



Smart Cities & Sport
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Sports Innovation Hubs

A SMART CITIES & SPORT PUBLICATION

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Thank you!

THE BEGINNING OF A NEW ERA IN SPORTS



Grégoire Junod
Mayor of Lausanne

www.smartcitiesandsport.org

Sport is one of the tools that cities have long used to increase their competitiveness. In particular, sports events that have proven to play a key role in a city's brand image, in the development of its tourist attractiveness or its economic development in the broad sense.

However, in recent years, a new trend has emerged: incubators and accelerators dedicated to sports technology. Their ability to connect two worlds – sport and innovation – give cities the opportunity to create new jobs, attract new talents and develop the local economy. These are just a few examples of the benefits they can bring to a city.

Sports incubators and accelerators are both designed to accelerate the growth and success of young entrepreneurial companies through an array of business support resources and services. This can include access to physical space, capital, mentorship/coaching, and networking opportunities.

Today, in Europe alone, there are more than 1.000 Sports Tech companies and the invested capital reached a new historical record with about 135 M€ in 2017. This is three times more than in 2013.

Here in Lausanne, we consider this opportunity as a way to capitalise on our unique strengths of being the home of International Sports and a centre of innovation. But we also consider that it is our role at the international level to offer the possibility for all incubators and start-ups from the entire world to come to Lausanne to gather and to build ties with the international sports world based in the region. This year, our city hosted the world's first ever sports start-up annual meeting aimed at fostering innovation in sport: "The Spot".

This is just the beginning of a new era in sports. I hope that reading this report will bring you new ideas and inspire your city to strengthen its investment in sports innovation.

Sincerely yours,

Grégoire Junod

Mayor of the City of Lausanne

President of the World Union of Olympic Cities

SPORTS INCUBATORS AND ACCELERATORS: WHAT ARE THE OPPORTUNITIES FOR CITIES?



Mélanie Duparc
Secretary General of the
World Union of
Olympic Cities

In recent years, a new trend has emerged: incubators and accelerators dedicated to sports technology. While the concept of incubation is rather new in the sports world, it began in the USA in 1959 when Joseph L. Mancuso opened the Batavia Industrial Center in a Batavia, New York, warehouse. While trying to find a single company to rent the warehouse, he decided instead to divide the building and rent it to separate businesses that would nurture by providing shared office services, assistance with raising capital and business advice. Incubation then expanded in the U.S. in the 1980s and spread to the UK and Europe through various related forms.

You may be wondering what does this has to do with a city. By creating a competitive ecosystem that allows sports start-ups to develop, a city could benefit from many advantages including: job creation, talent attraction, positioning of your city as a sports innovation hub, new initiatives and projects, and so on. These are many benefits that sports events can also bring; but perhaps, over a less continuous and shorter period of time.

In order to fully maximise these benefits, cities must understand the potential of sports incubators and accelerators and define how they want to activate these platforms to meet their needs. This is the purpose of this publication: providing cities with the information needed to start exploring the opportunity of supporting such initiatives.

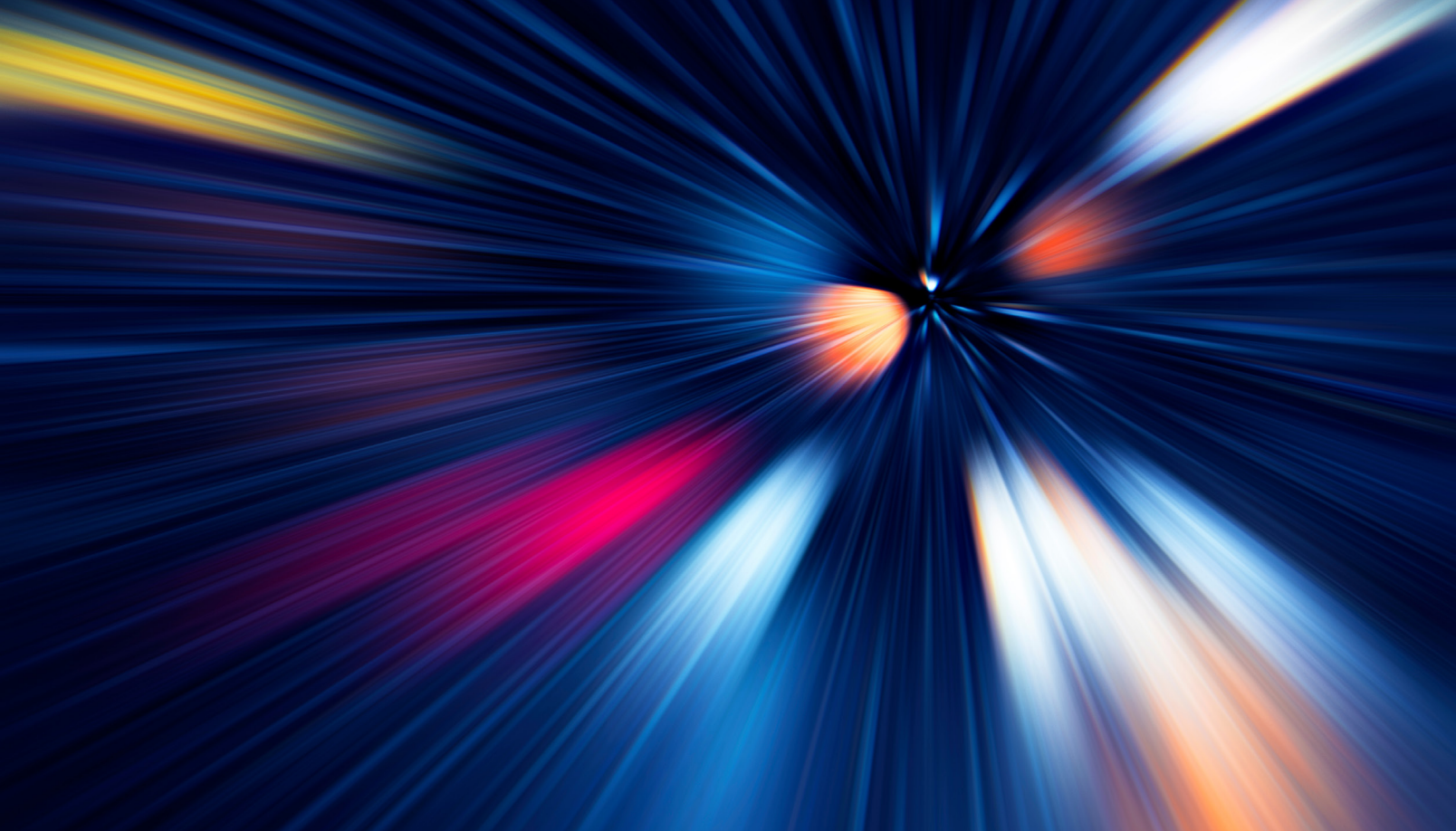
To give you a better idea of what sports incubators and accelerators are, we have compared the different existing models. Providing insight on how they contribute to the development of startups; which vertical markets they are covering; and what the advantages of cities to support this type of initiative are.

We also asked several incubators, some of which are still in the process of development and others more mature, to tell us a little more about their background and how they operate. From Paris to Tel Aviv, via Berlin and the province of Trentino, we offer you the opportunity to immerse yourself in the world of innovation. Providing answers to what the future trends in the sports industry are, who the leading startups are and what motivates investors.

Highlighted in this publication is a feature on "The Spot", the only conference in the world that brings together all sports incubators and accelerators. An annual international gathering, in the heart of the Olympic Capital, which gives the unique opportunity for all of them to learn from each other and establish new and solid relationships with the world of sport.

Enjoy the reading!

Mélanie Duparc
Secretary General of the World Union of Olympic Cities



Incubators and accelerators in the spotlight

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INCUBATORS AND ACCELERATORS ON THE SPOTLIGHT

An overview of sports innovation hubs

In the past 10 years, there has been an exponential rise in the number of startup incubators and accelerators across the world. It first started in the US, followed by Europe and other regions.

Incubators and Accelerators are both designed to accelerate the growth and success of young entrepreneurial companies through

an array of business support resources and services. This can include access to physical space, capital, mentorship/coaching, and networking opportunities.

The concept of incubators/accelerators dedicated to sports tech emerged in 2015 and an increasing number of cities are investigating the potential of creating sports innovation hubs. These platforms are being praised for their capacity to foster sports innovation.

Accelerator vs. incubator – what you need to know

The terms “accelerator” and “incubator” are often assumed to represent the same concept. However, there are a few key distinctions that first-time founders should be aware of. What differentiates an accelerator from an incubator reside in the following aspects:

The goal - Accelerators fast-track the growth of an existing company, while incubators “incubate” disruptive ideas with the objective to build a solid business model and company. Therefore, accelerators focus on scaling a business while incubators are often more focused on innovation.

