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Visit our website
<https://sport-gsic.com>



Merry Christmas and Happy New Year!

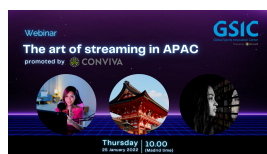


We thank everyone who took part in GSIC activities this year, contributed sharing their knowledge and best practices through our webinars, conferences, white papers, workshops, participated in our reports, open innovation programs, and other initiatives that help to grow the sports industry.

Our ecosystem motivates us to grow, to do more and to be better day by day. We know that only together we can move our sector forward and we hope that you continue finding in GSIC a meeting point where to learn, share, create and inspire each other.

Let's keep in touch in 2022 and continue growing together!

Our Next Events



Webinar
The art of streaming in APAC
 powered by Conviva

January 25

[Register](#)



Members Solutions Showcase
Technology that creates metaverse in sport

January 18

[Members only](#)



Webinar
Creating sports metaverse: what, why and how

January 20

[Register](#)



GSIC Summit - We are waiting for you on February 9-10, 2022!

The new **GSIC Summit** edition will become a great meeting point for GSIC members to do networking, share their projects and solutions, exchange knowledge, discover more about technology trends in the sports industry and create synergies.

We are waiting for you on **February 9-10, 2022** in Madrid.

On the **first day**, the agenda will cover topics such as sustainable future of sport, business internationalization, talent in the sports industry, sports metaverse, blockchain and NFTs, fan engagement, fitness & wellness, AR and VR experiences, Esports, sponsorship, and more.

On the **second day**, we will invite you to the special workshop and networking activities, as well as we will hold the ceremony of our GSIC Sports Tech Innovation Awards.

You can already register to secure your seat for our biggest event of the year!

[Register](#)

Our Latest



GSIC powered by Microsoft sets up base in Singapore to support the transformation of Asia's sports tech ecosystem

On December 7 the GSIC opened its doors in Singapore, welcoming entrepreneurs, start-ups, and businesses to develop innovation projects, collaborate on initiatives, and share knowledge and expertise. The launch of GSIC's APAC headquarters will create opportunities for local and regional organizations to join a global network that supported of more than 450 members during the past 6 years.

Located in Singapore Sports Hub, the eponymous location of Singapore's sporting scene, GSIC APAC seeks to become a strategic leader in addressing the challenges of the sport industry and bring value to the sport sector in the Asia Pacific region. Recognizing that access to international expertise is important for business growth, GSIC APAC seeks to be a regional conduit for

activities and programs that enable the exchange of ideas and expertise.

The regional headquarters in Singapore will provide world class resources and support for sports organizations, government agencies, educational institutions, and entrepreneurs in accelerating the growth of the local sports tech ecosystem, as well as support digital transformation of the local sports entities.

[Read more](#)



GSIC Sports Tech Innovation Awards - Nominations under evaluation process

We thank everyone who submitted their applications to our Awards. The GSIC jury panel that is composed by our Board of Directors, will evaluate 3 finalists of each category in the upcoming weeks and we will announce the winners at GSIC Summit 2022.

Stay tuned to our news and come to GSIC Summit 2022 to meet the winners!



New Master in Sports Management and Technology in collaboration with SEK Educational Institution

We are proud to announce that we have begun a new collaboration line with our strategic members SEK Educational Institution and their Camilo Jose Cela University in order to launch a new Master program in Sports Management and Technology.

This Master will provide you with knowledge about the different and newest tools currently used by the sector, as well as the necessary business vision to carry out the best practical applications according to the reality of the market.

The program is addressed to directors and managers of organizations and facilities for physical activity and sports, professionals, entrepreneurs and businessmen; university graduates in Physical Activity and Sports Sciences, Business Administration and Management and Degrees in Technology, Industrial Engineering and Computer Science. Technical Directors of sports clubs and federations; coaches and professionals in the sports field.

[More info](#)

For startups

Microsoft for Startups Founders Hub

Supporting
all founders



Providing the startups you work with access to Microsoft resources just got easier. With Microsoft for Startups Founders Hub, entrepreneurs can gain free access to the technology and support they need in minutes. Please join us in encouraging the startups in your portfolio and across your network to apply for access to Microsoft resources directly through Founders Hub as we jointly strive to help them scale.

Microsoft for Startups is now more accessible than ever

Now, any founder interested in the program can sign up directly on the website, which means you no longer need to keep track of your referral code or URL. When founders click on your referral URL, they will automatically be redirected to the official Microsoft for Startups website where they can register their interest.

