

# Annual Activity Report

GSIC 2019



# GSIC

Global Sports Innovation Center

Powered by  Microsoft



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## Dear members of the Global Sports Innovation Center,

On behalf of the Managing Board of the GSIC that I have the honour of Presiding, once again I am pleased to share the milestones and results of the activity of the GSIC in 2019.

In the fifth year of its operation, **the GSIC has managed to increase its network of members, reaching 240**, among which 46% are international members from 37 different countries.

In 2019 the GSIC has established multiple international alliances with leading sports entities in the sector that has allowed us to position ourselves in open innovation initiatives, expanding the number of experts and creating a **network of 14 ambassadors in 12 different countries** that will continue to grow and allow us to expand our international activity and consolidate the international expansion of the GSIC.

In 2019, all GSIC members have been offered to join the **Microsoft Partners' Solutions Portfolio**, which brings together different categories of solutions applied to sport based on Microsoft technology. These solutions are being promoted by Microsoft account executives worldwide to their customers in the industry. All partners' solutions have been categorized in the portfolio and Microsoft account executives consult it and prescribe those solutions that are based on MS Cloud.

Likewise, our members have been provided access to the **Microsoft Partner Network and Microsoft for Startups programs** that allow free cloud benefits, personalized technical assistance, go-to-market tools and co-sell, among others.

**I would like to thank the trust and support of our members** who year after year renew their memberships, contribute suggestions, participate in the multiple activities, as well as have provided a great acceptance to the first edition of the GSIC Summit. This trust drives us to evolve and continue working to provide value to our ecosystem and to the sports industry in general.

**My thanks also to the GSIC team** for maintaining and improving the work of the GSIC, expanding the number of activities and services in digital transformation, as well as the prestige and reputation that the GSIC generates for Microsoft.



Starting in 2019 the fifth year of the GSIC life, we are at the perfect moment **to promote our international expansion** through different contacts and projects that we started that year in **Australia, Africa, Latin America, and with the strategic alliance with Sport Singapore** to opening the GSIC offices in Asia in 2020. These expansion projects will allow us to guarantee innovation as our hallmark, facilitating solutions from our partners that can help the maximum number of sports entities in their digital transformation processes and providing a space for international meeting that contributes value and knowledge in the sector.

Thank you very much,

***Sebastián Lancestremère***

*GSIC President*

At GSIC we are very aware of our role within the sector. In these 4 years we have positioned ourselves as one of the key players in the sports industry sector and is reflected in our daily activity.

From the first year of operation of the GSIC and until today, our purpose has been fulfilled **thanks to the trust, commitment and support of our members, collaborators and excellent acceptance in the sector.**

The important work we do daily in terms of the development of the different activities has been accentuated in 2020, reaching a 20% increase in activities, 32% in participation in international events, and 35% in the scope of our database.

This increase in activities is matched by data that speaks for itself: we closed 2015 with 70 associate members, in 2016 we reached 105 and ended 2017 with 163 entities from 23 different countries and in 2018 with 210 members in 30 different countries. In 2019 we added 70 new members and we reached and **ended the year with 240 of 36 countries on the list.**

Of course, we must address the challenges of the sector, and all this being the GSIC an association that has excellence as a priority; that seeks to be an international reference and that provides greater value to the members, because our motto is that **the success of the GSIC is the success of its associates.** In these first four years we have maintained a balanced structure of income and expenses, allowing us to allocate surpluses to incorporate new profiles into the association, reaching a stable full-time staff of 6 professionals in 2019, and counting on the support of expert consultants.

Looking to next year, we believe that **the GSIC is well positioned to face the challenges facing the sector** and to continue taking advantage of what was achieved in 2019, mainly thanks to our members and the human group that makes it up.

The nearest future looks positive for our members and there, **the GSIC will be present.**

*Iris Córdoba Mondéjar*  
General Manager GSIC



# 1 INTRODUCTION

## 1.1. Who Are We?

The Global Sports Innovation Center powered by Microsoft (GSIC), is a pioneer sports innovation center in Europe, with the philosophy of a business cluster, promoted by the Microsoft Sports division since 2015. The GSIC is a meeting point for the entire ecosystem of the sports industry and our network consists of technology-based startups, companies and corporations, sports entities, public and private institutions, universities and research groups.

GSIC opened its doors in May 2015 and since then our purpose has been, on the one hand, to support the digital transformation processes in sports entities, and on the other hand to help tech companies generate business. Since then, we work to create services and activities that help us connect the market supply with demand, supporting the growth of the entire sector as a whole.

With our open innovation projects, startup scouting, innovation sessions and working groups, we help internationally renowned sports entities in their digital transformation processes. We become their best allies when it comes to seeking innovation and implementing the best technological solutions within their organizations.

For the startups and companies, we are their support point and generators of business opportunities where they can get to collaborate with the best sports organizations worldwide by carrying out a proof of concept or pilot. We help them from evaluating their solutions to putting them in direct contact with clubs, federations, leagues of all types of sport so that they can find new clients and grow their business.

Thus, during the 4 years of life of the Center more than 340 companies from 38 different countries have been supported by the GSIC thanks to our activities, network of industry professionals and ambassadors. Our network of contacts in the sports industry is one of the largest and most important in terms of quality.

We have grown and evolved to be recognized as an international reference center of innovation and digital transformation in the sports sector which helps to reduce the gap between sports entities, large companies and startups.

## 1.2. Our pillars

All the activities developed by the GSIC in 2019 were based on five main pillars

- Business Network
- Applied research, training and education
- Startups and companies
- Showroom
- Microsoft Partners' Solutions



### Business network

The GSIC has created an international network of members in order to improve commercial opportunities, alliances, identification of synergies, business opportunities, and internationalization. Our center is now a meeting point for supply and demand in real time. In the GSIC you will find several of the leading companies linked to the sports sector, technology companies, entrepreneurs and universities that can detect synergies and create collaborative projects. The main goal of this network is to lead and add value to the digital transformation process of the sports industry.



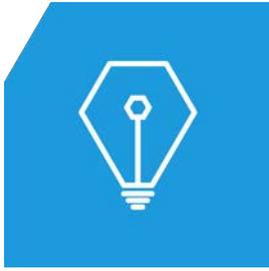
### Applied Research, training and education

The Center offers support to research aimed at identifying needs and opportunities in sport and the development of effective and viable solutions, in collaboration with public and private institutions, knowledge transfer through connections, conferences, virtual meetings. Together with our members we promote collaboration in any business activity related to sport and the university-industry relationship, as well as the dissemination of knowledge about the latest technologies and trends to be taken into account.



### Startups and companies

As they grow, entrepreneurs in the sports sector receive support at the GSIC, specifically mentoring and technical advice from experts, connections with large companies and global brands, as well as access to Microsoft technology at no cost. Thanks to the Microsoft for Startups program, startups have the opportunity to access Microsoft support, training and consulting to increase sales in the market, as well as technological tools, including the Azure cloud, at no cost during their first years.



### Showroom

The GSIC facilities have an experimental space where visitors to the Center can experience and try the technological innovations developed by the GSIC members: technology in sports, health and physical performance improvement, fan engagement, Smart Stadium, and the latest trends in digital consumer experiences. At the same time, companies find in our showroom a space to display their solutions, in order to obtain greater visibility and thus create more business opportunities.



### Microsoft Partners' Solutions

Since 2015, GSIC has been promoted by Microsoft Sports division which has the global goal to improve the digital transformation process in the sports industry. This strong membership has led GSIC to prescribe Microsoft's own solutions as well as to work on the catalogue of Microsoft Partners' Solutions that are promoted by Microsoft Sports and Microsoft Account Executives for sports clients worldwide.

## 1.3. Areas of Work

The pillars of the GSIC are based in around the following areas of work in the sports industry in which our members operate:

- Team & Player performance
- Business Insights
- Fan Engagement
- Smart Stadium
- Media
- Esports
- Education

Thanks to the experience and know-how acquired by the GSIC in its years of work, we have been able to define and classify these areas that accommodate different business models in the industry aligned with the areas of the Center's reference partner, Microsoft, and encompass the needs and offerings of the GSIC members network.

Within each area we also define services or projects that help us to carry out our activities.



### Team & Player performance

- Improved performance through data analysis
- Analysis of health, nutrition and well-being: through key factors such as sleep control.
- Injury prevention and recovery through innovative technologies
- Improved scanning with innovative performance measurement tools



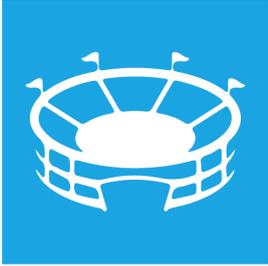
### Business Insights

- Social listening in sport and Design of reporting and monitoring tools aimed at a better understanding of the sport industry
- Business Insights and Data Analytics from a fan's perspective to provide you with the content you want at the time you want it.
- Unify all the data sources of our fans to have a unique view of the fan.
- Analysis of the profitability and effectiveness of campaigns in digital media and platforms.
- IP, security, databases, cyber-attacks, betting, etc.: the new challenges of the sports industry from a legal perspective
- Analysis of audiences and potential target audiences



### Fan Engagement

- Improvement of affinity and relationship with fans through different tools.
- Offering new experiences to fans: combining physical and virtual activities
- Activation of sponsorship through increased participation and interaction with fans
- Fan coupling measurement
- Connecting with fans 24 hours a day, 7 days a week



**Smart Stadium**

- The new generation of VIP hospitality in sports facilities
- Designing, building and digitalizing the new generation of sports facilities
- Access control security: two key factors in new and renovated sports facilities
- Control and management tools for fans
- Connectivity systems in the stadiums that allow us to interact with the fans.



**Media**

- New formats for broadcasting sports events
- New tools for creation of sports content for media and fans in a personalized way
- Combating piracy
- Incorporation of new formats for sports events consumption introducing real time value information such as statistics or performance graphs.



**Esports**

- The challenges of professional teams: Implementing solutions to generate a greater connection with their fans.
- The challenges of the big brands in sponsorship of Sports: New tools to make sponsorship more profitable, focusing on digital assets.
- Disruptive technologies that help to create sustainable business models for clubs, players, sponsors and leagues
- The legal, financial and insurance aspects: Protecting the content and preventing product counterfeiting.



**Education**

- Talent and industry connection
- Specific training programs in digital transformation for the sports industry with the aim of training active future professionals

Likewise, the GSIC carries out continuous market research, thanks to the analysis of technology applied in the different industries related to sport driven on a regular basis, it has been concluded that the main beneficiaries link perfectly with the pillars and strategies of the association.

These industries converge directly with sport and the effects, that it generates in society and the market, and that is why the projects and the activities are always aimed at giving visibility to the members in these areas, through the Virtual Meetings, Innovation Days, and other models of activity.

INTERSECTION WITH KEY INDUSTRIES		
Wellness	Health	Security
Tourism	Sale	Communication Thecnologies

INTERSECTION WITH KEY TECHNOLOGIES		
IoT	RV/RA/RM	Machine Learning/ IA
BOTs	Data & analytical	Blockchain

Likewise, our members represent and are present in the vanguard of sports technologies, and usually compose a critical mass sufficient for consumption. Within the avant-garde technologies detected, on which the GSIC relies to offer services and products are the latest trends in the markets such as these.

### 1.4. Who do We Work With?

The GSIC works to meet a market demand in which companies and organizations seek support, knowledge and technological solutions. To this end, the GSIC has created a broad ecosystem composed of different interest groups that cover virtually all actors in the sports industry.

The central value of everything we do at the GSIC, is to work for our members, who are our main supporters, but without leaving aside the rest of the industry not associated with the center. That is why within our interest groups and for whom we work every day there are also the non-associates, whether companies or administrations, with whom we have various ways of collaborating, such as good practice agreements, agreements with the administration or collaboration on projects. From the GSIC we have always worked to add value to the sports industry as a whole, therefore, we do not leave out anyone in the ecosystem.

Our stakeholders are divided according to the triple helix imposed to comply with good practices and market rules. It is considered that the distribution both in the management bodies (board of directors) and in the assembly of members is fundamental, and is divided between large companies, SMEs and knowledge entities, to which public entities are added as valuable members.



Added to this balanced structure, the fundamental reason for the GSIC is the activity with members and non-members, and therefore we identified the need to have driving companies, usually large ones or groups of companies, as well as public organizations that bring together much of the industry. These actors of interest are fundamental to give value and support activities with technology-based companies and sports entities, and it is a reality of the center that it can give opportunities to innovative projects, pioneers in the industry and of value. Knowledge agents, universities or large training centers provide a spectrum of support to the GSIC in training and project agreements where they are of strategic value, and are located within the group institutions.

From the moment that all stakeholders were part of the basic structure of the GSIC, back in 2015 with almost 70 members, this ecosystem allowed us to enhance and consolidate the defined pillars and the services supporting those pillars, which are still valid and solid since the beginning of operations. The groups of value involved have remained at the side of the association in a high ratio and that is why the experience within the center gives them a special value that they transmit to the new generations of members.

## 1.5. Our Services

During these four years of the life of the GSIC, we have developed different services that have been modified and improved according to the existing demand among our members and in the market of the sport industry in general. These services seek to boost technological innovation, covering different fronts of the sector: startups and companies, sports entities, educational institutions, government organizations. From the GSIC we want to cover the needs of all audiences and from this desire our offer is born:

- Workshops for sport entities
- Business Days
- Inspiration Days
- Diagnostics: Current situation of sports entities
- Business trips
- Working groups
- Knowledge transfer conferences
- Virtual Meetings
- Reports

Some of these services are exclusive for members and others may also be provided to entities not associated with the center under other conditions.



### 1.5.1. Workshops for Sport Entities

The GSIC has developed a methodology of Design Thinking that is applied in the workshops that the association organizes for the different sports entities. The methodology consists of two phases: first, the challenges of each entity are detected by area and they are prioritized according to their importance. Then, we work with the brainstorming, relating it to each area and, based on the material developed during the working session, we prepare a route map for the entity in question. The objective of these sessions is to initiate sports entities in their digital transformation processes, organizing them a work session in which they can have assistance from the GSIC professionals who will guide them to generate ideas and think of possible solutions to their challenges.



### 1.5.2. Business Days

The Business Days are a methodology for mutual knowledge and business opportunities. With the Business Days the GSIC launched a format of activity particularly oriented to the generation of business opportunities between companies of all sizes and sports organizations. This activity focuses on previously defined themes that guarantee real possibilities of collaboration between the participants of the event. It can be done in person or remotely through Microsoft Teams, so we can connect any partner with the sports entity interested in knowing the technological innovation applied to sport.

Sports entities are showing more and more interest in this type of activity that allows them to advance in their digital transformation processes. On the other hand, this activity allows the GSIC to provide its members with good business opportunities and to generate personal contacts with the executives and decision makers of sports entities.



### 1.5.3. Inspiration Day

It is a methodology that was implemented in the GSIC with the aim of making the operation of the Center, its structure and working model, better known to all the different interest groups who wish to learn about it. In addition, we offer a detailed view of the current situation and the development of the sports industry in connection with the latest technological innovations.