The timeframe - Accelerator programs usually have a set timeframe in which individual companies spend anywhere from a few weeks to a few months (usually three to six months) working with a group of mentors to grow their business. The timeframe for an incubator is usually longer and can go up to 3 years.

The application process - Anyone interested in joining an accelerator programme is welcome to do so. The application process is open, but highly competitive as the average application acceptance rate varies between 1% and 3%. Some incubators have an application process, but others only work with companies and ideas that they contact through trusted partners.

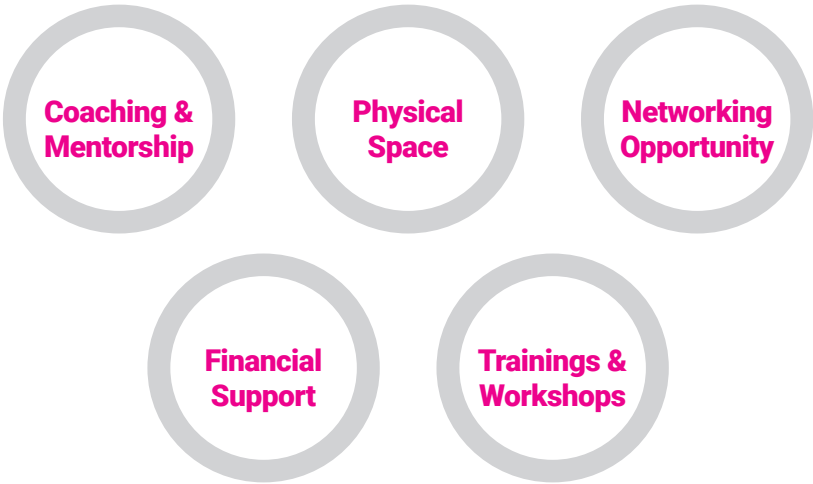
The initial investment - Early stage companies are typically given a small seed investment, and access to a large mentorship network, in exchange for a small amount of equity.

An opportunity for your city to shine on the International Sport City map

- Support the local economic development through job creation, business opportunities and revenue generation
- Position your city as a hub for sports innovations
- Generate smart ideas in sport
- Attract and retain young talents

Type of services a startup will benefit from

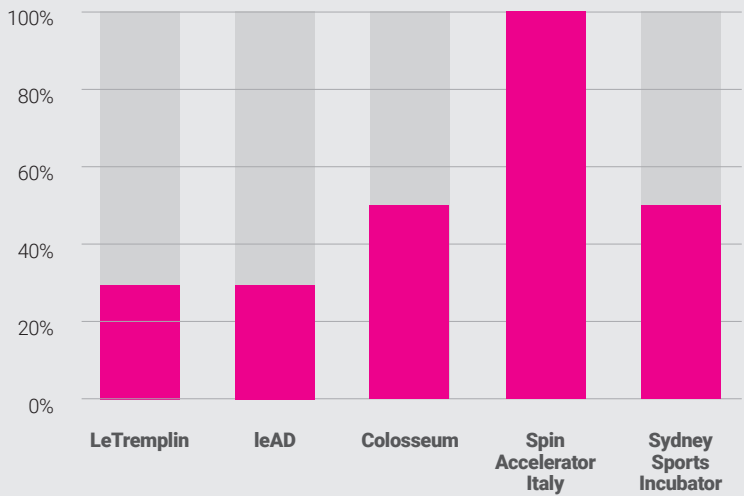
Accelerators and incubators both are “growth areas”, helping entrepreneurs in nurturing their businesses and ensuring their sustainability on the long run. To do so, a panel of services are offered to startups joining the different programmes, mainly:



Types of vertical markets covered

A vertical market is tightly focused on meeting the needs of one specific industry. A company serving a vertical market is focused on a single niche. Sports incubators and accelerators mostly cover:

- Fan Engagement
- Athlete development
- Data Analytics
- Smart Devices & wearables
- Smart venues
- Event management
- Media & Broadcasting
- Gaming/Esport
- Health & Fitness



Funding Model

Incubators and accelerators can be financed through public funding, private funding or a mix of both. They are often sponsored by private companies or municipal entities and public institutions.

- Public Fund
- Private Fund



leAD Sports Accelerator

Berlin — Germany

Smart Cities & Sport

leAD SPORTS ACCELERATOR

Berlin, Germany

leAD - legacy of Adi Dassler

Founded in 2016, leAD Sports Accelerator is a global powerhouse for sports tech entrepreneurship and investments inspired by one of the most successful sports entrepreneurs in history – Adi Dassler. Building on his legacy of constant sports innovation, Adi Dassler's oldest daughter, Inge, and her three sons, initiated a commitment to build on his legacy to create a new platform for sports technology entrepreneurship and innovation, called leAD (legacy of Adi Dassler).

Adi's spirit and passion to keep innovating inspired them to support the next generation of disrupters like Adi, with creative ideas to revolutionise the way we watch and play sports.

The choice of setting up a Sports Accelerator Programme

The choice of a dedicated Sports Startup Accelerator Program came from the passion for sports that brought the founders together but there were several points of differentiation also in the mix.

First, there were hardly any sports-focused accelerators out there. leAD is still one of the only ones in Europe, and one of the few in the world. The entire network behind leAD is rooted in or closely linked to the startup, technology and the sports industry.

Second, leAD is an open platform. It is neither driven by a corporate program nor venture capital investors. Alongside the family of Adi Dassler, leAD is backed by a group of private investors and family offices, many of them with a strong background in sports. This gives leAD the freedom to invite all kinds of sports-related businesses to join in.

A 6-month competitive selection process with an acceptance rate of 2.23% that rivals some of the top educational courses around the world.

A snapshot of the Accelerator Programme

In 2018, the call for applications started in February and the application phase ran for four months until the end of May. For the first cohort in 2017, leAD received 467 applications across 63 countries. For the second cohort in 2018, leAD received 402 applications from 68 countries.

During the summer, the scouting team selects the top startups (40 startups in 2017 - 25 startups in 2018) to have a face-to-face meeting in July in Berlin. Over two days of pitches and discussions alongside their shareholders and mentors, leAD chooses the best startups to enter the leAD program in Berlin (15 startups in 2017 and 9 in 2018).

A 3-month Accelerator Programme based on three pillars

Coaching:

leAD organises more than 30 workshops, training and weekly 1on1 sessions supporting the startups in shaping their business and investment strategy but also in developing their pitching skills.

Networking events:

leAD also facilitates events to help startups grow their local network including the Mentoring Days where startups are matched with a select group of experts who could help them accelerate their business ideas, meetings with the Laureus Sports for Good Foundation, and the Sports Tech Germany Meetup.

Investment/Financial Support:

leAD financially supports startups with up to 25,000 Euros in return for 8% equity. In addition, a special event called the VC days is organised once a year during which venture capitalists are invited to interact with startups and, if interested, invest in the selected startups.



Beyond the Accelerator Programme

At the end of the three-month Accelerator Programme, a Demo Day is organised during which startups present their refined business plans to a group of investors and mentors.

But the programme does not stop there. leAD continues to support its graduates by helping them monitor investments and other aspects of their activity in order to ensure they have the best possible chance of success.

Of the 2017 accelerator cohort,
12 of 15 companies secured seed
financing, with over \$5M invested.

