

New!

GSIC
Global Sports Innovation Center
Powered by  Microsoft

NEWSLETTER №57



GSIC News for June 2020

Private Members Area



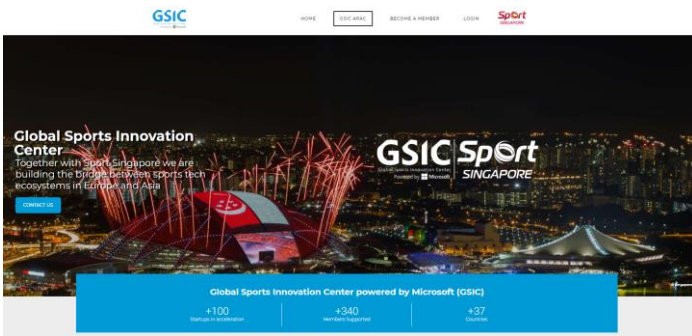
Not a member yet?

- Here is What You're Missing:
- ✓ Access to Working Groups
 - ✓ Members directory
 - ✓ Access to private News

Join our Private Members' Group on LinkedIn



Visit our new APAC web site!



Interested in becoming GSIC Member?



BECOME A MEMBER



Don't miss out Asia Startup Competition!



GSIC and Sport Singapore have joined forces to launch a brand new startup competition focused on Asia-Pacific area.

We are looking for innovative startups in areas of **Team & player performance**, **Business insights & analytics**, **Smart venues/sporting facilities**, **Fan/consumer engagement**, **"Phygital" experiences** (solutions for blended/hybrid experiences), **Media platforms**, **Sponsorship**, **Esports**, **Health & wellness**, **Mitigation of pandemics & public health**.

The application period will remain open till the end of July, and **10 best startups** will be selected for the shortlist to pitch to the jury that will define 3 winners.

The winners of the competition will benefit on free GSIC 1-year membership, a scholarship for Master's in Digital Transformation of the Sports Entities at GSIC Institute, access to the Microsoft for Startups Program and a possibility to do a pilot with Sport Singapore.

[**MORE INFO**](#)



This month we had a pleasure to collaborate with European Sports Tech Conference, offering as part of their program a fireside chat between [Sebastian Lancestremère](#), Sports Industry Managing Director at Microsoft, and [Niharika Singh](#), Head of Product at ONE Championship. Niharika shared with us how ONE has initiated their digital transformation journey, how they are engaging with their fans and why collaboration with Microsoft and GSIC.

[Watch the video](#)

[Read session's summary and takeaways](#)



GSIC has also participated in the special startups session, where our Strategic Alliances & Business Development Director, Iñigo Bonilla, shared what is GSIC and what benefits we can offer to the sports tech ecosystem. As well as we collaborated with Sports Tech World Series to select 5 startups for the virtual pitch, two of them, [FootyLight](#) and [Thermohuman](#) are GSIC members.

[Watch the video](#)



GSIC powered by Microsoft and WFS announce finalists of their WFS Startup

90 startups from up to 32 different countries across the globe have submitted their candidacy for the WFS StartCup by GSIC, the international startup 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.

In the coming days, the jury will deliberate and decide the 16 projects that will be awarded the right to pitch their projects during WFS Live on July 9th. The eight finalists will be announced on July 27th and will have the chance to pitch in the next WFS online summit. [Read More](#)

GSIC has celebrated its 5th General Assembly of Members and 5th Anniversary!

On June 25th, the GSIC has held its [5th General Assembly of Members](#) which also became a great occasion to celebrate GSIC's 5 years of operation connecting sports industry to the innovation.

During the Assembly, our General Manager, [Iris Cordoba](#), presented the report of activities of 2019, as well as GSIC's accounts, income, budget and activity plan for 2020.

From the first year of operation of the GSIC and until today, our purpose has been accomplished thanks to the trust, commitment and support of our members, collaborators and excellent acceptance in the sector.

The important work we do daily in terms of the development of the different activities has been accentuated in 2020, **reaching a 20% increase in activities, 32% in participation in international events, and 35% in the scope of our database.**

Today, we are proud to have our **218 members from 37 different countries** who participate in all our activities, support our initiatives and contribute to the growth of the sports tech ecosystem together with GSIC.

During the Assembly, we also counted on the participation of [Andy Stalman](#), co-founder and CEO of [TOTEM Branding](#), who presented his new book called TOTEM, and offered an inspiring talk on the importance of transforming your clients into believers.



