

New!

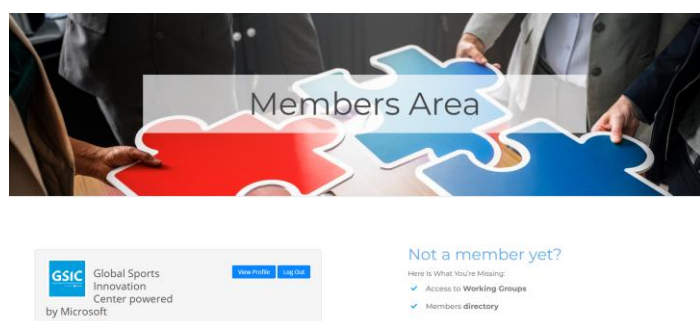


# NEWSLETTER №58



GSIC News for October 2020

## Private Members Area



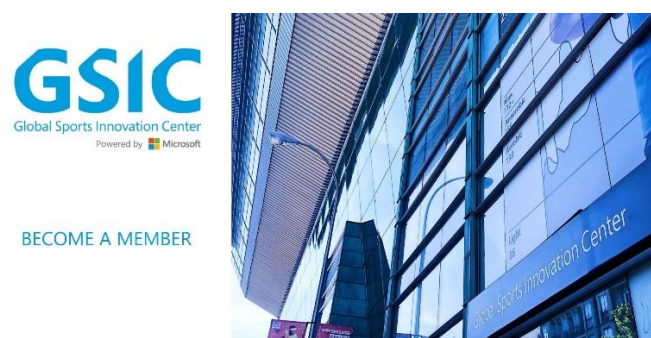
## Visit our new web site!



## Join our Private Members' Group on LinkedIn



## Interested in becoming GSIC Member?



## UPCOMING EVENTS

### FOR MEMBERS

- **October 21** – “Capitalizing on the explosion of Espots in Schools and Gaming” - Microsoft for Startups
- **October 22** - Virtual Meeting “The importance of AI in the sports industry” - Evvo Labs, Olocip, Skillcorner, Edisn
- **October 28** – Virtual Meeting “Training Solutions” – Fast Pong, BKOOL, Rezzil, Hyfit

### FOR ALL THE ECOSYSTEM

- **October 7** – Presentation of White Paper “Pygital” Innovations in Live Sports Coverage during COVID-19 – Amaury Sport & LaLiga
- **October 27** – Sports Industry Digital Transformation Forum – Multisport – Chapter 3 - Triathlon International Federation, Swimming International Federation, FIA
- **October 28** – SportIn Global Summit Asia – Data and Future of Sport
- **October 29** – Presentation of White Paper “Gaming and Sport During COVID” – ManCity, EA Games, LaLiga

**3 winners of Asia Startup Competition are announced!**

## How it was



As a result, **100 startups** from **22 different countries** submitted their candidacy for this competition targeting entrepreneurs who can contribute with their technological innovation to the development through different areas impacting the sports industry.

After a thorough screening process, **GSIC** and **Sport Singapore** experts made a selection of the top10 startups that had the opportunity to pitch their solutions to the industry's most relevant leaders during a special online event on **August 27** and the jury, composed by leading professionals from across the global sports industry, decided the 3 winners of the competition: **edisn.ai** (India), **Rosterfy** (Australia), **SponixTech** (Qatar)

### [MORE INFO](#)



### GSIC and ASTN Announce Joint pre accelerator Program

**GSIC powered by Microsoft** in partnership with the **Australian Sports Technologies Network (ASTN)** received **LaunchVic** funding to deliver a sportstech Pre Accelerator Program.

A core focus of the program will support Startup Entrepreneurs to validate their on or off-field sportstech business idea against competitors, vendors and VC. This program aims to better prepare early-stage startups for subsequent sports technology accelerator programs and will be offered 4 times over 2 years with the intend to strengthen the reach, international standing and reputation of the Australian sports tech startup ecosystem in Victoria.

[More info about the program](#)



### GSIC powered by Microsoft and Actua Empresa sign an agreement to promote innovation in winter sports and cycling

Global Sports Innovation Center powered by Microsoft (GSIC) and the Minister of Presidency, Economy and Business of the Government of Andorra, Jordi Gallardo, have signed on September 28, electronically, an agreement from which **Andorra** will be positioned, at an international level, as a point of reference in the startup ecosystem , 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 in Andorra and around the world that want to bring their innovations to the Principality.

[Read More](#)



## GSIC Summit 2020

GSIC Summit is back on **November 11** and **12**!

We invite all our members for the 2-days networking and knowledge-sharing. You can register in [THIS FORM](#) (for members only).

Future of Fan Engagement & Social Loyalty after COVID – 19, Developing an esports strategy from zero to hero, Blockchain platforms, Best practices of Digital Transformation of sports entities, are some of the topics in our agenda.