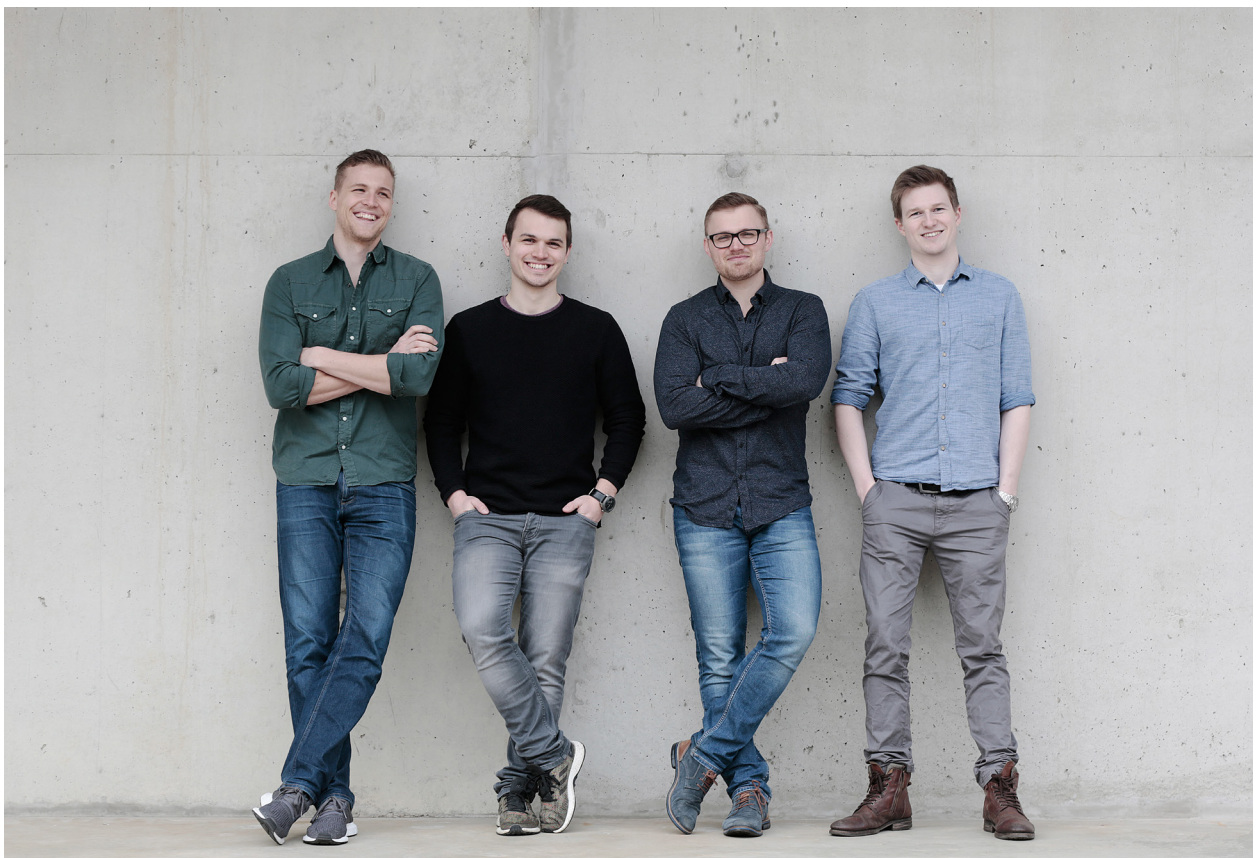
Strong strategic alliances: the key to the success of the leAD Accelerator Programme

Launched in 2016, an important element of the success of the leAD Accelerator Programme was to bring together a group of mentors from the sports industry across the world that could help the selected startups succeed.

As such, leAD identified three technology sub-sectors that are primed for continued high growth: 1) the next generation fan engagement and experience, 2) connected sports technologies that increase athlete performance and 3) the completely new business models emerging in the derivative sports market.

The choice of mentors and partners for the program is based around these three verticals. Among the 100+ mentors, we can mention in particular: sports industry experts, venture capitals, angel investors, marketing and media experts, Thomas Riedel, Founder & CEO of Riedel Communications, Moritz Kreppel, Co-Founder & CEO at Urban Sports Club, Stefan Zant, Managing Director at ProSiebenSat.1 Sports GmbH, and Jens Hilgers, Founding Partner at BITKRAFT Esports Ventures and Co-Founder and CEO of DOJO Madness.

In addition, leAD works closely with Berlin Partners, a unique public-private partnership that collaborates with the Berlin State Senate and over 280 companies dedicated to promoting their city. Berlin Partners' support includes VISA management – as the Accelerator Programme attracts international sports tech players – as well as documentation/legal for startups to settle in Berlin.





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WE ASKED leAD ABOUT THE LATEST TRENDS IN THE SPORTS INDUSTRY...

After reviewing 1,000+ sports-related investment opportunities from around the world over the last two years and based on their three verticals: (1) next generation of fan engagement & experience (2) connected sports technologies (3) derivative sports markets, these are three trends that leAD has observed:

Engaging fans better and delivering the most immersive experience

Solutions include: Smart Venues, Engagement & Matchmaking, Media & Content Delivery, Fan Data & Analytics

Supporting athletes and people with an active lifestyle to be at their best

Solutions include: Smart Devices & Wearables, Tracking, Image Recognition, Activity Data & Analytics, Apps for Training & Coaching

New business models and revenue opportunities in sports

Solutions include: Marketplaces & Matchmaking, Influencers & Sponsorship, New Sports & eSports, Betting, Games & Fantasy Sports

leAD in Numbers



12 OF 15

startups of the first cohort
reached their funding goal
within the first 6 months after
the programme

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6000+

startups in their
SportsTech
database

24

startups in their
investment portfolio
covering multiple
verticals & topics



5M

euros in total funding
collected within the
first 6 months after
the first program

100+

high-profile mentors from
CEOs, successful founders
& sports business veterans
to tech experts

1000+

industry contacts and
partnerships with sports brands,
businesses & media and leagues
& bodies in sport

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leAD'S GOLDEN NUGGETS



www.smartchessandsport.org

Wingfield is a sports tech company that democratises match & performance analytics for the broad amateur tennis community. It's developing a system that can transform any tennis court in the world into a smart court. The only thing needed is the Wingfield Box – an installation consisting of two cameras and a processor unit. Based on AI and innovative image processing software, Wingfield is able to track and evaluate tennis matches. When playing on a court equipped with the Wingfield System, players get the same game analytics as the professionals do. The system keeps track of the score, analyses their strokes, detects their weaknesses, and gives feedback immediately after a match or practice session. From the average speed of their serve to a point-by-point video analysis of their game, the system provides the players with all the information needed to improve their game. In the long term, however, the company sees itself less as a mere service provider for data analysis in tennis, but rather as a supplier of a digital infrastructure, which should provide sustainable added value to the entire tennis ecosystem.

Wingfield

ForwardGameAR focuses on innovation in team sports fan engagement, making what they see as three key elements: gaming, active and outdoor. ForwardGameAR's concept was developed based on the need of the "connected generation" that less and less are involved in physical activity. Young people rarely play outdoors. A vast amount of their time is spent on non-active and non-social games. They want to harness the technology to bring back play as it was meant to be – active, outdoors and playful. They have developed a game engine for social, complex, evolving and diverse mobile games, played outdoors through physical activity. Fun, engaging and addictive like the most popular mobile games, but also healthy and charged with the feeling of "playing for real". They are now working on exciting projects with some of Germany's top clubs.

ForwardGame AR

Skillyoga is the first yoga training system dedicated to men. Skillyoga proposes an innovative training system with hundreds of male teachers, trainers and athletes with the goal of making yoga more accessible and appealing to men who have wanted but also struggled to start their yoga training. Training sessions consist of 30-minute video workouts with one of the world's leading yoga athletes, Benjamin Sears. Participants can learn new yoga skills, from easy to more advanced poses, in a simple yet very effective way.

Skillyoga



INTERVIEW

THOMAS RIEDEL CO-FOUNDER & MANAGING DIRECTOR OF RIEDEL COMMUNICATIONS

Thomas is one of leAD's investors and a passionate entrepreneur. He is the founder and managing director of Riedel Communications; a company which designs, manufactures and distributes innovative real-time networks for video, audio and communications.

How did it all begin? How did you decide to invest in leAD?

It began with a meeting with leAD founders Horst Bente and Tim Krieglstein at Riedel HQ in Wuppertal. Horst is the grandson of Adi Dassler founder of Adidas, and Tim is an old friend of mine. After an intriguing afternoon together, I knew that I wanted to be part of this exciting project.

Being a life-long entrepreneur who began his journey in a garage 30 years ago, I have been searching for a way to share my experiences and mentor the next generation of entrepreneurs. The leAD program empowers future entrepreneurs and innovators and enables them to have access to capital, knowledge, innovation, and the global market.

In which way does Riedel Communications support leAD and its Accelerator Program? Do you have a success story to share?

We support leAD by mentorship and investment. I believe that exceptional people working together will always produce great results. This applies not only to Riedel, but also for every partnership

we build and nurture. Together with leAD graduate ForwardGameAR, who aspires to use technology to encourage outdoor play, we are developing tomorrow's AR and interactive solutions with a focus on innovation in fan engagement.

How does Riedel Communications' support to leAD fit with its strategy? How does it contribute to achieving Riedel Communications' objectives?

Riedel is all about innovation and creating new experiences. And today, innovation has never been more important. In our globalized world, startups can help drive economies and accelerate innovation. As the worlds of broadcast, sports, and entertainment continue to converge, we are experiencing disruptive and radical technological changes. But this is only the beginning! New technologies are actually changing how audiences experience and consume content. Companies that can see these dramatic changes as opportunities are the ones who will come out on top.

Riedel has been innovating since 1987. It's in our DNA. Today, we are still an entrepreneurial company.



We see it as our mission to help guide customers and partners through these changes, with ideas and customized solutions from a single source. And we are always looking for new ideas, technologies, and partners.

As a company with a 360-degree view, we see that leAD is a great place to be when it comes to supporting innovation.

What have you learned from the start-ups of the leAD Accelerator Program?

leAD reminds me that living your passion is a breeding ground for new ideas. This new generation of entrepreneurs is dynamic, enthusiastic, and hungry to change the world. They are prepared for success but understand that failure is part of the game. We learn our most valuable lessons through failures and Riedel is no exception. Mistakes can be painful, but are absolutely necessary in order to move forward.

It's important to note that learning never ends. After three decades in the broadcast and event technology business, I am reminded by these startups that we must constantly evolve in order to remain an innovative and passionate company.