What does this mean for startups that are already in the Microsoft for Startups program?

Startups already in the program have received direct communication regarding Founders Hub and how they will be able to access its benefits. The program experience for startups currently enrolled remains unchanged; they will be migrated to Founders Hub gradually and will be supported closely by our team.

Enroll and develop at your own pace with up to \$350,000 in benefits. Build and iterate on your product with exactly what you need, when you need it including:

- Up to \$150,000 in Azure credits
- Free access to trusted development tools including GitHub
- Free collaboration tools including Microsoft Teams

A full list of FAQs is available on the website to address any additional questions you may have.

[Learn more](#)

Have you met...

*"There has been a **democratization of technology** that used to be just for elite athletes and now anyone can buy a device that will measure all their biometric data. We are monitoring now if this trend goes the same way as traditional wearables because **fewer than 40% of people continue using their smart wearables after 90 days.**"*

Lorin Hamlin
Innovation Partnerships
Under Armour



...Lorin Hamlin? - Innovation that makes people's lives better

Lorin Hamlin joined Under Armour in 2011 to manage the grand opening of the state-of-the-art Innovation Lab. While acting as legal liaison for the Innovation team, Lorin's role quickly grew to include business development and strategic alliances. As part of the Innovation Partnerships team, Lorin now oversees Idea House, a platform which embraces the entrepreneurial spirit on which UA was founded; and Future Show, historically a showcase of the best ideas and concepts submitted through Idea House featuring an in-house trade show exhibition, in which Under Armour employees voted on their favorite products and innovations and the winner pitched to a team of top UA executives for a chance to develop their concept or product to commercialization through UA.

This month we interviewed Lorin to learn more about how she and her team work to make Under Armour innovative and technological brand.

[Read Interview](#)

Activity GSIC Global

Events



Webinar - Innovating & Leveraging your brand on the Asian market - November 23

During this webinar we had a chance to learn from the sports industry top professional on how to build a successful strategy to introduce and expand your

brand in Asia, what are the trends on the market and what to expect from it in the near future.

[Watch video](#)

Members Solutions Showcase - Engagement & Monetization through fans tokens - November 24

This month we invited our members to

explore potential revenue-generating ideas for secondary revenue streams in our Members Solutions Showcase where we will meet solutions on Engagement & Monetization through fans tokens and see how they are changing the industry.



[Watch video](#)

Mass Participation World - December 6-10

Mass Participation World online edition took place from December 6 to 10, and GSIC have contributed for another year to the content program of this conference with a different format to previous years.



Innovators from across the globe had the opportunity to share key elements of their innovations in conversation with **Iñigo Bonilla**, our Strategic Alliances & Business Development Director.

And another activity, "Making Mass Participation Matter: Conversations to help build your community, partnerships and future" with participation of our General Manager **Iris Cordoba** interviewed by GSIC Ambassador Unmish



Blended events: Transforming sports industry through innovation - December 9

Sport Singapore launched the Blended Events Grant to help our events industry pivot and embrace the new 'phygital' or 'blended' vertical in October 2020.

Following this initial launch, Sport Singapore has rolled out the second version of this grant with a sharpened focus to transform our events industry through adoption of innovations and building of new capabilities. Together with the grant recipients, we explore how sports tech innovations like Augmented Reality, Virtual Reality and NFT are rapidly changing the way we engage our fans.

We are happy to collaborate on this first webinar of the Blended series "Transforming Sports Industry through Innovations" and invite you to attend the session.

[Watch video](#)

Global Esports Federation Conference - December 16

GEFcon_21, the 2021 edition of the Global Esports Federation (GEF)'s global convention of thought leaders and idea creators, took place on 16 December virtually. The convention led in to the inaugural Global Esports Games taking place in Singapore from 18 to 19 December, which featured multi-title esports competitions.



Presented by the Global Sports Innovation Center powered by Microsoft (GSIC) and programmed by Economist Impact, GEFcon_21 explored key topics and industry trends such as fintech's growing role in esports, the metaverse, the future of entertainment, to brands moving from sponsorship to partnership.

[Watch recordings](#)

Next Industry Events



Ignition - SportsPro's new home for sports technology

Over two days, the latest and greatest tech will be presented, from revolutionary start-ups and scale-ups to the giants of the industry. Surround yourself with like-minded people who seek out innovation every step of the way and connect with the individuals at the epicentre of the sports tech landscape.

