SPORTSTECHX

EUROPEAN SPORTSTECH REPORT 2020

#ESTR20

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SIGNA SPORTS UNITED

THINK SPORT

About this report

The Roaring Twenties II

SportsTechX is back for a new year and new decade! We have a set of reports full of cool data and insights that we are super excited to present. Following up from our first ever Global SportsTech VC Report which we published in October 2019 to a fantastic response, we kick off the 2020s with this latest edition of our European SportsTech Report. It will be quickly followed by the North American and the first ever Asian SportsTech Reports. Yes, we like to keep ourselves busy. And there's more to come!

Apart from the reports, we're also going to kick off what we call the SportsTech Quarterly, a new invite-only event series gathering select people from SportsTech and beyond for casual evenings focused on insights and networking. The series kicks off in Berlin with events in other European SportsTech hubs to follow.

So expect new reports, cool events and other interesting initiatives from team SportsTechX this year, all while we continue to clock lots of air miles checking out the hottest events and startups in the SportsTech world. But before we get there, the first order of business is to see what the 2020 edition of the European report has in store.

ESTR20 has landed

SportsTech in Europe continues to go from strength to strength as the numbers show. Let's focus on some key insights from the report.

- 2019 was likely the first €500m+ funding year in European SportsTech, based on a conservative reporting lag estimate of 15%. The (disclosed) average deal value went up by 47% to a strong €4.5m.
- London further consolidated its position as the clear SportsTech capital of Europe, accounting for 17% of startups and a staggering 24% of all funding. It's no wonder that multiple American sports leagues have their eyes on setting up more than just annual visits.
- Betting and esports dominated the headlines in 2019 with the biggest funding deals. Both spaces are likely to continue attracting investment driven by global trends, especially those seen in the US.

It will be very interesting to see if 2020 can hold up this level. We've already seen some big rounds by Minute Media ($36m) and NURVV (€8.2m), but we're also facing the fears and insecurities of the Coronavirus crisis, which might drive investors away from risky startup investments.

A changing ecosystem

We like to see 2019 as the year in which SportsTech went mainstream. Major sports magazines cover the topic and even old school sports business events now include talks on innovation. And on top of that an incredible number of new initiatives were launched last year - in the form of events, awards, programs, hubs, networks, etc. - resulting in many opportunities to connect with SportsTech startups and content. On the flipside, many of these initiatives can be classified as "innovation theatre". Often we'd wish for a more result-driven approach, in our opinion it's something that the ecosystem has to improve on if it wants to keep up with other SportsTech regions. And we're not tired of mentioning that Europe needs more dedicated SportsTech funds.

That being said, let's get started!

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#ESTR20

Partner: SIGNA Sports United

The #1 Online Sports Retailer in Europe

SIGNA Sports United currently has a user base of approximately 3,2 million active customers, with more than 210 million website visits and more than 4,3 million net orders in last fiscal year as of September 2019, making it the number 1 sports e-Commerce platform for sports enthusiasts in Europe. The platform had a profitable turnover of €537 million, up more than 20% to the previous year.

We focus on the fast-growing categories of biking, tennis, outdoor, team sports & athleisure and have built outstanding sports e-Commerce shops like Tennis-Point, Fahrrad.de, Probikeshop, AddNature, Outfitter, and many more.

Never satisfied with our success we are continuously investing in smart data analytics, joint marketing capabilities, highly scalable and modular IT infrastructure, an efficient expansion of our warehousing as well as logistics capabilities.

Next step: From e-Commerce to Sports Experience

Next to the actual tangible product, today's customer is looking for services dedicated to enhancing their sporting experience. That is why we are now building the leading Sports Experience Platform on top of our online retail business, enabling Athletes to exercise more efficiently, healthier, safer and more enjoyably.

As Sports is getting digitized in every aspect of the game, we believe that tracking devices, video analytics tools and online coaches are just the beginning of a huge transformative wave changing the way we exercise, follow, track, watch and share experiences in sports.

We want to be at the forefront of all this, but we don't want to do this alone: To expand our ecosystem we are looking for interesting startups and entrepreneurial minds, who are aiming to improve the sports experience for athletes, fans, sports communities and rights-holders.

Startups and Entrepreneurs: Get involved!

To achieve our ambitious goals we are partnering with talented entrepreneurs and innovative companies in order to build and scale businesses across the entire sports ecosystem. All you need is a proven track record, a winner's mindset and a strong passion for sports.

We offer our partners the full-scale advantage of the SIGNA Sports United Family:

- More than 3,2 million sports customers in Europe
- Extensive industry and consumer data
- Access to sports clubs, associations and stakeholders
- Access to elite athletes and sports influencers
- Unparalleled sports expertise & know how

Feel free to reach us via our **website** or directly via **email.**

SIGNA SPORTS UNITED

Partner: ThinkSport

What do we need to know about ThinkSport?

ThinkSport is a sport and innovation network based in Lausanne, Switzerland. We work B2B, encouraging sports organisations, businesses, start-ups, investors and academia to work together for fresh solutions in the sports world. The extremely high concentration of sport stakeholders in our region offers endless opportunities for this to take place. ThinkSport provides a wide range of services, tools and products, including an inventory of the many stakeholders in our unique ecosystem; support for several network member projects and events; the organisation of an annual, international sport and innovation event, **THE SPOT**; and the launch of a new sport innovation hub in the Olympic Capital.

Tell us more about THE SPOT!

THE SPOT combines unique ideas, creative thinking, and the latest innovations from both inside and outside the sports industry. In a flexible open space, with an invigorating atmosphere, delegates are exposed to wide-ranging content and experiences, all happening simultaneously. Highlights include: a Market Place showcasing the latest cutting-edge technologies and innovative thinking from companies, start-ups and academics; a Demo Zone where participants can test various skills; a Start-Up Battle featuring dozens of young pioneering companies going toe to toe to come out on top; an array of diverse speakers lined up for talk back sessions; and exceptional networking opportunities. The third edition in 2020 is expected to gather more than 1000 curious minds from over 35 countries, with more than 50 international sport federations and 100 start-ups attending. Check out **www.thespot2020.org**.

What's behind the new sport innovation hub?

Together with several partners, ThinkSport is one of the drivers behind a new sport innovation hub set up in Lausanne to nurture the sport ecosystem by offering fresh inputs and original solutions on a permanent basis. This new hub brings together innovative start-ups offering attractive products to sport organisations and established businesses, enabling conversation and accelerating progress. Initial partners include Eurovision Sport, Nagra Kudelski, Swiss Timing, Sword and UEFA.

Please share with us some recent as well as upcoming highlights!

Looking back at 2019, it was particularly exciting to see the launch of our new international innovation hub. For instance, we supported the UEFA Start-Up Challenge, an exclusive 12-week accelerator programme aimed at impacting football positively. We were also involved in the organisation of an Innovation Challenge organised jointly by UEFA and the business school IMD. This project brought together IMD MBA participants and design students, who were asked to help improve the fan experience for future UEFA events, including the 2024 UEFA European Football Championship. We have also been working with a number of international sports federations to push innovation within sports organisations. In partnership with the International Olympic Committee, we organised the first ever IOC "Createathon", which gathered 53 IOC Young Leaders who were set the task of creating an interactive and immersive IOC space for the Lausanne 2020 Winter Youth Olympic Games, which tens of thousands of fans eventually experienced during the event.

In 2020, we will continue with the development of our international innovation hub by creating a physical space where start-ups can work together and members of our ecosystem can meet. We also plan to grow the activities for the hub, particularly with regard to start-ups. THE SPOT will be back on 12 and 13 May 2020 in Lausanne and we are working hard to take this third edition of the event to the next level. Additionally, we have recently opened up ThinkSport membership to international organisations and companies as an exciting way to further grow our network.

SportsTechX - Market Intelligence for investors & professionals

About Us

SportsTechX is the #1 source for data & insights about SportsTech startups and the surrounding ecosystem, with the mission to promote, grow and navigate the global SportsTech ecosystem.

We frequently publish content in form of industry-leading reports, podcasts and newsletters, and appear as keynote speakers at events and conferences all around the world. We also operate SportsTechDB, a database that helps investors and professionals to explore the global market in order to invest in and engage with the best solutions. Both the publications and the DB are based on our SportsTech Framework which allows to find, compare and assess startups.

We work with investors and organizations in sports and adjacent industries and support selected startups in business development and fundraising.

SPORTSTECHX

Services

Consulting

We help to find the right angle on SportsTech and answer questions like: What does the market look like? And how should we operate in this ecosystem? Based on that we develop a customised execution strategy.

Market Research

We conduct customised in-depth research and analysis on various aspects of the SportsTech ecosystem. We invite and promote partners through the various reports we publish.

Matchmaking

We connect investors and organizations with startups & scaleups, based on our data and our insights/network in the ecosystem. This can be for investments, collaborations, events, accelerator programs and other purposes.

Insights

SportsTechDB

Global database to find the best startups and initiatives in the SportsTech ecosystem.

Reports

Industry-leading reports that combine facts and figures with qualitative insights.

Newsletter

Cutting through the noise with topic features, interviews & major industry updates.

SportsTech Allstars Podcast

Showcasing startups and relevant initiatives from the world of Sports & Tech.

Blog

Market insights with event reports, landscape overviews and startup related articles

LinkedIn Group

Community of SportsTech enthusiasts who share the latest news and updates.

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SportsTechDB - Global database to find the best startups & initiatives

About the Database

SportsTechDB provides high-value market intelligence for investors and professionals in sports and adjacent industries who want to explore the global SportsTech market in order to find the best startups and initiatives to engage with. It covers the following sections:

- Startups & Scaleups
- Funding Rounds
- Mergers & Acquisitions
- Investors
- Accelerator & Incubator Programs
- Events & Awards
- Other Initiatives

SportsTech enthusiasts will no longer need to rely on their spreadsheets or have to conduct tedious research on their own - all of the information needed can be found in this new, comprehensive platform. We believe that it will help to democratize access to SportsTech startups and initiatives on a global scale. It aims to cut through the noise and to shine the spotlight on innovative solutions.

Free & Pro Version

The free version of the database gives access to all startups & initiatives on a global level. It is designed for users who want to explore the ecosystem and do some initial research. For industry professionals and more advanced research needs a paid pro version of the platform is available. Amongst other data and features, it includes funding rounds and a broad range of startup filters:

- Location
- Investment Status & Amount
- Sectors of the SportsTech Framework
- Target Sports
- Technology
- Business Model
- etc.

This depth of research is possible due to our focus on the SportsTech industry, something that agnostic databases can hardly offer. Years of data collection, combined with a great network in the SportsTech ecosystem and constant updates guarantee data of the highest quality.

What SportsTechDB is for

Finding startups & scaleups

Screen the market for deal flow, cooperation opportunities, or simply to get inspired.

Exploring the ecosystem

Dive into the world of investors, innovation hubs, events & accelerator programs.

Accessing the market

Understand trends & developments through a fact based analysis.

SPORTSTECH DB

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The SportsTech Framework - A systematic approach to the industry

SportsTech Framework

Activity & Performance

Wearables & Equipment
- Wearables
- Game Equipment
- Infastructure

Performance Tracking & Coaching
- Activity Data
- Video Analytics
- Coaching

Preparation
- Tutorials & Training
- Injury Prevention & Rehabilition
- Booking & Matchmaking

Fans & Content

News & Content
- News Aggregator
- Original Content
- OTT Platforms

Fan Experiences & Social Platforms
- Fan Engagement
- Ticketing & Merchandise
- Social Platforms

Fantasy Sports & Betting
- Betting
- Betting Enablement
- Fantasy Sports
- Fantasy Sports Enablement
- Sports Games

Management & Organisation

Organisations & Venues
- Team / Club Management
- Scouting & Recruitment
- Stadium Management
- League / Tournament / Event Management

Media & Commercial Partners
- Media Production
- Sponsorship
- Crowdfunding

March 2020

@sportstechx | sportstechx.com

About the framework

We introduced the framework in 2017 in order to provide a common understanding and structure for the SportsTech ecosystem. Since then we keep enhancing it, to ensure that it's the best tool for finding, comparing and assessing SportsTech companies on a global level. That's why we made two major changes in 2019:

1. The three main sectors are now classified on their target audience: The Athlete, The Sports Executive and The Fan.

2. We've introduced sub sub sectors, a third level of classification, to get another level of detail and provide a deeper understanding

The framework is also the core of our SportsTech database and allows for smarter and faster filtration to help investors and professionals find exactly what they're looking for.

Even though the framework is proven-in-practice, there will always be situations in which startups can be assigned to two or even more sub or sub-sub sectors, which simply can not be avoided. We invite everyone to share their feedback as we're always looking to further optimize our work.

The SportsTech Framework - Structure and Descriptions

Activity & Performance

This sector covers all solutions focused on the **Athlete**, whether professional, amateur or at a leisure level. These are related to the actual sports activity, no matter if it's before, during or after it. Common goals are tracking performance, preventing injuries & finding sports to play.

Wearables & Equipment: Physical resources worn/used during an activity.

Wearables: Attachments to the body of the athlete or the surface of playing equipment used.

Game Equipment: Physical equipment that is used to perform an activity, usually movable.

Infrastructure: Resources installed on premises, usually immovable.

Performance Tracking & Coaching: Solutions that help improve the athlete's performance, either through track the activity and providing feedback or by training guidance.

Activity Data: Tools that capture and track key metrics of sports activities.

Video Analytics: Applications that use video to record athletic performance and provide insights.

Coaching: Tools to increase performance by providing training & guidance.

Preparation: Tools that help the athlete prepare for the sport they will perform or aid in injury prevention & rehabilitation.

Tutorials & Training: Tools and tutorial guides to learn new skills and help improve performance.

Injury prevention & rehabilitation: Applications to reduce the likelihood of injury or help speed-up recovery.

Booking & Matchmaking: Platforms to discover and book venues, find players or sports events locally or while traveling.

Management & Organisation

All solutions that help the modern **Sports Executive** perform their responsibilities. Whether it's managing sports facilities, teams, associations, leagues, events, gyms or media companies. Goals here usually relate to improving operational efficiency or providing a better experience to the end consumer.

Organisations & Venues: Solutions to help sports related organisations or venues with managing internal operations.

Team / Club Management: Tools for professional or amateur sports teams, clubs or gyms.

Scouting & Recruitment: Applications assisting teams or coaches scout and recruit talent.

Stadium Management: In-stadium solutions that facilitate easier operations or more efficient fan organisation.

League / Tournament / Event Management: Tools for organisers of tournaments, leagues, races or major events.

Media & Commercial Partners: Solutions that are either for or connect with the media, sponsoring brands or investors.

Media Production: Tools to make broadcasting easier and richer.

Sponsorship: Platforms to connect brands with teams and athletes for sponsorship

Crowdfunding: Marketplaces for athletes or teams to raise funds directly from fans and benefactors.

Fans & Content

This sector is all about how sports connects to or is consumed by **Fans** and viewers. All of these are solutions focused on the fan and so will include content, merchandise or betting and fantasy sports.

News & Content: Solutions that provide all kinds of content for fans.

News Aggregator: Reporting current sports news or results.

Original Content: Creating original content, either video or editorial.

OTT Platforms: Sports streaming platforms

Fan Experiences & Social Platforms: Connecting fans with each other or bringing like minded sporting communities together.

Fan Engagement: Helping fans connect with their teams, leagues or venues to enhance their experience.

Ticketing & Merchandise: Platforms for fans to purchase tickets for events or merchandise & memorabilia for their favourite teams & athletes.

Social Platforms: Social networks and communities to connect people with similar sports interests.

Fantasy Sports & Betting: Assistance with betting real or play money on sports events and online games based on real or virtual teams.

Betting: Platforms to place sports bets

Betting Enablement: Tools to aid the sports betting industry, either bettors or betting companies.

Fantasy Sports: Fantasy sports or sports prediction games

Fantasy Sports Enablement: Tools to help fantasy sports gamers or game providers.

Sports games: Sports related video games.

For more details and examples go to this article.

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The European SportsTech Innovators

A selection of 40 individuals who are collectively driving the growth and the success of the ecosystem through their engagement in new and leading initiatives. We are proud to have them in our report.

Alessandro Nuccetelli
Aser Ventures

Alex Zurita
Sport Tech Hub

Andrew Gilligan
City Football Group

Anna Hellman
ThinkSport

Arno Hermanns
Sport Experience

Bojan Milenkovic
Colosseum Sports Tech Serbia

Borja Larragan Mac-Crohon
Shorai

Carles Combarros Vilaseca
XARXA Capital

Carlos Ocaña Orbis
Real Madrid Next

Carsten Couchouron
Sports Lab Copenhagen

Charles Frémont
Le Tremplin

Charlie Greenwood
Sports Loft

Dan Bedi
London Sports Tech Network

Dmitry Maslennikov
Sport Tech Innovation Group

Ed Barnes
UEFA Euro 2020

Emilie Petit
Platform A

Federico Smanio
Wylab

Geremy Sagoe
Active Lab

Isabelle De Cremoux
Seventure Partners

Ida Bjerga
Nordic SportsTech

Iris Cordoba
Global Sports Innovation Center

Itay Ingber
HYPE Sports Innovation

Jakob Wikenstaal
Nordic SportsTech

Javier Sobrino
Barca Innovation Hub

Jean-Baptiste Alliot
UEFA Innovation Hub

Jens Hilgers
BITKRAFT Esports Ventures

Karol Flaziński
SportsTech Poland

Kristof De Mey
SportUp

Martina Skelly
SportsTech Ireland

Maximilian von der Ahé
Werder Lab

Michael Sutherland
Real Madrid Next

Mirko Dismer
DFB-Akademie

Nathalie Sonne
leAD Sports Accelerator

Omar El Zayat
Paris 2024

Oriol Serra
INDESUP!

Patrick Colbeck
Sport Tech Hub

Petr Zhukov
Indigo Capital

Sinan Guler
SG Sports Startups Accelerator

Stefano Tambornini
Wylab

Yann Roubert
Le Pack

KEY TAKEAWAYS

All on one page 11

1

Key Insights - European SportsTech 2015 - 2019

Total funding crosses €500m mark in 2019

18.6% CAGR over 5 years

Average ticket size at record-high €4.55m in 2019

A record-breaking year

2019 was a fine signoff to the decade for SportsTech in Europe with a number of records established: the first €500m+ year and nearly 1.5x growth in average deal size from 2018. Though 2019 wasn't an anomaly, investment in SportsTech more than doubled over the 5 year period from 2015 to 2019 and shows no signs of slowing down. London continued it's reign as the European SportsTech capital and the European ecosystem also closely mirrors global trends with heavy investments in money spinning sectors of betting and esports. All of which brings impressive momentum into the new decade.

London accounts for 24.5% of total funding

28.1% of startups are from the UK

Activity & Performance receives 45% of total funding

Betting & esports provide 5 of top 7 deals in 2019

Icons made by Freepik, Eucalyp, Pause08, Kiranshastry, Vitaly Gorbachev and dDara from www.flaticon.com.

