



Activity Report 2018

GSIC

Global Sports Innovation Center

Powered by  Microsoft

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Dear members of the Global Sports Innovation Center powered by Microsoft,



This Activity Report summarizes the initiatives and projects that have been carried out from the GSIC in 2018, and it's a clear reflection of an open and inclusive collaboration model that allows sustainable growth and the construction of a **global ecosystem** of companies and institutions linked to sports and technology.

Behind the data that **shows the growth of our members network by 16%** and the positioning of the **GSIC** at a global level, there are always people, especially those that compose the **GSIC** team and those that make up the teams of our associated entities. Your drive, ideas and participation are the key when it comes to showing the data that is shown in this document.

We share with our associates the same enthusiasm we had the first day when we opened the doors of the **GSIC**. We continue betting on a vision of teamwork, building from effort, providing support to entrepreneurship, applied research and education, as well as generating a meeting, networking and business space for our associates. However, **in 2018 the number of activities carried out by the GSIC has increased by 20%** compared to the previous year and this has also been possible thanks to the constant contribution and collaboration of our members.

During 2018 we have intensified **international relationships**, generating the interest of relevant organizations and institutions linked to sports in their regions, who have found in **GSIC** an ally and in our members an opportunity to explore collaboration synergies.

Along with international expansion, the creation of the **Sport Thinkers** programs has been a challenge to detect and position the best innovative and disruptive solutions applied to the sports industry, offering an acceleration program and support for the integration of these initiatives to the open innovation processes that such clubs as **Real Sociedad**, companies like **Mediapro** and institutions like **LaLiga** are carrying out in their organizations. In all of them, **GSIC** has positioned itself as a key element where it offers its support and expertise in each phase of the process.

With these first steps towards the internationalization of the **GSIC**, we have managed to connect with more than **1500 startups from 42 countries** that also enrich the work of our **200 members** and help us forge alliances, position ourselves and create more value for the world's sports ecosystem.

Once again, we convey our gratitude to all those who take part of this project that took off with a great enthusiasm in **2015** and that nowadays **continues to exceed all our initial expectations**. We will continue betting on our ecosystem and our common commitment to the sports industry and everything that technology can contribute to make it grow.

Sebastián Lancestremère

GSIC President

Dear members,



We are happy to present you GSIC Activity Report for 2018. Within our fourth year of activity we can already say that our Center is currently a **world reference in the sports industry** and an inspiration space for sports organizations that are committed to **innovation**, digital transformation, progress and constant improvement and development of the sector.

This achievement is possible thanks to the members that are part of the **GSIC** and who have trusted our business cluster model and philosophy. Innovation for the **GSIC** is a way of understanding knowledge management, a sort of leadership that finds support from large, medium and small companies, and of course the support of research groups, universities and research centers.

In 2018 we have continued with a strategy that offers **dynamics and actions aimed at stimulating the participation of all GSIC** members and facilitating this way the transfer of knowledge, networking and trust. We have strengthened the activities that allow us to generate meetings between supply and demand, inviting associations, federations, clubs, leagues and large companies to learn about the developments and services of our associates.

The international positioning and the increase of activities number is also reinforced with data, where at the end of 2018 we reached **210 members from 30 different countries**. This means that during 2018, 74 entities made the decision to join our Center with the inspiration of calling themselves "**member of the GSIC**" and with the expectation of getting in touch with the rest of the ecosystem to generate synergies and value to a sector in constant growth where technology is positioned as an undoubtable tool of progress and new opportunities. With the sustained growth of members and activities in 2018, we presented a **new website** that allowed us to communicate and give visibility to the intensive activity of the association.

Likewise we intensified our presence at the **international events**, where we participated as a jury in startup competitions in order to have contact with the most disruptive and best valued small companies in each category. Also, during 2018 we attended as guests different international events to share the experience of the **GSIC** and the activity of our associates.

Another great project for which we feel special enthusiasm is the **GSIC Institute**, our own training center for professionals in the sports industry in which we are assisted in its management by one of our members **ESBS, European Sports Business School**. **GSIC Institute** offers two programs starting in **2019**, a **Master in Digital Transformation of Sports Entities** and a **course in Entrepreneurship in Sports**. These programs are developed from the **GSIC** in collaboration with our members and our network of industry experts to offer a better-quality training to the talents that want to grow professionally in the sector and to the active professionals who want to deepen in matter and extend the framework of their knowledge.

Since its opening, the **GSIC** has been working on the **internationalization of the activity**, reason why in **2018** we began an expansion process that allows us to find allies in other regions ,in order to provide our current and future members with a virtual and face-to-face space that expands the possibilities of synergy and collaboration With this vision we have created a **powerful network of experts and international ambassadors** that promotes knowledge of the activity of the **GSIC** and its members in their different disciplines.

I am proud to assert that all the **GSIC** team have become prescribers of our members, **we wear the T-shirt of each one of our members** and we feel very proud that they are part of the **GSIC**, we owe it to their trust. We started **2019** with the same enthusiasm and passion we had in **2015** when **GSIC** opened its doors.

Once again, thanks to all the members of the **GSIC** who place their trust in us, to the entire team, including our interns who come with enthusiasm to support our work. And undoubtedly highlight the trust and commitment of our Managing Board, and very special thanks to our President for his constant support providing experience and knowledge.

Iris Córdoba Mondéjar
General Manager of GSIC

1.1. AIMS

The Global Sports Innovation Center powered by Microsoft (**GSIC**) is the center of innovation in sport, a pioneer in Europe, which focuses exclusively on **bringing the latest advances in technology** to all areas of the sports industry.



Since the **GSIC** opened its doors in **May 2015**, its goal has been to **create abroad and inclusive international ecosystem** composed by entrepreneurs, universities and institutions, which, through the Center, can generate synergies, new projects and products, and of course businesses, in an atmosphere of co-creation, cooperation and innovation.

Since its very first year of operation, **GSIC** has turned its ambitions into a reality **thanks to the trust, commitment and support of its members** and collaborators in the sector. The important work we do on a daily basis, the expansion of our contact network, our participation in international events, the creation and promotion of services, and the agreements signed with relevant entities, is matched with data that speaks for itself: we ended **2015** with **70 associate members**; in **2016** we reached about **105**; and ended **2017** with **163** entities from **23 different countries**. In **2018** the number of **GSIC** members has increased significantly, we added **74 new entities** to our network and ended the year with **210** of **30 countries** on the list.

In **2018** we have launched several **projects of international scope** that have allowed us to produce a greater global impact within the sports industry and reasserted our position as an open **innovation center** that has the largest network of associates and the best experts in the industry.

We have launched **2 calls** for **Sport Thinkers** that promote open innovation processes with our members. **Sport Thinkers Smart Stadium** in collaboration with the football club of the first division of Spanish **LaLiga**, **Real Sociedad S.A.D** and the second **Sport Thinkers eSports** fruit of the Working Group in **eSports** led by **Mediapro**.

We also continue developing the activity of our **Work Groups** identified as “key” in defining the needs and challenges that the sector must solve in the coming years. These Work Groups are not “passive” actions of exposure of technological evolution, but quite the opposite. There are spaces where in a guided way the members find an unique environment to **share experiences and develop their alliances**, seeking the generation of projects that develop products and services that allow them to offer solutions of value to the industry.

On the other hand, the supply of services developed between the **GSIC** and its members pursues a key target so that the entire sector develops in an aligned manner and in the right time.

We must support the **digital transformation** of sport entities as a necessary lever so that our



members can increase their chances of work, both in cooperation and in business. Therefore, we carry out actions that work to understand the starting point and the need of sports entities (**Co-creation workshops, Virtual Meetings, Networking days**).

Also, we feel really comfortable presenting real solutions, created by our members in innovation sector (**Innovation Day, EBC** and attendance to international events). We also decided to bet for and work to bring technological innovation to companies and their management bodies, who are beginning to be introduced to the innovation and sports field (**Inspiration Day**). In addition, if the needs are to know about what is happening in the sector, we will organize guided tours (**Business Trips**) where once again next to our members, we can present to a university, center of high sports performance, sports facility or large stadiums both specific technological solution and a real success case.

To close the process and as a clear demand for sports entities, we developed exclusive certification training and procedures, both for active staff and for young people who are looking for a professional positioning tool (**Training on demand and own certifications**) in the specialization, which was inaugurated in **2018** as **GSIC Institute**.



The **2018** has shown that with the necessary critical mass of members that we had achieved, it is possible to launch and succeed in **projects and initiatives of global reach** that make a difference and make real our main goals that were already marked at the beginning of the **GSIC**. Today we position ourselves as an international reference, our model inspires organizations, clubs and entities of recent creation to follow our model, to be aware of our actions, to follow the activity of our members.

In these years we have become a meeting point between supply and demand, giving visibility to our members, assessing all areas related to the sector. Helping sports organizations in their digital transformation processes by **facilitating contacts, teaching solutions, trends and value propositions** in a collaborative, international and professional work environment.

1.2. THE PILLARS OF GSIC ACTIVITY

Since its creation, the **GSIC** revolves around **four pillars** of activity that we consider fundamental and on which we rely when defining our objectives:



Research and Promotion of technological innovation

The Center offers **support to research** aimed at identifying needs and opportunities in sport and the development of effective and viable solutions, in **collaboration with public and private institutions**, as well as knowledge transfer through **connections, conferences, and virtual meetings**. Through our members we promote collaboration in any business activity linked to sport and the university-company relationship, as well as the dissemination of knowledge about the most innovative technologies and trends.



Networking, development of business networks and collaboration between company and talent

The **GSIC** has created an **international network of members** to improve business opportunities, memberships, identification of synergies, **B2B** and **B2C** opportunities, and internationalization. It is a meeting point for supply and demand in real time. The Center has **environments and collaborative spaces** that unites companies linked to the sports sector, technology companies, entrepreneurs and universities. We actively promote **events of interest** to our members and **facilitate the participation of all types of entities**, public and private, thus enhancing the synergies between the different agents of the sports industry.



Emprendimiento y formación.

Entrepreneurs in the sports sector receive **GSIC** support as they grow, **expert mentoring and technical advice, connections with large companies and global brands**, as well as access to **Microsoft technology at no cost**. Thanks to the **Microsoft for Startups** program, startups had access to legal advice, training, and use of **Microsoft** technology tools (such as **Microsoft** cloud ecosystem **Azure**) **at zero cost** during their first years.

In addition, at the Center they can find the opportunity to **participate in knowledge transfer**, advice and validation events for their proposals, as well as potential investors and access to participation in **acceleration programs**.



Showcase

Visitors to the Center can **experience the technological innovations developed by GSIC** members: technology in sports, health and fitness, fan engagement, performance and the next generation of **digital consumer experiences**. Meanwhile, companies can find in our **showroom** an exhibition **space for their solutions with a high level of visibility** for their potential customers.

1.3. AUDIENCES

B2C:

The **GSIC** is the prescriber of the products and services of its members. It has a **showroom** open to both the public and **companies** in which visitors find the latest technologies, applications and devices applied to sports, health and well-being. A demonstration site where visitors can see and experience the **most innovative solutions** and products provided by **GSIC** members in an interactive environment.



B2B:

The **GSIC** is a **link** between the **sports industry, technology companies, entrepreneurs and students**, contributing to the improvement of company productivity, generating new business opportunities and reinforcing competitiveness. The Center is a **catalyst** for **opportunities** for its members at the international level with large **companies, sports clubs and federations**.

STARTUPS:

The Center provides ongoing support to newly created companies through support for the search for **funding, mentoring and expert technical guidance**. Likewise, the Center helps to reduce the gap between small and large companies by promoting mutual knowledge, **visibility** and **investment opportunities**.



