



BWF

BWF WORLD COACHING CONFERENCE 2023

COPENHAGEN DENMARK
24 - 25 AUGUST 2023





AirBadminton

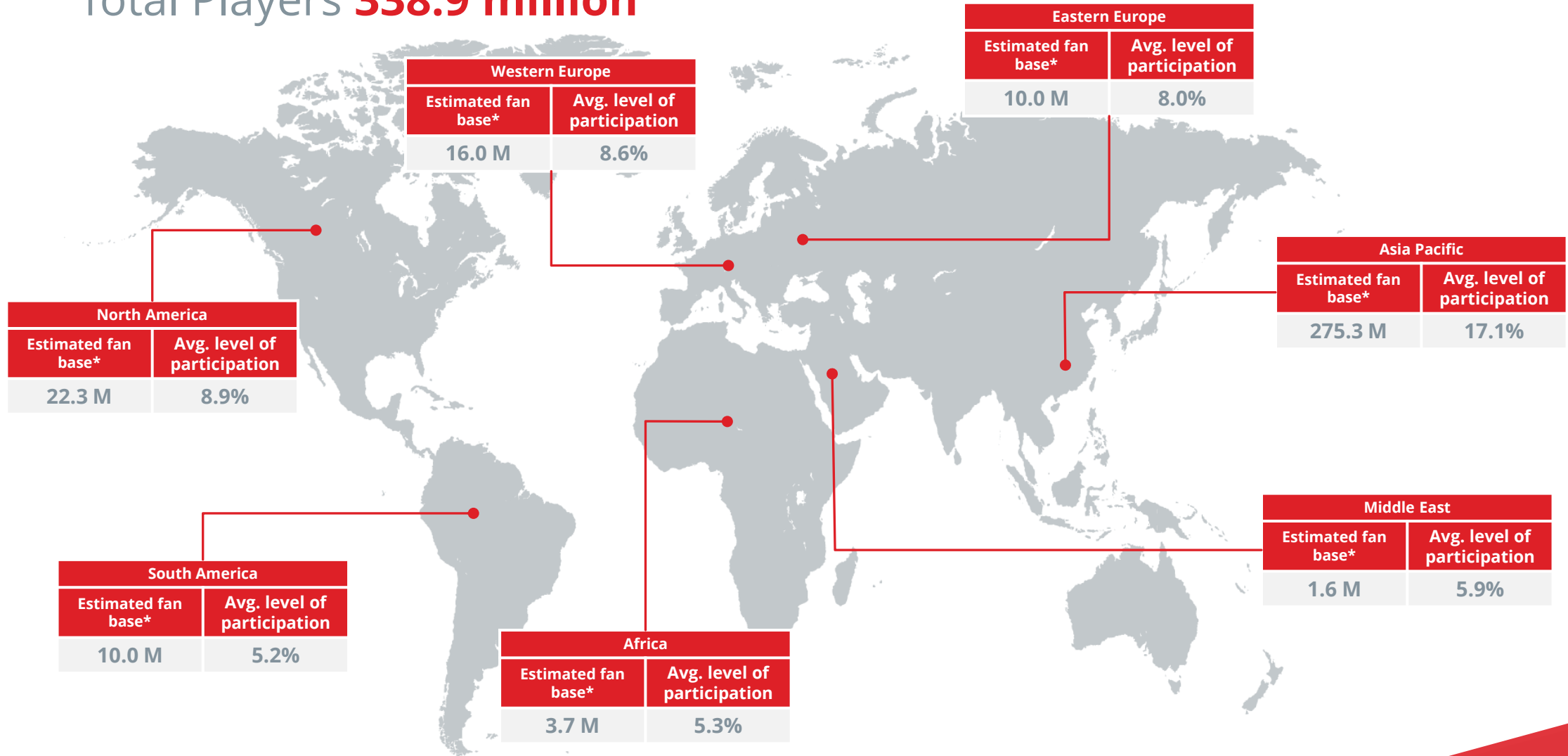
AirBadminton as a competitive sport

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25 August 2023

BADMINTON PARTICIPATION BY REGION

Total Players **338.9 million**



WHY AIRBADMINTON?

