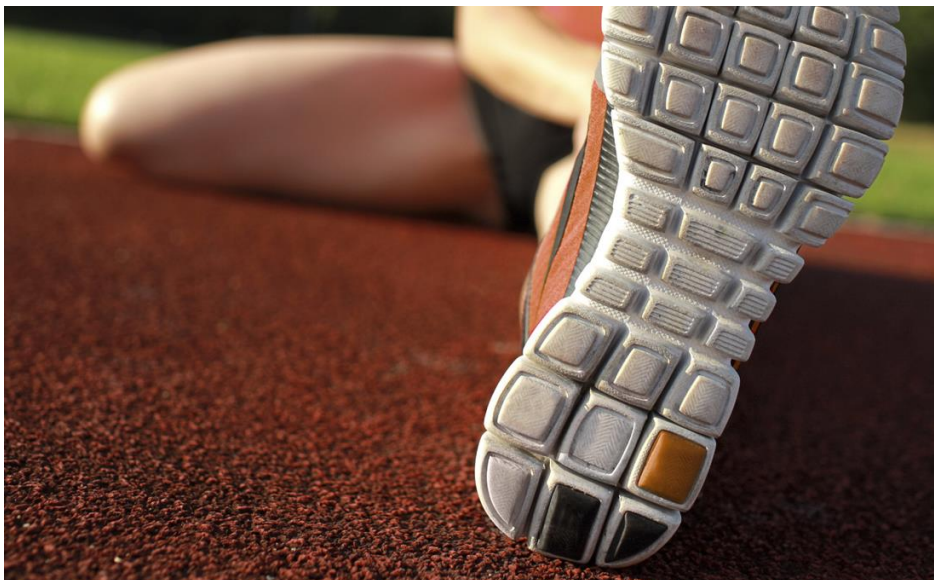


Global Sports Innovation Center

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NEWSLETTER – JULY 2015

GSIC Continues to Grow: Now with over 40 partners

One university, two SMEs and four start-ups have joined the Global Sports Innovation Center.

The GSIC continues to grow and now totals 43 members following the inclusion of 7 new companies and organizations:

SMEs

Podoactiva, specializing in podiatry and biomechanics. Their brand Younext creates personalized products such as protective masks, shields, splints and cranial rehabilitation helmets.

Gestión Deportiva, on-line app for managing all aspects of sports clubs for soccer, basketball and handball.

CENTRAL
WASHINGTON
UNIVERSITY'S VISIT TO
THE GSIC

OVER 2,300 VISITS TO
OUR SHOWROOM



HELP US BECOME AN
INNOVATIVE BUSINESS
ASSOCIATION

ARE YOU A SPORT
THINKER? WATCH
THESE VIDEOS

NEXT EVENT
June 16th

Conference
"Microsoft's Strategy in
the Sports Industry. The
Real Madrid Case"

Start-ups

Wembley Studios, wearable mobile devices for the sports industry.

Kame, management for calls made for team members.

Gamera Nest, IT projects for education and development of experimental game development center and applications.

RealTrack Systems, development of devices and software mainly for sport. The basis of the company is knowledge and specializes in the engineering of wearables.

University

Central Washington University, public university located in the historic city of Ellensburg, WA.

NEXT EVENTS

Conference by Sebastián Lancestremère, July 16th:

“Microsoft’s Strategy in the Sports Industry. The Real Madrid Case.”

On July 16th, the Global Sports Innovation Center will host the conference, 'Microsoft’s Strategy in the Sports Industry. The Real Madrid Case', presented by **Sebastián Lancestremère**, General Manager of Sports Business at Microsoft.

This event is exclusively for those companies and organizations associated with the Global Sports Innovation Center and will conclude with some time networking between attendees.

RSVP at info@sport-gsic.com.



