

Startups in the Game

Boosting the sports innovation ecosystem

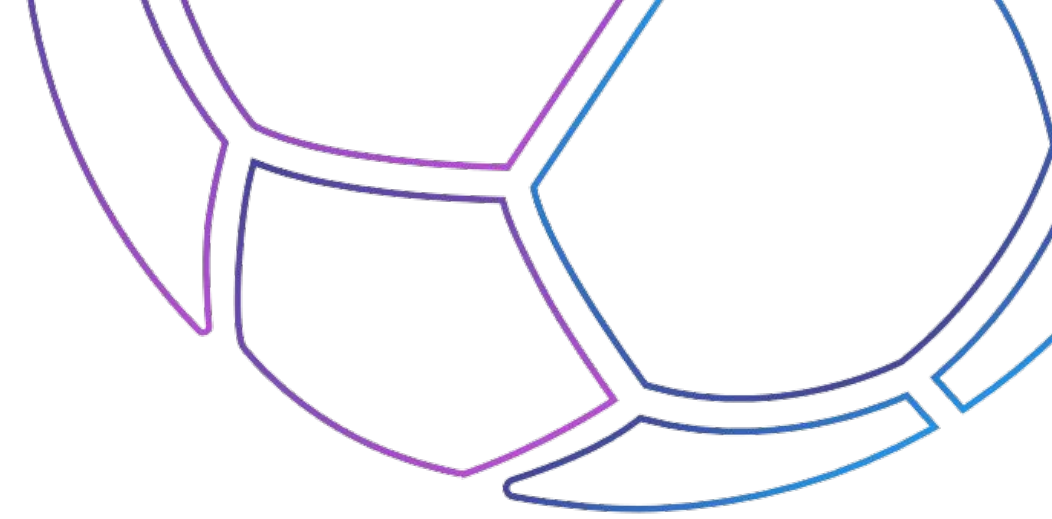
| Executive summary

- Startups in the Game is a **pioneering accelerator program** in **Central and Eastern Europe**, aimed at **connecting influential sports industry figures and organizations** with **innovative SportsTech startups**.
- In the current edition, we are focused on **facilitating connections** between **partner sports organizations** and **innovative startups** ready to **address their challenges**. With the support of our **network of renowned experts**, we are able to select the best-suited startups to meet the organizations' needs.
- In our ongoing pursuit to **expand our efforts** and foster a more diverse ecosystem, Rebels Valley aims to secure **€1.5 million** in funding from the **Startup Europe** grant program, a strategic EU initiative under **Horizon Europe**.
- We are **actively seeking consortium members** to join our initiative, including **sports organizations, acceleration program operators, investment funds, research centers, academic institutions, corporate partners, consultancies, women's entrepreneurship supporters, and individuals in the SportsTech sector**.
- Our ultimate goal is to **create a connected SportsTech ecosystem** by **establishing specialized hubs** across Europe, **encompassing various stakeholders**.

| Agenda

1. Startups in the Game – project description
2. Already involved partners
3. Characteristics of the SportsTech ecosystem
4. Involvement in Horizon Europe
5. Who we are looking to collaborate with

Project description



| Startups in the Game

- Startups in the Game is a **pioneering accelerator program in Central and Eastern Europe connecting influential sports industry figures with emerging SportsTech startups**. Our goal is to leverage modern tools to amplify the appeal and business maturity of sports sectors in CEE. Our commitment is towards elevating industry standards, fostering innovation, and steering the future of sports.
- We are a platform dedicated to **supporting SportsTech startups from the entire Central and Eastern Europe region**. Our mission is to **bridge the gap between sports organizations and promising young companies** that have the potential to **revolutionize the sports industry**.
- We believe that **innovative technological solutions have the power to transform the world of sports**. Our vision is to **create an ecosystem** where the **business challenges of sports organizations meet ambitious startups**, fostering **synergistic partnerships** and inspiring a revolution in the sports tech field.

| Previous edition

- The pilot edition of Startups in the Game was organized by Rebels Valley with collaborative support from key stakeholders in the Polish sports industry (PZPN Invest) and technology sector (NASK). It aimed to increase awareness of the market potential for SportsTech startups, both among Polish technology companies and key foreign stakeholders.
- The goal was to strengthen the Polish innovation ecosystem for the sports market and promote it internationally.
- The pilot edition of the program was also supported by the Polish Agency for Enterprise Development, Polish digital leader Wirtualna Polska, Legia Warszawa, and PGE Narodowy stadium operator.
- As part of the pilot edition, Road to Qatar, we brought together a team of 4 Polish startups who had the opportunity to meet with key figures in Polish and international football (from Robert Lewandowski and national team players to innovation leaders at FIFA and top international football clubs).

