



"SPORTS THINKERS SMART STADIUM"

**by REAL SOCIEDAD in collaboration with GLOBAL
SPORTS INNOVATION CENTER (GSIC)**

"Startups improving smart stadiums"

Basis of Participation

Edition 2018



Table of Contents

1. Introduction	3
2. Purpose of the call	5
3. Participation requirement	5
4. Applications and calendar	6
5. Selection criteria	7
6. Selection process	8
7. Prize	9
8. Visibility, use of logos and information	9
9. Confidentiality, data protection and acceptance of conditions	9
10. Contact	10



1. Introduction

The sports sector is one of the fastest growing industries at the moment. Both technology and innovation are big factors in this growth. Sports entities are now shifting to a more fan centric model where they are in need of enhancing and improving its experience while engaging with the fan as much as they can.

A key topic in this new approach is how to improve the experience of the fan attending the stadium during match days. Solutions like cashless payment, smart ticketing, real time information and accreditation, F&B, second screen experiences, connectivity, VR/AR, interactive and engaging activities, security and of course sustainability will become a must for any modern sport facility.

Real Sociedad de Fútbol S.A.D in partnership with the Global Sports Innovation Center powered by Microsoft are launching the **“Sports Thinkers Smart Stadium”**, a special contest focused on the development of smart stadium solutions for Anoeta. According to the UEFA guide to quality stadiums there are four pillars from which this type of projects is covered:

- 1) Design must promote safety and comfort.
- 2) The stadium must become an architectural and tourist icon.
- 3) It should maximize the potential of business.
- 4) The stadium must serve the community, not only for sport events but also to host other types of entertainment events.

We announce a joint call for startups that offer ideas for smart stadiums. The solutions that will be presented in the startup competition will be those based on three fundamental aspects: **fan experience, security and sustainability**, for example:

1. Audiovisual media and digital signage.
2. Access control and security system (Analysis of spectator flows in the venue, heat maps by zones, interaction with security devices, etc.)
3. Connectivity and services on demand (video, purchases, VIP content).
4. Experiences in Virtual Reality, Augmented Reality, Mixed reality at the service of the fan.
5. Management of the CRM, before, during and after the match.
6. Interaction with fans from applications, connected wristbands, etc.



7. Support systems for building management, energy systems, maintenance planning.

Promoters

Real Sociedad de Fútbol S.A.D: is a Spanish soccer club, from the city of San Sebastián, Guipúzcoa, which plays in the First Division of Spain. It was founded on September 7, 1909. The first team, disputes its home matches in the Anoeta Stadium, with a capacity for 32,076 spectators.

The Real Sociedad is one of only nine clubs that have been proclaimed champions of the First Division National League Championship, with two consecutive titles in the 1980/81 and 1981/82 seasons, in addition to three other runners-up. It occupies the eighth historical position of the championship and showed between 1980 and 2018, the record in the competition of 32 consecutive days unbeaten in a same season.

More information: www.realsociedad.eus/en

Global Sports Innovation Center (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. We focus our activities and services on 4 main pillars: entrepreneurship, business network, applied research and showcase. With headquarters based in Madrid, GSIC now has more than 200 partners in 29 countries around the world.

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



2. Purpose of the call

The call aims to achieve the following objectives:

1. With this initiative we want to detect the best innovative startups that can give technological solutions that apply to the smart stadium concept. We need to improve the experience of the Real Sociedad fans and bring them the future with the remodeling of the Anoeta Stadium.
2. Identify the most promising technological solutions that operate in, but not limited to, any of the following areas in Smart Stadium:
 - 1) Fan experience
 - 2) Security
 - 3) Sustainability

The finalist selected startups/companies, up to a maximum of 11, will have the opportunity to participate in an immersion week at the club and, if the club decides so, pilot their solutions in Anoeta stadium.

3. Participation requirements

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.

Contestants may participate in the call for those companies and startups that meet the following requirements:

- Be an experienced company 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.
- 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 Real Sociedad and GSIC.

4. Applications and calendar

The application for admission to participate in the call will be made through the website of Global Sport Innovation (GSIC) in Sports Thinkers section: <http://sport-gsic.com/sport-thinkers>. Applicants must complete all sections in the form required as obligatory in English.

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

Activity calendar:

Applications Opens: Friday 13th of July 2018.

In this period all applications will be received to enter the contest of **"Sport Thinkers Smart Stadium"**

Applications Close: Friday 21st of September 2018.

First Round virtual pitch: 8-10 October 2018

From the total of applications received, we will select 25 pre-finalists, who will pitch to the jury vía skype. The jury will select the 11 finalists who will be invited to participate in an immersion week at the club's facilities.