Magnitudes globales del 2018


30

COUNTRIES


210

MEMBERS


91

STARTUPS


18

INSTITUTIONS


+500

 PRESS
 APPEARANCE

2.253

 EVENT
 PARTICIPANTS

14

 STRATEGIC
 PARTNERS

56

 INTERNATIONAL
 MEETINGS

6.275

 SHOWROOM
 VISITS

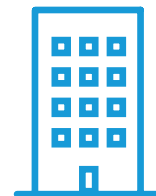
73

SMES


99

EVENTS


650.000

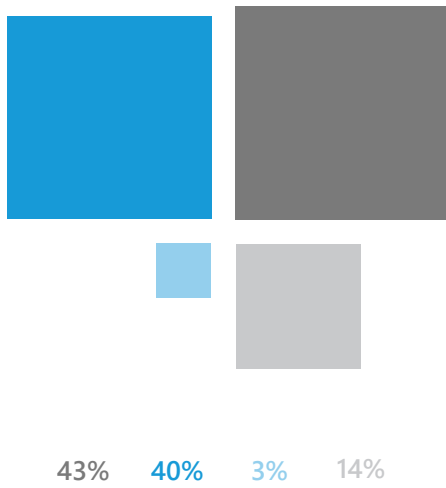
 SOCIAL MEDIA
 HITS

14

 LARGE
 ENTITIES

MEMBERS RATIOS

Startups
 Institutions
 Strategic
 Large Entities / SMES

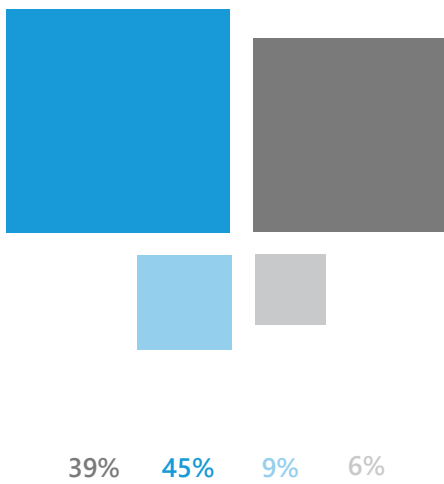
2015



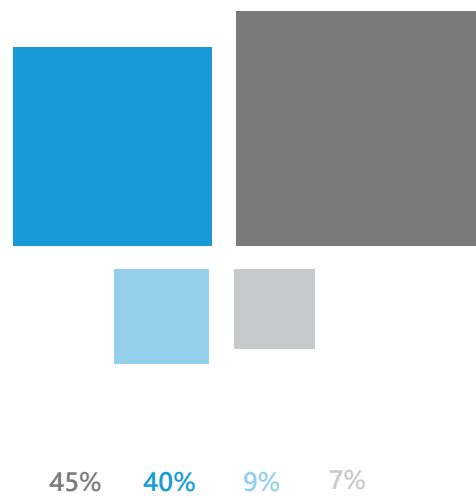
2016



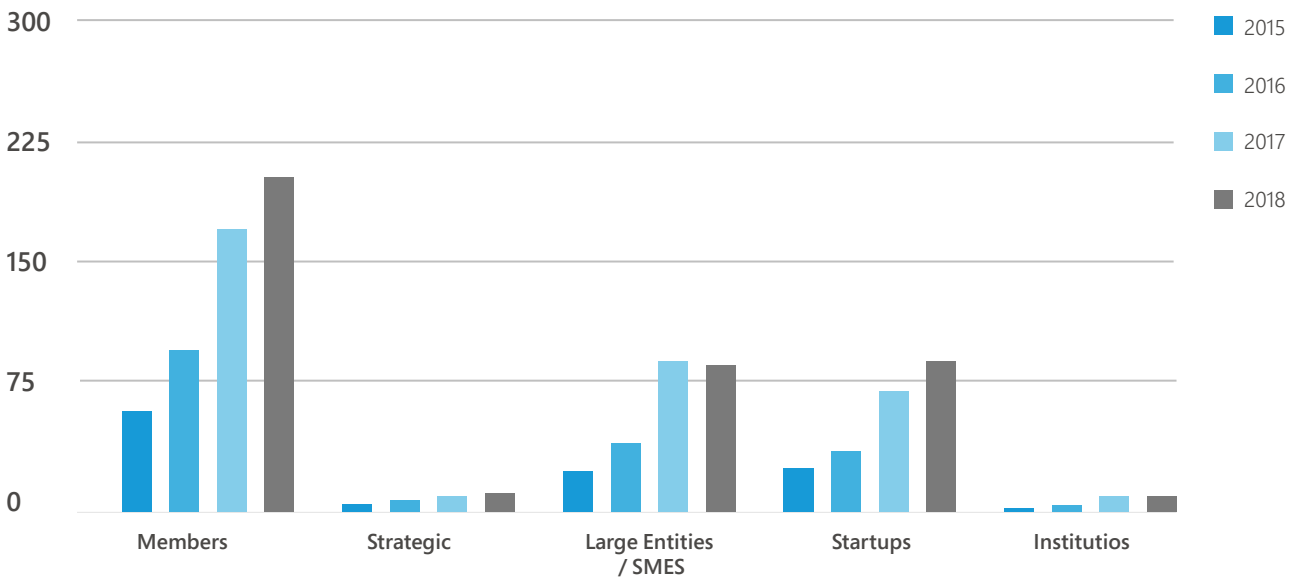
2017



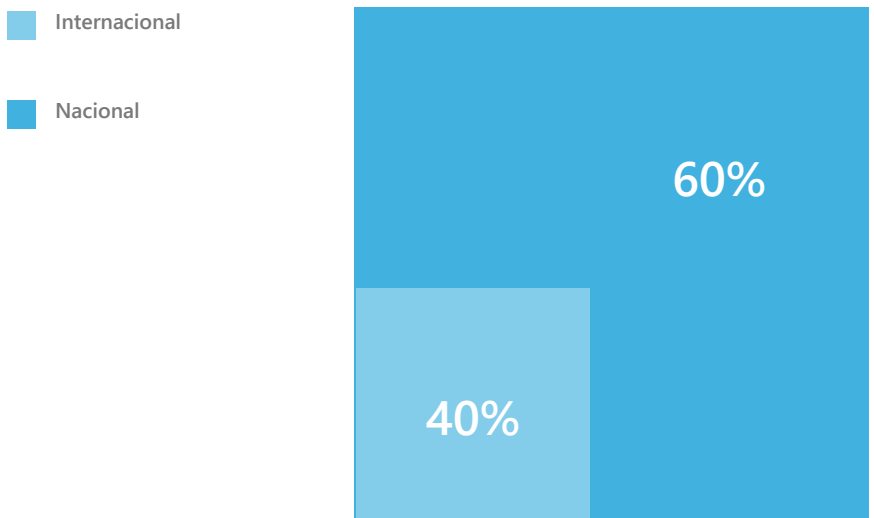
2018



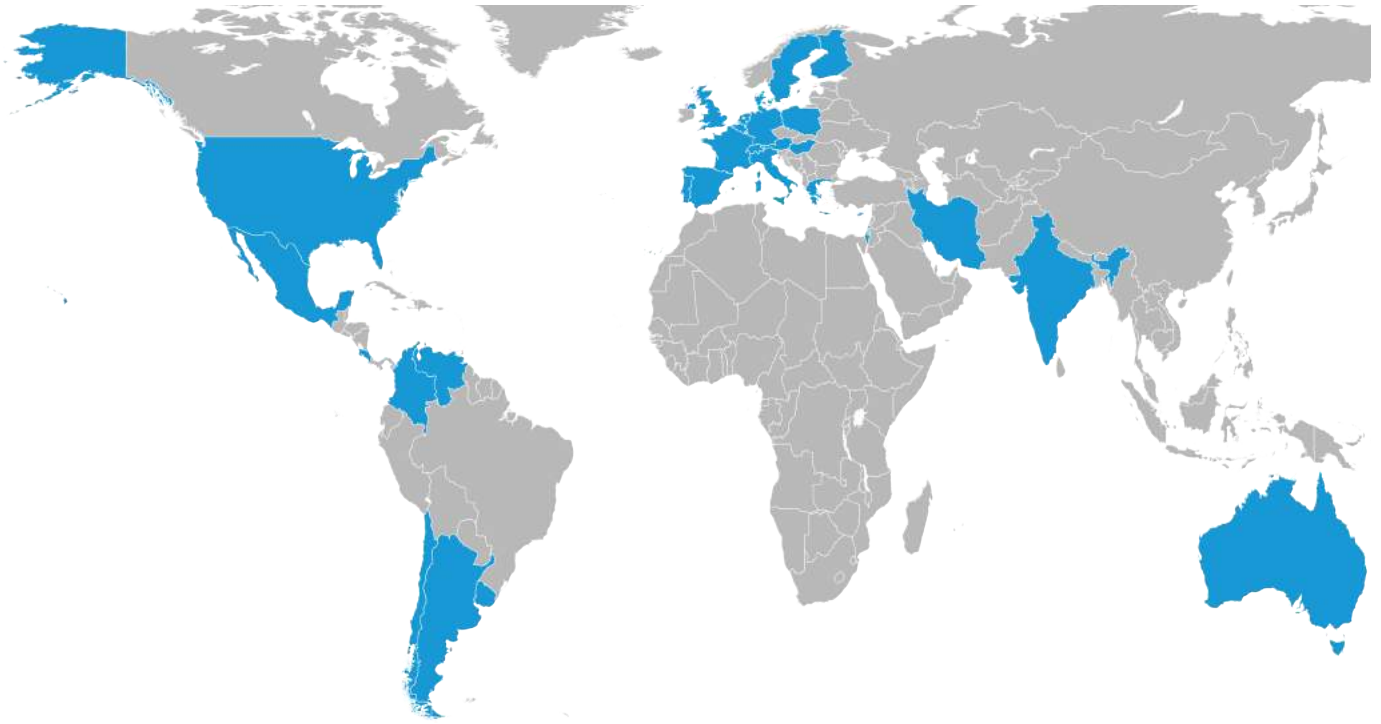
GSIC Parter Growth 2015-2018



National / International Ratio 2018



Countries 2018



America



Asia



Europe



Oceania



3.1 TECHNOLOGICAL INNOVATION

The present **Activity Report** is structured on the basis of the **four pillars** mentioned above to give a better understanding of the ideas behind each one of them and to explain the different lines of work carried out by the **GSIC** and the reasons behind them.



As an **Innovation Center**, we are dedicated to the development of **different types of initiatives** that bring technology closer to **sports entities**, in order to bring them up to date with the latest developments that can be applied in their field, as well as in society in general, to expand knowledge about **current technology**.

Many of these activities are also aimed to the same **developers** as they also need to be constantly aware of what is happening in the sector. For this reason, we are involved in the organization of knowledge transfer **activities**, providing **advisory services** and **calling work sessions**, among other things.

This report seeks to collect and explain all the activities that were carried out at the **GSIC** throughout **2018**, so it is convenient to start by noting that, in **2017**, a major milestone

was **achieved** in the Center when it was recognized by the **Ministry of ECONOMY, INDUSTRY AND COMPETITIVENESS**, and through the **GENERAL DIRECTORATE OF INDUSTRY OF THE SMALL AND MEDIUM ENTERPRISE**.

This recognition, as a consequence of the fact that **GSIC** has belonged to **AEI (Innovative Business Association)** since **2016**, consists of financial support for regular activities for the operation of the association's structure.



This aid is intended for the purpose of **creating a greater innovative potential in the association**, which strictly complies with the mandate for the use of said aid, audited and justified according to the norms of the ministry. These grants, as in **2017**, were used to cover part of the structural costs and design activities for the benefit of the associates.

The activities which take place in **2018** are mainly **innovative activities for the benefit of members and the sports industry** in general, a common guideline of the **GSIC** since its establishment in **2015**. The innovation activities developed at the **GSIC** are divided into two main branches, the 2020 Expansion Plan that includes **Sport Thinkers, Satellites, GEO** and **Pop-Up** projects, and services that we offer to our members as **co-creation workshops, Innovation Day, Sponsors Day, Inspiration Day, Virtual Meetings, International Alliances, Learning on demand, Business trips, Advice to sports organizations** and **one to one meetings** with members.



3.1.1 EXPANSION PLAN 2020

Since the launch of the **GSIC**, international entities started to become interested in our model and ecosystem of members seeking memberships to establish a point of a local contact. Thus, at the end of **2017** we began the development of an **Expansion Plan** that would seek the internationalization of the **GSIC** and create a bridge to give **visibility** and **new business opportunities** to our associates.

This plan contains detailed information of the priority regions according to their economic development, the development of the sports industry, as well as it contemplates different models of transfer of the structure, expertise, activities and experience of the **GSIC** to other regions establishing priorities by continent.

The Expansion Plan established three levels of internationalization:

- 1** **Sport Thinkers**, an **acceleration program** that aims to **promote an ecosystem of technology-based companies** linked to sports through a **program of training** activities and **startup** competition that may include its own certification in digital transformation, mentoring and interaction with our members' ecosystem.
- 2** **Pop up**, a temporary replica of the activities of the **GSIC** that would focus on the work on a large sporting event such as, for example, the **Olympic Games**. In this way, **GSIC** can contribute its own experience as well as the experience of its members to provide this event with the **best technological solutions**.
- 3** **Satellites**, replicas of the **GSIC** in different continents in order to connect with the **ecosystems of technology-based companies** and **sports entities at the local level** and offer them the same activities that are developed in the **GSIC**, thus adding to our network of members more international companies.

The plan started to bring initial results in **2018** with the launch of the first international **Sport Thinkers**, and an important **network of new contacts** interested in establishing a **GSIC** in their region. Establishing a **GSIC** in another region is not a simple task, it requires time and knowledge of the right partner, which is why we have supported ourselves by creating a network of experts and professional ambassadors who can help us in this task.

3.1.1.1 Sport Thinkers

Creating the **Sport Thinkers** program initiative powered by **GSIC** arises in response to the number of events linked to **startups** that we have promoted and participated in since the beginning. During **2015** and **2016**, we were able to explore the needs of the sector and, in **2017**, work on our strengths.

In **2018**, we were already able to launch 2 editions of **Sport Thinkers**, one dedicated to **Smart Stadium** and another to **eSports**. We also laid the foundations to prepare the launch of the third program, in collaboration with **LaLiga**.

Our goal as an association is twofold:

On the one hand, the **GSIC** ecosystem is enriched and expanded by incorporating the best solutions to the Center and facilitating synergies among current members, fostering **international alliances** and brand positioning, in an increasingly competitive and growing environment.

On the other hand, it allows us an expansion by thematic areas such as **eSports**, **Smart Stadium**, **Fan Engagement** among others.



3.1.1.1.1 Sport Thinkers Smart Stadium

We launched the program in collaboration with the **Real Sociedad Football Club** with a presentation to the media on **July 11, 2018** to help the club playing in the **Spanish First Division**, to improve the facilities of its stadium, that currently is under construction, driving innovation through solutions with a marked technological degree to transform the experience of its fans.