[Download GSIC Annual Activity Report 2019](#)

Celebrating our 5th Anniversary!



If you are a GSIC members and you missed some of our activities in June...

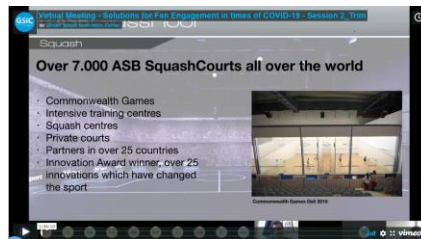
VIRTUAL MEETING

Solutions for Fan Engagement in times of COVID-19 – Session 1



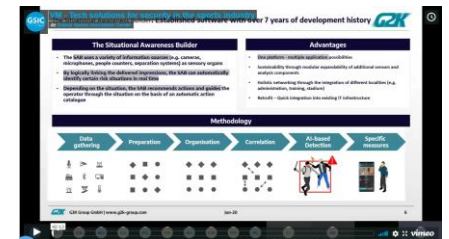
VIRTUAL MEETING

Solutions for Fan Engagement in times of COVID-19 – Session 2



VIRTUAL MEETING

Tech solutions for security in the sports industry



*Note that only GSIC members can watch the videos



Our experts



MODERATOR

Rodrigo Garza

GSIC Ambassador



Andrew Parsons

President



Jürg Capol

Marketing Director



David Cipullo

Management Board member



EMBRACING THE MULTISPORT THROUGH TECHNOLOGY AND INNOVATION

At the GSIC powered by Microsoft we continue improving and developing our content program in order to add you more value and provide useful insight on the sports industry from different branches and perspectives.

That's why we launched our new [Sports Industry Digital Transformation Online Forum](#) that consists of a series of conferences related to the sports such as tennis, basketball, motorsport, and football, as well as there will be one session on multisport.

In our second session, "Embracing the multisport through technology and innovation", we had a pleasure of holding a discussion between such a relevant industry experts as [Andrew Parsons](#), President of [International Paralympic Committee](#), [Jürg Capol](#) - Marketing Director at [International Ski Federation](#), [David Cipullo](#), Infront Sports & Media Group Management Board member. The conversation was moderated by one of our Ambassadors, [Rodrigo Garza](#) - former Olympic athlete, Partner at [Fund Sports Business](#).

To learn more about the main takeaways of the session, you can read the resume, and if you are a GSIC member, you can watch the complete recording of the session.

[Watch the video](#)

[Read the resume](#)

BRANDINNOVATION POWERED BY TOTEM SERIES. CHAPTER 1. LALIGA

The [GSIC powered by Microsoft](#) and in collaboration with [Sport Singapore](#) is announcing a new series of activities during which we are aiming to explore the relationship between brands and innovation nowadays.

[GSIC BrandInnovation Series powered by Totem](#) is going to be composed by [3 fireside chats](#) with key figures in the sports industry area who are representing the most relevant international organizations.

Our expert and collaborator, a top-ranked marketing and branding expert, [Andy Stalman](#), co-founder and CEO of [TOTEM Branding](#), will be hosting these conversations and getting the most interesting insights for you.

The first session took place on [June 23](#), and our first guest was [Enrique Moreno](#), Global brand and assets director of [LaLiga](#), one of the most recognized sports and entertainment brands globally.

Enrique shared with us how LaLiga evolved from an association into a leading brand in the world of global entertainment, their transformation in terms of value, engagement and social impact, and also LaLiga's growth on Asian market.

To learn more about the main takeaways of the session, you can read the resume, and if you are a GSIC member, you can watch the complete recording of the session.

[Watch the video](#)

[Read the resume](#)