The main audiences for this activity, which has always been very successful, are companies in our sector and others not directly related to the sports industry. The former are interested in understanding the GSIC model and the possibilities opened up by the Center to the entities that make up our ecosystem, and the latter want to broaden their general knowledge about the sector and, in some cases, seek new ideas for developing their business.

This activity is also of interest to educational institutions and they include it in their training programs. Throughout the year, we have received several visits from groups of students starting with children in primary school to students in different Master's programs. It is worth noting that these visits are of both national and international origin.



#### 1.5.4. Diagnostics: Current Situation of Sports Entities

During 2019, the GSIC offered this service to different sports entities to help them identify their current situation in digital transformation. Through a study conducted with the entity in question identifies where it stands compared to other actors of similar nature in the industry and offers a series of data and recommendations about the solutions to be implemented along with their respective order of priority. Thanks to this type of initiative, sports entities can start their own digital transformation process and new business opportunities are generated for technology companies and startups.



#### 1.5.5. Business Trips

Business trips are an excellent opportunity to meet relevant players in the sports industry in different countries. The first business trips made were organized by the GSIC in collaboration with Microsoft Sports and were undoubtedly very successful among the members.

These experiences have allowed the GSIC to develop the concept of business travel where we offer our members to travel to different countries which are strategically interesting for their business. A business trip provides GSIC members with various networking opportunities with relevant sports entities in each country concerned, such as clubs, federations and leagues. They can also meet large companies linked to the sports industry and the media.

In addition, GSIC has developed its network of ambassadors to achieve more presence in different countries. One of the opportunities that arise from the relationship with this network is the organization of business trips to the country of each ambassador. In this way we offer our members the best agendas for these trips and also provides the GSIC from the point of logistics organization.



#### 1.5.6. Working Groups

The working groups were created from the need to respond to the companies that compose our ecosystem with specific challenges or processes of technological or knowledge transfer that need structured support and with results in demo or proof of concept format.

We propose them as meeting points where to develop solutions to real challenges for technological innovation in the sector and, therefore, this initiative has as a final objective the implementation of specific projects. This allows companies to be at the forefront of innovation in the sector, to act as driving forces for other industries and, therefore, to play an important role in innovation and sport.

The working groups are constituted as closed spaces for the work of the members, although on certain occasions experts can also be invited, to enrich the contents of the ongoing work.

Currently the association has already started different working groups such as Education, Sports, Intelligent Stadium and Professional Sports.



### 1.5.7. Knowledge Transfer Conferences

Activities of this type serve as an emphasis for the creation of a working group since they allow us to explore the interest generated by the topics about which we are proposing the future lines of work of the GSIC. These are events in which we give exclusive priority to our members so that they can present the current topics of the fields in which they work and discuss them with the public formed by the members of our ecosystem.

Thanks to these actions, from the association we can evaluate the possible ways of developing research and work that bring innovation closer to the sports sector.



### 1.5.8. Virtual Meetings

International Virtual Meetings, events that strengthen links with international members of the GSIC being held virtually using Microsoft Teams.

Our Virtual Meetings are virtual spaces where our members can share their solutions with others. Thanks to these monthly meetings, international members, located in different continents, can share their activity and knowledge of the sector, as well as carry out networking activities.



### 1.5.9. Reports

From its beginnings as an innovation center, the GSIC has considered on several occasions the creation of reports for the industry to help our positioning as experts in different topics of the sports sector.

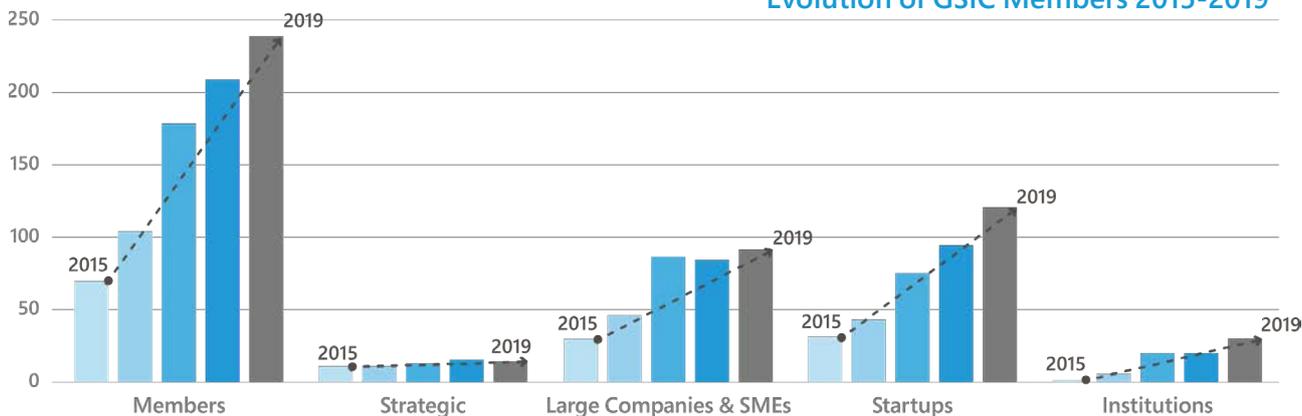
In 2019, we produced a report on our members' vision for the digital transformation of sports entities by 2025.

Thanks to the extensive ecosystem built up by the GSIC over the years, we have the opportunity to reach out to relevant entities and senior professionals with extensive industry experience who can contribute great value to our reports.

# 2 OUR PATH IN 2019

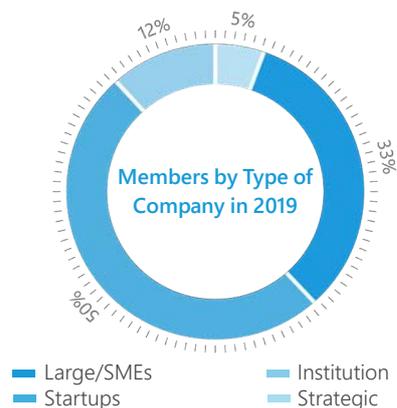
Since the first year of operation of the GSIC and until today, our purpose is being fulfilled thanks to the trust, commitment and support of our members, collaborators and the excellent acceptance of the sector. The important work we do daily in terms of the development of different activities, expansion of the network of contacts, participation in international events, creation and promotion of services, generation of agreements with relevant entities, is matched by data that speak for themselves.

Evolution of GSIC Members 2015-2019



We closed 2015 with 70 associate members, in 2016 we reached 105, ended 2017 with 163 entities from 23 different countries and at the end of 2018 there were 210 members in 30 different countries. In 2019 we added 70 new members and we reached and ended the year with 240 from 36 countries on the list.

Members 2019	240	New Members	70
Strategic	13	Strategic	2
Startups	120	Startups	46
EMS	82	EMS	11
Large Companies	10	Large Companies	2
Sport Entities	16	Sport Entities	8
Universities & Inst.	12	Universities & Inst.	1



In 2019 we have committed to several projects of international scope that have allowed us to have a greater global impact within the sports industry and to reaffirm our position as an open innovation center with the largest network of associates and the best experts in the industry.



We have carried out an ambitious open innovation project with our strategic partner LaLiga under the name **Startup Competition 2019**. It was a global process that started with an international startup competition in which almost 300 companies from 57 countries participated and which has allowed 10 innovative companies to personally meet 10 different spheres of LaLiga, where six of them successfully carried out their pilots.

In addition to this, we had carried out other important projects to support our startups in their growth. Thus, in March 2019 we held the first event of the Microsoft for Startups Europe team in Spain, which was also the third in Europe. In May 2019, GSIC partner startups participated in an event organized in collaboration with **More Than Players Foundation**, where five companies presented their solutions to professional athletes looking to invest in startups.

We also continue to work on our international expansion plan to open GSIC offices on other continents. Thus, in 2019 we began negotiations with **Sport Singapore**, the public entity in Singapore whose responsibility is to promote sport among the population and help it grow. Now, they have chosen the GSIC as a reference entity with which to carry out a joint project to launch an innovation center that will become a meeting point for the ecosystem of the Asian region. This great project allows us to build a bridge of knowledge transfer and exchange of experiences between Europe, Asia and America, offering many new opportunities to our members, as well as to Asian companies and sports entities that are committed to innovation and digital transformation.

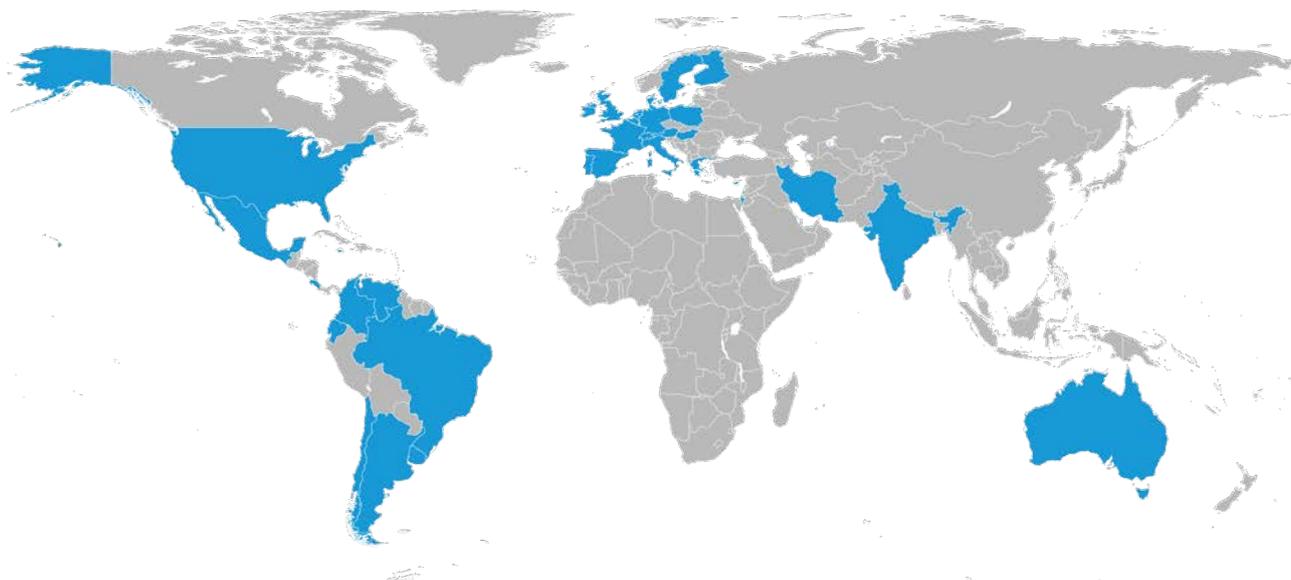
One of the most important partner meetings in 2019 was undoubtedly the **GSIC Summit**. Inspired by the idea of bringing together members from different countries in a face-to-face event where they can take advantage of the different activities of the GSIC at the same time, we have taken networking to another level by bringing together more than 70 organizations from 12 countries at the GSIC headquarters in Madrid. The great acceptance among the members and an excellent experience have made the GSIC Summit an annual activity with the possibility of scaling to accommodate also non-members thus providing more value to the content and quality of networking.

We have also made progress in the field of education and training, successfully launching the first edition of our **Master's Degree in the Digital Transformation of Sports Organisations** with its extensive program that covers all strategic areas of the sports industry. This will help train professionals capable of dealing with the digital transformation processes in line with the real demand of the sector at this time.

Members as of December 2019	240
New Members	70
New Countries <small>(Brazil, Cayman Islands, Colombia, Ecuador, Monaco, Switzerland)</small>	6
Events/Activities Organized	18
Attendees to Events	3.154
Events Attended <small>(National and international)</small>	31
In Spain	11
Other Countries	23
Visitors to the Center	5.507

Without a doubt, 2019 was a year of exponential growth for the GSIC in terms of its network, number of members, geographic reach, visibility through frequent participation in industry events, and the number and variety of activities offered to members. The Center continues to grow year after year thanks to the trust and support of its members, and as a result, our statistics are increasingly impressive.

Countries as of 31 December 2019



America	Asia	Europe	Oceania
11 Argentina	1 India	6 Germany	4 Australia
3 Brazil	6 Israel	2 Austria	
5 Chile	1 Iran	3 Belgium	
2 Colombia	1 Malaysia	1 Cyprus	
3 Costa Rica	1 Singapore	2 Denmark	
1 Ecuador		129 Spain	
15 United States		2 Finland	
1 Cayman Islands		6 France	
1 Mexico		1 Greece	
1 Venezuela		2 Hungary	
1 Uruguay		1 Ireland	
		5 Italy	
		1 Malta	
		1 Monaco	
		4 Netherlands	
		1 Poland	
		3 Portugal	
		7 United Kingdom	
		3 Sweden	
		2 Switzerland	

# 3 ACTIVITIES

The present Activity Report, with a total of 165 activities of different kinds, is structured on the basis of the five pillars mentioned above in order to better understand the ideas behind each of them and to explain the different lines of work carried out by the GSIC and the purposes for which they are carried out.

With these initiatives and activities, the GSIC creates valuable experiences for its members and the rest of the ecosystem, where we work in different lines and formats always to meet our main objectives by putting our members in the spotlight.

## 3.1. Applied Research, Training and Education

As an Innovation Center, we are dedicated to developing different types of initiatives that allow us to bring technology closer to both sports entities, so that they are aligned with the latest developments that can be applied in their field, and to society in general to expand knowledge about current technology.

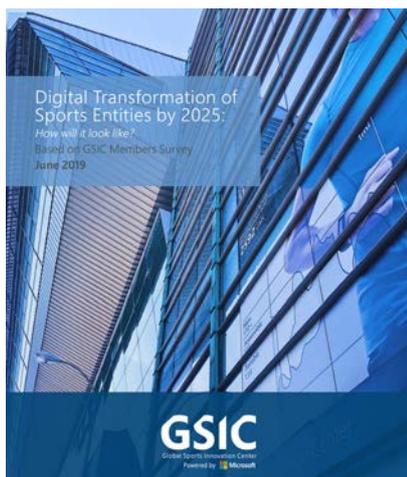
Much of these activities are also aimed at the developers themselves as they also need to be constantly aware of what is happening in the industry. To this end, we get involved in the organization of knowledge transfer activities, provide consulting services, and convene working sessions, face-to-face and virtual sessions.

The activities carried out in 2019 are mainly innovative activities for the benefit of the members and the sports industry in general, a standard feature of the GSIC since its foundation in 2015.

### 3.1.1. Report “Digital Transformation of Sports Entities by 2025”

In February 2019 the GSIC launched a questionnaire on “Digital transformation of the sports industry by 2025: imagining the future” asking our members to share their views on what we can expect in terms of technology trends and the future of digital transformation in the sports industry.

The collective responses to the questionnaire became the core content for the report drafted by the GSIC and presented to the sports industry in July 2019 to make tangible the global leadership of the GSIC in this field, and therefore the leadership of the Center’s members in this space.



The reason we decided to work on this project is because we believe that accelerating the digital transformation is a key driver for growth in the sports industry and is one of the key areas of work for the GSIC. Sports industry leaders are embracing new technologies to keep up with industry trends and meet emerging challenges. Through this work, we have been able to provide our ecosystem with interesting data and some keys to consider for their future strategies in the digital transformation.