Numbers excluding undisclosed Deals/Acquisitions

STARTUP DATA & INSIGHTS

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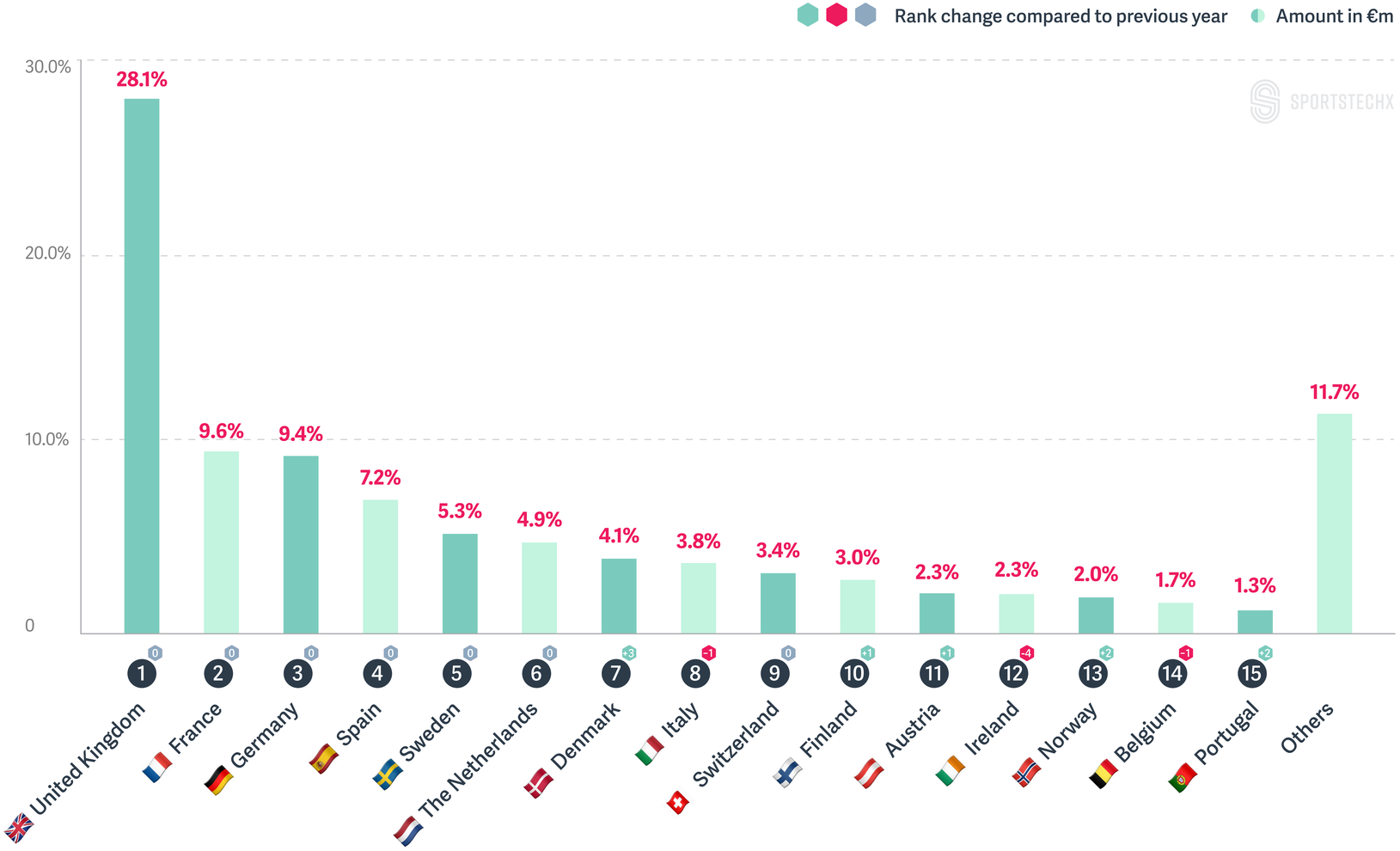
Startup Interviews 16

2

UK dominates, France and Germany support

Top 15 Countries in European SportsTech



Minor changes in country list

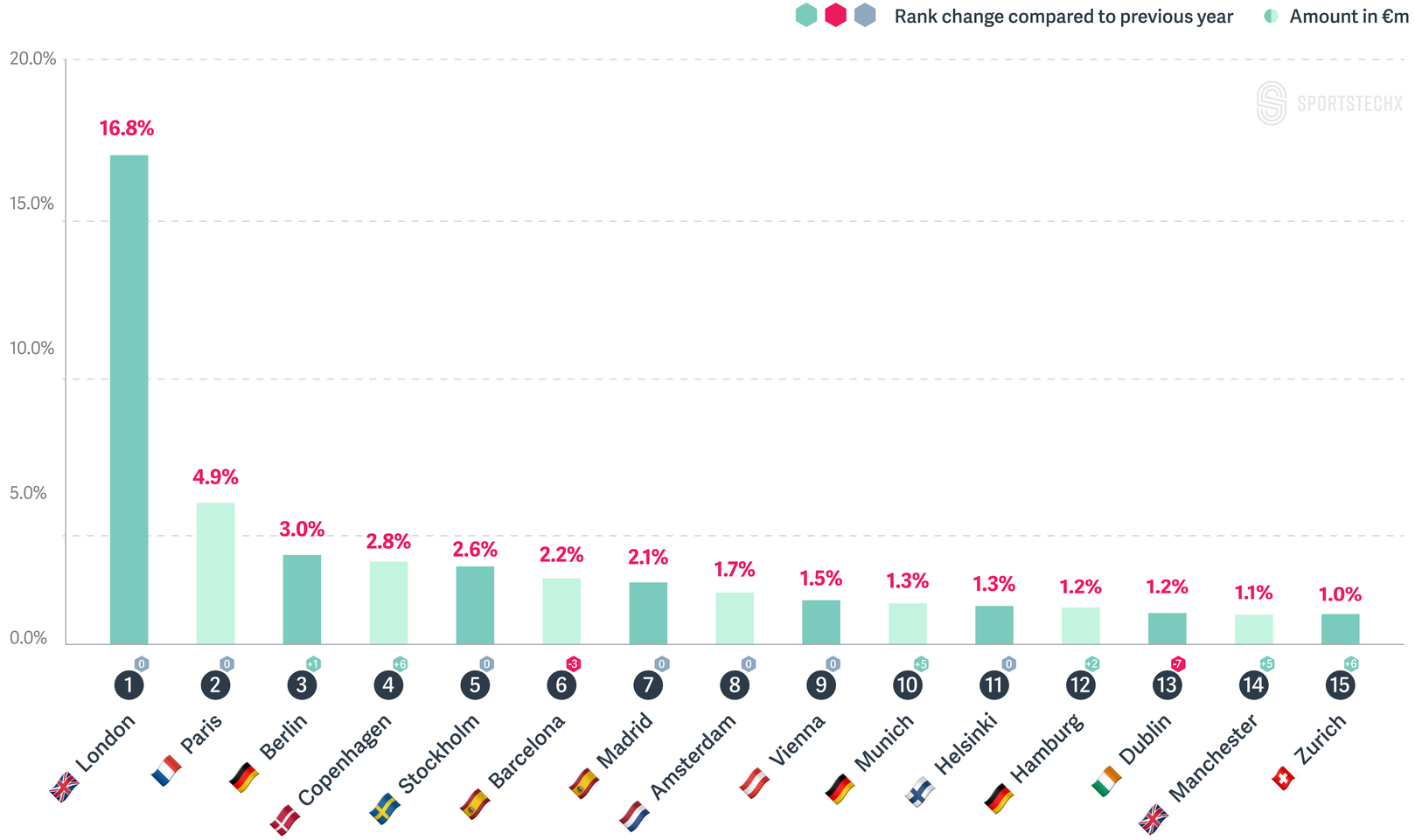
Our objective has always been to paint the big picture in SportsTech. So for a start, we take a look at the number of active startups per European country.

In spite of adding hundreds of new startups to our database, we don't see too much change in the top 10. In fact, the top 6 are exactly the same as last year and together account for nearly two thirds of the total number of active SportsTech startups in Europe. The United Kingdom continues to dominate with strong support from the French and German ecosystems. While France's share stayed exactly the same, Germany's contribution is up by 1.5%, bringing it closer to second place.

We do see some change further down the list though, with Denmark gaining strong ground while Ireland goes the other way, perhaps indicative of changing dynamics within the ecosystems in each of those countries. At a country level there aren't any new entrants to the top 15 which might not be much of a surprise.

London stands tall, European capitals act as hubs

Top 15 Cities in European SportsTech



Shifting city landscape

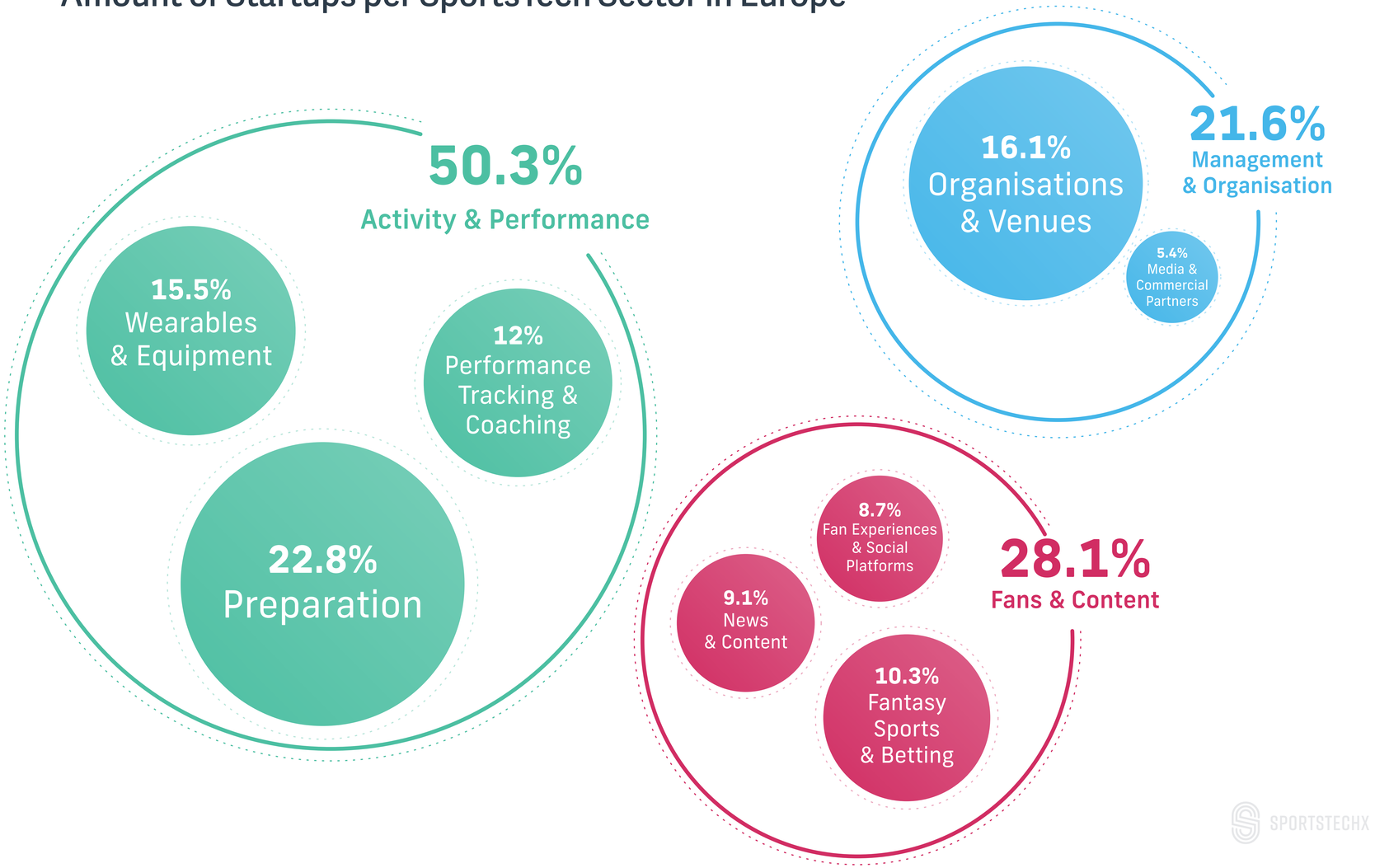
The city list does see some shuffling of positions which makes it interesting to view. London continues its reign as European SportsTech capital, a position it is unlikely to relinquish anytime soon. Paris continues in second place while Berlin jumps into the top 3, a gain of one place from last year. The big mover is Copenhagen which comes into the top 5 and is clearly the driver of the growth in Danish SportsTech. Stockholm rounds out the top 5 giving good representation to the Nordics.

The major Spanish cities come next with Barcelona especially losing some ground from last year. However Spain is still clearly an important SportsTech nation with two cities in the top 10, a feat matched only by Germany where Munich made a big jump to come into 10th place. New entrants into the top 15 are Manchester and Zurich. The fall of Ireland in the countries list is mirrored by Dublin's declining position.

An interesting trend is that the list is fairly well distributed across the European capitals where it seems like each city acts as a hub for its own country. London and Paris have well known public funded initiatives in Sport Tech Hub and Le Tremplin, perhaps an indicator that in the early stages it is a good idea to have local governments help nurture the growth of the ecosystem as a whole.

Activity & Performance most attractive to founders

Amount of Startups per SportsTech Sector in Europe



Preparation most popular sub-sector

A look through the SportsTechX framework shows a focus on Activity & Performance, referring to solutions for professional and recreational athletes. This accounts for half of all SportsTech startups in Europe. The key driver for this is the Preparation sub-sector where a major portion of startups come from Booking & Matchmaking solutions, which help users reserve sports facilities or find other players.

Fans & Content, relating to solutions for sports fans, comes in next with a fairly even split between the sub-sectors, though slightly favouring Fantasy Sports & Betting. A global trend towards legalisaton of sports betting means that European solutions will naturally react to this lucrative industry. Content is also an important theme, given the changing needs and short attention spans of consumers.

Management & Organisation, which includes solutions for sports related organisations, is the least populated sector. This is understandable given that it is primarily B2B driven and that there aren't too many enterprises in sports, especially SMEs. Important to note here is that though it is small, Media & Commercial Partners is a crucial sub-sector as sports organisations increasingly look for ways to automate media production and content generation.

Startup Interviews

Activity & Performance

Champion's Mind
Mental training routines to train athletes
Dublin

Omnicoach
Esports coaching system
Budapest

Play Pulse
High intensity training through gamification
Oslo

Rezztek
High performance attachment for ice hockey
Bratislava

Management & Organisation

Beyond Sports
VR driven match analysis to create experiences
Alkmaar

Edge
Contracts and payments platform for esports
London

Fly-Fut
Football video production with drones
Madrid

Vensy
AI powered digital marketing to fans
London

Fans & Content

Coras
Connecting customers to tickets
London

FatMap
Outdoor sports features and trails
Berlin

Sportifico
Social network for athletes and coaches
Belgrade

We Fish
Interactive, simple and social fishing app
Murcia

Champion's Mind

Dublin, Ireland
championsmind.app

What's your value proposition?

Champion's Mind is the #1 daily mental skills coaching platform for athletes. Champion's Mind teaches competitive and amateur athletes how to hit peak performance when it really matters through a program of daily mental skills exercises created by bestselling author and peak performance coordinator of the San Francisco Giants, Dr Jim Afremow.

What were your highlights in 2019?

The reaction to our first release. When you invest so much time in creating something new and finally release it, it doesn't matter how confident you are with what you have built. There's always the moment you find out for real whether people care enough about it to pull out a credit card and actually pay for it. That happened, the feedback was excellent, real people spent real money buying Champion's Mind and we're now confident that success is just a matter of targeting and scale.

What are your plans for 2020?

1. Drive sales. 2. Create more amazing content. 3. Grow Revenues. 4. TBD 5. Profit! In 2019 we learned that two groups of people love what we've created with Champion's Mind - Coaches, and Athletes. Our job for 2020 is to build the awareness of the product with these customers. We also need to expand the range of content we offer to keep our athletes engaged and working on their mental game every day. If we achieve both of those things, we'll have a very successful year.

Dave Kearney
CEO

Omnicoach

Budapest, Hungary
omnicoach.gg

What's your value proposition?

As gaming expands rapidly many opportunities are being missed. Millions of players are in constant search of new experiences. This makes the gaming market very competitive. Brands not offering new experiences are missing out, and leaving money on the table. Omnicoach is here to offer something new for users and a new revenue path to companies interested in reaching gamers, or for using video games within campaigns. We developed our own proprietary technology which uses AI-based analytics to identify key moments in gaming videos. It makes it easy to create custom quests, challenges, and coaching services.

What were your highlights in 2019?

Last year we launched Omnicoach public early access for Overwatch, and got a lot of great feedback from users and from industry experts. Based on this feedback, we reinvented Omnicoach and created an interactive white-labelled platform that empowers esport teams and businesses to enhance fan engagement in esports and gaming. Since our AI-based technology was built on solid foundations we also introduced some new features. These empower white label partners to, i) increase fan engagement in a new and gamified way; ii) set-up a new revenue stream; iii) and also giving a new win to enhance the brand relationship and get new brands onboard.

What are your plans for 2020?

We are just closing an investment round now so for 2020 the team has great plans on expansion. In the first quarter of 2020 we are kicking off our pilot program for League of Legends and CS:GO. Once the pilot program is over we are going to publicize the ROIs that our tool actually delivered to the partners and in Q3 2020 we would like to see new esport teams and businesses onboard. For the longer future I can say that we will not stop there. Since we are able to extract data from video footage, in the long run we could also apply our AI technology to other industries beyond gaming as well.

Daniel Ágoston
CEO & Co-Founder

Playpulse

Oslo, Norway
playpulse.no

What's your value proposition?

Playpulse turns exercise into video gaming to motivate the digital generation to be more active. Bringing the engagement and enthusiasm found in gaming and esports into a physical space. Our stationary bike is the gaming console, on which multiplayer video games create an immersive experience where the user is having so much fun that they forget they're exercising. The concept and technology is based on our co-founder Kristoffer's PhD from NTNU on specifically how to engage more people through gaming, then verified in various pilots.

What were your highlights in 2019?

Launched several new pilot locations in Norway, among them a school and hospital, re-opened at a fitness studio in Sweden and launched commercially with a partner in China. The software was improved and content expanded significantly, and we took the hardware development close to mass production. We reached over 85.000 played games on the platform after having done 16 pilots in total. The longest running commercial customer, a large fitness studio chain, has been active for 16 months now, setting a promising precedent for rolling out Playpulse in fitness studios globally.

What are your plans for 2020?

We are attending FIBO in April to showcase our latest product sample, which is getting close to our satisfaction for mass production. We expect to be ready to ship the first fully commercial version of the Playpulse gaming bike by Q2. We're firstly fulfilling a number of pre-orders across Scandinavia, then focusing on a few selected partners across Europe by Q3. We will also be raising a seed round and expanding the organization with key hires - preparing Playpulse for rapid scaling of operations, content and sales. All the while focusing on creating the best possible gaming experience with a solid exercise effect.

Erling Magnus Solheim
CEO and co-founder

Rezztek

Bratislava, Slovakia
rezztek.com

What's your value proposition?

Rezztek® aims to set a new market standard for professional and amateur hockey players. Rezztek®'s patented material for the hockey stick's blade allows for better puck control, faster and more accurate shots and is fully customizable to players' needs. The material also creates a new platform for branding and advertising. Rezztek® was developed with Boston Bruins captain, Zdeno Chara, who is a user and passionate supporter.

What were your highlights in 2019?

We successfully validated Rezztek®'s potential in Slovakia and Czechia and sold more than 15000 products in the first season. More than 40 elite level professionals switched to Rezztek and 10 of them play in the best hockey league in the world, the NHL. Rezztek® 's advertising feature attracted brand partners like Coca-Cola, Sony and BMW who used Rezztek®'s branding potential to support pro level players and also youth teams. Rezztek® won the Gold Award at Mass Challenge Boston among more than 1300 startups from all over the world.

