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<https://sport-gsic.com>



Our Next Events



Members Solutions
 Showcase
**New ways for
 Fan Engagement
 Monetization**

May 4

For members only



Training & Mentoring
**Social Innovation
 and Social
 Entrepreneurship
 in Sport**

May 11

Register



Webinar
**Innovation in
 Winter and
 Mountain
 Sports:
 Challenges and
 Trends**

May 19

Register



6th General Assembly of GSIC Members

GSIC Members ONLY

All the GSIC members are invited to attend the General Assembly that will take place on **May 14 at 1pm** Madrid time. As always, we will report on the activity and financial performance of 2020 and share plans for 2021.

Register

Have you met...

*"Sport is fascinating because it's truly global. From a **venture standpoint**, I learned that sport offers a **unique platform for building a business**. If you leverage it appropriately, you can use customers as proving ground to validate products and **scale accordingly**. "*

Jeffrey Kunowski

Associate Director, Innovation Programs
 Global Sport Institute ASU



Growing sports ventures and supporting entrepreneurs

There has been increasing interest in sport entrepreneurship as a field of study due to the way it bridges theory and practice. This is certainly relevant in the startup context that emphasizes an entrepreneurial approach for developing a business model.

This month we spoke with [Jeffrey Kunowski](#), Associate Director, Innovation Programs, and Lead Venture Mentor at Arizona State University's Global Sport Institute. In this role, Jeff works directly with ventures that are looking to bring sport-related ventures to market. He oversees all sport-specific venture development and funding programs, manages GSI's external innovation partnerships, and mentors student and professional athletes as they pursue entrepreneurial endeavors. Jeff has spent over 10 years in the sports and entertainment industry and has extensive experience with product development, sales and marketing, and venue technology implementation.

[Read Interview](#)

Open Innovation Programs

Top-10 finalists of FootballCan 2041 are announced



TOP 10 Finalists Announced

We do not know what the football of the future will be like, but we know how we want it to be

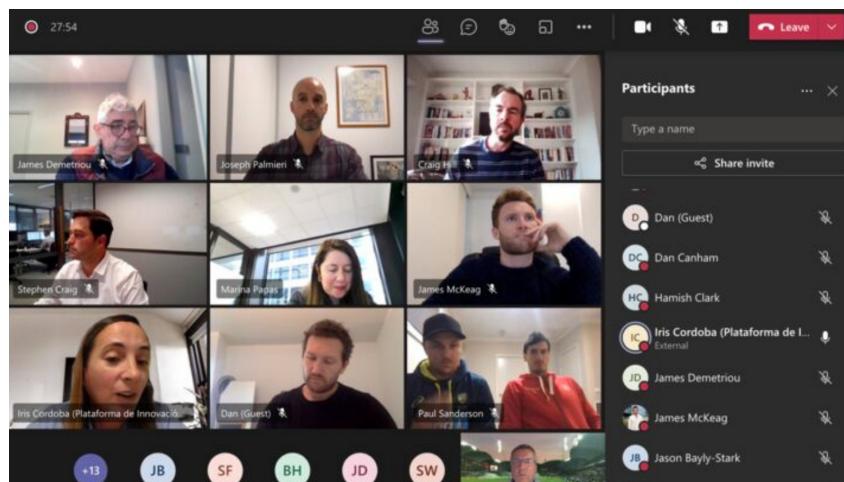


Banco Santander (Santander) and the Global Sports Innovation Center powered by Microsoft (GSIC), are pleased to announce the 10 finalists of FootballCan 2041: [Sceenic](#) (UK), [Access Earth](#) (UK), [Brintia](#) (Spain), [Pressenger](#) (Hungary), [CamOnApp](#) (Argentina), [Zonyx](#) (Soocial) (Spain), [Pledgeball](#) (UK), [Xeerp](#) (Spain), [FanPlay IoT](#) (India), [Gol2Soul](#) (Colombia).

The participation has reached about 200 companies from 30 countries, being the most representative Spain, UK, Brazil, Argentina, Mexico, USA, and Germany, along with other more varied countries, such as Trinidad and Tobago, Nigeria, Uruguay Romania, India, Australia or Switzerland among others, thus representing the 5 continents of the world, demonstrating the commitment and vocation of entrepreneurs globally to support initiatives that promote a more inclusive, diverse and committed to the environment soccer.

[Read more](#)

Cohort 2 of our Pre-accelerator program with ASTN has begun with the online mentoring sessions



The second edition of our Pre-Accelerator program in partnership with **ASTN Australian Sports Technology Network** got underway on April 28 with an introduction followed by a session on the “Entrepreneurial Mindset” delivered by GSIC expert [Francisco Santolo](#).

