

Global Sports Innovation Center (GSIC) powered by Microsoft creates a solutions' catalogue to help sports entities to mitigate the COVID-19 crisis

- **17 innovative technological solutions are chosen by the GSIC to offer them to all sports entities in the world**
- **Public Health and Wellbeing, Team and Player Performance, Fan Experience, and Business Insights & Analytics are the main areas of application of these solutions**
- **In 2 online sessions, the GSIC has already shared this catalogue with national and international sports entities where companies have presented their solutions and sports entities shared their current situation**
- **All tech companies available in the catalogue are part of the GSIC and the Microsoft Partner Network (MPN)**

Madrid, April 22, 2020 – On March 19, **Global Sports Innovation Center powered by Microsoft (GSIC)** launched a special call for its members with the aim to find out what technological solutions they could offer to help sports entities around the world that are now facing a collective crisis caused by the COVID-19 pandemic.

With this initiative, the GSIC makes visible the great work that its members have been doing by offering a catalogue that provides real solutions in a delicate moment without precedent today that requires commitment, creativity and rapid action by the industry.

The GSIC team of professionals is endowed with the experience and skills necessary to carry out scouting and technological screening, something that GSIC has been doing for 5 years participating as organizers or jury in different startup competitions, challenges, open innovation projects and promoting its own startup acceleration program called Sport Thinkers.

After a detailed review of all the solutions presented, the GSIC has created a catalogue where 17 innovative solutions that can help in this crisis not only to clubs, federations and leagues of all sports and sizes, but also to the health sector and public institutions were chosen.

The companies whose solutions can be seen in this catalogue are

- **Public Health and Wellbeing-** [Thermohuman](#) (Spain), [ELXR](#) (Singapore), [iAltitude](#) (Spain), [Brintia](#) (Spain), [Iristrace](#) (Spain)
- **Team and Player Performance** - [Rezzil](#) (UK), [Graffos](#) (Spain), [AI Spotter](#) (Finland), [SoccerLAB](#) (Belgium),

- **Fan Experience** - [Blocksport](#) (Malta), [Spalk](#) (USA/UK), [Pressenger](#) (Hungary), [Seyu](#) (Hungary), [BBOX](#) (France),
- **Business Insights & Analytics** - [Sports Alliance](#) (UK), [Content Llama](#) (Ireland), [Inspire Sports](#) (Belgium).

Two online sessions have been held to present these solutions directly to the sports entities. The first one to learn about these solutions was The Original Inspiration Center by LaLiga supported by GSIC which organized a session on April 16 to share the information with the first and second division Spanish LaLiga clubs. In the second session that was held on April 22, sports entities from all countries, sizes and types of sport were able to attend.

General Manager, Iris Córdoba comments that *"At the GSIC we have reacted very quickly to the current situation by offering a wide range of activities and understanding the value that innovation and technology brings to the sports industry, making it easier for startups to support sports entities to mitigate the impact of COVID-19 with a catalogue of solutions that solve to the current needs of the sector."*

The catalogue of technological solutions that help mitigate the crisis of COVID-19 is now available for free download on the GSIC website entering [this link](#).

About 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 38 countries around the world.

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

About Microsoft Partner Network

The Microsoft Partner Network gives you the widest range of products in the industry as well as program options to differentiate your business, go to market, and sell your solutions. Join at no cost, then choose how to invest in your partnership with a Microsoft action pack, starter kit, or competency.

An action pack or starter kit provides software and support to build Microsoft-based solutions and a competency demonstrates your proven expertise to customers and other partners.

For more information about the Microsoft Partner Network (MPN), visit the [MPN website](#).