What are your plans for 2020?

Rezztek® aims to launch in North America in 2020 in cooperation with a renowned hockey equipment manufacturer. Together we will drive the adoption of players towards a high-end stick with Rezztek® already applied on the blade, while capitalizing on Rezztek® 's customization and advertising potential. Our plan is to successfully pilot Rezztek® in the North American market and put ourselves in a position from where a change in market standard can be achieved. Simultaneously, we will explore Rezztek®'s use cases outside of hockey and sports overall.

Andrej Dula
CEO

Beyond Sports

Alkmaar, The Netherlands
beyondsports.nl

What's your value proposition?

Beyond Sports turns positional tracking data from sports matches into fully animated 3D simulations, transforming traditional passive consumption into an interactive experience. We allow fans to choose any perspective, give the game a custom look and put their own avatar on the pitch. By creating content that is interactive, personalized and shareable we target the young generation that is not engaged by what the market currently offers. Monetization of this content through branded environments allows us to capitalize on data that is currently undervalued in the marketplace.

What were your highlights in 2019?

The Beyond Sports virtual broadcasting products have been used worldwide by FOX Sports, Sky Sports, BeIN Sports and NBC Sports. Virtual 3D analysis of big plays was used in pre-game shows, post-game shows and even live. The NFL Network used Beyond Sports live streaming products to broadcast the entire 2019 AFC Championship game in a stylized virtual environment on Twitch.tv in The Netherlands. This virtual live stream attracted 4x the viewing numbers of the real television broadcast. Outside of broadcasting, Beyond Sports has taken a unique position between data collection and data usage, becoming the go-to-experts in this area.

What are your plans for 2020?

This year is going to be the year of Beyond Sports' move into the direct to consumer market. In collaboration with Disney/ESPN and the Dutch Eredivisie we will release a consumer application that serves the next generation of sports fans. Access to first party data and the ability to customize the experience will attract sponsors and brands that want to benefit from the strong emotional connection users have with sports content. As Beyond Sports continues to provide their services to the NHL, EPL, MLS, NFL and KNVB among others, the release of the consumer application will serve as an accelerator for other leagues and sports to follow in the footsteps of the Eredivisie.

Sander Schouten
CEO

Edge

London, England
edge.gg

What's your value proposition?

Esports is a huge (and growing) industry, full of engaged and passionate people. It is also plagued by a lack of infrastructure and regulation. Edge was created to end the wild west of esports. We make esports easy. Our data driven payments platform provides a highly disjointed and unregulated industry with the tools it needs to grow. The Edge platform is a one-stop shop, created by gamers for gamers. You simply log on to Edge and get automated payments, digital contracts and verifiable data all in one platform.

What were your highlights in 2019?

2019 was huge for Edge in many ways, it's going to be hard for 2020 to beat it! Notable highlights include raising our seed round, which in turn allowed us to grow our team. We are so proud of the Edge team and the work they are doing. Part of that work includes getting our brand recognized, we underwent a brand redesign and are thrilled with the results. Speaking at various esports conferences and talks as Edge was exciting, but the untouchable highlight for all of us was signing our first customers.

What are your plans for 2020?

2020 has only just started, but already we can see that it's going to be even bigger and more exciting than 2019. Our main focus at Edge is providing an unparalleled service to our early access customers. They are our number one priority and we want to make sure they love our platform as much as we do! We are also keen to sign new customers, and have very exciting product development things in the pipeline. Other than that we plan to provide the esports industry with the regulation and best practices that it needs, making sure every gamer is paid what they are owed, saving TOs and publishers money and time...just the small things!

Adam Whyte
CEO

Fly-Fut

Madrid, Spain
fly-fut.com

What's your value proposition?

We record amateur leagues and tournaments with Drone tech, then give the games to the players in our app in two formats; Five minute highlight video with line ups and professional speakers and the full game without edition. Our business model is a CaaS, where teams pay a monthly fee to have all of their games and the games of their rivals. Parents may also subscribe to the family account and have access to all of their child's games. Our objective is to make every single amateur player see, keep and share all of their games, goals, dribbles, saves and passes.

What were your highlights in 2019?

In 2019, we were really happy to show the entire industry that our business model was doable and profitable. We are the first company in Spanish history to fully record a federation football junior tournament with drone technology. We have also seen how youth teams from Real Madrid, Barça, Inter Milan, Valencia and Atletico de Madrid use our technology to analyse their games and improve tactically. In May, the company also achieved the status of being the largest drone pilot company in Spain, operating in 3 different cities with league competitions and in over 10 other cities with flash 2-3 day tournaments.

What are your plans for 2020?

Early in 2020 we will close our series A round size. Our objective here is to get on board one of the VC key players in the European market to continue to grow the company. On the Operations side we will start to expand progressively to other cities in Spain, and on the commercial side, Europe and USA. In Spain we will start to increase service to more and more federated junior leagues with a total objective of over 120 leagues. We look forward to establishing a global partnership with a top sports brand that will help us to continue to improve the experience for our users.

Luis Llagostera Herrera
CEO & Founder

Vensy

London, England
vensy.co.uk

What's your value proposition?

Vensy is a technology-first influencer marketing business that uses AI to help enterprise sport organisations connect and engage with their target consumers. We gather information on influencers and their fan base from millions of data points and then use proprietary algorithms to convert this data into actionable insights. In doing so, we combine technology with great creative storytelling to uncover the best talent for brands to reach and engage with their target audience.

What were your highlights in 2019?

During 2019, we made a lot of progress with product development announcements as well as our largest valuation to date, which is great recognition of all the amazing work that our team is doing. The growth of Vensy has been amazing to see continue, the biggest highlight for us was forging a partnership with the likes of Telefonica, Roborace and ISG. These partnerships allowed us to showcase our capacity to deliver great influencer campaigns both cross-platform and across multiple locations.

What are your plans for 2020?

For us, during 2020 the aim and objective is to continue our journey of scaling our efforts to deliver strong influencer campaigns and maintaining an excellent product service for our customers. Our business is constantly evolving and in order to survive we must disrupt. Already customers are starting to ask more questions about influencer marketing, particularly within the Esports industry. A lot of focus will be positioned in developing an expertise within this market and provide stakeholders with greater visibility on how influencer marketing can help them speak to their target consumers.

Rodney Johnson
Co-founder

Coras

London, England
coras.io

What's your value proposition?

Coras enables the biggest online brands to sell tickets by connecting to multiple ticketing software APIs into a single API for distribution partners like Ryanair and Frontier Airlines to sell tickets. Customers are offered tickets corresponding to the dates and location of their trip and sports teams can access the biggest potential customer network in Europe and in future the US and Asia. Coras manages customer service and client payments so it is a turnkey revenue opportunity for distribution partners. They bring the customers and Coras does everything else.

What were your highlights in 2019?

We were delighted to increase our portfolio of sporting clients from Manchester City to Toulouse Football Club and 7 La Liga teams while also working with Pro14 final. On the distribution side, the first signing of our first US partner, Frontier Airlines and signing our first distribution partners in Asia and Australia that will be announced in 2020. The product also evolved significantly to support the ability for customers to pick their seats and multiple e-ticket delivery methods from instant confirmation to an agreed delivery date before each match

What are your plans for 2020?

We will be expanding our distribution and supplier partners in Europe, US, Asia and Australia. Our primary distribution vertical at the moment is travel and we will be expanding into eCommerce distribution partners. We will be increasing our sports portfolio to more sports after football and rugby. We will start to use all the data we have to build a recommendation system to increase the ability of our distribution partners to target customers with the tickets most relevant to them.

Mark McLaughlin
CEO

FatMap

Berlin, Germany
fatmap.com

What's your value proposition?

FATMAP is the most complete app for outdoor enthusiasts. Browse thousands of high quality routes for hiking, biking, skiing, trail running and much more. Plan in detail using the most comprehensive global 3D mapping with safety tools and live conditions. Track your adventure and navigate fully offline. Share your experience and connect with a global community of outdoor enthusiasts to find the inspiration for your next adventure. Join the Explore Club for more advanced features and exclusive privileges from major Brands & Resorts.

What were your highlights in 2019?

In 2019, we had over 2 million active users and 30x growth in premium members. We also saw 900% growth in content coverage with complete winter mapping of European Alps and North American Ski areas including over 1000 resorts. We established a new partnership & integration with Strava along with major brand partnerships with The North Face, Salomon, Mammut, OnRunning, Faction Skis, Mons Royale and many more. Finally, we topped the year earning multiple awards including EASC SportsTech Awards in Germany.

What are your plans for 2020?

In 2020 we will continue on our mission to help more people enjoy the outdoors easily and sustainably. A new community feed allows adventurers to connect with each other and follow their favourite brands, world class athletes and mountain guides. Destinations, trips and tours make it even easier to find your next adventure. And more updates to our 3D mapping and content all over the world including new tools like live avalanche risk, mobile route planning and full multi-sport navigation.

Misha Gopaul
Founder & CEO

Sportifico

Belgrade, Serbia
sportifico.com

What's your value proposition?

Sportifico is Empowering Women's Football through a unique platform that helps female football players become the influencers of the industry. The current market situation shows us that less than 2% of professional female football players reach their market potential and actually earn a significant amount of money besides salaries and playing bonuses. Sportifico's platform serves 98% of them. The unique business model is making a female player's online audience her most valuable asset that can help her to receive money from advertising but also give her a possibility to boost her career just by following her on our platform. How cool is that?

What were your highlights in 2019?

In 2019, Sportifico became the first winner of the Israeli competition Colosseum SportTech, gathered Women's Clubs from the Region to set up a Regional league in Women's Football and helped Daniela Kuhut, a female football player from Serbia, to become an adidas ambassador thanks to our platform. Sportifico also signed contracts with five of the most successful female football clubs from Serbia, Bosnia, Slovenia, Montenegro and Hungary who play UEFA Women's Champions League on a regular basis representing the start of the Sportifico platform global rollout.

What are your plans for 2020?

2020 is our year! We're about to start the revolution in Women's Football, one market at the time. It's time to bring this idea from regional to global level because that's where we belong as a team. After winning the local championship it's time to take the major title in the world of sports. How do we know that we will succeed? Well, our team is made up of three members, Miloš, former goalkeeper, the tech guy who is watching our backs and Aleksandra and myself, ladies who attack for this team from a marketing and business point of view.

Ruza Ilic
Business Developer

WeFish

Murcia, Spain
wefish.app

What's your value proposition?

WeFish is the top Spanish speaking recreational fishing application with more than 70k users in more than 180 countries. It is the only solution that satisfies all the needs of this sport by having a weather forecast system, a fishing diary where to store all the catches with their relevant information (location, weather conditions, etc.) and a secondhand Marketplace to buy equipment. Everything is built under a gamification process that makes users more engaged and also makes them part of the WeFish community.

What were your highlights in 2019?

In 2019 WeFish grew a lot in terms of metrics and development. In one year, WeFish doubled its users and has reached the US, which is the biggest market with more than 49M anglers. We have also improved our sign-up process and our first user experience, reaching an 83% ratio conversion from downloads to users. By improving the way content was shared on other social networks, now 100% of WeFish's content is shared making it totally viral. And finally, we have developed everything that was needed (functionalities and logic) to face this growth phase we are in right now.

What are your plans for 2020?

As we are an international project and fully scalable, in 2020 we want to grow and reach more than 1 million users. To do so, we want to grow in terms of users in the US market because it is the most interesting market for us with more than 49M anglers. We are also going to launch our Machine Learning fishing activity predictor and more incredible functionalities that will make WeFish the best mobile fishing application. WeFish is facing its growth phase and it is more than ready to do so.

Alberto Manuel López
CEO

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INVESTORS & INVESTMENT DATA

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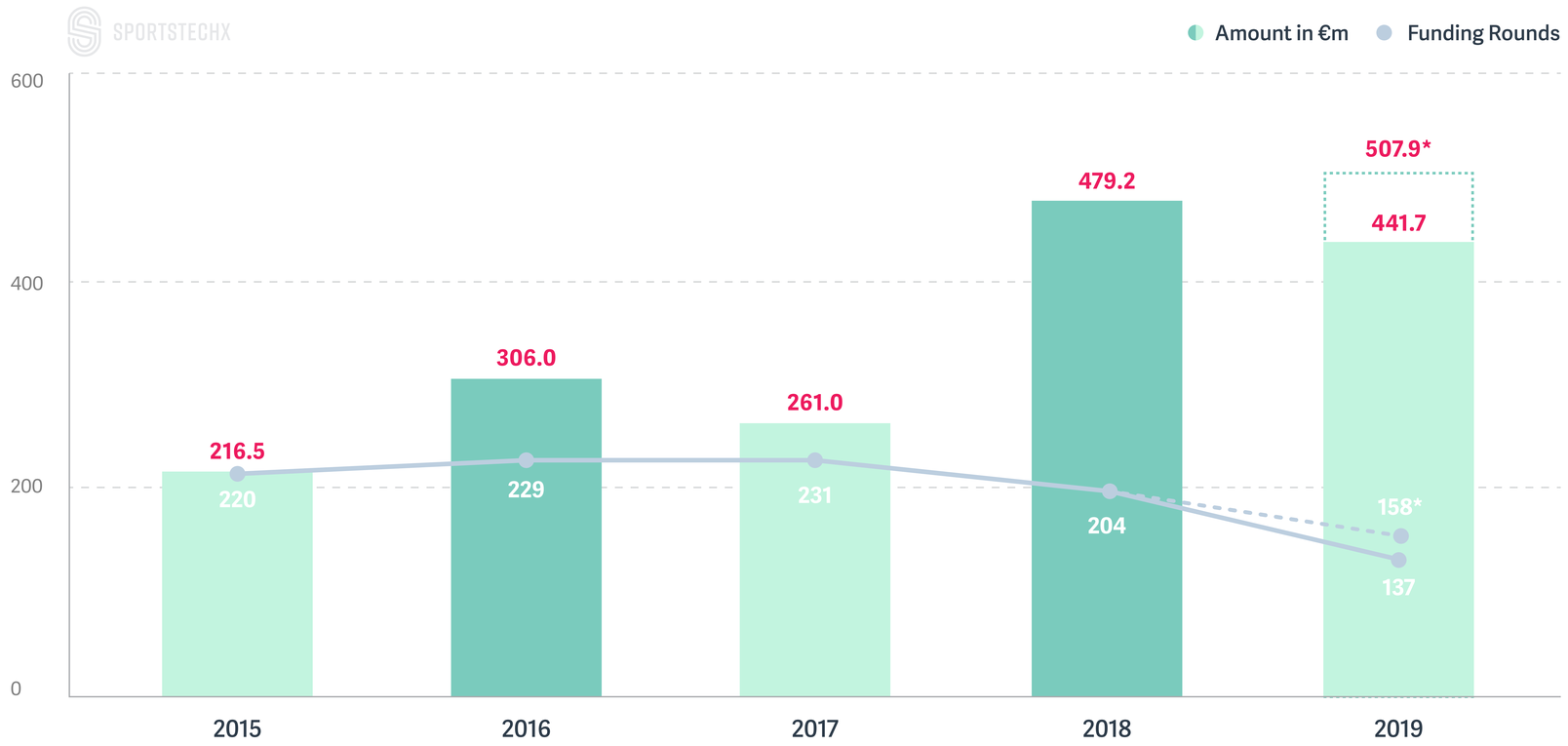
Funding crosses €500m mark, with steady market growth

Funding Amounts & Number of Rounds in European SportsTech 2015 - 2019



Ticket Size

	2015	2016	2017	2018	2019
Avg (€m)	1.34	1.78	1.60	3.09	4.55
Median (€m)	0.27	0.50	0.47	0.85	0.65

* Incl. estimated reporting lag

Investments grow steadily

Here comes the meat of the report, the amount invested over the last five years. Given our experience from previous years, we factored in a 15% addition for 2019 due to reporting lag (deals not yet reported), which is a conservative estimate.

We see pretty consistent growth, reflected in not only the total amount, but also the average deal size. It seems like 2017 was a little step back before taking two forward, as both 2018 & 2019 performed really well, with larger deals emerging. Taking the reporting lag into account, 2019 was likely the first ever €500m+ funding year in European SportsTech. The CAGR of 18,6% is strong, even though it's lower than the global rate. While fundings are on a record-high, the number of deals keeps decreasing, as investors continue to be more selective.

Important to mention is that these numbers can't factor in all deals where the value invested is undisclosed, like the ones from successful companies such as Onefootball and Urban Sports Club. It's safe to say that they combine for a significant nine-figure amount. All this indicates that this market is even bigger than our numbers report.

Europe's big 3 hold their own

Top 15 Countries in European SportsTech by Funding 2015 - 2019

Major hubs dominate funding

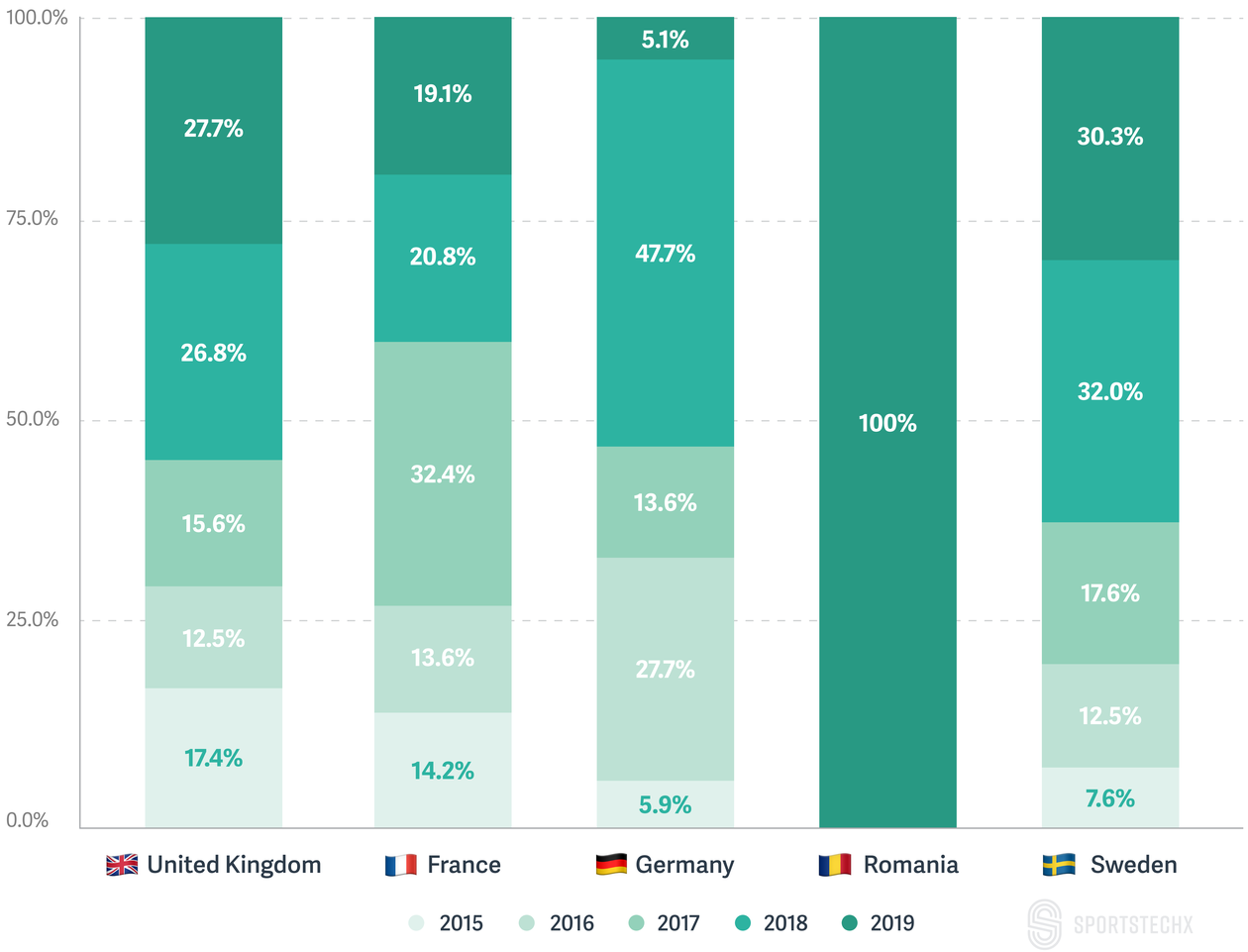
It becomes clear that the big three SportsTech markets in Europe are the UK, France and Germany, who consistently occupy the top positions. France in fact overtook Germany with the strength of deals in the last couple of years. However that might not be the case if deals from Berlin based Onefootball and Urban Sports Club were made public for example.