We also counted on the support of **Microsoft Sports** who have the ability to advise both the **GSIC** and **Real Sociedad** on **Smart Venues** projects since it is one of the pillars on which the division's work philosophy is based.

The goal of this program was to bring **Anoeta** to this concept by promoting the digital transformation of both the stadium and the club so that it can offer its fans improved and unforgettable experiences.



With **Sport Thinkers Smart Stadium**, we got to know the best solutions in three specific areas:

1. Fan Experience 2. Security 3. Sustainability

Within each one there are many possibilities to develop a valuable proposition that could turn **Anoeta** into a **Smart Stadium**.



Solutions related to the **Club**: such as **business-oriented management systems**, ticketing, event management and match days



Solutions related to **retransmission**: such as innovations in digital broadcasting for the interior of the stadium, digital information for video markers, or for mobile applications of the club, with special contents.



Solutions related to **security** and management of emergency situations, such as risk management systems.



Connectivity solutions: for example, innovative solutions in connected stadium management, internal communications between access control systems, connections with food and beverage sales points or the connection with stadium security.



Solutions aimed at improving the **operation of the building**, such as maintenance management systems.



Energy management solutions, as a focus on the sustainability of the building.



Lighting solutions. We are currently in the LED era and the management of lighting has transitioned from being a basic requirement of television broadcasting to being much more and is part of the show.



In this call we gave an opportunity to participate not only to startups, but also to more consolidated companies that could offer innovative solutions to the club.

After the intense selection process, **25 companies** had been chosen as finalists **Solos (Australia), Pressenger (Hungary), Macco Robotics (Spain), Cinfo (Spain), Karma Technologies (Spain), Batura Mobile Solutions (Spain), Valorafutbol (Spain), Brintia (Spain), Imascono (Spain), Virtual Soccer Zone by Orwell VR (Italia), Iristrace (Spain), Content Stadium (Netherlands), Yerba Buena VR (USA), iXpole (Spain), NFCSound (Netherlands), Vidibond (Spain), Open Camp (Spain), BCaster (Finland), Yarr TV (Spain), WIMy (Spain), Synky BV (Netherlands), Myruns Technology (Spain), Deep Data (Spain), IMMERSIA Data Visualization (Spain), Digifood (France).**

The initiatives of these 25 companies were evaluated by the jury composed by the representatives of **Real Sociedad, GSIC** and **Microsoft Sports** and **11 winners** were chosen: **Solos (Australia), Cinfo (Spain), Pressenger (Hungary), Batura Mobile Solutions (Spain), Brintia (Spain), Iristrace (Spain), Yerba Buena VR (USA), iXpole (Spain), NFCSound (Netherlands), Yarr TV (Spain), Deep Data (Spain).** These 11 companies attended the immersion week from **November 4 to 7, 2018** in San Sebastian. During four days, the companies were able to meet with managers of **Real Sociedad**, and generate a work space among them to add value to their offers integrated with the **GSIC** support.






Finally, **9** of the **11 winners** who passed the immersion process, will do their **pilots** at the **Anoeta** stadium at the same time that all the winners are continuing to be members of the **GSIC**.



3.1.1.1.2 Sport Thinkers eSports

The **Sport Thinkers eSports** program, designed by the **GSIC**, had as its main goal the identification and selection of innovative initiatives that have a positive impact on the digital **treatment of business models** associated with **eSports** in order to support them and offer collaborative business opportunities with **Mediapro**.

The companies that registered to participate, work on the solutions that apply to the following thematic areas:

- 
 Generation of business linked to professional and amateur **eSports** (content, cross sales, consumption analysis of both, price estimation and consumer segmentation).
- 
 New disruptive scenarios in **monetization of different platforms** and **digital assets** linked to **eSports**.
- 
 Enhance the use of **user profiles**, visualization of information and statistics.
- 
 Generation of **personalized content** (video, images and audio) and cross-selling of other products / services.
- 
 Experiences related to **immersive** and **360° audio technologies**.

The call began on **November 8**. After the closing of the call, the jury composed by the professionals from the **GSIC** and **Mediapro**, selected for the short list **10 companies** that later made their online presentations before said jury. **HERO (Chile)**, **CORE Professional Esports (Spain)**, **Bravent (Spain)**, **TTSPRTS (Argentina)**, **SportZblock (Ireland)**, **Yarr TV (Spain)**, **EASYGOBAND WORLD SL (Spain)**, **Metastartup (Spain)**, **Brintia (Spain)**, **Fanbot.ai (Hungary)**.

In the final phase, **3 startups**, **HERO**, **TTSPRTS** and **Brintia** were chosen so that in **2019** they could take **advantage on immersion** week in Barcelona.



3.1.1.1.3 Agreement with the Spanish Liga of Professional Football to organize together Startup Competition 2019

The **GSIC** signed an agreement to provide services to **LaLiga** to support the creation of its own innovation space and to facilitate a **meeting point with startups linked to sport**. In **2018** we have been developing basis on this agreement, a **special project** that will have its beginning in **2019**.

3.1.1.2 GSIC Satellites

In this way, the **GSIC** has attracted interest from the industry on account of our associate's screening methodology and access to **networking, research and innovation** activities. During **2018** we detected a growing demand by international promoters interested in the **GSIC** operating model, which by then had already reached maturity and showed positive results that even surpassed initial expectations.

This is due to the organic growth of the association, the magnificent **internationalization of our members network**, currently with members in **30 countries**. Therefore, in **2018** we worked on expanding the association as satellites that will allow us to articulate better the support we provide to companies that are developing or want to develop or strengthen businesses in various locations in the world.

The Satellites would be Centers where the activity of the association can be faithfully replicated.

This is a strategic step that will allow us to manage activities in each region of the world in an integral way. This model will make it possible

to cover regions where there is greater industrial activity in the field of sport, to reach places where innovation or entrepreneurship – as a basis for the talent of the people living there – will allow us to identify interesting future scenarios for the business development of the companies that make up our ecosystem.

The global objective of the association is international expansion with **3 or 5 satellites**, strategically located, covering international activity in the sports industry. Today we continue to improve this proposal so that objectives can be met by the year **2020**.

The benefit for our current members is undoubtedly to participate in a network that in the short term could increase exponentially and thus promote an international meeting point of technology supply and demand in the sports industry.

3.1.2 Services

During the first 3 years of the association's life, we had developed different **services** that were modified and improved due to the existing demand among our members and the market of the sports industry.

These services are **aiming to enhance the technology** innovation covering different areas of the sector: the **entrepreneurs, sports entities, educational institutions, governmental organizations**.

At the **GSIC** we want to cover all needs of all the audiences and this aim is the source for our offer:

Co-creación workshops

Innovation Day

Sponsors Day

Inspiration Day

International Alliances

Learning on demand

Business trips

Sports Entities Advise

Virtual Meeting

Business Agenda

Co-creation workshops

The association carries out different **co-creation workshops** that aim to **explore collectively**, with different members, possibilities to build **projects and initiatives** to be carried out at the Center, using other members' activities.

Its purpose is to create **new collaboration scenarios**, learn in greater detail what our associates do, discuss different ways of approaching the value of belonging to the association and how to interact with the rest of the associates, by first **identifying synergies and solutions** aligned with their own goals and needs.



The GSIC carries out the co-creation workshop with ADESP to help the National Sports Federations to promote digital transformation

On **March 7th**, one of our **Co-creation Workshops** was held at the headquarters of the **Global Sports Innovation Center**. This time we organized it in collaboration with the **Spanish Sports Association (ADESP)** and it has become the first lever to articulate cooperation in the process of digital transformation of the **National Sports Federations**.

The conference started with a presentation of the main work areas of the **GSIC** and the main innovation solutions of its members to detect and prioritize the needs of the **Spanish Sports Association** and the **Sports Federations** that join the action.



To guide the process, we highlight four main areas to work on: **Sports**, **Community** (fans analysis), **Business** (licenses, marketing, digital and communication) and **Operations** (financial management, human resources and infrastructure).

Next, we analyze how new **methodologies and technologies** can help with **digital transformation** regarding each of these areas. For example, in the **Sports area** they make possible the support in the evaluation of the athlete's performance, both continuously and punctually, **integrating the competition models** and the **technologies** that national coaches themselves or technical bodies are using or need to know.

After **3 hours of intensive work**, we were able to detect the needs of all Federations attending the workshop, regarding the areas mentioned above. Based on these data, the **GSIC** will generate a **roadmap** for each participating **Federation**, based on its starting situation and its short and medium-term objectives. All participating **Federations** will receive a **general situation report** (global needs of all Federations) and a specific report for the needs of each Federation individually.

Based on these data, the **GSIC** would generate a **roadmap** for each participating **Federation**, based on its starting situation and its short and medium-term objectives. All participating **Federations** received a **general situation report** (global needs of all Federations) and a specific report for the needs of each **Federation** individually.

Innovation Day

Innovation Days are a methodology for mutual knowledge and business opportunities. With **Innovation Days**, the association launched an activity format particularly aimed at generating business opportunities between companies of all sizes and sports organizations. This activity focuses on previously defined topics that guarantee real possibilities of collaboration among participants in the event.

The Global Sports Innovation Center brings digital transformation to National Sport Federations

Innovation Day, organized by the **GSIC** in collaboration with the **Spanish Sports Association (ADESP)** and **LaLiga4Sports** on **May 9th**, brought together **19 federations**, including **Spanish Basketball Federation, Royal Spanish Athletics Federation, Royal Spanish Winter Sports Federation, Royal Spanish Swimming Federation** and **Royal Spanish Golf Federation**.

During this meeting, the representatives from these entities got to know the solutions that the **GSIC** members offer and discovered how they can fit in their organizations. The initiative is a continuation to the **Co-Creation Workshop** that was held at the **GSIC** in March, where the needs of the Federations were defined based on four main areas of work: **Sports, Community** (amateur analysis), **Business** (licenses, marketing, digital and communication) and **Operations** (financial management, human resources and infrastructure). In order to respond to those needs, from the **GSIC** we chose **14 best experts** in the following areas: **Cinfo, LEVERADE, NETCO SPORTS, NGAGE, Nanfor Ibérica, Neodata, Group, TTSPTS, Sitecore, Playoff Informatica, The International Humans Company** and **TOOLS**.

The success of this activity was evident: our members and the representatives of the **National Sports Federations** recognized the effectiveness of the **GSIC's Innovation Day** and showed interest in continuing to explore the opportunities of collaboration and development of the initiative.



Inspiration Day

This is a **methodology** that we have implanted in the **GSIC** with the goal of **making the Center's structure and working model better known** to everyone.

The **main public** in this activity is the **companies** in our sector as well as others that are not directly related to the sports industry. The former are



interested in understanding the **GSIC** model and the possibilities opened up by the Center to the entities in our ecosystem. The latter want to broaden their general knowledge about the sector and, in some cases, seek new ideas to develop their business.

This activity is also interesting for **educational institutions** and they include it within their training programs. Throughout the year we have

received visits from groups of **students**, from primary school children to **Master's Degree** students. It should be noted that these visits are both **national and international in nature**.

In **2018** we carried out **23 Innovation Days** at the national and international level, and among the visiting entities we received **Real Madrid Foundation, Michigan State University, ESPAI Foundation, EAE Business School, IE Business School, Sergio Arboleda University, Georgetown University and Victoria University**.



International Alliances

One of the strategic goals of the association is the **creation of memberships** of different kinds, since these are part of its work and value-creation philosophy. We closed **collaboration agreements** with various entities, organizers of **national and international events**, and other associations to provide benefits to our members.

These **advantages** can be seen both in **discounts** on tickets to conferences, fairs and congresses, and in the participation of competitions **for technology-based companies** where they have access to sports institutions worldwide.

Global Sports Innovation Center members with ASICS to power startups acceleration together

In **March of 2018** the Japanese company joined the Center to count on **GSIC's** mentoring in the startup acceleration program, recently launched by **ASICS** when at the same time its new headquarters in Barcelona is inaugurated.

The **GSIC** collaborated in **TENKANTEN** program offering support in the initial screening to choose 5 most innovative startups in the field of medicine and sport, and that will be a part of **TENKAN-TEN**. After the selection process, the **GSIC** provided these companies with **free membership** during all the **2019**. Those companies can enjoy now the **benefits** of the **GSIC's ecosystem** such as **attendance to events, expansion of their network of contacts, participation in Virtual Meetings and use of the facilities**. In addition, the **GSIC** team **provides mentoring and support** in terms of business opportunities and growth



Global Sports Innovation Center participates at Chelsea sports technology hack

The **startup competition**, organized by the **Chelsea Foundation** held in London from **9 to 14 April**, was attended by **15 technology companies**, whose solutions can help improving the experience of football fans by making **Stamford Bridge** become **Smart Stadium**.

During the week the entrepreneurs got to know the club, its fans, its history and present their projects to a jury in which **Global Sports Innovation Center powered by Microsoft** was represented by its **Business Development Manager, Samuel Pérez Weber**.

The company **NGAGE**, **GSIC's** member, also participated in the competition presenting their

cloud-based **Fan Engagement** and **Sponsor Management** platform which enables both teams and sponsors to create fun, fan-centric, mini-mobile tournaments using virtually any game. The platform collects information from a multitude of data sources and provides valuable insights and in-depth fan analytics.

With their entrepreneurial spirit and great motivation, the Israeli company managed to get a **Special Mention** created for them on the spot, recognizing the positive impact they generated both on the organizers and on the members of the jury.

