




GSIC

Global Sports Innovation Center
Powered by  Microsoft

FAQ's

SPORT SINGAPORE STARTUP COMPETITION by GLOBAL SPORTS INNOVATION CENTER POWERED BY MICROSOFT (GSIC)

2020



Questions

1.- What is Sport Singapore?

Sport Singapore is the national agency for the promotion and development of sport in Singapore. As part of its efforts, Sport Singapore seeks to establish partnerships and platforms to establish a marketplace to nurture innovation and incubate ideas and enable sport business development through cross-sector collaborations which drive innovation and business.

Read more at: <https://www.sportsingapore.gov.sg/>

2.- What is the GSIC?

The Global Sports Innovation Center powered by Microsoft (GSIC) is a business cluster powered by Microsoft Sport Team that gathers all kind of sports entities (clubs, federation, associations), institutions, tech-companies from start-ups to enterprises, research organizations, investors and key figures of sport industry to improve its value chain. With headquarters based in Madrid, GSIC supported more than 340 companies such as sport entities, tech companies, startups, institutions, etc., in 40 countries around the world.

Read more at: <http://sport-gsic.com>

3.- What is the Sport Singapore Startup Competition by Global Sports Innovation Center powered by Microsoft?

Sport Singapore (SportSG), in partnership with Global Sport Innovation Centre (GSIC) are launching a Startup Competition to locate the best sport-tech projects and/or startups across Asia and Asia-Pacific territory. For this reason, SSG and GSIC announce a joint call for projects and/or startups that offer solutions that impact the sports industry.

4.- Which are the areas of the competition?

Any of the following areas applied to sports industry are valid for this call:

1) Team & player performance, 2) Business insights & analytics, 3) Smart venues/sporting facilities, 4) Fan/consumer engagement 5) Media platforms, 6) Sponsorship, 7) eSports, 8) Health & Wellness and 9) Mitigation of pandemics & public health.

5.- How can I participate in the call?

To apply, complete this online [FORM](#)

6.- How much does it cost?

Applying for this call is completely free.

7.- I can only participate if I have a sports solution?

Startups with solutions in other markets are welcome if they can be applied to sports.

8.- Is the call international?

No, the call is aimed for startups and/or projects based in the Asia-Pacific territory.

9.- What is the selection criteria?

The following criteria will be evaluated to select the participant projects/startups:

1. Innovation of the solution or product & value proposition
2. Business model & sustainability
3. Team capacity

10.- What are the phases of the contest?

- **Verification of eligibility:** Once the application period has closed, the projects will be reviewed to ensure that the rules of participation have been complied with.
- **Initial evaluation:** Applications that pass the verification of eligibility will be evaluated by the judging committee.
- **Event pitch (Panel of judges):** Up to 10 projects/startups will be selected as finalists to pitch at an online event, where 3 of them will be selected as winners.

11.- Activity Calendar

- **Applications Opens:** June 18, 2020
- **Applications Close:** August 2, 2020
- **Finalists announcement:** August 5, 2020
- **Online pitch:** August 27, 2020
- **Winners announcement:** August 31, 2020

13.- Can I pitch in English?

Yes, all the pitches must be in English.

13.- What is the prize?

- One year of free membership to the Global Sports Innovation Centre powered by Microsoft.
- Opportunity to access to Microsoft for Startups program, where they will receive free Azure cloud credits, free licenses for Microsoft products, technical support and marketing resources.
- Opportunity to start a pilot project with Sport Singapore

**If a winner startup is a GSIC member already, will have a 50% discount in its standard membership or 2021.*

14.- Who is part of the jury?

Experts in the areas of technology, sport, business, innovation, investment, entrepreneurship, and financing will form the panel.

15.- I have read the bases but I have a specific doubt.

For any questions regarding the bases, please contact:

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