What advice would you give to people/company who are exploring the opportunity to invest in sport tech platforms such as leAD? Why should they do it?

Uniting experts from various industries with a true passion for sports, leAD provides a global platform for the startups who are shaping the future of sports. Never be afraid of taking a different path and always be open to new opportunities and technologies.

leAD creates an environment where imagination, enthusiasm, and entrepreneurship all come together to create new businesses with game changing ideas. Why wouldn't a company want to be a part of that?





Colosseum Sports Tech

Tel Aviv – Israel

Smart Cities & Sport

A SNAPSHOT OF THE ISRAELI TECH ECOSYSTEM

Did you know that Israel is one of the leading sports innovation hubs around the world? Let's take a look at how Israel and in particular the Colosseum Sports Tech is shaping the future of sports innovations. Israel's high-tech sector offers unique expertise in a range of technological arenas, which include interactive platforms, big data analysis, computer vision, AI and augmented reality. These solutions have enabled Israel to become a key player in the sports technology market. Over the past few years, Israel has gone from around 50 to 169+ startups in the sports technology sector. In addition, there are over 450 startups that are relevant to the sports Industry and yet to be active as we would like them to be.

Israeli high-tech companies raised \$5.24 billion in 620 deals in 2017, an increase of 9% compared with \$4.83 billion raised in 673

deals in 2016. The capital invested in the Israeli high-tech sector has grown exponentially since 2013 and hasn't shown signs of slowing down. Israeli Venture Capital funds alone invested \$814 million in 2017, a 25% increase compared to the \$651 million invested in 2016.

There are over 300 multinational corporations with high tech research centers in the country, including giants such as Microsoft, IBM, Apple, Cisco, HP, and Intel. Intel's recent acquisition of Mobileye for \$15.3 billion in 2017 further emphasizes the strength of Israel's high-tech sector. Since then, the country has been overrun by investors, strategic partners, and corporations in a very positive way – they all want a piece of the action!

The sports industry is becoming very relevant and more deals are taking place as you can see:



169

**Active
sports tech
startups**



\$651M

**Raised by 103
startups since
2008**



\$886M

**Exits from 9
deals since
2008**

SIX SPORTS TECH VERTICALS SHAPING THE FUTURE OF SPORTS INNOVATION AT COLOSSEUM

1. Athlete Development

Over the last few years, the use of wearables in the professional sports scene has become necessary for athlete development. Smart wearables are projected to exceed 305 million units in 2020.

of Active Israeli Startups: 45+

2. Fan community & engagement

A rising trend to attract new fans worldwide lies in AR / VR, a sector that "Greenlight Insights" estimates could become a \$75 billion business by 2021.

of Active Israeli Startups: 20+

3. Media, Broadcasting & Sponsorships

These sectors are constantly innovating, and the rise of virtual sponsorships and streaming platforms such as Twitch (acquired by Amazon for \$1 billion) are disrupting the traditional media industry.

of Active Israeli Startups: 30+

4. Health & Fitness

The worldwide market size of the health and fitness sector is \$83 billion. Over the last decade, the sector has slowly transitioned from professional to amateur, opening the door for more innovation.

of Active Israeli Startups: 35+

5. Gaming & eSports

Global eSports market revenue will reach \$1.65 billion in 2020. In 2017, the number of frequent eSports viewers and enthusiasts reached 143 million. This number is projected to reach 250 million in 2021.

of Active Israeli Startups: 15+

6. Smart Stadiums & Ticketing

The global smart stadium market size is estimated to be \$4.6 billion in 2018 and is expected to reach \$12.5 billion by 2023.

of Active Israeli Startups: 20+

THE COLOSSEUM SPORTS TECH: A KEY PLAYER IN THE ISRAELI TECH ECOSYSTEM

Colosseum Sports Tech is an International Innovation Centre in cooperation with leading corporates, organisations, entrepreneurs, investors and VCs to create a platform for engaging, collaborating and scaling up Sports Tech worldwide.

Colosseum Sports Tech includes three different types of activities

The Colosseum Sports Tech Community

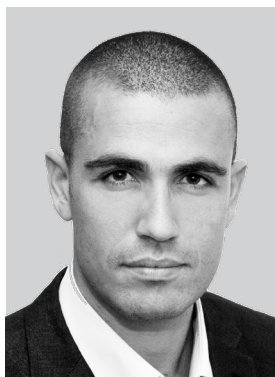
Colosseum Sport is a vital community for Israeli sports technology companies, promoting open innovation to shape the future of sports. Tailored events, such as the Colosseum Sports Tech Summit, connect all of Israel's sports technology companies and, together with Colosseum's Innovation Lab and VC arm, Colosseum Sports Tech helps all sports tech companies thrive.

The Colosseum Sports Lab

The CSL, Colosseum Sports Lab, is a Sports Tech Innovation Center based in Tel Aviv that is working to serve as the meeting point between new disruptive technology and the sports industry leaders. The CSL currently works with many of the 170+ Israeli sports tech startups. Colosseum Elite, the top programme of the lab, is a unique program for early stage startups in the sports sector. This new space will host facilities for sports technology implementation (on-site R&D) and will serve as the go-to site for sports technology endeavors in Israel, and one day, around the globe. The lab works closely with international corporations, organisations, and leading sports teams, creating value for both them and the startups.

The Colosseum Ventures

Colosseum Ventures, the venture capital arm of Colosseum, focuses on sports-related technologies across all verticals, aiming to invest in early-stage ('seed' – 'Round A') startups in the growing sector. The model is a Classic VC model, led by experienced partners with extensive industry know-how. The VC seeks to promote and sustain activities in the area while having strong international affiliations in order to better support and engage with the local startups.



INTERVIEW

THE FOUNDER OF COLOSSEUM SPORTS TECH, OREN SIMANIAN

Founder & Managing Director at Colosseum Sports Tech
The first Israeli International Sports Technology Innovation Centre.
Colosseum Sport was founded by Oren as an outcome of his personal passions as a Soccer referee for twenty years in Israel's premier leagues and as a key leader in the Israeli startup ecosystem.

More About Oren:

Oren is a key-figure in the Israeli start-up ecosystem | Speaker | Senior strategic innovation advisor.

- **Founder of StarTAU**, at Tel-Aviv University, an internationally renowned Entrepreneurship Center. Founded in 2009. One of the most active startup communities in Israel at the time.
- **Founder of OTWOI Innovation Group**, an Innovative collaboration between international and Israeli companies such as Phillip Morris, Kodak, Indiegogo, Ashford and more.
- **Founding member at TAU Ventures, Tel Aviv University VC.**
- Selected as one of the ten most influential founders in the Israeli startup ecosystem by the **Startup Guide Tel Aviv 2017**.
- Was part of the team that built the entrepreneurial programs at the new Israeli innovation Center: **The Peres Center for Peace and Innovation**. Named after the 9th President of Israel, Mr. Shimon Peres.

Oren has been active for more than ten years in the Israeli and international entrepreneurship & innovation scene, with 65 international entrepreneurial talks including sports tech and the rise of tech communities at top stages like TEDx & The World Bank.

Could you please tell us a bit more about you and why have you decided to create the Colosseum Sports Tech?

I decided to create the Colosseum Sports Tech because I saw the opportunity to combine my two passions: sport and innovation. As a soccer referee for twenty years in Israel's premier leagues, I truly believe in the power of sport. Combining this passion with my experience in the Israeli startup ecosystem was for me a dream becoming true.

What challenges did you face when creating the Colosseum Sports Tech?

We are always facing new challenges. The main one is perhaps the lack of innovation know how within the organisations, teams, and corporates that are linked to the sports industry. Many of them say that disruptive innovation is crucial, while few are actively involved. Those who are taking part and investing resources today are those who will remain relevant tomorrow.

How is the public sector involved in your practices? Do you have any plan of partnering with any cities / the Government of Israel?

Yes and, in particular the city of Tel Aviv who is very active in the tech ecosystem as well other cities like Netanya. We are currently in discussion with those cities and hope to develop a solid partnership with them. Cities have this capacity to understand that sport is not only about the competition but also about education and innovation. On another note, Colosseum Sports Tech receives support from the Israeli innovation authority and the Ministry of Digital Israel.

And finally, since you are in the heart of sports innovation – Could you tell us more about the emerging trends/future trends in the sports industry?

Personalization of fan engagement and for athlete development. The need for self-costumed solution or services is growing rapidly.

1. **eSports**- it speaks for itself. Its success is simply dazzling.
2. **Data Collection & Management**- Most of the products are not yet accurate. It is crucial for all aspects and I'm sure we will see more advancement in this vertical.