The GSIC reaches a collaboration agreement with ProComer of Costa Rica and now there are 29 countries in our ecosystem

In April, **Global Sports Innovation Center powered by Microsoft** and represented by its General Manager Iris Córdoba, had the opportunity to meet more than **30 innovative companies** that are developing technology and services applied to the sports industry in sectors such as **global health, education, biotechnology, entertainment and development of software** among others. The agreement signed between **GSIC** and Procomer contemplated the selection of **4 startups** so they could join the **GSIC** at no cost until December 2018.

Thanks to the agreement signed between **GSIC** and **ProComer: YAPP!, PULSE, MARTE ESTUDIO** and **PARSO** are already part of the **GSIC ecosystem**.

With only 4.8 million inhabitants, **Costa Rica** is the third **largest exporter of services in Latin America** and the **number 1 per capita**.

In the country, you can find more than **75 types of knowledge-intensive services**, allowing world leaders to design multifunctional service centers that operate on a regional or global scale. The Costa Rican services sector is exceptionally dynamic and represents **45% of its total exports**.



Learning on demand

Digital transformation must go together with the **correct training** of the people responsible for the use and maintenance of new technological integrations.

This has led to a need for **on-demand training**, which, based on specific needs of the members, can create training programs that accompany the digital transformation of their entities.

The goal of this activity, again, is twofold: On the one hand, to **open doors for members specialized in training new clients**, and, on the other hand, to **support the growth of sports entities** in order to optimize their resources by integrating innovation technology in everyday work.

Business Trips



Business trips are an **excellent opportunity** to **meet the relevant players** in the sports industry abroad. In **2018** we made the second business trip organized by the **GSIC** in collaboration with **Microsoft Sports**, which undoubtedly was very successful among our associates.

This experience convinced us to make two similar trips the following year to continue promoting this initiative, through which our members can benefit even more.

Trip to the Microsoft EBC at Redmond

GSIC, in collaboration with **Microsoft Sports**, organized a trip to the **Executive Briefing Center (EBC) of Microsoft** in Redmond that took place on **November 29 and 30**. It was a unique and exclusive opportunity for **GSIC** members to get direct knowledge of **Microsoft's** most disruptive technologies, trends and **Microsoft's** vision of the future, and how this technology can strengthen business in the sports industry.

Our members from **6 countries** signed up for the initiative and for over two days they were able to attend presentations and dialogue about contents such as business intelligence with **Power BI, Office 365, Hololens** and **mixed reality, predictive analysis and machine learning, artificial intelligence, athlete and team performance, e-Sports and OTT**, all work being developed by **Microsoft Research** and **Microsoft Ventures**, the **VC** branch of the company.

Participants also visited the **Cybercrime Unit**, the **Retail Center** and the **Envisioning Center**, where developments were explained along with the work that **Microsoft** carries out in order to prevent and combat digital crime, to improve the consumer experience in commerce, and design the home of the future.

Another of the activities included in the program was a visit to the facilities of the **Seattle Mariners**.



3.1.3 Work Groups

Work groups emerge as a need to **respond to the companies** that make up the ecosystem of the association, with **specific challenges**, processes of technology **transfer or knowledge** that need structured support and with results in a demo format or proof of concept.

We propose them as **meeting points to develop solutions to real challenges for the technological innovation of the sector**. Therefore, this initiative has as a final goal the implementation of specific projects. This allows companies to be at the forefront of innovation in the sector, act as magnets to attract other industries and play an important role in innovation and sport.

The groups are constituted as closed spaces for members' work, although on certain occasions they can also invite experts. The association has already started several **Work Groups** and it is expected during the current year to launch another four.

Working Group on eSports

The **working group** that had been led since last year by our **strategic members Mediapro and Microsoft**, joined forces with other members of the **GSIC** to expand their knowledge about the current situation and develop possible scenarios for the enhancement of this fast-growing sector.

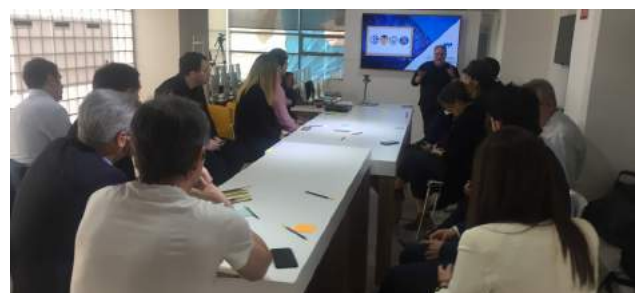
On **May 10th**, the **Global Sports Innovation Center powered by Microsoft** organized another **working group on eSports** to give continuity to the work of this unit which began in 2017 with the **aim of reflecting and providing answers, through technology and innovation, to the great strategic challenges** for a sector of growing importance.

Members who already work in one way or another with the **eSports**, made their presentations to deal with the issues mentioned above. **World eSports Corporation**, who manages **eSports** teams from clubs such as **Valencia FC** or **PSG**, explained how these professional teams work, are structured and managed; **Freedom and Flow Company** discussed gamer health issues based on the studies they are currently developing in this field, **Mediapro** approached attendees the

possible ways of business development in the **eSports** in terms of digital content, **Ontier's** lawyers explained the legal irregularities that exist at this moment in the world of esports, and our **LEVERADE** associates presented their management tool for **local sports Federations**, which is applied to the management of these entities in the esports sector.

After the presentations, along with **Real Madrid C.F.**, **TTSPRTS**, **Atos**, **Crambo** and **Banco Sabadell Urquijo**, the speakers debated many of their doubts and contributed with great ideas to develop future lines of work in each area they had detected.

As a result of this working group, **Sport Thinkers eSports** project was born.



The GSIC's Professional Sport and Innovation Committee continues to work to address the first area of its interest: The athlete as an entrepreneur

During the meeting held at the **Global Sports Innovation Center powered by Microsoft** on **April 19th**, our **Professional Sport and Innovation Committee** faced the first area of its interest, out of the five that had been defined in the previous session: "The athlete as an entrepreneur". The debate and interventions were focused on two specific topics:

Investment models in technology-based startups linked to sports.

Support for the economic-financial management of the athlete.

To address these topics we invited **Microsoft for Startups** and **Banco Sabadell Urquijo**, and in their representation **Pedro Jareño**, and **Agustín García** and **María del Carmen Muñoz**, respectively.

Since **November 2017** the **GSIC** has been working with this **Committee**, a forum specifically designed to be **a meeting point** and a stable reflection among **top-level athletes, experts and young companies** with innovative products and services in which professional athletes can contribute their knowledge and experience to guide the development of new tools that help them improve performance in professional sports.

This **committee** is composed by **Nacho Fernández (Real Madrid)**, **Álvaro Morata (Chelsea FC)**, **Lourdes Mohedano (gymnastics)**, **Carlos Soler (Valencia CF)**, **Patricia García (Spanish rugby team)** and former athletes **Eli Pinedo (handball)**, **Carlota Castrejana (athletics)**, **José Lasa (basketball)**, **Francisco Rufete (football)**, **Ana Rossell (football)** y **Gaizka Mendieta (football)**.

Four other areas of interest that will be developed by this Committee:

- **Health of the professional athlete.**
- **Athlete as a brand.**
- **Training of the athlete and his professional evolution.**
- **Connection with non-professional sports.**

The **GSIC** members involved in these fields have the opportunity to join this workgroup and contribute to the generation of activities and documents that will allow sharing innovative knowledge and opportunities to address the identified challenges.



Working Group on Digital Transformation in Sport Entities

On **June 21**, the **Global Sports Innovation Center powered by Microsoft** held the session of the working group on digital transformation, created by the Center to reduce the existing gap between the offers of the technological sector and the needs of the sports entities.

This session has been a good opportunity for us to analyze together the different initiatives that have been launched from the **GSIC** with several members. We have jointly analyzed its impact and the new initiatives that we have to face. The presentations were driven by **Nanfor Iberica, Neodata Group and CPM Matters**.

Nanfor Iberica talked about **technological democratization**: any sports entity can have access to technology by reasonable prices, but the real challenge consists in the knowledge of using them. **Neodata Group** highlighted the importance of monetizing **Artificial Intelligence and Big Data**, knowing the audience better, in order to generate more income. **CPM Matters** emphasized the importance of having an **integrated financial system**, which can have a real projection of the future of a sports entity. Likewise, we carry on with the working space

between **Microsoft Sport** and the **GSIC** to analyze in a structured and methodological way the activity of each of our members to create synergies and periodical meetings to be able to evaluate our members.

By the end of **2018**, almost **60%** of our members had an opportunity to meet one to one the **Microsoft Sports** Team and we will continue to work in order to create these meeting spaces.



Working group LaLiga Ticketing Strategic



The **GSIC** continues to develop activities that help its members to maximize the visibility of their products and services for potential customers. This time we collaborated with **LaLiga**, which held its own working group session "**LaLiga Ticketing Strategic**" which took place in our facilities on **July 4th**.

From the **GSIC** we presented **GSIC** activities and **ticketing** solutions from our members so we could generate a space for debate and joint work that could bring value to the football clubs who attended this session.

3.1.4 Knowledge transfer conferences

These type of **activities** serve as an emphasis to create a working group since they allow us to explore the interest generated by the topics we propose as future lines of work at the **GSIC**. These are events in which we give our **members exclusive priority** so that they can present the current issues in the fields in which they work and discuss them with a public that is also composed exclusively of the members of our ecosystem.

Thanks to these actions, at the association we can assess possible ways of doing research and work that bring innovation to the sports sector.

IDC Spain advances key technologies of 2018 to GSIC members

GSIC members had the opportunity to preview conclusions developed by **IDC** company about the **main technologies** that companies should incorporate in the future. The **General Manager of IDC Research Spain, Jorge Gil**, and the **General Director of GSIC, Iris Córdoba**, opened '**Predictions 2018: Future insights into the World of Technology**', an **event of knowledge transfer** where announcing this year's key technological trends around digital transformation was the main goal.

The data predicted a **42% increase in expenses for digital transformation in 2019** and at least **50% of global GDP will come from digital products and services**, among others.

They also stated that the companies would continue on investing in both, infrastructure and

services, so more than **90%** of the companies would use **services and platforms on the cloud**.

This activity was repeated virtually in English for our international members and for those who could't attend.



Conference on Women's Soccer and Injury Prevention

This **knowledge transfer conference** took place at the **GSIC** on **March 15th** and gathered representatives from more than **20 different sports entities**. The session consisted of two main parts: the **presentation of the theoretical basis** and the **analysis of the practical cases**.

First we had presentations by **Blanca Romero**

Moraleda, professor at the **Faculty of Health of the University Camilo José Cela**, **Leonor Gallardo**, leading research of the **IGOID Group**, and **Enrique Alcántara**, Director of the **IBV Sports Field**. Next, **Ismael Fernández Cuevas**, Co-founder of **ThermoHuman**, who presented the thermal camera and the software whose company has developed to carry out the prevention of

injuries through thermographic studies. At the second part of the event, **Ana Rossell, AR10 Director**, shared her experience at **managing a women's sports club** such as **TACON**, and **Jaime González García, Readaptador** of the **MADRID CFF** team, spoke about the problems that can be faced by a female athlete when training or performing.



Blockchain, Big Data and Smart Contracts Seminar

On **April 12**, the **Global Sport Innovation Center (GSIC)**, held the **knowledge transfer seminar** to make an approach to the essential concepts related to **blockchain technology** in the current situation of the **Sports Industry**, discussing what its future is, how smart contracts work and what part the use of **big data** takes in all this. It's a current and generally unknown issue that generates debates and raises doubts among professionals from different sectors.

This session was inaugurated by **José Carlos Erdozain, Head of the Legal Department of PONS IP** who addressed different topics such as: the new paths that technology is taking and privacy rights within the cloud itself. The relief was taken, by **Joaquín Muñoz** and **Álvaro Vidal, Ontier's lawyers**, who told us about the different illegalities that can be found within intelligent contracts, and how their legal situation develops on a day-to-day basis. The final part of the seminar was conducted by **Carlos Eduardo Chávez, expert in Big Data and Senior Data scientist of Grupo Solutio**, where he spoke about the multitude of possibilities that **Big Data** offers us in different areas.

On this occasion we had among the attendees, representatives from **LaLiga, Real Madrid Foundation, PRICEWATERHOUSECOOPERS, SoccerEx, Banco Sabadell**.






Intelligent management of social communication platforms

At the conference held on **February 13th**, the **Global Sports Innovation Center** members had the opportunity to share their experiences and visions regarding the SMM sector through the show cases and to talk about how **agencies, clubs and athletes** can **maximize the use of social communication platforms** using the appropriate listening tools, so they are a truly useful instrument for sports organizations and for brands that invest in advertising and sponsorships.

On this occasion we had the participation of **Jesús Serrano**, Business Development Architect of **Microsoft Sport**; **Eduardo Gómez**, CEO, and **Juana Morales**, Social Media Manager at **Bull Comunicación**; **Miguel Ángel Cintas**, Marketing Director of **Atribus**; **Andrés Sánchez**, Director of **Customer Services** at **Viewmetric**; and **Mario Ramírez**, Business Development of **Tools**, who had contributed their vision on the state of the matter in general and, in addition, carried out the analysis of the real cases they worked on in their respective companies.



