of Global Ratings



Subject: World Ratings

WORLD
SQUASH

WSF

Summary:

This session explores the opportunities of the partnership between WSF and SquashLevels to build on the potential of World Ratings



Subject: World Ratings

AGENDA:

- Squash Levels
- World Ratings
- Benefits to stakeholders
- World Graded Tournaments project



Subject: World Ratings

- What is SquashLevels?
 - Strava x Golf Handicap
 - A global community centred around the world's best rating system
 - A social network where players can follow friends and keep track of opponents
 - Coaching aid that provides a meaningful way to track improvement
 - Player led features designed to drive engagement
 - Connects to existing tournament systems



Subject: World Ratings

Engagement

- Highly engaged audience
- Creates addiction
- Players visit the platform after every match they play
- Offers significant opportunities for sponsors

Page Views

1,087,812



Pages/Session

5.75



Avg. Session Duration

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Bounce Rate

1.50%

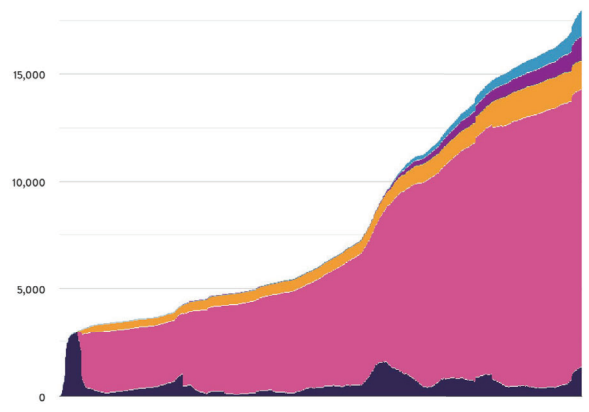


** Data from September 1st '22 to October 21st '22*



Subject: World Ratings

- Growth
 - Rapid adoption since launch
 - Set to increase as more countries onboard
 - Major nations including England Squash, Squash Australia, Netherlands, Squash New Zealand onboard.
 - Ongoing conversations with organisations such as CASA, ESF, Masters Commision

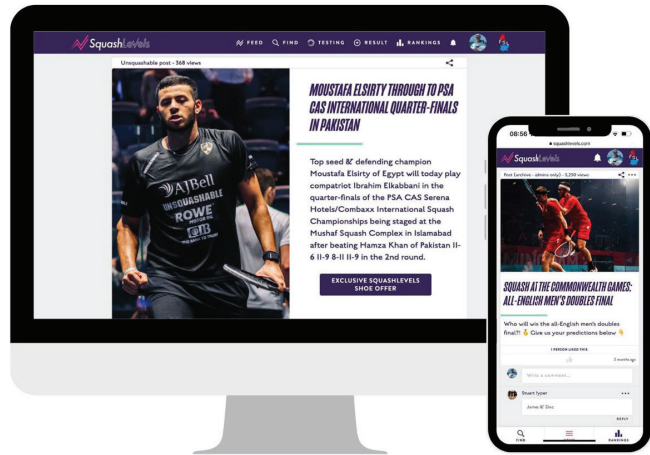


* Data range - March 2020 - Now

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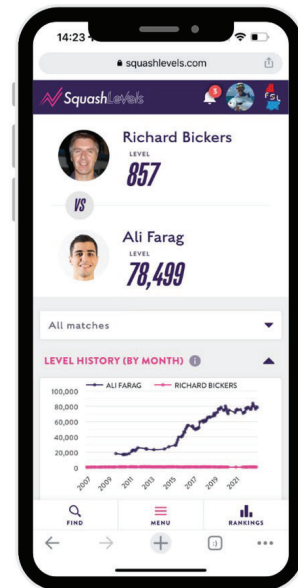
■ Opportunities for Brands & Federations

- Additional digital touchpoint
- Unique engagement opportunities
- Segmentation of squash playing audience



Subject: World Ratings

- What are World Ratings?
 - A means of giving every player in the world a global rating using the SquashLevels algorithm
- How do they differ from rankings?
 - Not tournament based
 - Algorithmically generated based on results
 - Uses point scores for increased accuracy
 - Uses maths, behavioural modeling and calibration
 - Rating is a meaningful and comparative number



Subject: World Ratings

- 5 year vision
 - Every player has a rating
 - To become as ubiquitous with the sport as a golf handicap is
 - Assisting on the seedings for all international junior and masters events
 - To be the engine driving the World Graded Tournament project



Subject: World Ratings

● Benefits For Players

- Everyone knows how good they are
- Helps players to track improvement
- Deepens relationship with the sport
- Easier to compete across borders
- Brings all players of whatever standard together



Subject: World Ratings

- **Benefits for National Federations**
 - Build highly engaged national communities with ability to communicate with casual players
 - Helps with seeding
 - Connects nations that are further removed from core territories
 - New opportunities to run events and generate revenue.
 - Opens up opportunities for 'Squash Tourism'