MANY COUNTRIES AND LOCAL SPORTS INSTITUTIONS FACE INFRASTRUCTURE CHALLENGES

The aim of AirBadminton is to provide opportunities for people of all ages and abilities to play badminton anywhere, anytime

Giving every child a chance to play for life

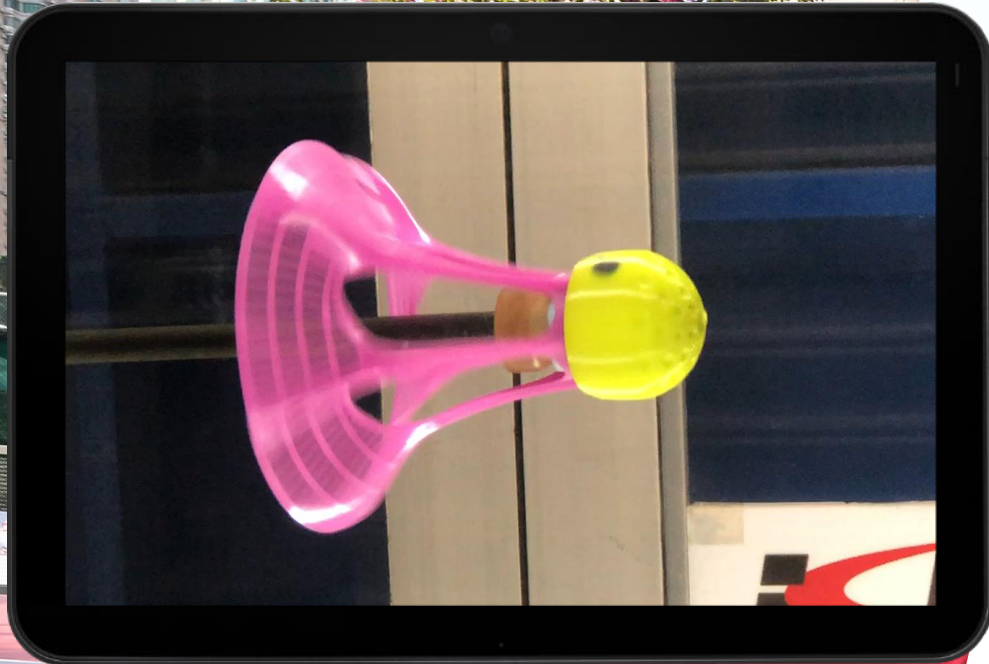




WHY AIRBADMINTON?

To make cost efficient courts available in beach, park and street environments.

Create demand for more courts to be provided in public areas for pleasure, exercise and competitions.



AirShuttle Developmental Criteria

- ▶ **Must be played with the same rackets**
- ▶ **Durable and affordable**
- ▶ **Resistant to side winds up to 12km/hour**
- ▶ **Similar trajectory and acoustics to a traditional indoor shuttle.**
- ▶ **Similar weight and speed to a existing indoor shuttlecocks**
- ▶ **Offers flight quality which supports a game with variety of strokes similar to badminton**

VISION / OBJECTIVES OUTDOOR





THE GAME

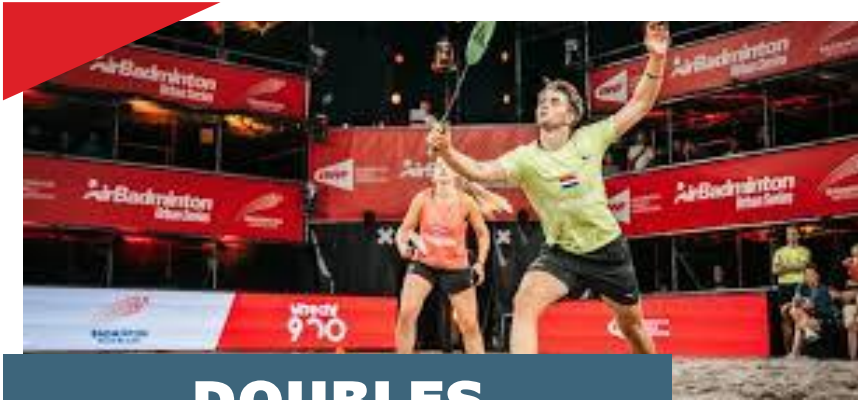
Create new concepts and perception of the game, with the potential for a new, highly attractive form of competitive badminton



AIRBADMINTON COMPETITION

The competitive version of
AirBadminton is played on sand.





DOUBLES



TRIPLES



MIXED TEAM

PLAYING FORMATS

TRIPLES



Mens' Triples



Womens' Triples



Mixed Triples

Differences:

- ▶ Players are not allowed to hit two consecutive returns.
- ▶ The player must allow another member of the team to take the next return.



THANK YOU

