

# 20

# 20

## ACTIVITY REPORT

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**GSIC**  
Global Sports Innovation Center  
Powered by  Microsoft



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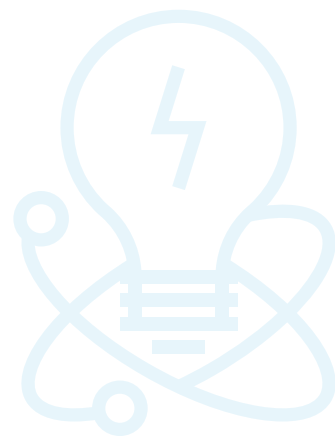
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# Letter from the GSIC President

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I have the pleasure of presiding the GSIC powered by Microsoft since its creation in 2015, and on this occasion, I am especially honored to present this 2020 Activity Report, which shares the milestones and results of the GSIC's activity in such a special year.

The crisis that began unexpectedly in March 2020 has significantly impacted all sectors, and the sports industry has been no exception.

Satya Nadella said then that "We have seen two years of digital transformation in two months." And it is true that in these times we are evidencing the consolidation and arrival of new technologies, tools, analytics and measurement platforms that are destined to change the classic model that has traditionally sustained sports. If this was already a reality before, after the COVID-19 pandemic technology became one of the greatest allies of sports organizations.

In 2020, we are inspired by the examples and best practices of our members, their hard work and optimism, their desire to move forward and their passion to achieve new goals. Our members have demonstrated to the entire sports industry their ability to adapt to the change and respond quickly to the needs of the sector affected by the impact of the pandemic.

The same as our team that designed a strategy called "**Adapt. Recover. Accelerate**", thanks to which we adapted to the new reality by completely transferring our activities to the digital environment. This strategy pursued two main objectives: to ensure our members loyalty through the creation of more valuable content and provide them with new resources, as well as to work internally to increase the number of services that can be provided online.

I would like to highlight a positive data regarding the growth of the GSIC members network this year: in 2020, the number of new members has not decreased and remained almost the same as the previous year (70 in 2019 / 73 in 2020). This data shows that, in such a difficult period for most tech companies and sports organizations, the GSIC remained their point of support in business and accompaniment in the processes of digital transformation. With this, I would like to personally thank all the new members and all those who have remained with us during this challenging year for their trust.

My thanks also to the GSIC team and the Managing Board for maintaining and enhancing the work of the center, expanding the number of activities and services in digital transformation, as well as the prestige and reputation that the GSIC generates for Microsoft.



**Sebastián Lancestremère**

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President

# Letter from the General Manager of GSIC

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When the first known cases of COVID-19 started to appear in Wuhan (China) at the end of 2019, no one could have imagined that this new virus could have such a global impact on all industries. Its impact on the sports industry wasn't any less, from the point of view of sports competitions schedules, relationship with players, fans, sponsors, as well as legal and financial implications.

In the midst of an unprecedented challenge in recent months we have seen how the COVID-19 has accelerated the process of digital transformation in sports entities, generating the need for investment and sustainability of a model that will be beneficial and safe for the sports practice. In this context, GSIC was able to adapt to the situation from the outset, adapting its activity to new formats, generating new content and opening new markets that could give visibility to our ecosystem and add value to the sector.

In this sense, more than 130 activities were carried out, 4 white papers, a report on talent, a catalog of solutions to mitigate the impact of COVID were published, and multiple one-to-one meetings between sports entities and technology providers organized.

We launched two new initiative: the VIP Club formed by 16 sports entities and strategic members of the GSIC, and the Governmental working group formed by 11 governments and multilateral entities such as UNESCO. This working group allowed us to promote a multi-year content program to share best practices among public entities in search of funding for the sector.

The second edition of the GSIC Summit was held online with the participation of more than 150 members and more than 200 attendees.

In addition to the trust of our members, in 2020 we have added the trust of public institutions in Andorra, Australia and Singapore that have signed agreements with the GSIC to promote internationalization and the creation of global meeting points to support digital transformation, entrepreneurship and investment in a growing sector affected by this pandemic that more than ever requires commitment and investment.

We have expanded our network of Ambassadors to 19 representatives from 15 countries who have actively participated in our program of activities and made the GSIC known in their geographic areas. To all of them, thank you very much.

Many thanks also to our members who have been able to rise to an extraordinary situation, who have generously participated in the activities and contributed value in each of them. And once again, special thanks to the entire GSIC team, who have worked hard, with hope and effort to close the year 2020 with an increase of 73 members.



**Iris Córdoba Mondéjar**

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General Manager

# 1. INTRODUCTION



## 1.1. WHAT IS GSIC?

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The Global Sports Innovation Center powered by Microsoft (GSIC), is a sports innovation center, with the philosophy of a business cluster, which is promoted by the Microsoft Sport division since 2015. The GSIC is a meeting point for the entire ecosystem of the sports industry and our network is composed of technology-based companies, from startups to large companies, sports entities, public and private institutions, universities, research groups and all those who have links to this industry.

Since we opened our doors, our purpose was, on the one hand, to support digital transformation processes of sports entities, and on the other hand, to create business opportunities for technology-based companies and help them in their internationalization. Since then, we have been working to create services and activities that help us connect market supply with demand, supporting the growth of the entire sector.

With our open innovation projects, startup scouting, innovation sessions and working groups, we help sports organizations of international reference in their digital transformation processes. We become their best allies when looking for innovation and implementing the best technological solutions within their organizations.

For startups and companies, we are their point of support and generators of business opportunities where they can get to collaborate with the best sports organizations worldwide carrying out a proof of concept or a pilot. We help them from the evaluation of their solutions to putting them in direct contact with clubs, federations, leagues of all types of sports so they can add new customers and grow their business. In this way, we help bridge the gap between large and small entities in the sector.

Thus, during the 6 years of life of the Center, more than 450 companies from 38 different countries have been supported by the GSIC thanks to our activities, network of industry experts and ambassadors. We have a network of industry contacts of the highest quality which allows us to create real opportunities for our members.

Today we are an international reference in innovation and digital transformation of the sector thanks to all our members, collaborators and partners.

## 1.2. OUR PILLARS

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In 2020, we have added to our 5 pillars a new one: "Digital Transformation Advisory Services", likewise, all activities developed by GSIC in 2020 were based on 6 main pillars:

- 1 Business network
- 2 Applied research, innovation and training
- 3 Startups and companies
- 4 Showroom
- 5 Microsoft Partners Solutions
- 6 Digital transformation advisory services

### BUSINESS NETWORK



The GSIC has created an international network of members to enhance commercial opportunities, alliances, identification of synergies, business opportunities, and internationalization. Our center is now a meeting point for supply and demand in real time. GSIC's business network is composed by the leading companies linked to the sports sector, technology companies, entrepreneurs and universities who can find synergies and create collaborative projects here. The main objective of this network is to lead and add value to the digital transformation process of the sports industry.

### APPLIED RESEARCH, INNOVATION AND TRAINING



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, knowledge transfer through networking, conferences, virtual meetings. Together with our members we promote collaboration in any business activity linked to sport and the university-industry relationship, as well as the dissemination of knowledge about the latest technologies and trends to be taken into account.





## STARTUPS AND COMPANIES

As they grow, sports entrepreneurs receive support at the GSIC such as mentoring and technical advice from experts, 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 have the opportunity to access Microsoft support, training and consulting to increase sales in the market, as well as technology tools, including the Azure cloud, at no cost during their first years.



## SHOWROOM

The GSIC facilities have an experience space where visitors to the Center can experience and try the technological innovations developed by GSIC members: technology in sports, health and physical performance improvement, fan engagement, Smart Stadium, and the latest trends in digital consumer experiences. At the same time, companies find in our showroom an exhibition space for their solutions, in order to gain more visibility and create more business opportunities.



## MICROSOFT PARTNERS SOLUTIONS

Since 2015, GSIC has been promoted by Microsoft Sports Division, which has the overall objective to enhance the digital transformation process in the sports industry. This strong partnership led GSIC to prescribe Microsoft's own solutions, as well as to work on the portfolio of Microsoft partners solutions promoted by Microsoft Sports and Microsoft Account Executives for their sports customers worldwide.



## DIGITAL TRANSFORMATION ADVISORY SERVICES

We offer the sports industry valuable services in digital transformation. Within these services we connect sports entities with the ecosystem of international companies and startups that offer services and add value to the sector through different activities such as workshops, working groups, specialized consulting, diagnostics of their current situation and open innovation processes for experience design and technological development in the sports industry. We provide access to the tools to generate internal and external transformation processes, innovate, scale businesses and create meaningful experiences for users in the digital era.

## 1.3. WORK AREAS

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The pillars of the GSIC are deployed around the following Areas of work in the sports industry in which our members are active. In 2020, we have added Sponsorship and Health & Wellness to our scenarios, considering them important areas within the industry:

<b>01</b>	Sports performance	<b>06</b>	Esports
<b>02</b>	Business Insights	<b>07</b>	Sponsorship
<b>03</b>	Fan Experience	<b>08</b>	Education
<b>04</b>	Smart Stadiums	<b>09</b>	Health and wellness
<b>05</b>	Media		

Thanks to the experience and know-how acquired by the GSIC in its years of work, we have been able to define and classify these areas that accommodate different industry business models aligned with the areas of the Center's reference partner, Microsoft, and encompass the needs and offerings of all GSIC members.

Likewise, the GSIC carries out continuous market research, thanks to the analysis of technology applied in the different industries related to sport driven on the regular basis, it has been concluded that the main beneficiaries link perfectly with the pillars and strategies of the association.

These industries converge directly with sport and the effects that it generates in society and the market, and that is why the projects and the activities are always aimed at giving visibility to the members in these areas, through the Virtual Meetings, Innovation Days, and other models of activity.

Likewise, our members represent and are present in the vanguard of sports technologies, and usually compose a critical mass sufficient for consumption.

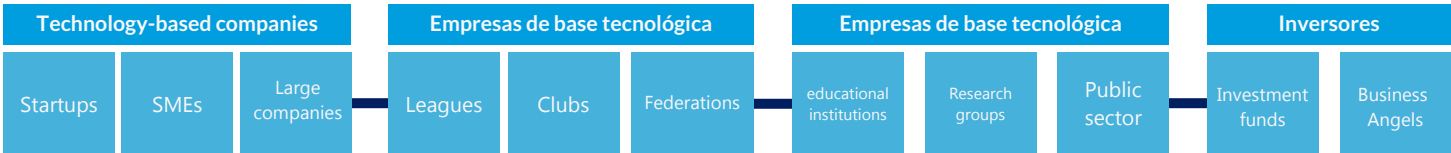


1.4. WHO DO WE WORK WITH?

The GSIC works to meet a market demand in which companies and organizations seek support, knowledge and technological solutions. To this end, the GSIC has created a broad ecosystem composed of different interest groups that cover virtually all actors in the sports industry.

The central value of everything we do at the GSIC is to work for our members, who are our main supporters, but without leaving aside the rest of the industry not associated with the center. That is why within our interest groups and for whom we work every day there are also the non-associates, whether companies or administrations, with whom we have various ways of collaborating, such as good practice agreements, agreements with the administration or collaboration on projects. From the GSIC we have always worked to add value to the sports industry as a whole, therefore, we do not leave out anyone in the ecosystem.

Our stakeholders are divided according to the triple helix imposed to comply with good practices and market rules. It is considered that the distribution both in the management bodies (board of directors) and in the assembly of members is fundamental, and is divided between large companies, SMEs and knowledge entities, to which public entities are added as valuable members.



Added to this balanced structure, the fundamental reason for the GSIC is the activity with members and non-members, and therefore we identified the need to have driving companies, usually large ones or groups of companies, as well as public organizations that bring together much of the industry. These actors of interest are fundamental to give value and support activities with technology-based companies and sports entities, and it is a reality of the center that it can give opportunities to innovative projects, pioneers in the industry and of value. Knowledge agents, universities or large training centers provide a spectrum of support to the GSIC in training and project agreements where they are of strategic value, and are located within the group institutions.

From the moment that all stakeholders were part of the basic structure of the GSIC, back in 2015 with almost 70 members, this ecosystem allowed us to enhance and consolidate the defined pillars and the services supporting those pillars, which are still valid and solid since the beginning of operations. The groups of value involved have remained at the side of the association in a high ratio and that is why the experience within the center gives them a special value that they transmit to the new generations of members.

## 1.5. OUR SERVICES

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During these six years of GSIC's life we have been developing different services that have been modified and improved according to the existing demand among our members and in the sports industry market in general. These services seek to give impetus to technological innovation covering different fronts of the sector: entrepreneurs and companies, sports entities, educational institutions, governmental organizations. From GSIC we want to meet the needs of all audiences and from this eagerness our offer is born:



**WORKSHOPS FOR  
SPORTS ENTITIES**



**KNOWLEDGE  
TRANSFER  
CONFERENCES**



**INNOVATION  
DAYS**



**VIRTUAL  
MEETINGS**



**INSPIRATION  
DAYS**



**REPORTS**



**DIAGNOSTICS:  
CURRENT  
SITUATION OF  
SPORTS ENTITIES**



**WHITE PAPERS**



**BUSINESS TRIPS**



**DATA  
ARCHITECTURE  
SESSIONS**



**WORKING GROUPS**

Some of these services are exclusive to members and others may also be provided to non-members under other conditions.





### 1.5.1. WORKSHOPS FOR SPORTS ENTITIES

GSIC has developed a Design Thinking methodology that is applied in the workshops organized by the association for the different sports entities. The methodology consists of two phases: first, the challenges of each entity are detected by areas and prioritized according to their importance. Afterwards, we work with brainstorming relating them to each area and based on the material developed during the work session, a roadmap is prepared for the entity in question. The objective of these sessions is to initiate sports entities in their digital transformation processes, organizing a work session in which they can be assisted by GSIC professionals who guide them to generate ideas and think of possible solutions to their challenges.



### 1.5.2. INNOVATION DAYS

Innovation Days are a methodology for mutual knowledge and business opportunities. With the Innovation Days the GSIC launched an activity format particularly oriented to the generation of business opportunities between companies of all sizes and sports organizations. This activity focuses on previously defined themes that guarantee real possibilities of collaboration between the participants in the event. It can be done in person or remotely through Microsoft Teams, so we can connect any partner with the sports organization interested in learning about technological innovation applied to sport.

Sports entities are showing more and more interest in this type of activity that allows them to advance in their digital transformation processes. On the other hand, this activity allows GSIC to provide its members with good business opportunities and to generate personal contacts with executives and decision makers of sports entities.



### 1.5.3. INSPIRATION DAYS

It is a methodology that was implemented at GSIC with the aim of making the Center's operation, structure and work model better known to all audiences who wish to learn more about it. In addition, we offer a detailed overview of the current situation and the development of the sports industry in connection with the latest technological innovations.

The main audiences for this activity, which has always been very successful, are companies from both our sector and others that are not directly related to the sports industry. The former are interested in understanding the GSIC model and the possibilities that open up from the Center to the entities that make up our ecosystem, and the latter want to broaden their general knowledge about the sector and, in some cases, seek new ideas for developing their businesses.

This activity is also of interest to educational institutions, and they include it in their training programs. Throughout the year, we have received several visits from groups of students, starting with primary school children and ending with students from different Master's programs. It should be noted that these visits have both national and international character.



#### 1.5.4. DIAGNOSTICS: CURRENT SITUATION OF SPORTS ENTITIES

Since 2019, the GSC began offering this service to different sports entities to help them identify their current situation in digital transformation. Through a study carried out on the entity in question, it identifies where it stands compared to other players of a similar nature in the industry and offers a series of data and recommendations about the solutions that should be implemented along with their respective order of priority. Thanks to this type of initiative, sports entities can begin their own digital transformation process and new business opportunities are generated for technology companies and startups.



#### 1.5.5. BUSINESS TRIPS

Business trips are an excellent opportunity to meet relevant players in the sports industry in different countries. The first business trips were organized by the GSIC in collaboration with Microsoft Sports and were undoubtedly very successful among the member.

These experiences have allowed GSIC to develop the concept of business trips where we offer our members to travel to different countries strategically interesting for their business. A business trip provides GSIC members with various networking opportunities with the relevant sports entities of each country in question, such as clubs, federations and leagues. They can also meet the major companies linked to the sports industry and the media.

In addition, GSIC has developed its network of ambassadors to gain more presence in different countries. One of the opportunities arising from the relationship with this network is the organization of business trips to the country of each ambassador. In this way we offer our members the best agendas for these trips and also facilitate GSIC from the point of view of logistics organization.



#### 1.5.6. WORKING GROUPS

The working groups are born as a need to respond to the companies that make up our ecosystem with specific challenges or processes of technology or knowledge transfer that need structured support and with results in demo or proof of concept format.

We approach them as meeting points where to develop solutions to real challenges for technological innovation in the sector and, therefore, this initiative has as its ultimate goal the implementation of concrete projects. This allows companies to be at the forefront of innovation in the sector, to act as driving companies for other industries and, therefore, to play an important role in innovation and sport.

The working groups are closed spaces for the work of the members, although on certain occasions experts may also be invited to enrich the contents of the group. Currently, the association has already set up different Working Groups such as Education, Esports, Smart Stadium and Professional Sports.



#### 1.5.7. KNOWLEDGE TRANSFER CONFERENCES

Activities of this type serve as an emphasis to create a working group as they allow us to explore the interest generated by the topics on which we propose the future lines of work of the GSIC. These are events in which we give exclusive priority to our members so that they can present the current issues in the fields in which they work and discuss them with the audience made up of the members of our ecosystem.

Thanks to these actions, the association is able to assess the possible ways of developing research and work that bring innovation closer to the sports sector.



#### 1.5.8. VIRTUAL MEETINGS

International Virtual Meetings, events that strengthen ties with international GSIC members as they are held virtually using Microsoft Teams. 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 networking activities.



#### 1.5.9. REPORTS

Since its inception as an innovation center, the GSIC has been approached on several occasions to produce reports for the industry to help our positioning as the experts on different topics in the sports industry. In 2019 we were able to produce a report on our partners' vision for the digital transformation of sports entities by 2025 (Digital Transformation of Sports Entities by 2025). In 2020 we continued to work along these lines and launched the report "Talent in the sports industry from the digital transformation perspective". Thanks to the broad ecosystem built by the GSIC over the years, we have the opportunity to reach out to relevant entities and senior executives with extensive industry experience who can contribute great value to our reports.



#### 1.5.10. WHITE PAPERS

Thanks to the expansion of our activity through the agreement with Sport Singapore and the creation of a special content program for the Asia Pacific region, we have included in our service offering the production of white papers, documents that compile the best practices of the ecosystem in different topics of interest to the sports industry. In 2020, we have worked on a special line, focused on the impact of COVID-19 in industry areas such as live sports broadcasting, esports, big data and cloud, and fan engagement.



### 1.5.11. DATA ARCHITECTURE SESSIONS

In 2020 we incorporated a new service to the GSIC offer where we provide support to sports entities and large companies that want to build a strategy around data. Through sessions we analyze what their current situation is, where they want to go and make recommendations of the "building blocks" that they should implement to begin to collect and analyze the data in the right way. The goal is for you to build a fan-based strategy and start making data-driven decisions.

## 2. 2020: A DIFFERENT YEAR

Undoubtedly, 2020 has been a very different year in the life of GSIC: with more challenges as potential opportunities and a test to bring value to our ecosystem of partners. As always, thanks to the support and trust of our members, this year we have managed to adapt to the new situation by creating new content and activities of value and managing to increase once again the number of members.

This year GSIC has become a true **content creator** for the industry by expanding its scope and formats, introducing digital content, and a repository of exclusive content for our members, reaching 90% of our activity available in **GSIC Media**. We have updated our website to include a **video demonstration** area to explain in a summarized fashion what our members do and present them to the entire ecosystem as well as to potential clients.

We have launched two **reports for the industry** in 2020: one to analyze the talent situation from the perspective of digital transformation, and the other to study the global situation of Esports.

Furthermore we have organized **3 open innovation processes**: Asia Startup Competition in collaboration with Sports Singapore, WFS StartCup by GSIC, retaken in the new edition of the World Football Summit Live event, and Andorra Sports Startups Challenge in collaboration with the Government of the Principality of Andorra and its representative body ACTUA, responsible for innovation and investment in the country's sports sector. In addition, we signed a collaboration agreement with ASTN (Australian Sports Technology Network) and Varcis to launch a pre-acceleration program for startups in the region of Victoria in Australia, where GSIC has offered training activities with its main experts in digital transformation and entrepreneurship.