The most interesting part of this list is actually lower down. Romania rockets up to fourth place on the back of one large 2019 investment made in online sports betting player SuperBet, a deal we covered in our VC report as well. Nordic countries occupy three of the next five spots and in fact the five countries combined (Sweden, Denmark, Finland, Norway, Iceland) would go into second place showing the strength of the industry across the region. Ireland rounds out the top 10, another interesting case where we have seen the number of startups reduce however the amount invested holds strong.

It looks like the Spanish ecosystem could use an impulse with Barcelona and Madrid occupying two countries in the top 7 for the number of startups but only showing up in 12th place for amount invested. An opportunity for a SportsTech fund from Spain?

UK and Sweden steady in fluctuating environment

Per Year Breakup for Top 5 Funded Countries 2015 - 2019



Top 5 Countries in 2019

Rank	City	Amount in €m
1	Romania	175.0
2	United Kingdom	126.3
3	France	46.7
4	Sweden	39.4
5	Ireland	14.9

SPORTSTECHX

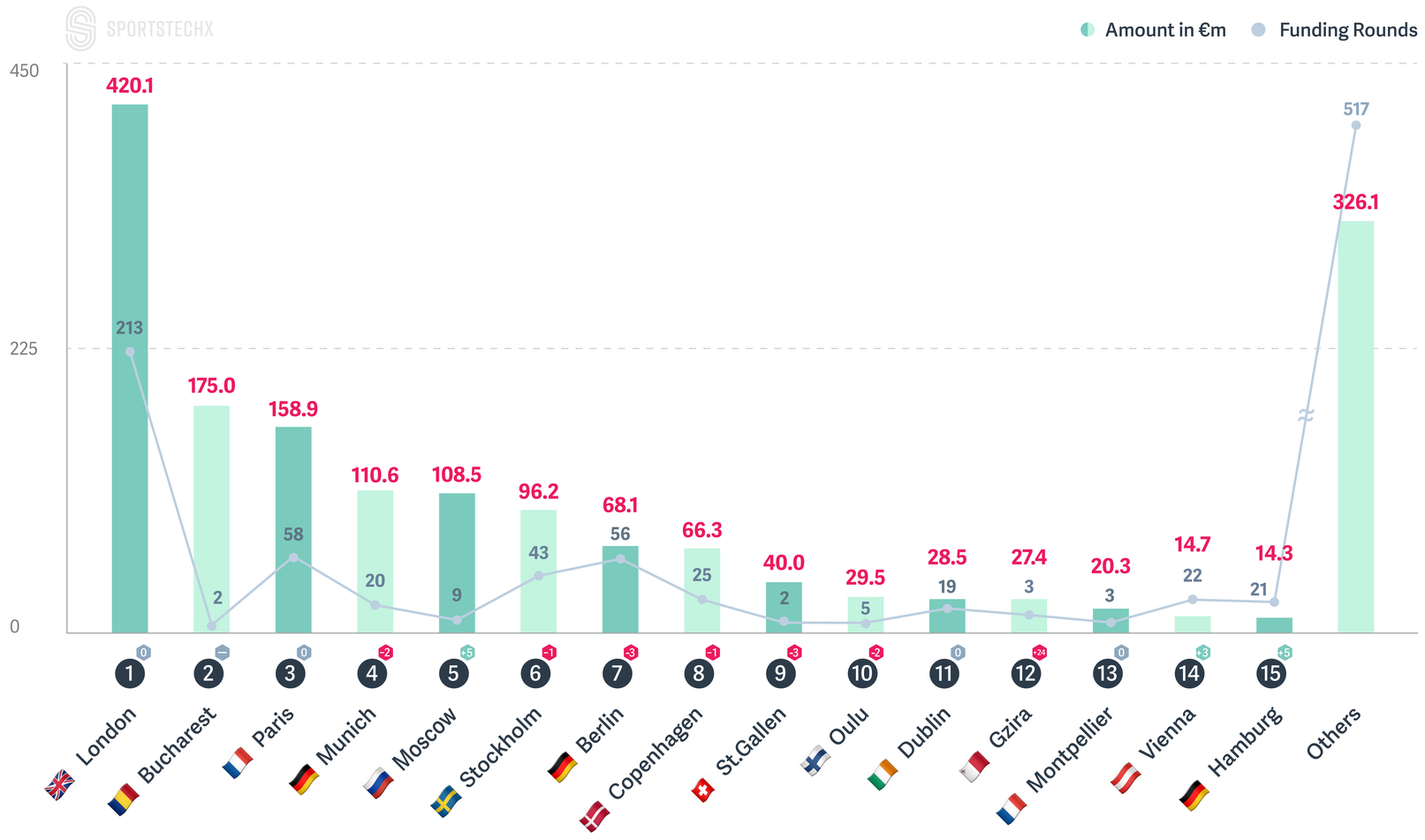
Romania leads 2019

Deeper looks like this paint a clearer picture of the numbers. The UK and Sweden stand out straight away for the seemingly steady growth Year-over-Year (YoY), while France and Germany fluctuate a bit more, indicating that markets in these countries are affected by bigger deals that may have taken place in a particular year. It becomes clear that Romania occupies its position on the back of one deal in 2019. For all countries though it is clear that 2018 and 2019 make the bulk of the contribution to the total funding, with the exception of France.

As a result it is interesting to see the list for 2019 alone. Apart from the already explained Romania, the new entrant is Ireland in fifth place which saw a few funding rounds. Encouragingly, Spain occupies 6th place, providing some inspiration for startups from the ecosystem. Germany sits in 7th, mainly on account of undisclosed deal values rather than lack of investment.

London scales new heights, Bucharest joins the club

Top 15 Cities in European SportsTech by Funding 2015 - 2019



Funding highlights new cities

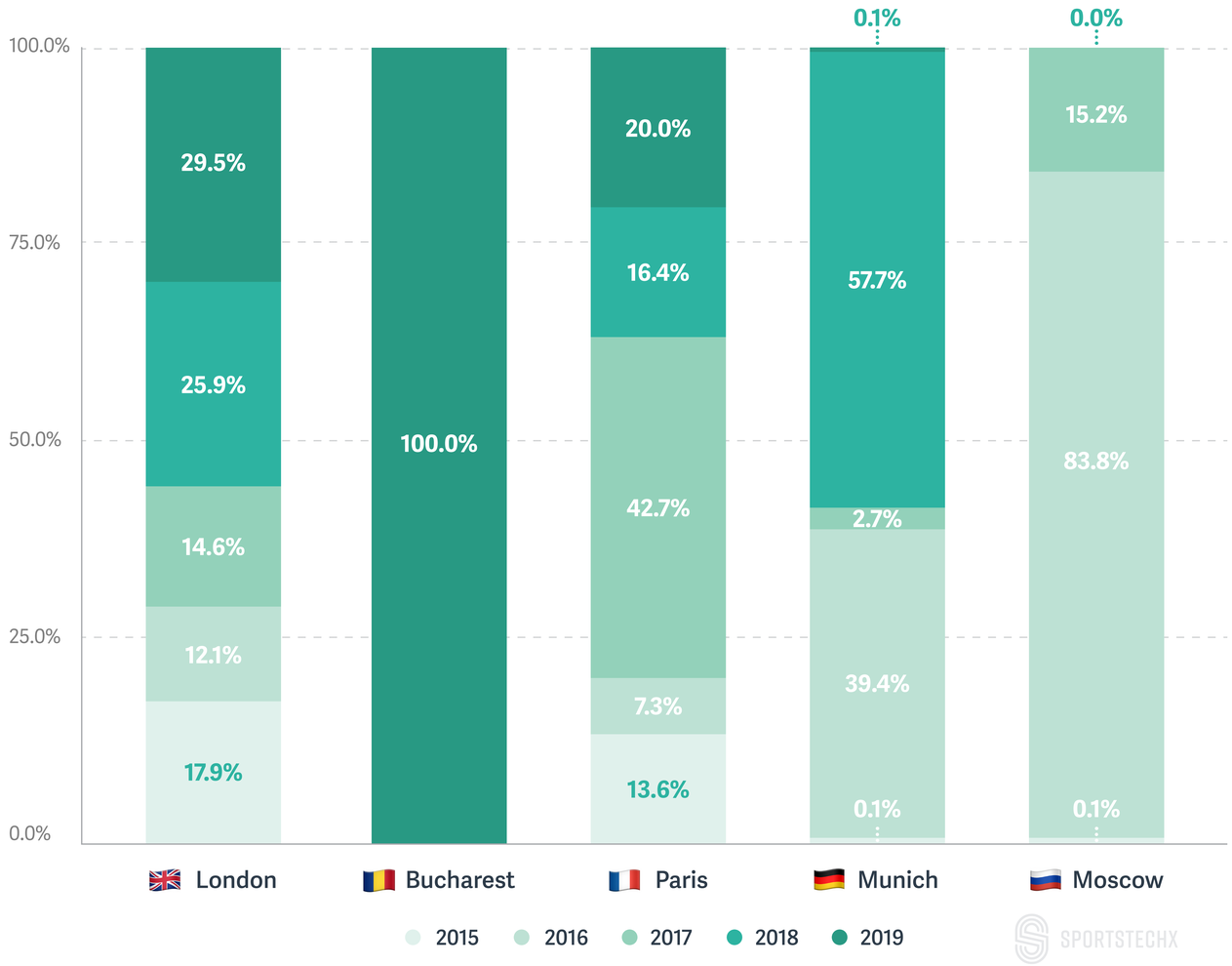
In reality, the Eiffel tower is about 3x taller than Big Ben, but in SportsTech the roles are reversed with London being almost 3x bigger than the nearest consistent rival Paris, Bucharest's entry via the SuperBet deal notwithstanding. London is indeed the clear SportsTech capital of Europe, accounting for nearly a quarter of the continent's funding (24.5%). German cities Munich and Berlin drop a few spots, but if we'd take into account the reported, but undisclosed "eight-figure" funding round of Urban Sports Club in 2018 and the Series-C round of Onefootball in 2017, Berlin definitely looks more like a top 5 city. Moscow makes a strong leap up the table, primarily driven by investments made in esports which is growing very rapidly in Russia.

Apart from the total amount invested, the other important number to observe is the number of deals in each of these markets as it is a stronger indicator of consistency. On this metric it's back to the familiar 1-2-3 of London, Paris and Berlin. These cities truly drive the overall SportsTech ecosystem across Europe. In the next spots are the Nordic capitals of Stockholm and Copenhagen.

A special mention must be made for Gzira, which made a huge jump on the back of blockchain based fan token provider Chiliz.

Consistent deal making in London & Paris

Per Year Breakup for Top 5 Funded Cities 2015 - 2019



Top 5 Cities in 2019

Rank	City	Amount in €m
1	Bucharest	175.0
2	London	123.9
3	Stockholm	33.6
4	Paris	31.8
5	Dublin	13.6

SPORTSTECHX

Big deals drive ranking

Apart from London and to an extent Paris, the cities don't see the same consistency of Year-over-Year (YoY) investment. This is in contrast to the breakdown of the top 5 countries we saw earlier but it is mainly explained by the fact that big rounds raised by fast-growing startups dominate their respective markets for that year. Bucharest in 2019 and Moscow in 2016 are good examples of this, both of which saw €100m deals for sports betting and esports respectively. Munich takes its place in the top 5 on the back of investments made in a few fitness focused companies. As and when these companies raise further funding rounds, the respective cities will continue to remain in the conversation.

As with the country list, it is interesting to see the list for only 2019, as Stockholm and Dublin take their place on the back of deals made in esports (Gloot) and fitness (Glofox) respectively, both of which are by now familiar themes that we see manifesting in different markets. Along with content, esports and fitness will continue to drive the growth of SportsTech not just in Europe but all over the world for the foreseeable future.

Activity & Performance leads the way in Europe

Funding Amounts & Top Companies* per SportsTech Sector 2015 - 2019

Activity & Performance - €752.6m

Wearables & Equipment
€320.7m
SHADOW
€93.4m, Paris

Performance Tracking & Coaching
€117.4m
FISHBRAIN
€23.8m Stockholm

Preparation
€314.6m
FREELETICS
€40.0m, Munich

Fans & Content - €521.0m

News & Content
€171.1m
minute media
€100.1m, London

Fan Experiences & Social Platforms
€119.4m
OTRO
€57.0m, London

Fantasy Sports & Betting
€230.6m
superbet
€175.0m, Bucharest

Management & Org. - €379.0m

Organisations & Venues
€277.8m
ESFORCE
€90.0m, Moscow

Media & Commercial Partners
€101.2m
sportradar
€84.0m, St. Gallen

March 2020 @sportstechx | sportstechx.com

*Per highest funding amount since 2015, displayed with their all-time funding amount

Top companies from Fans & Content

A look at the total amount invested through the framework provides some interesting context and colour to the rest of the numbers.

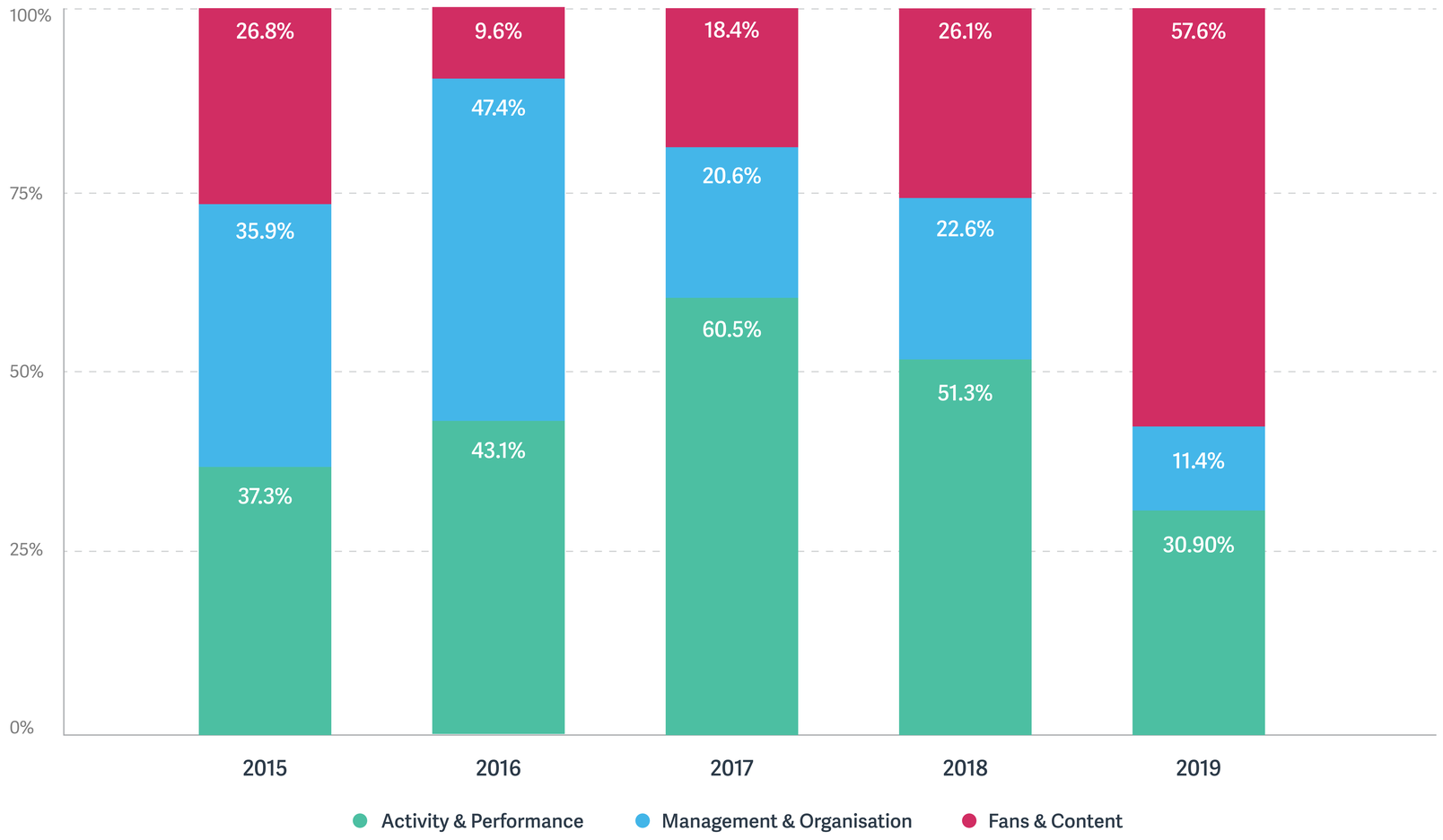
The first thing that strikes is that the amounts invested in each of the sectors isn't as far apart as it is when comparing the number of startups. Activity & Performance still dominates, accounting for 45% of the total amount invested, though is down from 50% when it came to the number of startups. Fitness attracts the most funding attention, either in the form of wearables, intelligent equipment or personal training solutions.

Management & Organisation attracted nearly 23% of the total amount. However this figure is likely to be much higher as the figures in recent rounds of investment in Sportradar have not been made public. Given that this was Private Equity based funding, the amount invested was likely to have been substantial.

Fans & Content received 32% of the total funding on the back of major investments in the betting space and sports news & content conglomerate Minute Media. Expect that these large funding rounds are indicators of further investments to come in the respective sub-sectors.

Fans & Content takes the lead

Funding Distribution in European SportsTech per Sector 2015 - 2019



Europe in line with global trends

The Year-over-Year (YoY) breakdown highlights two clear trends, the slowdown of investment in Management & Organisation versus the steep increase in investment in Fans & Content. B2B enterprise solutions seem to be maturing as dominant players emerge and rely on revenue models rather than external funding to sustain their growth. On the other hand, investors are looking more closely at fan focused solutions which is where they expect far greater returns on investment in keeping with global trends of greater content consumption and increased sports betting activity.

The 2019 SuperBet is a major reason for the sector being so dominant in 2019 which is no surprise by this point but two of the next three biggest deals were also in Fans & Content. Activity & Performance sees a slight slowdown where the total amount invested is on par with 2017 levels after seeing an increase in 2018.

