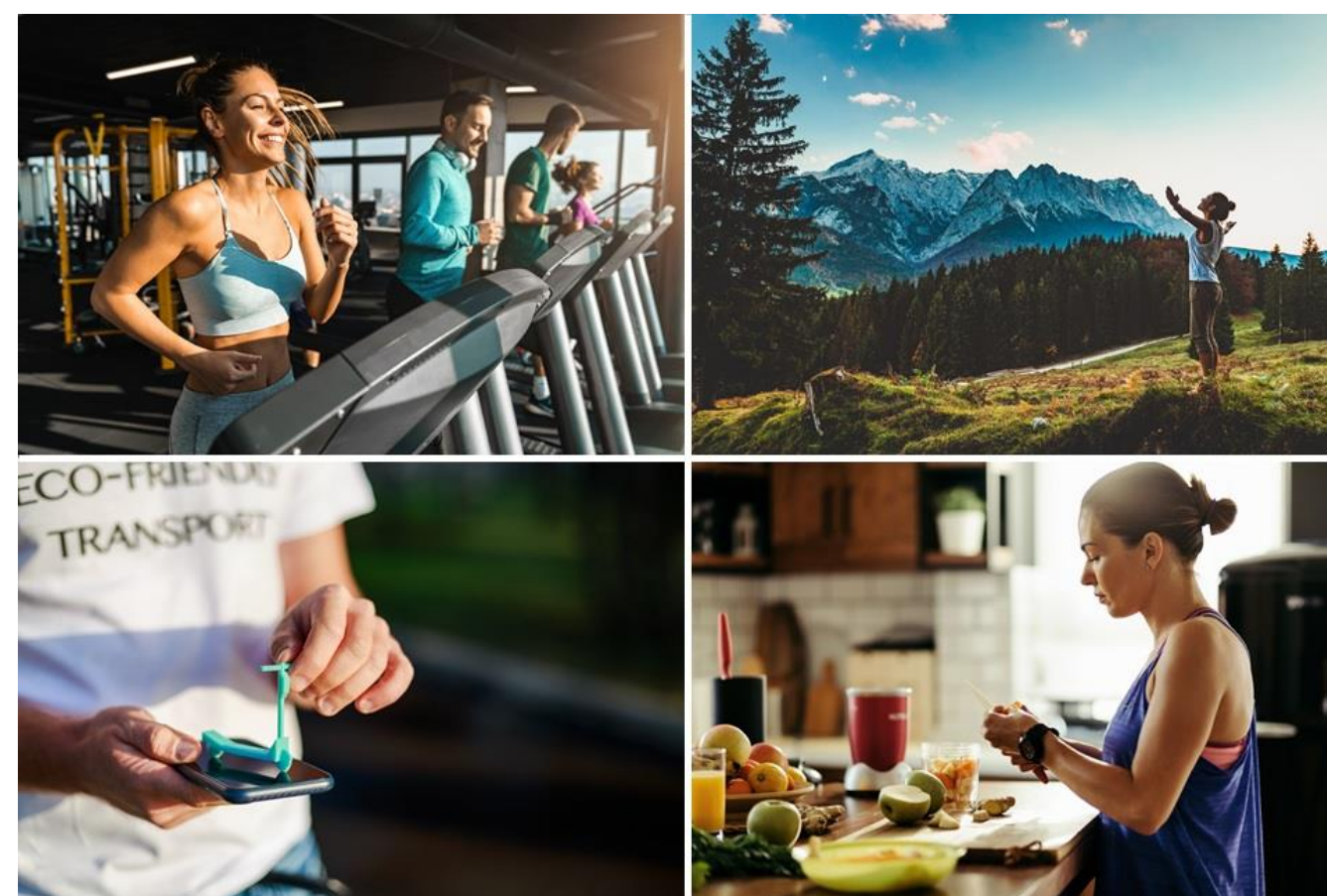




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MODULE 5

SMART SPORT CITIES



SEGMENT 3

**Sport and smart city:
incubators and accelerators**

Smart cities: technology and innovation

Sport and technology can provide enhanced economic development opportunities for cities. Both through events, facilities and urbanization projects but also by developing products and applications.