The report is available for download at [this link](https://sport-gsic.com/wp-content/uploads/2019/07/GSIC-Report-Digital-Transformation-of-Sports-Entities-by-2025-VL.pdf).

<https://sport-gsic.com/wp-content/uploads/2019/07/GSIC-Report-Digital-Transformation-of-Sports-Entities-by-2025-VL.pdf>

### 3.1.2. Business Days

One of the greatest values that we provide from the GSIC to our members, is the possibility of direct contact with the best sports organizations around the world to which they present their solutions. The benefit is twofold: the sports organizations know first-hand the innovations and trend technologies offered by the market, and the companies generate a contact link and have the possibility of becoming technology suppliers of the organization in question.

In 2019 we have held **7 Business Days** in which more than 70 GSIC members participated:

- Business Day with RGB
- Business Day - IE, ASPIRE, Qatar Foundation
- Business Day Business Finland
- Business Day Cruzados University
- Business Day Manchester City
- Business Day with European Leagues
- Business Day SAF - Buenos Aires



22/03/2019

Business Day with RGB



25/02/2019

Business Day - IE, ASPIRE, Qatar Foundation



22/05/2019

Business Day Business Finland



17/07/2019

Business Day Cruzados University



22/07/2019

Business Day Manchester City



12/09/2019

Business Day with European Leagues



18/10/2019

Business Day SAF - Buenos Aires

### 3.1.3. Virtual Meetings

Our Virtual Meetings are virtual spaces where our members can share their solutions with others. Thanks to these monthly meetings, international members, located in different continents, can share their activity and knowledge of the sector, as well as carry out networking activities.

During 2019, Virtual Meetings were held using Microsoft Teams, a tool that provides the best quality of online conferencing as well as recording sessions that are then shared with all members.



There were 14 sessions that year:

2/12/2019	VM - Fan Engagement Monetization
3/27/2019	VM - Video as a tool for player performance
5/14/2019	VM – The new challenges of Esports moving forward
6/11/2019	VM - Access Control for Sports Venues
7/17/2019	VM - BI & Fan Engagement
10/22/2019	VM - Two sides of Virtual Reality solutions: improving fan engagement and enhancing players performance
11/19/2019	VM - Microsoft OCP
12/10/2019	VM - Innovative technology enhancing players performance
10/12/2019	VM – Sports Performance Solutions
12/12/2019	VM - How to engage your sports fans
12/12/2019	VM - Fan Engagement
12/17/2019	VM - Trending solutions for media in sports industry
17/12/2019	VM - Medium
19/12/2019	VM - Smart Stadium

All sessions were conducted in English, giving priority to international members as speakers.

### 3.1.4. Working Groups

In 2019 we will continue to develop the activity of our Working Groups identified as “key” in the definition of the needs and challenges that the sector must resolve in the coming years. These working groups are not “passive” actions to present technological evolution, but quite the opposite. They are spaces where, in a guided manner, the members find an unparalleled environment to share experiences and develop their alliances, seeking in all cases, the generation of projects that develop products and services that allow them to offer valuable solutions to the industry.

In 2019 we held three working group sessions led by our strategic partner Minsait who wished to work on the theme of The present and future of smart stadiums. About 12 members of the GSIC were able to collaborate in this working group bringing the value of their solutions. We had the opportunity to look more closely at the actual state of this area, detect future challenges and try to find solutions.

### 3.1.5. Knowledge Transfer Conferences

In our knowledge transfer days, held at the headquarters of the GSIC members have the opportunity to share their solutions and exchange experiences with both other members and the rest of the audience.

### Technological breakfast with Neodata

At the GSIC we are aware of the relevance of Data Analytics in the world of sport, where the personal involvement of the individual is very important.

Thus on June 24th we held, in collaboration with our member Neodata Group and its partner Twotoforty, an event dedicated to the application of Big Data for the monetization of the relationship between sports entities and their fans.



The companies explained that, for both the fans of a given club and the athletes, the link to the sports ecosystem is a blue ocean where they can initiate or accelerate income, promoted by knowledge about fans, competitions, sponsors, etc. For example, selling high-precision audiences, a complement to electronics stores, preparing tours that combine sponsors with staff preferences.

### Women in Entrepreneurship, Leadership and Sport

At the GSIC we have been supporting women in the sports industry since the beginning of our activity. Every year we carry out different actions that help to give more visibility to the professionals of our sector.

In addition, we are collaborating with the association “Mujeres y Cía”, helping to organize different events related to support women in the work environment, educational events of Microsoft oriented to the formation of girls in STEM, and collaborate with the Congress of Women’s Leadership in Football.

Therefore, on July 2, 2019, we organized a day with two debate tables where entrepreneurial women, on the one hand, and executive women, on the other, met.

We were able to discuss such important issues as the positioning of women in two sectors that are commonly considered to be male, sport and technology. As it emerged during the debates, education, visibility in the media, conciliation policies and collaborative work are key to the growth and strong positioning of women in any professional area.



The event was very well received and even managed to get some media coverage.

## Artificial Intelligence as an accelerator of the sports industry

Artificial intelligence is undoubtedly one of the technologies that is being used in all sectors, and sport is no exception. In the GSIC we have the best partner companies that develop AI-based solutions and also offer training in this area.

Thus, in October 2019 our partner Nanfor Ibérica held a training session on AI solutions developed in Microsoft Azure, project management with the use of Artificial Intelligence and how this technology is applied in the sports sector.



## Impact and value of the brand in the sports field

Another important area in the business world is the protection of intellectual property. From the GSIC we help our members to take care and be aware of the relevance of issues such as registration and trademark protection.



Therefore, on July 10, 2019 we organized a training day **“Impact and value of the brand in the sports field”** in collaboration with our partner **PONS IP**, experts in defining strategies, creating, managing and defending intellectual property rights. PONS IP experts shared how to create, protect and enhance a brand within the sports industry.

## “Digital Inertia” a talk by Interactivity

Social networks, websites, applications. We all use them; we all have them. We manage them and ask for results. But are we really using them well?

In November 2019, we had the pleasure of receiving in our facilities Gustavo Mames and Ariel Kogutek, directors of Interactivity, the fastest growing Digital Marketing agency in Argentina in the last year, with operations in Latin America and Spain working with brands such as Moët Chandon, Sony, Simmons, MercadoLibre, Banco



ICBC and Playmobil, among many others. They offered our members a special session on “How to break with Digital Inertia: Keys to think an Online Strategy with today’s rules”,

In this talk we understood how the phenomenon of Digital Inertia affects the way we use online resources to do business, and how to keep up in a world that keeps changing: algorithms, usability, content strategy and platforms.

### 3.1.6. European Sports Tech Conversations

At the beginning of 2019, the GSIC, Trentino Sviluppo and EPSI (European Platform for Sports Innovation) agreed to create a series of virtual events for the entire European sports tech ecosystem to discuss the digital transformation and the different technologies that the market makes available to sports entities. With the aim of promoting the work of the GSIC and our members, as well as positioning ourselves as a reference in the sector, we have held five sessions under the name European Sports Tech Conversations, exclusive events that also helped to spread knowledge about the most important topics and trends in the sports industry, provided by industry stakeholders and experts in big data, topics such as IoT, blockchain, Esports, cyber security, fan participation and much more.

#### ESTC Session 1 - Master Class in Digital Transformation

The first session of European Sports Tech Conversations was held on 30 May and focused on the digital transformation of sports entities and the evolution of the main technological trends in the industry.

Our CEO, Iris Cordoba, explained the latest changes in the world’s economy and society that are providing many opportunities for industries such as tourism, infrastructure and entertainment, and sports are certainly a form of entertainment.

She also summarized the new business models that have appeared in the industry with the advent of the digital era. There are also some important demographics: people are moving from rural places to big cities, which again creates new opportunities for companies.



#### ESTC Session 2 - Business Development Models in Sport: a universal or a sui generis approach?

After a successful first session, in the second we talked about the acceleration of technology companies and the different business models in the sports industry. During this session we discussed different approaches and, for this purpose, we invited The Original Inspiration Center by LaLiga, as well as RCS Sport, which leads the Italian market with unmatched skills, experience and knowledge.

#### ESTC Session 3 - Sport Tech Accelerators: a philosophy for innovation?

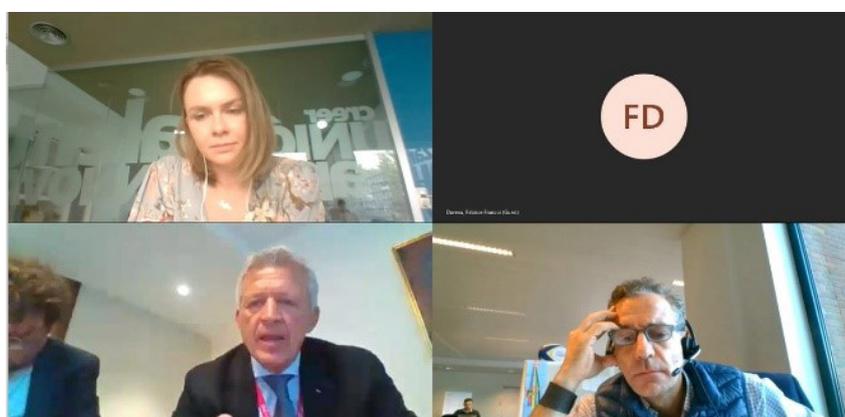
This time we talked about how European accelerators are helping technology-based startups to grow their businesses in the sports industry market, as well as what initiatives and projects they are creating to



promote and bring innovation to sports entities.

Our speakers from ThinkSport, London Sport and SportBizz, shared their experience working with different startups and entities in the European sports technology environment.

### ESTC Session 4 - Sport, Innovation and Sustainability: the Olympic Agenda



This time we discovered some ideas about the work of the International Olympic Committee, for example, the agenda for Tokyo 2020, Milano Cortina 2026 and The New Norm. In addition, we have the perspective of collaboration with the IOC from its technological partner, Athos.

### ESTC Session 5 - Artificial Intelligence, Well-Being and...Sport

In the last session of CSP, we talked about the different ways of applying Artificial Intelligence to our daily lives. Two approaches were given: AI as a way to improve your wellbeing and health and AI as your assistant and solution for a better customer / fan experience. For that, we counted on Fondazione Bruno Kessler to give an academic point of view and on Brintia, a company that develops solutions based on artificial intelligence that disrupt the experience of sports fans.

#### 3.1.7. Inspiration Days

Our Inspiration Days are a good opportunity for the general and specialized public to learn about the GSIC and the innovative solutions our members work on. In 2019 we held 27 Inspiration Days which were attended by almost 800 people. Institutions such as EAE, European University, ESBS, Kedge Business School, Olesay, Michigan State University, Geneva Business School, Fundación ONCE, IE Business School, Korea Institute of Sports Science, Sergio Arboleda University, LaLiga Business School, Berkley University, among others visited the GSIC this year, some of them on more than one occasion.





### 3.1.8. Workshops

From the GSIC we develop different co-creation workshops that aim to explore collectively with the members possibilities of building projects and initiatives that will be carried out from the Center, using the value of the activity of other members.

The purpose of this activity is to create new scenarios for collaboration, learn in greater detail what our members do, discuss different ways of approaching the value of belonging to the association and how to interact with the rest of the members, based on identifying synergies and solutions aligned with their own objectives and needs.

One of the workshops we did in 2019 was one given by our Director of Innovation and Business Development, Iñigo Bonilla for Sportstech Incubator located in Mauritius. During a special event, different innovative solutions from GSIC members were presented to inspire innovators in Africa, attract investors to the region, and offer to create a unique program for startups to prepare future leaders in the industry.



### 3.1.9. GESx

At the GSIC we have been collaborating with the organization of the Global Sports Summit since 2018 and our relationship with this entity has been fruitful. In 2019 we signed an agreement with GES to continue the formative and promotional vocation with which this project was born and thus create the GESx powered by GSIC.



The GSIC has been working on the Sports through a Working Group on the subject that was born around the needs detected from the GSIC and some of its strategic members. Since we opened our doors, we have carried out different activities that generate debate and strategic reflection among experts and actors in the sector, and in this way, we can contribute to developing a deep analysis and obtaining answers to the future challenges of the Sports industry.

The collaboration agreement with GES reinforces the activity of both organisations and the interest in creating periodical meetings with the aim of offering proposals of solutions to relevant issues for the whole sector, generating value in the technological development and innovation of the industry that it encompasses.

The GESx are a series of 4 face-to-face meetings with experts at the GSIC headquarters, open to the sports sector, where we could discuss it from the perspectives of technology, clubs, brands and monetization challenges. Three of these meetings were held in 2019 in the form of a round table, with the participation of the attendees and informal networking at the end of each event.

#### GESx: Esports Thinking for the future

Technology in a digital native sector since the sports are part of the day to day of the industry. However, despite being an obvious asset, there is still much to be seen and, in the future, it must allow for an

evolution of the sector and help create more sustainable models.

On June 13, we carried out the first event, GESx TECH of GSIC: ESPORTS, THINKING FOR THE FUTURE, where the objective was to know some technologies and projects that will evolve the sector of the electronic sports in the immediate future.



### The challenges of the Esports teams

In the second session we invited Madlions e.c., Vodafone Giants, Heretics and X6tence to learn about the situation of the sports clubs in their different environments. We were able to talk to our speakers about the problems, trends, challenges and opportunities in the field of competition, financing, regulation, sponsorship and management.

### The challenges of the Esports brands

In the third GESx we proposed a colloquium between great professionals in which the role of the collaborating and sponsoring brands will be discussed, since they constitute great part of the economic impulse of the main agents of the territory: players, leagues and events.

We had the pleasure of the participation of the great brands sponsoring the Sports, such as Mahou San Miguel, Movistar Esports, Fiesta Colombina and Razer.



### 3.1.10. GSIC Institute

Global Sports Innovation Center powered by Microsoft (GSIC) and ESBS European Sport Business School have reached an agreement to launch the GSIC Institute, a center whose mission is to help train professionals and organizations in the area of digital transformation and entrepreneurship.

The initiative was presented during the World Football Summit 2018 and in this project we have the support of all the members and collaborators of GSIC: our Advisory Board and a network of experts, composed of the highest level professionals and associates whom we invite to share their knowledge and experience that they bring from their sectors to adjust our programs to the reality of their businesses.

Because in the midst of the digital transformation of sports entities, we need to provide students, current and future workers of these entities, with tools that can accelerate their incorporation into the sports industry, facilitate contacts and, of course, provide knowledge of the latest trends in the sector. Likewise, with this initiative we generate a space of more visibility to the members that agree to be part of the teaching staff to show their vision of the business, their experience and to generate a meeting point with the talent and future practitioners of their solutions and experience.

The first GSIC Institute program that began in 2019 is our Master's Degree in Digital Sports Entity Transformation, GSIC Master

- **Duration:** 9 months
- **Mode:** Online through platform use or in person
- **Languages:** Spanish and English

The program is designed in two modes:

- **Executive:** for those professionals who are in the sports industry and wish to develop in this area.
- **Junior:** Students without experience in the sports industry who wish to train in this area.



Classes started successfully in October 2019 and the Master's program covers such important topics as management in the sports business, fan engagement, intelligent facilities, marketing and communication, productivity, business models, strategic planning in sports, financing and legal environment, among others. In 2020 the second edition will be launched.