Betting and esports dominate in 2019

Top Companies in European SportsTech by Funding in 2019

#		Name	Description	City	Amount in €m	Website
1		Superbet	Online sports betting operator	Bucharest	175.0	superbet.ro
2		Minute Media	Sports media & technology	London	35.2	minutemedia.com
3		Shadow	Enhanced gaming performance	Paris	30.0	shadow.tech
4		FSB Tech	Online sports betting platform	London	24.6	fsbtech.com
5		Gloot	Esports platform	Stockholm	21.7	gloot.com
6		Let's do this	Endurance sports discovery	London	17.6	letsdothis.com
7		Face it	Esports platform	London	10.6	faceit.com
8		Glofox	Gym management software	Dublin	9.1	glofox.com
9		Playermaker	Football performance analytics	London	8.8	playermaker.com
10		Rheon Labs	Energy control for sportswear	London	7.7	rheonlabs.com

London flexes its muscles again

So here's a look at the big names in European SportsTech from 2019, the startups who raised the most funding over the course of the year.

The breakdown for 2019 is clearly explained here, with four of the top 5 deals focused on betting and esports. These deals combined to make up more than about 57% of the total amount invested in SportsTech for the year, not counting for reporting lag and factoring the exceptionally big round in SuperBet. Esports is represented with Shadow, Gloot and Face It, with the latter being a very representative name for the industry as these three €10m+ rounds seemingly quash whatever few dissenting voices might be left questioning the strength and sustainability of esports. Sightly surprising is the absence of any B2C fitness plays in the list, something that has been hot in global SportsTech in 2019.

Another inescapable observation is the number of times London appears in the list (six times out of ten), showing how active startups and investors have been in the city.

We wish all of these companies continued success and hope they will drive growth of the industry for years to come.

The European SportsTech Hall of Fame

Top Companies in European SportsTech by All-Time Funding

#		Name	Description	City	Amount in €m	Website
1		Superbet	Online sports betting operator	Bucharest	175.0	superbet.ro
2		Minute Media	Sports media & technology	London	100.1	minutemedia.com
3		Shadow	Enhanced gaming performance	Paris	93.4	shadow.tech
4		ES Force	Esports platform	Moscow	90.0	esforce.org
5		Sportradar	Sports data & digital content	St. Gallen	84.0	sportradar.com
6		eGym	Gym equipment & software	Munich	68.8	egym.com
7		Otro	Social network to follow footballers	London	57.0	otro.com
8		Gloot	Esports platform	Stockholm	41.6	gloot.com
9		Freeletics	Fitness & personal coaching	Munich	40.0	freeletics.com
10		Supponor	AR based sports advertising	London	29.8	supponor.com

New top 4 in Europe

We finish with the big guns, names that most people in the industry will be familiar with by now. The European companies that have raised the most amount of funding in SportsTech to date.

The first thing to strike is that we have a new all-time leader with SuperBet, based on the mega round last year. An indicator of the ecosystem's strong development is that last year's leader Sportradar was taken over by four (!) companies and now only ranks at position five If only they had disclosed the latest deal values, sigh. Interesting to see is that the entire top 3 had significant funding rounds in 2019.

The list in general touches familiar themes: fitness, content, esports and betting. Even Otro, essentially a social media platform, is based on users engaging with the content from elite footballers. The only exception to the rule is from 10th placed Supponor, an AR based sports advertising company that customises advertisements displayed on the screen based on the geography of the viewers, allowing rights holders to widen the net of potential sponsors.

Honourable mentions to Berlin-based Urban Sports Club and Onefootball. Remember that our lists are only based on the value of disclosed deals.

Aser Ventures

London, England
aser.com

Describe your initiative and your investment approach.

Aser Ventures is a global investment platform specialising in sports, media and entertainment. Aser marries investment with deep market expertise, making it uniquely placed to drive value for its partners, companies and their end users. Aser provides portfolio companies with strategic support, access to a global network of contacts and membership to an ecosystem of innovative organisations. Aser's portfolio includes global sports provider Eleven Sports, championship club Leeds United, pioneering digital media companies Whistle, Hellodì and Epico, and technology provider Sports Data Labs.

Which trends & highlights did you observe in 2019?

Rights holders and investors continued to respond to changing consumer habits and innovation. This included the launch of D2C offerings by rights holders (eg. football clubs) and new ways to serve fans in a flexible and personalised way (eg. Eleven Sports' innovative distribution deal with football app Onefootball). 2019 also saw increased investment in new content verticals (esports, women's sport), platforms serving a new generation of fans (Minute Media, FloSports) and collaborations between sports-tech companies and rights holders (eg. J.League and WSC Sports or PSA and Sports Data Labs).

What would you like to see in 2020?

I hope to see continued investment in innovative, fan-centric initiatives that will help the sports industry serve a new generation of fans. Beyond financial investment, this means sports organisations continuing to adopt technology solutions and rights holders delivering their content to fans in the best possible way. We are off to a good start, with very interesting deals such as Penn National Gaming's investment in Barstool, the MLS-Stats Perform partnership, the launch of Real Madrid Next and a number of leading football clubs launching channels on TikTok.

Alessandro Nuccetelli
Investments & Strategy Associate

BITKRAFT Esports Ventures

Berlin, Germany
bitkraft.net

Describe your initiative and your investment approach

We invest in Digital Entertainment in particular Videogames and Esports. We believe an ever-growing number of people will spend more time in virtual realities and videogames and videogames companies define those virtual worlds more than anything. Every new generation understands and appreciates virtual worlds as part of their reality and we are seeing virtual and real worlds merging together. Esport is the most significant representation of this paradigm change just as videogames truly become pop culture. This phenomena, the new opportunities, products and services brought forward by it, is what we invest in.

Which trends & highlights did you observe in 2019?

Videogames are crossing over with Music, Motion Picture and other urban lifestyle trends in never seen before and powerful ways. More than just that it is Videogames defining pop culture and defining what matters and trends for the younger generations. A Star Wars launch trailer inside of Fortnite, A #1 Billboard song born in a videogame (KDA) and many more examples are just the beginning. Mobile Games have become a major competitive multiplayer platform with over 60% of mobile games now being defined by this gametype. The largest mobile game on the planet commands more than 200M monthly active players and is an Esports game.

What would you like to see in 2020?

I am excited to see so many great companies in the digital entertainment and esports space pushing their services and apps out in the market and creating ever more depth and value for our target audience. 2020 has been off to a great start in terms of M&A activities, outperforming every year before by a number of transactions and transaction volume so far. This is a great indicator of what's in front of us for 2020 and beyond.

Jens Hilgers
Founding Partner

Indigo Capital Partners

Moscow, Russia
indigocapital.ru

Describe your initiative and your investment approach.

Our team has been active in sports tech for a number of years now. We are invested in five businesses and have one exit in the sector. We invest in Seed and A-rounds of post-revenue startups, mainly in Europe (although, we do invest in the US and Asia). We favor companies in the analytics, wearables, fan engagement and athlete or club management segments. We work closely with portfolio companies and try to squeeze the most value out of our network and expertise to help them succeed. In 2019 the team was pursuing investment opportunities in running analytics for wearables and cyber sports ecosystems.

Which trends & highlights did you observe in 2019?

2019 and the start of 2020 brought in new unicorns from the sports tech universe and a number of remarkable deals were closed in the sector. This kind of activity proves that the sector has tremendous potential and may soon draw attention of late-stage VCs which would significantly improve exit liquidity. It is also clear that the SportsTech ecosystem and community are developing on a global scale with more dedicated funds being launched and high-quality sector events being held.

What would you like to see in 2020?

We think that with looming risk of global recession both VC investors and founders may start paying more attention to achieving break-even faster and instead of hoping for rich exit valuation. At the same time sports corporations and leagues will seek opportunities to enhance their product line and attract new audiences, which will drive demand and lead to set-up of more corporate venture funds and accelerators in the sector. SportsTech is establishing itself as a trendy sector and we would like to continue witnessing it maturing and contributing to that process.

Petr Zhukov
Founder and Managing Partner

Seventure

Paris, France
seventure.fr

Describe your initiative and your investment approach.

With €750m net commitments under management, Seventure Partners is a leading venture capital firm in Europe. Since 1997, Seventure has been investing in innovative businesses with high growth potential in several fields including Health, Food & Nutrition, Digital, but for SportsTech mainly in France and opportunistically in Europe. Seventure is a stage-agnostic investor with the first French based fund dedicated to SportsTech: Sport & Performance Capital. Investments in Sports Tech can range between €500k and €5m per round, or up to €10m per company, from early to late stage. We aim at creating synergies in our portfolio and access to our worldwide network, and multiple vertical expertises.

Which trends & highlights did you observe in 2019?

With JO 2024 in only four years, many companies are developing and offering innovations hoping to be selected in the structured offer process by the Olympic Games organizers. Not only does this provide interesting new big market opportunities for companies, but it also stimulates all the ecosystem, and brings dynamism in the sport community and among sport practice and sport amateur.

What would you like to see in 2020?

I would like to continue to see a growing momentum of Sports Tech ecosystem, with more small and medium innovative companies, more fund raisings, more exits success stories and the European Sport-Tech community being more structured, as it is in the US.

Isabelle De Cremoux
CEO and Managing Partner

Shorai

Valencia, Spain
shorai.es

Describe your initiative and your investment approach.

Shorai is a BA network formed by professional athletes and sports lovers. We invest in sport & tech startups with a double goal: to obtain a return according to the assumed risk and to promote the sport towards a better future. We believe that athletes can add a lot of value to startups in their earliest stages, either in product development or by helping them with their valuable networking. We invest in very early phases jointly and try to make it so that the partners who wish may accompany the companies invested in subsequent rounds in a particular way.

Which trends & highlights did you observe in 2019?

We have seen an increase in interest in the Sport & Tech sector. We believe this is due to the effect of the next Tokyo Olympics, many startups are focusing on having some impact on the Olympic games, and their future depends on the results they get in this sporting event. The investment interest has increased, and some funds have even begun to create specific divisions to invest in the sports & tech sector. In our opinion, the investment has focused on companies that improve fan engagement, esports, management of biometric data, or sports streaming platforms (particularly in this last one).

What would you like to see in 2020?

What we would like to see in this 2020 is the improvement of one of the main problems we have seen in the industry and is an excessive fragmentation. Sometimes it seems that everyone makes war on their own, and this does not benefit the goal we all pursue to improve the sports experience through technology. We among all must lay the foundations of a community committed to objectives, and that allows healthy competition between companies as it happens in sport. The information should be more accessible and would improve the necessary education of those decision-makers.

Borja Larragan
CEO

Xarxa Capital

Barcelona, Spain
xarxacapital.com

Describe your initiative and your investment approach.

XARXA CAPITAL was born with the objective of supporting entrepreneurial talent in the sports sector, with the objective of identifying opportunities that we turned into business and boosted its growth in early stages. Thus, we are constantly looking for entrepreneurial teams, passionate about sports, committed to their innovative and scalable project, global development strategy, and with the ability to enrich the network with other startups that are part of our team.

Which trends & highlights did you observe in 2019?

First of all, the technology applied to sport & health binomial will allow the generation of data and its useful interpretation in the prediction of consumption habits thanks to artificial intelligence. Secondly, fan engagement technologies & media offers the possibility of greatly expanding business opportunities from a broad concept of sport consumption. Finally, esports & gaming, which will force us to accept a new broader definition of the sports business concept, and can be highly profitable if we are able to monetize the investment.

What would you like to see in 2020?

The Olympic year should be used as an excellent opportunity to increase the interest of new investors and entrepreneurs in the sports sector. I trust that the emergence of new players in the ecosystem such as incubators and investment funds specialized in vertical sport, as well as mechanisms for coordination and exchange of knowledge globally, will contribute to attract talent to this business sector.

Carles Combarros Vilaseca
CEO & Founder

Tune in to the 'SportsTech Allstars' Podcast

Showcasing startups and relevant initiatives from the world of Sports & Tech

sportstechx.com/podcast

ACCELERATOR & INCUBATOR PROGRAMS

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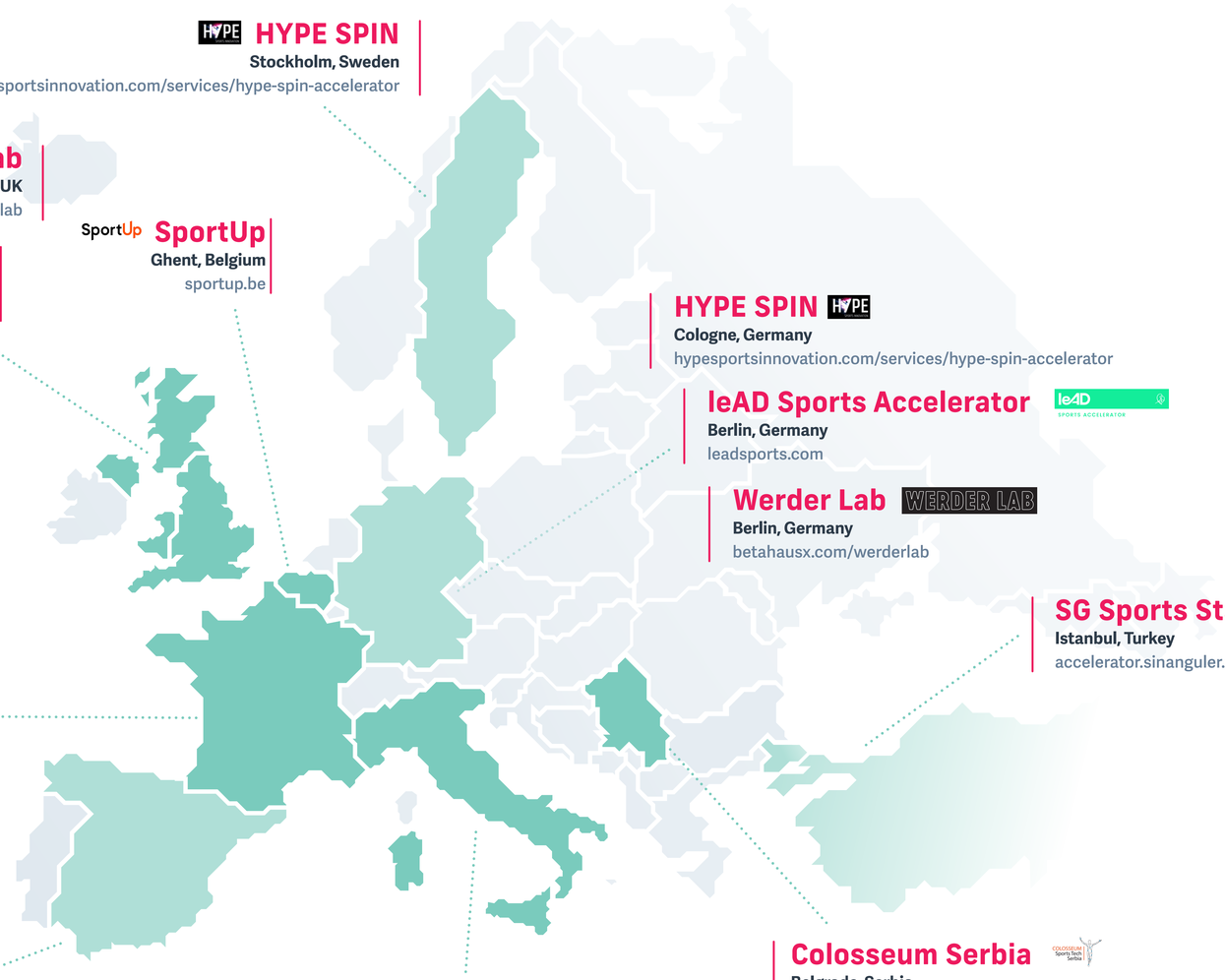
4

Accelerator & Incubator Programs in European SportsTech



HYPE SPIN
Stockholm, Sweden
hypesportsinnovation.com/services/hype-spin-accelerator

ActiveLab
London, UK
ukactive.com/activelab

SportUp
Ghent, Belgium
sportup.be

City Startup Challenge
Manchester, UK
cityfootballgroup.com

HYPE SPIN
Loughborough, UK
hypesportsinnovation.com/services/hype-spin-accelerator

SportTech Hub
London, UK
sporttechhub.co.uk

Le Pack
Lyon, France
lepack-accelerateur.com

Le Tremplin
Paris, France
letremplin.parisandco.com

Platform A
Paris, France
adidas-group.com/platform-a

Tenkan-Ten
Barcelona, Spain
tenkan-ten.com

HYPE SPIN
Rovereto, Italy
hypesportsinnovation.com/services/hype-spin-accelerator

Wylab
Chiavari, Italy
wylab.net/en

Colosseum Serbia
Belgrade, Serbia
colosseum-serbia.rs

HYPE SPIN
Cologne, Germany
hypesportsinnovation.com/services/hype-spin-accelerator

leAD Sports Accelerator
Berlin, Germany
leadsports.com

Werder Lab
Berlin, Germany
betahausx.com/werderlab

SG Sports Startups Accelerator Program
Istanbul, Turkey
accelerator.sinanguler.com/en

Accelerator & Incubator Programs in European SportsTech

	Name	Duration	Frequency	Investment	Equity	Stage	Cohort size	On-site / remote program	Profit or Non-Profit
	ActiveLab	3 months	Annually	No	No	Seed	9-12	Mixed, 5 or more on-site sessions	Non-Profit
	City Startup Challenge	1 season	Annually	No	No	Seed to Series A	5	Depends on the case	For-Profit
	Colosseum Serbia	3 months	Annually	No	No	Early stage	10	Yes	Non-Profit
	HYPE SPIN	3 months	Min. 4 per year	No	No	Pre-Seed to Seed	10	Mixed, less than 5 on-site sessions	For-Profit
	HYPE SPIN InsideTrack	3 months	Multiple times	Initial €20k + KPI based	Min. 6%	Post-Seed	6	Mixed, less than 5 on-site sessions	For-Profit
	Le Pack	6 months	Twice per year	No	No	Seed	5	Mixed, 5 or more on-site sessions	Non-Profit
	Le Tremplin	12-36 months	Annually	No	No	Pre-Seed to Series A	20	Yes	Non-Profit
	leAD Sports Accelerator	6 months	Annually	Up to €50k	8%	Pre-Seed	5-10	Yes	For-Profit
	Platform A	4-9 months	Twice per year	Yes	Yes	All	12	Mixed, less than 5 on-site sessions	For-Profit
	SG Sports Startups Accelerator Program	1-2 months	Twice per year	Yes	Yes	Customer-ready	10	Mixed, tba	For-Profit
	SportTech Hub	6 months	Annually	No	No	Pre-Seed to Seed	10	Yes	Non-Profit
	SportUp Boost	3 months	Twice per year	No	No	Pre-Seed	5	Yes	Non-Profit
	SportUp Start	12 months	3 times per year	€50-150k	6% for €50k	Pre-Seed	5	Yes	Non-Profit
	Tenkan-Ten	4 months	Annually	Yes	Yes	Growth Stage	5	Yes	For-Profit
	Werder Lab	2 months	tba	No	No	Prototype or developed solution	3	Mixed, less than 5 on-site sessions	For-Profit
	Wylab	3 months	Annually	Optional (€20-200k)	No	Seed, also Pre-Seed/Series A	7	Mixed, 5 or more on-site sessions	For-Profit

Active Lab

London, England
ukactive.com/activelab

Describe your program and the startups you're looking for.

ActiveLab is ukactive's platform to scale innovation in the physical activity space, supporting the development and adoption of technologies which are getting more people, more active. Central to ActiveLab is a 12-week accelerator programme which works with scaling businesses from around the world, delivering UK market insight, scaling expertise and connections across ukactive's 4,000 members and partners in order to help fit-tech and sport-tech businesses get more people, more active, more often.