Final 11 of startups in the pilot edition

- 4GOAL.app
- AISENS
- FC.APP
- Genius Coach
- HiggsOne
- QLAC
- ReSpo.Vision
- SAG Sport
- Smarter Diagnostics
- Sportigio
- Stretchme

Technologiczne gwiazdy polskich boisk





Grand finale



Polish startups in Qatar

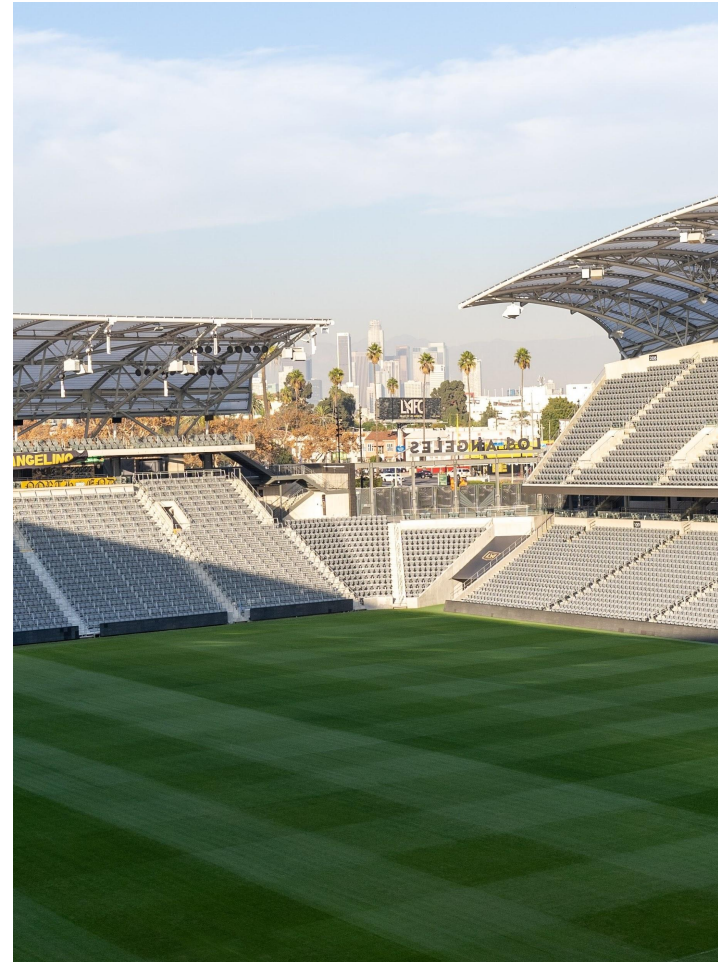
| Current edition

- With accrued expertise, our aim was to establish a **continuous initiative** rather than a singular event.
- We are presently **collaborating with esteemed sports organizations** to **tackle their urgent challenges**. This close collaboration enables us to grasp the precise needs of modern organizations in resolving their issues.
- We have assembled a **network of renowned experts** at the intersection of sports, innovation, and business.
- Our process for selecting startups focuses on their efficacy in addressing these challenges. The **most promising startups** will be equipped to **execute pilot programs** within our partner organizations.
- Our ultimate objective remains **increasing awareness** regarding the **market potential for SportsTech startups** among technology firms and key stakeholders, fostering their **growth** and **development**.