Other Activities

- 
 Collaboration at the session "*Patrocina Un Deportista*"
- 
 Collaboration at the event of The International Humans Company - I Competition of entrepreneurs of Juan XXIII Institute
- 
 Presentation of the Project against the violence in formation sports (GesDep + ProLiga)

3.2 NETWORKING AND BUSINESS NETWORK

3.2.1 International Virtual Meetings, events that reinforce links with international members of the GSIC

Our **Virtual Meetings** are **virtual spaces** where our members can share their solutions with each other. Thanks to these monthly meetings, international members, located in different continents, can share their activity and knowledge of the sector, as well as carry out the networking activity.

During **2018** the **Virtual Meetings** were done by **Skype for Business** until November, when we started to use **Microsoft Teams**, a tool that provides the best quality online conference as well as recording sessions that are shared with all members afterwards.

So, in **2018** there were **11 virtual meetings**, **5** more than the previous year:

- **VM Fan Engagement**
- **VM Predictions IDC: technology trends for 2018**
- **VM Explaining Microsoft for Startups program**
- **VM with Yossi Moldawsky: what investors take into account when meeting startups**
- **VM ASICS TENKAN TEN: presentando el programa de aceleración de ASICS**
- **VM Professional athlete health**
- **VM GSIC Institute**
- **VM Artificial Intelligence in customer service: a solution for ticketing, marketing and fan engagement**
- **VM Startups from ASICS TENAKAN TEN: 5 winners of the program**
- **VM Presenting Microsoft CXO & Social Dashboards**
- **VM Fan Engagement in Social Media**

All the sessions were driven in **English** prioritizing the participation as speakers of international GSIC members.

3.2.2 Alliances

The creation of new memberships allows us to strengthen the sports industry, exchanging knowledge and opportunities that favor innovation, as well as technology in sports and power, and this way generating a more significant value for the sports industry.

In 2018, we worked to provide enough infrastructure and resources to create a national and international environment and access the most important groups of organizations worldwide.

Live Arena becomes a strategic partner of the GSIC and will support the Center's new television channel

Live Arena, the **Swedish** company that provides infrastructure, streaming services and video/television content diffusion, has become a **strategic partner** to the **Global Sports Innovation Center**.

From small sized teams to global leagues, **Live Arena** simplifies the direct transmission of event streaming and permits teams and competition organizers to create, program and broadcast their own television content to any audience.

Allowing organizations to have their own on-demand, real time content channels, Live Arena will support the strategic communication



of the entire **GSIC** ecosystem with a new **GSIC TV channel**. The channel will spread valuable content and facilitate the use of potential synergies between members, regardless of their locations.

Ricardo Tormo Circuit, the first track integrated into the Global Sports Innovation Center's network



Ricardo Tormo Circuit has become a part of the **Global Sports Innovation Center powered by Microsoft**, making it the first track to join the Innovation Center.

This alliance promotes four main objectives:

First, to assist the circuit's digital transformation through diverse management technologies amongst the **GSIC** network.

The fans will be the focus of the second objective: to **improve the services offered before, during**

and after each event, tailoring the facilities to enhance fan experience.

Their recently created **Specialized Center for Motor Sport Technification** which groups the two driving schools of the **Circuit – la Cuna de Campeones** y la **Fórmula de Campeones** – with the driving schools and road safety, is the agreement’s third objective.

Finally, in the long-term, the alliance with the **GSIC** will serve to transform the Ricardo Tormo circuit into a ‘**smart venue**’ facility that will exceed the expectations of its users, clients and fans.



Atos is a new strategic partner of the GSIC

Atos is a European IT services corporation headquartered in **Bezons, France**, and has offices around the world. It specializes in high-tech transactional services, unified communications, cloud services, big data and cybersecurity. **Atos** operates worldwide under the **Atos, Atos Consulting, Atos Healthcare, Atos Worldgrid, Bull, Canopy, Unify and Worldline brands**.

Thanks to the use of cutting-edge technologies and the knowledge of the industry, **Atos supports the digital transformation** of its customers in all commercial sectors.

In the sports and entertainment world, Atos is an important reference. It is the **only IT service company with a vertical** dedicated specifically to the **development of major sporting events**. Their mission is to serve the ecosystem of sports and major events with the greatest possible integration of technologies, digital empowerment and knowledge transfer. In addition, **Atos is the global IT partner** for the **Olympic and Paralympic Games**.

Minsait joins the Global Sports Innovation Center powered by Microsoft as a strategic partner

On October 10, the **GSIC** and **Minsait**, an **Indra company**, have formalized their strategic alliance, which will facilitate the development of lines of mutual interest that allow developing solutions and disruptive services linked to sports (**Smart Sports**). Its objective is none other than to **promote the digital transformation of sports entities** to respond to the new challenges of the sector.

Minsait is thus integrated into the broad and inclusive international ecosystem of the **GSIC** composed of sports entities, entrepreneurs, universities and institutions that through the Center, can generate **synergies**, develop **projects**, new **products** and **businesses**, in a coordinated

way and in the environment of co-creation, cooperation and innovation.

minsait

An Indra company



3.2.3 Networking

Since we began in 2015, we have been carrying out a variety of activities which have gradually grown. Among these are **conferences on various subjects**, where members can attend free discussion forums, lectures, listen to news and market trends, that would be denominated **"Networking"**.

In **GSIC**, on a continuous basis, we organize **networking meetings** designed to facilitate mutual knowledge, the exchange of information, transmitting concepts and establishing contacts that may lead to different collaboration models. These meetings are held in the center's facilities, structured according to a dynamic methodology, and pursue the most benefits possible for all attendees.

All the participating companies have **bilateral interviews** with each other and can exchange informative or promotional material. In addition, once the meeting is over, all attendees receive the contact details of the rest of the participants, thus ensuring that everyone can stay in touch.

Considering the **growth of the amount of our international members**, we have enabled that in each onsite networking, international **GSIC** members can participate online by sending a video or participating live, sharing simultaneously to other participants their



activity and interest in participating in the session. This activity allows us to generate a meeting point for international alliances and knowledge among members' ecosystem, generating ties in a collaborative environment.

We have an ecosystem of companies with **exponential growth** both in the number of members and in the diversity of activities. The



networking meetings for **GSIC** members are a very useful tool to enable mutual knowledge and promote synergies among members. In 2018, three meetings were held, open to all members, in which a total of 65 people participated.

During **2018**, the **GSIC** headquarters hosted the **8th, 9th and 10th editions** of **Networking Encounters** for **GSIC** members, where they could

enjoy a variety of activities.

During the **8th edition** of networking that was held in March, the attendees were able to learn about **Microsoft HoloLens** technology and the applications developed for this device by our members, Bravent. The **9th edition** of these meetings took place in **July**.

At end the year, we celebrated a **10th edition** in **October**, the meeting was opened with a talk by **Rayde Báez**, the founder and **Chief Connections Builder** at **The Connect** who offered us a presentation under the topic "**Connecting brands and properties, working at the intersection advertising, sports, entertainment, technology and pop culture.**"

From all these meetings various contacts were made between members of the center, from whose approaches, synergies that you can see in a separate section came up.



3.2.4 III General Assembly of GSIC Members

On **June 4**, the **Global Sports Innovation Center** held the **3rd General Assembly**, in which both the management aspects related to 2017 and the action plan for the year 2018 were approved unanimously. The **General Manager** of the **GSIC**, Iris Córdoba, presented the large figures corresponding to the operational and economic activity during the last financial year, audited by an independent audit firm.



Likewise, she presented in detail the activities to be developed during 2018 and the detail of the **KPIs of 2017** with **widely positive results**.

The full report was unanimously approved by those attending the General Assembly.

The meeting concluded with a conference by the expert in digital transformation of sports entities, **Luis Vicente**, **Digital Transformation & Innovation Project** in **FIFA** and a renowned expert with 25 years of experience in Sports Transformation, Commercial Growth, Talent Management, Business Development, Management relationships, brand development, sports innovation, digital, technological and analytical transformation in sports leadership that explained different **practical cases** and solved the doubts that the attendees addressed.

The **GSIC Activities Report 2017** was presented and unanimously approved at this meeting.

3.3 ENTREPRENEURSHIP AND TRAINING

At **GSIC** we strongly support startups, the new era of the business sector, focused on the digital world, based on a business that, through **digital innovations**, is characterized by greater **scalability, temporality and exponential growth**, resulting in **high productivity** and their respective interest in the sector.

They are, therefore, a very important part of our ecosystem. We believe in the value they bring to the sector and we work to **minimize the gap** that often exists between **large and small companies**.

Therefore, we facilitate open innovation processes to promote entrepreneur solutions to different organizations in the industry.

One of the growing demands from our members

and the sector is the **recruitment of talent** with specific knowledge in digital transformation of the sports entities, therefore, after internal work and a first experience in **2017** in collaboration with our member **Nanfor Iberica** on the implementation of the certification of Specialist in the **Digital Transformation of Sports Entities**, 130 hours (3 months) and **Expert in the Digital Transformation of Sports Entities**, 260 hours (6 months), the **GSIC** has taken a step forward and

created an alliance with **ESBS European Sports Business School** to offer professionals in the sports industry, future and active, a **program of its own in Digital Transformation of Sports Entities** and a course in **Entrepreneurship in the sports industry**.

3.3.1 GSIC and ESBS present the training center for digital transformation and entrepreneurship in sport

Global Sports Innovation Center powered by Microsoft and **ESBS European Sport Business School** launch of **GSIC Institute**, a center with the mission to **help the training of professionals and organizations in the area of digital transformation and entrepreneurship**.

The initiative was presented during **World Football Summit 2018** by the **General Director** of the **GSIC, Iris Córdoba** and its **Director of Business Development, Eduardo Plata**.

In this project we have the support of all members and collaborators of **GSIC**: our **Advisory Board** and a **network of experts**, composed of the highest level professionals and associates whom we invite to share their knowledge and experience that they bring from their sectors to adjust our programs to the reality of their businesses.

Because in the era of **digital transformation** of sports entities, we need to provide students, current and future workers of these entities, **tools that can accelerate their incorporation into the sports industry, facilitate contacts and, of course, knowledge of the latest trends in the sector**.

Likewise, with this initiative we can generate a more visible space for the members that accept to be part of the teaching staff to share their business vision, their experience and generate a meeting space with the talent and future prescribers of their solutions and experience.

The first GSIC Institute programs are:

■ **Master in Digital Transformation of Sports Entities**

Duration: 9 months

Modality: Online using the platform or onsite

Languages: Spanish and English

The program is designed in **two modalities**:

- **Executive:** for those professionals who are in the sports industry and wish to grow in this area.
- **Junior:** students with no experience in the sports industry who wish to train in this area.

■ **Entrepreneurship in sport**

Duration: 2 months (50 hours)

Modality: Online, using a platform with personal mentoring

Languages: Spanish and English

GSIC Institute will cover within its programs such important topics as **management in the sports business, fan engagement, smart facilities, marketing and communication, productivity, business models, strategic planning in sport, financing and legal environment**, among others. The classes will start in 2019.

3.3.2 World Football Summit and StartCup Competition

Same as in the previous 2 years, in 2018 we wanted to **promote a visibility space for our members and technology-based entrepreneurs linked to sports, with the help of WFS platform**. This year we had an exhibition area where companies shared their products and services and a VIP space where the sponsors and collaborators of **WFS** had the opportunity to organize parallel events, meet with forum attendees and have private meetings with the most relevant people in their sector.



This **event held in Madrid**, where it is positioned in an international benchmark, has the support of the **GSIC** since its first edition and there's a **great attendance** and participation of our associates who get **preferential conditions of access** to the venue as in the stand spaces.

This year more than **2,300 attendees** from **80 countries** had the opportunity to attend lectures, debates and talks about the issues that most concern the football industry today: the **latest technologies, business models, financing, sports practice and their role social, the figure of women in the sector**, among others.

The **presidents of LaLiga, Javier Tebas**, and of **Juventus** and of the **ECA, Andrea Agnelli**; the **president of the Argentine Super League, Mariano Elizondo**; the new maximum shareholder of **Real Valladolid, Ronaldo**

Nazario; former players **Jorge Valdano** and **Vitor Baía**; the **Belgium coach, Roberto Martínez**; **Edmund Chu**, co-founder of Kosmos; the **Legal Director of FIFA, Emilio García** and the **Digital Transformation, Luis Vicente**, the **captain of the Afghan soccer team, Khalida Popal**, and the **founder and Executive Director of HODI, Fatuma Adan**, integrated, among others, the **panel of speakers** in this **WFS** edition.

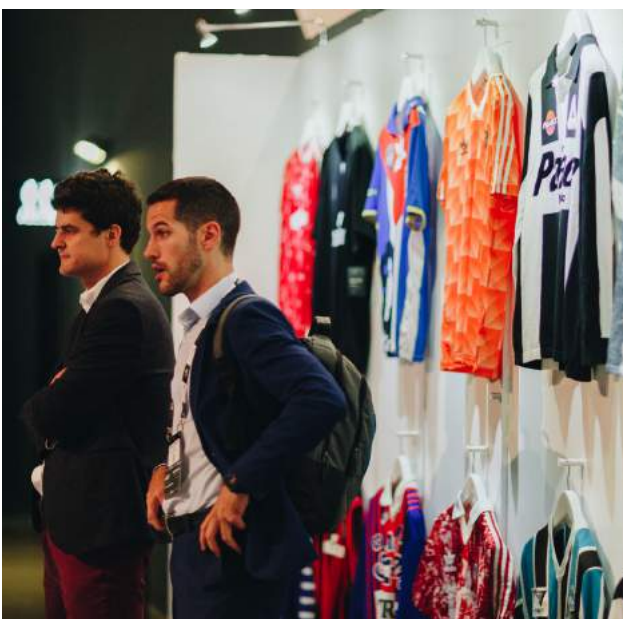


On the first day of the event, the **GSIC** had the opportunity to present its new initiative, **GSIC Institute**, which consist of its own **training center that will offer different educational programs in the sports industry.**

The **GSIC** members were also the protagonists of **WFS 2018.**

Around **40 entities** associated to the **GSIC** came to **WFS**, taking advantage of the **special conditions, such as discounts and offers on tickets and stand acquisition.** Several of our members were also present in the exhibition area at the event.