‘The Business of Sport’ Sportstech Pre-Accelerator program is powered by [LaunchVic](#) and supported by our delivery partners Madgwicks Lawyers, Mik and Joe Creative, Pitcher Partners, Sports Tech World Series and Varcis Group.

[Learn More](#)

Global Soccer Conclave Kick Off - Startup Pitch Day



June 6

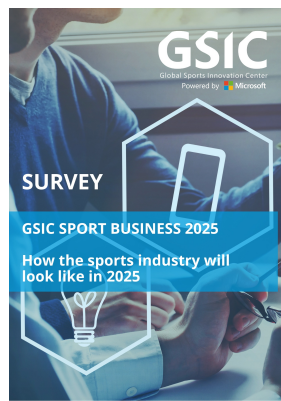
The GSIC powered by Microsoft has partnered with Global Soccer Conclave for a special **GSC Kick off - Startups Pitch Day**, a unique opportunity for startups and sports tech companies to pitch their services, showcase their organisations, and utilize a match-making business opportunity between investors and innovators.

This event will engage creative minds to come up with innovative solutions wherein the best ideas will be rewarded at the GSC Awards night. Two experts from the GSIC team will be part of the 8 member jury of the Kick-off session.

[Find out more and register](#)

Our Latest

GSIC News



Participate in the survey for "How the sports industry will look like in 2025" report - Open till May 7

The GSIC is designing, creating and disseminating several reports on key topics related to the sports industry. Back to early 2019, GSIC published an initial report about how the sports industry will look like in 2025 from an innovation and digital transformation perspective. The report was very well appreciated by the ecosystem. Two years later, and taking also into account the collateral effects of COVID-19 in the industry (and, generally speaking, in all aspects of our life).

GSIC is aiming to upgrade and update the report, providing a more holistic and integrated vision of How the sports industry will look like in 2025, specially from an innovation and digital transformation perspective.

The report will benefit of qualitative interviews from key players of the ecosystem, as well as from the results of an on-line survey, which questionnaire we would appreciate it very much you fill in (it takes around 10-12 minutes).

[Go to Survey](#)

New white paper "The Theatre of Dreams: Sport, Technology & Smart Venues"

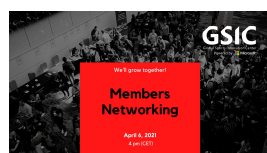
Global Sports Innovation Center powered by Microsoft in collaboration with our strategic member **Shared Access** worked on a document that compiles the best practices in the market related to smart venues in which we analyse the major trends driven by digital transformation in the sports industry.

This paper sets the context in the original drivers for change through the last two decades. Likewise, we delve into the business cases for Smart Venues focusing in three areas which are technology, monetisation and security. Smart Venues are here to stay and constitute a fundamental part of the sector.



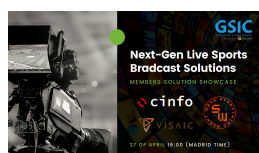
[Download White Paper](#)

Events



Networking
GSIC Members Networking - Americas + Europe

April 6



Members Solutions Showcase
Next-Gen Live Sports Broadcast Solutions

April 27

[Watch video](#)



Round Table
The theatre of dreams: sport, technology & smart venues

April 29

[Watch video](#)

*Only GSIC Members can access recordings of our events. If you're not a GSIC members, you

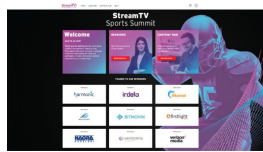
Other Activities



Galicia Sportech Congress

On April 21, GSIC's General Manager Iris Cordoba has participated in a "Connecting Ecosystem" panel withing Galicia Sportech Congress, talking about the role of innovation in sports together with LaLiga, Arena Hub, and HUB23.

[Watch Video](#)



StreamTV Sports Summit

Same day, April 21, our General Manager, Iris Cordoba, was part of the round table "How to Produce Content for OTT: Particularities and Differences for TV" alongside Amir Somoggi, Sports Value Marcelo Gantman, Big Data Sports and Nicolás Sculli, Wooloo.tv

[Learn more](#)

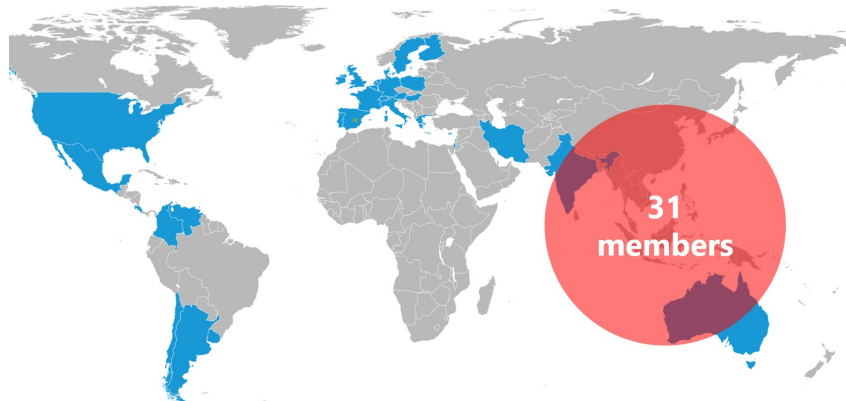


The growth of eSports resists the pandemic

Our contribution to the Radiotelevisión Española's reportage on "Esports growth resisting the pandemic" with an interview from our General Manager Iris Cordoba.