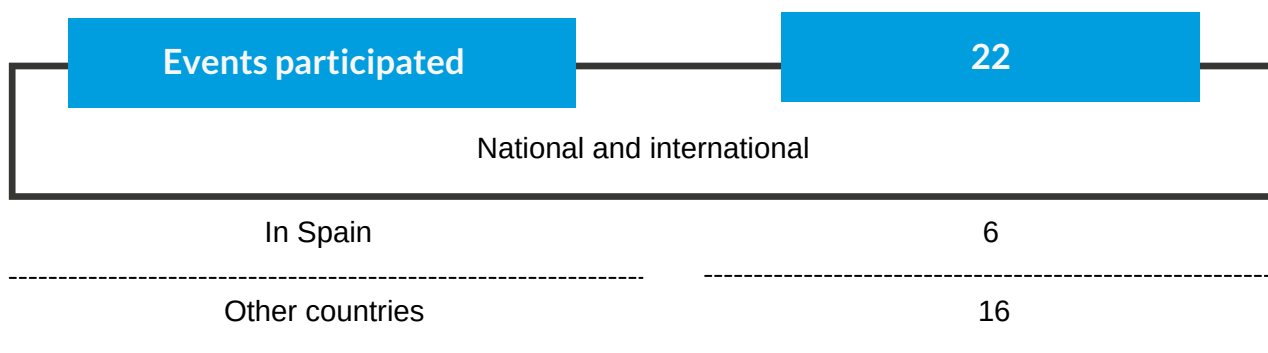
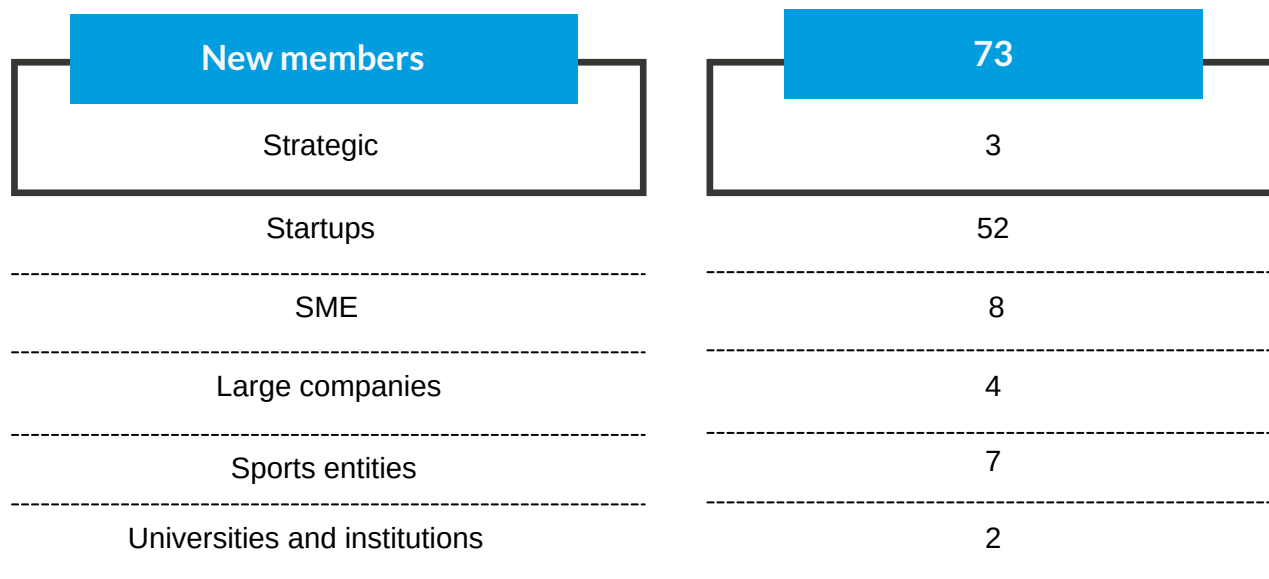
In 2020, we continued to make progress in our collaboration with **Sport Singapore**, Singapore's public entity whose responsibility is to promote sports among the population and help it grow. In conjunction, we did a great job this year by virtually launching the GSIC APAC with an online content program where we managed to engage more than 2,100 participants of special events for the region, added 27 members and collaborated with major sports entities such as World Table Tennis, World Bowling and Cricket Australia among others. This project allows us to build a bridge of knowledge transfer and share experiences between Europe, Asia and America, offering multiple new opportunities for our members, including Asian companies and sports entities that are committed to innovation and digital transformation.

One of the successes of 2020 was undoubtedly the new edition of the **GSIC Summit** that this year had to be carried out 100% online. From GSIC, we have worked on a 2-day program where we gave coverage to all the continents where our members are located, getting to engage with almost 200 attendees from 25 countries connected on our own platform built especially for this event.

The first edition of our **Master's Degree in Digital Transformation of Sports Entities** has also been completed with a comprehensive program that covers all strategic areas of the sports industry, and will help train professionals capable of dealing with digital transformation processes according to the real demand of the sector at this time.

Undoubtedly, 2020 was a year of exponential growth for the GSIC in terms of network, number of members, geographic reach and visibility thanks to frequent participation in industry events, quantity and variety of activities offered to members. The Center continues to grow year to year thanks to the trust and support of its members, and thanks to them our magnitudes are increasingly impressive.

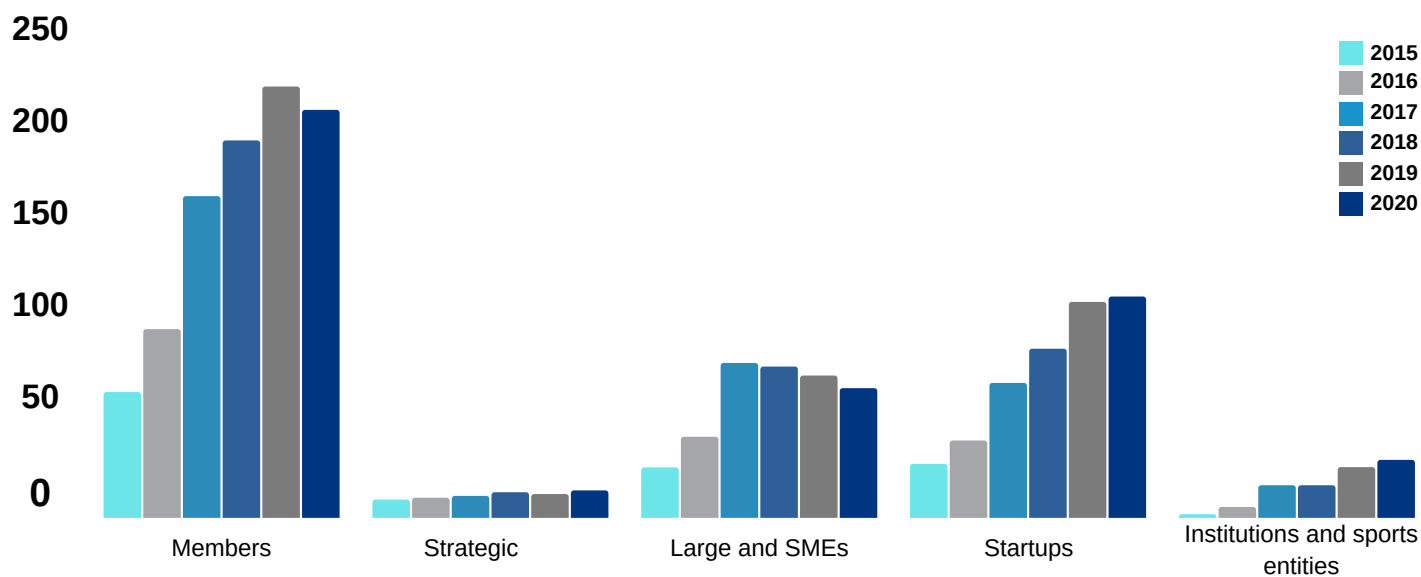
Members as of December 2020	227
Strategic	15
Startups	123
SME	59
Large companies	13
Sports entities	20
Universities and institutions	12



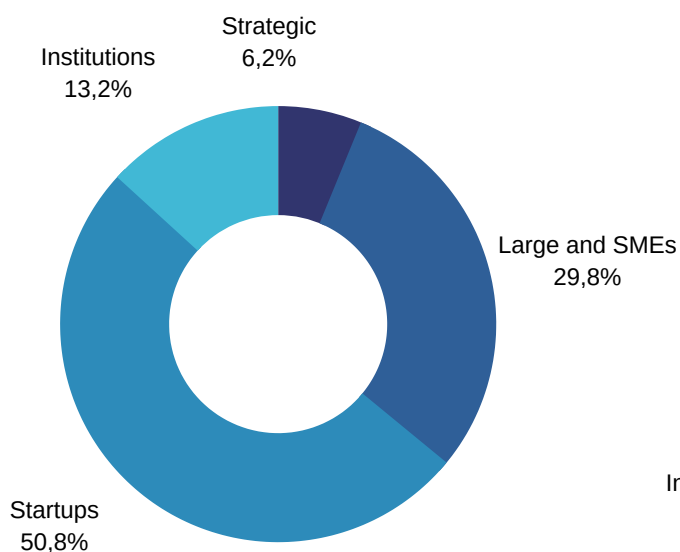
## GSIC MEMBERS EVOLUTION

# 2015 - 2020

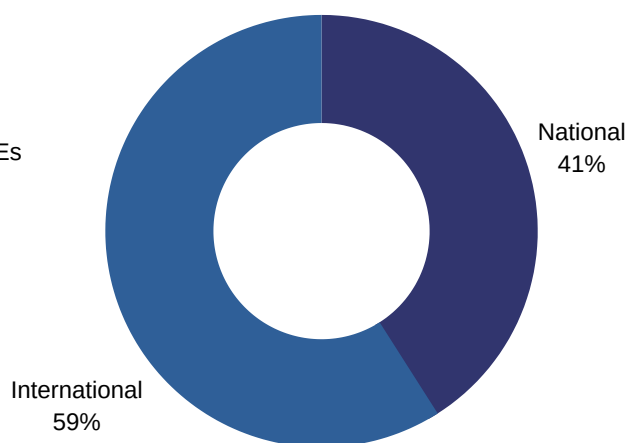
GSIC MEMBERS EVOLUTION 2015 - 2020



MEMBERSHIP BY TYPE OF COMPANY 2020



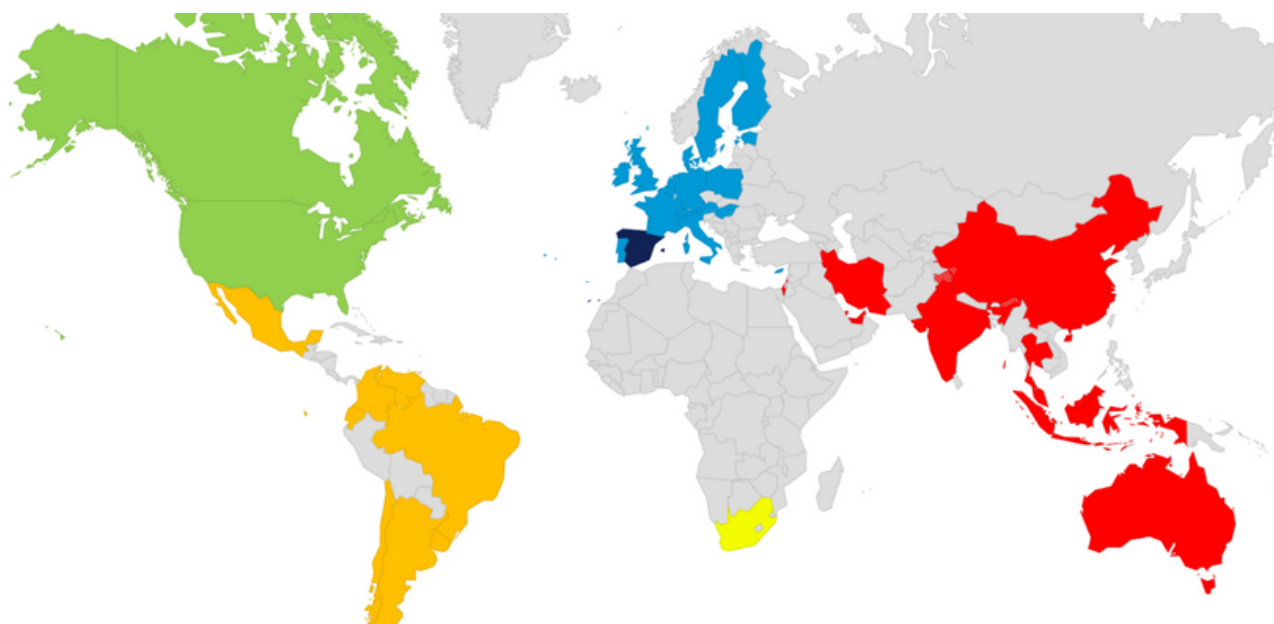
NATIONAL / INTERNATIONAL MEMBERS RATIO 2020



## COUNTRIES 2020

As of December 31, 2020

In addition to its intensive expansion in Asia in 2020, GSIC has also successfully added its first partner in Africa, so as today we have members in all continents.



AMERICA		ASIA		EUROPA		OCEANIA		AFRICA	
Argentina	12	China	1	Germany	7	Australia	7	South Africa	1
Brazil	4	India	3	Austria	1				
Canada	2	Israel	4	Belgium	3				
Chile	4	Indonesia	1	Cyprus	1				
Colombia	3	Iran	1	Denmark	1				
Ecuador	1	Singapore	9	Spain	93				
USA	19	Qatar	1	Finland	1				
Cayman Islands	1			France	6				
Mexico	1			Hungary	2				
Venezuela	1			Ireland	1				
Uruguay	2			Italy	7				
				Malta	1				
				Monaco	1				
				Norway	1				
				Netherlands	1				
				Poland	1				
				Portugal	3				
				UK	13				
				Sweden	1				
				Switzerland	4				

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## 3. ACTIVITIES

The present Activity Report, with a total of 131 activities of different kinds, is structured on the six pillars mentioned above, to better understand the ideas behind each of them and to explain the different lines of work carried out by the GSIC and the purposes for which they are carried out.

With these initiatives and activities, GSIC creates experiences of value for its members and the remaining of the ecosystem, where we work in different lines and formats to always meet our main objectives by putting our members at the center of attention.

### 3.1. COVID-19 IMPACT: ADAPT, RECOVER, ACCELERATE

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#### 3.1.1. Crisis Action Plan

In March we had to radically change the activities plan that we had developed by the end of 2019. We had to adapt it to the new situation in which we could no longer carry out face-to-face activities, visits, meetings, trips and other events that previously helped to generate networking and enhance relationships between entities more effectively.

When all the countries began to introduce quarantine and close borders, we started working on an action plan with two main focuses:

- Loyalty of members, by adding more content and access to new resources.
- Work internally to increase the number of online services and align them with the current situation.

The first thing we did was to reinforce contact with our members through weekly communications in which we shared the latest industry news, the latest information about COVID-19 protocols, materials provided by Microsoft on remote work and teamwork using Microsoft Teams, access to Microsoft training events, calls from the European Union offering special grants for technology companies that could help in the crisis and so on.

Other strategies that were immediately implemented by GSIC include:



### **Adapting face-to-face activities to the online format:**

all our events were now held via Microsoft Teams. We were the first in the industry to organize a special online conference that held international experts addressing the impact of this crisis on the sports industry ("Conference on COVID-19 crisis impact on the sports industry", March 27, 2020).



### **Create new valuable content aligned with COVID-19's current situation.**



### **Create new business opportunities for our members:**

one of the first initiatives we implemented to help our members and the industry was the development of the Catalogue of Solutions which helps sports organizations mitigate the impact of the COVID-19 crisis. The catalog included 32 best-of-breed solutions that could support sports organizations in areas such as Public Health & Wellness, Sports Performance, Fan Engagement, Business Insights & Analytics.

It was also important to ensure the financial sustainability of GSIC for the entire year given the current situation, therefore, we have taken the following actions:



### **Work intensively to recruit new members:**

the commercial area has worked to detect and establish contact with technology companies and sports entities that could become GSIC members, thus adding value to our network of members and benefitting from it at the same time. This work was successfully carried out, and by the end of by 2020 we have added 73 new members to our network. The figure is positive compared to 70 new members in 2019 and taking into account the complicated economic situation in which startups, technology companies and sports entities found themselves this year.



### **Create new projects in collaboration with sports entities:**

we promoted fireside chats with leading sports organizations to share their vision on the current market situation, we invited sports organizations and VCs to online meetings where startups could present solutions to address COVID-19 challenges, we organized virtual activities to connect sports entities with GSIC members, such as startup competitions, Scouting sessions and our Innovation Days.



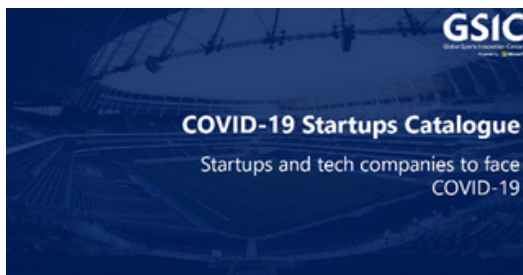
## International expansion:

We wanted to provide online content to our international members, such as those in the US and LATAM, as well as coordinate additional virtual meetings with APAC companies. In addition, we continued to work with Sport Singapore on the establishment of the GSIC satellite in Singapore, covering the entire Asia Pacific region. Since we were unable to travel to Singapore and open the physical office, we have created a comprehensive content program that was carried out online with great success.

This action plan has allowed us not only to meet our activity and commercial objectives, but also to surpass them, reaching 131 activities during the year, as well as the high rate of new members added.

As a result, we have had over 2,000 total attendees at 15 events focused on the COVID-19 topic; we have initially detected 32 startup solutions to help mitigate the COVID-19 crisis; we have managed to expand our network in APAC; we have increased subscriptions to the GSIC newsletter by 50%; and our contact database has grown by almost 40%.

### 3.1.2. CATALOG OF STARTUP AND TECH COMPANIES' SOLUTIONS TO HELP MITIGATE THE IMPACT OF COVID-19



On March 19, 2020, the GSIC launched for its members a special call to learn what technology solutions could they offer (could be offered) to help sports entities that are now facing a collective crisis generated by the COVID-19 pandemic all around the world.

With this initiative the GSIC raises awareness on the great work its members have been doing, by offering a catalog of solutions that provides real solutions in a currently unprecedented and delicate moment that requires commitment, creativity, and quick action by the industry.

GSIC's team of professionals is equipped with the necessary experience and skills to carry out technological scouting and screening, an activity that has been carried out for the last 5 years, participating as organizers or jury in different startup competitions, contests, open innovation projects and its own startup acceleration program called Sport Thinkers.

After a detailed review of all the solutions presented, the GSIC has created a catalog featuring the 32 most innovative solutions to help in this crisis, directed towards not only clubs, federations and leagues of all sports and sizes, but also to the health sector and public institutions.