This year we also will have some seats for external guests, so if you want to get in touch with GSIC members network, know more about our benefits and get access to the exclusive content, you can get yourself an access -> [HERE](#)

## “Talent in the Sports Industry from the Digital Transformation Perspective” Report

**Global Sports Innovation Center powered by Microsoft** in collaboration with [Sport Singapore](#) has worked for the past few months on the elaboration of the report that will provide our ecosystem with useful insights to the current and future professionals of the sports industry.

At the GSIC we are aware that to carry out any digital transformation process, you have to start by detecting the talent. The sports sector is not oblivious to the need to improve the skills of its teams, it needs talent and knowledge to face new challenges. For a digital transformation process to be successful in a sports entity it is necessary to integrate this process as a part of the organization's strategy, it is necessary to have a digital or technology director and a digital plan.

With this report, we wanted to offer a global vision of the industry that helps entities in the sector, universities, students, managers of the sector and people in search of challenges in the sports industry.

We would like to thank Sport Singapore for the support that has allowed the study to include the Asian region and thus have a more global and reliable sample. And, to thank [SPSG Consulting](#) for their support in the preparation of this report.



[DOWNLOAD REPORT](#)

## GSIC Round table at Soccerex



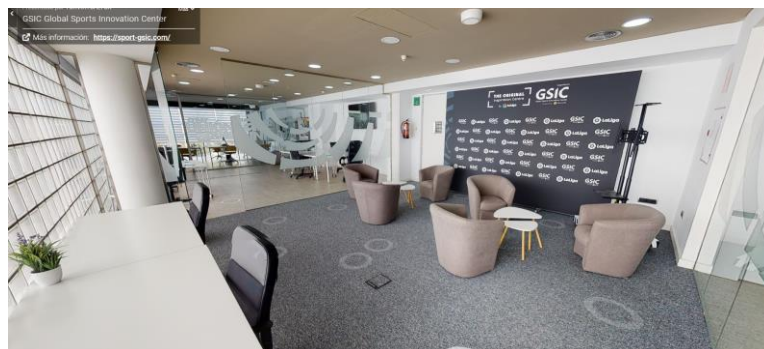
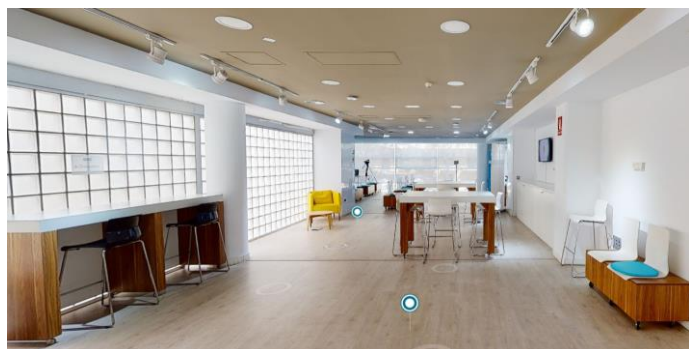
On **September 24**, the GSIC participated at Soccerex event with its own round table **“Startups internationalization through open innovation processes”**.

We invited to this panel [Dr. Martin Schlegel](#), Board Member of ASTN, [Heba Al Masri](#), Managing Director of [Qatar Sports Tech](#), [Jeff Kunowski](#), Associate Director, Innovation Programs at [Arizona State University's Global Sport Institute](#), [Jorge Gomez](#), Partners Solutions Program Manager at GSIC.

We had a great opportunity to discuss why accelerators are creating alliances across continents and how it helps the whole sports tech ecosystem grow, what initiatives they help startups to internationalize their businesses with, and how the accelerators expand to other regions themselves.

## GSIC Virtual Tour





In case you missed us...or our Headquarters in Madrid, we have great news for you!

Now you can visit us online and check all the innovative solutions we have in our showcase, visit event room and event co-working space. Enjoy this virtual tour experience till we can have you again at our venue, which we hope will happen soon.

[VISIT GSIC](https://gsic.com/)