AI Spotter, Armis group, Atos, Banco Sabadell, Blinkfire, Brintia, Bravent, ESBS, Football ISM, Global TMS, Campus Group, IDC, LaLiga, Levante UD, Mediapro, Microsoft, Minsait, Neodata, Pivot Sport, Player Lens, Podoactive, Real Madrid, Real Sociedad, Realtrack Systems, SoccerDream, SPSC Consulting, Stadion, ThermoHuman, TTSPRTS, Turnpike Group, European University, Valencia FC, Wembley Studios, YBVR, are some of the members with



whom we had the pleasure to meet during this event. On the **second day of the congress** we continued with the networking activities to make the center known to all the other sports entities and international companies. We also **collaborated in the organization of the SportTech discussion table**, sponsored by our strategic partner **Pivot Sport** and where the president of our association **Sebastian Lancestremère**, CEO of **Pivot Sport**, **Teresa Aguilar**, founder of **N3XT SPORTS**, **Mounir Zok** and CEO of **Heed**, **Danna Rabin** talked about the future of technology in the sports industry. The debate was moderated by one of the members of our **Advisory Board**, **Javier Martínez.**

We have been collaborating in this initiative since the first edition, where our members were given free access to the event, since the promoter is also one of our members. **In the third year**, in order to meet the self-sustainability requirements, **discounts of up to 50% were offered.**

As part of the event, we co-organized the **"WFS StartCup by GSIC"**, a meeting between **entrepreneurs, investors, customers and the press**, which aim is to publicize the most innovative startups focused on the world of sports and football, selected by **WFS.**

The **WFS-GSIC Startup Challenge** is one of the

collaborations of the **GSIC** with the **WFS**, of which we were a technological collaborator, and with which we collaborated in dissemination and visibility contents.

The startup **YBVR**, which was already a member of the **GSIC** at the time it participated in the competition, **became the winner of this third edition**. There was a total of **seven finalists** who presented their projects before a jury of 15 people and potential investors. In 2018, nearly up to 140 startups from 40 countries had applied for this competition.

3.4 DEMONSTRATION CENTER FOR SOLUTIONS/SHOWCASE AREA

The Demonstrator Center of Solutions / Showcase Area is a space that shows the **latest technological innovations applied to the sport that has been developed by GSIC members**. 24 experiences that connect sport and technology consolidate the GSIC Solutions Demonstration Center as a privileged place to give visibility to all the creative and innovative potential of the companies that are part of the **GSIC ecosystem**.

Our showcase is a perfect space for our members' visibility where we can share with all the audiences how the technology is changing sports world. We share practical cases and real-time demos.

In 2018, we added to the showroom:



Bkool

It is the first intelligent **indoor cycling** bike in the world. It has an intelligent roller that recreates real situations (slopes, wind, rain) and a **simulator with virtual and real circuits** thanks to which users can upload the recording of any circuit. In addition, you can **compete in real time** with other users.

Remo Virtual 360 Fit

This is a great innovation in the field of sports performance. The **classic gym rowing is connected to the computer and VR glasses** to offer a better experience of the exercise.

The user can **enjoy exercising** while **going down the river** in a piragua, **surrounded by the nature and pleasant ambience** that make the exercise more fun and easy.





YBVR

The **360 video in virtual reality** offers an experience of being in the **front row** at the sporting events in recording or live. It's a new media to enjoy sports. **YBVR** offers solutions to distribute this experience within internet **using their own technology to provide a superior video quality with an affordable bandwidth to the majority of the audience.**

SoccerDream

It's a unique product for **training young players and develop their football intelligence** (perception, anticipation and decision-making skills). It gathers the deepest football knowledge, like **Ekkono method**, with **VR technology to accelerate the learning** of the game. The software provides different exercises of training designed specially to improve the players performance.



The players feel very comfortable when using this device because they find it very useful and besides they enjoy and **feel highly motivated thanks to the gamification**. On the other hand, the **coaches remain very involved** as well because they have their own app where they can **follow and supervise the progress** of the player, see **statistics** and add **comments**.



Sensoria Smart Socks

They can improve **speed, pace, cadence and foot landing** as well as comparing your shoes.

These smart socks have won **numerous Award including "Best New Wearable Technology Device"** by **IDTechEX** and **Cool Vendors** in **Wearable Electronics, 2014** by **Gartner®**.

Your **virtual coach provides audio and video real-time feedback** when you pair your **Bluetooth® enabled anklet** with the **Sensoria Run® app** which may also help to prevent injuries.

Open to visits from public and businesses, **6,275 people** came to visit our **showcase during 2018**. Many of these visits served as the first institutional contact between the GSIC and various companies, organizations and institutions nationally and internationally, with which they began to explore potential synergies. Throughout the year we received a significant number of visits from large companies and institutions in the sports industry: **clubs, national and international federations, national and international leagues, delegations of athletes, and official delegations from American and European countries, among others.**

Visiting countries:

Argentina, Colombia, Costa Rica, Israel, Belgium, Sweden, England, USA (Washington, Michigan, Seattle, LA, New York), Germany, Hungary, Netherlands, France, Italy, Saudi Arabia, Emirates, Finland, India, China, Australia, Japan, Malaysia, Romania.

On the other hand, the facilities of the Center have also been used by **GSIC** members for their **own events and work meetings**. The link between the members and the **GSIC** constitutes a **reinforcement to their corporate image**, besides providing an accessible and comfortable **resource that supports the commercial, marketing and communication actions of the associated companies.**

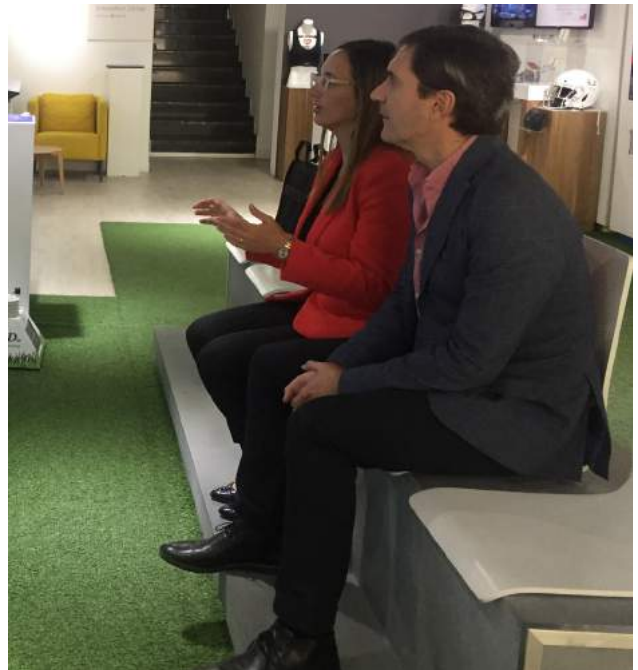
In **2018**, **GSIC** hosted a **total of 99 events**, which can be classified into its own and those scheduled by members (courses, conferences, events to the media, presentations to customers, etc.), to which more than **2,200 people attended.**

Some examples of events organized by members at the **GSIC** facilities are:

- **Jornada de Patrocina Un Deportista**
- **Presentation of the collaboration agreement between Microsoft and ONCE**
- **Presentation for press of the new XBOX video games: Sea of Thieves**
- **Presentation for press of Microsoft Hololens**
- **Presentation of GVAM intelligent guides**
- **CPM Matters 5th anniversary celebration**
- **ThermoHuman infra-red thermography training course**



A delegation from Malaysia visits GSIC



Argentinian SuperLiga visits the GSIC



University of Connecticut visits GSIC for Inspiration Day



Hiroaki Kageyama, ASICS President for Corporate Venturing visits the GSIC to learn about startups environment associated to the Center

3.5 INTERNAL INFRASTRUCTURE

3.5.1 CRM

The **association** has already been open for **two years** and the **volume of members** and the level of interaction with them has been increasing considerably in recent months. For that reason and based on the continuous improvement of the services we provide to our associates, both nationally and internationally, we have taken the decision to implement a management system for all the contacts and all the interactions we have with them (**CRM**).

As a starting point, all the **GSIC** databases have been unified and organized to improve management and compliance with legal requirements (**GDPR**). All this information is linked to the **Microsoft Power BI** tool that allows us to analyze in a simple and automated way the evolution indicators of the members, countries represented, number of active contacts, and level of interactions or activities that we carry out with them.

On the other hand, we have integrated the **Microsoft Teams** solution that allows us to **manage in a completely controlled** way all the work documents, confidential information and exclusive information for our center's members.

We have today more than **3,000 active contacts** that receive our Newsletter, of which **50% of them are international** (bearing in mind that **40%** of the **GSIC** members are **international**, although the number of international contacts is higher, mainly due to the **increase in international activity** in the year **2017-2018**).

3.5.2 Members Catalog

The evolution of the association and the growth in the number of its members, as well as their typologies had led us to develop tools to enhance their value, their capabilities, their objectives and challenges. For this reason, in **2018** we had transferred our members catalogue sheets, which are currently stored in "static" format based on PowerPoint documents, to a system linked to the **CRM** of the association, and to a collaborative environment of **SharePoint**.

The goal was to be able to **generate an interactive partner catalogue**, where all the members can relationally find collaborators, etc.

At the same time, we have realized that there was a need to make this interactive catalogue easy to access by all the members as well as updating the information. That's why at the end of **2018** we had planned on **starting to create an internal communication platform between the members, the intranet, where this catalogue would be integrated**.

The aim is to generate a **platform of support to improve the knowledge of the members**, and to

link all the contents that are developed in a coordinated way, increasing the visibility of the members among them and therefore we can strengthen the synergies and the possibilities of development of agreements. During the second semester of **2018**, we have been working on its implementation to make the official launch in the first quarter of **2019**.

3.5.3 Renovation of the web site

In **2018**, for the third anniversary of the Association, we had proposed **the renewal of our website** as part of the rebranding process of the **GSIC**. Currently the Center's website **presents a more attractive and modern image** that aligns with the concepts that involve technology and innovation.

A **completely new website** that shows numerous improvements compared to the previous one was built.

In addition to the design change, the web was structured in a better way to **distribute the content in sections**:

- Home
- Members
- Activities
- Services
- Team
- Contact
- Sport Thinkers Competitions
- GSIC Institute
- Microsoft Sports
- Members Area

Within the "Members" section, an interactive map that shows the location of each partner entity by country was implemented, visualizing each logo and redirecting through it to the website of the corresponding entity.

Also, the new website offers **more visibility to the strategic partners** and to the relevant data related to the **different activities of the GSIC**.

3.5.4 Detection of Best Practices

Periodically at **GSIC** we carry out opinion **polls about activities, tangible results, visible results and needs**. With this information, we build the future of the association's initiatives.

One of the main questions asked is that members **indicate their success cases**, in order to **identify good practices**, which will then be well exposed in conferences or through the newsletter or other means of communication.

With this tool, needs are detected, resulting in contacts between members allowing the creation of synergies and projects.

Some of the most relevant best practices that were done at the GSIC last year are:

Unikme and Freedom and Flow enrich their services after signing an agreement

Unikme and **Freedom & Flow** have **joined forces** in an alliance that will improve the characteristics of the services offered by both companies.

Freedom & Flow included **Unikme genetic tests within their solutions**, which use scenarios and sporting challenges to improve **professional performance**. With this inclusion of the tests, the initial information given to clients, dealing with their physical abilities, predisposition of injuries, etc., is enriched.

On the other hand, **Unikme** incorporated **greater intelligence and applicability to its genetic tests** thanks to the **"Know How"** system offered by Freedom and Flow, which allows to deepen the interpretation of the tests for its later implementation in sports programs oriented towards professional performance.

Banco Sabadell Urquijo and Go Sharing Dreams sign a collaboration agreement to support athletes preparing for the Tokyo 2020 Olympic Games

Go Sharing Dreams, representative agency of **Olympic and Paralympic Spanish athletes**, and **Sabadell Urquijo Sports & Entertainment**, has signed a **Collaboration Agreement with the dual objective of supporting athletes of the GSD platform in their preparation process for major international competitions and in a special way for the Olympic Games in Tokyo 2020**. On the other hand, to help these athletes achieve a better personal and economic planning through training and information of a financial and fiscal nature that **GSD** and **Sabadell Urquijo Sports & Entertainment** will sustainably provide them over the next few years.

Marcos García, CEO of **Go Sharing Dreams** has shared his **gratitude** to the **GSIC** remarking that:

"Thanks to the GSIC we had the opportunity to meet Banco Sabadell at one of the Center's networking events and be able to launch this ambitious initiative to turn that entity into the bank of the Spanish athletes and sports fans."