The companies whose solutions you can see in this catalog are:

### Public Health and Wellness



Thermohuman  
iAltitude  
Brintia  
Iristrace  
Crambo  
3D Digital Venue  
Podoactiva  
IGOID SPORTEC  
Nothingbutnet



ELXR



Snapify



G2K

### Athlete and team performance



Graffos  
IBV  
Trainigym  
Leverade



ELXR



Rezzil  
Played



AI Spotter



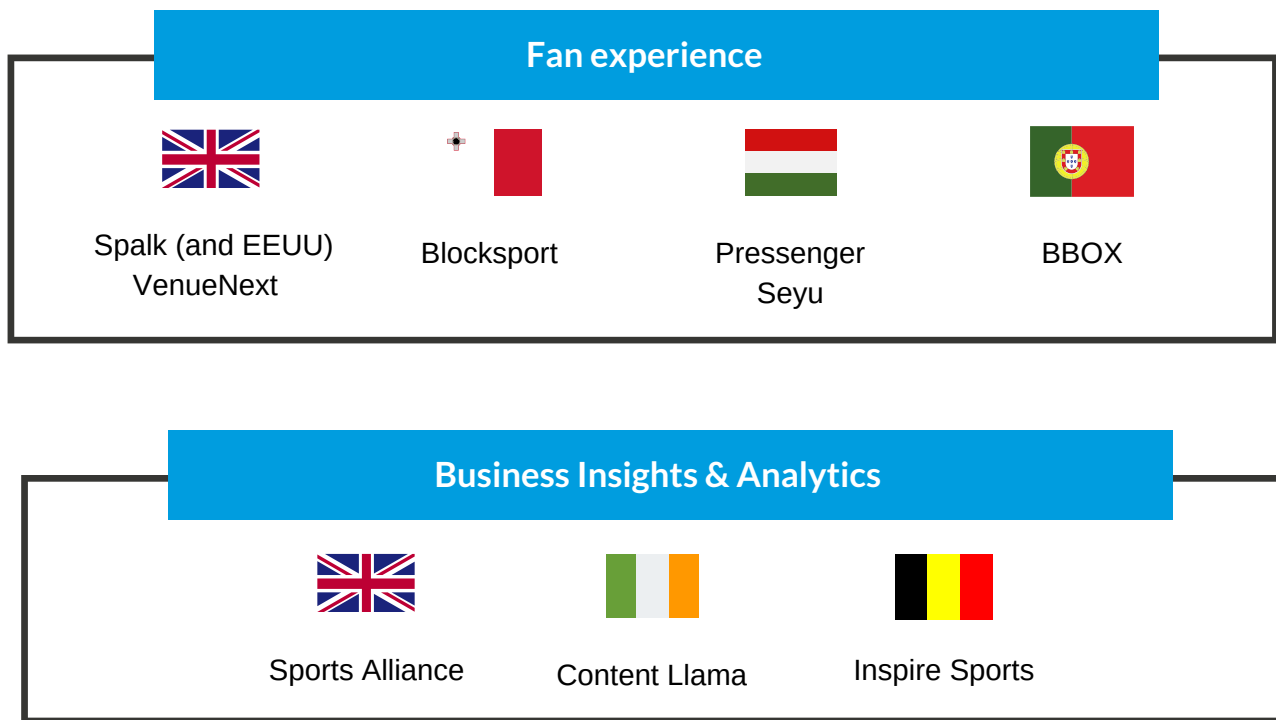
SoccerLAB



Empericus



OEIO



Two online sessions were held. In the first one, held on April 16, The Original Inspiration Centre by LaLiga supported by GSIC presented to the Spanish LaLiga clubs of LaLiga Santander and LaLigaSmartBank a preview of what the selected companies have to offer. The second session, which was held on April 22, was attended by sports entities from all countries, sizes and types of sport.

The catalog of technology solutions that help mitigate the COVID-19 crisis is available for free download on the GSIC website at [this link](#).

### 3.1.3. Special COVID-19 activities: conferences, webinars, round tables, etc.



During the months of lockdown, GSIC has reinvented itself in the organization of its events, reaching a new level in which we started to organize conferences and round tables with the best experts and most relevant entities of the sector, in order to bring their knowledge and vision to the global public attending our events.



The ones with the most impact and interest from the audience have been:



## Impact of the COVID-19 crisis on the sports industry

March 27, 2020

We brought together a panel of industry experts: Chris Robb, author, international keynote speaker, consultant and author of Mass Participation; Marcus John, CEO of Sports Capital Advisors; Andrew Griffiths, Founder of Andrew Griffiths Enterprises, to discuss the big picture of the impact that the COVID-19 crisis is having on the sports industry, as well as to analyze in detail the losses and opportunities that sports entities and startups may encounter in this new scenario.

## Impact of the COVID-19 crisis on the sports industry - LATAM Session

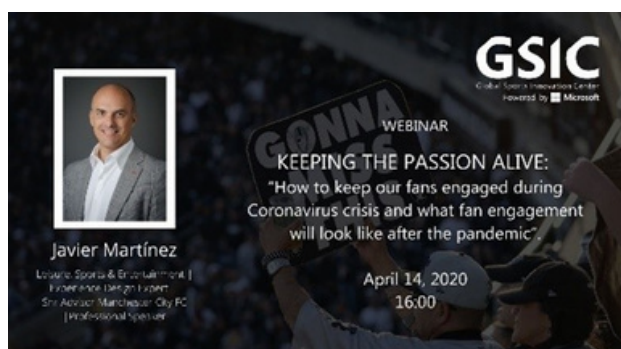
March 30, 2020



Then, on March 30, we held another conference to discuss the impact of the COVID-19 crisis on the sports industry, but from the perspective of the Latin American market.

For this purpose, we invited Amir Somoggi, CEO and Founder of Sports Value, São Paulo, Brazil; Marcelo Gantman, sports, innovation and technology journalist, podcaster, Buenos Aires, Argentina; Samuel Perez Weber, CCO & CMO at Blanco y Negro SA (Colo-Colo), GSIC Ambassador, Santiago, Chile.

All the experts expressed concern about the consequences of the closure and how sports organizations in South America will struggle to meet their obligations to sponsors and fans, as well as to find a way out of the economic crisis.



How to keep our fans engaged during the coronavirus crisis and what fan engagement will look like after the pandemic

April 14, 2020

On April 14, we invited the entire sports technology ecosystem to Javier Martínez's webinar, an expert in leisure, sports and entertainment experience design, who is also a senior advisor to Manchester City FC and a GSIC Ambassador and mentor.

Javier discussed how to keep our fans engaged during the Coronavirus crisis and what fan engagement will look like after the pandemic, focusing on the following topics:

- A comprehensive radiography on how fans relate to their favorite idols, clubs and brands, despite the lack of live competitions and events.
- Current trends on collective and individual behaviors, with concrete examples
- A pragmatic description of the main trends and challenges of COMPROMISE for post-pandemic times.

## The future of sporting events in Asia

May 14, 2020



There has been a lot of talk over the past 2 months about the impact the COVID-19 crisis was having on the sports industry. While the situation was evolving differently in each country, it was still difficult to say with certainty what would lay ahead once all the confinements and restrictions were over.

Despite this, the totality of sport organizations worldwide has been working to come up with an action plan to see what their next challenges are and how they can address them. Asia was probably the most advanced region in this regard at the moment, so on May 14 we took a look at what is happening there together with experts from JSW, ONE Championship, Sport Singapore and Lagardere Sport (now SportFive) and focused our attention on one of the most worrying issues which is what sporting events will look like after COVID-19.



## The Future of Sporting Events in LATAM

May 21, 2020

Similar to our previous event, we wanted to take a look at what is happening in Latin America and focus our attention on one of the most worrisome issues, which is what the reopening of sports will be like after COVID-19.

To that end, we invited some of the most relevant sports entities in the region, such as CONMEBOL, Atlético Nacional de Medellín and AFA to offer an open discussion with the best experts in the industry.

## Education and R&D at the Service of the Sports Industry

May 26, 2020



Since the COVID-19 crisis began, we have been analyzing its impact from different angles by talking to technology companies and sports organizations around the world. And now, to get a full picture of what is happening in the industry, we wanted to see how research and development, along with the education sector, were helping the industry in these times, and how they prepare young students and adults for the dynamic world, as this aspect was now more important than ever.

To that end, we have invited Camilo José Cela University, Polytechnic University of the Republic of Singapore, LaSalle University of Barcelona and Sport Sciences Research Institute of Iran to share some of their experiences on how they have reinvented teaching, learning and assessment, as well as to share their own technological developments.



## How governments mitigate the effects of COVID-19 on the sports industry

August 28, 2020

Governments around the world have long recognized that sport is an important contributor to economic development and social interaction.

The challenges posed by COVID-19, from empty stadiums to blank TV screens and limited access to fitness and leisure facilities, have impacted sport on an unprecedented scale.

Therefore, on August 28, we invited the City of Cremona, EPSI (European Platform for Sports Innovation), Sport Singapore and London Sport to share their best practices pre- and post-COVID-19 in various regions targeting the sports industry.

### 3.1.4. MEMBERS' SUPPORT

Understanding the exceptional nature of the situation, we have committed the first half of 2020 to reinforce our communications with additional materials and actions, sharing with our partners the latest news from the sector affected by COVID-19, as well as different useful resources that they could use for training and remote work.

Among the special campaigns we conducted were the following:

- News from GSIC and the sports industry - COVID-19
- URGENT call from the European Commission for technology startups and SMEs
- We are united! - Special call for startups and technology companies to face COVID-19
- COVID-19 Legal Aspects Newsletter by Ontier
- Tips for working remotely with Microsoft
- 100% subsidized training courses of Nanfor Ibérica
- Participation in European projects - request for information for GSIC members
- Learn about technology solutions that can help you mitigate the COVID-19 crisis!
- Download the GSIC catalog of technological solutions to mitigate the COVID-19 crisis



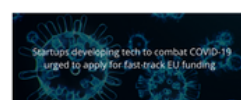
Dear friends,

Like have been said these days and now that we all are trying to re-adjust to these new temporary circumstances, our team wants to express all our unconditional support to you. We hope that you, as well as your families and friends, are staying safe and taking all the necessary measures to protect yourself.

Many things have changed in a matter of just a few days: flights cancelled, offices closed, events postponed, and so on. We have found new ways of carrying out our work remotely, to help you out with this last one, we've found a series of interesting tutorials and add-ons offered by Microsoft which will help you to learn how to use MS Teams for remote work in your organization.



El escenario en el que nos encontramos, provocado por la expansión del COVID-19, que ha llevado al Gobierno de España a la declaración del estado de alarma mediante el Real Decreto 463/2020 de 14 de marzo, puede conllevar el impacto de la

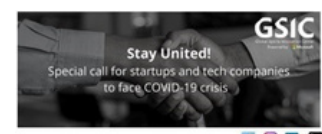


Dear members,

As you know, GSIC powered by Microsoft is a part innovative Business Cluster (Iniciativa de Emprendedores Innovadores) (IEI) of Spain which forms part of Spanish National Foundation of Entrepreneurship, Science and Culture (Fundación Nacional de Emprendedores, Ciencia y Cultura).

For that reason, we want to extend you the call launched by the European Commission for startups and SMEs with technologies and innovations that could help in finding, testing, monitoring or other aspects of the coronavirus outbreak to apply urgently to the next round of funding from the European Innovation Council.

The deadline for applications to the IEI Accelerator is 17th of March on Wednesday 18 March (Spanish local time). With a budget of 4M€, this call is 'fast-track', meaning there are no



Dear members,

Following up with previous communications about the current climate all over the world, from the GSIC powered by Microsoft we want to do our bit and provide all the support we can in this situation to all the sports tech ecosystem.

For this reason, we are looking for solutions that can help sports organizations, clubs, leagues and federations, as well as your businesses, in a global fight against the coronavirus outbreak and the consequences it will have in a near future.

These actions proved to be effective in reinforcing member loyalty and showing that GSIC is always available to help even in unusual crisis situations such as this one.

## 3.2. APPLIED RESEARCH, INNOVATION, AND TRAINING

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As an Innovation Center, we are dedicated to developing different types of initiatives that bring technology closer to both sports entities; so that they are aligned with the latest developments that can be applied in their field, and to society in general in order to expand knowledge about current technology.

A large part of these activities is also aimed at the developers themselves, as they also need to be constantly aware of what is happening in the sector. To this end, we are involved in the organization of knowledge transfer activities, we provide advisory services, and we organize working sessions, face-to-face and virtual sessions.

The activities carried out in 2019 are mainly innovative activities for the benefit of members and the sports industry in general, a regular pattern of the GSIC since its founding in 2015.

### 3.2.1. GSIC Institute

The GSIC Institute is an initiative developed by the GSIC with the objective of creating educational programs that allow us to reach a bigger number of professionals in digital transformation in today's the sports industry.

We are convinced that in this era of digitalization, we need to provide both current and future professionals in the sports industry with tools that can accelerate their incorporation into the industry, facilitate the necessary contacts and knowledge to be able to drive the digital transformation processes of their organizations.

We offer different types of programs in collaboration with educational entities, as well as customized training and courses for sports entities, companies and anyone who wants to improve their skills and knowledge in the sports industry.

In this project we have the support of all GSIC's members and collaborators: our Ambassadors and network of experts, composed of professionals of the highest level, whom we invite to share their knowledge and experience in their areas within our programs. Our members are the most reliable reference for us to create content that will be fully aligned with the reality of today's sports industry. With this initiative we generate one more space of visibility to members who agree to be part of the faculty to share their vision on the business, their experience and generate a space for them to meet with talent and future prescribers of their solutions and experience.



Likewise, our headquarters in Madrid has become the venue for on-site sessions of the different GSIC Institute programs where everyone can meet and experience the latest innovative technological solutions applied to the sports industry, and students can complement their training.

Within the GSIC Institute, we hold the Master in Digital Transformation of Sports Entities, which started at the end of 2019 and has ended in October 2020 with an online graduation ceremony. The Master's program covers 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.

And in November 2020, the second edition of this Master was successfully launched.

### **3.2.2. Report "The Esports Industry - Challenges and Opportunities in the Upcoming Years".**

This report arises after the I Edition of the GES (Global Esports Summit organized by Global Sportainment) in 2019 when we signed an agreement to continue the formative and evangelizing vocation with which this project was born and thus create the GESx powered by GSIC.

The GESx powered by GSIC continued Global Sportainment's commitment to education and evangelism with a series of meetings with experts at the GSIC headquarters, open to the Esports sector and supported by Esports Bureau and San Miguel as a networking partner.

Between 2019 and 2020, 5 meetings were held:

- 01** Gesx Tech: Esports Thinking for the future (16-06-2019)
- 02** GSIC Summit: Esports Monetization challenges (10- 09- 2019)
- 03** Gesx Esport Clubs Challenges (30-10-2019)
- 04** Gesx Esport Brands Challenges (17-12-2019)
- 05** Gesx Esport Legal, Financial and Insurance Challenges (4-02-2020)

A total of 17 experts met and around 250 people attended.



This fieldwork was reinforced with a co-creation workshop organized by the GSIC and GES where leading industry experts were invited, representing the different players in the Esports ecosystem: clubs, sponsors and event organizers.

During this workshop we discussed the challenges, opportunities and how to contribute to a growing sector that generates great interest to the industry either as a sponsor or as a sponsored property.

We also presented this report at an online event on April 1, where experts from GES, ACE, Esports Bureau, Mahou-San Miguel and DEA Planeta analyzed the transformation in the consumption of digital content and how it is created; whether its economic value corresponds to the market potential, the opportunities and challenges; where to focus on media, distribution channels, integration of content within the game and how to combat the main legal and financial obstacles faced by the different players in the market.

Together with leading Esports experts and members of the GES Advisory Board, we analyzed the opportunities and challenges across different verticals: Technology, Clubs, Brands, Legal, Insurance and Finance.

The report is available for download [here.](#)

### 3.2.3. Report "Talent in the sports industry from the digital transformation perspective".



In 2020, GSIC in collaboration with Sport Singapore has focused for the several months on the development of the report that would provide our ecosystem with useful information for current and future professionals in the sports industry.

At GSIC we are aware that in order to carry out any digital transformation process we must start by detecting talent. The sports sector is no stranger to the need of improvement of the team's skills, as it needs talent and knowledge to meet new challenges. For a digital transformation process to be successful in a sports organization it is necessary to integrate this process as part of the organization's strategy, it is necessary to have a digital or technological director and a digital plan.

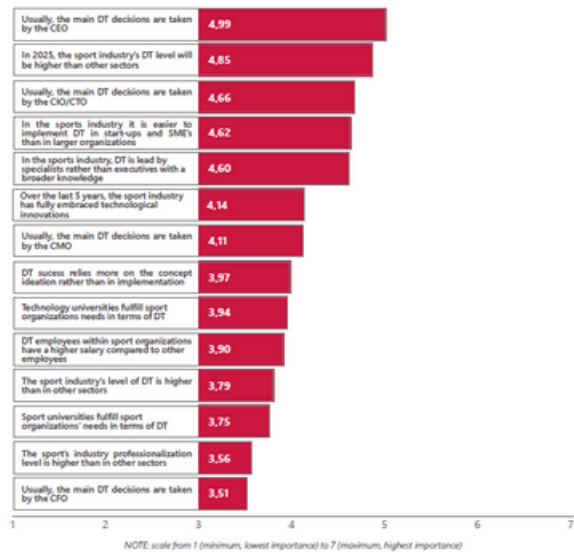
We know that automation and AI will bring new jobs and job categories and AI will facilitate great advances in areas such as health, agriculture, education, transportation or in the fight against climate change to create a more sustainable and accessible world.

Sport is no stranger to these advances, therefore contributing to the knowledge and detecting the necessary skills to cover new functions is of great importance to a sector that is expected to grow at a CAGR of 5.9% to nearly \$600 billion by 2021.



## DIGITAL TRANSFORMATION (DT) IN THE SPORT INDUSTRY

### 1. General overview



With this report, which was presented at a special event on October 1, we wanted to offer a global view of the industry to help industry entities, universities, students, industry executives and individuals in the search for challenges in the sports industry.

The report is available for download [here](#).

### 3.2.4. Working groups

In 2020 we continue to develop the activity of our Working Groups, identified as "key" in defining the needs and challenges that the sports sector must solve in the coming years. These working groups are not "passive" actions of exposure to technological evolution, but quite the opposite. They are spaces where, as a guide, our members find a unique environment to share experiences and develop their alliances, seeking in all cases, the generation of projects that develop products and services that allow them to offer valuable solutions to the industry.

We also launched 2 new working groups in 2020:

- **Atos Working Group**

From the GSIC we have been supporting public-private initiatives in Spain with the aim of positioning sport on the political agenda and thus accessing more funding for the sector to address digital transformation processes and incorporate innovation in our sector.

Therefore, in collaboration with our strategic member ATOS, we have been working with AMETIC, Spain's leading association in digital technology, to include digital transformation in the grants / subsidies awarded by the Spanish government. We have invited our members to submit their proposals that can add value to the digital transformation of Spanish sport to be part of this working group and to assess possible funding.

A working group led by ATOS has been created for a global project integrating different solutions from our national and international members.

### • Inter-Governments Working Group

We believe that governments and policy makers are striking a balance between diligence and political activism, but we want to prevent the "COVID gap" from becoming a "generation gap". For this reason, we need pragmatism, creativity and "thinking outside the box", also with the help of innovation.

By the end of 2020, the GSIC has decided to establish, coordinate and conduct the Advisory Working Group on Innovation, Sport and COVID-19.

With this initiative, our aim was to monitor, explore and innovate the status quo by providing government and non-governmental organizations with a neutral platform to share, exchange and update their ideas, in particular focusing on:

**01**

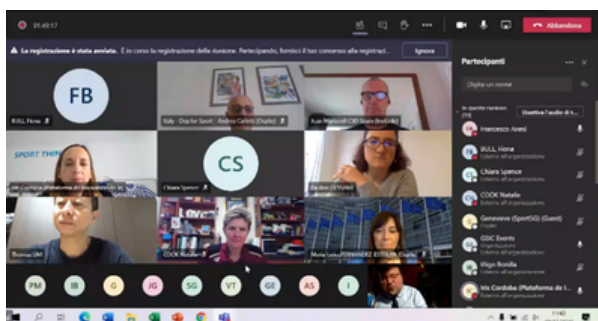
Putting sport on the map and post-COVID recovery strategies.

**02**

Develop the role of problem-solving innovation in shaping the future.

**03**

To make a global reflection on innovation and sport in the post-COVID landscape.



The first session of this working group took place on November 30 and was attended by Michael Spence and Gabriela Ramos. In his presentation, Professor Michael Spence (Nobel Laureate in Economics) focused on the relationship between innovation and the pandemic, on conceptual maps for the future and on the renewed commitment to the sustainability agenda.

The next two sessions are scheduled for January and March 2021. Upon completion of the working group, a final report with conclusions and proposals for next steps will be prepared.

A total of 11 entities participated in this working group:



**Prof. Gabriela Ramos**

Assistant Director-General for the Social and Human Sciences of UNESCO (former Chief of Staff and Sherpa to the G20/G7/APEC in the OECD)



**Marisa Esteban Fernandez**

Deputy Head of the Sport Unit, European Commission



**Prof. Fiona Bull**

Head of the Physical Activity Unit - Department of Health Promotion - Division of Universal Health Coverage and Healthier Populations, World Health Organization/WHO



**Ivo Ferriani**

Member of the Executive Board, International Olympic Committee; President of the Association of Winter Olympic International Federations (AIOWF)



**Juan Martorell**

Attached Subdirector at the CSD (Sports Superior Council), Spanish Ministry of Culture & Sports.



**Teck Yin Lim / Thomas Lim**

CEO or Deputy Chief at Sport Singapore



**Natalie Cook**

Executive Director Elite Success and Partnerships at Queensland Academy of Sports within Sports Division of the Queensland and Australian Government, Australian Sports Technology Network Board Member and Olympic Gold Medalist.



**Pauline Gessant**

Chargée de Mission Affaires européennes, Mission Affaires européennes et internationales, French Ministry of Sport



**Guglielmo Agosta / Stefania Pizzolla**

Head of the Service "Promotion of Grassroots Sport and International Relations", Italian Prime Minister's Department for Sport



**Iris Cordoba Mondejar**

General Manager at GSIC powered by Microsoft



**Jordi Gallardo**

Minister of Economy and Enterprises at the Government of Andorra

### 3.2.5. Virtual Meetings

Our Virtual Meetings are virtual spaces where our members can share their solutions altogether. 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 networking activities.