## 3.2. Business Networking and Networking

Networking promotes and encourages the assistance of industry professionals to keep abreast of the latest industry trends, offer new business opportunities and create connections between different companies in different markets, those supplying and those requesting of these new technologies.

### 3.2.1. Expansion Plan 2020

Since the establishment of the GSIC, international entities have been interested in our model and ecosystem of members looking for alliances to establish a local point of contact. Thus, at the end of 2017, we began to draw up an Expansion Plan that will seek to internationalize the GSIC and create a bridge to provide visibility and new business opportunities for our members.

This plan contains a detailed description of the priority regions according to their economic development, the development of the sport industry, as well as different models of transfer of the structure, expertise, activities and experience of the GSIC to other regions by establishing priorities by continent.

The Expansion Plan established two levels of internationalization:

- 1 Pop up, a temporary replica of the GSIC activities that would focus on work on a large sporting event such as the Olympic Games. In this way, the GSIC will be able to contribute its experience and that of its members to provide the best technological solutions for such an event.
- 2 Satellites, replicas of the GSIC in different continents to be able to connect with the ecosystems of technology-based companies and sports entities at the local level and offer them the same activities that are developed in the GSIC, thus adding more international companies to our network of members.

The plan bore fruit in 2018 with the launch of the first international Sport Thinkers, and an important network of new contacts interested in establishing a GSIC in their region. Establishing a GSIC in another region is not an easy task, requiring time and knowledge of the right partner, which is why we have supported ourselves by creating a network of experts and professional ambassadors who can help us in this task.

Now, in 2019, we have gone a step further and signed a membership agreement with Sport Singapore, the national agency for the promotion of sport in the Republic of Singapore, with the aim of supporting entrepreneurs in the region, as well as sports entities, and promoting sport as a motor that helps improve people's lifestyles.

With the support of Sport Singapore, from 2020 GSIC will be present in Asia, carrying out its activities and creating a bridge for the exchange of knowledge and experience between Europe, Asia and America.

This satellite will be able to replicate the activity of the association in an integral way and the model will make it possible to cover the region of Asia where there is the greatest industrial activity in the field of sport from Singapore, a country with such a stable and prominent economy.

### 3.2.2. GSIC Summit 2019

Born from the idea of an annual meeting of all GSIC members where they could take advantage of most of our main activities, the GSIC Summit held its first edition on September 11-12, 2019 and was a great success among the members.



The Summit's content program consisted of presentations and talks by the members themselves who had the opportunity to present their solutions and share ideas. The conferences covered all the scenarios of the sports industry, as well as giving space to the presentation by the GSIC of its main initiatives such as its international expansion or participation in European projects. There were also workshops and hours of networking among the members.

In addition to the members, we invited some of the GSIC's closest collaborators to add value on some of the topics, such as EPSI, Trentino Sviluppo, London Sports and SportsTechX on the panel on accelerating startups in Europe.

In its first edition the event lasted two days, where the first day of the event was dedicated to partner presentations and panel discussions, and the second day given over to a special session of Microsoft for Startups and a Business Day with European Leagues, where 15 members of the GSIC presented their solutions to 15 leagues.



The GSIC Summit has allowed us to get to know the members better, explore synergies and possible collaborations. On the other hand, the GSIC has managed to gain the loyalty of a large number of its members, listen to their ideas and proposals regarding the activities of the association, share their news and plans, add more members in the second half of the year offering them the value of attending this event, and catch up with the rest.



5 Months of Preparation



+120 Attendees



18 Countries



72 Organizations



15 European Leagues



16 Sessions



34 Speakers



+50 One-to-One Meetings

Without a doubt, the GSIC Summit turned out to be an activity of great value for the association, which is why it was immediately announced that this meeting would be held for the second time in the following year with the idea of making it an annual event.

**3.2.3. International Memberships**

One of the strategic objectives of the association is the creation of different types of alliances as they are part of its philosophy of work and value creation. We finalise collaboration agreements with different entities, organizers of national and international events, and other associations to provide different advantages to our members. These advantages can be reflected both in discounts for tickets to various conferences, fairs and congresses, and in participation in competitions for technology-based companies where they have access to sports institutions worldwide.

The creation of the new alliances allows us to strengthen the sports industry, exchanging knowledge and opportunities that benefit innovation, as well as technology in sport and thus be able to generate more significant value for the sports industry.

In 2019, efforts were made to provide sufficient infrastructure and resources to create a national and international environment and to be able to access the most prominent groups of organizations at the global level.

**GSIC joins EPSI**

In 2019 the members of the European Platform for Innovation in Sport (EPSI) have officially approved full membership of the GSIC.

EPSI is a business networking organization that focuses on innovation in the area of physical activity, leisure and health in Europe. EPSI strives to achieve a more innovation-friendly environment for the EU sports industry to stimulate technological innovation and support innovative technology companies.

Its main objective is to improve performance in sports, stimulate an active lifestyle through sport and movement and the creation of new businesses.



Understanding that innovation in sport is an important factor in the success of today's businesses, the GSIC has joined this platform to offer its value to our members.

With this collaboration, the GSIC can provide its members with access to an EU sports innovation network to coordinate and manage EU/national project developments and project implementation, creating a strategic research agenda for the entire sports industry and informing policy makers about the strategic research agenda.

**Strategic Members**

In 2019 we also added two new strategic members, the multinational companies Panasonic and Prosegur who chose the GSIC as a reference entity in which to seek guidance and support on the road to digital transformation through open innovation processes. These two agreements also benefit the rest of the members who seek to have more visibility and scale in the processes of internationalization.



## Sporting Entities

In 2019, we are making a special effort to add more sports entities to our network of members in order to offer our startups and technology companies more opportunities for connection and international collaboration.



This year among the new members in the category of sports entities we have Atletico Nacional de Medellin, European Leagues, LigaPro Ecuador, Manchester City, Penarol, Superliga de Fútbol Argentina and Universidad Catolica Cruzados

### 3.2.4. Networking Activities

Since our foundation in 2015, we have been carrying out various types of activities, which have gradually grown in the following years. Among these, there are conferences on various topics, where members can attend free discussion forums, lectures, information and market trends, which would be called "Networking".

In GSIC, we continuously organize networking meetings aimed at facilitating mutual knowledge, information exchange, transmission of concepts and establishment of contacts that may lead to different models of collaboration. These meetings are carried out in the facilities of the center, structured in a dynamic methodological approach and pursuing a maximization of benefits for all attendees. All participating companies hold bilateral interviews with each other and can exchange informative or promotional material. In addition, once the meeting is over, all attendees receive the contacts of the rest of the participants, so that the maintenance of the relationship is facilitated.

Taking into account the great growth of international members, we have enabled that in each face-to-face networking the international members can participate online by sending a video or participating live and exchanging at the same time their activity and interest to participate in the conference between participants. This activity allows us to generate a meeting point for international alliances and knowledge between members of the ecosystem, generating links in a collaborative environment.

We have an ecosystem of companies with an exponential growth, both in number of members and in diversity of activities. The networking meetings for GSIC members are a very useful tool to facilitate mutual knowledge and promote synergies between members. In 2019, two meetings open to all members were held, which were the 11th and 12th editions of this type of activity.



In the 11th networking session we invited our Digital Branding Ltd collaborators and presented to the members the new private area that has been created inside the association's website to add the value of exclusive contents and direct contact between our members.

At the next, 12th edition of the GSIC members' networking, we were pleased to have Andrew Gilligan, Head of Research for Manchester City, give a presentation on how his club is working to connect with its fans and offer them the best experiences.



Following his presentation, we held a Business Day with Manchester City where some of the members were able to present their solutions in person and others were connected by MS Teams.

As a result of all these meetings, various contacts were made between the various members of the center. From their approaches, several synergies emerged, which you can see in the section referred to above.

At the end of each day, the members who authorize it may receive information from those attending the conference in order to keep in touch and generate future alliances.

### 3.2.5. Let's Talk!

In early 2019, the GSIC invited for the first time all GSIC members to participate in a new initiative called "Let's Talk!" with the idea of being in continuous contact with the members, offering them a space every month where they can share our news and listen to what they want to share.



With this virtual conversation format, we were able to give members the opportunity to keep up to date with all that is happening in the GSIC. But at the same time, we offer them an open space to talk to us, follow up and share their news, questions and doubts, ideas, needs, etc.

Each session lasted 30 minutes and we offered a choice of different times for members to adapt to their time zone.

### 3.2.6. IV General Assembly of the GSIC members



We held our 4th General Assembly on June 23, 2019, and after the first four years of GSIC activity, according to the association's statutes, it was time to renew our board of directors. After the presentation, voting and approval, the positions have been distributed as follows:

<b>Chairman</b>	Sebastian Lancestremere <i>Microsoft</i>	<b>Spokespersons</b>	Adrian Herzkovich <i>TTSRTS</i>
<b>Vice-president</b>	Nieves Segovia <i>SEK Educational Institution</i>		Eulogio Ruiz <i>Athos</i>
<b>Treasurer</b>	Luis Rodriguez <i>The International Humans Company</i>	<b>Secretary</b>	Juan Ramon Notario <i>Secretary of State</i>



Both the aspects relating to the management for the year 2018 and the action plan for 2019 were also unanimously approved. The General Manager of the GSIC, Iris Córdoba, presented the major features and figures corresponding to the operational and economic activity during the past year, audited by an independent auditor.

She also presented a detailed description of the activities to be carried out during 2019 and the details of the KPIs for 2018 with largely positive results.

The entire report was unanimously approved by the attendees of the General Assembly.

The Activity Report for 2018 was presented and shared with all members in two languages, Spanish and English.

The full document is available for consultation in the [GSIC 2018 Activity Report](#).

### 3.3. Startups and companies

From GSIC we are committed to startups, the new era of the business sector, focused on the digital world. Based on a business that, by means of the use of digital innovations, is characterized by greater scalability, timeliness and exponential growth, resulting in high productivity and its respective interest in the sector.

They are therefore a very important part of our ecosystem. We believe in the value they bring to the sector and work to minimize the gap that often exists between larger and smaller companies. That is why we facilitate open innovation processes to make entrepreneurial solutions known to different organisations in the industry.

This branch of our activity has been giving rise to numerous good practices that in 2019 came out of our special agreement with LaLiga, Startup Competition 2019, Sport Thinkers Esports with Mediapro, and the relationship we started to build with the Microsoft for Startups program.

### 3.3.1. Sport Thinkers

Sport Thinkers is an acceleration program that aims to promote an ecosystem of technology-based companies linked to sport through a program of training activities and startup competition that can include a certification in digital transformation, mentoring and interaction with our partner ecosystem.

The initiative to create the Sport Thinkers powered by the GSIC program came about in response to the number of events linked to startups that we have promoted and participated in since the beginning of the GSIC's activity. During 2015 and 2016 we were able to explore the needs of the sector and thus work during 2017 on the advantages that we can offer from the GSIC. Also, in 2019, we completed the process of Sport Thinkers Esports that began in late 2018, and helped LaLiga to launch its own innovation center, The Original Inspiration Center by LaLiga supported by GSIC, whose first initiative was the Startup Competition 2019.

The aim of the Sport Thinkers programs is twofold. On the one hand, it enriches and expands the ecosystem of the GSIC by incorporating the best solutions into the Center and facilitating synergies between current members, fostering international alliances and brand positioning, in an increasingly competitive and growing environment. On the other hand, it allows us an expansion ordered by thematic areas as is the case of the Sports, Smart Stadium, Fan Engagement among others.

The Sport Thinkers are acceleration programs that begin with a call for startup competition where the winners have the opportunity to meet the promoter of each edition, a sports entity or large company, and develop together from concept tests to pilots that can be implemented in the organization in question.

#### 3.3.1.1. Startup Competition 2019

In 2018, the GSIC signed a service agreement with LaLiga to support the creation of its own innovation space and to provide a meeting point for sports-related startups. In 2018, based on this agreement, we have been developing a special project called **The Original Inspiration Center by LaLiga Supported by GSIC**.



The first action of this initiative supported by the GSIC was the launch of a startup competition, Startup Competition 2019, in which we made a global call for young companies around the world in the area of Fan Engagement, Team & Players performance, Media and Smart Stadium. From January to the end of March 2019, almost 300 startup applications from 57 different countries were received. After the scrupulous process of screening, analysis and review of all the solutions that have been presented to the competition, the members of the jury of LaLiga, GSIC and Microsoft Sports have chosen 25 finalists who made the online presentations on June 6 to the representatives of the jury for evaluation.

Of these 25 companies, 10 winners have been chosen in the four areas of the competition and these startups travelled to Madrid in September for the Immersion Week with LaLiga where they were able to talk to 10 different departments of the organization in the same place. This week the winners worked on designing and improving their proposals for LaLiga and on September 25th, as part of the World Football Summit 2019 program, they made final presentations to LaLiga representatives and special guests.



The 10 winning startups have also benefited from the acceleration program offered by the GSIC and four of them, who were not GSIC members, have received free membership until June 2020.

This open innovation project has allowed LaLiga to meet the most innovative startups in the sports industry with whom they are now successfully conducting pilots within the different areas of their organization, advancing in their digital transformation process and maintaining their position as one of the most innovative leagues in the world.



The startups in turn have benefited from a great business opportunity that has allowed them in a short period of time to come into contact with LaLiga and work together in the development of projects that are already being implemented in this relevant sports organization, in addition to receiving important visibility worldwide for all organizations that are looking for innovation.

The winners of the competition were Thermohuman, Cinfo, IBV, Scenic, Spalk, Snaptivity, Fanwide, Watafan, Solos and Jump Data-driven Video.

### 3.3.1.2. Sport Thinkers Esports

The principal objective of the Sport Thinkers Esports program, designed by the GSIC, was to identify and select innovative initiatives that would have a positive impact on the digital treatment of the business models associated with the Esports in order to support them and offer business opportunities in collaboration with Mediapro.

The companies that registered to participate are working on solutions that apply to the following thematic areas:

- Business generation linked to professional and amateur sports (content, cross-selling, consumption analysis of both, price estimation and consumer segmentation).
- New disruptive scenarios in the monetization of different platforms and digital assets linked to the Sports
- Enhancement of the use of user profiles to display information and statistics.
- Generation of personalized content (video, images and audio) and cross-selling of other products/ services.
- Experiences related to immersive and 360° audio technologies.

The action began on 8 November 2018 and ended on 15 January 2019.

After the closure of the call, the jury composed of professionals from the GSIC and Mediapro, selected for the short list the 10 companies that subsequently made their online presentations to the jury.



HERO (Chile), CORE Professional Esports (Spain), Bravent (Spain), TTSPRTS (Argentina), SportZblock (Ireland), Yarr TV (Spain), EASYGOBAND WORLD SL (Spain), Metastartup (Spain), Brintia (Spain), Fanbot.ai (Hungary)



In the final phase, 3 startups, HERO, TTSPRTS and Brintia were chosen to travel to Barcelona in March 2019 for the immersion week with Mediapro in their offices. During three days of work, the finalists met with the representatives of the Digital Area of Mediapro, UBEAT and the Professional Video Game League. The startups knew in depth the needs of Mediapro in its Sports area and could discuss with its team the possibilities and opportunities of the implementation of the three new solutions.