Subject: World Ratings

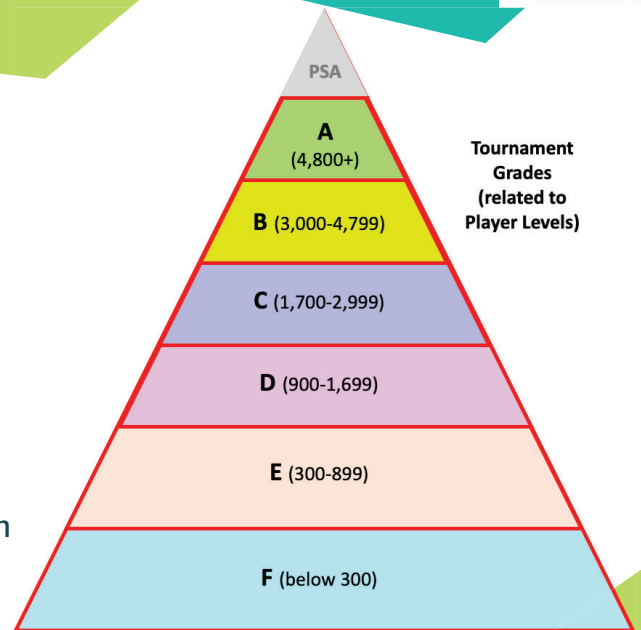
- **Benefits for the Sport**
 - Creates an international community
 - Makes international seeding for events much easier
 - Creates more value for sponsors
 - The Engages and retains social players
 - Creates opportunity for more events catered towards the club and recreational player



Subject: World Graded Tournaments

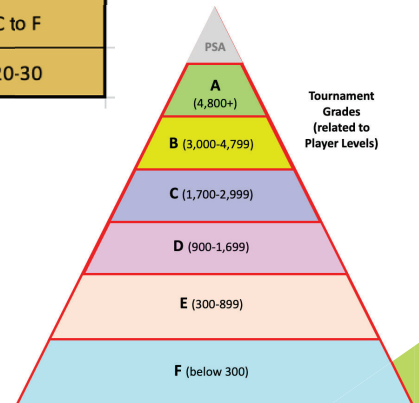
What is it ?

- Global calendar of events for players of any age or ability
- Standard grades driven by world ratings
- Sits below PSA Tour, but could be run alongside a PSA Tour or PSA/WSF satellite event
- Enables groups of friends or family of varying abilities to play in the same event
- Clubs / hosts generate revenue from entry fees, bar/catering and sponsorship
- Builds new social networks and supports player retention



Subject: World Graded Tournaments

	Platinum	Gold	Silver	Bronze	Copper
Minimum No of players	300	240	150	80	40
Minimum categories	All (A to F)	All (A to F)	All (A to F)	C to F	C to F
Entry Fee (£/€/ \$)	40-60	40-50	30-50	30-40	20-30



- Events could target local, national or international participation
- Different categories of event according to size and reach
- Entry fees adjusted to local affordability
- World Calendar
- Branding

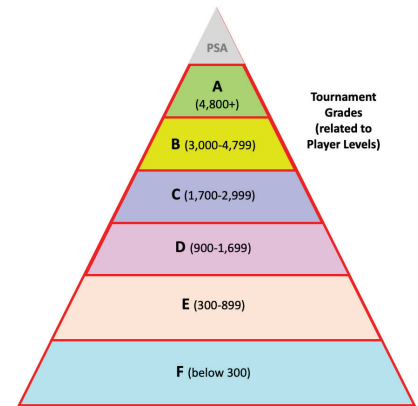
Subject: World Graded Tournaments

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Key Partners:

- Squash Levels (World Ratings)
- Squash Nations (MNFs)
- Event software providers (accredited)
- Tournament Organisers / Promoters
- Clubs (host venues)



Subject: World Graded Tournaments ~ BENEFITS

Players	Clubs	National Federations	The Sport
<ul style="list-style-type: none"> ● Competition structure for players of all abilities in the same event ● Experience new clubs/places (local to intl) and players of similar ability in a social competition setting ● Players can compare their level with friends and the pros ● Creates global squash community ● Other squash-related benefits 	<ul style="list-style-type: none"> ● Member retention ● Increases court occupancy ● Revenue opportunities: <ul style="list-style-type: none"> ● Entry fees ● Food & beverage ● sponsorship ● Promotes the club ● Co-operation across clubs 	<ul style="list-style-type: none"> ● Engage and retain players not in the formal player pathway ● Boosts MNF support to clubs and players 	<ul style="list-style-type: none"> ● The ordinary player's 'Tour' ● Potential to engage hundreds of thousands of players globally ● Huge database (250,000 ?) ● Revenue stream for nations, clubs and WSF ● Global marketing & sponsorship opportunities

Subject: World Graded Tournaments

**WORLD
SQUASH**

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Next Steps

- Finalise project & financial plan
- Investment in set-up (c£100k)
- Founding members
- Branding exercise
- Annual operations
- Trial events