If you have a sports tech solution showcase your product and its capability to an engaged audience of potential customers, investors and mentors. Or if you're a tech or business expert and have a passion to guide and nurture up and coming business leaders take a look at our mentor programme and judging opportunities.

Ignition is the meeting place for progressive individuals and organisations redefining the future of sport.

Step inside and be a part of SportsPro's new home for sports technological transformation and be a part of the industry's future.

[More info](#)

New Members



Spain

[Web](#)



Austria

[Web](#)

futbaltek

Spain

[Web](#)



UK

[Web](#)



Finland

[Web](#)



Spain

[Web](#)



Spain

[Web](#)

Members News



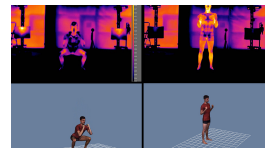
Wayra invests in Scenic, the creator of Watch Together

Wayra, Telefónica's open innovation hub, invests in Scenic, the creator of Watch Together, a software that enables OTT platform users to share video content whilst video chatting with friends and family. With this investment,



Conviva releases State of Streaming Advertising 2021

The report provides premium streaming publishers a roadmap on how to grow their streaming ad revenues, tap into the \$30 billion upside that exists in streaming advertising today. We analyze



IBV works to improve the sports experience with Artificial Intelligence techniques

Injuries, such as those of the anterior cruciate ligament, which are the most frequent in athletes, represent a high social, psychological and

Scenic seeks to strengthen its presence in the markets where Telefónica operates in Europe and Latin America and its internal growth and development of new technologies.

[Read more](#)

content, social media, advertising, and quality of experience, including 1.8 trillion real-time events per day via 3.3 billion applications streaming on devices in 180 countries

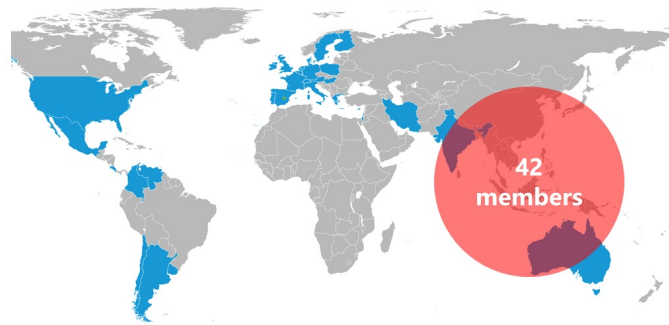
[Download](#)

economic cost both for the athletes themselves and for their teams. Sometimes these traumas prevent athletes from recovering their previous level of performance and can even lead to the development of other illnesses.

[Read more](#)

GSIC APAC

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](#)

Events



GSIC presents new solutions showroom in Singapore

During the official launch of GSIC new office in Singapore on December 7, the center presented a new showroom of innovative solutions developed by GSIC members in areas of Fan Engagement, Smart Stadiums, Business Insights, Team and Player Performance, Education, Media, Esports, Sponsorship, Fitness and Wellness and Sustainability.

[Read more](#)



GSIC APAC hosts an Inspiration Day for Singapore National Sports Associations

On **December 10**, our General Manager **Iris Cordoba** and our Strategic Alliances & Business Development Director **Iñigo Bonilla Barroso** received 7 National Sports Associations (NSA's) among which were:

- Singapore Cycling Federation
- Singapore Athletic Association
- Singapore Badminton Association
- Motor Sports Singapore
- Singapore Gymnastics
- Singapore Tennis Association
- Singapore Cricket Association

In our showroom space, the Associations' representatives learnt about innovation in the sports tech enhanced by GSIC members in order to generate impact in different sports scenarios such as Fan Engagement, Smart Stadiums, Business Insights, Team and Player Performance, Education, Media, Esports, Sponsorship, Fitness and Wellness and Sustainability.

New Members



Singapore

[Web](#)



Singapore

[Web](#)



Singapore

[Web](#)



Australia

[Web](#)



Singapore

[Web](#)

Membres Ressources

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

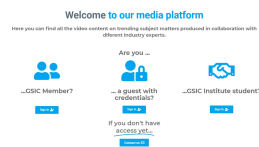
If you are a GSIC member, don't forget that you can:



Update your profile on 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

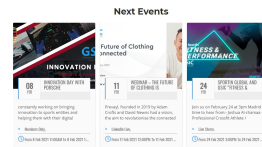
[Go to Private Area](#)



Visit GSIC Media to watch all our 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](#)



Speak at our next events or 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.

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