

Sport Singapore and GSIC powered by Microsoft launch a startup competition

- **Global Sports Innovation Center powered by Microsoft (GSIC) and Sport Singapore launch the very first edition of this startup competition, looking for solutions in the Asia-Pacific territory that contribute to the sports industry development in the region.**
- **This activity is part of the strategic agreement between both organizations to boost the sport tech industry in the territory.**
- **The call will be open from June 15 to July 13. The 10 pre-selected startups will be able to present their proposals to the jury at an online event.**
- **The 3 winners will get a free 1-year GSIC membership, grant for the Masters in Digital Transformation by GSIC Institute managed by ESBS European Sports Business School, and the opportunity to make a pilot project with SportSG.**

Madrid, June 17, 2020 – The **Global Sports Innovation Center powered by Microsoft (GSIC)** and **Sport Singapore (SportSG)**, are joining forces to identify the most disruptive solutions and the latest technologies in the Asia-Pacific territory through a startup competition.

The call is aimed for entrepreneurs who can contribute with their technological innovation to the development through the different categories mentioned above. Among these categories, we can find two interesting areas: “Phygital” Experiences and Mitigation of Pandemics & Public Health. The crisis triggered by the COVID-19 pandemic is having multiple and important consequences for the sports industry, so developing and implementing innovative solutions and disruptive technologies will be key for the recovery of the sports entities and the society in general.

Overall, the call is for projects and/or startups that offer solutions that impact the sports industry in the following areas:

1. Team & player performance.
2. Business insights & analytics.
3. Smart venues/sporting facilities.

4. Fan/consumer engagement.
5. "Phygital" experiences (solutions for blended/hybrid experiences)
6. Media platforms.
7. Sponsorship.
8. eSports.
9. Health & wellness.
10. Mitigation of pandemics & public health.

Since GSIC's opening, they have been working on the internationalization of its activity, the reason why in 2018 they began an expansion process that allowed them to find allies in other regions. In this sense, their best ally in Asia is Sport Singapore, the national agency for the promotion of sport in the Republic of Singapore. Both entities agree on the point that the sports industry is strengthening its presence in Asia, where the business of sport is rapidly growing. Asia's clout in global sport continues to strengthen on the back of three Olympic Games – 2018 Winter Olympics in Pyeongchang, South Korea; 2021 Summer Olympics in Tokyo, Japan; and 2022 Winter Olympics in Beijing, China. Their aim is to analyze ways of collaboration with the sports entities of the region that have great potential in terms of innovation and technology, and at the same time, to position Singapore as a benchmark for innovation in the sport worldwide, as it's a financially stable, strategic location on the world map, with facilities for doing business.

"With this competition we summon all the startups in the region to find solutions that provide sports entities with value in their digital transformation processes and at the same time mitigate the current impact of COVID19. Collaboration with Sport Singapore and the GSIC reinforces our commitment to continue promoting technology and innovation as transformative elements of sport", says Iris Córdoba, General Manager at GSIC.

CEO of Sport Singapore Mr. Lim Teck Yin adds *"We are honored to partner GSIC in the launch of GSIC's inaugural startup competition in Asia. As we look to enable our local and regional sport businesses to take advantage of growth opportunities and trends in today's digital economy, it is important that we rapidly develop capabilities and innovation that can prepare them to grapple with the disruption brought about by the COVID-19 pandemic. It is more important than ever that sport businesses break out of old mental models and bring to life new, sustainable ideas that equip them not just to recover well from the pandemic but to transform their business models and thrive in a new normal. Through this competition, GSIC and Sport Singapore hope to identify talented startups, and incentivize and catalyze the development and application of technology and innovative solutions for sport in Singapore and in the region"*

Competition process

The call will be open from June 15 to July 20. The 10 top-ranked proposals will have the opportunity to present their solution during an online event in front of a jury made up of representatives from the sports ecosystem and organizing entities, experts in the areas of technology, sport, business, innovation, investment and entrepreneurship. One day after the online event, 3 startups will be announced as winners of the competition, receiving a one-year free GSIC membership, a grant to participate in GSIC Institute's Masters in Digital Transformation, the opportunity to run a pilot project with Sport Singapore and the possibility to access to Microsoft for Startups program, where they will get free access to Microsoft technology (cloud credits and products).

CALENDAR

Applications Open: June 18, 2020

Applications Close: July 20, 2020

Finalists announcement: July 23, 2020

Online pitch: July 28, 2020

Winners announcement: July 30, 2020

Basis of participation: [HERE](#)

Apply [HERE](#)

More info <https://asiastartupcompetition.sport-gsic.com/>

About GSIC

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. To do so we focus our activities and services on 6 main points: entrepreneurship, networking, applied research, showcase, Microsoft Partners Solutions and digital transformation advisory services. More than 340 companies from 38 different countries have already received support from the GSIC through different activities, as well as from their ambassadors and network of professionals of the sports industry.

More information at: <http://sport-gsic.com/>

About SportSG

As the national sports agency, Sport Singapore's core purpose is to inspire the Singapore spirit and transform Singapore through sport. Through innovative, fun and meaningful sporting experiences, our mission is to reach out and serve communities across Singapore with passion and pride. With Vision 2030 – Singapore's sports master plan, our mandate goes beyond winning medals. Sport Singapore uses sport to create greater sporting opportunities and access, more inclusivity and integration as well as broader development of capabilities. At Sport Singapore, we work with a vast network of public-private-people sector partners for individuals to live better through sport.


To find out more, visit us at <https://circle.myactivesg.com>

Follow us at www.facebook.com/getactivetv and www.youtube.com/SingaporeSports

Follow us

 <https://sport-gsic.com>

 [GSIC](#)

 [@Sport_Gsic](#)

Press Contact

Sofiya Goncharova

sofiya.goncharova@sport-gsic.com

+34 655 576 681

 [Sofiya Goncharova](#)