Thanks to this open innovation activity, we have supported our strategic partner in the solution of one of its main challenges in the Sports that was focused on the search for solutions for monetization of that area, as well as generated business opportunity for three startups, two of which were already members of the GSIC with the third benefitting from the membership without cost until the end of 2019.

### 3.3.2. Microsoft for Startups Event

One of the largest startup events since the GSIC in 2019, was in collaboration with Microsoft for Startups Europe, and took place at the GSIC headquarters in Madrid on March 26, 2019.



It was the third event of this kind that the Microsoft team for Startups Europe carried out in Europe, thanks to the proactivity of the GSIC team in establishing a relationship with this young program that was replacing Bizpark.



The GSIC saw the value in organizing this session in Spain to provide an open space for dialogue,

where Spanish and international startups could have the opportunity to establish direct contact with the European division MS4SU, as well as with the subsidiary Microsoft Ibérica, which was also involved in the call with the purpose of supporting the development and growth of technology-based companies with business models B2B (business to business) and that are in the initial phase.

The call was successful and had repercussions; we had more than 50 companies from six different countries, a fact that has helped the GSIC to establish a strong link with the MS4SU team and start developing lines of collaboration with the aim of enriching the ecosystems of the two organizations.

Thereafter, the idea was to repeat the event by extending the call to all European countries and opening access to all startups in the continent to come and learn about the program, have 1-to-1 meetings with the Microsoft for Startups team and also offer them the added value with special workshops and invitation to investment funds so they can create the contact with them.



### 3.3.3. More Than Players Foundation Event

Since the beginning of the GSIC's activity, we have made an effort to establish relationships with different investment funds, investors and *business angels*, and as there is a clear demand from our start-ups in the search for investment and from the association, we work to meet this demand.



Thus, in 2019, we signed a collaboration agreement with the More Than Players Foundation, which is composed of professional sportsmen and women, active and retired, who seek to invest in innovation in their own sector; namely sport. This foundation is supported by football players such as Álvaro Morata, Keylor Navas or Adrián Embarba, or the Paralympic athlete Desirée Vila, and aims to help new companies that link technology and sports.

The foundation aims for these companies that generate technological advances linked to sport to have the support of the athletes to receive funds and establish contacts to help them grow.

The agreement we signed with this foundation included the organization of an open process to select startups that can present their solutions to potential investors at a special event where the official announcement of the launch of More Than Players Foundation would be made.

After the selection process, 5 startups were chosen: iAltitude, Thermohuman, Fun with Balls, Play & Go Experience and TTSPRTS.

On May 16, 2019, the presentation event was held in the heart of Madrid in Callao Cinemas, where the industry and national media representatives who covered the event were invited.

### 3.4. Showroom

Since the beginning of its existence, the GSIC has hosted industrial examples of products in its showroom space, in order to show visitors, the art of the possible in digital transformation applied to sport. This allows the members to exhibit their technological solutions, generating great visibility and brand recognition within the industry. From the GSIC, guided tours are offered to visitors where they can test the solutions in real time to understand how they work and how they impact on the sports industry.

The **Solutions Demonstration Center/Showroom Area** is a space that shows the latest technological innovations applied to sport, which have been developed by the GSIC members. These experiences connecting sport and technology consolidate the GSIC Solutions Demonstration Center as a privileged place to give visibility to all the creative and innovative potential of the companies that are part of the GSIC ecosystem.

Our showroom is a perfect showcase area for members where we can share with all audiences how technology is changing the world of sport by teaching case studies and doing real-time demonstrations.

#### 3.4.1. Renovation of the space

At the beginning of 2019, we decided to renovate our showroom space by refurbishing some of its areas, introducing new solutions and aligning its image with the current GSIC brand image.

Thanks to the improvements made in the showroom, we have been able to better present the solutions of our members, create exhibition areas corresponding to our work areas such as Fan Engagement, Team & Player Performance, Sports, Business Insights & Analytics and Smart Stadium.

Before (2018)



After (2019)



Before (2018)



After (2019)



Before (2018)



After (2019)



### 3.4.2. New solutions

As every year, in 2019 we have added to the showcase some new solutions offered by our members.



**iAltitude**: is a virtual altitude simulator based on intermittent hypoxia.

Each person responds differently to different altitudes, so iAltitude provides an ultra-customized altitude training simulation.

With iAltitude the athlete undergoes a training session where phases alternate with hypoxia (simulating altitude conditions between 5500 - 6000 meters) and recovery phases, (simulating being at sea level).

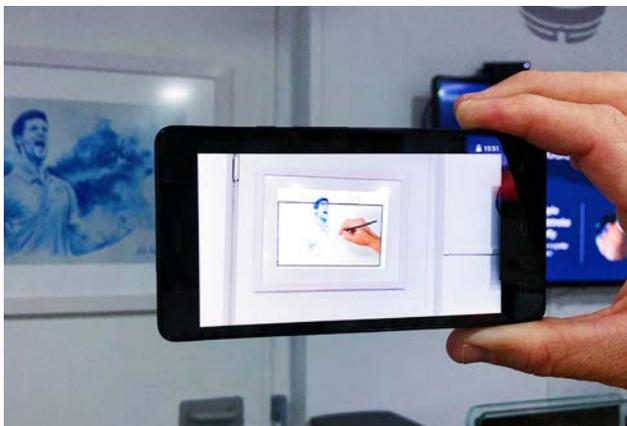
This revolutionary system consists of hardware that simulates different heights and sensor software that monitors the person to record how that person responds to hypoxic stimuli. Based on these analyses, iAltitude models how to run that session. Because no two people are alike, no two protocols are the same. It can be used during exercise or at rest. Currently, booths have been created that make the use of this technology more comfortable.

**Solos Ltd** incorporates smart technologies, NFC and RFID, into the item tags of sports fans to enable greater connection with teams and their players. A customized chip is incorporated. These **smart chips and tags** act as a membership card, ticket and e-wallet, allowing fans convenient and easy access within the stadium through **smart gates**. These smart tags can also act as a fast track to enter the stadium and connect to the stadium's food and beverage outlets through special access lanes and our patented smart gates. The Solos technology solution integrates with any existing equipment application and also with the stadium's POS systems.



**YBVR**: In 2019 the American company has updated both the equipment it had on display in the GSIC showroom, and the content that can be viewed with its virtual reality glasses. Now visitors to the GSIC can enjoy the enhanced experiences in 8K video quality, "attending" virtually basketball, boxing, and paddleball events. Through these virtual reality glasses, one could increase the number of attendees to a show such as a football or tennis match, increasing its audience capacity, and making users feel like they are on the field.

**Vidibond** is a technological development company specialized in finding new communication strategies using Gamification, Augmented Reality, Virtual Reality and sensorization. In 2019 they have offered to exhibit in our showroom as a proof of concept their new development based on AR technology.



The experience consists of a mobile application that “activates” when you focus the camera on a painting located in space (in our case it is the painting of Novak Djokovic, hand-drawn by a professional artist), and launches a video that shows how this painting was made. As a proof of concept, it demonstrates the possibilities that this solution can have for fan engagement in spaces such as sports museums, where images of athletes can “come to life” and interact with fans by offering them exclusive content.

**Continuity (ECSA group):** For more than 20 years, ECSA Group has been serving the Football Clubs of Argentina with access control systems, CCTV, administration software for sports entities, etc. They also work in the access to events with large attendance, both in access and CCTV and other sports such as Polo and Motoring and Basketball. The solution that this company offers for the exhibition space of the GSIC, is the ability to control multiple screens from a single device through a system called Continuity. In this way we can select the customized content to show to our audience at every moment, controlling all the screens at once or separately from the application on the mobile or tablet.



**Athos:** ATOS’s mission is to serve the sports industry with integrated technology, supporting digital transformation and knowledge transfer. It is the only international information technology services company with a dedicated division specializing in sports and major sporting events. They have been providing solutions for the sports industry for over 25 years. It leads sports events at different levels, such as multi-sport events, federations and leagues, sports facilities, broadcast and media. They do not partner only with Olympic Games companies, however, and are open to all sports entities. In order to convey all these messages to visitors to the GSIC, Atos has created audiovisual content especially for our space, where we can tell their story.

### 3.4.3. Our visitors

This space constantly receives numerous visits from different companies and organizations, both national and international. For example, in 2019 we received visits from **Argentina, Colombia, Ecuador, Israel, Belgium, Sweden, England, USA (Washington, Michigan, Seattle, LA, New York), Germany, Hungary, Netherlands, France, Italy, Emirates, Israel, India, Finland, Mexico, Switzerland, Singapore, South Korea, and Indonesia.**

Furthermore, the Center's facilities have also been used by GSIC members for their own events and business meetings. The association of the members to the GSIC constitutes a reinforcement of their corporate image, as well as providing an accessible and convenient resource that supports the commercial, marketing and communication actions of the member companies.

Throughout 2019, the GSIC hosted a total of **85 events**, which can be classified into its own and those scheduled by the members (courses, conferences, media events, client presentations...), which were physically attended by more than 1,200 people. Some examples of events organized by members at GSIC facilities are:

- Global Esports Summit Media Presentation
- Microsoft Event - Acenture + Avanade
- Podoactiva presentation smart templates in GSIC
- NVIDIA Event Showcasing New Video Games
- Microsoft Bing Training
- Microsoft Digital Transformation Training for Berkley University
- Microsoft Teams event
- EBC Gelora Bung Karno
- 3Balance Anthropometry Course

### 3.5. Microsoft Partners' Solutions

Being an innovation center promoted by the multinational Microsoft, we are proud to generate value to the sports industry through technology-based innovation that contributes to digital transformation processes, fan experiences, content and new business models to all actors in the industry's ecosystem, thus positioning Microsoft as a leader in digital transformation in sports and entertainment.

In 2019, hand in hand with the Microsoft Sports team, we started working on the promotion of different programs and contents that Microsoft offers to its Members, as well as on the development of a portfolio that includes the best technological solutions of Microsoft Partners, based on its technology, which are being promoted by the same team of MS Sports and the account executives of Microsoft in sports all over the world to their client major sports entities such as Professional Football League of France, CONI in Italy, Cricket Australia, Miami Heat, MFL, NBA, ONE Championship, among others.

### 3.5.1. Microsoft Partners' Solutions Portfolio

Since 2015, GSIC has been supported by Microsoft Corporation within the Microsoft Sports division, both entities with the same goal and approach to enhance the digital transformation process of the sports industry. This strong membership led GSIC to prescribe and market Microsoft's own solutions designed to meet the core needs of sports organizations and to collaborate to increase and promote their digitalization. In addition, GSIC offers its members the opportunity to become a Microsoft solutions integrator to drive their own business, and to become educated with their solutions developed using Microsoft technology, part of a special portfolio, Microsoft Partners' Solutions Portfolio, which includes



#### Fan Engagement

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- Apps and Websites
- BOTs
- Digital Marketing Platform: CDP+ID+Segmentation
- Loyalty, Membership & Customer Services
- Marketing Automation
- eCommerce
- Games / XR Games
- Sports Betting
- Video Technologies - Automatic Curation
- Video Technologies - OTT
- Video Technologies - Tracking & Stats for Fans
- Wayfinding/Indoor Navigation



#### Team & Player performance

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- Training Equipment
- Injury Prevention
- Sports Science
- Tracking Devices
- Wellness
- Sports Management/ Scouting
- Video Technologies - Tracking & Stats for Coaches/Players



### Business Insights and Analytics

- Biz Insights & Analytics
- Social Media Analytics
- Social Media Management



### Smart Venue

- Cashless payment w/Mobile
- Venue Access
- Security
- Command & Control Center/IoT
- Parking
- F&B
- VIP and Guest Svcs
- Ticketing & 3D venue
- XR/VR Experiences

**Digital transformation consulting services** is the integration of digital technology in all areas of a business, which fundamentally changes the way it operates and delivers value to customers. It is also a cultural change that requires organizations to continually challenge the *status quo*, experiment and become comfortable with failure. There are consulting companies that help companies in their digital transformation processes.

For the GSIC members, being part of this portfolio is an exclusive opportunity to reach the largest sports entities around the world, hand in hand with a renowned international as Microsoft. By being directly prescribed by the multinational, the solutions of our members that are part of this portfolio get credit and increase their opportunities to grow the business, expand internationally and gain relevant customers.

The selection of solutions is carried out directly by the Microsoft Sports team, who analyze them and invite technology companies to join the portfolio. At this time, out of 84 solutions in the portfolio, 24 are from the GSIC members.

### 3.5.2. Microsoft Partner Network

Another line of work between GSIC and MS Sports in terms of the fifth pillar is the evangelization of members about the programs and tools they can benefit from.

To help our members align with Microsoft’s philosophy, we work to provide them access to the Microsoft Partner Network program, a network of technology-based companies that the American multinational helps create or market products based on Microsoft software. It is a successful business system that integrates more than 64,000 members. With the membership, a series of advantages are achieved that the partner will be able to apply to its technological projects.

There are many types of businesses that can become Microsoft Partner: independent software developers, hosting services, marketing agencies, etc. If your company can create its products and services using Microsoft tools, you can benefit from what being a Partner entails. Being a Microsoft Partner brings several benefits to companies, not only in terms of technology, but also in terms of training.



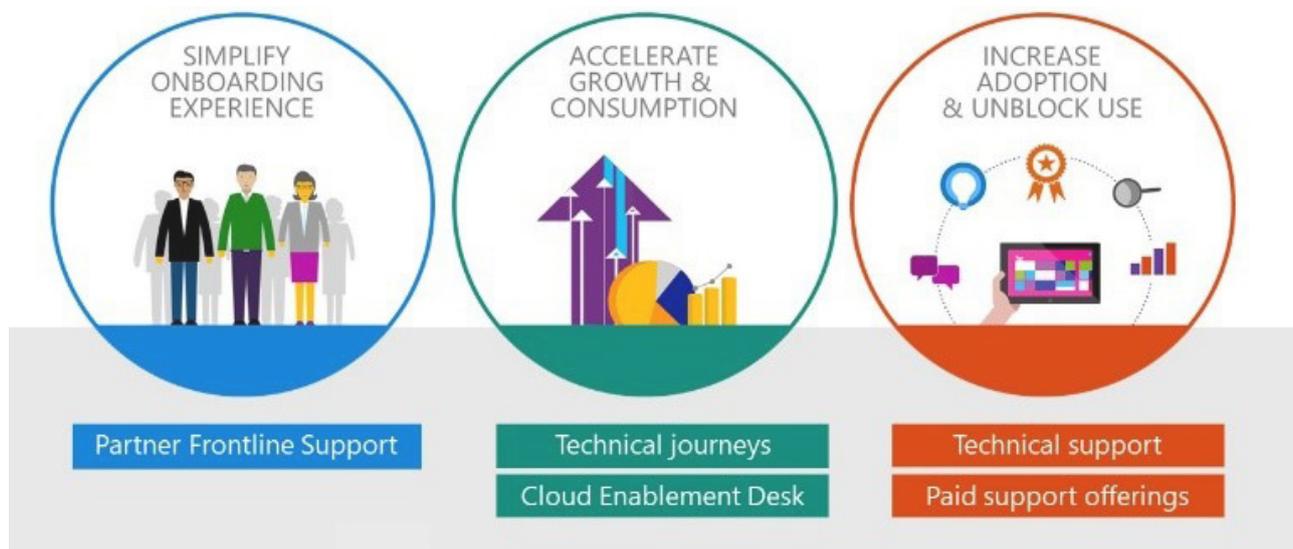
For sports entities, having a Microsoft partner as a supplier for their systems guarantees having professionals trained and approved by the most important company in the world in the development and implementation of technological solutions for companies.

