

World Wide Web


9 July 2020

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# WFSTARTCUP

By

**GSIC**

Global Sports Innovation Center  
Powered by  Microsoft

## BASIS OF PARTICIPATION

EDITION  
2020

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# INTRODUCTION

World Football Summit (WFS), in partnership with Global Sport Innovation Centre (GSIC) are launching the WFS STARTCUP 2020 to locate the best sportech projects and/or startups across the globe transforming the football and sports industry. For this reason, WFS and GSIC announce a joint call for projects and/or startups that offer solutions that impact the football particularly and/or sports industry in general in any of the following areas:

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.



# PROMOTERS



**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)



**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. To do so we focus our activities and services on 6 main points: entrepreneurship, networking, applied research, showcase, Microsoft Partners Solutions and digital transformation advisory services. More than 340 companies from 38 different countries have already received support from the GSIC through different 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)

# OBJECTIVE OF THE CALL

The call aims to achieve the following objectives:

1. Showcase, support, nurture them and train entrepreneurs to transform their projects into successful companies, while improving their projection, growth and scalability.
2. Identify the most promising technological solutions that operate in, but not limited to, any of the following areas:
  - 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.

The selected startups, up to a maximum of 16, will pitch their project/startup at WFS Live, a new virtual event that will bring international leaders and stakeholders from the sport industry together, on the 9th of July 2020.

The 8 finalists will have the opportunity to go on stage and have a pitch at the WFS20 in Madrid, on the 23rd and 24th of September 2020.



# PARTICIPATION REQUIREMENT

The call is aimed for entrepreneurs who can contribute with their technological innovation to the development through the different categories mentioned above. In this sense, the present call is aimed for projects, seed stage and early stage companies.

Candidates may participate in the call for those projects/startups that meet the following requirements:

- › Be a project and/or startup – at least - in Pre-seed/seed and/or early stage.
- › Have a dedicated full-time team of at least 2 individuals.
- › Have at least a minimum viable product (MVP) and potential to implement internationally.
- › Promoters may not have been convicted of a felony conviction for any offense.
- › The individual promoter / representative of the startup must be of legal age and must have the legal capacity to be bound. You may not be an employee, manager, partner, or maintain a business relationship with WFS at the time of application.
- › The promoters of each project/startup may only participate in this call by submitting a single project.

Participants who do not fulfill all of these requirements, will not be included in this call, losing the right to receive any service and no claim to WFS and/or GSIC.



# APPLICATIONS AND CALENDAR

The application for admission to participate in the call will be made through the platforms of WFS or GSIC. Candidates to participate must complete their application for admission by registering and submitting information through the online Microsoft form available on both WFS or GSIC platforms: [WFS application](#) (Microsoft Forms)

Applications for admission received or attempted to formalize after the deadline for admission of applications will not be assessed for admission to the program.

<a href="#">May 14, 2020</a>  <b>Applications Open</b>	<a href="#">June 21, 2020</a>  <b>Applications Close</b>	<a href="#">June 29, 2020</a>  <b>Selection announcement</b>
<a href="#">July 9, 2020</a>  <b>Online pitch at WFS Live</b>	<a href="#">July 27, 2020</a>  <b>Finalists announcement</b>	<a href="#">September 23 &amp; 24, 2020</a>  <b>Live event pitch at WFS20</b>

The organizers reserve the right to modify the dates published in the present document.

# SELECTION CRITERIA

The following criteria will be evaluated for the selection of participating projects and startups:

For the selection processes, the jury will make its assessment based on the materials provided by the company in the application, and the previous assessment of the organization, as well as the presentation pitch.





# SELECTION PROCESS

The selection of projects will be carried out based on the transformation potential and their impact on the sports industry. The selection criteria are described in the previous section.

The judging committee, made up of representatives from the sport's ecosystem and organizing entities, is responsible, among others, for ensuring the correct development of the selection process and the quality of the same; resolving any doubts as to the eligibility of applications and the application of the rules; selecting the experts-evaluators who will externally rate the applications and assigning them the applications; short-listing the most promising startups and projects.

- › **VERIFICATION OF ELIGIBILITY:** Once the application period has closed, the projects will be reviewed to ensure that the rules of participation have been complied with. Applications that do not comply with the rules will be eliminated from the process. The judging committee also has the right to ask, if needed, for more information about the project and/or start-up in order to complete the selection criteria.
- › **INITIAL EVALUATION:** Applications that pass the verification of eligibility will be evaluated by a jury.
- › **SHORT-LIST:** Based on the best scores obtained, 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 & 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.

# PRIZE

The winner of the WFS STARTCUP 2020 will receive the following prizes:

- › 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 WFS20 will receive 2 complimentary delegate passes.

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



# VISIBILITY, USE OF LOGOS AND INFORMATION

Through WFS STARTCUP 2020, different activities will be organized for the successful applicants focused on giving visibility across the sports tech industry. In this sense, different dissemination activities will be carried out along media partners.

The applicants, regardless of the chosen form of publication, commit themselves to respecting and applying the rules for the use of trademarks and logos, provided to the organizers.

## WFS18 FINALISTS



## SPECIAL THANKS TO OUR NETWORK PARTNERS:





## CONFIDENTIALITY, DATA PROTECTION AND ACCEPTANCE OF CONDITIONS

The confidentiality of the applications presented is guaranteed throughout the entire process. In any case, the general characteristics of the applications (as detailed in previous section) may be disseminated and, in due course, the name of projects/startups (and logo if applicable), a brief description, the beneficiary and its logo, the name of the promoter and his/her photo, may be published through, without limitation, press releases, emailing, brochures and websites to communicate the startup competition.

Participating in the startup competition implies the acceptance of these conditions in full and the adherence to these rules for participation, their interpretation lying within the corresponding jury during each stage of the process.

## CONTACT

For any information and inquiries, please contact [julie@worldfootballsummit.com](mailto:julie@worldfootballsummit.com) or [jorge.gomez@sport-gsic.com](mailto:jorge.gomez@sport-gsic.com)

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