COLOSSEUM SPORTS LAB'S GOLDEN NUGGETS

www.smartcitiesandsport.org



Playkers - Empowering Social Sports For Smart Cities

Playkers is a social sport-oriented platform that gives end-to-end management solutions for amateur sports players and field owners. With Playkers, municipalities can maximize their sports facilities' occupancy and engage with targeted sports communities. Players can manage a full cycle of game participation, including setting up games, locating games that are seeking players, and finding and inviting players. Playkers also allows users to interact with other players, rate their skills, and follow game statistics such as goals, mutual game history, and trophies awarded.

www.playkers.com



World of Marathon - Enables athletes to unleash the full potential of every sports vacation

World of Marathon develops a sports travel system addressing initially marathon runners. The application provides a personalized one-stop-shop for all the runner's needs from identifying the applicable race, planning the trip, booking travel, locating running partners, and more. Moreover, the company's platform establishes the basis for a global running community that will allow world runners to connect and interact as they plan future activities. World of Marathon also established a worldwide network of ambassadors, to cultivate the most unique information to a customized experience. This way, the company is able to deliver optimal experiences to the sports travelers' community.

www.app.worldofmarathon.com



Le Tremplin

Paris — France

Smart Cities & Sport

LE TREMPLIN: THE WORLD'S FIRST SPORTS INNOVATION PLATFORM BY PARIS&CO

In 2014, Paris&Co, the economic and innovation development agency of Paris, announced the creation of its sports innovation platform, Le Tremplin. Consisting of 12 incubators targeting different sectors, Paris&Co supports more than 300 startups each year and has been providing their expertise to innovative companies for the past 20 years.

One of Paris & Co's flagship platforms is Le Tremplin – “springboard” in French – which hosted its first cohort of startups in April 2015. Le Tremplin was born from the desire to create a place dedicated to sports-related companies, startups, public institutions and experts in order to allow the development of an economic sector of sports in Paris. The City of Paris and Paris&Co also wanted to provide optimal conditions to find fast technological solutions to major athletic challenges, enhancing the practice of sports for citizens within the urban context of Paris but also on a national and international level.

Le Tremplin is considered as the world's first sports innovation platform. Its *raison d'être*? To accompany startups to maturity by harnessing business opportunities in the sports market and linking them with industry leaders, investors, sports federations, leagues and institutions. This virtuous circle enables startups to grow and maximize its chances of success while instilling innovation in the

core strategy of its private and institutional partners. Through its equity-free incubation programme, the platform already brought together over 80 sports-related startups with close to 30 large corporate and institutional partners around mentoring activities, workshops, conferences and networking events.

It derives its incomes from two main sources of revenues: 60% coming from the founding partners and 40% from the startups incubated. As a non-lucrative organisation, Le Tremplin is re-investing all the benefits generated into the development of its incubator

From the selection process to the startups incubation

Located in the golden triangle of Parisian Sports, at the heart of the Parisian Sports Center, Le Tremplin is based in the iconic Jean Bouin rugby stadium.

With over 100 million euros raised by its startups, Le Tremplin guided 80 entrepreneurial quests through their journey, giving them access to a network of key stakeholders in the sport industry, customized support, continued education with entrepreneurial experts and enhanced media coverage at both national and international levels.



The fourth cohort of startups selected by Le Tremplin in June 2018.

THE SELECTION PROCESS

All the startups wishing to be part of Le Tremplin should submit their application between December 10th and January 20th of each year.

To be eligible for incubation, the startup must present an innovative product/service that meets a market need, have a strong development potential and be created within the last 5 years. After Paris&Co's team review of the applications, shortlisted applicants are invited to present their project to a selection committee composed of Le Tremplin's partners, external experts and members of Le Tremplin.

The integration into Le Tremplin is mainly based on the quality of the applications. There are no quotas as for the number of

startups that constitute each year's cohorts but the only limit is the availability of desks on their premises. The application process, from submission to selection committee, can take up to 3 months. At the end of this process, an average of 10% of applicants are effectively integrated.

Since 2015, Le Tremplin received over 400 applications! The fields vary from enhancing the fan experience to the performance of athletes but also sports in companies, well-being, eSports, IoT, virtual reality, products, services... Le Tremplin has worked closely with the City of Paris, the FDJ and WILLA to increase female entrepreneurship in the field of sports and has seen the number of women founders within incubated startups increase from 0% in 2015 to 25% in its fourth batch of 2018.

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A CLOSER LOOK AT LE TREMPLIN'S INCUBATION PROGRAMME

Le Tremplin developed an incubation programme that could go up to three years and is focused on the following five axes:

- 1. Individual coaching** - through regular appointments with experts to challenge or help the startups develop their product or service, strategy, business plan, pitching skills. A series of inter-startup workshops - to share best practices, advice and contacts - are also provided, with the aim of also identifying potential collaborations and synergies. Incubated startups benefit from bespoke mentoring and follow-ups, especially geared towards growing the business and raising funds.
- 2. Collective coaching** - through inspiring conferences, workshops and courses given by industry experts such as Decathlon's Head of HR or Olympique de Marseille's director, help startups find fast solutions to the problems most of the startups face.
- 3. Access to an extensive network** - Le Tremplin has a prestigious network of nearly 30 corporate and institutional partners, including among others, the French Olympic Committee, the City of Paris, the French Ministry of Sports, Nike, PwC, Société Générale, The French Lottery (FDJ), Amaury Sports Organisation and L'Equipe. Each one of them contributes to the development of the startups and help them accelerate their business.
- 4. Increased visibility** - Le Tremplin has a large media network that enables the incubated startups to get a strong

exposure in France and abroad. The selection process is made by Le Tremplin and its partners which gives the incubated startups a high level of credibility.

5. **International opportunities** – As part of Paris&Co's network, Le Tremplin has access to the entire Paris&Co's international partner network, and so do the incubated startups.

LE TREMPLIN'S PARTNERS: THE STRENGTH OF AN ECOSYSTEM

All partners of Le Tremplin share the common ambition to foster innovation in sports. Each one of them brings its unique technical expertise and contributes to the development of the startups through Proof of Concepts (POCs), partnerships, pilot testing or acting as a launching customer.

In addition to financial support, both the Founding and Institutional Partners provide Le Tremplin with enhanced credibility and visibility.

Le Tremplin is an initiative of the City of Paris who assigned Paris&Co to create the world's first sports innovation platform. The National Institute of Sport, Expertise and Performance (INSEP) was Le Tremplin's first founding partner then followed by the French Lottery (FDJ) and NIKE. From the very start, actors from different industries and sectors supported the project from an ideological and financial perspective. Each actor that joined Le Tremplin (Founding partner, institutional partner, sectorial partner or startup) came with a common, yet tacit vision: "together we stand, divided we fall". This motto is what makes the strength of

Le Tremplin and accelerated the growth of great entrepreneurial adventures and gave birth to valuable collaborations between the public sector, the private sector and startups in France and abroad.

In order to better understand the needs of the sports market on a global level and see how to best meet them, Le Tremplin (Paris, France), Sports Innovation Lab (Boston, USA) and lead (Berlin, Germany) launched a partnership. Having a European and cross-continental collaboration will help have a trusted and comprehensive source of data on sports technology and the future of sport.

LEARNINGS FROM LE TREMPLIN

Born only 3 years ago, Le Tremplin is rather a new initiative and can be considered itself as a startup. What type of challenges is a sport incubator like Le Tremplin facing? And how to address these and turn them into an opportunity? We have asked Omar El Zayat, Director at Le Tremplin, to share his point of view.

Challenge #1: Gaining credibility

The starting point was knowing the size of the market and seeing how many startups in the field of sports existed in France and their maturity level. The ideological and financial support of the City of Paris, the governing bodies and several actors of the private sector was crucial in rapidly gaining credibility. Le Tremplin is a programme of Paris&Co, an organisation that has been working in innovation since 1998. The success stories that emerged from Paris&Co and the knowledge capital acquired in the past 20 years are the secret weapon of the success of this initiative in growing rapidly and gaining the trust of the startups, the governing bodies and the private sector.

Challenge #2: Convincing the Partners to invest in a short-time period

The environment in which a startup operates is moving at a very fast pace. The time scale is not the same for a startup as for a large company – a lot can change in 3 weeks! To convince partners to be faster in their decision-making process can be very challenging and it could be done only with partners that believe that

innovation is a core value of their growth and through the results shown by previous collaborations.

Challenge #3: Linking two different worlds

Paris&Co knew that linking the two worlds was only possible by bringing in Le Tremplin's team people that come from various backgrounds that have a deep understanding of the market. Which is why it hired Benjamin Carlier, a former Deputy Chief of Staff and Advisor for the Minister of Sports as the first Director of Le Tremplin. To help Benjamin in that endeavour, Paris&Co hired Omar El Zayat, an engineer, entrepreneur and former financial auditor as well as Vincent Chotel who studied and worked in sports and sports management. The intersection of disciplines of the first employees of Le Tremplin's team alongside with Paris&Co's expertise were the secret recipe to linking these two worlds. And it is by following this recipe that Le Tremplin's team grew and on boarded Charles Fremont and Maryline Ottmann to continue accelerating the collaborations between these worlds.