Microsoft Partner adapts to all types of businesses by offering different levels of membership.

Membership in the Microsoft Partner Program requires the purchase of a paid annual subscription. There are several tiers: Microsoft Action Pack (includes Microsoft software, support, and training courses), Microsoft Starter Kit, and Microsoft Competencies (with Silver and Gold categories, depending on the level of training achieved).

To acquire the various technical credentials it is necessary to pass the exams.

**Build, grow and support your cloud practices**



Becoming a Microsoft Partner provides the company that achieves the approval with a series of exclusive benefits, which constitute a great letter of introduction in order to be considered as a partner of any systems department.

- Regional Service Center (RSC): direct line with a service that can quickly resolve any questions that may arise about the Microsoft Partner Network.
- Partner University: offers training courses (free and paid) Microsoft-approved professionals never stop training, improving and advancing.
- Technical implementation and pre-sales services: it allows to know in advance the Microsoft products and to be trained in their use.
- Privileges in the use of Microsoft licenses: both software and cloud services, provided that they are for internal use.
- Visual Studio subscription: a perfect tool for developing applications (on Windows, Android and iOS), cloud services and web applications.
- Access to Office 365, through demonstration tenant.
- Specific technical support for each type of membership.
- Benefit from Microsoft Partner incentive programs.
- Microsoft payment solution: a secure and agile payment system for customers.
- Microsoft License Wise: an advanced training method in the use of Microsoft.
- Newsletter: Get regular updates on what's new at Microsoft Partner.
- Marketing assistance: provides you with customizable materials, logos and letters of certification to support your membership.

In conclusion, being part of the Microsoft Partner program gives the company a powerful set of tools, capable of empowering it at all levels and from the GSIC we dedicate a great effort to add that value to all our members, adding them to MPN.

### 3.5.3. Microsoft for Startups

Microsoft for Startups is an initiative focused on strengthening startups in the region and the world to help them expand and scale their businesses. Through this program, Microsoft has joined dozens of startups as strategic partners to try to connect them with customers and businesses and help everyone's work become more powerful. The companies that are part of the program, have so far raised more than US\$ 3.5 billion in investment rounds.



Microsoft’s design for Startups was drawn up after careful listening to the founders of the startup community, who emphasized that, beyond access to technology, an invaluable resource that Microsoft could provide is the ability to connect them with other companies.

This allowed the launch of a simplified program that encourages the interrelationship between the startup community with Microsoft support teams and account managers with leading distribution tools, such as Azure Marketplace, which gives startups access to sales opportunities and memberships.

Thus, Microsoft for Startups has become a business partner of thousands of qualified startups in more than 140 countries, who have had access to powerful development tools, exclusive events and Azure credits at no cost.

The benefits of the program range from free technical resources and cloud services to joint selling with Microsoft staff and its partner channel. Specifically, Microsoft for Startups has divided these benefits into two categories: for all startups and for startups that meet the specific requirements of the program:

Cloud Technologies	Azure’s free account Microsoft Teams (free)	Cloud of Azure
		Up to \$120,000 of Azure’s cloud free for two years
		Microsoft Power Platform (coming soon)
		Office 365 (with Microsoft Teams)
		Dynamics 365
Development Tools	Visual Studio Community	GitHub Enterprise
		Visual Studio Enterprise
Technical Support	Basic technical support	Unlimited and uninterrupted technical, billing and subscription support.
		Work individually with a Microsoft engineer to design, implement, migrate or extend your applications.
Business Training	Microsoft Partner Network	Customized marketing plan adapted to your business.
		Two-way sharing of qualified leads
		Joint marketing and sales opportunities.
		Assistance from a dedicated client procurement manager.
		Quarterly account planning.
		Customer access events.
		Promotion through public relations and social media

In 2019, GSIC created a link with the Microsoft for Startups Europe division, the team responsible for the program in the European region. The same year an event was organized in which the Microsoft for Startups Europe team went to Madrid to meet the Spanish startups, not only from the sport sector but from all sectors.

We repeated the experience at our GSIC Summit, which was attended by Rachel Peck, Global Lead Startup Business Development of the company. Rachel held a working session with all the members who attended the Summit and then met with those interested in joining the program, on an individual basis.



In 2020 the GSIC plans to sign an exclusive agreement with Microsoft for Startups to become their trusted partner that will offer to startups in the sports industry the benefits of this program and have priority over all other startups in the order of evaluation and admission to the program.

## 3.6. Internal Infrastructure

### 3.6.1. Recruitment of new members

The recruitment work belongs largely to the management of the association, and is based on contacts, networking, attendance at international events, participation as a judge in global startup competitions and other points of support, but always based on an analysis of the needs of the industry and the association, i.e., members are sought to provide value to the industry and the GSIC and their companies and organizations. To this end, regular internal meetings are held to identify the needs for types of members. Likewise, the prescription of the same associates has generated an increase in the number of members and with it the implementation in 2019 of a network of ambassadors that could amplify our activity and give visibility to these associates that until now have been doing this work.

The non-member interest group is a value in itself for the current partner ecosystem. Being in contact with potential GSIC members are at the same time potential clients of our members. Therefore, we design and propose activities of value for the whole industry where it allows our members to reach the market in a fast and effective way.

### 3.6.2. Internship program for students

From the GSIC we offer different internship positions for national and international universities.

Within the framework of the strategic collaboration with the Camilo José Cela University, we incorporate students of Degrees and Masters to carry out their internships in two departments: communication and marketing, and secondly international business development. Students can join the GSIC and put into practice the knowledge acquired from their studies, but also enrich their experience while working as members of the association by helping with its daily operations.

During 2019, two UCJC students did their internship with the association supporting communication and marketing activities, where they were helping to manage the database, communication channels, perform market and ecosystem studies of sports tech, prepare commercial proposals, and to receive international visits.

We are also continuing our collaboration with OléSay, an international education provider specializing in work experiences for foreign students and professionals in Spain. In 2019, four international students from the United States, Argentina, Canada and China had the opportunity to do their internships at the GSIC. All of them with a business management profile, collaborated in our international business development department.

With the incorporation of the European University in 2017, we also have students from different postgraduate courses from its Real Madrid School so that they can contribute their acquired knowledge to our Center.

Having a network of interns, allows us to raise the voice of the GSIC to different territories, creating a network of contacts that allows us to a better understanding of different markets and continent. The experience is very enriching for both the students and the GSIC team.

NAME AND SURNAME	PROFILE	UNIVERSITY	DEPT. OF PRACTICE
<b>Ramiro Torres Navarro</b>	Master's Degree in Digital Marketing, Communication and Social Networks	Camilo José Cela University	Communication and PR
<b>Nicole Brooks</b>	Advocacy	San Andres University	International Business Development
<b>Tanya Denisse</b>	Information Technology	Technological University of the Huasteca Hidalguense	Communication and PR
<b>Yanqin Xing (Fran)</b>	Hispanic Degree	Nebrija University	International Business Development
<b>Zachary Roberts</b>	Business Administration / Sports Management	University of Florida	International Business Development

NAME AND SURNAME	PROFILE	UNIVERSITY	DEPT. OF PRACTICE
<b>Marina Gil Garcia</b>	Master's Degree in Digital Marketing, Communication and Social Networks	Camilo José Cela University	Communication and PR
<b>Mo Chen</b>	University Master in Sports Marketing	European University	International Business Development
<b>Patricia Padilla</b>	Master in Sports Marketing	European University	International Business Development
<b>Jorge Gomez</b>	Sports Marketing	Polytechnic University of Valencia	International Business Development

# 4 COMMUNICATION AND VISIBILITY

Since GSIC opened its doors in 2015, its communication has developed from the perspective of a business cluster with an inclusive philosophy that prioritizes internal communication with members and focused on generating critical mass for its network.

During its first 4 years of life, GSIC has achieved two important goals: brand recognition and demonstrating its value to the sports industry. Today, GSIC is a brand recognized by professionals and influential people in the industry as a serious reference in innovation.

Currently, the communication area of the GSIC develops its activities through five main communication tools: Newsletter, social networks (Twitter and LinkedIn), website, mailings and traditional media.

## 4.1. Newsletter

This communication channel has existed in the association since its foundation in 2015. Since then it has changed its format several times, adapting both to the demand of the members and the sector, and to the current trends of communication and digital media.

The GSIC Newsletter is published monthly and reaches more than 4,000 contacts in the industry.

Also, in 2019, 11 editions of the Newsletter have been published:

- Information on GSIC activities.
- GSIC events.
- Member news.
- The new members.
- Industry events.
- Additional information about the GSIC (LinkedIn Private Group, Private Partner Area, how to become a member).
- GSIC Institute.
- Additional materials (Microsoft information, reports, useful resources, etc.).

The Newsletter helps the association to make all its actions visible, as well as to give visibility to its members who are increasingly interested in sharing their news with us so that we can help them with dissemination, thus making the GSIC the trusted and reference channel for its members.

## January 2019

Website | Twitter | LinkedIn | Instagram

**New!** NEWSLETTER - JANUARY 2019

**Startup Competition 2019 Call is Open!**

**Upcoming events**

Virtual Meeting - Fan engagement Monetization - February 12, 16:00

**THE ORIGINAL Inspiration Centre by LaLiga** Startup Competition 2019

LaLiga and GSIC launch the largest global competition for startups on disruptive solutions in the football, sports and entertainment industry

LaLiga and the Global Sports Innovation Center powered by Microsoft (GSIC) present the Startup Competition 2019 by The Original Inspiration Centre by LaLiga supported by GSIC a novel initiative to identify the most innovative of

Virtual Meeting - Access control for sports venues - February 20, 11:00

**Register**

## February 2019

Website | Twitter | LinkedIn | Instagram

**New!** NEWSLETTER - FEBRUARY 2019

**Startup Competition 2019 gathers applications from 25 during the first months of the call**

**Upcoming events**

Virtual Meeting - Video as a tool for player performance - March 12, 10:00

**THE ORIGINAL Inspiration Centre by LaLiga** Startup Competition 2019

Startup Competition 2019 call launched by LaLiga and the Global Sports Innovation Center powered by Microsoft (GSIC)

Virtual Meeting - Access control for sports venues - February 20, 11:00

**Register**

Networking for GSIC

## March 2019

Website | Twitter | LinkedIn | Instagram

**New!** NEWSLETTER - MARCH 2019

**GSIC introduces its own digital platform for the members**

**Upcoming events**

4th General Assembly of GSIC Members - April 23

**Members Area**

On the past March 21st, during the 11th Networking session for its members, the Global Sports Innovation Center powered by Microsoft, had officially introduced a brand new **Members Area**, an intranet, where all the Center's members can find now more information about

**Register**

## April 2019

Website | Twitter | LinkedIn | Instagram

**New!** NEWSLETTER - APRIL 2019

**GSIC held its 4th General Assembly of Members to take stock and plan future strategies**

**Upcoming events**

Virtual Meeting - The new challenges of eSports moving forward

**THE ORIGINAL Inspiration Centre by LaLiga** Startup Competition 2019

25 pre-finalists list

Global call for technology based startups with solutions ready to disrupt product, sports and entertainment industry

The global Startup Competition 2019 that the GSIC and LaLiga had launched on January 29th is moving forward after closing the call on March 31st.

Virtual Meeting - Access control for Sports Venues - June 11th

**Register**

## May 2019

Website | Twitter | LinkedIn | Instagram

**New!** NEWSLETTER - MAY 2019

**Startup Competition 2019 - 25 pre-finalists are chosen**

**Upcoming events**

Virtual Meeting - Access control for Sports Venues - June 11th

**THE ORIGINAL Inspiration Centre by LaLiga** Startup Competition 2019

25 pre-finalists list

Global call for technology based startups with solutions ready to disrupt product, sports and entertainment industry

The global Startup Competition 2019 that the GSIC and LaLiga had launched on January 29th is moving forward after closing the call on March 31st.

Virtual Meeting - Access control for Sports Venues - June 11th

**Register**

## June 2019

Website | Twitter | LinkedIn | Instagram

**New!** NEWSLETTER - JUNE 2019

**We're inviting our members for GSIC Summit**

**Upcoming events**

Impact and value of the brand in the sports industry - July 10th

**GSIC Members Summit** September 11th - 12th

GSIC Summit is on its way and with 10 weeks left to this big event, we are pleased to share with our members the agenda for the Day 1 of the Summit.

We invited more than 30 speakers from 16 countries to offer keynotes and interactive panels that will cover such topics as Fan Engagement, Smart Stadium, Business Insights, Team & Player Performance, eSports, European projects, international

**Register**

BRT News Media

## July 2019

Website | Twitter | LinkedIn | Instagram

**New!** NEWSLETTER - JULY 2019

**GSIC Summit is coming soon!**

**GSIC Latest**

**GSIC closes for summer vacation**

**GSIC Members Summit**  
September 11th - 12th

GSIC Summit is right around the corner and we are really looking forward to seeing our members at our facilities in Madrid on September 11th and 12th.

GSIC facilities will remain closed from July 31 until August 25 as well as our team will be on vacation these days, but we will remain at your disposal for any urgent matter.

## September 2019

Website | Twitter | LinkedIn | Instagram

**New!** NEWSLETTER - SEPTEMBER 2019

**GSIC Summit success!**

**Upcoming events**

**AI Solutions for the sports industry**

**GSIC Summit 2019**  
Much more than innovation

On September 11 and 12 we hold our first GSIC Summit that brought together 72 entities from 18 countries, with a total of 120+ attendees in 2 days of the event.

We invite you on October 8 at 10 am to the event of our members [Madrid, Iberica](#) where they will talk about AI solutions based on Azure, Online Azure Cognitive Services and its applications in the sports

## October 2019

Website | Twitter | LinkedIn | Instagram

**New!** NEWSLETTER - OCTOBER 2019

**GSIC Institute classes are taking off!**

**Upcoming events**

**13th Networking for GSIC Members**

**ESBS**  
Master in Digital Transformation of the Sports Entities

GSIC Institute's Master in Digital Transformation of Sports Entities began on October 31 with a welcome session for all the students enrolled in the program.

GSIC members will have a new opportunity to generate synergies in a new edition of the GSIC Networking Meetings, to be held on November 13, starting at 10:00 am.

## November 2019

Website | Twitter | LinkedIn | Instagram

**New!** NEWSLETTER - NOVEMBER 2019

**The first meeting of the GSIC Committee for Education**

On Thursday, November 28, GSIC held the first meeting of its Committee for education which now is composed by Camilo Jose Cela University, Alfonso X El Sabio University, Paris IR, ESBS European Sports Business School, Iberica Iberica, and Sports Talent Lab.