Addressing sport organizations' challenges



Parma Calcio 1913
Monetizing digital ecosystem: social media, website and app



Legia Training Center
Enhancing the appeal of exploring the club's facilities through digital transformation



Polish Volleyball Federation
Enhancing fan interaction and engagement through technology and innovation

Partners



Legia Training Center



ISPO Brandnew



SportsTechX



Polish Volleyball
Federation



Parma Calcio 1913



| Already involved experts



Federico Mari

Professional Football Relations and
Development Consultant
FIFA



Warren Gregson

Research & Innovation
Manchester United



Sean Bai

Former CEO
Valencia CF



Carlos Canto

CEO
SPSG Consulting



Lorenzo Galletti

Head of Digital
Parma Calcio



Christoph Rapp

Head of ISPO Brandnew
ISPO



Rohn Malhotra

Co-Founder
SportsTechX

SportsTech ecosystem



Characteristics of the SportsTech sector

- Sports market is characterized by a **high value** (approximately **\$600 billion** in 2023), a **rapid growth rate (CAGR estimated at around 20%** by 2032), and at the same time, **significant homogeneity**.
- Global markets exhibit **similar needs in terms of digitizing the sports industry**, both in terms of **increasing training efficiency, managing related resources, intelligent sports infrastructure**, as well as **utilizing new channels** to reach fans and **e-sports**.
- The **value** of the global SportsTech market was estimated at **\$20-25 billion** in 2023, with the prospect of **growing to \$40 billion over the next decade**. The dynamics of the market growth will be **shaped by key sports and media events** that will take place in Europe, the USA, and the Gulf countries over the next 10 years (Olympic Games in Paris and Los Angeles, World Cup in North America, Euro 2024 in football, Asian Games in Qatar).
- The SportsTech industry is characterized by a **high level of capability to adopt technological solutions from various sectors**. Tools ranging from deep tech (for example, in analyzing athletes' physiological processes to predict injuries) to generative AI in communication and advertising processes can find application across various elements of the value chain.

What does the SportsTech ecosystem need?

Developing startups in the sports technology industry is similar to developing young athletes' careers. The key elements for success include:

- **Unique skills**
- **Support from experts and mentors** to develop key success factors
- Utilization of **development programs funded by sponsors**
- **Exposure to a broad market**, reaching a large audience
- Opportunities to **present potential to international stakeholders**, increasing **access to markets and development capital**

Moving forward, we plan to **establish specialized SportsTech hubs across Europe** to address these issues and enhance the business development potential for SportsTech startups.

Plans for the near future

| Horizon Europe

In the first half of 2024, Rebels Valley aims to secure **€1.5 million** in funding from the **Startup Europe** grant program, a strategic EU initiative under **Horizon Europe**. We are **actively seeking consortium members** to join our initiative.

Goals of the program:

- **Connect digital and deep tech startup ecosystems** across Europe.
- Foster **cross-border acceleration** activities.
- Target **startups with demonstrated traction**.
- Focus on **integrating ecosystems** from 'moderate' or 'emerging' innovator regions.
- **Establish specialized hubs** for SportsTech startups.
- **Facilitate access to international stakeholders** for startups from Central and Eastern Europe.
- Foster a **dynamic ecosystem** encompassing **various stakeholders**.

Approximately 18 startups will have the opportunity to secure **funding of up to €50,000 for project implementation**. The project will entail conducting **feasibility studies, consultations with program experts, creating the minimum viable product (MVPs)**, and showcasing innovations through **two demo day events**, scheduled in Paris and Warsaw.



| We are looking to collaborate with:

- Sports organizations, federations, entities willing to implement innovative technological solutions
- Acceleration program operators with experience in helping develop sports-related startups
- Investment funds and business angel networks wanting to invest in SportsTech
- Sports technology or sports innovation research centres
- Academic institutions or university departments specializing in sports sciences
- Corporate partners from the sports industry or related fields
- Sports consultancies with experience in advising top-tier sports organizations
- Organizations supporting women's entrepreneurship (ideally with experience in the sports sector)
- Individuals with expertise in the SportsTech sector

| Polish incubation program

Aside from Horizon Europe, Rebels Valley once again takes on the role of a key player in the process of creating new technological companies in the Eastern Poland region. Collaborating with Puławy Science and Technology Park and other partners within the Wschodni Akcelerator Biznesu incubation program, we will support the development of several hundred startups from scratch.

For the first time, we will focus special attention on **projects that envision harnessing the business potential of sports**. We believe that combining technological innovations with the dynamically growing world of sports opens up **new, unprecedented possibilities**.

Furthermore, the program allows to **directly create tools** tailored **for use in sports organizations, leagues, and related entities**. This approach not only fosters innovation within the sports industry but also **fosters collaborations between technology and sports**, potentially revolutionizing various aspects of athletic performance, fan engagement, and management, among others.



| Let's make
something great

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