

GSIC

Global Sports Innovation Center

Powered by  Microsoft

INTERNATIONAL GROUNDBREAKERS SPORTS CHALLENGE – 2nd Edition

by **SPORT SINGAPORE** and **GLOBAL
SPORTS INNOVATION CENTER
POWERED BY MICROSOFT (GSIC)**

FAQs



Frequent Asked Questions (FAQs)

1.- What is Sport Singapore?

Sport Singapore is the national agency for the promotion and development of sport in Singapore. To drive innovations and build a competitive ecosystem, it seeks to establish cross-sectoral partnerships and create a marketplace which is conducive for global, regional, and local companies to nurture innovation and incubate ideas in Singapore.

Read more at: <https://www.sportsingapore.gov.sg/>

2.- What is the GSIC?

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. With headquarters based in Madrid and Singapore, GSIC now has members in 40 countries around the world.

Read more at: <http://sport-gsic.com>

3.- What is the International Groundbreakers Sports Challenge?

Global Sports Innovation Center powered by Microsoft (GSIC), in partnership with Sport Singapore (SportSG), is launching the International Sports Groundbreakers Challenge.

Through this Challenge, we aim to reduce information asymmetry and search costs for solution providers, by getting the ecosystem to address real business challenges/problems that buyers are hoping to resolve. In the process, we also wish to identify the best sport-tech projects and/or companies around the world.

4.- Which are the areas of the competition?

Companies around the world are invited to submit innovative solutions to address 58 problem statements identified by the sports and fitness industry. These problem statements span across topics on Business Insights; Fan Engagement; High Performance, Fitness & Health; Media & Sponsorship; Smart Venues & Sustainability.

Please consult the basis of the competition for more details about the problem statements.

5.- How can I participate in the call?

Interested participants will need to register, fill in the relevant information, and submit their proposals via the following [LINK](#).

Applications that fail to meet the deadline before the closure of applications will be disqualified automatically from the Challenge.

This challenge will be conducted annually, and the first phase timeline is:

Applications Opens: 16 January 2024

Applications Close: 18 March 2024

Announcement of Finalists (10 selected companies): 8 April 2024

Final Pitch (3 Winners): 29 April 2024

Announcement of Winners: 27 May 2024

The organizers reserve the right to amend the dates published in this document.

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 and companies with solutions in other markets & industry are welcome if they have solutions to solve the challenges above.

8.- What are the requirements to participate?

This call is open to all companies, irrespective of their size or geographical location, that possess the capability to employ technological innovations in addressing any of the problem statements presented in this Challenge.

Companies may participate in the challenge if they meet all the following requirements:

- Be a legally created company, or part of a research group in a university, from any part of the world;
- Have a dedicated full-time team to work on the proposed solution(s);
- Have previous experience in building innovative and technology based solutions;
- The individuals working on the proposal must be of legal age in their respective jurisdictions. At the time when proposals are submitted, they must not be employees of SportSG or GSIC; and
- The participants can apply to solve up to three problem statements for this challenge.

Applicants who do not fulfill any of the requirement(s) listed above will not be eligible for the Competition. SportSG and/or GSIC reserve(s) the right to disqualify any application that does not adhere to the Basis of Participation for this Competition.

9.- Is the call international?

Yes. The call will be open to companies all over the globe.

10.- What is the selection criteria?

The assessment of submissions will be based on the following criteria, with a focus on identifying credible teams with viable solutions for this challenge:

1. **Relevance** – the extent to which the proposed solution addresses the problem statement.
2. **Innovativeness** – the level of innovation of the product or solution.
3. **Market Viability and Solution Scalability** – the maturity of the proposed solution and its potential to scale.

With all things equal, proposed solution(s) that are aligned with the United Nations Sustainable Development Goals will be assessed favourably.

For the Pitch, the jury will evaluate the finalists based on:

- The aforementioned evaluation criteria;
- The materials (decks, videos, demos, etc.) submitted by the participant; and
- The pitch presentation.

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 companies and projects.

11.- In which language should I apply?

All the pitches and applications must be in English. Other languages will not be considered.

12.- What is the prize?

Prizes include:

1. The opportunity to implement a pilot project at a sports events and/or facilities supported by the problem statement owners who are part of this Challenge;
2. A prize money of SGD\$10,000 sponsored by SportSG for each finalist participant (up to 10 participants in total), on the condition that these winning participants either already have their offices incorporated and based in Singapore or they plan to open an office in Singapore within three months of the announcement of winners.

Additionally, SGD\$5,000/SGD\$3,000/SGD\$2,000 for the top 3 winners of the final (SGD\$5,000 for the best solution, SGD\$3,000 for the second solution, SGD\$2,000 for the third solution).

3. The opportunity to be part of the PR and marketing materials to promote the solution.
4. The opportunity to showcase the solution in the GSIC Experience Centre in both Singapore and Madrid.
5. The opportunity to get additional benefits directly from the sport entity involved in the challenge.

13.- Who is part of the jury?

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

14.- I have read the Basis of Participation but still require further clarifications.

For any further information or inquiries, please contact:

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