During 2020, Virtual Meetings were conducted using Microsoft Teams, a tool that provides the best online conference quality as well as the recording of sessions that are then shared with all partners.

Thus, 20 sessions were held:

- 1      **Smart Stadium applies solutions** – January 14, 2020
- 2      **Virtual Reality Implementations in the sports industry** – February 12, 2020
- 3      **Making Data Driven Business Decisions** – February 20, 2020
- 4      **Winners of Sports Summit Startup Competition** – March 12, 2020
- 5      **The future and implementations of 5G technology** – March 24, 2020
- 6      **Smart devices fostering team and players performance** – April 8, 2020
- 7      **Blockchain technology disrupting sports industry** – April 22, 2020
- 8      **Esports growing in times of COVID-19** – May 12, 2020
- 9      **Technologies for fan engagement in times of COVID-19 crisis. Session 1** –  
June 10, 2020
- 10     **Technologies for fan engagement in times of COVID-19 crisis. Session 2** –  
June 24, 2020
- 11     **Tech solutions for security in the sports industry** – June 30, 2020
- 12     **Innovative technologies for fitness and wellness** – July 16, 2020
- 13     **Technology Revolutionizing Media in the Sports Industry** – July 29, 2020
- 14     **Brands in Esports** – September 7, 2020
- 15     **Joining Forces of AI and Big Data for Sports, Economic and Recruitment  
Performance** – September 17, 2020.

- 16     **Data analytics** – September 24, 2020
- 17     **The importance of AI in the sports industry** – October 22, 2020
- 18     **Blockchain solutions: The New Sports Industry Revolution** – November 5,  
2020
- 19     **Training Solutions** – November 27, 2020
- 20     **New-Gen Smart Stadium Solutions** – December 17, 2020

All sessions were conducted in English, giving priority to international members to participate as speakers.

At the end of the year, decided to rename this type of activity, since all our events are now held online and the name “Virtual Meeting” does not reflect the essence of this activity, so from January 2021 it will be called **"Members Solutions Showcase"**.

### 3.2.6. Sports Industry Digital Transformation Online Forum

In June 2020 year GSIC has launched a special webinar series called Sports Industry Digital Transformation Online Forum, supported by Sport Singapore within the GSIC APAC content program, which consisted of sessions related to sports such as tennis, motorsports, handball, triathlon, bowling, table tennis, basketball and more. This series was also organized with support from our member SPSG Consulting and its CEO Carlos Cantó, who is also part of our ambassador network.

We explored in connection with different international sports entities how digital transformation is driven by the leading sports entities in these sports, what results they achieve and what their plans are for the future. In all sessions, we cover important issues, starting from the strategic vision of these entities and getting to their actual work on smart facilities, fan experience, performance, business information and productivity, etc.



#### **Past, Present and Future of Tennis: main challenges for moving forward** April 27th, 2020

In this session we had the participation of:

- Donald Dell - Group President, Media, Tennis & Events at Lagardère Sports and Entertainment
- Ishwara Glassman Chrein - Head of Sports Partnerships and Business Development at Yahoo Sports / Verizon Media



- Fernando Soler - until June 2018, Senior Executive Vice-President of IMG and responsible for the worldwide tennis division of this multinational sports marketing company.
- Javier Alonso - CEO of Kosmos
- Iñigo Bonilla - Director of Strategic Alliances and Business Development at GSIC powered by Microsoft



## **Embracing the multisport through technology and innovation. Chapter 1**

June 11, 2020

The second session took place on June 11 and this time we wanted to talk about less “conventional” sports, which are usually not in the spotlight when talking about digital transformation of sports entities. On this occasion we invited:

- Andrew Parsons - President of the International Paralympic Committee
- Jurg Capol - Marketing Director of the International Ski Federation
- David Cipullo - Infront Sports & Media Group Management Board member
- Moderator: Rodrigo Garza - former Olympic athlete, Partner at Fund Sports Business, GSIC Ambassador

According to experts, any global crisis will always force entities to design reforms or activities that can offset the potential negative impacts that may arise from these difficult times. In fact, the coronavirus has accelerated the transition to a new sports business paradigm where sports properties have had to invest in innovation or leverage their existing digital roadmaps by testing new projects in order to remain relevant and avoid being left out of the curve.



## **Embracing the multisport through technology and innovation. Chapter 2**

August 26, 2020

After the successful session dedicated to multisport, we decided to remain in this line and explore the success stories of sport entities of different types of sports.

This time, we organized the session with:

- Owen Leed - Commercial and Communications Director, Badminton World Federation (BWF)
- Darren Birch - Australian Football League (AFL) General Manager, Growth, Digital and Audiences
- Jonny Cowan - Data and Digital Specialist at World Table Tennis (WTT)
- Moderator: Unmish Parthasarathi - Founder of Picture Board Partners and Ambassador of GSIC

In this session, the speakers shared that digital transformation is not just about technology but about a new way of working. The same content must be adapted to different platforms and audiences with the challenge of always transmitting the same message. Diversifying the staff by specializing in each channel is important to give them the right approach and content. COVID-19 has developed the need to propose different commercials and activation programs due to the impact of the cancellation of live events. Social media and digital channels allow you to explore new possibilities. Technology allows you to tell a story, while data allows you to convey it in the most efficient and effective way.



### **Embracing the multisport through technology and innovation. Chapter 3**

October 27, 2020

The fourth session of the series took place on October 27 and featured the following speakers:

- Antonio Fernández-Arimany - Secretary General, International Triathlon Union
- Thomas Schöneich - Head of Media and Communications, European Handball Federation
- Will Symon - Senior Manager Global Partnerships Formula 1
- Moderator: Sam Li - GSIC Ambassador

Some observations drawn from this session regarding the effect of the COVID-19 health crisis on the relationship that organizations have with fans from a digital perspective:



The priority for sports organizations has been to create content to keep fans engaged while keeping them focused on getting ready for the start of the seasons and the different possible scenarios that may arise (e.g., seasons played behind closed doors).



Sports organizations need to understand their different fan bases in order to cater to them accordingly. Specially without live events, entities needed to focus on providing a unique viewing experience for fans and therefore had to create additional content across all the different channels (whether on linear or on-demand platforms). In that sense, the COVID-19 situation has prompted the launch of new projects on a trial basis such as eSports products.



The COVID-19 health crisis has prompted new participation activities for non-avid audiences. With countries under lockdown, many sports entities have also sought to achieve greater awareness by communicating that their sport can also be played in an indoor environment with the goal of attracting more people to the rink.



## Embracing the multisport through technology and innovation. Chapter 4

December 15, 2020

Today, all sectors are facing a major digital transformation and, therefore, all companies must adapt to this changing landscape.

In this last SIDT session of the year, we had the pleasure of having a conversation with **Jesus (Chus) Bueno**, Vice President of EMEA and Managing Director of NBA Spain.

Jesus shared that when it comes to basketball, the NBA can be considered an early adopter of different technological solutions that allow to provide the best experience to those fans that are passionate about basketball. Being part of the sports industry (sports and entertainment), the NBA focuses on tracking what fans demand and adapting accordingly.

### 3.2.7. Knowledge transfer activities

In our face-to-face knowledge transfer sessions, held online this year, members had the opportunity to share their solutions, best practices, experience and professional vision on topics of interest to them and the rest of the ecosystem.

In addition to sessions directly linked to the impact of COVID-19 on the sports industry, throughout 2020 we organized events open to the public such as:

#### Esports Legal, financial and insurance challenges - February 4, 2020

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It was one of the last face-to-face events we held at our headquarters in Madrid.

This session closed the cycle of events we organized in collaboration with Global Esports Summit to prepare the report on the future of Esports, mentioned above.

In this session we had the presence and participation of:



- Rubén Sánchez - Head of Business Development at Mapfre
- José Manuel Saco - Director of Digital Alliances at Liberbank
- Joaquín Muñoz - Ontier Attorney-at-Law
- Patricia Manca - Partner of PwC Tax and Legal Services & Leader of Entertainment & Media of PwC Spain

## Gender equality initiatives in the sports industry - April 2, 2020

This event that was intended to be held onsite on March 10th, as it had to be linked to International Women's Day, but we had to postpone it due to the beginning of restrictions in Madrid.

We managed to organize it in an online format in order to acknowledge such an important topic as gender equality in the sports industry.

On this occasion we invited some sports organizations and industry experts to learn more about how they are supporting women in the industry by equalizing their career opportunities.

We thank our participants and speakers:



- Pedro Malabia - LaLiga Women's Soccer Director
- Nuria Garatachea - Deputy Director General of Consejo Superior de Deportes (Superior Sports Council)
- Carlota Castrejana - Secretary General of the Royal Spanish Athletics Federation
- María Luisa Sáenz - Academic Director of the Real Madrid School of the European University
- Sonia Soria - President of Fútbol Femenino and founder of CF Femenino Olympia Las Rozas
- Reyes Bellver - sports lawyer, co-founder and executive director of Leadership Woman Football.

### 3.2.8. GSIC and SportIn Global Summit - Data and Future of Sports

In 2020, we added to our partner network SportIn Global, a startup from Norway that works on developing a networking and employment platform for the sports industry.

In an effort to position itself and promote knowledge on topics of major interest to its audience, SportIn Global wanted to organize a series of events in collaboration with GSIC, called "GSIC and SportIn Global Summit". The central topic of this series was "Data and the future of sport<sup>2</sup>". Each of the 3 events focused on a specific continent: America, Europe and Asia respectively.

This event brought together the brightest minds in the sports industry and applied sports technology, event partners and students studying sports around the world. The event featured a total of 15 speakers who shared their insights on how data is rapidly changing global sport and what we can expect to see in the future of the industry.

### Americas Session - August 26, 2020



- Thomas Alomes - Sports Tech World Series
- Daniel Rascher - University of San Francisco
- Marilou McFarlane - Women in Sports Tech
- Scott Jablonsky - 77 Analytics
- Sharlene Sternberg - Sensoria
- Iris Cordoba – GSIC powered by Microsoft

### Europa Session - September 30



- Carlos Cantó - CEO, SPSG Consulting
- Antonio Veloso - Professor, School of Human Kinetics
- Iris Cordoba - General Manager, GSIC powered by Microsoft
- Hisham Shehabi - Co-founder, CCO N3XT Sports
- Alexandre Dryfus - CEO, Socios.com
- Pedro A. De Alarcon - Head of Big Data for Social Good and Sports Analytics, Telefonica

### Asia Session - October 28



- Iñigo Bonilla - Director of Strategic Alliances and Business Development at GSIC powered by Microsoft
- Sheng Qiang - General Manager, Jiang-Su Esports Association
- Tom Elsdén - Co-Founder, CCO, Mailman Group
- Jan Alessie - Director, World Football Summit
- Neel Shah - Professor, Global Institute Sports Business

### 3.3. BUSINESS NETWORK AND NETWORKING

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Networking encourages the attendance of industry professionals to keep abreast of the latest industry trends, offer new business opportunities and create connections between different companies in different markets, carriers or demanders of these new technologies.

#### 3.3.1. GSIC APAC - Activities Program with Sport Singapore

##### 2020 Expansion Plan

Since the launch of GSIC, different international entities have been interested in our model and ecosystem of members, looking for alliances to establish a local point of contact. This is how at the end of 2017 we started the development of an Expansion Plan that would seek the internationalization of GSIC and create a bridge to provide visibility and new business opportunities to our members.

This plan contains a detailed breakdown of the priority regions (according to their economic development), the development of the sports industry, as well as different models catered to transfer the structure, expertise, activities and experience of the GSIC to other regions, establishing priorities by continent. The GSIC Expansion Plan aims to stimulate and develop the local and regional sports industry through the development and application of technology.

In 2019, we went a step further and signed a partnership agreement with Sport Singapore, the national agency for the promotion of sport in the Republic of Singapore, with the aim of supporting entrepreneurs in the region as well as sports entities and promoting sport as a driver that helps improve people's lifestyle. Because by developing relevant capabilities, leveraging the right platforms and fostering innovation in sports, the sports ecosystem can be designed and empowered to contribute more robustly to Singapore's national GDP.

##### GSIC APAC

In 2020, one of our main objectives was to promote, develop and establish GSIC in Singapore as the Asian headquarters of GSIC.

To this end, we have worked on a content program based on the digital transformation of the sports industry to bring value to the sector, reducing the gap between all the different sports entities and facilitating the internationalization of organizations.



**Breadth of engagement:** Leverage Sport SG channels, meetings and events, Microsoft engagements and Ambassador Network, informing sport entities (Leagues, Federations and Clubs) about GSIC APAC services as a starting point to experience the model and benefits.

**Internationalization:** Building the bridge between the APAC region and the rest of the world by promoting APAC startups and technology companies in other regions.

Our objectives were:



Position GSIC in Singapore as a regional and international reference center for technology applied to sports.



Leverage GSIC's ecosystem and networks in the international sports industry to position and showcase Singapore as a technology leader for sports to promote the growth of startups and attract and invite companies to Singapore and the region.



Support the internationalization of technology startups and sport-related companies within Singapore and the region.



Stimulate the growth and development of knowledge, expertise and skills in the sports industry in Singapore and the region through platforms such as competitions, workshops, seminars, conferences, training and education initiatives.

## Content Program

From June to December 2020, GSIC has developed more than 70 activities for different stakeholders in the Asia Pacific market.

### 5 Webinars

These are activities organized by our consultant and ambassador Carlos Canto, CEO of SPSG Consulting Group, who invites executives from the highest level of the sports industry according to the selected topic. The webinar series was called Sports Industry Digital Transformation Online Forum and is mentioned earlier in this Activity Report. The webinars were open to GSIC members and non-members and were aimed at brand awareness of GSIC and Sport Singapore, as well as a contact with the guest speakers for possible future strategic partnerships between GSIC and the organizations they represented.

## 8 Virtual Meetings

Our Virtual Meetings are virtual spaces where our members can share their solutions with others. Thanks to these monthly meetings, international members, located on different continents, can share their activity and industry knowledge, as well as engage in networking activities. This year, we expanded our Virtual Meetings program and added special sessions focused on our partners in the APAC region.

## 2 Fireside chats

Activity organized by GSIC. in which a senior executive is interviewed by our partner and marketing expert Andy Stalman, Founder of TOTEM Branding. These interviews will focus on brand innovations. The activity is open to GSIC members and non-members and aimed to strengthen links with reference organizations and promote GSIC activities.

## 3 Round tables

These were the sessions organized by GSIC in collaboration with representative entities from different cities to share best practices around various topics related to the sports industry. This activity was open to members and non-members and aimed to create synergies between different regions and position ourselves as leaders in innovation.

## 6 Masterclasses

We offered a series of masterclasses to Sport Singapore's partner universities creating special content for their students in Sports Management, Physical Training, Physical Education, Sports programs and others, on topics of digital transformation, fan engagement, sponsorships, branding, entrepreneurship, gaming, smart stadiums and sports management.

## 25 Videos product demonstrations

We have developed a series of two-minute-long videos, for our members and potential members who participated in the different activities such as the Virtual Meetings or the Asia Startup Competition, in order to give them more exposure and generate capsules showing their organizations and the solutions they provide to the industry.

For the development of these materials, the most relevant areas and topics of the sports industry and digital transformation were taken into consideration, such as: Artificial Intelligence, Blockchain Solutions, Fan Engagement, Fitness and Wellness, High Performance and Media. Among the productions developed are organizations from countries such as Singapore, Australia, India, Qatar, Israel and South Korea, generating a greater impact for startups in the APAC region.

## 4 Training sessions

These sessions were focused on serving startups and sports technology companies to help them grow professionally and reach the next level. These sessions were designed to provide training on relevant topics such as entrepreneurship or financing. The approximate duration of each session was 3-4 hours.

### 1 Startup competition - Asia Startup Competition

In June, the startup competition with Sport Singapore was launched for the APAC territory. For this activity GSIC developed a series of deliverables that included: development of the bases and FAQs, jury selection, competition communication, application analysis, pre-finalist selection and finalist selection. The main objective was to promote GSIC and SportSG in APAC and identify the best solutions in the market, adding them as GSIC partners in the region. In the following section **3.3 - Startups and Companies**, the process and results of this project will be developed in detail.

### 1 Report

Since its inception as an innovation center, the GSIC has on several occasions set out to create reports for the industry that help our positioning as experts on different topics in the sports sector. On this occasion, we developed in collaboration with Sport Singapore a report on talent in the sports industry from a digital transformation perspective.

This report focuses on the most in demand skills and jobs in the future of sports, innovation, and technology industry. It is based on a questionnaire and qualitative interviews with different entities.

As previously mentioned in section **3.2.2 - Report "Talent in the sports industry from the perspective of digital transformation"**, the document was prepared with SPSG Consulting Group, it was published through different communication channels such as our social networks, the web and a mailing campaign. To give more scope to the document, it was presented with a round table that brought together people from the most important sectors related to the sports industry and talent.

## 4 White papers

White papers are documents where different topics are analyzed in depth. An interview with an expert in the field is conducted to give more weight to the current situation and future projections of the industry. Published by GSIC in collaboration with Sport Singapore and co-written by Picture Board Partners.

The first two documents were presented in 2020 through an online event with some of the most recognized entities worldwide. They were published through all our communication channels and can be downloaded directly from the GSIC APAC website.



### **'PHYGITAL' INNOVATIONS IN LIVE SPORTS COVERAGE DURING COVID-19**

Submitted: **October 7, 2020**

The scale and severity of the COVID-19 pandemic in 2020 was unprecedented and showed no signs of abating anytime soon. Social distancing has been the biggest source of change in the way we live and spend our leisure time. Sports, like other consumer-oriented sectors, have been the hardest hit, as collective social gathering in confined spaces is prohibited.

To quantify the impact of COVID-19, it has been estimated that sports media licensing rights revenue for 2020 will end up at \$32.1 billion, down 33.5% from 2019 and \$18.4 billion less than the pre-COVID-19 projection of \$50.51 billion.

Event promoters have shown initiative and innovation in crafting new ways of telling the story for homebound fans. This first White paper details six examples ranging from the West to the East where we find everything from car racing and basketball in the United States, soccer and cricket in Europe, and fitness and Aussie rules in Asia.

This white paper includes case studies contributed by our partners and collaborators: NBA, Tour de France, Bundesliga, LaLiga / Mediapro, Ironman, Super League Triathlon, etc.



### **HOW COVID-19 HAS ACCELERATED THE SYMBIOSIS BETWEEN SPORT & GAMING**

Submitted: **October 27, 2020**

There are more and more occasions where the two worlds of esports and video games are coming together in the physical world, with an increasing number of Esports events being held at world-famous sports venues. Epic Games released Fortnite: Battle Royal in 2017.

It became a runaway success with 100 Mn downloads on iOS in five months and 250 Mn players in the following 12 months. In 2019, the grand finale was staged in front of more than 20,000 fans.

Sports also began to recognize the value of gaming as a means to engage the current and next generation of fans and we can see that with games like FIFA and Madden which have sold over 250 Mn copies.

This white paper features case studies contributed by our partners and collaborators: LaLiga, NBA 2K, PUBG Mobile, and Sportskeeda, Formula 1.



### **DATA AND SPORT: A MARRIAGE MADE IN HEAVEN, AND THE CLOUD**

Submitted: **December 10, 2020**

Technology in sports, as well as sports data, is an integral part of the development and management of the industry. Not only do these two variables constantly improve the performance of athletes, but data has begun to be a fundamental pillar of decision making in the business sector.

This white paper features case studies contributed by our partners and collaborators: ONE championship, ITTF, Canada West TV and Visaic, Sport Singapore, Cricket Australia.



### **NEXT-GENERATION FAN ENGAGEMENT: THE COMING TOGETHER OF CONTENT, COMMERCE, CODE & THE CONSUMER**

Submitted: **January 28, 2021** (produced December 22, 2020)

Over the past decade, the way fans engage, and brands activate with sport - whether it's federations, leagues, clubs, media partners in broadcast, digital or social, athletes, event promoters, venues and/or governments - has changed rapidly, if not radically, due to rapid and vast improvements in digital technology that has reduced the cost of distribution and devices.

This white paper features case studies contributed by our partners: Imagine AR, Brintia, Edisn.ai, and Sceenic.