**Virtual Meetings with Startups Competition 2019 winners**

**Virtual Meeting - Innovative technology enhancing players performance.**  
December 10, 17:00

December 10 at 17:00 - Join

## December 2019

Website | Twitter | LinkedIn | Instagram

**New!** NEWSLETTER - DECEMBER 2019

**What we achieved in 2019 and what is coming in 2020**

2019 was a remarkable year of growth and changes for us, and we at the GSIC powered by Microsoft appreciate having you as a part of our network. We want to thank all of our members who are renewing the membership from year to year, and we also appreciate the trust of those members who have just joined our family at the beginning of the year.

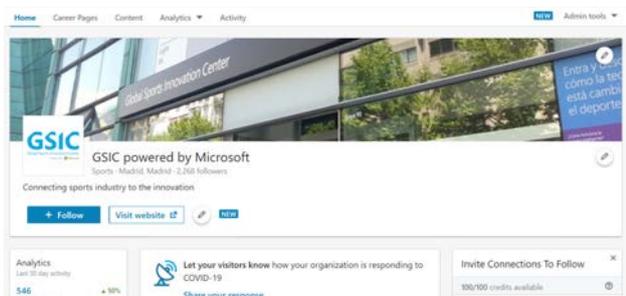
**GSIC Activity Highlights 2019**

- 10,200+ members
- 17 new members
- 5 new countries
- 100+ events

Our network keeps on growing. We are delighted to have

## 4.2. Social media

The GSIC is present with its accounts on two social networks, LinkedIn and Twitter, which help us to spread our communications, reach new audiences, recruit new members and collaborators, help our members to have more visibility.



On our social networks we publish different types of content such as invitations to our events, surveys, news about activities, information about new members, news from members, news of interest to the industry, information from Microsoft.

Activity on these social networks in 2019 has increased significantly.

Our Twitter audience has grown by 36% during 2019 with an average of approximately 1000 profile visits per month and over 450,000 impressions in publications.

At LinkedIn our audience has grown by 67% compared to 2018 when the site was created. That page receives an average of 500 unique visits per month and generates an average of 1000 impressions per publication.



We have also created, after the GSIC Summit, in response to the need that our members raised with us in a working session held with them, a private group on LinkedIn exclusively for our members, where we share with them the news and invitations to the activities organized exclusively for them. The members, in turn, can share in this group their messages and connect with other members.



Thanks to the development of these communication activities, we can offer our members more visibility and influence not only at a national level but also internationally, bringing value to their companies so that they can continue to grow together with us every day.

## 4.3. Members' private area

At the end of 2018 we started working on the development of a new internal communication channel with our members: an intranet of the GSIC that we have called the Private Area of the GSIC members.

In March 2019 we presented the beta version of this platform to our members and started to improve it on the basis of real-time testing with users.

The main objective we were pursuing in creating this space was to offer additional value to the partner's membership. To achieve this, we have provided the private part of the web with exclusive contents to which the rest of the ecosystem does not have access, such as

- Recordings of the Virtual Meetings
- Recordings of face-to-face events
- Calendar of industry events that the GSIC collaborates on to benefit its members
- Catalogue of all members and ambassadors
- Possibility of requesting contact with other members
- Microsoft training materials, courses and tools
- All photos of activities and events

## Access Area



 Global Sports Innovation Center powered by Microsoft

[View Profile](#) [Log Out](#)

[GO TO PRIVATE SECTION](#)

### Not a member yet?

Here Is What You're Missing:

- ✓ Access to Working Groups
- ✓ Members directory
- ✓ Access to private News
- ✓ Access to private Events
- ✓ Access to conference's video repository
- ✓ Private events photo gallery

[SIGN UP](#)

## Become a Member

*Be part of the largest international sport technology ecosystem*



**Private Working Groups**  
Access to our private network...



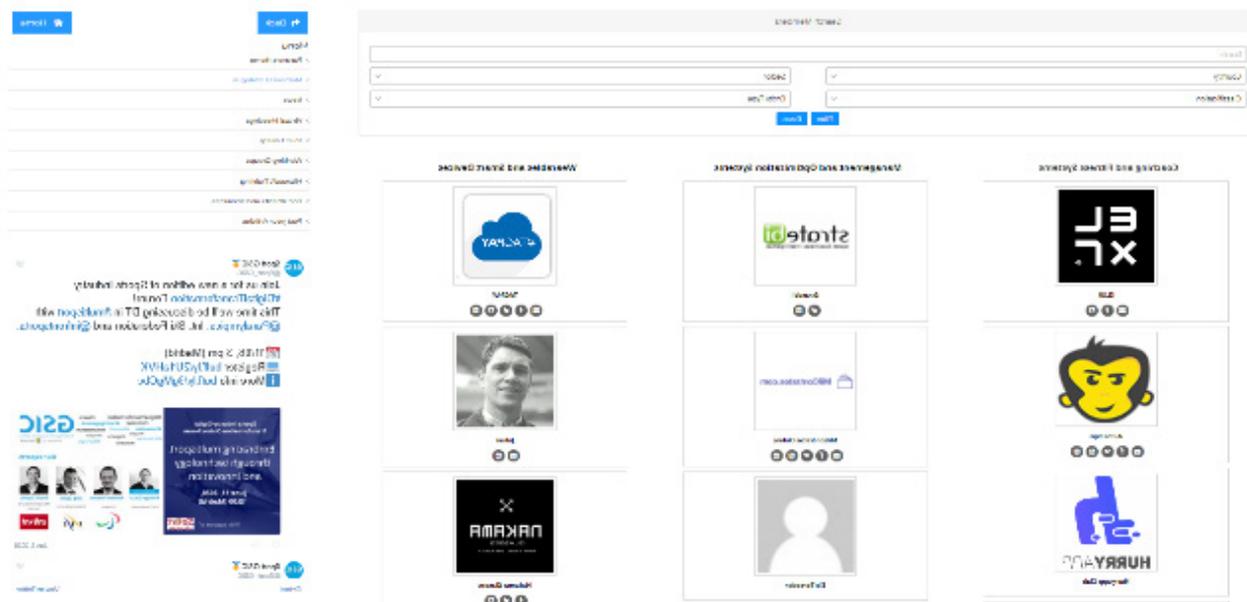
**Members Directory**  
Access to our member directory and support from GSIC to make the first contact.



**Private Content**  
Access to our full repository of recorded meetings



## Members catalogue



Without a doubt, it has been a successful initiative that has allowed us to build up the loyalty of our current members and to increase the interest of companies and sports organizations that are exploring the possibility of joining as members of the GSIC. The intranet is now an asset of the association that is included in the package of benefits offered by the Center to its members.

### 4.4. Media

The launch of the GSIC and various activities carried out throughout the year received significant media coverage, making the GSIC name increasingly recognized in the sports tech environment. From the association we work with different media, digital, press, radio and television, both general and specialized (technology, sport and economy).

The GSIC also served as a media liaison for numerous members, who had the opportunity to gain visibility for their projects before large audiences interested in sport, business, technology and entrepreneurship

The media that constantly receive content generated by the GSIC are: 20 Minutos, ABC Canarias, EFE, El Economista, El Tiempo, El Mundo, Huffington Post, Europa Press, Eurosport, Expansión, Hoy, Innovaspain, LaLiga 4 Sports, Metadeporte, Mundo Deportivo, Portaltic, Marca, SportTechie, UK Silicon and Telecinco, among others.

In 2019 the issues related to the GSIC that have had the most impact were:

## The Original Inspiration Centre by LaLiga supported by GSIC - Startup Competition 2019

The GSIC's main Project in 2019, carried out together with the Spanish LaLiga, received great coverage by national and international media from the launch of The Original and the startup competition in January to the immersion week at WFS in Madrid in September.

europapress / deportes / fútbol Publicado 29/01/2019 18:44:59 +01:00 CET

### LaLiga y el GSIC ponen en marcha 'The Original Inspiration Centre'

MADRID, 29 Ene. (EUROPA PRESS) -

LaLiga y el Global Sports Innovation Center powered by Microsoft (GSIC) han presentado la Startup Competition 2019 de The Original Inspiration Centre by LaLiga supported by GSIC, una iniciativa conjunta para detectar los mejores desarrollos tecnológicos en la industria deportiva y del entretenimiento.

El objetivo es potenciar el talento digital desarrollando soluciones disruptivas en la industria del fútbol, deporte y entretenimiento que ayuden a LaLiga a seguir creciendo en el campo de la innovación y las tecnologías, a través de una competición global de startups tecnológicas que comienza el 29 de enero. Será un paso más en el acuerdo de colaboración global entre Microsoft y LaLiga, que llevan colaborando en la transformación digital de LaLiga desde diciembre de 2016.

La competición impulsada por LaLiga y gestionada por el GSIC, resultado de un acuerdo firmado en septiembre de 2018, pretende crear una puerta de entrada a la

## Microsoft for Startups arrives in Spain

The announcement that Microsoft for Startups Europe was bringing an event in collaboration with the GSIC has also attracted considerable attention and some of the national media echoed the news both before and after the event.

### Microsoft for Startups llega a España

Precedido sólo por Bruselas y Londres, Madrid se ha convertido en el punto de encuentro entre las empresas españolas y la división europea del programa

Por Julio Harde - 27 marzo, 2019



Rachel Peck, Startup Success Manager de Microsoft for Startups, durante el encuentro. (Foto: Innovaspain)

COMPETICIONES

### LaLiga lanza una competición de 'start ups' disruptivas en el deporte

**La competición se alía con el Global Sports Innovation Center, promovido por Microsoft, para detectar tecnológicas que mejoren el negocio en áreas como el fan engagement.**

29 ENE 2019 — 16:53

FALC023

TEMAS RELACIONADOS

- LaLiga

COMPARTIR

ME INTERESA

LaLiga quiere avanzar en la detección de tecnologías que puedan revolucionar el negocio del deporte a medio plazo. Para lograrlo, la competición ha puesto en marcha la iniciativa Startup Competition 2019 de The Original Inspiration Centre de la mano del Global Sports Innovation Center (Gsic). De este proceso saldrán diez empresas que podrán poner a prueba sus soluciones en el fútbol profesional español.

"El objetivo es potenciar el talento digital desarrollando soluciones disruptivas en la industria del fútbol, deporte y entretenimiento que ayuden a LaLiga a seguir creciendo en el campo de la innovación y las tecnologías", señala la organización presidida por Javier Tebas. Las áreas en las que se busca mejorar son medios de comunicación, fan engagement, estadios inteligentes, rendimiento deportivo y big data o inteligencia artificial.

La entidad dirigida por Iris Córdoba seleccionará 25 proyectos junto a la competición y Microsoft, de las que saldrán diez finalistas. "En la última fase del proyecto, desde septiembre hasta diciembre de 2019, las diez empresas comenzarán el programa de aceleración con el Gsic con sesiones de mentoría, contactos con inversores, certificación

INDUSTRIA DEL DEPORTE TECNOLOGÍA

### Una fundación de deportistas apuesta por dar impulso a 'startups'

REDACCIÓN 17/05/2019 12:43

Madrid, 17 may (EFE).- Una fundación de deportistas denominada 'More than players' y apoyada por futbolistas como Álvaro Morata, Keylor Navas o Adrián Embarba, o la atleta paralímpica Desirée Vila, pretende apoyar a las empresas emergentes que vinculan tecnología y deporte.

La fundación pretende que estas empresas que generan avances tecnológicos vinculados al deporte cuenten con el apoyo de los deportistas para recibir financiación y establecer contactos que les ayuden en su crecimiento, según explicaron durante su presentación, este jueves en Madrid.

"Cuando hemos contado a los deportistas de qué iba esta

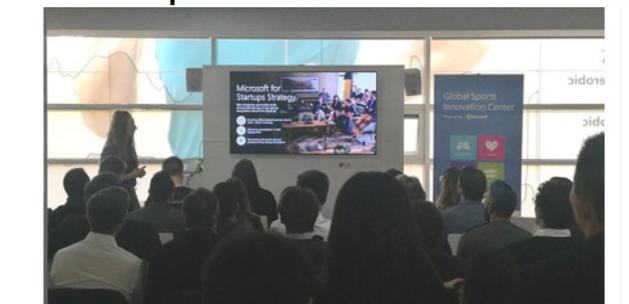
## La Liga shortlists 10 finalists for tech innovation competition

By Jake Bickerton | 1 October 2019

10 startups chosen for accelerator programme and for potential use by LaLiga in the production and/or broadcast of its content



## El GSIC de Madrid acoge el tercer evento europeo del programa Microsoft for Startups



## Event with More Than Players Foundation

As previously mentioned, the presentation of the five startups selected by the GSIC for pitching to the sports-investors of the More Than Players Foundation was attended by the relevant Spanish media and we had coverage of this action in some of them.

### Keylor Navas, padrino de la Fundación 'More than Players'



Keylor Navas detiene un balón en un partido con el Madrid. PABLO GARCÍA

Keylor Navas será uno de los grandes protagonistas de la puesta de largo de la Fundación More than Players junto al rojiblanco Álvaro Morata, con un evento esta misma tarde en el que MARCA es el diario oficial. Los Cines Callao de Madrid son el escenario elegido para el encuentro de las distintas personalidades del mundo del deporte y la tecnología que conocerán junto al resto de los invitados la función que desempeñará esta nueva Fundación.

A través de esta organización los protagonistas podrán compartir su conocimiento, sus contactos y sus necesidades con quien realmente lo necesita para dar un paso más hacia un deporte más sano, más justo, más atractivo, más espectacular o

INDUSTRIA DEL DEPORTE  
TECNOLOGÍA

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"Cuando hemos contado a los deportistas de qué iba esta fundación, todos nos han dicho que quieren formar parte de su industria más allá de lo que ocurre en el terreno de juego", explicó el fundador de la iniciativa y miembro de su consejo, David Rosa.

"Los deportistas tienen talento, contactos, llegada, una posición en el sector. Esa posición es la que queremos que utilicen para que las compañías alcancen un beneficio que será mutuo", añadió.

## Sporting entrepreneurship, a lever of change that encourages female leadership

This conference that we organized to support the presence of professional women in the sports industry was also of interest to some of the media that attended the conference and echoed it through digital publications.

The industry events we attend also include publications about the GSIC and the work we are doing in the sports industry.

### Emprendimiento deportivo, una palanca de cambio que fomenta el liderazgo femenino

El GSIC de Microsoft reúne en Madrid a distintas voces de un sector en auge durante 'Women in Leadership, Entrepreneurship and Sports'



Varias jugadoras de la selección española de fútbol durante un entrenamiento en la Copa del Mundo de Francia. Imagen: María Fidalgo Getty Images.

La conversión de cada dólar invertido en una empresa fundada por mujeres es de 78 frente a los 31 dólares en el caso de los hombres (Boston Consulting Group). El fracaso de las startups femeninas es menor que el de las masculinas según datos desprendidos de la última edición de South Summit. Sin embargo, los inversores aún no han dado el paso de apostar de manera decidida por las mujeres que además ocupan sólo el 18% de los puestos tech en España. Estos datos fueron expuestos ayer en Madrid por Iris Córdoba, Directora General de Global Sports Innovation Center powered by Microsoft (GSIC) para abrir el encuentro 'Women in Leadership, Entrepreneurship and Sports'.