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WE HAVE ASKED LE TREMPLIN ABOUT THE LATEST TRENDS IN THE SPORTS INDUSTRY...

1. Ultra-customisation of products/services: trackers, motivation website
2. Virtual reality: physical activity / consumption
3. Prevention: employee health / performance
4. Esport

Le Tremplin's Key Figures

400+

applications of startups since 2015

80

startups
incubated

88%

survival rate after 3
years of operation

€22M+

revenue generated in 2017

€100M+

raised since 2015

500+

new jobs created

400+

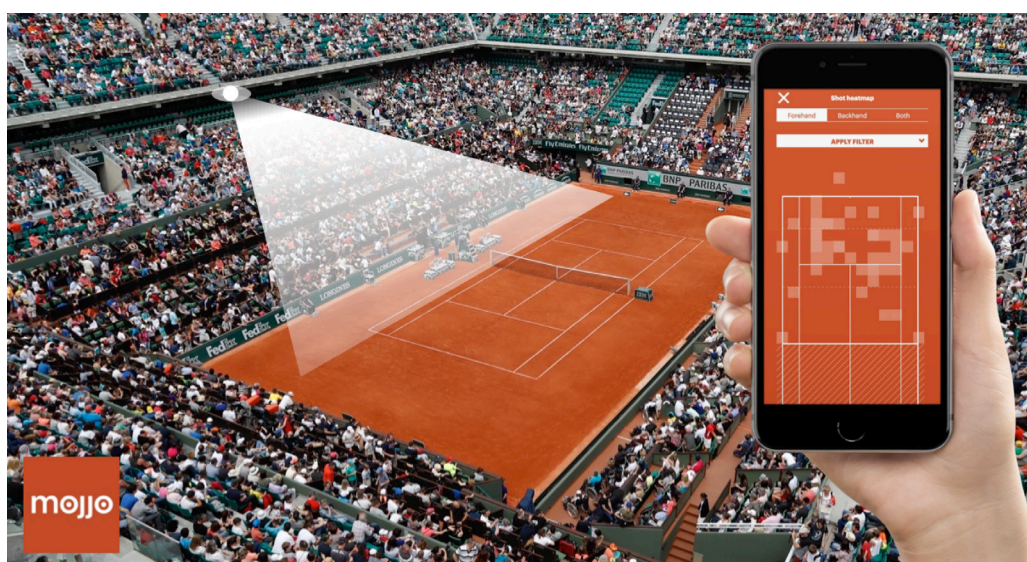
business opportunities &
Proof of Concepts (POCs)

10%

of non-French startups
followed Le Tremplin's
programme

LE TREMPLIN'S GOLDEN NUGGETS

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mojjo

Created in 2014, Mojjo is revolutionising the sport of tennis with its concept of enhanced visualization and interactive replay experience for tournaments and clubs.

Mojjo was designed to transform the experience of tennis for players of all levels and for fans.

Mojjo is the only company capable of automatically analysing a tennis match with only one camera, making it simple and cost-effective to extract statistics from videos of matches and to edit the video. Not only are downtimes deleted automatically but our software can also create highlights by selecting the best points.

Mojjo sells a connected tennis court solution to tennis clubs, academies and federations and has already deployed more than 50 courts in 6 different countries. Their solution consists of a touchscreen computer, a mast and a camera at a cost accessible

for clubs (3 times less expensive than competitors). The service offers players detailed stats and an interactive video player to review their matches and training sessions. Coaches can use it on court for immediate feedback or online to follow their students' progression and comment their games.

Mojjo has also partnered with Roland-Garros to create long highlights, automatically, for broadcasters.



Founded in 2014, Sport Heroes is a sport and wellbeing start-up of 60 passionate people convinced that sport can improve everyone's lives.

Sport Heroes Group has developed the tool to manage and animate communities of sport enthusiasts. It uses digital platforms to engage large audiences around their sport practice while delivering local experiences and a personal service.

Sport Heroes use their expertise on a daily basis to create the most innovative and accessible tools and services to encourage people to move a little more every day. Today, the community counts over 1 million members and is in exponential growth!

In 2017, through its programme Running Heroes, Sport Heroes partnered with Paris 2024 and launched Objectif Paris 2024, the official application of the Bid Committee to encourage French people to support Paris 2024 through sports. A total of 4,000,000 km have been covered across France!

Currently, Sport Heroes is working on a project for a national championship of "digital sports cities". The objective: to encourage residents to practice regular physical activity to feed the sports index of their city, and thus collect targeted and qualified data useful to local authorities, in order to adapt the city offer accordingly to the population's needs and be part of the smart cities of tomorrow.

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GOLEADOR™ is the first exclusive worldwide patented technology of launching football machines capable of kicking footballs, in order to optimise new tactic sessions and specific trainings for forwards and goalkeepers, GOLEADOR Training ELITE has already been validated and used by top divisions clubs, academies in Europe, Middle Eastern countries, Brazil.

But GOLEADOR is also a disruptive communication medium, with extended visibility both in and around the stadium. With its 6m² of available space, GOLEADOR Training ELITE is also an innovative active branding support 100% football outside and inside stadiums, for fan zones and half-time shows. A new way to share the sponsor's values, through entertainment events that directly involve the viewers and the participants.



Spin Accelerator Italy

Trentino – Italy

Smart Cities & Sport

THE PROVINCE OF TRENTINO, ITALY, AND ITS JOURNEY TO BECOME A SPORT STARTUPS VALLEY

The Province of Trentino is located at the crossroads of Italy, where the Italian-speaking world meets the German-speaking world. But Trentino is also the Italian gateway to the world of sport and innovation. It has the highest concentration of startups in Italy (CERVED & Confindustria, 2017) and has historically been ranked among the top 3 sports regions in Italy according to the "Italian Financial Times" and its Index of Sport (Il Sole 24 Ore, 2007-2018). Let's have a look at how the Province of Trentino has made it a reality.

Starting point: The 2013 Trentino Winter Universiade

Trentino, as an innovation ecosystem, has embarked on a period of strategic reflection with the Winter Universiade 2013 Trentino – which was defined as "a paradigmatic example of integration between sport and innovation" by the Council of Ministers of Sport of the European Union.

The Winter Universiade Conference 2013, organised by the International

University Sports Federation (FISU) and the University of Trento in the context of the 26th Winter Universiade Trentino 2013, played a key role in this strategic reflection.

The objective of the conference was to develop, through a world-class forum of top-level experts, a shared vision of the social and economic value of sport, as source of inspiration for interdisciplinary research and innovation, in different sectors.

During the conference, on 10 December 2013, the alliance sport-university-innovation was formalised with the signing of the International S-Mart Trentino 2013 Declaration on Sport and University for Innovation, which recognises a new concept of sport as a driving engine for development, research and education.

This Declaration was signed by the President of the Italian Olympic Committee, the President of FISU, The

City of Trentino, the Italian Ministry of University, Research and Education, the Prime Minister's Sport Office and the Chairman of the Conference of the Italian Rectors of Universities.

Building solid foundations, anchored in the European Union programme for innovation

The Winter Universiade Trentino 2013 has enabled Trentino to build a solid foundation and establish fruitful connections with various European Union programmes including the European Platform for Sport Innovation (EPSI) and Clusport (Smart Specialisation Platform for Industry Modernisation).

In this framework, Trentino as a region developed a "Smart Specialisation Strategy" in 2014. This strategy paved the way for a global integration of the vision of sport as a driving force for development, technological innovation and social integration and a transversal vision of innovation, well-being and technology through sport.

THE ROLE OF TRENTINO SVILUPPO IN THE FUTURE STRATEGIC DEVELOPMENT OF THE SPORT STARTUPS VALLEY

Trentino Sviluppo, Trentino's territorial development agency, has been recently mandated by the Autonomous Province of Trento to develop a 3-year international strategy on Sport Tech, Sport Economy and Sport Innovation.

One important element of the strategy was to ensure its alignment with the educational system. Such strategy was therefore elaborated in collaboration with the University of Trento, the University of Verona and other labs (ProM Facility for Industry 4.0, TESS Lab on sustainability, CERISM).

The strategy is strategically focused on the sport economy, on the sport tech and on the virtuous circle between sport, innovation and startup. It will be defined and refined in the short-term, but it will be a long-term sustainable strategy integrated in a whole-of-government approach and closely connected with the private

sector. The objectives were set in the provincial law 4 of 2016 and they range from the economic dimension of sport to industrial research, from business acceleration to physical activities, from healthy life styles (in line with the 2017 Tartu Call for a Healthy Life-Style, signed by 3 European Commissioners) to the educational system (and dual careers).