What were your highlights in 2019?

ActiveLab 2019, supported by Life Fitness and Jonas Software, saw nine businesses undergo expert training, strategic development support and access to a vast network of fitness and technology partners to support their ambitions to scale in the UK. The programme culminated in ActiveLab Live, a live-pitch competition during which the cohort presented their technologies to an audience of more than 800 senior representatives from across the physical activity sector with a view to win the programme. Coach AI, a virtual companion that interacts with gym members via smartphone to make exercise a regular part of their weekly routine, was crowned the winner.

What are your plans for 2020?

Now in its fourth year, ActiveLab will be briefly pausing the accelerator component of the platform with a view to providing additional support for previous cohorts and focusing on engaging Government and our sector around the digital transformation and prevention agenda. We look forward to working closely with all of the ActiveLab businesses to ensure that their positive impact on health and wellbeing is maximised.

Geremy Sagoe
Head of Public Affairs & Policy

City Startup Challenge

Manchester, England
cityfootballgroup.com

Describe your program and the startups you're looking for.

City Startup Challenge is an accelerator program that provides early stage startups with an opportunity to partner with City Football Group to develop solutions to real problems. We ran the first edition of the program in 2019 publishing an open call for startups that featured six different themes. We were looking for startups in the areas of sustainability, fan engagement, stadium entertainment, data & personalisation and smart stadium.

What were your highlights in 2019?

We had an overwhelming response with 230 companies from 37 countries applying to join the program. A shortlist of 11 companies were invited to join us at the City Football Academy in Manchester in June, where they spent a week co-developing solutions to real challenges our organisations face. The 11 companies were pitching for the opportunity to receive a paid-for pilot test of their solution with a CFG club. We currently have five pilots in action involving Manchester City and Girona FC.

What are your plans for 2020?

We have exciting plans for 2020 and beyond. We are finding lots of value in adopting the open innovation methodology and working with external talent. We're looking forward to running another start challenge that addresses new challenges identified by our global club network. Additionally, we want to try and develop new opportunities for early-stage innovators to collaborate with us, so that we engage more broadly with the innovation community.

Andrew Gilligan
Head of Research & Insights

Colosseum Sports Tech Serbia

Belgrade, Serbia
colosseum-serbia.rs

Describe your program and the startups you're looking for.

Colosseum Sports Tech Serbia (CSTS) is a unique program in Serbia, aimed to boost innovations in sport by connecting all the relevant players in the sports tech industry and providing support to early-stage start-ups. It is the result of the cooperation between Science Technology Park Belgrade (STP Belgrade) and Colosseum Sport – leading sports tech organization in Israel. The program will encourage passionate entrepreneurs to unleash the innovation potential of sport and to build Serbian sports tech community.

What were your highlights in 2019?

Colosseum Bootcamp 2019 started in June. After various workshops and 1-1 tailored mentoring sessions from June to October, chosen startups that had shown the greatest potential during the Program, pitched their business models on Demo Day. Previously, Colosseum Sports Tech Summit, the main event that launched the Program, took place in May. It initiated discussion about disruption of the traditional sports landscape through technology, gathering actors in both the sports and tech fields (athletes, sports associations, experts, entrepreneurs) and covering the hottest topics in sports tech.

What are your plans for 2020?

By organizing a series of meetups with famous athletes, entrepreneurs and experts, CSTS 2020 intends to raise awareness and drive discussion of potential of finding solutions for challenges in sports tech. Early stage start-up teams will have the opportunity to attend Colosseum Bootcamp with workshops and counseling sessions in order to foster their development to pre-acceleration level. Focus will be on entrepreneurship in sport, ongoing trends in sports technology and building ideas from scratch. The best team will be awarded with a study trip to Israel and a pre-acceleration program in STP Belgrade.

Bojan Milenkovic
Business support associate

HYPE SPIN

London, England
hypesportsinnovation.com/services/hype-spin-accelerator

Describe your program and the startups you're looking for.

After running 17 programs in 10 different locations, HYPE has restructured their acceleration programs, creating two types of programs: HYPE SPIN® Accelerators – focused on nurturing the ecosystem with our academic and institutional partners and getting the startups to be investment-ready; and HYPE SPIN® InsideTrack Accelerators, focused on solving the sports industry challenges through a pilot-based program with major brands. For example, the InsideTrack Esports Accelerator, based in Cologne, is being run in partnership with SK Gaming, Lagadére Sports, SPONSORs and the support of the ESL.

What were your highlights in 2019?

We ran the second batches HYPE SPIN® Accelerator in the UK, Italy and Cologne, and are very proud that our partners Loughborough University, Trentino Sviluppo and 1. FC Köln continued with us and that the second batches were more successful than the first. We also had the 1st batch in Stockholm with the Swedish Olympic Academy and innovations coming from Nordic area look very promising. We organized two competitions, the Women's Innovation World Championship in Lyon, for sports tech startups with female founders, and Global Innovation at SPOBIS, and invested in 2 startups Tokabot and Fun With Balls.

What are your plans for 2020?

We started the recruitment for two European programs – HYPE SPIN® Accelerator UK, and HYPE SPIN® InsideTrack Accelerator: Esports, which will be our first accelerator completely dedicated to esports startups. The bootcamps for these programs will be in mid-April, with Demo Days taking place in August in Cologne and September in London. A bit after that the autumn cohort will start. Currently the plan in Europe is for the 3rd batches of HYPE SPIN Italy and the 1. FC Koln accelerators to take place as we are looking at the possibility of launching more theme-based programs.

Itay Ingber
VP Innovation

Le Pack

Lyon, France
lepack-accelerateur.com

Describe your program and the startups you're looking for.

The Pack is a start-up accelerator dedicated to Sport, created by the LOU Rugby with the support of emlyon business school and GL events. Real acceleration platform for innovative projects in the sport industry, the Pack allows the start-ups to access a high-quality coaching program and to join an ecosystem made up of multidisciplinary actors and leading business experts. Our headquarters are located in the heart of Gerland's Matmut Stadium in Lyon, a meeting and workplace for sports and business players. Our goal is to stimulate and foster the emergence of tomorrow's sport business champions!

What were your highlights in 2019?

We have spent the year 2019 building up our structure, designing the program and gathering the partners and experts who will compose our ecosystem. To help the start-ups accelerate we can count on the BPI (French investment bank), Banque Populaire (top French bank and major sports sponsor), Nutrisens (expert in nutritional products for sports), private and public actors from Lyon such as the Region Auvergne Rhone Alpes, the Intellectual property firm Plasseraud IP, Lyon Sport Connect, and many others to come. We believe that Innovation is a team sport!

What are your plans for 2020?

The first batch will start at the end of April 2020 and we will focus all our energy in making sure that they achieve their specific goals, whether it is improving their products and services by testing them with our partners, finding financial partners and investors, developing their client portfolio, strengthen their marketing or commercial strategy, ...Pitch sessions, investors meet-up, mentoring, thematic workshops, everything is ready for our future start-ups to accelerate!

Yann Roubert
President - LOU Rugby

Le Tremplin

Paris, France
letremplin.parisandco.com

Describe your program and the startups you're looking for.

Launched in 2014 in Paris, Le Tremplin, the Sports Innovation Platform of Paris&Co, brings together more than 100 sports-related startups with close to 30 corporate and institutional partners around mentoring activities, workshops, conferences and networking events. Through our equity-free incubation program, we accompany startups to maturity by harnessing business opportunities in the sports market and linking them with industry leaders, investors, federations, leagues and institutions. We are looking for innovative sportstech startups that have a validated POC in their country of origin.

What were your highlights in 2019?

2019 was a great year for Le Tremplin as we have marked the 100th startup accompanied in the past 5 years. We strengthened our partnerships with major sports organizations by adding Decathlon, HBS and Fitness Park to our Major Partners. We also organized a Hackathon with the French Football Federation, the French Tennis Federation and the Ministry of Sports on the application of blockchain technologies to increase sports practice. We finally organized the first international edition of Le Tremplin Invest, the biggest Investor Pitch Day for sportstech startups ever organized in Europe!

What are your plans for 2020?

In 2020 we expect to strengthen our relationships on the international scale sending even more French startups abroad and increasing the number of non-French startups that we host in our innovation platform that is located in the iconic Jean Bouin rugby stadium in Paris. Our 3,000 m² premises are at the heart of the golden triangle of Parisian sports where entrepreneurs benefit from individual and collective coaching as well as weekly conferences and workshops by curated industry experts.

Charles Frémont
Director

leAD Sports Accelerator

Berlin, Germany
leadsports.com

Describe your program and the startups you're looking for.

The leAD Sports Accelerator boosts sports tech startups from seed to fully functioning ventures. During the program, startups are mentored and trained in business, finance, investment, sales, team development, and pitching. Founders are challenged to accelerate their learning curve, sharpen their business models, and tap into leAD's network, building relationships with key players in the sports industry that would result in partnership creation and follow-on investment. The program accepts startups within fan engagement, connected athletes, esports & derivative markets.

What were your highlights in 2019?

We showcased our global reach with community events around the globe and Pre-Selection Days events called Fast Track; we met in-person 48 founders across 6 locations (Tel Aviv, Bangalore, Kuala Lumpur, São Paulo, Atlanta, and London). 12 qualified for Selection Days and 6 joined the program out of a batch of 7 startups! During the program, we fostered a full program partnership with SPORT1, the leading 360° sports platform in the German-speaking market. To wrap up the program, our Demo Day combined pitches, demos, and keynotes with entrepreneurs and athletes such as NBA star Michael Redd.

What are your plans for 2020?

We've announced our first program in the U.S. at Lake Nona, adding a second accelerator program to our offers. With a stronger footprint in the U.S., not only did we increase our network capabilities but also our global offer to all startups in the leAD ecosystem. We are also introducing a longer program, with a mix of intense bootcamp phases with lots of input and phases for partner and investor acquisition and network building. Our scouting team is looking for startups all year round, with the idea of developing a more targeted pre-selection through a continued format of Fast Track events.

Nathalie Sonne
Head of Accelerator

Platform A

Paris, France
adidas-group.com/platform-a

Describe your program and the startups you're looking for.

"Platform A" is the global digital sports accelerator program performed by adidas to deliver the best digital innovation in sport. The accelerator aims to use the innovative power of the global start-up scene to jointly identify the potential for new strategically important projects. We put the pilot at the heart of our collaboration with startups, and try to immediately test and confront new technologies and business models to our consumers. In that perspective, every startup is supported by a dedicated team of adidas experts.

What were your highlights in 2019?

We accelerated a total of 22 startups and co-created consumer facing experiences with 90% of them. 50% of pilots resulted in integrations and roll-outs. We also launched two separate tracks « Campus » and « Focus ». Respectively, one is based on a concept of incubation with early stage startups, the other one stands on accelerating more advanced startups by scaling their solution with adidas. Finally, we set-up a very diverse & international ecosystem with a mix of European & American startups and are proud to count 65% of female founders.

What are your plans for 2020?

Our first priority in 2020 is to roll-out and scale the successful pilots having been created with startups of our second generation. We are focusing on addressing some of our key consumer priorities through AR, VR, AI and 3D assets creation. We will also start sourcing our third Generation and select the most innovative startups around the globe to co-create innovative and exciting new services and business models with us. The campus track will support innovation in areas such as Gaming & Sustainability while the focus track will be related to Omnichannel & e-Commerce opportunities.

Emilie Petit
Director

SG Sports Startups Accelerator Program

Istanbul, Turkey
accelerator.sinanguler.com

Describe your program and the startups you're looking for.

SG Sports Startups Accelerator Program is the first program out of Turkey focused on the sports vertical. Founder of the program Sinan Guler, is still an active professional basketball player in Turkey and has been an active member of the Turkish Startup Ecosystem as an angel investor since 2013. He is planning to create more value by focusing on sports vertical, sharing his network, assets and experience within the sports industry. The main goal of the program in the year 2020 is to reveal the sports startups in Turkey, introduce them to investors and potential customers in the industry.

What were your highlights in 2019?

Mainly, 2019 has been the planning stage for the program, and Sinan also invested in 3-4 different companies within the ecosystem as well. Sinan was also one of the lead investors of the Istanbul Cohort of HYPE's own Spin Accelerator. The brand new program has been planned with the experience from this program.

What are your plans for 2020?

We are planning to host two cohorts in Turkey this year. First of them announced today (19th of February 2020) and will be accepting applications until the end of March. Our main plan for the first cohort is to learn more about the sports startups scene in Turkey. It is a bit unknown how many startups there are that are simply focused on the sports vertical. Also we would like to attract investors and industry partners to create opportunities for these startups. The second cohort will begin the application process as soon as the first one is finished and we're hoping to attract more global startups.

Sinan Guler
Founder

Sport Tech Hub

London, England
sporttechhub.co.uk

Describe your program and the startups you're looking for.

Sport Tech Hub was founded with a core purpose to better connect London's thriving SportTech scene with a wider strategic ambition to make London the most physically active city in the world. Founded and curated by London Sport, Sport Tech Hub works to make it as easy as possible for founders to launch, grow and scale ventures that will play a major role in solving the global physical inactivity crisis, and take cutting-edge technology to the heart of efforts to get more people active in the UK's capital and around the world.

What were your highlights in 2019?

Our startups from cohort 1 & 2 (17/18 & 18/19) went on to secure over 20 partnerships and established pilots leading to the increase of sport participation across London, part of this was bringing over 100 global leaders for our end of program demo day. Side to this we curated Smash London - the capital's first event dedicated to innovation in helping people to lead more active lives and co-authored with SportsTechX the London SportsTech Report - the first global city focused report. We hosted the London Fast Track Day for Qatar SportsTech and ran the UK qualifier for the Le Tremplin Invest event at Global Sports Week. Finally, we launched our 2019/20 cohort – on the back of record braking application numbers.

What are your plans for 2020?

In 2020, we'll be building on the momentum that's grown around Sport Tech Hub since its launch in 2017. This will include: Connecting London's brightest SportTech talent with the capital's physical activity industry – Driving the growth of the 35 start-ups that make up our portfolio – Publishing our first Sport Tech Hub impact report – Co-authoring with SportsTechX the 2nd London SportsTech Report – Bringing to market a collaborative report on the impact of technology on driving physical activity participation – Providing a platform for SportTech innovators to highlight their contribution to strategic physical activity goals.

Alex Zurita
Strategic Lead

Patrick Colbeck
Program Manager

SportUp

Ghent, Belgium
sportup.be

Describe your program and the startups you're looking for.

SportUp is the first Flemish (Belgian) sport startup accelerator. It's a collaboration between the sports innovation consortium at Ghent University (Victoris) and imec.istart, an existing accelerator which was named the no.1 university-linked accelerator in Europe by UBI Global in 2019. The project is divided into 3 elements: SportUp Meet is an event & community format, SportUp Boost is an equity free early-stage pre-accelerator and SportUp Start is the sports tech vertical of the experienced imec.istart accelerator (investment for equity).

What were your highlights in 2019?

After the initiative kicked off at the Sports Tech Transfer and R&D Summit in Ghent, we selected the first 3 startups for our SportUp Boost program. In the next wave, we worked with five promising startups, followed by three in the latest wave. In our SportUp Start program, we selected (and invested in) five startups in 2019, with the first being from abroad. We did two SportUp Meet events (in May and December) and welcomed 200 people all together during these occasions. We also strengthened our team with a female event and communication manager.

What are your plans for 2020?

First of all, we will continue to support our current and future startups during the various waves of SportUp Boost (2/year) and Start (3/year) with high quality workshops, coaching, events, etc. In addition, we'll focus on 3 types of actions: 1/ building on new strategic partnerships with clubs, federations, companies, etc. both locally as in an international context, 2/ enlarging our SportUp community, both online as during our events to even create more win-win situations, 3/ creating better relationships with the corporate and investor world, both in and out of the sports industry.

Kristof De Mey
Program Manager

Werder Lab

Berlin, Germany
betahausx.com/werderlab

Describe your program and the startups you're looking for.

The Werder Lab was created to generate new knowledge. By combining sports with technology, it aims to benefit athletes, organization, and fans. Werder Bremen teamed up with betahausX to find innovations from all around the world. A program to accelerate the next generation of sports technology, it brings together the best and the brightest startups from around the world on talent prediction, injury prevention, digital content management, and partner relationships.

What were your highlights in 2019?

We launched our very first edition of Werder Lab in November 2019! From Brazil to Macedonia, from India to Israel, over 90 startups applied to the Werder Lab from 37 countries. Out of the received applications, Werder and betahausX identified a shortlist of startups to be interviewed and further challenged to fully understand the solution the startups will pitch. 10 startups are invited to Berlin to present their solution to the jury of senior stakeholders from Werder Bremen club. Prior to the Pitch Day, startups received an online in-depth info session which gives them more insights into the club data and pitch requirements.

What are your plans for 2020?

In March 2020, our 10 finalists will be joining us in Berlin to pitch in front of the Werder Bremen board members. Up to 3 most promising solutions will have a chance to participate in the 2-months of co-development process with the possibility of a long-term partnership. The winning teams will also have a free office space at betahaus Neukölln or at partner co-working spaces all over the world, full engagement with the sports-tech ecosystem worldwide and direct media exposure with one of the largest football clubs in Germany!

Maximilian von der Ahé
CEO

Wylab

Chiavari, Italy
wylab.net

wylab
SPORTS TECH INCUBATOR

Describe your program and the startups you're looking for.

Since its founding in 2016, Wylab has screened more than 500 applications through four calls for applications. 35 startups have been selected for the Wylab incubation and acceleration programs. In addition, 10 startups have been directly funded by the incubator for a total of over 700K (raised + 8.5 mln). Wylab offers an intensive 3-month program, which includes classroom, one-to-one training, mentoring and support in the development of the economic and financial plan. During the program the startups work on their business model, value proposition and market validation.

What were your highlights in 2019?

Wylab launched its 4th incubation programme "WIP2019" and consolidated its network of startups through the "Wylab Card" membership programme, which offers a suite of services, from communications to marketing, business development and support to fundraising. Wylab also established partnerships with sports institutions, companies and brands in Italy and at an international level while creating strong links with the major players in the EU sports-tech scene.

What would you like to see in 2020?

Wybal will focus on its portfolio startups helping them through dedicated strategic support to business development and fundraising, while actively scouting high level startups at the Italian and the international level. Wylab will continue on its mission to become the point of reference for all initiatives on sport and technology in Italy, and strengthen the relationships with European and overseas incubators and accelerators. Wylab will further develop its education programme in the area of football data analysis and launch a new governance and leadership training course for sports professionals.