Agustín García, the **Director of the Sports & Entertainment Private Banking of Sabadell** adds that :

"For Sabadell Urquijo Sports & Entertainment it is fortunate to be part of the GSIC and through them having the opportunity to meet Marcos García and through him, meet Go Sharing Dreams. Marcos will help us to understand better the true needs and expectations of the athletes, both real and potential clients of his platform, to whom we intend to link in the future."

LaLiga and Runator bring the football world closer to running fans

Runator launches the second edition of **#LaLigaSantanderRun** this May, a global race together with **LaLiga** and **Santander** so that football fans can defend the colors of their team running. It will be held from **June 8th to 11th** and participants can **run from anywhere** in the world **thanks to the technology developed by Runator**.

LaLigaSantanderRun promotes sports among football fans in collaboration with **Runator**, the **social network of runners**. After the success of last year with more than **5000 numbers** throughout the world and more than **12,800 kilometers traveled**, comes the **second edition of #LaLigaSantanderRun** where **fans of the 42 teams** that make up **LaLiga Santander** and **LaLiga 1|2|3** will have the opportunity to support their team transforming his kilometers in points in the classification of **#LaLigaSantanderRun**.

To participate, each fan can **register for free**, choosing the distance in which they want to participate, 5 kilometers that will add 1 point to their team or 12.3 kilometers that will add 3 points.

The more fans running, the more points their team will get. Fans will be able to run from anywhere in the world, they simply need to have a running application and connect it with **Runator**.

Cigna participates in the #ProyectoCorre designed by the Fundación Unoentrecienmil and Freedom and Flow Company

The **Fundación Unoentrecienmil** together with **Freedom and Flow Company** has designed a corporate health and wellness project that implements the promotion of healthy habits in an attractive way through an “all in one” that combines a solidary challenge, a sporting challenge and a healthy challenge.

The main role of **Freedom and Flow Company** in the **#ProyectoCorre** is to provide tools and solutions tailored to each company that help **generate “Dashboard”** that serves to **evaluate the effect that each of the actions generate on the health of employees and management teams.**

Thanks to the generated dashboard, Freedom and Flow Company works with each company on the **strategy to follow in the short, medium and long term, and the key indicators to work in a sustainable and efficient way over time.** Likewise, the company counts with leading researchers in matters related to health economics, data protection, health, physical exercise, nutrition and coaching, providing each project with a scientific and analytical vision capable to promote in a multidisciplinary and integral way health and wellbeing in a business ecosystem in which different generations, corporate cultures and internal policies coexist.

The main goal of a collaboration with **Cigna** was to incorporate into their internal **program “Cigna Challenge”**, the measuring tools that objectively collect **“trainable indicators during the Corre Project”**, related to metabolic, cardiorespiratory and physical health that help to boost the motivation of their employees during the project.

This could revert to a proactive learning in self-management of their own healthy habits, that transcend in the medium-long term in the maintenance and promotion of the health of the company.

NBN23 and Spalding alliance offers statistics to American basketball

The **Valencian company NBN23** and the **ball manufacturer Spalding** have formed an alliance that would **allow the Spanish startup to advance in the American basketball market** and other countries where **Spalding** has a prominent position.

As a result of this agreement, the technology of **NBN23** supplied **training statistics** in the recent edition of the **Hoophall Classic**, a popular competition of basketball institutions for distinct **NBA** stars.

3.5.5 Recruitment of new members

The recruitment work is up to the management of the association, and it's based on **contacts, networking**, attendance to international events, **participating as jury** in global startup competitions and other resources, but always, based on an **analysis of the needs of the industry** and the association, that is, the new members are sought to provide value to the industry and to the **GSIC** and its associates. To this end, we hold periodic internal meetings in which we detect the typology of the needs of our associates.

Likewise, our members are also the ones who prescribe our association, that's why at the end of **2018 we designed a network of ambassadors that could amplify our activity and give visibility to these members** who until now have been doing this work. For this, we have organized one to one and group meetings with them, to provide detailed information about the **GSIC**.

3.5.6 Internship program for students

At the **GSIC** we offer different **internship positions** for national and international universities.

Within the **framework of strategic collaboration** with the **Universidad Camilo José Cela**, we incorporate **students of Degrees and Masters** to carry out their internships in two departments: communication and marketing, and administration.

Students can join the **GSIC** and **put into practice the knowledge acquired** within their studies, but also **enrich their experience** while working as members of the association.

During 2018, **5 students of the UCJC** carried out their internships with the association. **3** of them came from **Master's programs** related to **Communication, PR, Marketing and Events**, another **2** studied **ADE**.

In addition, in **2018** continued collaborating with **OléSay**, an international education provider specializing in work experiences for students and foreign professionals in Spain.

With the incorporation in 2017 of the **European University**, we will also have students from different postgraduate programs so that they can contribute their acquired knowledge to our Center.

Having a network of interns allows us to understand better different markets and the continent. The experience is very enriching for both, the students and the **GSIC** team.

NAME	PROFILE	UNIVERSITY	INTERNSHIP DEPT.
Kristin Boone	Social Media and Marketing Degree	University of Oregon	Communication and PR
Leandro López	Double Degree in business administration and law	UCJC	Administration
Sebastian Visbal	Degree in Finance	University of Florida Warrington College of Business Administration	Business Development
Iván Faulhaber	Degree in International Studies	University of Oregon	Business Development
Carter Overbey		Furman University of South Carolina	Business Development
Diego Moreno	Master in Corporate and political communication	UCJC	Communication and PR
Ana Ortiz	Degree in Journalism, protocol and event management	UCJC	Communication and PR
Ramiro Torres	Máster Marketing Deportivo	Universidad Europea	Communication and PR

NAME	PROFILE	UNIVERSITY	INTERNSHIP DEPT.
Laura Varona	Double degree in communication, advertisement and PR	UCJC	Communication and PR
María de los Ángeles Cirilo Morán	Degree in Protocol and event management	UCJC	Administration

3.6 COMMUNICATION AND VISIBILITY

3.6.1 Participation in events

In addition to its own activities organized directly, the **GSIC** has maintained an intense dynamic of participation and support for other initiatives - national and international - that benefit not only the **visibility of the Center** but also the **visibility and work carried out by the members**.

Thus, throughout 2018 the **GSIC** gave support to the following events with speakers, by disseminating information and / or giving support from the organization:

- **SPOBIS Sponsors Business Summit (Germany)**
- **WFS Bilbao (Spain)**
- **HYPE Spalding (USA)**
- **Sail IN (Spain)**
- **8th Congress Valgo, Universidad Europea (Spain)**
- **EuroLeague Tech Challenge Week (Spain)**
- **Costa Rica Services Summit (Costa Rica)**
- **Chelsea Sports Technology Hack (United Kingdom)**
- **SAWS Amsterdam (Netherlands)**
- **GYM Factory (Spain)**
- **The SPOT (Switzerland)**
- **Intelligent Tourism (Spain)**
- **Innovation Week ENGIE (Spain)**
- **VII edition on the congress of Sport Sciences Research Institute of Iran (Iran)**
- **Siemens Tech (Australia)**

- World Football Summit (Spain)
- Sport Mediathone (Argentina)
- Sports Tech Transfer and R&D Summit (Belgium)
- SAWS UK (United Kingdom)
- Jornada ESADE e Innocells (Spain)
- TheStadiumBusiness Design & Development Summit (United Kingdom)
- SAWS USA (USA)
- World Football Summit 2018 (España)
- Barça Sports Technology Symposium (Spain)
- Connected Stadium Summit (Netherlands)
- Microsoft Tech Summit (Spain)

3.6.2 - Mass media

The launch of **GSIC** and various activities carried out throughout the year received significant media coverage. There were over **500 appearances** in the **media, digital, press, radio and television**, both general and specialized (technology, sports and economy).

Likewise, the **GSIC** served as a **liaison with the media for numerous associates**, who thus had the opportunity to get visibility for their projects through broad audiences interested in sports, business, technology and entrepreneurship.

The media that constantly receives content generated by the **GSIC** include: **20 Minutos, ABC Canarias, EFE, El Economista, El Tiempo, El Mundo, Empresa Exterior, Europa Press, Eurosport, Expansión, Hoy, Innovaspain, LaLiga 4 Sports, Metadeporte, Mundo Deportivo, Portaltic, Radio Marca, SportTechie, UK Silicon and Telecinco**, among others.

The issues that generated a greater degree of coverage were:

Cheste Circuit undergoes a digital transformation

The competition of sports companies, WFS Startup launches its third edition

Microsoft Sports, GSIC and the Real Sociedad collaborate to bring Anoeta closer to the Smart Stadium concept

World Football Summit announces the finalists of the WFS StartCup 2018

The US startup Ybvr is the winner of the WFS Startcup

The innovation contest for Anoeta selects its 25 finalists

Minsait (Indra) joins as a strategic partner to the Microsoft's initiative on innovation in sports, GSIC

Anoeta already has its "eleven" technological innovators

Global Sports Innovation Center powered by Microsoft and Mediapro open the call to detect innovative initiatives in eSports in Latin America

GSIC and ESBS develop a training center for entrepreneurship in sport

In addition to the issuance of **monthly communications**, we have worked on **special collaborations** with **national and international media**.

Outcomes of these collaborations have been:



Special report in the newspaper **Expansión** who interviewed the **General Manager of the Center**. She shared with the innovation supplement of the newspaper the disruptive technologies offered by Spanish startups that contribute to the sector, as well as our members **ThermoHuman**, **Viewmetric**, **NBN23**, **SoccerDream** and **Unikme** who also were interviewed for the reportage. In addition, they produced a video where we explain the solutions found in our **showcase**.



11. Innovación en juego

La presidenta Iris Córdoba es la directora del Global Sports Innovation Center (GSIC) de Madrid, un centro de desarrollo tecnológico dedicado al deporte respaldado por Microsoft y asociado con LaLiga. Para Iris la innovación es crecimiento: "LaLiga ha demostrado que no solo está comprometida con parte deportiva, también apoya a emprendedores vinculados al deporte y fomenta ecosistemas de empresas que crean servicios beneficiosos para clubes", explica Córdoba. Con el desarrollo del fútbol femenino y el nacimiento de nuevos equipos, el GSIC y LaLiga organizaron unas jornadas de

Collaboration in the publication of **El País** in the section **#EsLaLiga** where under the title "The ideal 11 that plays without the ball", they make a mention of the **GSIC** and the value that its activities contribute to the sports industry.

LAS MUJERES MÁS INFLUYENTES DE LA INDUSTRIA DEL DEPORTE EN ESPAÑA EN 2018

IRIS CÓRDOBA. GENERAL MANAGER DEL GLOBAL SPORTS INNOVATION CENTER (GSIC)

“El siguiente escalón es que el acceso a los cargos esté ausente de condiciones de género”

La innovación en la Industria del Deporte en España tiene un antes y un después tras la apertura en 2015 del Global Sports Innovation Center (GSIC) de Microsoft en Madrid. Su responsable es Iris Córdoba. Este proyecto colaborativo entre los sectores privado, público y académico ha creado un fértil ecosistema con más de 200 socios de 39 países.

¿Qué barreras tiene que derribar la mujer para estar tan presente como el hombre en las estructuras, las empresas y los órganos de gobierno que rigen el deporte?
Una de las barreras que muchas veces debemos derribar es el estereotipo de que a las mujeres con hijos les resulta imposible conciliar la vida profesional con la personal. Es algo que con frecuencia puede obstaculizar el acceso de la mujer a un puesto de trabajo y, obviamente, no debería ser así. Creo que existen muchos ejemplos, y soy uno de ellos, de que ambas facetas de la vida de la mujer, tanto la personal como la laboral, se pueden compaginar perfectamente. Otra barrera es el pensamiento que aún persiste en algunos entornos que por ser mujer tendremos más flexibilidad de negociar salarios a la baja. O que si conseguimos o competimos por un puesto de alta dirección se debe a la necesidad de cumplir con cupos femeninos. Pero, otras veces las barreras están también en nosotras mismas. En mi caso personal, en el mismo colegio de mis hijos otras madres me han acompañado por tener un trabajo de responsabilidad que incluye viajes internacionales.

¿Qué medidas deben tomar o reforzar las Administraciones para impulsar la presencia de la mujer en los despachos de toma de decisiones del deporte?
La Administración debe hacer uso de las facultades que se le conceden para impulsar, vetar y supervisar la igualdad de oportunidades. La Administración tiene el privilegio de poder legislar y modificar normas que coordinen el sector. Por ello, debe hacer uso de los poderes que los administrados confiamos para que, si es necesario, se reglamenten o se impulsen las medidas que busquen una igualdad de oportunidades. El Consejo Superior, quien ya cuenta con un área de mujer liderado por una mujer, tiene y hace uso de competencias en las federaciones

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RÁXING META DEPORTE

tecnología, para supervisar e impulsar medidas de presencia de mujeres en los despachos, directivos y reglamentarios de elección.

¿Conoce a alguien que haya trabajado en la industria del deporte (empresas, Administraciones, organizaciones...)? ¿Son más accesibles para la mujer? ¿Por qué?
En mi opinión, el mejor perfil que puede liderar una mujer es el que su papel le exige la flexibilidad para el trabajo. Muchas veces los límites nos los ponemos nosotros, pero es sabido que tenemos una capacidad de liderazgo diferente a la de los hombres, con una capacidad de comunicación, adaptación y flexibilidad que nos hace muy útiles para cargos de alta dirección.