AGREEMENT

Central Washington University visits the GSIC y becomes partner

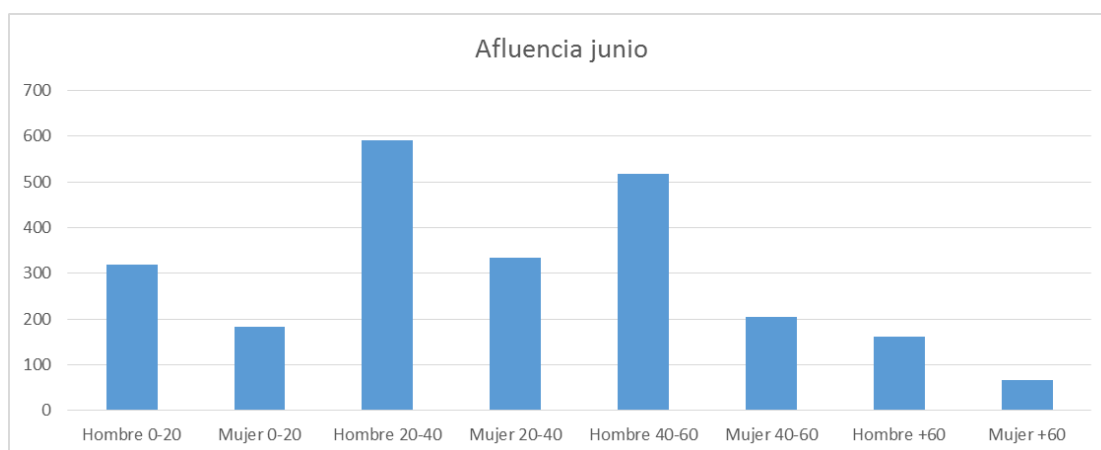
The GSIC received a delegation from the Central Washington University (CWU) led by its president, James L. Gaudino, who served as a prologue to the accession of this academic institution to Global Sports Innovation Center. CWU and the GSIC will collaborate on the development of bilateral relations and networking between partners of the GSIC and businesses linked to CWU, as well as internship programs for students, support for entrepreneurs and online training.



SHOWROOM

Over 2,300 visits to the Demo Solution Center in June

The Demonstration Solution Center, located on the ground floor of the Global Sports Innovation Center and dedicated to the exposition of applications and technological solutions developed by the center’s partners, registered a total of 2.377 visitors during the month of June.



Unikme demonstrates its genetic analysis device

The Demo Solution Center at the GSIC has included in its exposition a Unikme device used for genetic analysis. From a saliva sample, DNA is analyzed in five areas related to athletic performance: strength, power / speed, trainability / innate abilities, injuries and fat mobilization



Help us become an Innovative Business Association

The Global Sports Innovation Center has started a campaign to achieve accreditation for the Center as an Innovative Business Association, a recognition from the Ministry of Industry, Trade and Tourism. This certificate comes with the following advantages:

- Funding for the structure costs of the GSIC.
- Funding of technical feasibility studies by the partners of the GSIC.
- Support for the development of innovation activities of our partners.
- Activities of product and/or process innovation in cooperation among several members belonging to one or more entities registered in the Register of Innovative Business Group.

In order to achieve this accreditation it is essential that our partners provide information regarding their activities.

If you have not already done so, [download this form](#), send it to lidia.valverde@sport-gsic.com and **help us achieve our goal!**

RESOURCES

Videos about the GSIC in English and Spanish

From the homepage of the GSIC website (www.sport-gsic.com) you can access videos with testimonials from partners who attended our opening event.



These videos are also available on the GSIC [Youtube Channel](#) and are available to partners for use on their own websites and social networks.

Follow us on

Twitter:

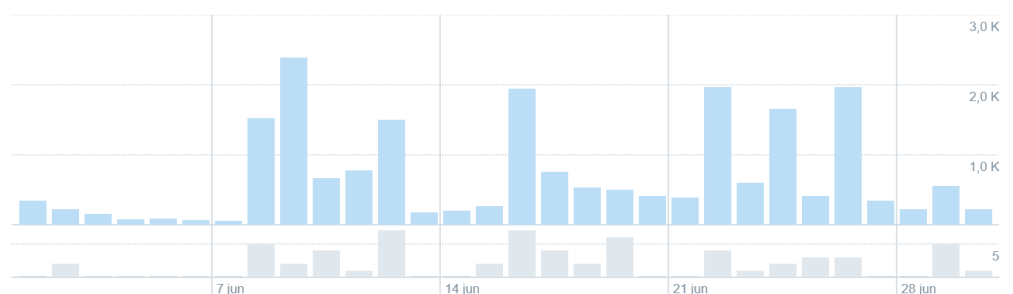
[@Sport_GSIC](https://twitter.com/Sport_GSIC)

Tweets: 194

Followers: 125

June views: 21.000

Sus Tweets consiguieron **21,0 K impresiones** en este período de **30 días**



Visits and events celebrated at the GSIC in June

- I Networking for the Global Sports Innovation Center
- Visita de la Real Sociedad
- The president of Microsoft Europe, Eric Boustouller, visited the installations at the GSIC
- Presentation by LG about their strategy for new Air-Conditioning products
- I Networking for the Global Sports Innovation Center
- Promoting Entrepreneurship
- Press release event of the new Windows 10

Want to share your news with us?

Write to us at info@sport-gsic.com