



**SPORTS SUMMIT MEXICO 2020 – THE CHALLENGES
OF SPORTS STARTUP COMPETITION by GLOBAL
SPORTS INNOVATION CENTER POWERED BY
MICROSOFT (GSIC)**

Basis of the Competition
México 2020

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1. Introduction

Sports Summit Mexico in partnership with the Global Sport Innovation Centre (GSIC) are launching The Challenges of Sports Startup Competition 2020 to locate the best SportsTech projects/startups across the Latin America territory, transforming the sports industry. For this reason, Sports Summit Mexico and the GSIC announce a joint call for projects and/or startups that offer solutions that impact the sports industry. Any technological area applied to sports will be valid: Fan Engagement, Business Insights & Analytics, Smart Venues, Media Platforms, eSports o Team & Player Performance.

Promoters

Sports Summit Mexico is a major meeting point for key figures in the international sports industry, ensuring high level networking and unique brand exposure through the various sponsorship opportunities available. In 2019, there were more than 2000 participants at the WTC Mexico City International Convention and Exhibition Center. There were more than 70 speakers from 35 countries, 27 conferences, 75 sports clubs, 35 leagues, 90 companies, 80 media companies with more than 200 journalists covering the meeting.

Read more at: <https://www.sportssummit.mx/>

Global Sports Innovation Center powered by Microsoft (GSIC) is a business cluster powered by Microsoft Sport Team that gathers all kind of sports entities (clubs, federation, associations), institutions, tech-companies from start-ups to enterprises, research organizations, investors and key figures of sport industry to improve its value chain. With headquarters based in Madrid, GSIC supported more than 340 companies such as sport entities, tech companies, startups, institutions, etc., in 40 countries around the world.

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

2. Objective of the call

The call aims to achieve the following objectives:

1. To give visibility, support, and train entrepreneurs to transform their projects into successful companies, while improving their projection, growth and scalability.
2. To identify the most promising technological solutions that operate in any of the following areas (Fan Engagement, Business Insights & Analytics, Smart Venues, Media Platforms, eSports o Team & Player Performance)

The finalist selected startups, up to a maximum of 10, will have the opportunity to pitch their project/startup at a live event during Sports Summit Mexico in Mexico City on 26th and 27th of February 2019

3. Participation requirement

The call is aimed for entrepreneurs who can contribute with their technological innovation to the development through the different categories mentioned above. In this sense, the present call is aimed for projects, seed stage and early stage companies.

Participants may participate in the call for those projects/startups that meet the following requirements:

- Be a project and/or startup – at least - in Pre-seed/seed and/or early stage.
- Have a dedicated full-time team of at least 2 individuals.
- To be based in a Latin American country.
- Have at least a minimum viable product (MVP) and potential to implement internationally.
- The individual promoter / representative of the startup must be of legal age and must have the legal capacity to be bound.
- The individual promoter / representative of the startup may not be an employee, manager, partner, or maintain a business relationship with Sports Summit Mexico at the time of application.
- The promoters of each project/startup may only participate in this call by submitting a single project.

Participants who do not fulfill any of these requirements, will not be included in this call, losing the right to receive any service and no claim to Sports Summit Mexico or the GSIC.

4. Applications and calendar

Candidates must complete their application for admission by registering and submitting information through the online form available at the following Microsoft Forms link: [Sports Summit Mexico application](#)

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

Applications Opens: January 9, 2020

Applications Close: February 9, 2020

Finalist announcement: February 18, 2020

Live event pitch at Sports Summit Mexico: February 26 & 27, 2020

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

5. Selection criteria

The following criteria will be evaluated for the selection of participating projects and startups:

1. Innovation of the solution or product
2. Value proposition
3. Business model & sustainability
4. Team capacity

On the day of the event, the jury will make its assessment based on the materials provided by the company in the application, and the previous assessment of the organization, as well as the presentation pitched on the event day.

6. Selection process

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

The judging committee, made up of representatives from the sport's ecosystem and organizing entities, is responsible, among others, for ensuring the correct development of the selection process and the quality of the same; resolving any doubts as to the eligibility of applications and the application of the rules; selecting the experts-evaluators who will externally rate the applications and assigning them the applications; short-listing the most promising startups and projects.

Verification of eligibility: Once the application period has closed, the projects will be reviewed to ensure that the rules of participation have been complied with. Applications that do not comply with the rules will be eliminated from the process. The judging committee also has the right to ask, if needed, for more information about the project and/or start-up in order to complete the selection criteria.

Initial evaluation: Applications that pass the verification of eligibility will be classified in different categories.

Short-list: The judging committee will shortlist the best 10 projects that will go to the final pitch event at Sports Summit Mexico. These 10 finalists will get 2 free

tickets to attend the event. Travel and accommodation costs will be covered by the finalists, not by the organization.

Event pitch (Panel of judges): Experts in the areas of technology, sport, business, innovation, investment, entrepreneurship, and financing form the panel. Judges will analyze and deliberate within the Sports Summit Mexico event the winner of the competition. Further info on the timing & format of the final pitch event will be appropriately communicated to the finalists. The pitch can be made in English or Spanish.

7. Prize

The 3 winners of The Challenges of Sports Startup Competition will receive the following prizes:

- One year of free membership to the Global Sports Innovation Center powered by Microsoft.
- Exclusive interviews with national and international media companies.

8. Visibility, use of logos and information

Through the startup competition, different activities will be organized for the successful applicants focused on giving visibility across the sportstech industry. In this sense, different dissemination activities will be carried out along media partners.

The applicants, regardless of the chosen form of publication, commit themselves to respecting and applying the rules for the use of trademarks and logos, provided to the organizers.

9. Confidentiality, data protection & acceptance of conditions

The confidentiality of the applications presented is guaranteed throughout the entire process. In any case, the general characteristics of the applications (as detailed in previous section) may be disseminated and, in due course, the name of projects/startups (and logo if applicable), a brief description, the beneficiary and its logo, the name of the promoter and his/her photo, may be published through, without limitation, press releases, emailing, brochures and websites to communicate the startup competition.

Participating in the startup competition implies the acceptance of these conditions in full and the adherence to these rules for participation, their interpretation lying within the corresponding jury during each stage of the process.



10. Contact

Para any information or inquiries, please contact:

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