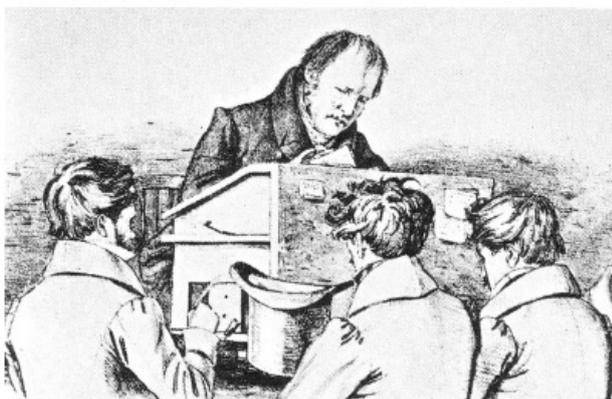
"En lo deportivo", añadió Córdoba, "pese al cupo del 20% de directivas en las federaciones españolas, sólo hay tres presidentas, y lo son de federaciones menores (remo, vela y soccerrietas)". Reyes Bellver es uno de los ejemplos que demuestran cómo muchas mujeres trabajan ya activamente para revertir esta situación. Abogada experta en Derecho Deportivo, fundadora de Belver Sports, explicaba cómo le costó entrar en un campo en el que, "sobre todo hace una década", el derecho deportivo era "más un hobby que una profesión y unos cuantos abogados lo tenían copado". Generó sus propios clientes y creó una firma propia. El año pasado, decidió "devolverle al fútbol parte de lo recibido" ayudando a otras mujeres y puso en marcha *Leadership Woman Football*, una plataforma que apuesta por la visibilidad y el liderazgo femenino en el

Dalla Fenomenologia dello Spirito di Hegel agli Acceleratori di Startup / From the phenomenology of Hegel's spirit to startup accelerators

Interview with Iris Córdoba in El Economista - Investment in technology for sport, a business approach

**Dalla Fenomenologia dello Spirito di Hegel agli Acceleratori di Startup**

08/10/2019 16:15 CEST | Aggiornato 08/10/2019 16:42 CEST



Se fenomeno è - come diceva Hegel in Fenomenologia dello Spirito - uno spirito che si eleva dalle forme più elementari della conoscenza alle formule più generali del sapere, il Fenomeno di cui vogliamo parlare qui è quello degli Acceleratori di Startup nello Sport Tech.

Come ricorda il [MISE/Ministero dello Sviluppo Economico](#), "l'Italia si è dotata di una normativa organica volta a favorire la nascita e la crescita di nuove imprese

**Inversión en tecnología al deporte, un enfoque empresarial**

La plataforma Global Sports Innovation Center se especializa en el conocimiento de audiencias y aficionados, servicios digitales para estadios y análisis del rendimiento de atletas.



La tecnología y la innovación aplicada al deporte se dirigen a un enfoque empresarial, con sociedades abiertas entre startups con clubes deportivos y ligas profesionales.

Una de esas plataformas es Global Spots Innovation Center (GSIC), que busca generar impacto en el conocimiento de audiencias y aficionados, servicios digitales para estadios, análisis de consumo y rendimiento de atletas, así como la administración de los equipos deportivos.

"La innovación en el deporte cotiza a la alza, estamos en un momento donde la transformación digital en la que están inmersos, en menor o mayor medida los grandes clubes, hace la necesidad no sólo de investigar, sino de crear equipos dentro de los clubes que sean capaces de poder identificar y hacer el estudio de esas tecnologías que van aplicar", señala Iris Córdoba, directora del GSIC con sede en España.

Interview with our General Manager, Iris Córdoba in Harper's Bazaar magazine

In December 2019, our CEO gave an interview that was part of a large report published in Harper's Bazaar about the women technology professionals who are at the forefront of the sector.

## P: ¿CUÁNDO EL TRABAJO SE CONVIERTE EN UN LUJO?

**R:** Cuando nos permite conciliarlo con nuestro proyecto personal. Hablamos de productividad...

Por ALBERTO PINO  
Ilustración: BRUNO CASARIS

...todo cubre sentido. Y es que aunque muchas en algún momento se llaman a sí mismas, trabajar mucho en algo que amas es una buena noticia, siempre y cuando tengas claro que estás en un camino que te interesa y que te aporta, pero que también te permite avanzar a tu propio ritmo. En este mundo de la tecnología, el trabajo no siempre es un sacrificio, sino una oportunidad de crecer y aprender. Como dice la escritora y periodista Alicia Asúa, el trabajo puede ser un lujo cuando nos permite conciliarlo con nuestro proyecto personal. Hablamos de productividad...

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## 4.5. Participation in industry events

In addition to its own directly organized activities, the GSIC has maintained an intense dynamic of participation and support to other initiatives - national and international - that favor not only the visibility of the Center but, very specially, the visibility and the work that the members carry out. Thus, throughout 2019 the GSIC supported 31 industry events offering content as speakers, promoting the work of the GSIC and our members:

- |    |   |    |  |
|----|---|----|--|
| 1  | Global Esports Summit                                   | 16 | First Ibero-American Innovation Forum                  |
| 2  | Event Vigo  | 17 | Mass Participation World                               |
| 3  | Sport for Growth and Healthy & Vital Communities / IBV  | 18 | Sports Business Forum                                  |
| 4  | Brazil Sports Innovation Forum                          | 19 | Netherlands Sports Analytics & Technology Conference   |
| 5  | Madrid Mutua Open Sports Business and Management Forum  | 20 | ISPO Munich  |
| 6  | Today it's marketing                                    | 21 | EPSI Co-Innovative in Sports                           |
| 7  | Women, Leadership and Sports                            | 22 | Brazil Futebol Expo                                    |
| 8  | ISPO Digitize Summit                                    | 23 | Leaders Week   |
| 9  | Sponsor an athlete                                      | 24 | Festival of Sport Trento                               |
| 10 | Sponsor an Athlete: Innovation in Sports Sector Seminar | 25 | CONAFUT  |
| 11 | Pool&Wellness Barcelona                                 | 26 | Sports Anti-Piracy Mexico                              |
| 12 | Kiroltech   | 27 | World Football Summit                                  |
| 13 | International Sports Alliance Day                       | 28 | 2nd National Congress of Athletic Football in Medellin |
| 14 | ISPO Jury Meeting                                       | 29 | Sport Marketing Conference                             |
| 15 | Sports Tech Nation Summit                               | 30 | The SPOT   |
|    |   | 31 | WFS Asia   |







## 4.6. Communication Plan 2020

In line with the Strategic Plan 2020 - 2023, the new Communication and Marketing Plan has also been developed. This plan focuses on prioritizing external communication to achieve greater international visibility of the activities of both the GSIC and its members. This is how we intend to maintain the position of the GSIC as a benchmark innovation center and expert in digital transformation, while increasing the loyalty of our members and providing our network with the value of Microsoft programmes and technology.

According to the new Strategic Plan, communication activities will be developed in line with the five main objectives of the GSIC to strengthen them and support their fulfilment.

These four objectives support the same position of the GSIC, which must be reflected in all communication actions and activities of the center.

<b>Position Statement</b>	We are the international reference innovation center which facilitates the access to the Microsoft technology to the sports industry, providing it with solutions and value that help its digital transformation and open innovation processes.			
<b>Objetives</b>	<b>1</b> Positioning	<b>2</b> Creation of the product, content and innovation	<b>3</b> Recruit, develop & retain GSIC talent	<b>4</b> Members' Loyalty

As with the general objectives of the GSIC, the communication objectives are supported by specific strategies and activities that will complement these strategies and help to achieve the communication objectives.

Of the four objectives established, the priority objectives for the communication area are the positioning of the GSIC as a reference and expert in digital transformation, and the loyalty of the members, given that the activities to be developed in support of visibility and business growth of the members are those that help maintain the members and make them renew their memberships from year to year.

Each of the communication objectives is supported by a series of messages that GSIC transmits when either any digital or traditional media publication is made, or when management or team representatives speak in public.

One of the main communication challenges within the new Strategic Plan is to increase the presence of the GSIC and its members in the international press in order to give more visibility to both the activities, initiatives and project of the GSIC and to its members. To achieve this goal, it is planned to expand the network of contacts with the international media, organize a special event for the press and create special collaborative projects with the media.

Likewise, the association will be working on improving the quality of communication in existing channels such as the Newsletter, the web and social networks, increasing activity and improving formats.



[www.sport-gsic.com](http://www.sport-gsic.com)



GSIC powered by Microsoft



@Sport\_GSIC



@gsic\_powered\_by\_microsoft



Vimeo Channel



Monthly newsletter

(the 11 issues published in 2019 are available for [consultation and download](#) on the GSIC website)

# 5 GSIC STRUCTURE: MANAGING BOARD AND TEAM

## 5.1. Managing Board

Renewal of the Managing Board at the IV General Assembly of the members on 23 April 2019



**PRESIDENT**

**Sebastian Lancestremere**

*Microsoft*



**VICE PRESIDENT**

**Nieves Segovia**

*SEK Educational Institution*



**TREASURER**

**Luis Rodriguez**

*The International Humans Company*



**SPOKESPERSON**

**Adrian Herzkovich**

*TTSPRTS*



**SPOKESPERSON**

**Eulogio Ruiz**

*Atos*



**SECRETARY**

**Juan Ramon Notario**

*State Attorney*

## 5.2. Team in 2019



GENERAL  
MANAGER

Iris Cordoba



HEAD OF COMMUNICATION  
AND PR

Sofiya Goncharova



DIRECTOR OF INNOVATION  
AND BUSINESS DEVELOPMENT

Iñigo Bonilla



BUSINESS DEVELOPMENT  
PROGRAM MANAGER

Jorge Gomez



ADMINISTRATION

Anna Kusnierz



BUSINESS DEVELOPMENT  
MANAGER

Eduardo Plata



BUSINESS DEVELOPMENT  
MANAGER - MICROSOFT  
SPORTS SOLUTIONS

Juan Botella



PROGRAM MANAGER

Ramiro Torres

# 6 LIST OF MEMBERS AS OF 31 DECEMBER 2019

## Strategic Members



## Associates

240

Members

36

Countries

- 3D Digital Venue
- Grupo Campus
- RGB
- ACB
- Grupo Ecsa
- Rookiebox
- A-Champs
- Grupo IGOID
- SAF
- ADESP
- Grupo Solutio
- SAG Sport
- Adidas
- Grupo Trivium IC
- Saludando
- AI Spotter
- GVAM
- Scenic
- Akun
- HERO
- Scisports
- Arbentia Consulting
- Homerun
- Secutix
- Arena
- Humans Racing Parla
- Selecta
- Arion
- Hurryapp Club
- Sensoria
- Armis
- Mas D Running, S.L.
- Sensorial Sports
- Astero Partners35. iAltitude
- Seyu
- Astosch Technology
- IBV
- Signality
- Atletico Nacional de Medellin
- IETeam
- Sitecore International
- Atos
- Infecar
- Six Morrigan
- Atribus
- Infinit Fitness
- Skidata
- Batura Mobile
- Inovace
- Skillcorner
- Benchvote
- Inplay

- SmartMove
- Bexfy
- Insaitu
- Snavtivity
- bFAN
- Inspire Sports (Cronos Groep)
- Soccerdream
- B-Graffos
- Iqoniq
- SoccerLAB
- Bkool
- Iristrate
- Solos
- Blinkfire Analytics
- JUMP Data-Driven Video
- Southworks
- Bravent
- Kabel
- Spalk
- Brintia
- Kamaljiti
- Speakerman
- BRT News
- Khinn
- Spobi
- Bull Communication
- KLB
- Sponix Tech
- Cabildo de Gran Canaria
- La Salle University
- Sport Talent Lab
- Chalk
- LaLiga
- Sport Value
- Choicely
- Levante UD
- Sportbests
- Cinfo
- Leverade
- Sports Alliance
- Circuito Ricardo Tormo
- Lexim
- Sports Clip Maker
- Clariba 98. LG
- Sports for all
- Club Baloncesto Gran Canaria S.A.D.
- LID Helmets
- Sports Wizard
- Clubtimiser
- LigaPro Ecuador
- SportsValue
- Clupik
- Live Arena
- Spott
- Comunidad De Madrid
- M&C Saatchi Sponsorship
- SPSP Consulting
- Content Llama

- MAD Lions
- SSRI
- Content Stadium
- Manchester City FC
- Stadion
- Cool Tabs
- Mapping Sports
- Starthlete
- CPMM
- Marte Studio
- Statathlon
- Crambo
- Mediapro
- Stratebi
- Cricketsocial
- Metail Limited
- The International Humans Company
- Cruilla Mindfull
- Microsoft
- ThermoHuman
- Ctrl365
- Milcontratos Online
- Three Balance
- Cubenube
- Mindful Music Services
- Thrustmaster
- Deep Data
- Minsait
- Ticketplus
- Deportec
- Motionize
- Todo TV
- Dots
- Motti
- Toools
- Efan Zone
- myFavorito
- Totem Branding
- Elo Torcedor
- Nakama Glasses
- Trainingym
- Elur - Proyecto Aware
- Nanfor Iberica
- Trentino Sviluppo
- Empericus
- Narrativa
- Triboom
- ESBS European Sports Business School
- NBN23
- Try Oliver
- Esteban Consulting
- Neodata Group
- TTSPRTS
- European Leagues
- Netco Sports
- U. Camilo José Cela (UCJC)
- Eventdata Services
- NFC Sound

- Ubiquo
- Fan 360 (9InEsports)
- NGAGE
- Udobu
- Fansurfing
- Nuubo
- Universidad Alfonso X
- Fantom
- O2O
- Universidad Catolica Cruzados
- Fanwide
- Ontier
- Universidad Europea
- FCFL
- Orwell VR
- Ushowapp
- Flip Kick
- Oxygen
- VAVEL
- Fluendo
- Panasonic
- Vicis
- Fly-Fut
- Peñarol
- Vidibond
- Football And Travel
- Plain Concepts
- Vidiwin
- Footters
- Playgorithm
- Viseo (before Birchman Consulting)
- Freedom And Flow Company
- Podoactiva
- VU Security
- Fundacion Escuela De Mareo Real Sporting De Gijon
- Pons IP
- Watafan
- G2K Group Gmbh
- Pressenger
- Wembley Studios
- Game Time Giving
- Proem Sports Analytics
- Wildmoka
- Gameready
- ProLiga
- Wizink Center
- Geodan
- Prosegur/XLNT
- World Football Summit
- GesDep
- Pulse
- Xpheres Basketball Management
- Getting Goals Consulting S.L
- Pyrates Smart Fabrics
- Yapp!
- Giorgio Gandolfi-Sport Marketing, Events And Communication

- Real Madrid C.F.
- Yarr TV
- Global Sportainment
- Real Sociedad
- YBVR
- GlobalTMS
- Realtrack Systems
- Yoomedoo
- Globatalent
- Recoverx
- Zertior
- GoGol
- Retrofootball
- ZIIM







# GSIC

Global Sports Innovation Center

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