The "Festival of Sport" (11-14 October 2018) was the pinnacle of this sport strategy. Born from a collaboration between La Gazzetta dello Sport and Trentino Marketing (a society fully participated by Trentino Sviluppo), the Festival was populated by 150 events and 200 sport leaders (among others Alexander Ceferin, President UEFA; Andrea Agnelli, President ECA; Carlo Ancelotti; Pep Guardiola; Ross Brawn; Steve Nash; Alberto Contador; Federica Pellegrini; Pierluigi Collina; Bebe Vio); the Festival demonstrated the Trentino commitment to sport.



The “Trentino Sport Tech Arena” was a special location inside the “Festival of Sport”, which showcased what Trentino does (and will do) in terms of the relationship between Sport-Innovation-Technology, the future technological trends and the meaning of entrepreneurship in sport. In this physical, institutional and

conceptual space, Trentino Sviluppo hosted the start-up it incubates, the innovative projects of the Trentino System of Innovation and a multiplicity of enterprises/entrepreneurs.

THE CREATION OF SPIN ACCELERATOR ITALY TO ACCELERATE INNOVATION IN SPORT

One of the most important outcomes of this international strategy is probably the creation of Spin Accelerator Italy, the first Italian (public) accelerator vertically dedicated to sport startups.

Creating a sport startup accelerator was a logical consequence of the framework conditions, the legislative evolution and the European opportunities. The synergy articulated by the Autonomous Province of Trento, Trentino Sviluppo, the University of Trento, other research centres, the industrial sector, sport organisations and the relevant territorial stakeholders was a *conditio sine qua non* and the real *raison d'être* of the birth of Spin Accelerator Italy, which is a 100-percent publicly funded start-up accelerator with an innovative funding model and innovative strategies for acceleration.

Hosting Spin Accelerator Italy made a lot of sense to Trentino. Indeed, the added value is represented by the specialist skills in the field of technology present in the area, and by the close proximity between excellence in training and the sport industry. This means that the acceleration path of the start-ups participating in Spin Accelerator Italy may not stop after the 4 months foreseen. It could continue over time, thanks to the opportunities for pre-

incubation and incubation, to the various calls for funding made by the “Trentino (eco)System of Innovation”, and to the link that Trentino Sviluppo has with companies in the area.

“I would like to stress how strong and important this initiative for our world is. We are trying to be modern and sport needs to be always on the frontline, to understand the needs of the markets and our athletes, society and association. The architecture, the fundamentals of sport in Italy are unique in the world – because our mandate is to promote the whole sector of sport in Italy.” President of the CONI (Italian Olympic Committee) and member of the IOC (International Olympic Committee), Giovanni Malagò

Moreover, Trentino’s success relies in its capacity to create synergies between the sport and the government sectors. Trentino is capable and able and with the desire to demonstrate that sport is one of the most important sectors of this Province.

Apart from the start-ups incubated by Spin Accelerator Italy, Trentino Sviluppo has already identified 53 innovative start-ups in the sport sector, which are active in 4 main sectors (bike economy, winter sport, sailing and motorsport).

For more information or business opportunities, please contact:

francesco.anesi@trentinosviluppo.it

A GLIMPSE OF THE SPIN ACCELERATOR ITALY

Spin Lab is a global accelerator programme that focuses on the development of innovation in sports. Launched by the HYPE Sport Innovation, the largest sports innovation ecosystem with over 26,000 leaders and key decision makers in the field of sports, including sports and tech global brands, academia, investors and start-ups.

Trentino Sviluppo is one of the four host partners chosen by the HYPE Sport Innovation to guide the selected start-ups along their growth path. For a period of 4 months, the Trentino hub guarantees projects accepted get a direct access to technology,

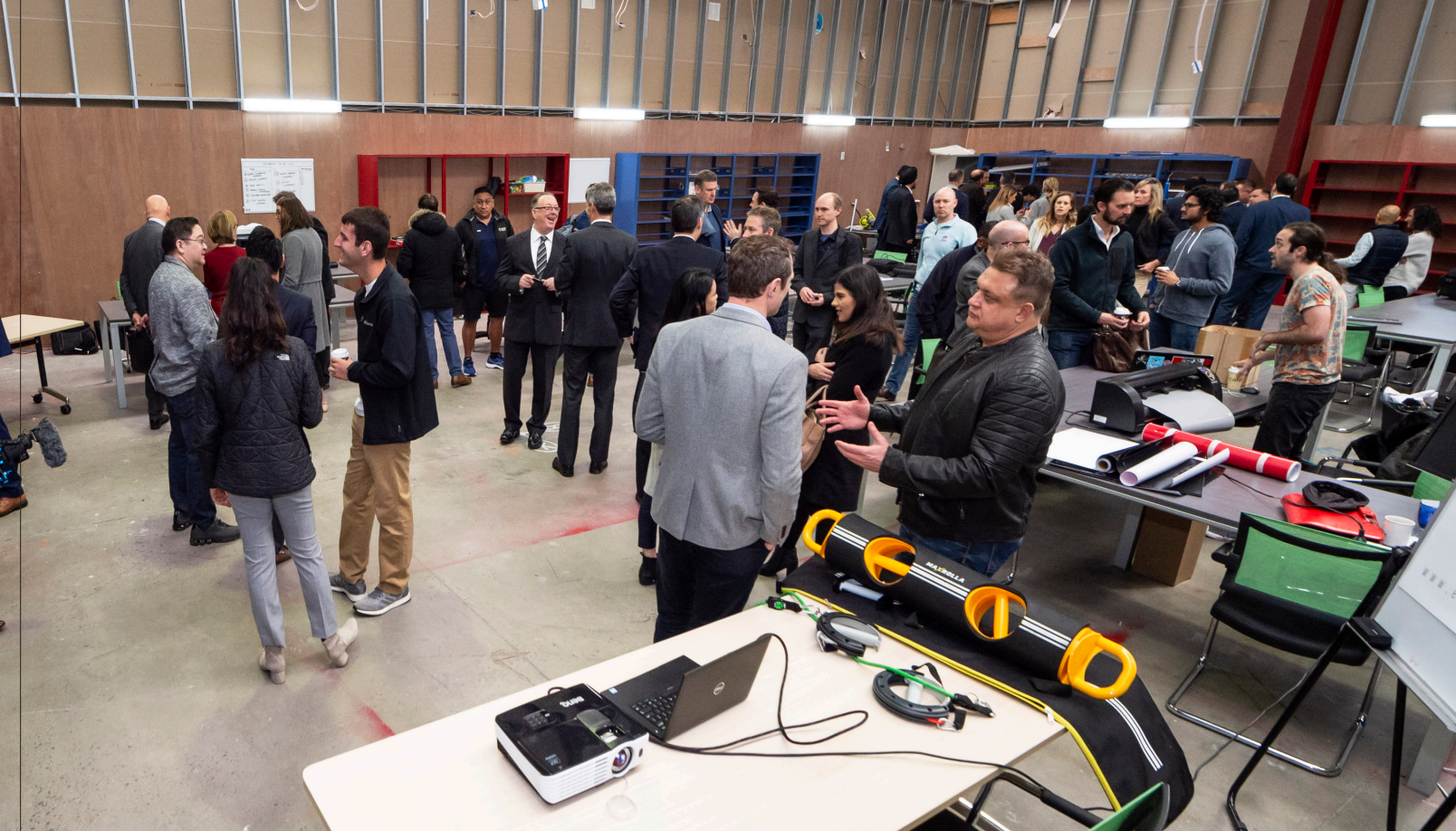
specialised training and funding opportunities, with the aim of identifying and promoting the most innovative sports start-ups. Trentino Sviluppo www.trentinosviluppo.it supports incubation of new start-ups, fosters innovation in existing SMEs and creates industrial opportunities for investors.

www.smartcitiesandsport.org

SPIN ACCELERATOR ITALY'S GOLDEN NUGGETS

Wear It: **UPSKI** is an innovative technology which measures and analyses ski performance, producing new data to help the whole Alpine ecosystem to create smarter products, services and business models. UPSKI is Smart, Safe, Fun. www.upski.it by www.wearit.net

Corehab: Umatch is an app developed by CoRehab, which is available for all sport instructors and which enables them to evaluate the performances of athletes in a simple and accurate way, thanks to the use of a gioded software and wearable sensors. www.corehab.it



Sydney Sports Incubator

Sydney— Australia

Smart Cities & Sport

SYDNEY OLYMPIC PARK'S SPORTS ECOSYSTEM INSPIRES THE DEVELOPMENT OF SPORTS INCUBATOR

The legacy of the 2000 Sydney Summer Olympic Games has inspired the creation of a unique township with a focus on sports and events. Today, the Sydney Olympic Park is home to 58 sports organisations and \$3 billion worth of world-class sporting infrastructure – an ideal ecosystem for fostering sports innovation and start-ups.

The Sydney Sports Incubator (SSI) program was created as a NSW Government sponsored initiative, led by the New South Wales Institute of Sport (NSWIS) and the Sydney

Olympic Park Authority (SOPA). The program was created to encourage the development, acceleration and commercialisation of sports-focused innovation, from both the start-up world and existing technology companies.

