



**GSIC**

Global Sports Innovation Center

Powered by  Microsoft

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

Basis of Participation  
2020



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## 1. Introduction

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 the Asia and Asia-Pacific territory. For this reason, SportSG and GSIC announce a joint call for projects and/or startups that offer solutions that impact the sports industry in any of the following areas:

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
9. Mitigation of pandemics & public health.

## Promoters

**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/>

**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. With headquarters based in Madrid, GSIC now has members in 35 countries around the world.

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

## 2. Objective of the call

The call aims to achieve the following objectives:

1. Showcase, support, nurture them and train entrepreneurs to transform their projects into successful companies, while improving their projection, growth and scalability.
10. Identify the most promising technological solutions that operate in, but not limited to, any of the following areas: 1) Team & player performance 2) Business insights & analytics 3) Smart venues and sporting facilities 4) Fan and consumer engagement 5) Media platforms 6) Sponsorship 7) eSports 8) Health and wellness 9) Mitigation of pandemics & public health.

The finalist selected startups, up to a maximum of 10, will have the opportunity to pitch their project/startup at an online event in front of a jury made of representatives of the sports industry, where 3 startups will be selected as winners.

## 3. Participation requirement

The call is aimed for entrepreneurs who can contribute with their technological innovation to the development through the different categories mentioned above. In this sense, the present call is aimed for projects, seed stage and early stage companies.

Participants may participate in the call for those projects/startups that meet the following requirements:

- Be a project and/or startup – at least - in Pre-seed/seed and/or early stage.
- Have a dedicated full-time team of at least 2 individuals.
- Have at least a minimum viable product (MVP) and potential to implement internationally.
- The individual promoter / representative of the startup must be of legal age and must have the legal capacity to be bound. You may not be an

employee, manager, partner, or maintain a business relationship with SportSG at the time of application.

- The promoters of each project/startup may only participate in this call by submitting a single project.
- Promoters may not have been convicted of a felony conviction for any offense.

Participants who do not fulfill any of these requirements, will not be included in this call, losing the right to receive any service and no claim to SportSG and/or GSIC.

#### **4. Applications and calendar**

The application for admission to participate in the call will be made through the platforms of SportSG or GSIC. Candidates to participate must complete their application for admission by registering and submitting information through the following [\*\*FORM\*\*](#)

Applications for admission received or attempted to formalize after the deadline for admission of applications will not be assessed for admission to the program.

**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

The organizers reserve the right to modify the dates published in the present document.

#### **5. Selection criteria**

The following criteria will be evaluated for the selection of participating projects and startups:

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

For the online pitch, the jury will make its assessment based on the materials provided by the company in the application, and the previous assessment of the organization, as well as the presentation pitched.

## 6. Selection process

The selection of projects will be carried out based on the transformation potential and their impact on the sports industry. The selection criteria are described in the previous section.

The judging committee, made up of representatives from the sport's ecosystem and organizing entities, is responsible, among others, for ensuring the correct development of the selection process and the quality of the same; resolving any doubts as to the eligibility of applications and the application of the rules; selecting the experts-evaluators who will externally rate the applications and assigning them the applications; short-listing the most promising startups and projects.

- 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. Applications that do not comply with the rules will be eliminated from the process. The judging committee also has the right to ask, if needed, for more information about the project and/or start-up in order to complete the selection criteria.
- 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. Experts in the areas of technology, sport, business, innovation, investment, entrepreneurship, and financing will analyze and

deliberate the winner. Further info on the timing & format of the final pitch event will be appropriately communicated to the finalists.

## 7. Prize

The 3 winners of the Startup Competition will receive the following prizes:

- 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.*

## 8. Visibility, use of logos and information

Through the Startup Competition, different activities will be organized for the successful applicants focused on giving visibility across the sports tech industry. In this sense, different dissemination activities will be carried out along media partners.

The applicants, regardless of the chosen form of publication, commit themselves to respecting and applying the rules for the use of trademarks and logos, provided to the organizers.

## 9. Confidentiality, data protection and acceptance of conditions

The confidentiality of the applications presented is guaranteed throughout the entire process. In any case, the general characteristics of the applications (as detailed in previous section) may be disseminated and, in due course, the name of projects/startups (and logo if applicable), a brief description, the beneficiary and its logo, the name of the promoter and his/her photo, may be published through, without limitation, press releases, emailing, brochures and websites to communicate the startup competition.

Participating in the startup competition implies the acceptance of these conditions in full and the adherence to these rules for participation, their interpretation lying within the corresponding jury during each stage of the process.

## **10. Contact**

For any information and inquiries, please contact:

- GSIC: [jorge.gomez@sport-gsic.com](mailto:jorge.gomez@sport-gsic.com)