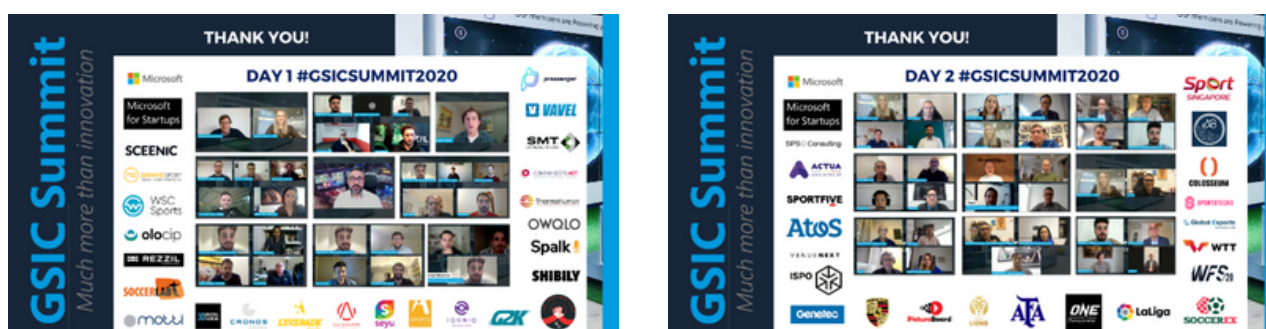
## Results

Through these 70 activities in collaboration between GSIC and Sport Singapore, more than 50 new organizations were contacted, among which more than 30 companies had direct contact with us. Likewise, we had negotiation or interest with about 20 organizations within which 17 organizations joined as a result of the different activities carried out in this project.

On the other hand, in relation to the number of people attending the activities, we obtained a total of 2,100 unique registered users. Of these, 35% represent new entries to our database. In the same way, we maintained an average of 134 people registered for each activity.

### 3.3.2. GSIC Summit 2020

Born with the idea of holding an annual meeting of all GSIC members where they could take advantage of most of our main activities, the GSIC Summit held its second edition, being that the first one online, on November 11 and 12, and it was a great success among our members.



At GSIC we managed to detect new growth opportunities and we remained active in 2020, offering our members and the rest of the ecosystem excellent content and services. We did not want to miss this year's GSIC Summit and did our best to create it in an online format.

This second edition brought together industry professionals from GSIC's network of partners and members for 2 days to exchange knowledge, best practices and showcase solutions:





The Summit's content program consisted of presentations and talks by the members who had the opportunity to present their solutions and share ideas. The conferences covered all the scenarios (in) of the sports industry, as well as the presentation delivered by the GSIC covering our main initiatives, such as international expansion or participation in European projects. Networking sessions were also held between members and with GSIC ambassadors.

GSIC Summit has allowed us to get to know each other better, explore synergies and possible collaborations. On the other hand, the GSIC has managed to gain the loyalty of a large number of its members, listen to their ideas and proposals regarding the association's activities, share their news and plans, add more members in the second half of the year by offering them the value of attending this event, and catch up with the rest.

Undoubtedly, the GSIC Summit proved to be an activity of great value for the association, so we will continue to invite our members for this annual event, improving the format and the program of each upcoming edition.

### 3.3.3. VIP Club

In 2020, the GSIC decided to create a space aimed at more visibility to the digital transformation processes and innovation initiatives of leading sports entities and organizations worldwide, and to create a new meeting point for networking, knowledge transfer session and synergies.

The VIP Club is exclusive to sports entities by express invitation of GSIC and strategic partners of GSIC.

The objectives of the VIP Club are:



- Create a valuable activity, an exclusive space for major sports entities and organizations.
- Promote the involvement of the main sports entities worldwide in GSIC activities.
- Promote networking activities between sports entities and strategic partners.
- To help find new business opportunities and promote new projects in our network.
- Strengthening the loyalty of strategic partners.
- Strengthen the relationship between GSIC partners and Microsoft Sport.

We offered the following benefits to the invited sports entities:

- Meet and interact with other top-level sports entities.
- Get exclusive information on trending topics in the industry.
- Reflect on the strategies of their own sports entities.

- Explore new startups.
- Explore emerging market trends and discuss challenges.
- Access to GSIC's digital transformation services.
- Interact with GSIC strategic members and sponsors.
- Possibility to attend international sports industry events.
- Engagement with Microsoft experts, partners and customers.

The VIP Club members invited to participate in the sessions are:



We will meet once every two months to discover and discuss new trends and initiatives that help the sports industry grow digitally.

On November 10, 2020, we held the first VIP Club session where we covered the topic of "The Smart Stadiums of the Future", where our ambassador Javier Martinez, who is also Senior Advisor of Manchester City FC and Venue Next, was the one who introduced the session and facilitated the presentation of our special guest, Niyas Abdulrahiman, Chief Technology Officer of Aspire Zone Qatar.

### 3.3.4. International alliances

One of the strategic objectives of the association is the creation of alliances of different kinds, as these are part of its work philosophy and value creation. We close collaboration agreements with different entities, organizers of national and international events, and other associations to provide different advantages to our members. These advantages can be reflected both in discounts for tickets to industry conferences and congresses, as well as in participation in competitions for technology-based companies where they have access to world-class sporting institutions.

The creation of these new alliances allows us to strengthen the sports industry, exchanging knowledge and opportunities that favor innovation and technology in sports and, in this way, generate more significant value for the sports industry.

In 2020, we worked to provide enough infrastructure and resources to create a national and international environment and to be able to access the most outstanding groups of organizations worldwide.

### 3.3.4.1 - ACTUA Andorra



In 2020, we signed a collaboration agreement with ACTUA, entity which plays a leading role within the national business network of the Principality of Andorra, with strategic objectives mainly aimed at promoting economic diversification and shaping attractive innovation ecosystems for the economic and social development of the national territory from the perspective of public and private entrepreneurship.

Our Honorary President Sebastian Lancestremere, who also serves as Sports Industry Managing Director of Microsoft, together with the Director General of the GSIC, Iris Cordoba, and the Minister of Presidency, Economy and Enterprise of the Government of Andorra and President of the two institutions of the Principality, Jordi Gallardo, signed this agreement on September 28, via Microsoft Teams.

This agreement sought to position Andorra, internationally, as a benchmark in the ecosystem of startups, innovation and digital transformation of winter sports, mountain and cycling.

The agreement includes the implementation of a program of online and face-to-face activities for companies and startups from Andorra and around the world that want to bring their innovations to the Principality. In this regard, the Minister of the Presidency, Economy and Enterprise stressed that "the objective is to work together in Andorra on global challenges focused on mountain sports and cycling that will generate new projects for the country".

The agreement also includes the participation of SPSG Consulting, a GSIC member company.

This alliance will be a great opportunity not only for GSIC members, but also for technology companies from around the world that want to showcase and implement their solutions in ski resorts and slopes, cycling routes, ice rinks, mountaineering areas and much more. Through open innovation processes, we will be able to drive the digital transformation of this segment of the sport and take it to the next level.

### 3.3.4.2 - Global Sports Institute de Arizona State University



In 2020, GSIC has also signed a partnership agreement with the Global Sport Institute (GSI) and the J. Orin Edson Entrepreneurship + Innovation Institute (Edson E + I) at Arizona State University.

This agreement creates a global connection with the goal of enhancing knowledge sharing, developing activities that will foster sports start-ups in the U.S. and add individual value from each entity to their ecosystems.

With a global network of more than 220 members in 38 different countries, and more than 100 best practices that bridge the gap between startups and large sports entities, GSIC's primary goal in this collaboration is to add this value to entrepreneurs in the state of Arizona and throughout the United States.

It is important to note that the United States is one of the most important markets in the sports industry, both in sports and technology- Ten percent of our membership network is made up of U.S. startups that we are already helping to grow in the international market. It is very important for us to create strategic alliances with startup accelerators and programs like the one at Arizona State University because we are confident that together we will help the industry grow faster in the digital transformation processes.

ASU has topped U. S. News & World Report's "Most Innovative Schools" list since the category's inception in 2016. ASU again ranked ahead of MIT and Stanford and on the list, according to a survey of peers.

The three entities plan to invite, promote, and facilitate presence and business in Arizona as a hub for international technology-based startups related to the sports industry. All startups that engage with this new collaborative programming will receive support from each entity for internationalization processes and connections in the international sports industry through startup competitions, incubation and acceleration programs, hackathons, workshops, webinars, masterclasses, and other opportunities to be announced.

#### 3.3.4.3. Strategic members



**V E N U E N E X T**

In 2020 we added 3 new strategic members: the multinational companies Porsche and VenueNext, as well as Sport Singapore as our expansion ally in Asia. All of them bet on GSIC as a reference entity in which to seek guidance and support on the road to digital transformation through open innovation processes. These three agreements also allow benefiting the rest of the members who seek to have more visibility and scale in the internationalization processes.

It should be noted that we planned to add 2 new strategic members as our goal for the year, and this goal was achieved and exceeded.

### 3.3.4.5. Sports Entities

In 2020, we are dedicating special efforts to add more sports entities to our network of members, to offer our startups and technology companies more opportunities for international connections and collaborations.

This year, among the new members in the category of sports entities, With some of them we have already held Innovation Day in 2020, and with others we plan to do so in 2021.

- 01** Concacaf
- 02** Cricket Australia
- 03** International Bowling Federation
- 04** International Chess Federation (FIDE)
- 05** World Table Tennis

### 3.3.5. Ambassadors Network

By the end of 2019, GSIC had formed a new network of partners who were helping us to promote GSIC in their networks and we wanted to formalize this relationship by establishing the framework where the work of these partners was defined as that of Ambassadors.

Throughout 2020, we have strengthened this network and the relationship with each of them through different networking activities and special working sessions, where we study the opportunities in each ambassador's markets to define which initiatives, we can collaborate on together to help the internationalization of GSIC and our members.

One of the ambassador's roles is to promote the GSIC so that new members can join our network, both startups and sports entities, as well as to detect potential partners and clients to carry out open innovation processes or to find new GSIC satellites in other continents.

In 2020, our ambassador network consisted of 19 industry professionals from 15 different countries.



### 3.3.6. Business trip to Italy

At the beginning of 2020, we had the opportunity to organize a business trip to Italy, in collaboration with one of our ambassadors in the country.

The trip was planned to take place on March 3 and 4 and we would visit a total of 26 entities in 2 cities, Milan and Rome: RCS Sport, FC Internazionale Milano, Infront Italy, DAZN Italy, Venture capitalist, Sky, Milano Cortina 2026 - Winter Olympics, Technogym, Lega Serie A, La Gazzetta dello Sport, AC Milan, RAI, H-Farm & Shado.tv, P4I + StartupBusiness, Unicredit, StartupItalia, EIT Digital, MPS Consulting, Innogest Capital, Confindustria - Assolombarda - Camera di Commercio di Milano Monza Brianza Lodi, Banca Intesa San Paolo, Assosport, TrentinoSviluppo, Sport Dots, Le Village by CA, Edison. Meetings with investors and business angels were also scheduled.

Unfortunately, with the agenda already closed and all the logistics organized, we had to cancel this activity due to the growing number of COVID-19 infections in Italy at that time, and we could not postpone it later in 2020 due to existing travel restrictions.

However, when the opportunity arises again, we will resume this valuable initiative for our members.



### 3.3.7. 5 th General Assembly of GSIC members



We held our 5th General Assembly on June 25, 2020, celebrating the fifth anniversary of the GSIC since its establishment in May 2015.

For the first time we held this event in an online format, so we seized the opportunity of having more international members who previously could not attend this meeting in person. It was also the first time that the GSIC held its Assembly in English and Spanish at the same time with simultaneous written translation.

During the Assembly, our General Manager, Iris Córdoba, made a summary of GSIC activities in 2019 and the detail of the KPIs of 2019 with largely positive results, as well as gave a detailed breakdown of the activities to be developed during 2020.

She also presented the main figures corresponding to the operational and economic activity during the past fiscal year, audited by independent auditors.

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

The Annual Report of Activities for the fiscal year 2019 was presented and shared with all members in two languages, Spanish and English.

The complete document is available for consultation in [GSIC Activities Report 2019.](#)

In addition, during our 5th General Assembly for GSIC members, we had the pleasure of welcoming Andy Stalman, world-class expert in branding and marketing. Andy had just published his new book TOTEM and agreed to present it exclusively to our members at the closing part of our Assembly.



### 3.4. STARTUPS AND COMPANIES

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From GSIC we bet on startups, the new era of the business sector, focused on the digital world. Startups are based on a business that, using digital innovations, is characterized by greater scalability, temporality and exponential growth, resulting in high productivity and its respective interest in the sector.

They are therefore a very important part of our ecosystem. We believe in the value they bring to the industry and we work to minimize the gap that often exists between larger and smaller companies. For this reason, we facilitate open innovation processes to share entrepreneurial solutions with different organizations in the industry.

This branch of our activity has been giving rise to numerous best practices that in 2019 were born from our special agreement with LaLiga, Startup Competition 2019, Sport Thinkers Esports with Mediapro, and the relationship we started to build with the Microsoft for Startups program.

#### 3.4.1. Open innovation

At GSIC we know that almost all sports organizations (leagues, clubs and federations), governments and events in the sports industry are trying to digitize their businesses. They are looking to generate new revenue streams, interact with younger audiences (fluid fans), analyze player performance and build a smart stadium. That's why at GSIC we offer different open innovation programs to help these entities find the best quality technology solutions that can solve their challenges in digital transformation.

From the organization of startup competitions- to processes developed in different stages that conclude with pilots and consequent collaborations between the technology company and the sports organization, GSIC has the experience and knowledge necessary to carry out any type of project. Since 2016 we have been carrying out this type of processes in all areas: from generic challenges to very specific ones such as monetization of esports or better sustainability and performance of sports facilities.

In 2020, we carried out 4 open innovation processes.

##### 3.4.1.1. Sports Summit Mexico Startup Competition

In January 2020, Sports Summit Mexico 2020 presented its Startup Competition organized by the GSIC.



This initiative aimed to create a meeting point before, during and after the Sport Summit for Latin American startups and SMEs that were developing innovation solutions applied to the sports industry. This initiative allowed the finalists to present their solutions to the public, media and national and international sports organizations, and thus achieve greater visibility and generate new business opportunities.

The launch of this Startup Competition reinforced Sports Summit's commitment to innovation, Latin American entrepreneurs, investors and sports entities. The event took place in Mexico DC on February 26 and 27.

The presented participants had to provide solutions to the sports industry in its different scenarios, among them



**Media:** OTT, broadcasting, social networks, digital content, new media, digital marketing, second screen, graphics, analytics, piracy.



**Fan Engagement:** fan profiles, social networks, gamification, social listening, community, marketing, VR / AR / MR, digital games.



**Business Insights & Analytics:** Big Data, Social Media Management, Social Media Analytics.



**Esports:** new business models, content generation, profile enhancement and user experience.



**Smart Venues:** security, access, control and operations centers, parking, VIP services, cashless payments.



**Team & Player Performance:** injury prevention and recovery, tracking and monitoring devices, sports equipment, smart clothing, wellness.

The application process concluded with the selection of 10 finalists who were evaluated during the event by a jury composed of industry experts. This jury named the winners after hearing their presentations on the second day of Sports Summit Mexico 2020, February 27.

The 3 winning companies, **Rezzil**, **Tagpay** and **CamOnApp** received a free membership in the GSIC until December 31, 2020 with all the services and benefits we provide to our ecosystem.

### 3.4.1.2. Asia Startup Competition

On June 18, 2020, together with Sport Singapore, we announced Asia Startup Competition, a competition to identify the most disruptive solutions and latest technologies in the Asia-Pacific territory.

The call was aimed at entrepreneurs who could contribute with their technological innovation to development through different categories such as:

- Team and player performance.
- Business knowledge and analysis.
- Sports facilities / smart venues.
- Fan/consumer participation.
- Phygital" experiences (solutions for mixed/hybrid experiences)
- Media platforms.
- Sponsorship.
- eSports.
- Health and wellness.
- Pandemic mitigation and public health.

In this competition, we decided to introduce 2 new categories, according to the situation we were in at the time of launching the project: "Phygital" Experiences and Pandemic Mitigation and Public Health. The crisis triggered by the COVID-19 pandemic was having multiple and important consequences for the sports industry, so developing and implementing innovative solutions and disruptive technologies would be key to the recovery of sports entities and society in general.



The call was open from June 18 to July 31.

The 10 best-valued proposals had the opportunity to present their solution during an online event on August 27 to a jury made up of representatives of the sports ecosystem and organizing entities, experts in the areas of technology, sports, business, innovation, investment, and entrepreneurship.

Afterwards, we announced the 3 winning startups of the competition: edisn.ai, Rosterfy and SponixTech, who received free GSIC membership for one year, a discount to participate in the GSIC Institute's Master in Digital Transformation, and the opportunity to run a pilot project with Sport Singapore, as well as the possibility to access the Microsoft for Startups program, where they would get free access to Microsoft technology (credits and cloud products).

With this competition we invited all startups in the region to find solutions that add value to sports entities in their digital transformation processes, and at the same time mitigate the current impact of COVID-19. The collaboration with Sport Singapore and GSIC reinforces our commitment to continue promoting technology and innovation as transformative elements of sport.

### 3.4.1.3. WFS StartCup by GSIC

On May 12, 2020, in collaboration with the World Football Summit (WFS), we launched the STARTCUP 2020, a global competition aimed at identifying technological projects capable of providing innovative solutions and contributing to the advancement of the sports industry, in general, and soccer in particular.

The call was open to any startup or project that offered solutions that in some way, impacted the soccer and/or sports industry. The technological areas of interest that were evaluated were distributed in eight categories:

- 01** Team and player performance
- 02** Business Insights & Analytics
- 03** Smart and immersive stadiums
- 04** Fan participation and experience
- 05** Media platforms
- 06** Sponsorship generation
- 07** Esports, emerging sports, virtual currencies and gambling
- 08** Pandemic Mitigation and Public Health



The main objective of the call was to showcase, support, nurture and empower entrepreneurs to transform their projects into successful companies while improving their projection, growth and scalability. In addition, this year as a novelty within STARTCUP, startups were invited to present innovative initiatives aimed at responding to the crisis triggered by the COVID-19 pandemic.

The call for proposals was open from May 12 to June 21. The 8 best rated proposals had the opportunity to present their solutions on July 9 to the jury during WFS Live, a new virtual congress with global reach that will bring together major international industry leaders from July 6 to 9.

Subsequently, on November 27, during the second edition of WFS Live, we organized an Investors Demo Day for the 8 selected finalists, to which we had different investors and investment funds invited in order to add more value with investment opportunities for the finalists.

The winner of the STARTCUP 2020 was Immersiv.io who joined GSIC as a partner with free membership until the end of 2021.



#### 3.4.1.4. Andorra Sports Startups Challenge



In 2020, we created a partnership with Actua, an Andorran public entity that promotes innovation and investment within entrepreneurs in the Principality.

Likewise, on November 9, 2020, Invest in Andorra / Innovation Hub Andorra (Actua) and the GSIC, announced the Andorra Sports Startups Challenge to identify the most disruptive solutions and latest technologies worldwide to help improve the user's experience and loyalty to deseasonalize the sports and tourism offer in Andorra.

In this regard, participants could submit projects that operate in the following use cases:

- Segmentation and personalization of content by target audience
- Optimization of the customer experience by combining and integrating digital and physical aspects (digital/phygital solutions such as VR, AR, Bots...).
- Sponsorship activation and content monetization
- Data collection, visualization and analysis to understand customers (and their evolving needs)
- Development of an optimal "CRM" management model for cross-selling products and services.
- Facility upgrades in terms of connectivity and digital infrastructure (IoT, sensors, lighting, parking, access, security)
- Hotel and retail services



The objective of this initiative was to seek solutions and technologies such as customer data platforms, data analysis or augmented reality; which allow interacting with customers, knowing their preferences and providing value to Andorra's stakeholders.

The call was open from November 9 to December 13.

On December 23, we also presented the 10 finalists: Blocksport (Switzerland), CamOnApp (Argentina), EVIX FIRM SL (Spain), Force Impact Technologies (FIT) (United States), Global Sport Technology (United Kingdom), Macco Robotics (Spain), MoonBikes Motors (France), Ratoong (Denmark), Snow51 (China), Xeerpa Marketing Solutions (Spain).

On January 27, 2021, a jury of 13 experts and professionals from the sports industry, as well as stakeholders and investors will evaluate the finalist solutions and define 1 winner and 2 special mentions.

The large number of participants from different regions will ensure a very competitive final where we will see diverse solutions that will allow the jury to select those that best suit the main challenges of winter sports, mountain and cycling. It is a great opportunity for the finalists to compete to carry out pilots in Andorra and thus to position the Principality as a reference for its most representative sports.

