

SPORT THINKERS SMART STADIUM

What is Sport Thinkers by GSIC?

Sport Thinkers is a startup acceleration program designed by the Global Sports Innovation Center powered by Microsoft in order to reduce the gap between small technology-based companies and larger sports entities. This program will help startups that develop solutions for the sports industry to promote their products and services in the market on a large scale.

Sport Thinkers is a program that will have different promoters in different thematic areas: Smart Stadium, Esports, fan engagement, ticketing, among others. Promoters can be sports entities or large companies seeking innovation in the sectors of their interest and face changes and technological advances. In this way the promoters will be able to:

- access the global network of technology-based startups
- add value to your brand
- create a social impact
- contribute to the development of the local economy
- grow your business

The startups that participate in our program also obtain the following benefits:

- access to investors
- visibility
- work spaces
- Immersion with sports entities and the possibility to have a pilot program
- possibility to access the Microsoft for startups program
- mentoring of professionals in the sector

What is the acceleration of startups?

GSIC will offer 3 months of acceleration for the companies that will be included in **Sport Thinkers** and during this period we will work with them in a personalized way offering all the services that the Center members enjoy:

- access to the contact network
- accessory
- visibility at events, media, GSIC showcase
- participation in knowledge transfer activities
- participation in work groups

- consulting
- training and certification
- brand enhancement
- participation in major international events
- co-working workspaces
- participation in regional, national and European projects

In addition, we have an extensive network of mentors made up of great professionals from the sports sector, experts in different areas: business development, marketing, research, branding, technological development, innovation, large sports organizations, etc. You can consult our network of mentors on the web: <https://sport-thinkers.com>

Our first Sport Thinkers is about Smart Stadium. Why?

We started the program in collaboration with the Real Sociedad de Fútbol to help the club which plays in the Spanish First Division, to improve the facilities of its stadium that is currently under construction, promoting innovation through solutions with a high technological degree to transform the fan experience.

We also count with the support of Microsoft Sports who have the capability to advise both, the GSIC and Real Sociedad regarding Smart Venues, one of the pillars on which the division's work philosophy is based. There are four areas from which this type of projects is covered:

- The design should be around the safety and comfort of the users, who should be located in the center of the transformation, providing the best fan experience.
- The stadium has to become an architectural and tourist icon for the region where it is located.
- The stadium should also serve the community as a meeting point not only for sporting events, but also to accommodate other types of entertainment activities of interest to citizens.
- The actions developed should also be able to maximize the business potential around sporting events.

The objective of our program is to bring Anoeta to this concept by promoting the digital transformation of the stadium and the club and offer to its fans unforgettable experiences.

What solutions are we looking for?

With the **Sport Thinkers Smart Stadium** we want to know the best proposals in three specific areas:

1. Fan Experience
2. Security
3. Sustainability



Within each one, there are many possibilities to develop a value proposal that converts Anoeta into a Smart Stadium:

- **Solutions related to the Club:** such as business-oriented management systems, ticketing, event management and match days.
- **Solutions related to retransmission:** such as innovations in digital broadcasting for the interior of the stadium, digital information for video markers, or for mobile applications of the club, with special contents.
- **Solutions related to security and the management of emergency situations:** such as risk management systems.
- **Connectivity solutions:** for example, innovative solutions in connected stadium management, internal communications between access control systems, connections with food and beverage sales points or the connection with stadium security.
- **Solutions aimed at improving the building's operations:** such as maintenance management systems.
- **Energy management solutions:** as a focus on the sustainability of the building.
- **Lighting solutions:** We are currently in the LED era and the management of lighting has gone from being a basic requirement of television broadcasting to being part of the show.

In this edition, not only startups, but also the most consolidated companies that can offer innovative solutions to the club will be able to participate. All of them, individually or in an integrated manner, will be a challenge and at the same time a potential solution for the Anoeta stadium.

What is the procedure?

