

Women's Series 2.0

Proposal to grow and develop as of 2022

Status: Designed to be self-sustainable

- Launch in 2019, a pre-Olympic year with a race to qualify to the Olympic Games
- Based on 1 team per federation, teams use country name

Diagnosis: Restricted growth opportunities, main limitations:

- Limited registration of 1 team per federation/country
- Limited number of players involved
- No players' freedom and ability to create their own teams
- No path to the professionalisation of players/teams, limited prize money
- Highly limited potential opportunities to grow
- In contradiction with "open to everybody" and "from the streets to the world stage"

Proposal to grow & address the current restrictions

- Federations shall keep their right to register 1 team
- Commercial teams and players shall be allowed to create the teams and register them
 - More women shall be given an opportunity to play
 - Women shall be empowered to create their own teams
- Federation-sponsored teams shall keep the country name but have to add a commercial suffix
 - e.g. Spain Endesa ESP or Germany Hamburg GER
 - Federation teams can use their national team uniforms
- Commercial teams have to use a commercial name
 - e.g., Microsoft USA or Unilever NED
 - Commercial teams shall not be allowed to use the national-team-like uniforms
 - Commercial teams shall wear a light & dark set of mono-chrome uniforms
- Current preferential registration fees for the federations shall remain unchanged
- Commercial teams shall pay a higher registration fee. The additional funds shall allow for:
 - stronger financial base of Women's Series
 - significant increase of prize money
 - subsidising the events to multiply their number
- In that sense an event schedule shall look like:
 - "Country-name commercial-suffix" vs "commercial-name" & combinations
 - Spain Endesa vs Microsoft
 - Netherlands Rexona vs Italy Barelli
- Consequence & result
 - No risk of WS further evolution
 - More women playing
 - More events organised
 - Higher prize money
 - Scalable