



LaLiga and GSIC unveil the names of Startup Competition 2019's winning companies

The competition seeks to select disruptive projects that will help LaLiga and its clubs to improve in the field of innovation and technology

The selected companies, announced today during WFS, are Antropometria IBV, CINFO, FanWide, JUMP, Scenic, Snaptivity, Solos, Spalk, ThermoHuman and Watafan

Madrid, 25 September 2019. The Original Inspiration Centre by LaLiga supported by GSIC today announced the names of Startup Competition 2019's ten winning companies during the World Football Summit held in Madrid. The trailblazing project launched in February selected the companies from among 279 candidates in 55 different countries.

Startup Competition 2019, organised by LaLiga and Global Sports Innovation Center (GSIC) powered by Microsoft, is a result of the collaboration agreement between the two organisations and forms part of the global alliance between LaLiga and Microsoft cemented in 2016. The objective of this contest was to identify disruptive solutions that can help LaLiga and its clubs forge ahead in the field of innovation and technology.

The projects presented had to be based on the following fundamental themes: Media (OTT, broadcasting, digital content, etc.); Fan Engagement (fan profiles, social media, digital games, etc.); Smart Venue (security, ticket sales, cashless payments, etc.); Performance (sports performance analysis, injury prevention, health, etc.) and others, such as big data, artificial intelligence, machine learning, etc.

In terms of the outcome of the competition, of the almost 300 start-ups flying the flag for 55 countries that initially entered, 25 were given the opportunity to present their solutions to a panel of judges featuring representatives from LaLiga, Microsoft and GSIC, with 10 of the selected initiatives - representing five countries - advancing to this month's immersion week in Madrid. The solutions proposed by the 10 competition winners relate to the following areas:

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- Smart Venue:
 1. [Solos](#): This company has developed smart technology in the form of a tag which can be implemented in one of two ways: portable and transferable to any garment, or integrated into merchandise during the manufacturing process. This tag allows three needs to be covered: the creation of another alternative for stadium access, protecting the club from merchandise counterfeiting, and offering experiences and premium content through the club's app to users who acquire the tagged merchandise or scan the tag.
 2. [Snaptivity](#): This is AI software that measures the emotions of fans in the stadium via a group of sensors. These sensors are connected to the stadium cameras and when they identify an emotional situation, they take photos and send them within a matter of seconds to the mobiles of fans who have registered on the club's app. The photos can also form part of activation campaigns for club sponsors and the emotion detection feature can also be used to send notifications with offers of products or services available in the stadium and at the official club store.
- Performance:
 3. [ThermoHuman](#): This is a Spanish solution that helps to analyse the causes of injuries and, more specifically, helps to prevent them by using infrared thermography. Through correct implementation of the methodology, it allows professional clubs to significantly reduce their incidence of injury.
 4. [Antropometría IBV](#): A Spanish initiative which, by using photographs taken with a mobile device, allows a detailed report to be generated with anthropometric information about a player's silhouette. The precision of the data is greater than measurements taken manually by expert anthropologists. The aim of the technology is to elucidate the relationship between anthropometric data and sports performance.
 5. [JUMP](#): They offer a range of data analysis tools in order to support their customers in four areas: Fan Engagement, Deep Recommender, Actionable Segments and Deep Insight.

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- Media:

6. [Sceenic](#): This is software, which allows customers to view content (once it has been installed on their audiovisual content platform), whether live or pre-recorded, while holding a video chat with other users who they have voluntarily connected with beforehand.
7. [Spalk](#): This is an application created in the United States which offers audiovisual content/rights owners and broadcasters the possibility of adding

comments in different languages to their channel (both on TV and OTT). It can facilitate the adaptation of content produced by LaLiga for broadcast in different countries, as well as generating new online fan communities, as it allows amateur commentators to connect to the channel and narrate events.

8. [CINFO](#): This is software designed to record and produce audiovisual content remotely. The cameras can be controlled by a computer with internet access, without requiring specific hardware or software other than a web browser and the installation of a specific number of cameras. Fully robotic, automated, AI-directed production can also be achieved thanks to its cloud and high-speed internet access technology.

- Fan engagement:

9. [Watafan](#): This is Spanish technology that gives image rights owners the opportunity to generate collections of autographed digital picture cards (signed cryptographically) and obtain recurring income every time fans buy and sell them on the secondary market. Its use of Blockchain technology prevents copies and counterfeiting and protects the clubs' income.
10. [FanWide](#): This is software created by an American company that allows fans located in other countries to identify bars and restaurants where LaLiga games are going to be shown so they can connect with fans of their team and meet up with them to watch the matches. It also allows registered bars, clubs and leagues to organise official events based around their brands and those of their sponsors and suppliers.

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Iris Cordoba, the general manager of GSIC powered by Microsoft, explains: *“At GSIC we have been supporting the sports industry in its digital transformation by promoting various initiatives that seek to reduce the gulf between start-ups and the major sporting organisations, like LaLiga, who are committed to innovation and the entrepreneurial ecosystem. The 10 winning projects have had the chance to present their proposals to 10 of LaLiga's departments, receiving feedback and assistance with their final pitch, which will be delivered to the clubs at the World Football Summit. We hope that the clubs will show an interest in carrying out these pilot projects alongside LaLiga and the winners.*

Meanwhile, Minerva Santana, LaLiga's director of Innovation and Global Development, assures: *“These start-ups are going to allow the clubs and LaLiga to carry out highly innovative projects and take another step forward in the field of technology. It’s important for us to stay ahead of the curve in terms of future developments in this area and thanks to companies like these we can do so in a simpler and quicker way.”*

In recent weeks, the ten winning start-ups have undergone an immersion process at LaLiga that has allowed them to gain a deeper understanding of the organisation and its clubs, as well as the needs of both. All this contributes to the goal of developing pilot projects over the coming months that cover, to the furthest extent possible, the clubs' technology and innovation requirements. In addition, the winners will benefit from a one-year membership with GSIC and were given the opportunity to take part in two panels at the World Football Summit.

About LaLiga

LaLiga is a global, innovative and socially responsible organisation, a leader in the leisure and entertainment sector. It is a private sports association composed of the 20 teams in LaLiga Santander and 22 in LaLiga SmartBank, responsible for the organisation of these national professional football competitions. In the 2018/2019 season, LaLiga reached more than 2.7 billion people globally. With headquarters in Madrid (Spain), it is present in 55 countries through 9 offices and 46 delegates. The association carries out its social action through its Foundation and is the world's first professional football league with a league for intellectually challenged footballers: LaLiga Genuine Santander.

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About GSIC powered by Microsoft

Global Sports Innovation Center powered by Microsoft (GSIC) is a business cluster created by Microsoft Sports Team that brings together all types of sports entities (clubs, federations and associations), institutions and technology companies, from start-ups to corporations, research organisations, investors and key figures in the sports industry to provide them with values. To do so, we focus our activities and services on five main points: entrepreneurship, business network, applied research, showcasing and Microsoft Solutions. Based in Madrid, GSIC now has more than 200 partners in 32 countries around the world.

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