Stefano Tambornini
Director

Federico Smanio
CEO

Participation of Startups in European Programs 2019

ActiveLab

BlazePod
Coach AI
Fittrack
GoSweat
Immersive Rehab
OdHealth
Playermaker
Rocket Impact
Shapewatch

London, UK

City Startup Challenge

Dynamitick
Footbar
Nouss
Piing
Reactoo
Salsa Sound
SeAB Energy
vTime

Manchester, UK

Colosseum Sports Tech Serbia

Appollo
3D Basketball Skills
MyFit World
SkillBall
Sportifico
Wannabet

Belgrade, Serbia

HYPE SPIN

AI Spotter
Armony
Betegy
Bitwear
Body Barista
Gamer Health
CAPTN
Defrey
Equilab
Fassoo
Filmily
Golee
Hooves
Imagineactive
Just Football
La La Sports
Loewi
onTracks
Race
RideQ
Skillcorner
Snapscreen
Speed4Lifts
Statathlon
StepUp Air
STRAFFR
Tennis Commander
Tiro Libre

Cologne, Germany
Rovereto, Italy
Stockholm, Sweden
Loughborough, UK

Le Tremplin

Advanced Sport Instruments
Body Connect
CryptoSport
Dazzl
FX Ball
ilycoach
My Dual Project
Fit Cam
Rematch
Runnin' City
Seacher
Sport Diet
TipStop
Urban Expe
Wheelness
YAFI

Paris, France

leAD Sports

Buzz Bike
Champions Round
Diggin
leagiON
Live Penalty
Pitz
Prophet

Berlin, Germany

Websites provided where available

Participation of Startups in European Programs 2019

Platform A

Aglet
augment.tv
Bluebite
HERO
Heuritech
Les Bornees
Neurun
Overtime
Radius8
Running Care
Smartzer
Sozie
Storr
Stuffstr
Th3rd
The Fabricant
Tousfacteurs
Vekia
WANNABY
YEAY
Yoyo
Zeekit

Paris, France

Sport Tech Hub

ARKEO
Good Boost
Moki
Money Mile
Race To Race
RED Together
SetPlay
TAGPAY
TeamSportz
Tona

London, UK

SportUp

Ledsreact
LevelUP Sports
Muscle Talent Scan
Opteamal
SMART MIND
WHIZZGOLF

Ghent, Belgium

Wylab

4MG
Fit Paddling
Golee
HiQ-Nano
Smart Sail
Tennis Commander
Wall Street Football

Chiavari, Italy

Tenkan-Ten

Matchi
WayBetter
RaceCheck
Fun With Balls
OME Health

Barcelona, Spain

Websites provided where available

Join the ‘Global SportsTech Network’ LinkedIn Group

Community of SportsTech enthusiast who share the latest news & insights

sportstechx.com/linkedingroup

INNOVATION INITIATIVES, EVENTS & AWARDS

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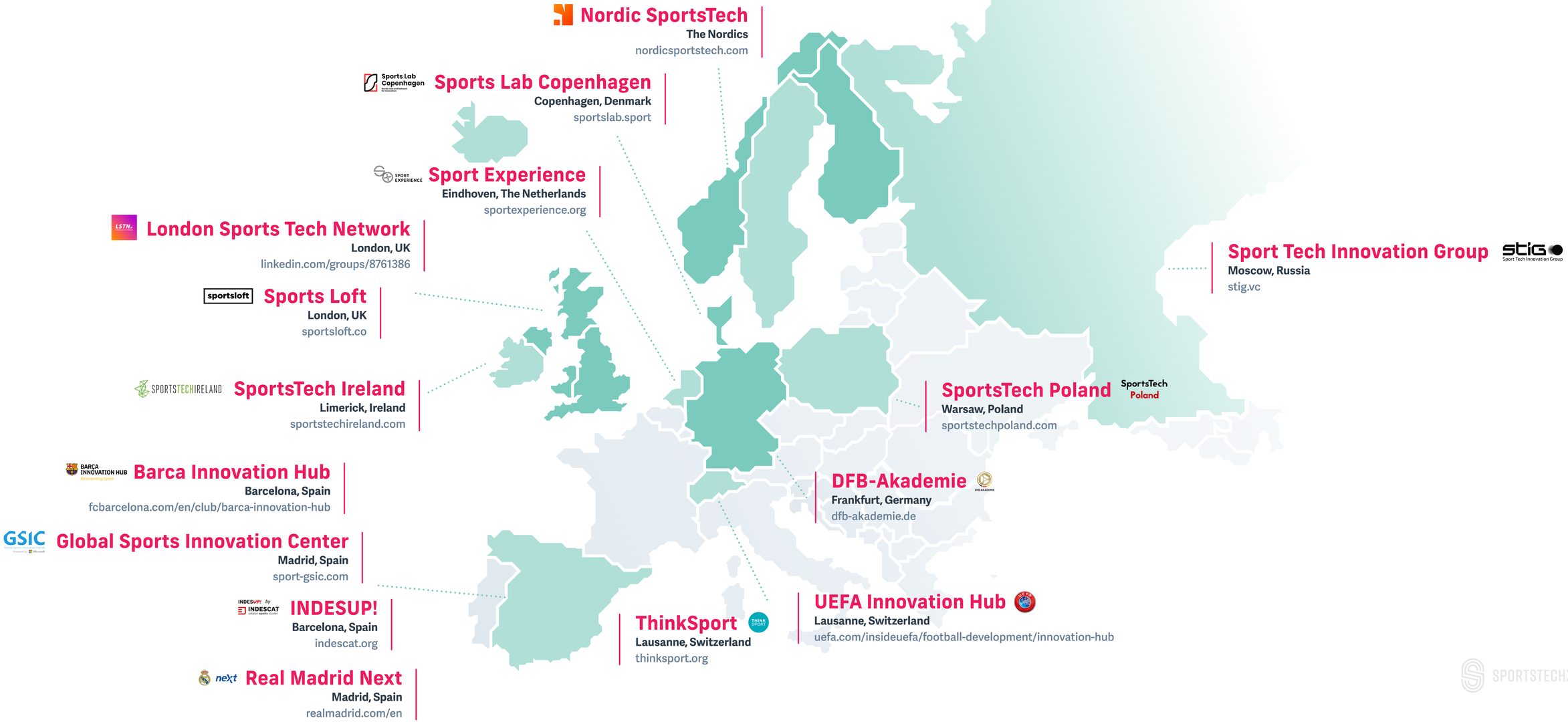
5

Innovation Initiatives in European SportsTech



Barca Innovation Hub

Barcelona, Spain
fcbarcelona.com/en/club/barca-innovation-hub

Describe your initiative and your offering to startups.

The Barça Innovation Hub was founded in 2017, as an ambitious branch of FC Barcelona. The BiHub strategy is to share its knowledge to partner, collaborate and enhance the global sports community to spur further innovation. We have a multi-pronged strategy that includes taking part in extensive research alongside universities and research centers, testing and co-developing new products and services through partnership opportunities with startups and companies, and establishing an online university to elevate analytical and technological knowhow in the sports world.

What were your highlights in 2019?

In 2019 FC Barcelona won the Sport Techie Award for Outstanding Sports Team. Following this recognition our sports data analytics department won the Alpha award from the MIT Sloan Sports Analytics Conference, being the first football team to receive this recognition in the history of this competition. In 2019 we have incorporated seven new startups to our ecosystem, which are working hand in hand with club representatives to create new products and services for the sports industry.

What are your plans for 2020?

We want to be the Silicon Valley of sports and keep on being a catalyst to push the sports industry forward. We are in a constant search to scout the best startups that fit to the needs of what is required by our knowledge areas: Health & Wellbeing, Sports Performance, Sports Analytics, Team Sports Methodology, Fan Engagement, Smart Facilities, and Social Impact.

Javier Sobrino
Chief Strategy and Innovation Officer

DFB-Akademie

Frankfurt am Main, Germany
dfb-akademie.de

Describe your initiative and your offering to startups.

The DFB-Akademie strives to provide measurable value to German football and the football ecosystem. Aspiring to be an innovation center for German football, our department is aligned around making innovation applicable on- and off-the-field. We rely on developing world class solutions through applied research with our interdisciplinary team, the clubs and our network of experts. In line with our player-centric platform approach, we have completed first pilot projects with startups on specific topics. We are currently working on new structures and activities to provide further options for collaboration and co-development of performance-oriented (tech) innovations.

What were your highlights in 2019?

A major highlight in 2019 was to host the first innovation week to foster cross-industry learning in Hamburg. First, together with our partner Philips, we organized an innovation prize for early stage start-ups working on performance & regeneration, nutrition & supplements and mental health & well-being. Second, we organized our first hackathon in close collaboration with the Dutch football association, KNVB. We teamed-up data scientists, professional match analysts and coaches to develop new models for data-driven match analysis. Hosting the second Leadership Festival with top speakers like Dirk Nowitzki and several startups was another highlight.

What are your plans for 2020?

In 2020 we will keep up the pace! In February 2020 we started Hackathon² in collaboration with Eintracht Frankfurt and Sportec Solutions, a subsidiary of the DFL. Participants have three months of time and data from 60 games to work on specific challenges. We also kicked off our TechLab project, which is led by my colleague Sebastian Koppers and will be a part of the new DFB Headquarters (end of 2021). We are going to extend our support to a dedicated portfolio of start-ups. Enabling innovation by building bridges will be the foundation of our collaborative efforts in 2020.

Mirko Dismer
Head of Performance,
Technology & Innovation

Global Sports Innovation Center

Madrid, Spain
sport-gsic.com

Describe your initiative and your offering to startups.

GSIC powered by Microsoft is a non-profit association with a philosophy of a business cluster that is supported by the Microsoft Sports team since 2015. We help to reduce the gap that exists between startups and big sports entities by organizing activities such as Open Innovation Programs (Sport Thinkers), Business Meetings, Startup Competitions and Working Groups that allow our startups to meet industry stakeholders and work together with their challenges, designing a proof of concept or a pilot. We also offer Microsoft solutions packages and go-to-market programs for startups at no cost.

What were your highlights in 2019?

In 2019 GSIC began to work on LaLiga digital transformation process by launching a special program, Startup Competition 2019, in which we selected 10 startups who are successfully working now on their pilots for different LaLiga areas. Likewise, we organized seven open innovation processes with sports organizations which gave an opportunity to our 50 startups to present their solutions directly to these institutions.There was also a GSIC Summit, a two-day private event for our members and we launched GSIC Institute where our own members are training sports industry professionals from seven countries.

What are your plans for 2020?

GSIC will begin its activity in Asia creating new opportunities startups there and in our current ecosystem. Also, in collaboration with Microsoft Sports, we will have a portfolio of Microsoft Partner Solutions and the categorization of sports digital transformation solutions. Besides that, there will be 12 open innovation processes linked to football, motorsports, esports, basketball, ice hockey, Formula E and kitesurf. And we will take our startups on two business trips, and involve them in six working groups on Education, Fan Engagement, Esports, Team and Player Performance, Media and Smart Stadium.

Iris Cordoba
General Manager

Nordic SportsTech

The Nordics
nordicsportstech.com

Describe your initiative and your offering to startups.

Our mission is to lead the development of a Nordic connected sports tech ecosystem by supporting and connecting founders, startups, organizations and investors, corporates and universities to sustainably grow and promote the sports tech vertical in and outside the Nordic countries.Our focus lies in the areas of research, community building, meetups, events and global recognition of the Nordic sports tech ecosystem. Always with the goal to continuously help, connect, network and fast-track Nordic startups, founders and companies at the intersection of sports and technology.

What were your highlights in 2019?

We founded Nordic Sports Tech in March 2019 with the aim to foster, empower and connect the sports tech scene in the Nordics. We did this through promoting the ecosystem on various media and our newsletters; representing the community at seven national and international technology- and sports events; organizing twelve meetups in Copenhagen, Helsinki, Malmö, and Stockholm; and by creating one single place where people could meet and chat about all things Sports Tech: our online slack community.

What are your plans for 2020?

Throughout 2020, we will continue to develop and support the community. We will focus on community building through the facilitation and participation at national and international meetups, workshops and events. We will collaborate with Nordic Sports Tech's members to develop resources, knowledge and map the ecosystem. We will develop relationships with key stakeholders to help scale, support and develop our members.

Ida Bjerga
Co-founder

Jakob Wikenstaal
Co-founder

INDESUP!

Barcelona, Spain
indescat.org

Describe your initiative and your offering to startups.

INDESUP! is a program, launched in 2017, to support the creation and consolidation of sports startups, driven by INDESCAT. INDESUP! offers start-ups and entrepreneurs a mentoring programme and a training programme in new technologies applied into sports and an investment forum specialized in sports industry. INDESUP! also provides access to contacts within SMEs, large companies, universities and other entities working on the Sports industry as well as large visibility in mass media, sport sector events and social networks.

What were your highlights in 2019?

Year 2019 was an amazing year! Six new start-ups were mentored and six more were selected for the third edition of Sports Investment Forum. Two of those will close a round of financing in 2020. The Sports Innovation Day was an event where we joined more than 200 start-ups, companies, sportive clubs, public administrations and other sports entities, facilitating more than 100 meetings among them, and where there were talks about fan engagement, sportstech, digitalization, innovation strategies in the sports industry or future trends; we also organized the first fair of sports start-ups.

What are your plans for 2020?

In 2020 we plan to follow up INDESUP! programme offering a broader path to our mentorized startups, doubling the number of assessment hours. We'll also increase the number of entrepreneurs who will participate in our training activities. And we intend to amplify the visibility and contacts of the sportive ecosystem, enlarging the scope of the Sports Innovation Day, carrying out actions to bring innovation developed by start-ups to SMEs and facilitate corporate entrepreneurship and other cooperation models.

Oriol Serra
Cluster Manager

London SportsTech Network

London, England
linkedin.com/groups/8761386

Describe your initiative and your offering to startups.

The London SportsTech Network (LSTN) was formed in January 2019 by Dan Bedi (CEO and co-Founder at JAFA), Julian Moore (Head of Sport (London) at Mills and Reeve) and Sam Barton (Director at Dsrptr Ltd). Given the limited opportunity for SportsTech startups to connect, meet industry peers and investors, we created LSTN with the aim to bring them all together in a no strings attached environment for pure networking. We put on great speakers discussing relevant and engaging topics and trends and ensure the ecosystem has a focal point every quarter to meet and engage.

What were your highlights in 2019?

Starting our journey and officially launching LSTN. Running a number of well attended successful meetups typically from 60-80 attendees. Having some amazing speakers and insightful panel discussions. Growing our LinkedIn group organically to around 300 people. Being able to engage all aspects of the sporting ecosystem from potential entrepreneurs pre-seed and thinking about launching a business, to VC backed and exited businesses as well as some heavyweight players in the Sports Industry.

What are your plans for 2020?

We recently received a great vote of support from the London Sport Tech Hub to join with JAFA, Mills & Reeve and Dsrptr as co-sponsors of LSTN and will continue to grow the ecosystem and community. We are also exploring further opportunities to grow the sponsor base to diversify the network base. We want to lay a marker down and bring the UK SportsTech sector together and ensure we continue to deliver on our mission and involve as many organisations as possible. We are building something of value to many people and it's important we continue to build with them as this is at the heart of everything we do.

Dan Bedi
Co-Founder

Real Madrid Next

Madrid, Spain
realmadrid.com/en

Describe your initiative and your offering to startups.

Real Madrid Next represents Real Madrid's continued focus on driving innovation within the club and for the wider sports industry. Real Madrid Next allows us to open our doors and share more about the approaches to innovation that have helped us to be a change leader for more than a century. Real Madrid Next is focused around six key areas: e-health, sports performance, fan engagement, media production, cybersecurity, and social and will look for partners to create exclusive tools for the club. By opening this program publicly, we will be developing new partnerships, programs and conferences that will shape a new wave of open collaboration and innovation in the football and sporting industry.

What were your highlights in 2019?

The Real Madrid Next program officially launches in 2020, however Real Madrid is already actively collaborating with startups and companies spanning all of our focus areas. We have developed an extensive network of strategic advisors, investors around the world that help us identify new opportunities and we incubate selected projects within our center of excellence for sports performance, data and insights to develop proof of concepts and run pilot studies providing access to our world leading facilities and athletes.

What are your plans for 2020?

We are starting 2020 with our inaugural Congress of Medicine and Science applied to Sport. It will be an event where key global experts in sports medicine along with Real Madrid's own experts, institutions, sports entities and universities will share their experience and vision for the future in this field. The idea is to develop these kind of activities for the other 6 key areas to highlight the startups' work and their added value to our activity in the coming years.

Carlos Ocaña Orbis
Corporate Projects Director

Michael Sutherland
Chief Transformation Officer

Sport Experience

Eindhoven, The Netherlands
sportexperience.org

Describe your initiative and your offering to startups.

Within Sport eXperience it's all about inspiration, connections and driving the international innovation. Our Sports Tech Campus supports startups with sharing knowledge, match making, introducing business opportunities abroad (together with our local representatives) and offering the gateway to The Netherlands (and Belgium). In The Netherlands we offer leads, distribution channels, office space, legal support, employees and grant applications.

What were your highlights in 2019?

2019 had its ups and downs. Sometimes you're asking yourself why am I doing this? Then on another day, I have an inspiring conversation. Leaving the bad energy behind and focusing on the things that do matter. The Danes really inspired me in 2019, whether it was the trademission with 10 startups to Fredericia / Vejen, a visit to Aalborg or the study trip to Copenhagen on urban sports planning. Another moment was the launch of the Sports Tech Campus with great support of the Dutch sportstech startups and my co-founders.

What are your plans for 2020?

To continue building the bridge between Denmark and The Netherlands. Also other bridges are being built in Europe. Recently I was in Sofia to experience Bulgarian sportstech. We will set up thematic international challenges for the sportstech companies to access the market. For the Dutch ecosystem we explore business opportunities abroad. And last but not least, we will open a shared office space in Breda for sportstech companies and related sports companies. It will be an ideal working place for international companies as Breda is exactly in the middle of Amsterdam and Brussels.

Arno Hermans
Founder

Sport Tech Innovation Group

Moscow, Russia
stig.vc

Describe your initiative and your offering to startups.

STIG.vc – sports tech innovation group is a private group of companies founded in 2019 for searching and developing innovative solutions in sports. Our mission is to support and develop talented and promising startups with global potential and ambitions through our entrepreneurial and technological expertise, profile connections in the sports community and financial investments.

What were your highlights in 2019?

First of all, STIG.vc – sports tech innovation group was officially launched last year. In 2019, we've just put Russia on the SportsTech map through launching Continental sports tech startups challenge and our local database of sports tech startups. And last but not least, during the last year, we've visited a lot of the most promising sports tech conferences and met with passionate sports tech colleagues all around the world.

What are your plans for 2020?

One of the vital goals for the next year is to share our local pipeline with international partners – we would have access to the most prospective startups and show Russian startups to the global community. We've already held a sports tech startups pitch day for local investors in 2020. So our plan for 2020 is to set up three or four more such kinds of events to match sports tech startups with investors. We're also going to launch a sports tech accelerator with key sport ecosystem players in Russia. And of course, we continue our work on our venture fund focusing on global sports tech startups.

Dmitry Maslennikov
Co-founder & CEO

Sports Lab Copenhagen

Copenhagen, Denmark
sportslab.sport

Describe your initiative and your offering to startups.

Sports Lab Copenhagen aims to bring together the Danish and more broadly the Nordic sports innovation ecosystem by inspiring, connecting, creating opportunities and providing a platform for accelerated international growth of startups. Sports Lab Copenhagen is the home of all ambitious entrepreneurs who are on a mission to bring about positive societal change through innovation and technology in sports and breaking ground in the ways that sport is experienced by athletes and fans. Our offering is articulated around our co-working hub, our networking platform and industry-specific services.

What were your highlights in 2019?

Sports Lab Copenhagen was started in July 2018 under the name Sports Tech Copenhagen. In November 2019, Sports Lab Copenhagen opened its own co-working space in the center of Copenhagen, consisting of 450 m2 in partnership with sports tech startup Jabii Group. The Lab is currently host to nine startups in the fields of sports, technology and innovation with more expected to join shortly. Sports Lab Copenhagen was present as a partner on a number of international sports tech conferences and organized dedicated events in Copenhagen to gather the local community.

What are your plans for 2020?