### 3.4.2. ASTN-GSIC-Varcis Pre Accelerator Program

#### Cohort #1 – Victoria, Australia

GSIC in partnership with Australian Sports Technology Network (ASTN) received funding from LaunchVic to deliver a sportstech Pre-Accelerator Program.

The 10-week program began on September 29 and supported 15 Victorian startup entrepreneurs to validate their off-field sports technology business idea in front of competitors, suppliers and venture capital. In addition to ASTN experts, other industry specific specialists include GSIC, Pitcher Partners (Finance), Madgwicks (Legal), M&J Creative (Marketing), Sports Tech World Series (Research and Market Validation) and VARCIS Group Ltd (Investment and Asia Market Entry. Partner) supported the delivery of the program.

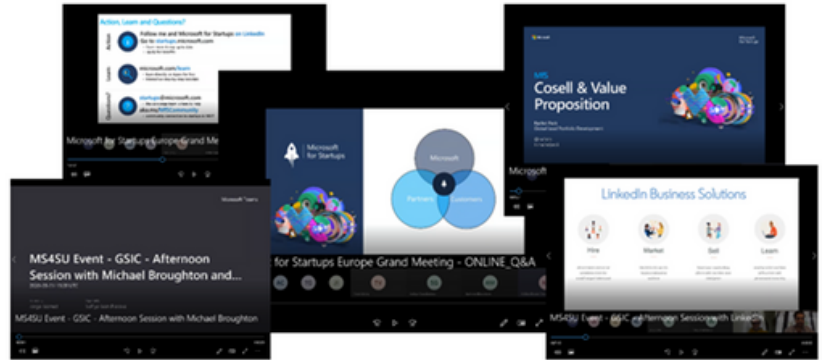
This program aims to better prepare early stage startups for the following sports tech accelerator programs and will be offered 4 times over 2 years with the intention of strengthening the scope, international reputation and reputation of the Australian sports tech startup ecosystem in Victoria. Applications for Cohort 1 of the pre-acceleration program opened on September 1, and the program concluded on December 9.

The program consisted of 6 modules that were conducted two sessions each week for a total of 20 sessions.

Between each module, participants had the opportunity to "learn from the best" by participating in interactive question-and-answer sessions with founders and leaders of leading international and Australian sports companies who have real-world experience in the sports industry.

### 3.4.3. Microsoft for Startups Event

On March 31 we held an all-day virtual event in collaboration with Microsoft for Startups Europe that was initially meant to be held on-site in Madrid, but fortunately we were able to repurpose it and deliver its valuable content to European startups onsite as we did in previous years.



During the morning, the Microsoft for Startups Europe team made presentations about the philosophy of the program, explaining how Microsoft is betting on technology startups and how they collaborate together, as well as explaining all the details of the program, how to be admitted, and what the whole process looks like.

In the afternoon we also had a session with Michael Broughton, an investment expert, who shared what startups should and should not do to get funding from a VC. And to end the day, we had a session with a marketing team from LinkedIn who explained how startups can use their platform to boost their business.

We thank all our participants and speakers for making this event possible and demonstrating that it can also be done online:



**Andrew Macadam**, Managing Director of Startups for Western Europe at Microsoft



**Rachel Peck**, Global Startup Business Development at Microsoft



**Kelvin Keane**, Emerging Business Specialist and Western European Partner at Microsoft for Emerging Businesses in Europe



**Sergio Murillo**, senior account manager - Marketing Solutions Spain on LinkedIn



**Michael Broughton**, senior advisor for enterprise technology, innovation and investment strategy

We continue to collaborate with Microsoft for Startups and move our relationship forward throughout 2020 and consider this alliance one of the most important assets by providing access to Microsoft technology to our members.

### 3.5. SHOWROOM

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Since its inception, the GSIC has hosted industrial examples of products in its showroom space in order to show visitors the art of what is possible in digital transformation applied to sport. This allows our members to showcase their technological solutions, generating high visibility and notoriety within the industry. We offer guided tours to visitors so they can test the solutions in real time to understand how they work and how they impact the sports industry.

The **Solutions Demonstrator Center/ Showroom Area** is a space that showcases the latest technological innovations applied to sport, which have been developed by GSIC members. These experiences connect sport and technology and consolidate the GSIC Solutions Demonstrator 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 showroom is a perfect visibility space for members where we can share with all audiences how technology is changing the world of sports by teaching case studies and doing real-time demonstrations.

#### 3.5.1. Virtual Tour

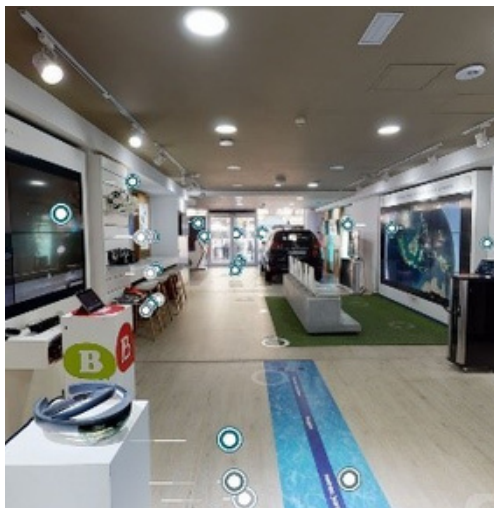
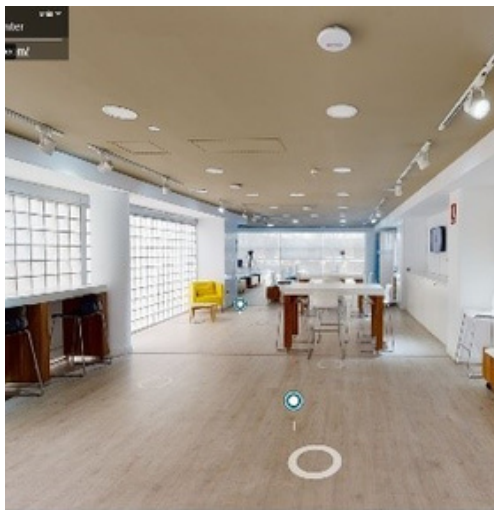
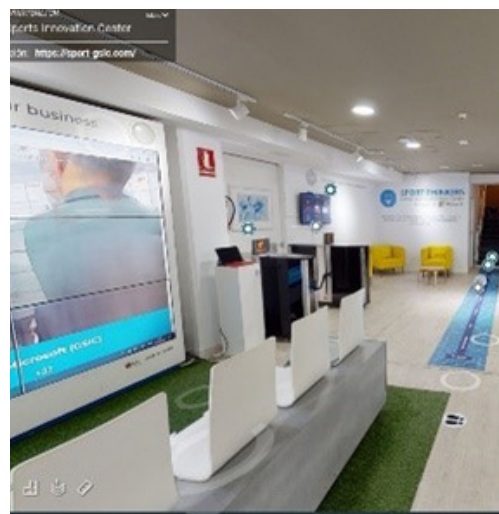
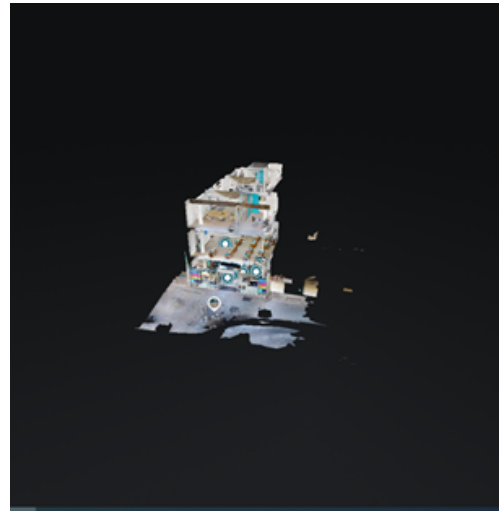
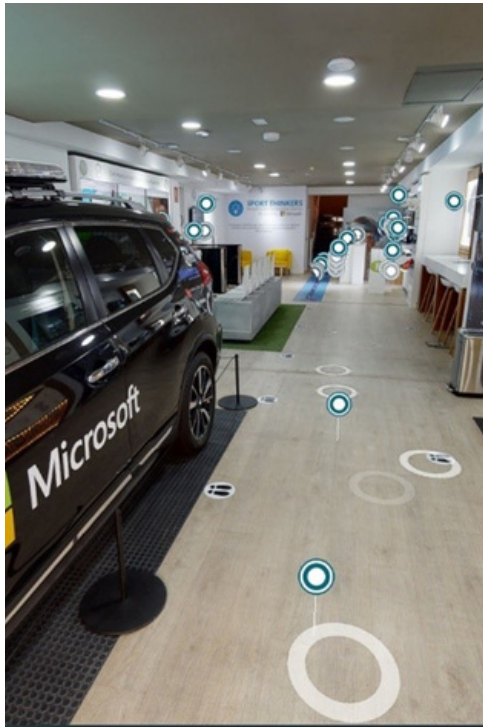
Given the inability to receive visits to our showroom from March 2020, we have decided to create a virtual tour of the GSIC space in Madrid to continue offering the opportunity to get to know our center and the solutions exhibited in the showroom to all audiences.

So, in May, when our team returned to the offices, we hired the company Mediacom 360 for the recording of the space and production of the 360 experience.

Every detail of the showroom has a textual description with explanations. We have “hot spots” at the entrance and in the hallway explaining what GSIC is and its work, as well as each solution present in the space has its explanatory text, videos and additional photos with URL to the company's website.

The virtual tour is available at [this link](#).







### 3.5.2. New solutions

As we do every year, in 2020 we have incorporated some new solutions offered by our members into the showcase. Due to the complexities incurred with the COVID-19 crisis such as mobility restrictions, we have not been able to make significant modifications to our showroom in 2020.

However, we incorporated a solution from our member Brintia, a company based in Madrid, Spain.



#### BRINTIA

Brintia creates sports solutions for companies looking to create a more powerful and loyal connection with their audience. Brintia's sports solutions enable better interaction between fans and sports entities of all kinds.

Selfie Twin is an interactive fan engagement solution developed for sports entities looking to interact with their fans in a fun and unique way. A fully automated sports assistant will process the fans' selfie and compare it to a database of athletes or players to find their closest match, or Selfie Twin.

Sports Selfie Twin promotes social engagement and connects with fans and customers in a more entertaining way.

### 3.5.3. Our visitors

Before closing the doors of our center on March 10, 2020 and during lockdown, we received 8 visits from different universities and organizations that came to know our center from different countries, such as India, USA, Colombia, Venezuela, Mexico, and Chile.



**Manchester University Indiana**  
January 7, 2020



**Universidad Ramon Llull**  
January 21, 2020



**EAE**  
January 29, 2020

**Estudiantes de WFS**

February 7, 2020

**Universidad Europea**

February 12, 2020

**IISM Sports School Mumbai**

February 13, 2020

- March 3, 2020 - Visit from Michigan State University
- March 9, 2020 - Lacon Study Abroad Visit

### 3.6. MICROSOFT PARTNERS' SOLUTIONS

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As an innovation center promoted by the multinational technology company Microsoft, we are proud to generate value to the sports industry through technology-based innovation, contributing to digital transformation processes, fan experiences, content and new business models for all players in the industry ecosystem, and positioning Microsoft as a leader in digital transformation in sports and entertainment.

In 2019, hand in hand with the Microsoft Sports team, we started working on the promotion of different programs and content that Microsoft offers to its Partners, as well as the development of a portfolio that welcomes the best technological solutions of Microsoft Partners, based on its technology, which are being promoted by MS Sports team and Microsoft account executives in sports around the world to large customers such as Professional Football League in France, CONI in Italy, Cricket Australia, Miami Heat, MFL, NBA, ONE Championship, among others. And in 2020 we continue to add that value to all the startups that joined our members' network.

#### 3.6.1. Microsoft Partners' Solutions Portfolio

Since 2015, GSIC has been supported by Microsoft Corporation within the Microsoft Sports division, both entities with the same goal and focus to enhance the digital transformation process of the sports industry. This strong partnership led GSIC to prescribe and market Microsoft's own solutions designed to meet the main needs of sports organizations and collaborate to increase and promote their digitization. In addition, GSIC offers its members the opportunity to integrate Microsoft solutions in their own businesses, and thus become with their Microsoft technology developed solutions, part of a special portfolio, **Microsoft Partners' Solutions Portfolio**. During 2020 we have continued to increase the number of partners that are part of this portfolio.



For GSIC members, being part of this portfolio is an exclusive opportunity to reach the largest sports entities around the world, hand in hand with a renowned international company such as Microsoft. By being directly prescribed by the multinational company, the solutions of our members that are part of this catalog gain credit and increase their opportunities to grow their business, expand internationally and win relevant customers.

The selection of solutions is carried out directly by the Microsoft Sports team, who analyze them and invite technology companies to be part of the portfolio. At the moment, 80% of the solutions in the portfolio belong to GSIC members.

### 3.6.2. Microsoft Partners' Solutions Portfolio

Another line of work between GSIC and MS Sports in terms of the fifth pillar is the evangelization of our members on the programs and tools they can benefit from, thanks to Microsoft.

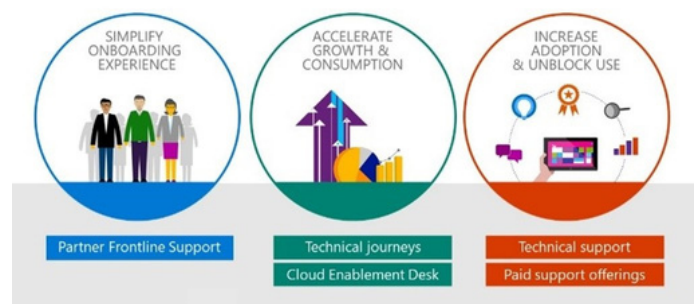
To help our members be aligned with Microsoft's philosophy, we work to provide them with access to the Microsoft Partner Network program, a network of technology-based companies that the American multinational helps to create or market products based on Microsoft software. It is a successful business system that integrates more than 64,000 partners. Membership provides a series of advantages that the Partner can apply to its technological projects.

There are many types of businesses that can become Microsoft Partners: independent software developers, hosting services, marketing agencies, and so on.



If the company can create its products and services using Microsoft tools, it can benefit from what being a Partner entails. Being a Microsoft Partner brings several benefits to companies, not only in terms of technology, but also in terms of training.

For sports entities, having a Microsoft partner as a supplier for their systems guarantees having professionals trained and approved by the most important company in the world in the development and implementation of technological solutions for companies.




**Build, grow and support your cloud practices**

Microsoft Partner adapts to all types of businesses by offering different levels of membership.

To become a member of the Microsoft Partner program, an annual paid subscription must be purchased. There are different levels: Microsoft Action Pack (includes Microsoft software, technical assistance and training courses), Microsoft Starter Kit and Microsoft Competencies (with Silver and Gold categories, depending on the level of training achieved).

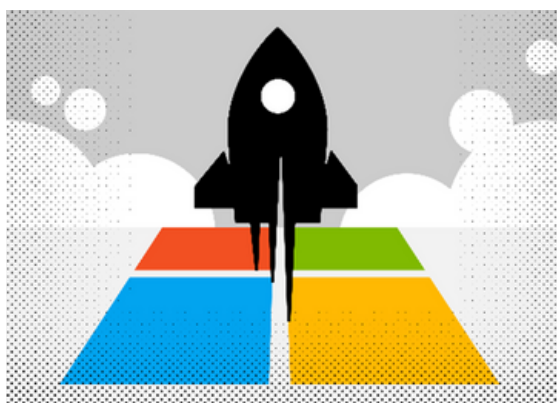
In order to acquire the various technical credentials, it is necessary to pass the exams.

Becoming a Microsoft Partner provides the company that achieves the approval with a series of exclusive benefits, which are a great letter of introduction to be considered as collaborators of any systems department.

- 
- Regional Service Center (RSC):** direct line with a service that can quickly resolve/solve any questions that may arise about the Microsoft Partner Network.
  - Partner University:** offers training courses (free and paid). Microsoft-certified professionals never stop training, improving and advancing.
  - Implementation and technical pre-sales services:** allows you to get to know Microsoft products in advance and be trained in their use.
  - Privileges in the use of Microsoft licenses:** both in software and cloud services, as long as they are for internal use.
  - Visual Studio subscription:** a perfect tool for developing applications (on Windows, Android and iOS), cloud services and web applications.
  - Access to Office 365,** through demo tenant.
  - Specific **technical support** for each type of membership.
  - Benefit from **Microsoft Partner incentive programs.**
  - Microsoft payment solution:** a secure and agile payment system for customers.
  - Microsoft License Wise:** an advanced training method in the use of Microsoft.
  - Newsletter:** get informed periodically about Microsoft Partner news.
  - Marketing assistance:** provides you with customizable materials, logos and certification letters accrediting your membership.

In conclusion, being part of the Microsoft Partner program gives the company a powerful set of tools, capable of empowering it at all levels, and from the GSIC we dedicate a great effort to add that value to all our members, adding them to MPN. Thanks to this work, today more than 200 companies in the ecosystem belong to MPN.

### 3.6.3. Microsoft for Startups



Microsoft for Startups is an initiative focused on strengthening startups in the region and the world to help them expand and scale their businesses. Through this program, Microsoft has joined as a strategic partner to dozens of startups in order to connect them with customers and companies and help everyone's work to grow. The companies that are part of the program, so far, have raised more than US\$ 3.5 billion in investment rounds.

The design of Microsoft for Startups was drawn up after listening closely to founders in the startup community, who emphasized that beyond access to technology, an invaluable resource Microsoft could provide is the ability to connect them with other companies. This enabled the launch of a streamlined program that encourages the startup community to connect with Microsoft support teams and account managers with leading distribution tools, such as Azure Marketplace, which gives startups access to sales and partnership opportunities.

Thus, Microsoft for Startups has become a business partner to thousands of qualified startups in more than 140 countries, which have had access to powerful development tools, exclusive events and Azure credits at no cost.

The program benefits range from free technical resources and cloud services to co-selling with Microsoft staff and channel partners. Specifically, Microsoft for Startups has divided these benefits into two categories: for all startups and for startups that meet specific program requirements:

In 2020, we continued to advance our relationship with the Microsoft for Startups Europe team, as well as build ties with the Microsoft for Startups team in Asia in view of our expansion to this continent through the new GSIC headquarters in Singapore.

We count on their teams to participate as judges in our startup competitions, as well as for specific mentoring sessions.

### 3.7. DIGITAL TRANSFORMATION ADVISORY SERVICES

We offer the sports industry valuable services in digital transformation. Within these services we connect sports entities with the ecosystem of international companies and startups that offer services and value to the sector through different activities, such as workshops, specialized consulting, diagnosis of their current situation and open innovation processes for the design of experiences and technological development in the sports industry. We provide access to different tools to generate internal and external transformation processes, innovate, scale businesses, and create meaningful experiences for users in the digital era.

#### 3.7.1. Innovation Days

One of the greatest values that we provide to our members from GSIC is the possibility of making direct contact with the best sports organizations around the world to which they present their solutions. The benefit is twofold: the sports entities learn firsthand about the innovations and trend technologies offered by the market, and the companies generate a contact link and have the possibility of becoming technology suppliers of the entities in question.

In 2020 we held **10 Innovation Days** in which more than 70 GSIC partners participated.

Atletico Nacional de Medellin	15/01/2020
Concacaf	25/03/2020
Startups and tech companies to help mitigate COVID-19 crisis (LaLiga session)	16/04/2020
Startups and tech companies to help mitigate COVID-19 crisis (all sports entities)	22/04/2020
LaLiga licencing department	24/09/2020
Manchester City	13/11/2020
Singapore Swimming Association	27/11/2020
One Championship	03/12/2020
Singapore Swimming Association 2	04/12/2020
Singapore Golf Association	15/12/2020

### 3.7.2. Inspiration Days

Our Inspiration Days are a good opportunity for the general and specialized public to get to know GSIC and the innovative solutions our partners are working on. In 2020 we have held 10 Inspiration Days for institutions such as EAE, European University, Michigan State University, IISM Sports School Mumbai, Singapore National Sports Associations, among others.

This activity, which we usually do face to face, was also affected by the COVID-19 crisis, but we managed to organize some inspirational sessions in an online format using Microsoft Teams.

Manchester University Indiana	07/01/2020
Ramon Llull University	21/01/2020
EAE Business School	29/01/2020
Universidad Europea	12/02/2020
IISM Sports School from Mumbai	13/02/2020
Michigan State University	03/03/2020
Lacon Study Abroad	09/03/2020
National Sport Associations	30/11/2020
Universidad Europea	10/12/2020
Fabian Quesada - N6	14/12/2020

### 3.7.3. Workshops

From the GSIC we develop different co-creation workshops that aim to collectively explore with partners possibilities to build projects and initiatives to be carried out from the Center, using the value of the activity of other partners.