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

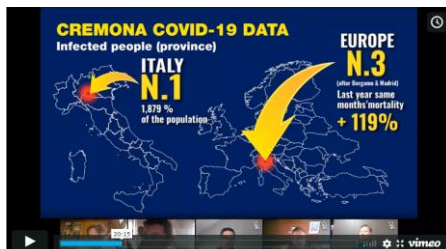
### SIDT

#### Embracing Multisports Through Technology and Innovation. Chapter 2



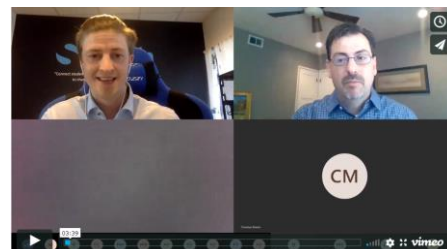
### ROUND TABLE

#### How Governments are Mitigating the Effects of COVID-19 on the Sport Industry



### ONLINE CONFERENCE

#### SportIn Global Summit – Americas – Data and Future of Sport



### VIRTUAL MEETING

#### Brands in Esports with Global Esports Federation, SportFive and TechStorm



### VIRTUAL MEETING

#### Joining Forces of AI and Big Data for Sports, Recruitment and Performance



### VIRTUAL MEETING

#### VM – Data Analytics with Xeepr, Commanders Act, Proem and Videocities



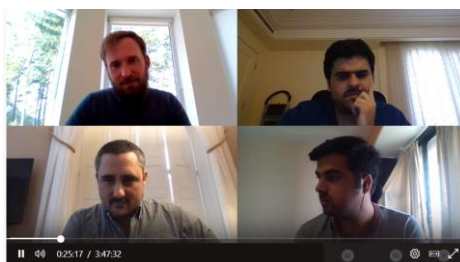
### ONLINE CONFERENCE

#### SportIn Global Summit – Europe – Data and Future of Sport



### WORKSHOP

#### How to grow your startup, reformulate business units and drive innovation



\*Note that only GSIC members can watch the videos

## NEW MEMBERS

JULY - SEPTEMBER 2020

Meet our new members who joined the GSIC in July - September.

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

[Website](#): [July](#); [September](#)



**blocsport**  
one

**bobble**  
SPORTS

**Cognizant**



COMMANDERS **ACT**  
Optimisation • Performance • Innovation



**Docuten**  
BUNDLE CLOUD



**edisn.ai**

**evvolabs**  
cloud • cybersecurity • infra • iot • media • mobile



**SMT.**  
CHANGING THE GAME



WSC  
Sports



**WTT**

**xorpa**



## MEMEBERS' NEWS



[Watch the interview](#)

## IMAGINEAR SIGNS TWO YEAR DEAL WITH VALENCIA FC TO BRING AUGMENTED REALITY TO 7 MILLION SOCCER FANS

[Imagine AR Inc.](#), an Augmented Reality Company that enables sports teams, businesses and enterprises to instantly create their own AR mobile campaigns, is pleased to announce the signing of a two year partnership agreement with Valencia C.F., one of the biggest soccer clubs in the world and the winner of six LaLiga titles, to provide its Augmented Reality Platform for fan activation and engagement. This historic agreement makes Valencia C.F. the first LaLiga team to incorporate Augmented Reality for fan activation and engagement.

ImagineAR has participated in **WFStartCup 2020** this summer, and through the GSIC they were able to get in touch with Valencia FC which led quickly to the creation of this partnership. Congratulations!

[READ MORE](#)



[Podoactiva renews its commitment to Paralympic sports and will accompany the Spanish team up to Tokyo](#)



[FIFA accredits IGOID-Sportec to carry out technical tests on artificial grass pitches](#)



[Football loving fans will have a chance to cheer for the Hungarian national team in the stadium virtually, thanks to Seyu](#)



[RC Celta will install tiivii at their training fields in A Madroa and at their press rooms](#)



[Case study: how wasps maximized fan engagement virtually and offered loyalty programs](#)



[Podoactiva skis with smart insoles in Madrid](#)

## INDUSTRY EVENTS





## FIT Summit, 'World Fitness & Wellness Online Summit' – October 7

The Global Sports Innovation Center powered by Microsoft is pleased to announce a collaboration with one of the most relevant industry events in Asia hosted by FIT Summit, 'World Fitness & Wellness Online Summit' that will take place on October 7.

It's a one-day online event for business owners/managers/investors to connect with, speak to and learn from each other. An incredible day full of fitness, wellness, health and sports talks and networking.

GSIC members get **50% discount** to attend this event. Contact us for your discount.

[MORE INFO](#)



## Scalabl Entrepreneurship and Innovation Course – October 8

The **GSIC powered by Microsoft** is collaborating with **Scalabl Academy** and its founder Francisco Santolo in several projects to help startups in our ecosystem grow.

Now, we want to introduce you **Scalabl Entrepreneurship and Innovation Course**

**Learn how to build, grow or reformulate your own company**

You can now learn online and on-demand, their unique innovation and entrepreneurship methodology, designed to build and lead scalable and profitable companies and business units. It will certainly empower you with tools and network to continue adding value to the sports industry's digital transformation.

GSIC members get 10% discount

[MORE INFO](#)



## Leadership Women Football Congress – October 15-16

LWF carries out different activities throughout the year, its main event being the annual Leadership Congress for Women in Football (LWF Congress).

This international event is unique for its theme, location and universality, highlighting the diversity and quality of its speakers and the closeness between the attendees and participants of the Congress.

GSIC members get 10% discount

[MORE INFO](#)

Our mailing address is:  
[info@sport-gsic.com](mailto:info@sport-gsic.com)



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