

FAQ's

The Challenges of Sports Startup Competition 2020

Questions

1.- What is Sports Summit Mexico?

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: www.sportssummit.mx

2.- What is the GSIC?

The 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/>

3.- What is “The Challenges of Sports Startup Competition”?

With this project, Sports Summit Mexico in partnership with the Global Sport Innovation Centre (GSIC) aim to locate the best SportsTech projects/startups across the Latin America territory to transform the sports industry.

4.- Which are the areas of the competition?

Any technological area applied to sports industry are valid for this call. For example, Fan Engagement, Business Insights & Analytics, Smart Venues, Media Platforms, eSports o Team & Player Performance.

5.- How can I participate in the call?

To apply, fill in this online [form](#).

6.- How much does it cost?

Applying for this call is completely for free.

7.- I can only participate if I have a sports solution?

Startups with solutions in other markets are welcome if they can be applied to sports.

8.- Is the call international?

No, only startups/projects based in Latin America can apply to this call.

9.- What is the selection criteria?

The following criteria will be evaluated to select the participant projects/startups:

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

10.- What are the phases of the contest?

- **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.
- **Event pitch:** 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.

11.- Activity Calendar

- **Applications open:** January 9, 2020
- **Applications close:** February 9, 2020
- **Finalists announcement:** February 18, 2020
- **Live event pitch at Sports Summit Mexico:** February 26 & 27, 2020.

12.- I am a finalist, do I have to travel to Mexico?

It is not compulsory to travel to Mexico, you will have the possibility to send us a video explaining your solution, but you won't be able to receive questions from the jury, so we strongly suggest to travel to Mexico. Travel and accommodation costs will be covered by the finalists, not by the organization.

13.- Can I pitch in English?

Yes, you can pitch either in English or Spanish.

13.- What is the prize?

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

**If a winner startup is a GSIC member already, will have a 50% discount in its standard membership or 2021.*

14.- Who is part of the jury?

Experts in the areas of technology, sport, business, innovation, investment, entrepreneurship, and financing will form the panel.

15.- I have read the bases but I have a specific doubt.

For any questions regarding the bases, please contact:

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