The purpose of this activity is to create new scenarios for collaboration, to learn in greater detail what our partners do, to discuss different ways of approaching the value of belonging to the association and how to interact with the other partners, based on identifying synergies and solutions aligned with their own objectives and needs.

In 2020 we held 6 workshops with the following entities:

Workshop for Mediapro	30/01/2020
Workshop in Esports with GES	30/01/2020
Digital Transformation Workshop with LaLiga Santander and LaLiga SmartBank	14/05/2020
Funding and Entrepreneurship with Ricard Garriga (as part of the GSIC APAC program)	28/07/2020
How to grow your startup, reformulate business units and drive innovation with Francisco Santolo (as part of the GSIC APAC program)	21/09/2020
The Art of the Start: Effective Strategies for Successful Entrepreneurship with Danny Cortenraede (as part of the GSIC APAC program)	02/10/2020

### 3.7.4. Knowledge transfer sessions

These sessions are a good space for sharing knowledge and good practices with our members. The purpose is to learn from each other and see how digitally advanced organizations have been implementing different solutions in their organization.

LaLiga – One Championship	20/03/2020
FIFA – One Championship	9/04/2020
LaLiga – Tipico	22/06/2020

### 3.7.5. Architecture sessions

As a new service incorporated in 2020, from the GSIC we have been supporting our partners to build a more data-centric strategy, in order to identify the first steps they should implement to get to know their fans and be able to offer them what they really want. are looking for, in a personalized way.

FIDE (International Chess Federation)	18/11/2020
FIDE (International Chess Federation)	25/11/2020



## 3.8. INTERNAL INFRASTRUCTURE

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### 3.8.1. Recruitment of new members

The recruitment work belongs to both the business development area and the association's management, and it is based on contacts, networking, attendance to international events, participation as a jury in startup competitions globally and other support points, but always based on an analysis of the needs of the industry and the association, that is, members are sought that add value to the industry and the GSIC and its companies and organizations. To this end, periodic internal meetings are held to detect the needs of members.

Likewise, the prescription of the same members has generated an increase in the number of new members and with it, the implementation from 2019 of a network of ambassadors that could amplify our activity and give visibility to these partners who until now have been doing this work.

The non-members interest group is a value in itself for the current members' ecosystem and it is important for GSIC to be in contact with potential GSIC members that are at the same time potential customers of our current members. Therefore, valuable activities are designed and proposed for the entire industry to allow our members to reach the market in a fast and effective way.

### 3.8.2. Student internship program

From GSIC we offer different internship positions for national and international universities' students.










Within the framework of strategic collaboration with different universities such as Universidad Camilo José Cela, Universidad Europea and Universidad Alfonso X El Sabio, we incorporate undergraduate and Master students for internships in two departments: communication and marketing, and international business development. Students can join GSIC and put into practice the knowledge acquired during their studies, but also enrich their experience while working as members of the association helping in its daily operation.

During 2020, we had a total of 3 students who carried out their internships with the association supporting the communication and marketing activities, where they helped to manage the database, communication channels, as well as 2 students who supported the business development area in conducting market research and sports tech ecosystem, preparing commercial proposals and receiving international visits.

At GSIC we are proud that every year we are able to offer employment opportunities to at least one of the student interns and train them as future industry professionals. This year, with the launch of the content program at GSIC APAC, we needed a Content Manager for the program, and we offered this position to Andrea Suinaga, student intern at the time who successfully met this challenge.

Also, during the months of lockdown, we were able to carry out the remote practices with Marina Gil located in the Canary Islands and Gaurav Chandrashekhar in India, holding regular meetings with them and following up on their work.

Having a network of interns allows us to raise the voice of GSIC to different territories, creating a network that allows us to better understand different markets and continents. The experience is very enriching for both the students and the GSIC team.

Name and surname	Profile	University	Department
Marina Gil Garcia	Master's Degree in Digital Marketing, Communication and Social Networks	 Universidad Camilo José Cela	Communication and PR
Andrea Suinaga	Master's Degree in Sports Marketing	 	Communication and PR
Gaurav Chandrashekhar	Master's Degree in Sports Entities Management	 	International business development
Anastasia Vlasova	Master's Degree in Sports Marketing	 	Communication and PR
Albar Eugui	Master's Degree in Sports Marketing	 	International business development

## 4. COMMUNICATION AND VISIBILITY

Since GSIC opened its doors in 2015, its communication has been developed from the perspective of a business cluster with an inclusive philosophy, that prioritizes internal communication with members and focuses on generating a critical mass for its network.

During its lifetime, GSIC has managed to meet two important objectives: brand recognition and demonstration of its value to the sports industry. Today, GSIC is a brand recognized by industry professionals and influencers as a serious reference in innovation.

Currently, GSIC's communication area develops its activities through 5 main communication tools: Newsletter, social networks (Twitter and LinkedIn), website, mailings and traditional media.

In 2020, GSIC has also become a valuable content generator for the industry, professionalizing this branch of its activity by hiring a professional video editor and building GSIC Media, the platform where you can view the recordings of 90% of our events.

### 4.1. NEWSLETTER AND MAILINGS

This communication channel has existed in the association since its foundation in 2015. Since then, it has changed its format several times, adapting both to the demand of members and the sector, as well as to current trends in communication and digital media.

The GSIC Newsletter is published monthly and reaches more than 7,000 industry contacts. Likewise, in 2020, 8 editions of the Newsletter have been published featuring:

01

Information  
on GSIC activities

02

GSIC events

03

Member news

04

New members

05

Industry events

06

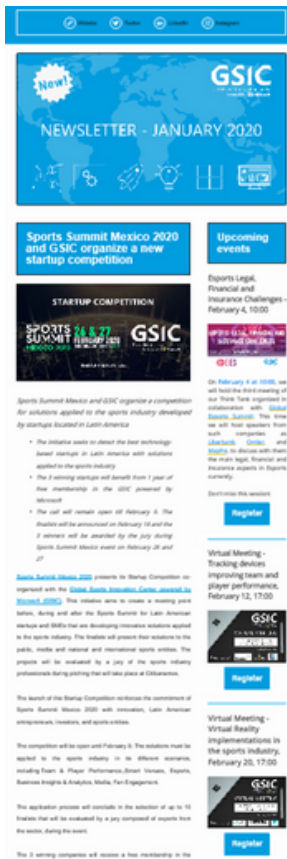
Additional information about GSIC  
(private LinkedIn group, Private  
members area, how to become a  
member)

07

GSIC Institute

08

Additional materials (Microsoft information,  
reports, useful resources, etc.)



January 2020



February 2020



March 2020



April 2020



May 2020



June 2020



September 2020



November - December 2020

The Newsletter was published continuously in January, February, March, April, May and June. After the increase in activity during the summer with the implementation of the GSIC APAC content program and due to the inactivity during the vacation period in August, the next Newsletter was sent out in September, covering the activities of June, August (activities were carried out during the last week of this month) and September. Likewise, during the months of October, November and December, we opted to send a weekly mailing with the GSIC activities, since we had a large number of events, mentoring sessions, workshops and masterclasses each week and separate communication saturated the recipients, we optimized this process into a weekly mailing.



October - Week 2



October - Week 3



October - Week 4



November - Week 3



December - Week 1



The Newsletter and the mailings help the association make all its activities visible, also giving visibility to its members, who show more and more interest in sharing their news with us so that we can help them with dissemination, and thus making the GSIC the channel of trust and reference for its members.



Dear Ambassadors,

The GSIC powered by Microsoft is collaborating with Soccerex which will take place online this year on 21-25 of September.

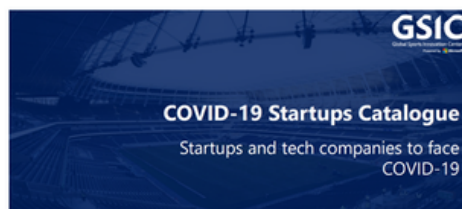
Within our collaboration with this international industry event we are happy to invite you to:

1. **September 24** at 3 pm (CEST) - Our own round table "Startups Internationalization through open innovation processes" with ASTN, Qatar Sports Tech and Arizona State University's Global Sport Institute. You can find more details on our [website](#). If you want to attend our session for free, please complete [THIS FORM](#).



Global Sports Innovation Center powered by Microsoft (GSIC) is very proud that for the fourth consecutive year we are collaborating with the World Football Summit (WFS) to create a space for open innovation in one of the world's most relevant events for football, launching the **STARTCUP 2020**.

**STARTCUP 2020** by GSIC is an international competition that aims to locate the best sportech projects and/or startups with innovative solutions that can impact the sports industry in general, and football in particular.



Dear friends,

We are happy and proud to announce that our catalogue of solutions that can help sports entities to mitigate the COVID-19 crisis is already available for downloading on our web [HERE](#)

You will find there 18 great solution adapted to the current demand of the market in the circumstances of COVID-19 pandemic. With this initiative we are aiming to help all the sports organizations around the world to find what they need in **Public Health & Wellbeing, Fan Engagement, Business Insights & Analytics, and Team & Players' Performance** areas at this moment.

You can learn more from our press release -> <https://bit.ly/2K3H7YM>

We are thanking our members for their quick response and amazing capability to re-adapt their solutions, and we congratulate them for becoming first ones to compose our catalogue



Sport is a powerful force that transcends any geographical boundary, generation or audience. The industry is transforming every day and two of the main factors for this are technology and innovation.

What?

Webinar

That's why next **Wednesday 26th of August at 10:00 (Madrid Time) and 16:00 (Singapore time)** we are pleased to invite you to the Webinar "Embracing the Multisport through Technology and Innovation" organized in collaboration with **Sport Singapore**.

Topic

Embracing the Multisport through Technology and Innovation

For this second session on multisport we invited top sports entities to learn about their digital transformation vision and processes.

For who?

GSIC Members and non-members

GSIC is honoured to count with:

Throughout the year we conducted multiple Mailing campaigns (181) to promote our events, activities and initiatives. We also shared information about industry events in which we participate and in which our members have benefits; materials related to Microsoft courses, events and training; information from our members.



Dear friends,

We hope you and your families are fine and safe!

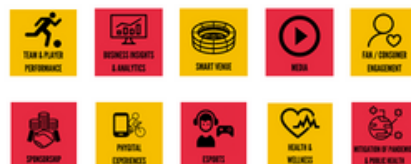
At the GSIC powered by Microsoft, we continue to support the sports tech ecosystem with our activities and content.



The Global Sports Innovation Center powered by Microsoft and Sport Singapore have signed an agreement to begin a collaboration in order to build the bridge between the continents for knowledge transfer, exchanging experiences and bringing GSIC best practices to the APAC region.

We are happy to announce our first joint initiative, **Asia Startup Competition** which is aiming to foster technological innovation in the Asia-Pacific territory.

If you are a startup located in APAC and you are working in the following areas...



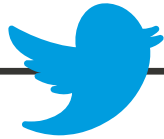


## 4.2. SOCIAL MEDIA

GSIC is present on three social media accounts: LinkedIn, Instagram and Twitter, which help us to disseminate our communications, reach new audiences, attract new members and collaborators, and help our partners have more visibility.

We publish different types of content in our social media, such as invites to our events, surveys, news about our activities, information about new members, news from our members, news of interest to the sector, information from Microsoft.

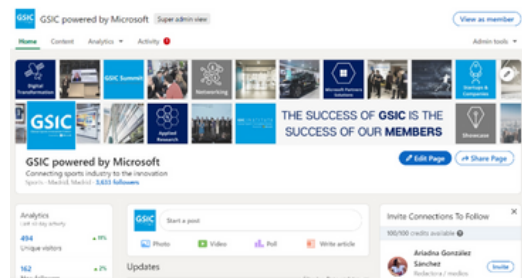
Activity in these social networks in 2020 has increased significantly.



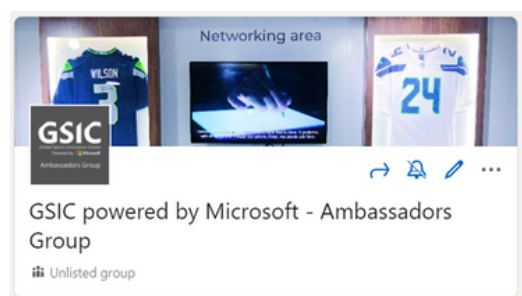
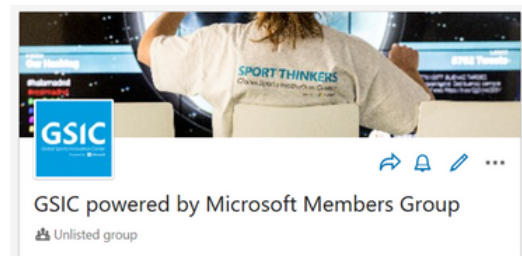
Our Twitter audience has grown by 26% during 2020 with an average of approx. 900 profile views per month and over 374,000 post impressions.

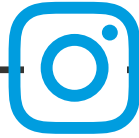


Our LinkedIn audience has grown by 37% compared to 2019 which is when the page was created. That page receives an average of 500 unique visits per month and generates on average about 800 impressions per post.



We have also created, in response to the need raised by our members in a working session, a private LinkedIn group, where we share news and invitations to activities organized exclusively for them. Members, in return, can share their messages and connect with each other in this group. We have also created a private group for our ambassadors.





Likewise, in 2020 we started being active on Instagram, sharing information about our events and activities, as well as different video content such as product demos or conference summaries.



Thanks to the development of these communication activities, we can offer our members more visibility and impact not only nationally, but also internationally, adding value to their companies so that they can continue to grow with us every day.

### 4.3 WEB RENOVATION



In 2020, with the joint project with Sport Singapore, we felt the need to renew the website and modernize its design, as well as improve the layout of all our content to make the site easier to navigate for users.

We decided to group the content by our 6 pillars: Business Network, Applied Research & Innovation, Showcase, Startups & Companies, MS Partners Solutions, Digital Transformation Advisory Services.

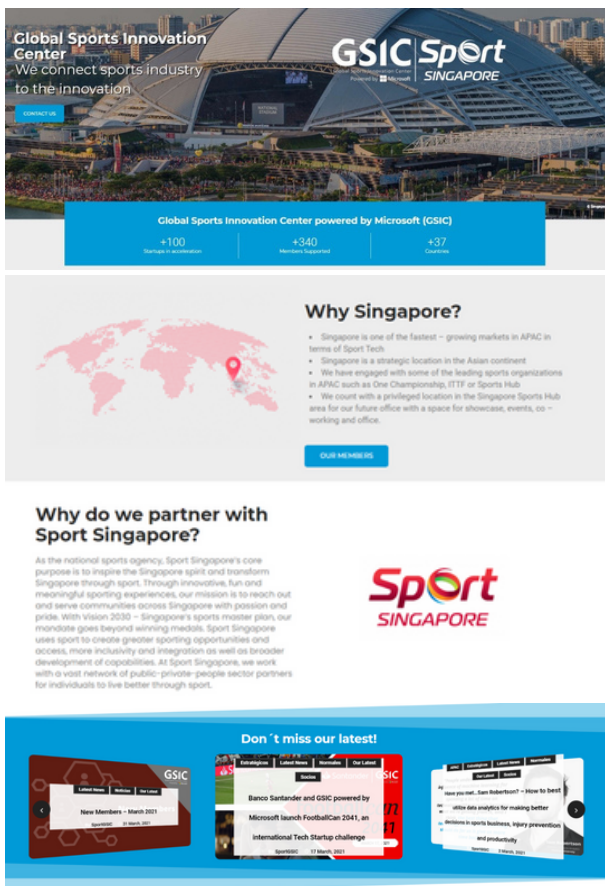
We also highlighted the contents available to the general public: Videos and Reports.

Another important part of the website is the calendar of events which, together with the latest news from the center, stands out at the top of the site so that users can see it the moment they enter.



All the information regarding GSIC is also published on the website along with promotional videos, team templates, and all pages have a contact form, as well as a special "Become a Member" section, and we have maintained our private members area.

## 4.4 GSIC APAC WEB



During the reconstruction of our website, we also put special focus on the segment dedicated to GSIC APAC, a page that is hosted within the global GSIC website.

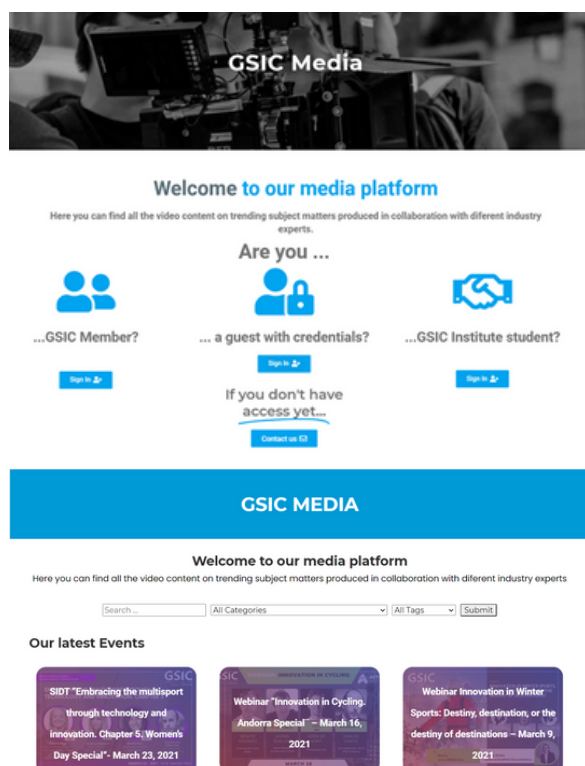
In this section users can find all the information and contents made in collaboration with Sport Singapore. From the why of the collaboration, to the activities, latest news, events and recordings and material of each activity delivered.

Since the creation of the GSIC APAC website, it has received more than 6,000 unique users with an average of two visits. Singapore is the second country in the top 10 of visitors next to India and Australia.

This page was created with the intention of generating a special space for all the activities developed in collaboration with Sport Singapore, with a special focus on the APAC region. As well as generating greater visibility and brand presence of our strategic members and reinforcing our commitment to generate valuable content for the industry and continue to grow with the industry supported by digital transformation.

We understand the impact of the Asian market on the industry and believe that, in such a globalized world, these spaces are a great tool to share knowledge and grow together with all the organizations involved in the sector.

## 4.5. GSIC MEDIA



On the other hand, GSIC created in the website a section specially dedicated to content called GSIC Media.

GSIC Media is a private area that contains recordings of almost all our events such as webinars, virtual meetings, private chats, round tables, presentations of reports and technical documents, video product demonstrations, among others.

This area is designed so that members of GSIC can access all content free of charge and without restrictions.

In this area there are more than 100 videos of complete presentations, as well as additional material such as summaries of the highlights from some sessions that offer written information of what was shared by different organizations in each of these sessions.

The goal of this platform is to provide a space with the highest level of content that not only our members can access, but also the rest of the ecosystem, under special conditions.

## 4.6. MEDIA AND COMMUNICATIONS

Various activities carried out throughout the year had a relevant coverage by the media, making the name of the GSIC increasingly recognized in the sports tech environment. From the association we work with different media, digital, press, radio and television, both general and specialized (technology, sports and economy).



The GSIC also served as a media liaison for numerous members, who had the opportunity to gain visibility for their projects to broad audiences interested in sports, business, technology, and entrepreneurship.

The media groups that constantly receive content generated by GSIC are ABC, La Vanguardia, Agencia EFE, El Economista, Innovaspain, Sports Yahoo, AS, Sport Business, Asian Persuasion MMA, Diari Andorra among others.

In 2020 the GSIC-related issues that have had the most impact were:

### January 17 - Microsoft launches sports startup competition in Mexico

Our first startup competition was well received by the media, especially in Latin America, which also helped us to get a high number of applications in this call.

Sports Summit México y GSIC buscan startups de base tecnológica que innoven en el deporte



Sports Summit México y Global Sports Innovation Center (GSIC) impulsado por Microsoft están impulsando una competencia para startups aplicadas a la industria deportiva denominada por startups ubicadas en América Latina.

Esta iniciativa tiene como objetivo crear un ecosistema de startups en el deporte y la tecnología, impulsando la innovación y el crecimiento de la industria deportiva.

Las startups ganadoras recibirán una membresía sin coste en el GSIC hasta el 31 de diciembre de 2020 con todos los beneficios que proporciona el centro a su ecosistema, además de que los ganadores serán entrevistados por medios de comunicación nacionales e internacionales.

La competición estará abierta hasta el 9 de febrero y las soluciones deberán enfocarse en los ecosistemas de medio ambiente, fan engagement, business insights, analytics, esports, smart venues o team & player performance.