Over the last 10 years, many countries have developed business incubators and accelerators in the field of sport and technology, and attracted young talented people.

These projects cover the following areas of interest Fan Engagement • Athlete development • Data Analytics • Smart Devices & wearables • Smart venues

These centers receive both public and private funding. The resources made available in terms of money, consultancy and market relations attract the most innovative ideas.

Some examples of smart cities and sports incubators and accelerators are:

leAd Berlin - Colosseum Innovation Center Tel Aviv - The Tremlin Paris - Sport Accelerator Trentino - Australia



leAd Berlin

Founded in 2016, the AD Sports Accelerator is a global powerhouse for sports technology entrepreneurship and investment inspired by one of the most successful sports entrepreneurs in history - Adi Dassler. His eldest daughter, Inge, and her three sons, have been working on working on his legacy of constant sports innovation to create a new platform for sports technology entrepreneurship and innovation called leAD (Legacy of Adi Dassler). Adi's spirit and passion to keep innovating inspired them to support the next generation of disrupters like Adi, with creative ideas to revolutionize the way we watch and play sports. The platform received 467 submissions from 63 countries in 2017, 402 from 68 countries in 2018. After several months of selection, start-ups are chosen to receive support and funding to develop their project.

The whole network is connected to sport and technology industry aiming at fostering innovation.



Main projects



Wingfield Box

Wingfield is a sports technology company democratizing match and performance analysis for the broad amateur tennis community. It is developing a system that can turn any tennis court in the world into a smart court. The only thing required is the Wingfield Box, an installation consisting of two cameras and a processor unit. Based on AI and on an innovative image processing software, Wingfield can monitor and evaluate tennis matches. When playing on a court equipped with the Wingfield system, players get the same game analysis as professional athletes. The system tracks their score, analyses their strokes, detects their weaknesses and provides feedback immediately following a match or training session.