[Watch video](#)

GSIC APAC



GSIC APAC is growing

The GSIC is continuing to work on its expansion to Asia. New members are joining the center each month to add value to the ecosystem and to open new opportunities for our members on other continents.

[Visit GSIC APAC](#)

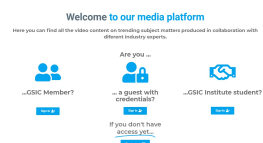
Membres Resources

All the members of GSIC have exclusive access to different benefits, resources and services that we provide.

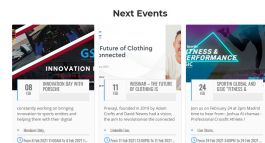
If you are a GSIC member, don't forget that you can:



Update your profile on



Visit GSIC Media to watch all our



Speak at our next events or

Private Members Area

Use your private area to learn more about other GSIC members and to connect with them, as well as to find Working Groups materials, training resources and more

[Go to Private Area](#)

events

Re-view our last events, events that you missed or all the rest of events starting from 2018! We have it all: Fan Engagement, Digital Transformation, COVID, Smart Stadiums and more

[Go to GSIC Media](#)

be part of Working Groups

Our members have priority to participate as speakers at all our events, offer topics and content for materials that we publish, as well as to participate in our Working Groups.

[Contact us](#)

New Members



Bulgaria

[Visit website](#)

Singapore

[Visit website](#)

**MyApplause
(Germany)**

[Visit website](#)

Hungary

[Visit website](#)

Germany

[Visit website](#)[See all April members](#)

Members News



SportIn Global Recruitment Survey

Is your organization looking for ways to increase the likelihood of gaining more well-rounded candidates and looking to increase organizational productivity?

[SportIn Global](#) wants to help your organization achieve those goals and more! Using a recruitment survey sent to HR professionals and decision-makers throughout the sport/fitness industry (or related), our objective is to collect data and insights on your recruitment processes. In the survey, we will tap into areas such as candidate skills and requirements, internship programs, recruitment during the COVID-19 pandemic, and

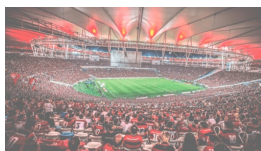
other applicable areas.

[Go to survey](#)



GSIC Members Inspire Sports and Blocksport partner to conquer international markets

[Read More](#)



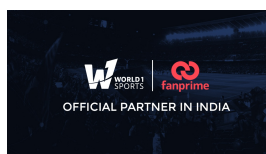
Sports Value Report - Digital presence of Latin American clubs - 2020 y 2021

[Read More](#)



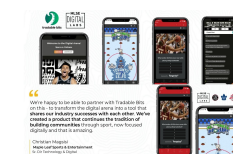
Sports Innovation Lab in collaboration with Sceenic published a major report on co-watching

[Read More](#)



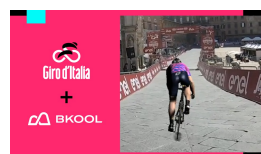
World1 Sports announces partnership with the fan loyalty solution Fanprime

[Read More](#)



MLSE and Tradable Bits partner to launch "Digital Arena" powering NBA 2nd Screen Experiences

[Read More](#)



Fanprime and esports team MCES unveil MCES Ultra, an innovative direct-to-fan platform

[Read More](#)

Industry Events



Global Soccer Conclave - June 5-7

Global Soccer Conclave is a mega-event to create a business and performance oriented football roadmap through transfer of knowledge, technology and innovation from the developed nations to the developing nations. The conclave features 4 segments which are:

GSC Talk: A session which highlights the unique stories of football organisations and brands in contributing towards Football development.

GSC Live: An interactive platform featuring international experts to create feasible solutions for the developing Football nations

GSC Award: A felicitation of the key contributors and achievers who have reached milestones in their Football career.

GSC Kick-Off: A global platform for individuals/groups to pitch their business idea in front of a dynamic cohort of investors, sports technology service providers and entrepreneurs.

Don't miss the opportunity, if you are a sports tech, start up or a football enthusiast, join the conclave and grow your knowledge and network.

[Register](#)

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