2020 will see Sports Lab Copenhagen further growing and developing its co-working space, while developing an eco-system networking platform and providing greater access to industry-specific services and experts. A number of key partnerships are also in the plans and will be announced in 2020. Finally, Sports Lab Copenhagen will, in cooperation with other local and international initiatives, organize sports innovation events, classes and meetups.

Carsten Couchouron
Founder & CEO

Sports Loft

London, England
sportsloft.co

Describe your initiative and your offering to startups.

Sports Loft is the "hub" that brings together the very best in the sports, media and entertainment tech ecosystem. We provide the very best sports & media tech companies with access to leading investors and senior industry executives, whilst introducing sports organisations and investors to the most exciting high growth tech companies in the industry. Based around a physical location in Soho in central London, it attracts companies on a global basis – with our members ranging from Seed through to Series A and B.

What were your highlights in 2019?

Sports Loft was born out of a drunken conversation in a pub in Lausanne in late May, and within six months we were live and had four initial members (with more being added all the time). The moment that it really took off was when we stopped talking about people taking desks in our environment and we started focusing on membership (there's no requirement for companies to take desks at Sports Loft) - the quality of the companies that we were working with then became the driving factor. I always expected the reaction at launch to be good, I just never quite realised how good!

What are your plans for 2020?

Deliver what we've promised the sports / media/ market that we would do. That's threefold: 1) Work with the very best startups in the ecosystem and just keep adding value to them 2) Bring the startups together with the best investors and leading industry execs, and 3) Provide value to the investors and industry by making sure that they are seeing the sort of high quality startups that can help them drive innovation - and helping that innovation become a reality. We do those three, then everything else will take care of itself.

Charlie Greenwood
Founder

SportsTech Ireland

Limerick, Ireland
sportstechireland.com

Describe your initiative and your offering to startups.

SportsTech Ireland is a not-for-profit initiative committed to the development of the sports technology industry in Ireland. Its purpose is to be a catalyst of sports technology entrepreneurship in Ireland; to work with companies in the application of existing R&D and technology into an emerging sector and to meet the opportunities and challenges of sport; and to provide an atlantic corridor between the US and Europe for large international companies. We represent the Irish industry at international Sportstech events, including a focus on female sports technology industry representation.

What were your highlights in 2019?

Ireland is now home to three multi-national sports technology companies, Stats Perform, DraftKings and Live Score. Ireland now has over 50 start-ups in the sports technology industry and notable successes include Orreco, Kitman Labs, StatSports, and FitRWoman. In 2019 we opened our new SportsTech Innovation hub which includes a co-working space for entrepreneurs, start-ups and indigenous Irish companies, as a place to collaborate and access industry knowledge, network and mentorship.

What are your plans for 2020?

In 2020 SportsTech Ireland will collaborate with SportTechX to publish its first Irish Industry overview, focusing on profiling the data and activities from start-ups and the ecosystem within the industry nationally. We also partner with AWS for TECH Week running a Sports Tech challenge for school children nationally. Key events this year include a RugbyTech Hackathon, an AI In Sport Masterclass, and a Woman in SportsTechnology Leaders series.

Martina Skelly
Co-Founder

SportsTech Poland

Warsaw, Poland
sportstechpoland.com

Describe your initiative and your offering to startups.

SportsTech Poland is the first project in Poland that creates an ecosystem of new technologies for the sports industry. It helps startups operating in the sports tech industry to implement their vision by organising workshops, supplementing project teams with people with necessary qualifications, developing a financial support model in order to create a product. We also support sports organisations and investors in introducing new technologies to the sports industry. We try to have a comprehensive approach to startups. We may help startups find investors for particular projects.

What were your highlights in 2019?

We published the report on the level of digitalization of football clubs from Lotto Ekstraklasa. We gave a lecture on the advantages of investing in technologies at High School of Economy in Warsaw. We helped with promoting events such as: Science4 Football organised by Legia Warsaw, FitTech Summit in Munich and Wear IT Innovation Summit in Berlin. We became a partner of Polish Strength & Conditioning Association and we organised the Expo Motoryka 2019. However, the key highlights in 2019 was rising awareness of new technologies in sport by creating a community on Facebook.

What are your plans for 2020?

We have released the first episode of a series of podcasts about sports technologies. In them, we are going to describe how Polish sports organizations use technological solutions, their approach to innovations and plans connected with digital transformation. We aim to transform our initiative into a formal organization – the foundation. We plan to organise the first sports tech demo day in Poland as well as a conference on investments in new technologies for the sports industry. We are going to create an accelerator, where the promising projects will find help from the best experts in the field.

Karol Flaziński
Founder

ThinkSport

Lausanne, Switzerland
thinksport.org/en

Describe your initiative and your offering to startups.

ThinkSport is a sport and innovation network based in Lausanne (CH), the Olympic Capital. We team different sectors and help them to work and innovate together. In our role as connector, we bring start-ups together with partners from other sectors, e.g. federations, academia or businesses from which they can seek advice. In addition they can benefit from our close collaboration with accelerators and incubators across the globe. We are also running specific programmes through which start-ups can collaborate or find new business opportunities. And we feature a start-up battle at THE SPOT!

What were your highlights in 2019?

First, we were very happy with the success of the second edition of THE SPOT, our international sport and innovation event. Whilst we managed to further grow interest, we mainly focused on developing the quality of the different programme elements. Secondly, we saw the first activities of our new international innovation hub kick off. For instance we supported the UEFA Start-Up Challenge, an exclusive 12-week accelerator programme aimed at impacting football positively. We have been also working with a number of international sport federations to push innovation in sport organisations.

What are your plans for 2020?

We will progress with developing our international innovation hub by creating a physical space where start-ups can work together. Of course, we will also grow the activities for the hub and especially for start-ups. THE SPOT will be back on 12 and 13 May 2020 in Lausanne and we are working hard to take this third edition of the event to the next level. In addition, we will keep supporting activities and events of our ecosystem. We will also continue to grow our network, having just opened up ThinkSport membership to international organisations and companies.

Anna Hellman
Director

UEFA Innovation Hub

Nyon, Switzerland
uefa.com/insideuefa/football-development/innovation-hub

Describe your initiative and your offering to startups.

The UEFA Innovation hub was established in 2018 as a response to ever-changing fan habits and an increasingly demanding environment for football. Through new partnerships and diverse collaborations with a wide range of stakeholders, the Innovation Hub will support UEFA in adapting to these changes and delivering on the 2019–24 UEFA strategy. UEFA aims to work with carefully selected start-ups and organisations with interesting products and ideas to combine this with our industry knowledge and expertise in order to drive innovation in the football industry.

What were your highlights in 2019?

We are pleased and proud to have tested various proof of concepts successfully with a wide range of start-ups, delivering value to UEFA's business units and supporting UEFA's strategic goals for 2019-2024. Not only have these proof of concepts highlighted the value of such collaborations, the UEFA innovation hub officially signed partnerships with three start-ups that took part in the first UEFA start-up challenge last year. This success has enabled us to launch our dedicated Open Innovation portal to engage with such organisations on an ongoing basis.

What are your plans for 2020?

UEFA Innovation Hub now will push its efforts towards scaling our projects to deliver greater value on our various objectives and delivering a self-sustaining model through our various projects and activations. Not only will we continue to work with start-ups through our Open Innovation portal and through a second start-up challenge revamped for 2020, but we are continuing our partnerships with the academic community through an executive course powered by UEFA that allows industry professionals to engage with our organisation in order to redefine the spectator experience.

Jean-Baptiste Alliot
Innovation Strategy Specialist

Event List 2020

1st Quarter

ISPO Brandnew	January	ISPO Brandnew	Munich, Germany	ispo.com/awards/ispo-brandnew
SPOBIS	January	SPOBIS	Düsseldorf, Germany	spobis.de
FANXP	February	Euroleague Basketball Challenge	Barcelona, Spain	fanxp.euroleague.net
FFF	February	FFF Innovation Awards	Paris, France	fffinnovationawards.com
Global Sports Week	February	Global Sports Week	Paris, France	globalsportsweek.com
Sports Innovation 2020	March	SportsInnovation	Düsseldorf, Germany	sportsinnovation.de

2nd Quarter

the SPOT	May	THE SPOT	Lausanne, Switzerland	thespot.ch
FIF/20	May	Football Innovation Forum	Istanbul, Turkey	fif.worldfootballsummit.com
SPIELMACHER	June	Spielmacher Conference	Hamburg, Germany	spielmacher.io/language/en/spielmacher2020
THE STA GROUP	June	Sports Technology Awards	London, UK	sportstechgroup.org/awards/sta

3rd Quarter

SPORTS TECH WORLD SERIES	July	SportsTech World Series Europe	Amsterdam, Netherlands	sportstechworldseries.com/europe
FUTURE OF FOOTBALL BUSINESS Conference	September	Future of Football Business Conference	Graz, Austria	futureoffootballbusiness.com
ONE-ZERO	September	One-Zero	Dublin, Ireland	one-zero.com
SPORT UNLIMITECH	September	Sport Unlimitech	Lyon, France	sportunlimitech.com
WFS WORLD FOOTBALL SUMMIT	September	World Football Summit	Madrid, Spain	worldfootballsummit.com/en

Event List 2020

4th Quarter

LEADERS	October	Leaders Tech Startup Competition	London, UK	leadersinsport.com/event/leaders-tech-start-competition
FIT TECH	October	FitTech Summit	Munich, Germany	fittechsummit.com
IMPULSE SUMMIT	October	Impulse Summit	St. Gallen, Switzerland	impulse-summit.org
SPORTSTECH	November	SportsTech Summit	Stockholm, Sweden	sportstechsummit.com
SPORTS TECH WORLD SERIES	November	SportsTech World Series UK	London, UK	sportstechworldseries.com/uk
cstsc	December	Continental Sport Tech Startup Challenge	Moscow, Russia	stig.vc/challenge/en

To be announced

JOHAN CRUIJFF ARENA	tba	Change The Game	Amsterdam, Netherlands	changethegame.eu
DGI	tba	DGI Impact Startup Competition	Copenhagen, Denmark	dgi.dk/impact-en
F.I.S.T. GLOBAL SERIES	tba	F.I.S.T. Global Series	London, UK	fistglobalseries.com/home/london
SMASH	tba	SMASH	Helsinki, Finland	smashevents.fi
SportsTech Austria	tba	SportsTech Austria	Vienna, Austria	meetup.com/en-AU/SportsTech-Austria/
UNWTO	tba	UNTWO Sports Tourism Startup Competition	Madrid, Spain	unwto.org/unwto-startup-competition

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SPECIAL FEATURES

Paris 2024 Olympics 65
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Paris 2024 Innovation is a Key Answer to Our Olympic Challenge

It is the world's biggest event with a television audience of 4 billion people, 206 nations represented, 15,000 athletes, 13.5 million tickets sold and 50,000 volunteers. Our ambition is to organize revolutionary, spectacular and durable Games. In other words, we are changing the model by doing the first ever carbon neutral Games and by using landmarks as sports venues – the Jardins de Versailles, the Grand Palais, the famous Champs Elysées, or even the Champs de Mars facing the iconic Tour Eiffel – instead of building new infrastructure. We are even taking the Games outside of the stadiums. We are transforming the Place de la Concorde into a sports and celebrations venue. We are currently disrupting the way Games are done by introducing our mass events concept where people will be selected to run the Marathon on the same day as the athletes.

In order to do so, we'll need to continue engaging with all of the stakeholders of our ecosystem ranging from the fans, the cities, the Government, the athletes, NGOs, Not for profit organizations, corporates and the SMEs (including startups).

We strongly believe that we won't be able to organize the Games without the know-how of corporates and SMES. For example, Paris 2024 launched a call for proposals for off-grid energy (a backup power solution) in search of innovative ideas that generate little or no pollution and greenhouse gases. Paris 2024 has already sourced a number of companies working on such solutions to identify which of them may be able to rise to the challenge and come up with an alternative to diesel. Selected proposals will be awarded financial support from the State. So far, we have strongly engaged with startups and SMEs since 60% of our bids until January 2020 were won by these categories of companies.

Another important aspect to our innovation ambitions is integrating the social and solidarity economy. Which is why Paris 2024, SOLIDEO and the Paris City Council have joined forces with the Yunus Centre, the resource center for social business in France, and the not-for-profit organisation Les Canaux, which supports innovative, socially oriented companies, not-for-profits, organisations, foundations and individuals. This is unprecedented in the history of the Olympics.

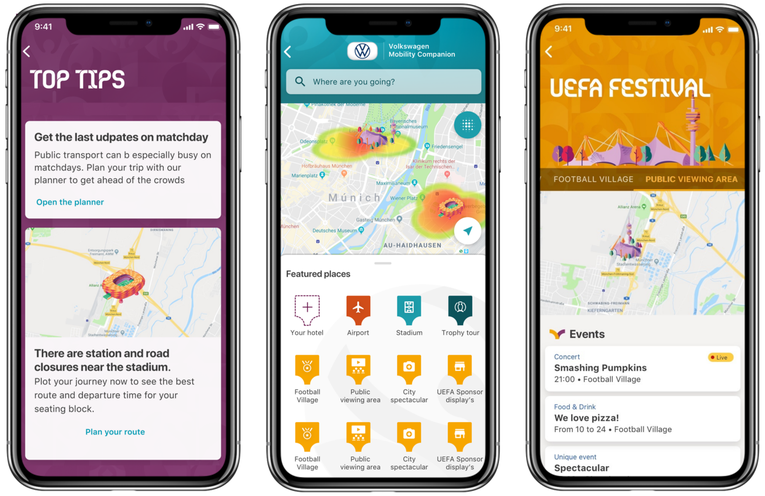
But there are other areas in which we are currently - or will shortly be – working on and are seeking innovative solutions to propose new experiences: ticketing, fan engagement, mobility, accessibility, security, sustainability. The latter is at the heart of our strategy as we want to have 100% renewable energy on the Olympic sites and our ambition is to be ahead of the 2030 construction norms fixed by the 2015 Paris agreements

It goes without saying, but the Games are a massive accelerator of second hand markets such as construction, tourism but also sports practice. As 25% of people aged between 25 and 35 start a new sport following a broadcasted sports event.

Our innovation strategy isn't relying solely on technological aspects but also includes other facets such as sustainability or social innovation. In order to achieve our vision of having spectacular and sustainable Olympic Games we needed to anticipate, which is why our strategy was elaborated 5 years prior to the Games. And this is just the beginning.

Omar El Zayat
Head of Innovation Integration at Paris 2024

UEFA Euro 2020 Following the Revolutionary Fan Journey



UEFA EURO 2020 this summer will mark the 60th anniversary of UEFA's flagship international tournament. The event landscape has changed beyond recognition over the past 60 years – no more so than in the past decade. As the industry has evolved, so too have event-goers' expectations. Spectators now have less time and more choice than ever before, with new events and experiences on offer every year.

In 2017 the UEFA spectator experience team was formed to drive a new fan experience and lay the foundations for a fresh approach to the upcoming continent-wide EURO 2020. The desire to ensure the best possible fan experience for those visiting or living in the 12 host cities was the catalyst for a 20-month project that the UEFA spectator experience team concluded in April 2019.

The project combined benchmarking with a comprehensive research programme, to ensure insights could be drawn from all areas. It was important, for instance, to study today's event landscape, discerning the appeal of rival events – music and culture as well as sporting – and the competing attractions of the 'in-home experience'. The team also looked to parallel industries such as retail, transport and healthcare to analyse trends and explore ways to improve service delivery.

In parallel, it was necessary to gather the thoughts of fans directly, which included contacting 100,000 ticket holders who attended UEFA EURO 2016 in France and surveying over 1,000 spectators from 15 countries who attended matches at the 2018 FIFA World Cup in Russia. This was another significant step towards identifying the needs of spectators, their behavioural patterns and their preferences when attending big tournaments.

The resulting UEFA Spectator Journey report has driven a spectator-led approach to service design, providing cross-departmental insights and prompting several new projects for EURO 2020. Externally, commercial partners and host cities have also used the report to influence their own involvement in the tournament.

When EURO 2020 kicks-off on 12 June, 15 million fans will engage with the tournament in 12 host countries. To support this volume of engagement, the starting point was to create a digital fan journey that would allow the on-site fan to interact with the tournament in a revolutionary way. Central to the digital experience is the EURO 2020 spectator app. Piloted during the UEFA Nations League finals in Portugal, the app will use fan data to deliver a highly personalised experience.

For those attending a match at a stadium, the app will combine ticket-holder data with geolocation to deliver an enhanced service throughout the spectator journey. As soon as fans arrive in a host city, for example, a personalised home feed and top tips will ensure only the most relevant event information is provided. On matchday, the integrated Google Maps-based journey planner will guide spectators to the appropriate stadium entrances as determined by the ticketing database. In addition, the app will contain a digital travelcard that allows match-ticket holders to travel for free on host city public transport on the day of the game.

The UEFA spectator experience team also identified a need to provide more opportunities for residents and non-ticket-holders to engage with the tournament. This meant thinking beyond the 90 minutes at the stadium and taking EURO 2020 to the streets of the host cities by means of a new UEFA Festival concept. The EURO 2020 spectator app will play a vital role in unlocking the UEFA Festival experience. The app's UEFA Festival schedule will allow fans to explore events in their area, while heat maps will enable fans to locate other tournament-goers in real time to join the celebrations.

EURO 2020 represents just the start of UEFA's own spectator experience journey. With more data collection planned for this summer, the goal is to continue with the delivery of insight-driven innovations that will excite and engage the modern fan.

Ed Barnes
Spectator Experience & Relations Manager

THAT'S A WRAP

Methodology

The data from this report was obtained from reviewing over 1,800 active startups and over 1,100 funding deals in European SportsTech. Here are some key things to know about how this analysis was approached. While we always want to be as inclusive as possible, we have applied certain criteria to ensure that all data is representative of current trends.

All companies founded before the year 2000 have been excluded.

Only currently active companies have been considered for the startups related data.

Only deals announced during the period of Jan 1, 2015 - Dec 31, 2019 were considered.

Deals completed in that period for companies that are not currently active have also been included.

As in every year we expect some amount of reporting lag as not all deals from last year would have been announced. As a result we have added 15% to the total funding value reported for 2019.

All deals are reported in EUR. For deals not in EUR, the average conversion rate for the deal currency to EUR in the deal year was utilised.

Only funding deals have been considered, mergers and acquisitions between entities have been excluded. For example the Paddy Power and Sky Bet merger in 2019.

As far as possible we have obtained public domain sources for all the deals that we report on. This includes funding announcements made on a variety of media channels.

eSports game publishers, teams and leagues have been excluded as they don't find space in our framework.

In general eCommerce based solutions have been excluded, as those form part of the Web 1.0. So while there has been innovation in products, the format itself isn't new.

Istanbul and Russia are counted as part of Europe. Israel is counted as part of Asia and therefore not part of this report.

One last thing: As always, our team spends countless hours pouring over interviews and data around startups and funding rounds, but the nature of the beast that we try to tackle is that some will get missed, especially from the last year. However we are confident that the information we present paints a pretty accurate picture of what is happening overall in the industry and so allows us to draw strong inferences about where it is headed.

Thank you!

We would like to thank our fantastic team for the work that's gone into this report. Without their initiative, innovation and hard work this wouldn't have been possible. A team greater than the sum of its parts, happy to have you guys on board!

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Content Note

The content in this report is for general information purposes only and can change at any time. SportsTechX can not guarantee the ultimate accuracy or completeness of the data.

Graphic Design

The report was designed by Ryan Hays. Thanks a lot for your continuous support! Check him out at www.boyintree.com

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