ForwardGame AR

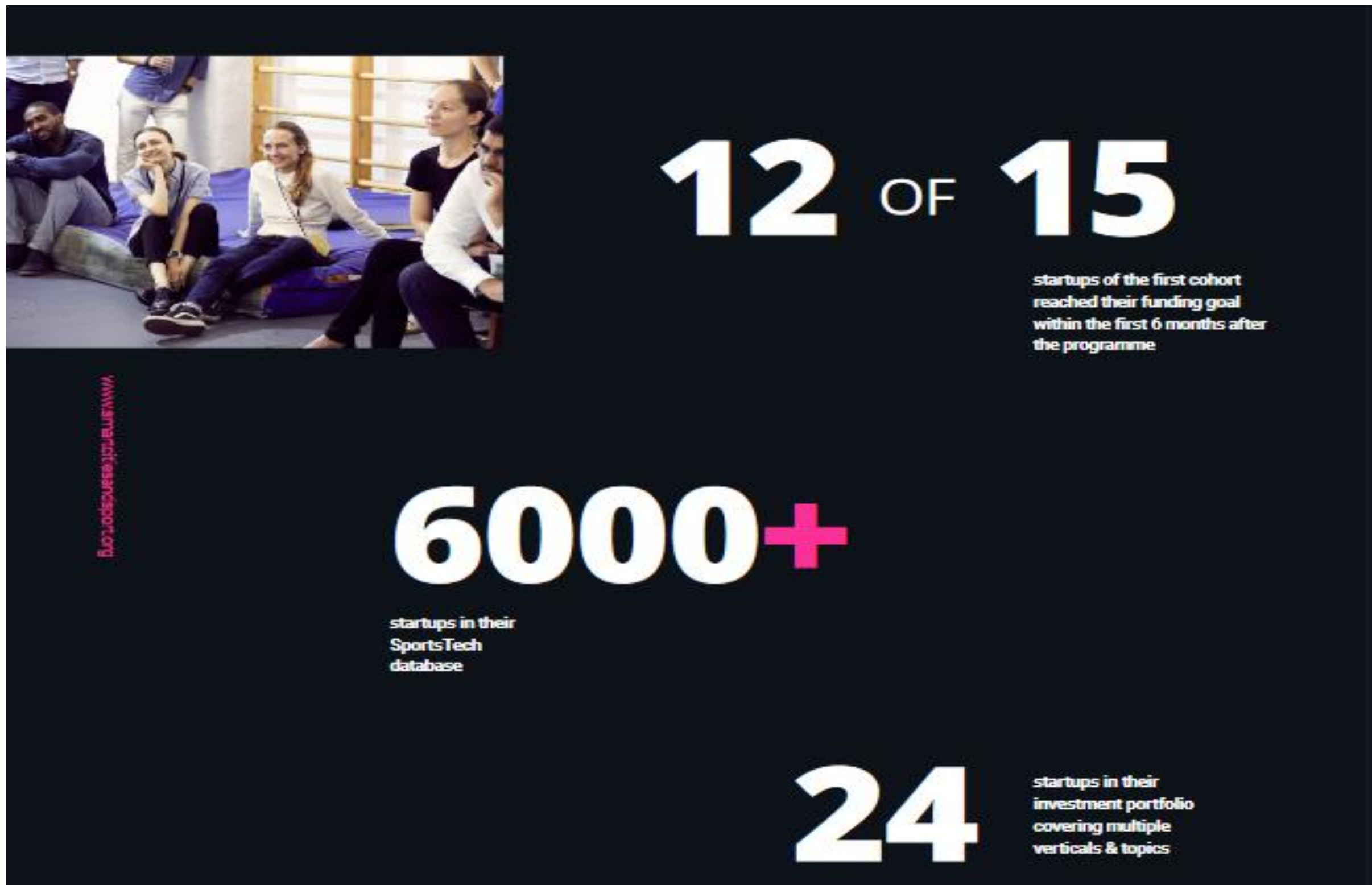
Young people rarely play outdoors. A large amount of their time is spent in non-active and non-social games. They want to use technology to bring gaming back to the way it should be: active, outdoor and joyful. They have developed a game engine for social, complex, evolving and diversified mobile games played outdoors through physical activity. As fun and addictive as the most popular mobile games, but also healthy and providing the feeling of 'playing for real'. They are now working on exciting projects with some of Germany's top clubs



Skillyoga

Skillyoga is the first yoga training system dedicated to men. Skillyoga offers an innovative training system with hundreds of male teachers, coaches and athletes aiming at making yoga more accessible and appealing to men who have always desired but also struggled to start their own yoga training. The training sessions consist of 30-minute video workouts with one of the world's leading yoga athletes, Benjamin Sears. Participants can learn new yoga skills, from easy to more advanced poses, in a simple but very effective way.

leAD In numbers



Colosseum Sport Tech Tel Aviv

Colosseum Sports Tech is an international Innovation Center collaborating with leading companies, organizations, entrepreneurs, investors and VCs to create a platform to involve, collaborate and expand Sports Tech worldwide. The CSL, Colosseum Sports Lab, is a Sports Tech Innovation Center based in Tel Aviv that is working to be a meeting point between disruptive new technology and leaders in the sports industry. CSL is currently working with many of Israel's 170+ sports technology startups. Colosseum Elite, the main program of this laboratory, is dedicated to early stage startups in the sports industry.

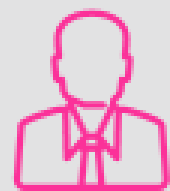
Main projects

Playkers - Empowering Social Sports For Smart Cities

Playkers is a sports-oriented social platform offering end-to-end management solutions for amateur sports players and field owners. Playkers, allows municipalities to maximize the capacity of their sports facilities and interact with targeted sports communities. Players can manage a complete cycle of participation in the game, including setting up games, finding games that are looking for players and finding and inviting players. Playkers also allows users to interact with other players, rate their skills and track game statistics such as goals, mutual game history and trophies awarded

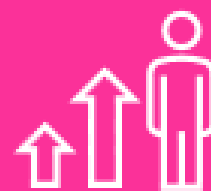
World of Marathon - Allows athletes to free up their full potential for each sports holiday

World of Marathon develops a sports travel system initially addressed to marathon runners. The application provides a customized virtual one-stop shop for all runner needs, from identifying the applicable race, planning and booking the trip, finding running partners and much more. In addition, the company's platform creates a global running community that will allow global runners to connect and interact as they plan future activities.