UPCOMING EVENTS

FOR MEMBERS

- [Virtual Meeting – Innovative Solutions for Fitness and Wellness](#) – July 16

UPCOMING EVENTS

FOR ALL THE ECOSYSTEM

- [GSIC BrandInnovation powered by Totem - Chapter 2. Decathlon](#) – July 24

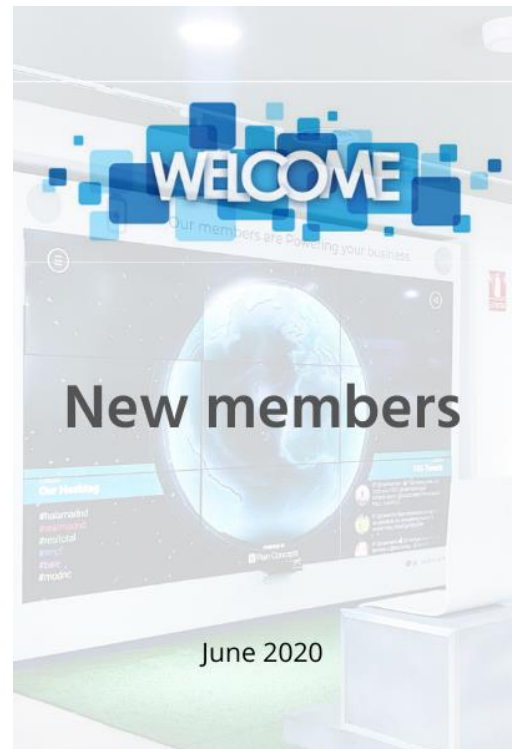
NEW MEMBERS

JUNE 2020

Meet our new members who joined the GSIC in June.

Check their profiles and get in touch with them through our private Members' Area.

[Website](#)



MEMEBERS' NEWS



[PRESSENGER and BlockSport bring community management to the next level](#)



[North Carolina Football Club announces partnership with IQONIQ](#)



[UAE Pro League in cooperation with Sponix Tech, won The Best Technology Innovation of The Year - Digital Studio Awards 2020](#)



[iXpole helps Johan Cruiff Arena to adapt their restaurant to the post-COVID situation](#)



[Microsoft for Startups is pleased to unveil our Calendar of Activity for July](#)

Content Calendar
Explore our available series of the upcoming activities.

Featured Events
Check out for our featured events this month and enjoy our exclusive exclusive event.

Resources
Check out helpful resources that will help you stay informed.

We're listening
We want to hear your feedback.



[Report on COVID-19 impact on Brazilian football clubs' revenue](#)



ONE CHAMPIONSHIP AND MICROSOFT PARTNER TO FURTHER ACCELERATE AND REINVENT THE DIGITAL FAN EXPERIENCE

Microsoft named ONE Championship's preferred cloud provider, delivering new fan engagement experiences powered by Microsoft Azure and best-in-class collaboration with Microsoft 365.

The largest global sports media property in Asian history, ONE Championship™ (ONE) and Microsoft Corp. (Microsoft) today announced a strategic partnership to harness the Microsoft cloud, including Microsoft Azure and Microsoft 365, to transform digital fan experiences and enhance collaboration for employees. Microsoft is now ONE's preferred cloud and data services provider, powering its digital transformation and accelerating innovation across all touchpoints.

ONE and Microsoft will also leverage the **Global Sports Innovation Center (GSIC)**, a collaborative initiative between private, public and academic partners powered by Microsoft, to support innovation in the sports industry around the world. ONE is a powerhouse of innovation and thought leadership in sports, and through its involvement in GSIC activities, initiatives and open innovation projects, ONE will connect with industry stakeholders in other continents, exchange experiences, learn and add value to the sports tech ecosystem of start-ups, companies, organizations, universities and research groups. [Read More](#)

GSIC INSTITUTE
Global Sports Innovation Center
Powered by  Microsoft

ESBS
European Sport Business School

Online conference

GSIC INSTITUTE: FROM THEORY TO PRACTICE.
THE IMPORTANCE OF TRAINING FOR DIGITAL TRANSFORMATION OF SPORTS ENTITIES
July 1st, 10:00 (Madrid Time)



Iris Córdoba
General Manager at GSIC



Javier Martinez
Senior Advisor at Manchester City



Iñigo Aznar
Professional and lecturer GSIC and ESBS



Mark Taviner
Chief Strategy Officer at Sports Alliance



Calebe de Souza
International Sales Consultant at ESBS

GSIC INSTITUTE – From theory to practice. The Importance of training for digital transformation of sports entities

On **July 1**, the GSIC powered by Microsoft and ESBS European Sports Business School organized a special session within **GSIC Institute** to discuss the importance that training and education of professionals in digital transformation has for the sports industry.

We invited the experts who are also lecturers at our Master in Digital Transformation of Sports Entities, so they can join their experience with this educational program, and also explain the relevance that trained professionals have for the sports organizations nowadays, sharing their own expertise working with the worldwide recognized sports entities.

[Watch the video](#)

[Read session's summary](#)

[Get informed on GSIC Institute](#)

Our mailing address is:
info@sport-gsic.com

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