Companies that want to apply and participate in the program must register in the form located at the following link:

https://forms.office.com/Pages/ResponsePage.aspx?id=7pkVKV6S_U-SVC_oZpNjqtqJOwgX405HsM5oIUlV9J9UMzhTSDM2UFgzT1ZBRkVEUk9FSkZHS1JGRS4u

After the closing of the call on September 21, we will carry out a detailed evaluation of all the applications that we will receive.

From the total of inscriptions, we will choose 50, both startups, and consolidated companies, for a "short list" where a second evaluation will be made based on pre-established criteria.

Next, we will select 25 companies as finalists that will perform a remote pitch (via Skype) and will connect with a panel made up of the representatives of the GSIC and the management of the Real Sociedad. That round of presentations will take place from October 8 to 10.

Finally, only 11 companies will be chosen to enter the **Sport Thinkers Smart Stadium** program. Those 11 companies that we will consider as winners, will live an immersion experience directly in the Real Sociedad the week of November 5 to 9 to meet the needs and demands of the club. That's when the acceleration program and the competition really start.



The immersive experience with the club will allow them to adapt their solutions to what the club and the Anoeta Stadium really need. At the end of the week, the Real will be able to decide whether to do a pilot program with one (or more) presented solutions.

The 3 months of acceleration start from this week. In the period that we contemplate, mentoring sessions will be conducted with experts in various areas of the sector; the winning companies will participate in our working groups together with other partners that are already involved in the sessions; they will have advice from our Advisory Board, will be able to participate in large international events and will be part of the contact network of the GSIC ecosystem that provides multiple business opportunities.

All 11 companies can enjoy free membership at the Center (companies that are already part of the GSIC, will receive a discount of 25% on their fee).

About the GSIC

Global Sports Innovation Center powered by Microsoft (GSIC) is a business cluster created by Microsoft Sports Team that brings together all types of sports entities (clubs, federations, associations), institutions, technology companies, from startups to corporations, research organizations, investors and key figures in the sports industry to provide them with values. To do so, we focus our activities and services on 4 main points:

1. **Business Network:** The GSIC ecosystem offers real contacts and this network is growing every day adding both national and international partners to the center. We are present in 29 countries and we have a very extensive contact base.
2. **Entrepreneurship and training:** we help technology-based startups to launch or promote their products and services in the market through advice, B2B and B2C contacts, investor contacts, brand enhancement, visibility, knowledge transfer activities, etc.
3. **Applied research:** the work we do in the field of research and promotion of technological innovation is linked to our working groups where we bring our associates together for the areas of their interest which allows them to put on the table all the difficulties with those that are in your sector, the problems you want to solve, your ideas about the future development of your business and so on, and then together find the solutions and get to work to solve the doubts you share.
4. **Showcase:** in our facilities in Madrid we have a space open to the public where our partners can expose their solutions. This practice gives very good results in terms of generating synergies between the same partners, B2B and B2C contacts, in addition to the educational component, since we receive many visits from students of all ages and from all over the world.

The GSIC now has more than 200 partners in 29 countries around the world.



About Real Sociedad

The Real Sociedad de Fútbol is a Spanish soccer club, from the city of San Sebastián, Guipúzcoa, which plays in the First Division of Spain. It was founded on September 7, 1909. Its first team, disputes its matches at home in the Anoeta Stadium, with a capacity for 40,000 spectators. The Real Sociedad is one of only nine clubs that have been proclaimed champions of the First Division National League Championship, with two consecutive titles in the 1980/81 and 1981/82 seasons, in addition to three other runners-up. It occupies the eighth historical position of the championship and it showed between 1980 and 2018, the record in the competition of 38 consecutive days unbeaten between the seasons 1978/79 and 1979/80. In the national cup competition (Copa del Rey), he has achieved two other titles, the first as Club Ciclista de San Sebastián in 1909, and the second in 1987, being a finalist in five more editions. In addition to the four national titles between League and Cup, the club has been proclaimed Super Champion of Spain in 1982, first edition of the competition. At continental level, it has played nine editions of the UEFA Cup / Europa League, one of the Cup Winners Cup and four of the European Cup / Champions League.

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