¿Qué medida consideras de mayor importancia para el deporte y la mujer? ¿Por qué?
Me gustaría destacar una de las iniciativas que Microsoft impulsa: está promoviendo desde hace un par de años que se llame Girls in IT. Un día de las niñas y la tecnología por el que que aporta a las chicas adolescentes animándolas y creciendo para que desarrollen sus habilidades técnicas, asociando de esa manera que en un futuro cercano tengamos más mujeres profesionales en el sector que siempre se ha considerado masculino. La iniciativa está basada en un estudio realizado por Microsoft, que dice que entre los 15 años las niñas suelen perder interés por la tecnología. Pero las niñas más afortunadas son las niñas que consiguen mantener el interés igual por las tecnologías, pero a partir de los 15 años las niñas suelen perder interés por la tecnología. Pero las niñas más afortunadas son las niñas que consiguen mantener el interés igual por las tecnologías, pero a partir de los 15 años las niñas suelen perder interés por la tecnología. Pero las niñas más afortunadas son las niñas que consiguen mantener el interés igual por las tecnologías, pero a partir de los 15 años las niñas suelen perder interés por la tecnología.

¿Cómo cree que se puede mejorar la presencia de la mujer en el deporte? ¿Qué medidas debe tomar o reforzar las Administraciones para impulsar la presencia de la mujer en los despachos de toma de decisiones del deporte?
La Administración debe hacer uso de las facultades que se le conceden para impulsar, vetar y supervisar la igualdad de oportunidades. La Administración tiene el privilegio de poder legislar y modificar normas que coordinen el sector. Por ello, debe hacer uso de los poderes que los administrados confiamos para que, si es necesario, se reglamenten o se impulsen las medidas que busquen una igualdad de oportunidades. El Consejo Superior, quien ya cuenta con un área de mujer liderado por una mujer, tiene y hace uso de competencias en las federaciones

30 INVIERNO 2018

The magazine **Metadeporte** included the General Manager of the **GSIC**, **Iris Córdoba**, among the **20 most influential women in sport in Spain**.



In October, our **General Manager** was interviewed by one of the most recognized sports journalists in Argentina, **Juan Pablo Varsky**, in his radio program “**We are nobody**”, where he shared how **GSIC** works, what is **Microsoft’s** role in supporting the entrepreneurship and how startups innovate in the sports sector.

The **Top 100 Women Leaders in Spain** celebrated its seventh edition at the end of October at a gala in which the demand for a fairer role of women in all areas was the main protagonist. Our **General Manager**, **Iris Córdoba**, became part of this ranking in the **Revelation and Entrepreneurs** category along with **Beatriz Crespo**, **Founder of Freedom and Flow Company**, a company associated to the **GSIC**



In terms of activity on social media, in **2018** the activity had increased significantly with more than **655,000 impressions of publications on Twitter**.

Also, in **2018** we created the official **GSIC page on LinkedIn** where we share our content with the network of professionals in the sports industry on a weekly basis.

This page receives an average of **700 unique visits per month** and generates on average about **1000 impressions per publication**.

Thanks to these communication activities, we can offer our members more **visibility and**

repercussion not only at the national level, but also **internationally**, adding value to their companies so that they can continue to grow together with us every day.

Recursos

- **Website:** www.sport-gsic.com
- **LinkedIn:** <https://www.linkedin.com/company/global-sports-innovation-center-powered-by-microsoft/>
- **Twitter:** @Sport_GSIC
- **Vimeo Channel**
- **Monthly newsletter:** the 11 numbers published in 2018 are available for download on the **GSIC website**.

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STRATEGIC PARTNERS 2018



An Indra company



MEMBERS LIST 2018

Members: 210

1. ACB
2. ADESP
3. Adidas
4. AI Spotter
5. AR10
6. Arbentia Consulting
7. Arion
8. Armis
9. ASICS
10. Astero Partners
11. Astosch Technology
12. Atos
13. Atribus
14. Batura Mobile
15. Betcompara
16. Bexfy
17. B-Graffos
18. Birchman Consulting
19. Bkool
20. Blinkfire Analytics
21. Brand Extension Team
22. Bravent
23. Brintia
24. BRT News
25. Bull Communication

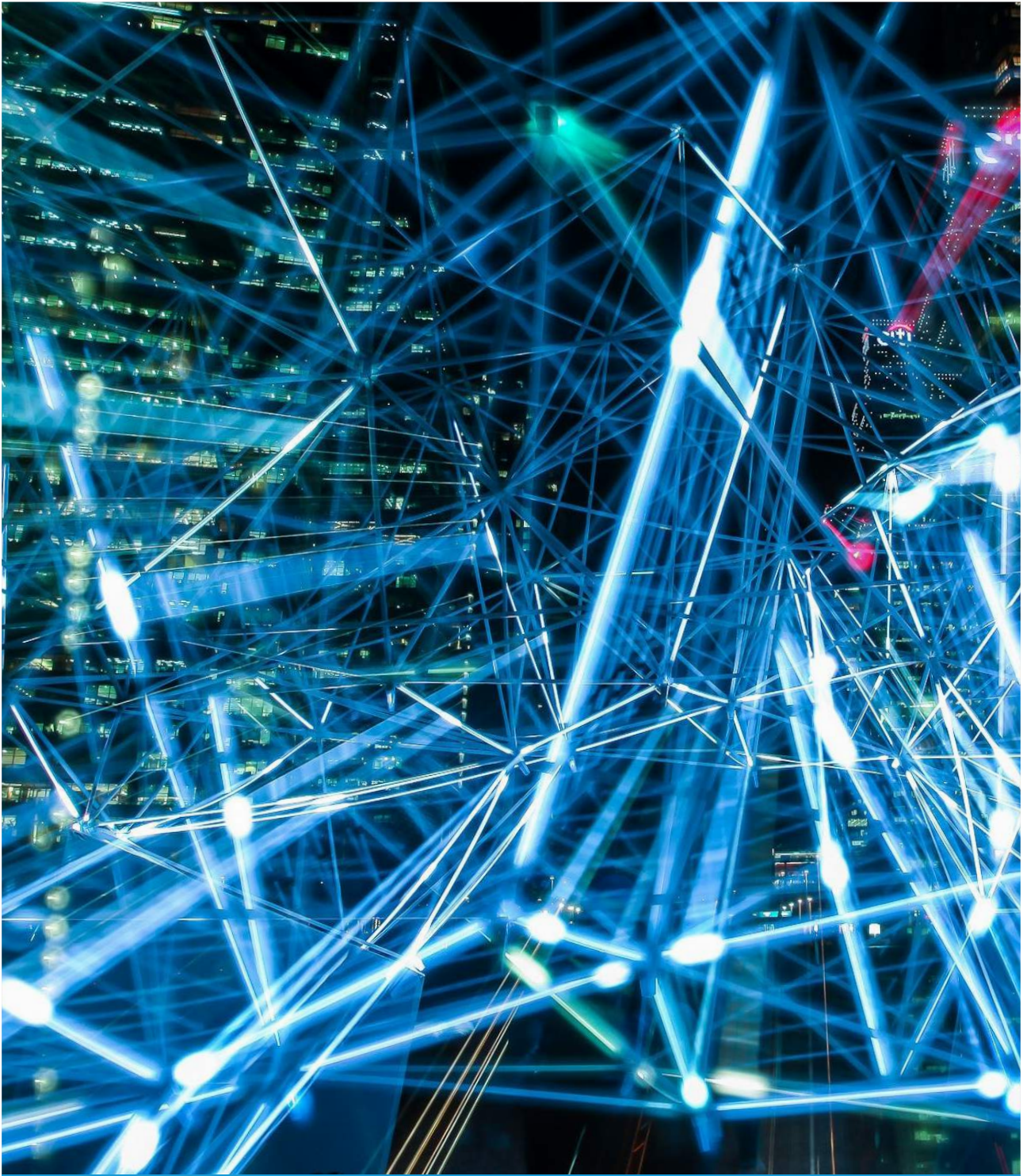
Countries: 30

26. Cabildo de Gran Canaria
27. Chalk
28. Choicely
29. Cinfo
30. Circuito Ricardo Tormo
31. Clariba
32. Club Baloncesto Gran Canaria S.A.D.
33. Clupik
34. Comunidad De Madrid
35. Consultia Travel
36. Consulting Media Sports
37. Content Stadium
38. CPMM
39. Crambo
40. Cricketsocial
41. Cruilla Mindfull
42. Ctrl365
43. Cubenube
44. Deep Data
45. Deportec
46. Dots
47. ESBS European Sports Business School
48. Esteban Consulting
49. Eventbaxx
50. Eventdata Services

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|---------------------------------------|--|
| 51. Exovite | 76. Grupo Trivium IC |
| 52. Fan 360 (9Inesports) | 77. GVAM |
| 53. Fantom | 78. Homerun |
| 54. Fanwide | 79. Hubemalab - Universidad De Granada |
| 55. FCFL | 80. Humans Racing Parla |
| 56. Feria Valencia | 81. Hurryapp Club |
| 57. Flip Kick | 82. Hype |
| 58. Fluendo | 83. I Mas D Running |
| 59. Football And Travel | 84. iAltitude |
| 60. Footters | 85. IBV |
| 61. Freedom And Flow Company | 86. IDC |
| 62. Fundación | 87. Ideofactum |
| 63. Fundacion Escuela De Mareo Real | 88. IETeam |
| Sporting De Gijon | 89. Imagine Lab Chile |
| 64. G2K Group | 90. Infecar |
| 65. Game Time Giving | 91. Infinit Fitness |
| 66. Genius Tech Group | 92. Inovace |
| 67. Geodan | 93. Inplay |
| 68. GesDep | 94. Insaitu |
| 69. Getting Goals Consulting | 95. Instituto 3IE |
| 70. Giorgio Gandolfi-Sport Marketing, | 96. Intergrangold |
| Events And Communication | 97. Iristrace |
| 71. GlobalTMS | 98. iXpole |
| 72. Grupo Campus | 99. Kabel |
| 73. Grupo Ecsa | 100. Kamaljit |
| 74. Grupo IGOID | 101. Keiretsu Forum |
| 75. Grupo Solutio | 102. Khinn |

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|------|------------------------|------|------------------------|
| 103. | KLB | 130. | Ontier |
| 104. | La Salle University | 131. | Orange |
| 105. | LaLiga | 132. | Origami |
| 106. | Lava | 133. | Parso |
| 107. | Levante UD | 134. | Picue |
| 108. | Leverade | 135. | Plain Concepts |
| 109. | LG | 136. | Playgorithm |
| 110. | LID Helmets | 137. | Playoff |
| 111. | Live Arena | 138. | Podoactiva |
| 112. | M&C Saatchi Sponsorhip | 139. | Pons IP |
| 113. | MAD Lions | 140. | Pressenger |
| 114. | Mapping Sports | 141. | Proem Sports Analytics |
| 115. | Marte Estudio | 142. | ProLiga |
| 116. | Mediapro | 143. | ProSport 365 |
| 117. | Metail Limited | 144. | Pulse |
| 118. | Microsoft | 145. | Real Madrid C.F. |
| 119. | Minsait | 146. | Real Sociedad |
| 120. | MO2O | 147. | Realtrack Systems |
| 121. | Motionize | 148. | Recoverx |
| 122. | Motti | 149. | Rethink Marketing |
| 123. | Nanfor Iberica | 150. | Rosterfy |
| 124. | NBN23 | 151. | Runator |
| 125. | Neodata Group | 152. | Sabadell Urquijo |
| 126. | Netco Sports | 153. | Scisports |
| 127. | NFC Sound | 154. | Screen |
| 128. | NGAGE | 155. | Secutix |
| 129. | Nuubo | 156. | Selecta |

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|---|--|
| 157. Sensoria | 183. Ticketing 3D |
| 158. Sitecore International | 184. Ticketplus |
| 159. Skidata | 185. Toools |
| 160. Snapify | 186. Totem Branding |
| 161. Snowcookie | 187. Trainingym |
| 162. Soccer Systems Pro | 188. Trentino |
| 163. Soccerdream | 189. Triboom |
| 164. Sociallive | 190. TTSPRTS |
| 165. Sociedad De Promoción Económica
De Gran Canaria | 191. Universidad Camilo José Cela (UCJC) |
| 166. Solos | 192. Ubiquo |
| 167. Spobi | 193. Udobu |
| 168. Sponsors | 194. Universidad Europea |
| 169. Sportradar | 195. Ushowapp |
| 170. Sport Value | 196. Valencia FC |
| 171. Sportbests | 197. Vicis |
| 172. Sportego Limited | 198. Vidibond |
| 173. Sports And Entertainment
Engagement (SEE) | 199. Wellbi |
| 174. Sports Clip Maker | 200. Wembley Studios |
| 175. Sports Wizard | 201. Wildmoka |
| 176. Spsg Consulting | 202. Wizink Center |
| 177. SSRI | 203. World Football Summit |
| 178. Stadion | 204. WSC |
| 179. The International Humans Company | 205. Xpheres Basketball Management |
| 180. ThermoHuman | 206. Yapp! |
| 181. Three Balance | 207. Yarr TV |
| 182. Thrustmaster | 208. YBVR |
| | 209. Yoomedoo |
| | 210. Yupaipi Community |



GSIC

Global Sports Innovation Center

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