The creation of Sydney Sports Incubator (SSI)

NSW Institute of Sport first approached Sydney Olympic Park Authority to seek assistance in the development of a sports technology incubator, which led to the creation of the Sydney Sports Incubator (SSI).

The Authority saw the project as an opportunity to further grow the economic cluster of sporting organisations in the Park, with a specific interest in sports technology. The Authority believed existing sports organisations could also gain advantages from such innovations, assisting them to become more self-sustaining. Ultimately SOPA's goals for the initiative were to generate new sports technology business within Sydney Olympic Park, and to grow jobs and the sports ecosystem in the Park. The Authority was also well placed to introduce start-ups to the community of sporting organisations in the Park.

SYDNEY SPORTS INCUBATOR'S MISSION & OBJECTIVES

1. Attract investment

To attract investment and partners for the new sports technology start-ups identified, to maximise their domestic and international success

2. Grow expertise

Grow Australian expertise in sport to provide a competitive edge in sports performance, and enhance Australia's reputation in the world of sport

3. Partner with sport sector

To work with sports-sector partners to identify startups that will be successful and generate job growth

4. Build a community

To build a self-sustaining sports innovation community - the 'Silicon Valley of sport' - at Sydney Olympic Park

5. Increase sports participation

Increase Australian sports participation to reduce overall childhood obesity rates and improve the general health of Australians through the use of new sports innovations.

FUNDING PARTNERS

The Authority provided approximately 500 square metres of shared office space for the startups to operate from. The ability to network with each other and the Park's sports community, coupled with education and support from NSW Institute of Sport was fundamental in testing the SSI program. SOPA also funded a part time General Manager who was charged with providing strategy and business support for the start-ups.

After an initial 12 month period a start-up portfolio of 26 organisations was being supported at the SSI program.

This demonstrated to both NSWIS and SOPA that there was market interest in such a program. It was also acknowledged, however, that Government was not well placed to make financial investments in these start-ups.

What followed was Sydney Olympic Park Authority engaging further with existing incubators and accelerators to seek potential

private management and investment in the SSI, resulting in the identification of a number of interested parties. The program was then further reviewed and it was decided to conduct a tender process to seek formal market interest. At the conclusion of the process Element 8 Ventures was secured as a new operator and investor.

SSI's growth program and management support

The appointment of Element 8 Ventures (E8) provides start-ups involved in the Sydney Sports Incubator with access to high-level mentorship, education and business engagement to help mould the start-ups at the incubation phase.

This access helps support the survival of early-stage start-ups and assists entrepreneurs to make a seamless transition when their ventures become their full-time jobs, furthering the SSI's Mission of creating a sports knowledge hub for the sports technology sector at Sydney Olympic Park.

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TO DATE THE TECHNOLOGY AREAS FROM THE MARKET FALL INTO THE FOLLOWING FOUR CATEGORIES



SYDNEY SPORTS INCUBATOR'S FUTURE ROADMAP AND STRATEGY

The Sydney Sports Incubator provides an environment to facilitate the next generation of thinkers and doers, with access to key strategic advice, guidance and tools throughout the duration of the start-ups' time within the incubation program. Subsequently, the introduction of an acceleration phase in 2019 will provide the start-ups with access to the required entrepreneurial toolsets and expert advice through successful founders, corporate players, and social impact role models. The SSI Program is in the early stage of evolution. It is well placed within the unique sports' ecosystem of Sydney Olympic Park to achieve its aspiration of driving the creation of the 'Silicon Valley of Sport'.

SYDNEY SPORTS INCUBATOR'S GOLDEN NUGGETS

BioConnected manufacture state-of-the-art biometric earphones and develop the unique software to power this technology. Put simply, our earphones provide the most accurate measurements of heart rate and movement, whilst you exercise, of any wearable on the market and with real time audio bio-feedback of all your workout metrics. And you can still listen to your favourite music as well. BioConnected – connects you with your body whilst you exercises.

BIOCONNECTED

Gym Sym V1.0 is a device that can be attached to a barbell to measure horizontal level. Gym Sym V2.0 is a wearable technology that tracks and measures the symmetrical movement between two devices in real time. The devices benefit anyone wishing to track and improve their technique, form and balance context.

GYMSYM

Briometrix has developed eHealth devices and metrics for wheelchair users. The technology tracks the movements of the wheelchair, providing information about fitness, propulsion technique and comparisons to others with similar injuries. We use smartphones and wearable devices to collect location based data on the terrain, the movements of the wheelchair, and the physical effort of the pilot. We use this data to build a picture of personal fitness, sports performance, wheelchair skills, social inclusion and the accessibility of the city. The data collected is an invaluable resource for users, healthcare providers, insurers and manufacturers. The user is engaged through setting challenges with friends and personal best, social sharing, and sharing data with OT / healthcare on progress in fitness and skills. It also engages by presenting data that can monitor injury prevention.

BRIOMETRIX

The Nurocheck is a portable concussion assessment device, which provides reliable, accurate and objective assessment in concussion. This product has a significant market with 10 million sports related concussion globally each year relating to \$60 billion global annual cost. All combat and contact sports are relevant, plus those where contact is incidental (e.g. netball, equestrian, water-skiing etc.).

NUROCHECK



The SPOT

Lausanne — Switzerland

Smart Cities & Sport

THE SPOT, A CONNECTING PLATFORM FOR SPORT INCUBATORS & ACCELERATORS WORLDWIDE

The Event of Sport Innovation

The SPOT is a new event that aims to galvanise innovation in sport. It brings together bright minds and smart solutions inside and outside the sport industry. The Spot is the only event that offers a platform for incubators, startups and sports companies from all over the world to meet with the International Sport world in the sport ecosystem of Lausanne, Olympic Capital, the Home of International Sport. A sold-out crowd of 700 delegates from over 25 countries and 350 organisations and companies attended the inaugural edition in May this year. Visitors included over 100 employees from 40 International Sport Federations and the International Olympic Committee, more than 45 startups and over 50 international speakers. The Market Place and Demo Zone featured over 40 startups and 15 corporate stands.

During this two-day B2B event, participants could discover fascinating new technologies and products in the field of sport, attend inspiring keynotes from world-class guest speakers and watch an exciting startup battle.

Augmented Reality, Drones, Nutrition, Blockchain, Health and performance, Data Analytics, Sensors, Fan Engagement Solutions, Internet of Things—these are just a few examples of the topics covered at The Spot 2018.

A fierce battle between 40 promising startups

Startups from Switzerland and abroad specialising in blockchain, virtual reality, data analytics, connected venue, performance & health and other fields went toe-to-toe in front of a jury made up of investors, experts from the Olympic Movement, and business leaders.



The startup battle consisted of 4 rounds of 10 startups pitching for 3 minutes to earn their spot in the final. During the qualifying round, the four winners who already secured 1000CHF of prize money were ForwardGame (Germany), Fanpictor (Switzerland), Resero Whistle (Germany) and SportDiet (France).

It was finally ForwardGame that won the final battle of The Spot's first edition. The German company convinced the jury with its AR solution aimed at bridging the virtual and the physical worlds in a fun outdoor physical experience. ForwardGame received another 4000CHF for its victory in the final.

“ We are really happy with the first edition of THE SPOT. It was great to see how everybody embraced the spirit of the event and we will build on these positive vibes. For the second edition, we are developing new exciting out-of-the-box experiences with a number of strong partners. We aim to welcome an even larger number of innovative minds from more sectors and countries to join in our adventure.”

Anna Hellman, Director of ThinkSport

Save the date: May 28 -29, 2019!

Following the success of the first edition, THE SPOT will be back next year from 28 to 29 May 2019 in Lausanne. Once again, ThinkSport will leverage the unique concentration of sports expertise in the region and attract many international experts in order to stimulate progress in sport.

The second edition of THE SPOT will be an important platform to showcase the potential of the new sports-related start-up incubator, currently being developed by ThinkSport, the Canton of Vaud, the City of Lausanne, UNIL and EPFL. Lausanne 2020, the organisers of the third edition of the Winter Youth Olympic Games, will also join THE SPOT to explore and present innovative solutions for what will be the next major sports event in the region. In addition, the Association of Summer Olympic International Federations (ASOIF) has once again confirmed its participation.

Registration for the event will open at the end of this year.

An initiative by ThinkSport and its partners

The SPOT is an initiative launched by ThinkSport and its partners, the SwissTech Convention Center, the Swiss Federal Institute of Technology Lausanne (EPFL), the University of Lausanne (UNIL), the City of Lausanne and the Canton of Vaud.

ThinkSport is an organisation that fosters the connections and collaborations between the different actors of the sports universe around the Olympic Capital, Lausanne, across Switzerland and beyond.

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For more information about
The SPOT



www.thespot2019.org

For more information about
ThinkSport



www.thinksport.org

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and receive updates

A SPECIAL THANK YOU!

I would like to take this opportunity to express my warm thanks to all the organisations that contributed to the realisation of this project.

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