

World Wide Web


9 July 2020

[live.worldfootballsummit.com](https://live.worldfootballsummit.com)

# WFS<sup>START</sup>CUP

By

**GSIC**

Global Sports Innovation Center  
Powered by  Microsoft

## FAQ'S

EDITION  
2020

### 1.- WHAT IS WORLD FOOTBALL SUMMIT?

World Football Summit is where the football industry's leading stakeholders meet to shape the future of the beautiful game. The platform has evolved from a yearly gathering taking place in Madrid, focused on the European market, to a growing series of global events that cover the challenges and opportunities of the different regions and sectors in this thriving industry. WFS is powered by a global community of influential professionals sharing a unique passion for the business of sports and a mission to spark discussion, generate knowledge and promote innovation to drive progress for the game and the industry.

Read More at: [worldfootballsummit.com](https://worldfootballsummit.com)

### 2.- WHAT IS THE GSIC?

The Global Sports Innovation Center powered by Microsoft (GSIC) is a business cluster powered by Microsoft Sport Team that gathers all kind of sports entities (clubs, federation, associations), institutions, tech-companies from start-ups to enterprises, research organizations, investors and key figures of sport industry to improve its value chain. More than 340 companies from 38 different countries have already received support from the GSIC through their activities, as well as from their ambassadors and network of professionals of the sports industry.

Read more at: [sport-gsic.com](https://sport-gsic.com)

### 3.- WHAT IS WFS STARTCUP 2020 BY GLOBAL SPORTS INNOVATION CENTER POWERED BY MICROSOFT (GSIC)“?”

World Football Summit (WFS), in partnership with Global Sport Innovation Centre (GSIC) are launching the WFS STARTCUP 2020 to locate the best sport-tech projects and/or startups across the globe transforming the football and sports industry.

#### 4.- WHICH ARE THE AREAS OF THE COMPETITION?

Any of the following areas applied to sports industry are valid for this call:

1) Team & player performance, 2) Business insights & analytics, 3) Smart & immersive facilities, 4) Fan engagement & experience, 5) Media platforms, 6) Generation of sponsorship, 7) eSports, emerging sports, virtual currencies & betting, 8) Mitigation of pandemics & public health.

#### 5.- HOW CAN I PARTICIPATE IN THE CALL?

To apply, fill in this [online form](#).

#### 6.- HOW MUCH DOES IT COST?

Applying for this call is completely free.

#### 7.- I CAN ONLY PARTICIPATE IF I HAVE A SPORTS SOLUTION?

Startups with solutions in other markets are welcome if they can be applied to sports.

#### 8.- IS THE CALL INTERNATIONAL?

Yes

## 9.- WHAT IS THE SELECTION CRITERIA?

The following criteria will be evaluated to select the participant projects/startups:

1. Innovation of the solution or product & value proposition
2. Business model & sustainability
3. Team capacity

## 10.- WHAT ARE THE PHASES OF THE CONTEST?

- › **INITIAL EVALUATION:** Applications that pass the verification of eligibility will be evaluated by the judging committee.
- › **SHORT-LIST:** The judging committee will shortlist around 16 projects that will make the online pitch at WFS Live in front of a jury.
- › **EVENT PITCH (PANEL OF JUDGES):** Out of the 16 projects, up to 8 will be selected as finalists to pitch at WFS20 in Madrid. Experts in the areas of technology, sport, business, innovation, investment, entrepreneurship, and financing will analyze and deliberate the winner. Further info on the timing and format of the final pitch event will be appropriately communicated to the finalists. The finalists will get free tickets to attend the event. Travel and accommodation costs will be covered by the finalists, not by the organization.

## 11.- ACTIVITY CALENDAR

Applications Open: May 14, 2020

Online pitch at WFS Live: July 9, 2020

Applications Close: June 21, 2020

Finalists announcement: July 27, 2020

Selection announcement: June 29, 2020

Live event pitch at WFS20: September 23 & 24, 2020

### 12.- I AM ONE OF THE 8 FINALISTS, DO I HAVE TO TRAVEL ANYWHERE?

Yes, you will need to travel to Madrid to pitch at WFS20, on the 23rd and 24th of September, 2020. Travel and accommodation costs will be covered by the finalists, not by the organization.

WFS provides 2 complimentary passes for each startup that has been selected as a finalist.

### 13.- CAN I PITCH IN ENGLISH?

Yes, all the pitches must be in English.

### 13.- WHAT IS THE PRIZE?

One year of free membership to the Global Sports Innovation Centre powered by Microsoft.

A grant to the GSIC Institute's master's in Digital Transformation.

Exclusive interview with WFS media partner.

All selected finalists who will pitch on stage at the next WFS edition will receive 2 complimentary delegate passes for WFS

\*If a winner startup is a GSIC member already, will have a 50% discount in its standard membership or 2021.

#### 14.- WHO IS PART OF THE JURY?

Experts in the areas of technology, sport, business, innovation, investment, entrepreneurship, and financing will form the panel.

#### 15.- WHO WERE THE PREVIOUS WINNERS?

3D Digital Venue, Thermohuman, GameReady and YBVR were the winners of the first four editions. They have since gained great notoriety in the sportstech ecosystem and are currently working with top international sports entities such as LaLiga, NBA, Ligue 1, Australia Open, MLB, MLS, Mutua Madrid Open, Davis Cup, Manchester City, Texas Rangers, FC Barcelona, Wembley Stadium, or Atlético de Madrid, among others.

#### 16.- I HAVE READ THE BASES BUT I HAVE A SPECIFIC DOUBT.

For any questions regarding the bases, please contact:

- GSIC: [jorge.gomez@sport-gsic.com](mailto:jorge.gomez@sport-gsic.com)
- WFS: [julie@worldfootballsummit.com](mailto:julie@worldfootballsummit.com)



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