Abierta convocatoria que busca startups de América Latina para la industria deportiva



Sports Summit México y el Global Sports Innovation Center (GSIC) impulsado por Microsoft están impulsando una competencia para startups aplicadas a la industria deportiva denominada por startups ubicadas en América Latina.

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STARTUP COMPETITION

Sports Summit 2020 busca consolidar a México como el epicentro del deporte mundial



Sports Summit México y el Global Sports Innovation Center (GSIC) impulsado por Microsoft están impulsando una competencia para startups aplicadas a la industria deportiva denominada por startups ubicadas en América Latina.

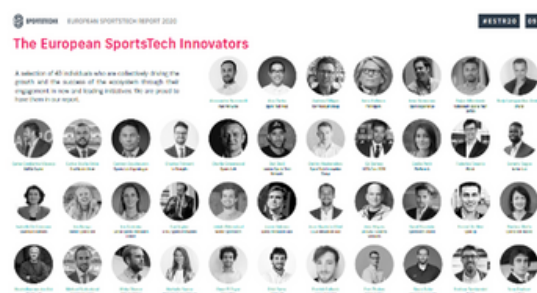
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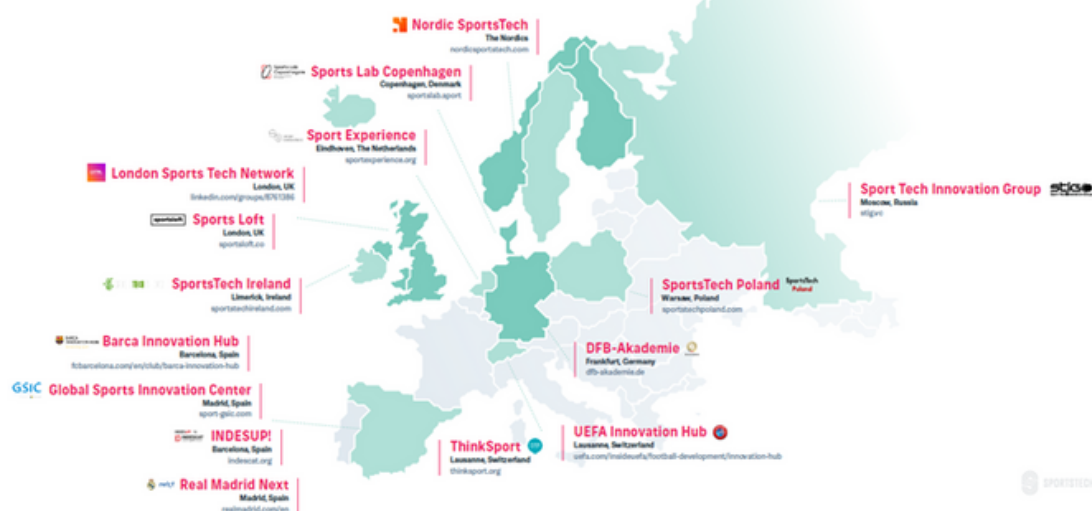
La competición estará abierta hasta el 9 de febrero y las soluciones deberán enfocarse en los ecosistemas de medio ambiente, fan engagement, business insights, analytics, esports, smart venues o team & player performance.

### March 12 - European Sports Tech Report 2020

One more year, we were included in the SportsTechX report in Europe where we were highlighted as one of the most important initiatives for startups in the continent.



## Innovation Initiatives in European SportsTech



## April 14 - Asian Sports Tech Report 2020

To give visibility to our partnership with Sport Singapore and to communicate the first messages about the start of GSIC activity in the Asian region, SportSG sponsored in "feature partner" category the first SportsTechX report developed on Asia. In this edition we had space for an interview with our General Manager, Iris Cordoba, as well as a page dedicated to GSIC.



## Partner: GSIC powered by Microsoft

Global Sports Innovation Center was born in 2015 with the support of the Microsoft Sports division in order to create an international meeting point for innovation applied to the sports industry. Since then, GSIC is successfully operating based on a model that allows sustainable growth and the construction of a global ecosystem of companies and institutions linked to sports and technology.

GSIC is betting on a vision of teamwork, building from the effort, providing support to entrepreneurship, applied research and education, as well as generating a meeting, networking and business space for our members' network that now reaches 300 different entities. All our members in almost 40 countries get involved in different onsite and remote activities that are helping them with their internationalization processes.

Our relationship with Microsoft Sports has also strengthened and evolved in the way that together we were able to create a Microsoft Partners' Solutions portfolio of innovative tech solutions applied to sports. This portfolio is a service of the different Microsoft offices worldwide who work with sports clients, so they can offer them the value solutions aligned with Microsoft technology.

## GSIC's main goal is...

...to reduce the gap between large organizations and startups, creating services and activities that make it easier for small companies to become suppliers to the largest ones.

## GSIC's work is based on 6 main pillars:

- Business Network
- Applied Research, training and education
- Solutions showcase
- Startups and companies
- Microsoft Partners' Solutions
- Digital Transformation Advisory Services

## What does GSIC offer?

GSIC activities are focused on fostering the meeting point between supply and demand in the sports industry, inviting associations, federations, clubs, leagues and large companies to learn about the solutions and services of our members.

To support sports entities in their digital transformation processes we developed an offering of the digital transformation services for sports entities that include diagnostic of their current situation, inspiration and innovation sessions, design thinking workshops, complete innovation programs, and technological solutions scouting.

## What is GSIC doing in Asia?

Since GSIC's opening, we've been working on the internationalization of its activity, the reason why in 2018 we began an expansion process that allowed us to find allies in

other regions, in order to provide our current and future members with a virtual and onsite space where they can have more opportunities to detect synergies and establish collaborations.

Our best ally in that sense now is Sport Singapore, the national agency for the promotion of sport in the Republic of Singapore.

Both our entities agree on the point that the sports industry is strengthening its presence in Asia, where the business of sport is rapidly growing. Asia's clout in global sport continues to strengthen on the back of three Olympic Games – 2018 Winter Olympics in Pyeongchang, South Korea; 2021 Summer Olympics in Tokyo, Japan; and 2022 Winter Olympics in Beijing, China. So now we will work together to build and enhance the sports industry's capacity, capability, and potential for innovation.

Our aim is to analyse ways of collaboration with the sports entities of the region that have great potential in terms of innovation and technology, and at the same time, we want to position Singapore as a benchmark for innovation in the sport worldwide, as it's a financially stable, strategic location on the world map, with facilities for doing business.



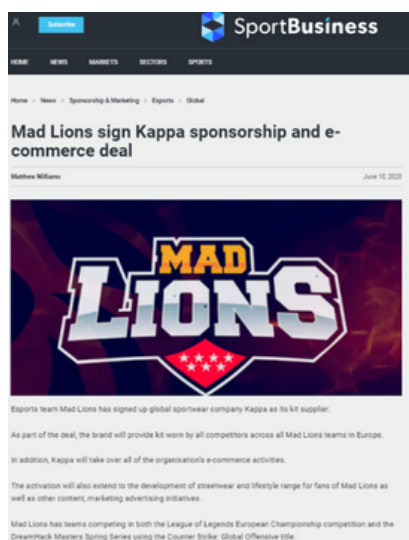
Iris Cordoba  
General Manager





## June 10 - MAD Lions renews deal with Global Sports Innovation Center

This year, after renewing its membership with the GSIC, one of the most recognized esports clubs in the world, MadLions, has decided to spread this news, which has brought us coverage by some of the most relevant esports media such as SportBusiness.



### MAD Lions renews deal with Global Sports Innovation Center

By James Nicholson May 12, 2020

Spanish brand MAD Lions has renewed its partnership with the Global Sports Innovation Center powered by Microsoft for the 2020 season.

Based in Madrid, the Global Sports Innovation Center is a non-profit organisation that will provide MAD Lions with new business opportunities.

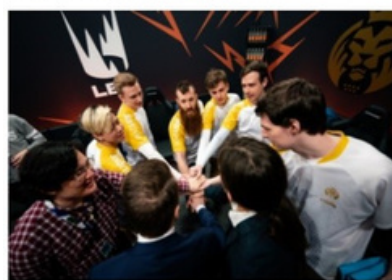


Photo credit: Star Games

RELATED: Chris Overholt explains rebranding Spyro to MAD Lions in LEC

MAD Lions currently fields two teams, competing in Riot Games' LEC and Counter Strike.

### MAD Lions y GSIC powered by Microsoft renuevan su acuerdo de colaboración para la temporada 2020/2021

Por EDC 12 mayo 2020 12:08



El Global Sports Innovation Center (GSIC) powered by Microsoft tiene su sede en Madrid y es una asociación sin ánimo de lucro que está impulsada por Microsoft Sport Team desde mayo de 2015.

De esta manera el club de esports se beneficiará del apoyo que este organismo brinda a las empresas para crear oportunidades de negocio y promover los proyectos de innovación abierta de la mano de las organizaciones más relevantes de la industria.

El GSIC es el centro de innovación en el deporte, pionero en Europa, que se centra

## June 24 - GSIC BrandInnovation Series with LaLiga - Enrique Moreno explains LaLiga's road to becoming a global brand

One of GSIC's events that received press coverage was the fireside chat with Enrique Moreno, then Director of Brand and Assets at LaLiga. This conversation with Enrique was conducted by Andy Stalman, Founder of TOTEM Branding and a recognized marketing expert.



## October 19 - El País - Here are the most revolutionary inventions in the world of sports.



Una de las actividades más importantes de la temporada deportiva es el encuentro entre los directores de marca y activos de los equipos deportivos. En este encuentro se analizan los retos de la industria deportiva y se presentan las soluciones más innovadoras para mejorar la experiencia de los aficionados y los jugadores. En este encuentro se analizan los retos de la industria deportiva y se presentan las soluciones más innovadoras para mejorar la experiencia de los aficionados y los jugadores.

En 2020, cuando llegamos a GSIC, descubrimos que la industria deportiva estaba viviendo una transformación digital y que los equipos deportivos estaban buscando nuevas formas de conectar con sus aficionados y jugadores. En este contexto, GSIC se posiciona como un espacio de colaboración entre la industria deportiva y la tecnología para crear soluciones innovadoras que mejoren la experiencia de los aficionados y jugadores.

A lo largo de esta jornada, GSIC ha ofrecido un espacio de encuentro entre los directores de marca y activos de los equipos deportivos y los representantes de la industria tecnológica. En este espacio se han presentado las soluciones más innovadoras para mejorar la experiencia de los aficionados y jugadores.

De esta colaboración nace, por ejemplo, una iniciativa para desarrollar los mejores dispositivos tecnológicos de la industria deportiva. El primer dispositivo desarrollado por GSIC y la GSIC Innovation Center es el "Smartwatch Deportivo", un dispositivo que permite a los jugadores y aficionados seguir el progreso de sus entrenamientos y partidos.



We have been collaborating for 3 years with the editorial of El País and its section sponsored by LaLiga, #EsLaLiga, and in 2020 we were offered to make a special report dedicated exclusively to GSIC, to share our philosophy and stories to a more open public.







## November 10 - Actua and GSIC present Andorra Sports Startup Challenge to deseasonalize the sports and tourism offer of Andorra

When we launched the Andorra Sports Startups Challenge, it was well received by the Spanish and Andorran media, giving visibility to the call, and supporting us in our goal of reaching as many technology-based companies as possible.



## 4.7. PARTICIPATION IN INDUSTRY EVENTS

In addition to its own activities organized directly, the GSIC has maintained an intense dynamic of participation and support to other initiatives - national and international - that favors not only the visibility of the Center but, especially, the visibility and the work carried out by its members. Thus, throughout 2020 the GSIC supported attended 22 industry events offering content as speakers, promoting the work of the GSIC and our members:

ISPO Munich - ISPO Brandnew 2020 Overall Winner Pitch	26/01/2020 - 28/01/2020	
Sports Summit Mexico 2020	26/02/2020 - 27/02/2020	
Soccerex - Panel Session: Accessing Fan Content	22/09/2020	
FitSummit presentation	07/10/2020	
Ciclo de Diálogos Economía y Deporte	14/10/2020	
The Digital Road	22/10/2020	

Blended Singapore	27/10/2020	
SportXP Live	30/10/2020	
Esports Talks	04/11/2020	
ICSSRI 2020	10/11/2020	
Sports Tech World Series - Australia Conference	20/11/2020	
WFS Live	23/11/2020	
Tiempo de Juego	26/11/2020	
ICEMD XChange "Los datos en la Innovación"	27/11/2020	
Major Events Summit	02/12/2020	
Evento Camara de Comercio de Singapur "The Impact Of Technology On Sport"	02/12/2020	
Sports Tech Nations Summit	07/12/2020	
APAC Health, Fitness & Wellness Summit	09/12/2020	
FICCI Event - Startups Evolving the Game for Sports Lovers	09/12/2020	
SportsBiz Awards	10/12/2020	
DELF 2020 Gamechangers	11/12/2020	
SoccerConXP	17/12/2020	

## Resources

- Website [www.sport-gsic.com](http://www.sport-gsic.com)
- LinkedIn [GSIC powered by Microsoft](#)
- Twitter [@Sport GSIC](#)
- Instagram [@gsic\\_powered\\_by\\_microsoft](#)
- [Vimeo Channel](#)

## 5. GSIC STRUCTURE: MANAGING BOARD AND STAFF

### 5.1. MANAGING BOARD

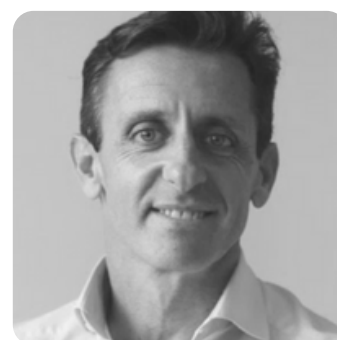
Renewal of the Managing Board at the Extraordinary General Assembly of the members on December 21, 2020



PRESIDENT  
**Sebastian Lancestremere**  
Microsoft



VICE PRESIDENT  
**Nieves Segovia**  
Institución Educativa SEK



TREASURER  
**Luis Rodriguez**  
The International Humans Company



VOCAL  
**Ismael Fernandez**  
ThermoHuman



VOCAL  
**Carmen Ruiz de Vargas**  
Atos



SECRETARY  
**Juan Ramon Notario**  
Secretario de Estado

## 5.2. TEAM IN 2020

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GENERAL  
MANAGER  
**Iris Córdoba**



HEAD OF COMMUNICATIONS  
AND PUBLIC RELATIONS  
**Sofiya Goncharova**



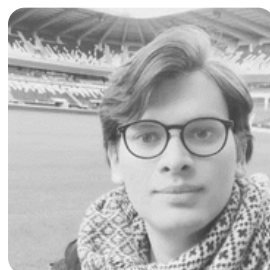
INTERNATIOAL ALLIANCES  
AND BUSINESS  
DEVELOPMENT DIRECTOR  
**Iñigo Bonilla**



PARTNERS SOLUTIONS  
PROGRAM MANAGER  
**Jorge Gomez**



APAC CONTENT  
PROGRAM MANAGER  
**Andrea Suinaga**



PROGAM  
MANAGER  
**Ramiro Torres**



ADMINISTRATION  
**Anna Kusnierz**



## 6. LIST OF MEMBERS AS OF DECEMBER 31, 2020

### STRATEGIC MEMBERS

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### MEMBERS

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➤ Members: **227**

➤ Countries: **40**



•	3D Digital Venue	•	Efan Zone
•	AB Sport Group	•	Elo Torcedor
•	ACB	•	edisn.ai
•	Access Earth	•	Elur - Proyecto Aware
•	ADESP	•	ELXR
•	Adidas	•	Empericus
•	AI Spotter	•	ESBS European Sports Business
•	Akun		School
•	Arena	•	Esteban Consulting
•	Arkano	•	EVVO LABS
•	Armis	•	Fanbuster
•	ASB Glassfloor	•	Fancision
•	Atletico Nacional de Medellin	•	Fanwide
•	Atos	•	FCFL
•	BBOX	•	Flip Kick
•	bFAN	•	Find Your Pacer
•	B-Graffos	•	Fly-Fut
•	Bkool	•	Football Host
•	Blocksport	•	FootyLight
•	Blocsport.one	•	Fundacion Escuela De Mareo Real
•	Bobble Sports		Sporting De Gijon
•	Brainlab	•	Freedom And Flow Company
•	Bravent	•	Game Time Giving
•	Brintia	•	G2K Group Gmbh
•	BRT United	•	Gamer World Festival
•	CA Sports Marketing	•	GEF
•	Cabildo de Gran Canaria	•	Getting Goals Consulting S.L.
•	CamOnApp	•	Genetec
•	Campus Iberus	•	Giorgio Gandolfi-Sport Marketing,
•	Cinfo		Events And Communication
•	Circuito Ricardo Tormo	•	Globatalent
•	Club Atletico Peñarol	•	GoGol
•	Club Baloncesto Gran Canaria S.A.D.	•	Global Sportainment
•	Clubtimiser	•	Gol2Soul
•	Clupik	•	Grupo Campus
•	Cognizant	•	Grupo Ecsa
•	Commanders Act	•	Grupo IGOID
•	Comunidad De Madrid	•	Halza
•	Concacaf	•	iAltitude
•	Crambo	•	IBV
•	Cross Davis	•	ImagineAR
•	Cricket Australia	•	Immersiv
•	Deep Data	•	Infinet Fitness
•	Dots	•	Inplay
•	Docuten	•	Insaitu

•	Inovace	•	Plain Concepts
•	Inspire Sports (Cronos Groep)	•	Played Sports
•	International Bowling Federation	•	Playform
•	International Chess Federation (FIDE)	•	Podoactiva
•	Iqoniq	•	Pons IP
•	Istrace	•	Porsche
•	JUMP Data-Driven Video	•	Pressenger
•	Khinn	•	Prevayl
•	Kamaljit	•	Proem Sports Analytics
•	La Salle University	•	Prosegur/XLNT
•	LaLiga	•	PT Wired
•	Legends Collection	•	Real Madrid C.F.
•	Levante UD	•	Real Sociedad
•	Lexim	•	Realtrack Systems
•	Leverade	•	Retrofootball
•	Liga Pro Ecuador	•	Rezzil
•	LG	•	RGB
•	Live Arena	•	SAF
•	MAD Lions	•	SAG Sport
•	Manchester City FC	•	Sceenic
•	Mapping Sports	•	Scisports
•	Mediapro	•	SeatServe
•	Microsoft	•	Selecta
•	Mindful Music Services	•	Sensoria
•	Milcontratos Online	•	Sensorial Sports
•	MinerLabs	•	Seyu
•	MINOS	•	Shibily
•	Mobii	•	Sirenmedia
•	Motti	•	Six Morrigan
•	MX3Diagnostics	•	Skidata
•	Nakama Glasses	•	Skillcorner
•	myFavorito	•	Snaptivity
•	Nanfor Iberica	•	Snow-How
•	Neodata Group	•	Soccerdream
•	Nuubo	•	SoccerLAB
•	NBN23	•	Soccerpedia
•	Olocip	•	Solos
•	Ontier	•	Southworks
•	Orwell VR	•	Spalk
•	OURCLUB	•	Speakerman
•	OWQLO	•	Spobi
•	Oxygen	•	Sponix Tech
•	Panasonic	•	Sport Singapore
•	PEEK	•	Sport Talent Lab
•	PitchVision	•	Sport Value

- Sportfive
- SportIn Global
- Sports Alliance
- Sports for all
- Sports Wizard
- SportsMedia Technologies (SMT)
- SportsValue
- Spott
- SPSP Consulting
- SSRI
- Stadion
- Stargraph
- Stratebi
- TAGPAY
- The International Humans Company
- ThermoHuman
- Thrustmaster
- Ticketplus
- Todo TV
- Toools
- Totem Branding
- Trainingym
- Trentino Sviluppo
- Try Oliver
- U. Camilo José Cela (UCJC)

- Ubiquo
- Ultra Sync
- Universidad Alfonso X
- Universidad Catolica Cruzados
- Universidad Europea
- US Esports Association
- Ushowapp
- VAVEL
- Venue Next
- Vetrya
- Videocites ID
- Vidibond
- Viewed
- Visaic
- Viseo (before Birchman Consulting)
- VU Security
- Watafan
- Wildmoka
- Wizink Center
- World Football Summit
- World Table Tennis
- WSC Sports
- Xeerpa
- YBVR
- Yoomedoo



# THE SUCCESS OF THE GSIC IS THE SUCCESS OF OUR MEMBERS

ACTIVITY REPORT 2020

**GSIC**  
Global Sports Innovation Center  
Powered by  Microsoft