

**SPORT THINKERS**  
eSports  
Global Sports Innovation Center  
Powered by  Microsoft



**“SPORTS THINKERS eSPORTS”**

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

Basis of Participation

Edition 2018-2019

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## 1. Introduction

The eSports sector is currently one of the fastest growing industries. Both technology and innovation are big factors in this growth.

A key topic in this new approach is how to monetize and make financially sustainable the different projects, initiatives, ideas and companies, involved in the eSports business.

Mediapro in partnership with the Global Sports Innovation Center powered by Microsoft are launching the **“Sports Thinkers eSports”**, a special contest focused on the development of innovative and profitable solutions in areas directly linked to the eSports industry. Specifically, but not exclusive, we are seeking to get applications in the following areas:

1. Business opportunities in professional and amateur eSports: Content, cross selling, consumption analysis, pricing and customer segmentation.
2. New disruptive scenarios in platforms and digital assets’ monetization
3. Enhance users profiles’ usage (on-Arena CRM and professional competition), visualizing information and statistics
4. Customized content creation (video, images and audio) and other products and services cross selling
5. 360° audio and immersive technologies-experiences

**Regardless the idea, solution, company and the specific chosen area, the “Sports Thinkers eSports” seeks to select and award those proposals which proof not only high innovation, creativity and potential, but specially a clear and strong business model and monetization plan.**

## 2. Promoters

**Mediapro:** MEDIAPRO is a leading group in the European audiovisual sector, unique in content integration, production and audiovisual distribution. It provides the creativity and technical solutions necessary to design, produce and distribute any audiovisual or multi-channel project. With operations worldwide through its 53 offices distributed across 32 countries on 4 continents, MEDIAPRO provides the creativity and technical solutions necessary to design, produce and distribute any audiovisual or multi-channel project in any corner of the globe using state-of-the-art technology. Our human

resources and MEDIAPRO's technical means are at the forefront of innovation in the international audiovisual field.

More information: <https://www.mediapro.tv>

**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 28 countries around the world.

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

### 3. Purpose of the call

The call aims to achieve the following objectives:

1. With this initiative we want to detect the best innovative start-ups that can give technological solutions that apply to the eSports business.
2. Identify the most promising technological solutions with a clear and strong business model and monetization plan, that operates in, but not limited to, any of the above mentioned areas.

The final selected start-ups, up to a maximum of 5, will have the opportunity to participate in an immersion week at Mediapro and the chance to run a pilot through a collaborative agreement (in case).

### 4. Participation requirements

The call is aimed for entrepreneurs who can contribute with their technological innovation and business model to the development of Mediapro main goals in the eSports. In this sense, the present call is aimed for projects, seed stage and early stage companies, which have a clear business model and monetization plan, either if is proofed

(generating revenues already), or has strong arguments about its feasibility and projection.

Contestants may participate in the call for those start-ups that meet the following requirements:

- Be an officially and legally registered start-ups – at least - in Pre-seed/seed and/or early stage.
- Have a dedicated full-time team of at least 2 individuals.
- The individual promoter / representative of the start-ups must be of legal age and must have the legal capacity to be bound.
- The promoters of each project/start-ups may only participate in this call by submitting a single project.
- Promoters may not currently be Mediapro's suppliers or contractors
- 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 the screening stage, losing the right to receive any service and no claim to Mediapro and GSIC.

## 5. 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 open date:** November 6<sup>th</sup> 2018, 12:00h (CET)

**Applications deadline:** December 16<sup>th</sup> 2018, 23:59h (CET)

**First Round virtual pitch:** January 14<sup>th</sup>-21<sup>st</sup> 2019

From the total of applications received, we will select 20 pre-finalists, who will pitch to the jury via skype. The jury will select up to 5 finalists who will be invited to participate in an immersion week at the company's facilities.

**Second round – exploration and pilot challenges' definition:** January 21<sup>st</sup>, 2019

**Immersion Week:** February 11-15th, 2019

The selected start-ups will join an immersion week at one of Mediapro's main offices, to meet senior management staff to understand their expectations and challenges. At the end of the week, they will have a final pitch to propose a pilot plan.

**Acceleration Program:** March 2019 – June 2019

**Piloting:** Some of all the selected start-ups (if Mediapro decide it) could pilot its solution with Mediapro. The start-up and Mediapro will sign a proper agreement on this regard, in the event that both of them agree to start a pilot.

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

## 6. Selection criteria

The following criteria will be evaluated for the selection of participating start-ups:

1. The business model:
  - 1.1. The business model is geared to the company's goals
  - 1.2. Self-reinforce, scalability, long-term view and positive growth cycles
  - 1.3. Grade of originality and creativity on disruptive models on digital assets-monetization
  - 1.4. Digital approach of the business (to do, to sell, pricing...)
  - 1.5. On-line transactions (data, info..) applied to eSports industry
  - 1.6. Users' profiles and data treatment (CRM), to create customized content and cross-selling
2. The quality of the innovation and assets:
  - 2.1. Level of innovation, transformative potential and technology novelty.
  - 2.2. Intellectual property protection.
  - 2.3. Relevant and distinguishing innovative aspects
  - 2.4. Grade of originality and creativity
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 are going to be evaluated with the different weighted factor (2:1:1).***

## 7. Selection process

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

The judging committee, made up of representatives from Mediapro, GSIC and additional members considered (in case), 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 start-ups 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 GSIC and approved by Mediapro

**20 pre-finalist announcements:** Once applications are closed, a first pre-selection list will be announced with the 20 pre-finalist projects.

**Pitch (Panel of judges):** The judging committee will select 5 start-ups that will have the opportunity to start the acceleration program and immersion week at Mediapro. If the candidates do not meet the minimum requirements, Mediapro could declare the contest not awarded or void.

**Pilot:** at the end of the immersion week Mediapro will analyze and deliberate those start-up that will run a pilot.

## 8. Prize

5 start-ups selected will receive the following prizes:

- 6 months of free membership at the Global Sports Innovation Centre powered by Microsoft, starting January 2019\*
- 3 months of acceleration provided by GSIC Advisors and Mentors network
  - 1 mentoring session from the GSIC advisory board

- 5 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
- Immersion week at Mediapro's main offices, including a co-working space. Hospitality and travel minimum package expenses, will be considered
- The possibility to access the Microsoft for Start-ups Program if meeting the requirements
- The selected start-ups will have the chance to pilot its solution, based on Mediapro consideration at the end of the immersion week

*\*In the eventuality that a current GSIC partner is selected among the winners it will receive 60% discount on its membership fee. 40% fee will be charged, as usual, in January.*

## 9. Visibility, use of logos and information

Through "**Sport Thinkers eSports**", 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.

## 10. 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/start-ups (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 eSports**"

All Mediapro employees, shareholders and service providers are expressly excluded from participation in this Promotion, as well as their first-degree relatives and the employees of those companies involved in the development and/or mechanics of this Competition.

Furthermore, Mediapro 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 **“Sport Thinkers eSports”** 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 eSports”** 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 eSports”** from any liability regarding the use of the above-mentioned programs and/or content.

Participating in **“Sport Thinkers eSports”** 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.

## **11. Contact**

For any information and inquiries, please contact: [info@sport-gsic.com](mailto:info@sport-gsic.com)