Immersion Week: 5-9 November 2018

The 11 projects will enter in a week of immersion with Real Sociedad to meet senior management staff to understand the expectations and challenges from the club in this subject.

At the end of the week, they will have a final pitch at the Anoeta stadium to select the winner of the **"Sport Thinkers Smart Stadium"**

Acceleration Program: November 2018 – December 2019



The final 11 proposals will enter an acceleration program and obtain a free membership of the GSIC until December 31, 2019

Piloting:

The winner will pilot its solution at Anoeta Stadium. During the acceleration program Real Sociedad will decide if one or more finalists will also have the chance to pilot their solutions at the stadium.

***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. The quality of the innovation and assets:
 - 1.1. Level of innovation, transformative potential and technology novelty.
 - 1.2. Intellectual property protection.
 - 1.3. Relevant and distinguishing innovative aspects
 - 1.4. Level of development.
 - 1.5. Grade of originality and creativity
2. The market potential:
 - 2.1. Identification of the need or problem to be solved.
 - 2.2. The value proposition and business model.
 - 2.3. Identification of the potential users, clients or market.
 - 2.4. Competitive differentiation.
 - 2.5. Close-to-market.
 - 2.6. Scalability and growth.
 - 2.7. Technically and commercially feasible projects
3. Team capacity & Traction:
 - 3.1. Profile and track record of the team.
 - 3.2. Existence of a support team and complementarity of the team members.
 - 3.3. Commitment, motivation and purpose of the project.
 - 3.4. Collaborations, endorsements, prizes, awards, capital rose that the project has received.



***The three above mentioned categories (the quality of innovation and asset, market potential, team capacity-traction) are going to be evaluated with the same weighted factor (1:1:1).**

6. Selection process

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

The judging committee (5), made up of representatives from the Real Sociedad, GSIC, Microsoft and the club's sponsors, 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 implementation 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 to complete the selection criteria.

Initial evaluation (Peer Review): Applications that pass the verification of eligibility are revised by two independent judges/experts: one representing the GSIC and one representing Real Sociedad.

25 pre-finalist announcements: Once applications are closed, a first pre-selection list will be announced with the 25 pre-finalist projects.

Virtual pitch (Panel of judges): Experts in the areas of technology, sport, business, innovation, investment and entrepreneurship and financing form the panel. The judging committee will select 11 projects that will have the opportunity to start the acceleration program and immersion week at Anoeta Stadium.

Final pitch: at the end of the immersion week the judges will analyze and deliberate within the Real Sociedad the winner.



7. Prize

The 11 startups selected will receive the following prizes:

- One year of free membership at the Global Sports Innovation Centre powered by Microsoft*
- 3 months of acceleration provided by GSIC Advisors and Mentors network
 - Mentoring sessions from the GSIC advisory board
 - Mentoring sessions from the mentor's network in the fields of Strategy, revenue model, marketing, internationalization, funding, technical, pitching, etc
 - Meetings and guidance from investors
- The possibility to access the Microsoft for Startups Program if meeting the requirements
- The winner will pilot its solution at the Anoeta stadium. Other piloting opportunities for the rest of the finalists will be at the club's discretion.
- 2 tickets per company for 1 match at Anoeta stadium

*In the eventuality that a current GSIC partner is selected among the 11 finalists it will receive a 25% discount in its membership fee.

8. Visibility, use of logos and information

Through "**Sport Thinkers Smart Stadium**", 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 **“Sport Thinkers Smart Stadium”**.

Real Sociedad and GSIC reserve the right, unilaterally and without prior notice, to exclude any participant in the Competition, especially in those cases where it has suspicions or detects attempts to defraud, alter and/or disable, directly or indirectly, the smooth running and ordinary, proper course of this Competition.

Both the initial Selection Committee and the Jury appointed for different phases of the Startup Competition will have the ability to interpret and complete the Terms and Conditions of this competition and their decisions will be final and unappealable.

Non-acceptance of any of the terms and conditions of the legal rules of this Promotion will also involve the loss by participants of the right to obtain any prize that could arise from their participation in this Promotion.

All participants taking part in the **“Sport Thinkers Smart Stadium”** declare that they have sufficient ownership of intellectual property rights (trademarks, etc.), programs and/or content included in their proposals, declaring through the acceptance of this Legal Notice that they do not infringe on any intellectual property right or any other rights that any third party may hold in Spain or abroad regarding the contents and exempting **“Sport Thinkers Smart Stadium”** from any liability regarding the use of the above-mentioned programs and/or content.

Participating in **“Sport Thinkers Smart Stadium”** 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: info@sport-gsic.com