169

Active
sports tech
startups



\$651M

Raised by 103
startups since
2008



\$886M

Exits from 9
deals since
2008

Le Tremplin Paris

In 2014, Paris & Co, the economic development and innovation agency of Paris, announced the creation of its sports innovation platform, Le Tremplin. Paris & Co is made up of 12 incubators targeting different sectors. It supports more than 300 startups a year and has been providing its expertise to innovative companies for 20 years.

Le Tremplin, which has raised over €100 million from its startups, led 80 entrepreneurial missions by making them access to a network of key stakeholders in the sports sector, customized support, ongoing training with entrepreneurial experts and increased media coverage at national and international levels.

Since 2015 Le Tremplin has received over 400 applications! The fields can range from enhancing the fan experience to athlete performance as well as sport within the company, wellness, eSports, IoT, virtual reality, products, services . Le Tremplin has worked hand-in-hand with the City of Paris, FDJ and WILLA to increase female entrepreneurship in the field of sport by increasing the number of female founders within incubated startups from 0% in 2015 to 25% in the fourth batch of 2018.

Main projects

Mojjo - recreating professional tennis matches

Created in 2014, Mojjo is revolutionizing the sport of tennis with its enhanced visualization concept and interactive replay experience for tournaments and clubs. Mojjo has been designed to completely transform the tennis experience for players of all levels and enthusiasts. Mojjo is the only company that can automatically analyze a tennis match with a single camera, making it simple and cost-effective to extrapolate statistics from match videos and then edit the video. Downtime is automatically deleted and the software can also create highlights by selecting the best frames. Mojjo sells a solution for tennis courts related to tennis clubs, academies and federations and has already deployed more than 50 courts in 6 different countries. Their solution consists of a touchscreen computer, a mast and a camera at an affordable cost for clubs (3 times cheaper than competitors). The service offers players detailed statistics and an interactive video player to review matches and training sessions.

Sport Heroes Group

Founded in 2014, Sport Heroes is a sports and wellness start-up composed of 60 passionate people who believe that sport can improve everyone's lives. Sport Heroes Group has developed a tool to manage and inspire communities of sports enthusiasts. It uses digital platforms to engage a wide audience in their sport, offering local experiences and customized service. Sport Heroes uses its expertise on a daily basis to create the most innovative and accessible tools and services to encourage people to be every day a little more active. Today the community includes over 1 million members and is growing exponentially! Currently, Sport Heroes is working on a project for a national championship of "digital sport cities". The aim is to encourage residents to practice regular physical activity to boost their city's sports index, and thus collect targeted and qualified data which will be useful to local authorities in adapting the city's offer to the needs of the population and be part of the smart city of tomorrow.

Main projects

GOLEADOR

GOLEADOR™ is the first exclusive patented technology worldwide to launch football machines which are able to kick balls, in order to optimize new tactical sessions and specific training for forwards and goalkeepers. GOLEADOR Training ELITE has already been approved and used by the best divisional clubs, academies in Europe, Middle East countries, Brazil, etc.



Spin Accelerator Trentino

Trentino as a region developed a "Smart Specialisation Strategy" in 2014. This strategy paved the way for a global integration of the approach to sport as a driving force for development, technological innovation and social integration and a cross-cutting vision of innovation, well-being and technology through sport.

The strategy is focused on sport economy, sport technology and the virtuous circle between sport, innovation and start-ups. It will be defined and refined in the short term, while a long-term sustainable strategy will be integrated in an approach involving the whole government and closely linked with the private sector. The objectives were set out in Provincial Law 4 of 2016 and range from the economic dimension of sport to industrial research, from business growth to physical activity, from healthy lifestyles to the education system (and dual careers).

Spin Lab is a global accelerator program focusing on developing innovation in sport. It was launched by HYPE Sport Innovation, the largest sport innovation ecosystem with over 26,000 key sport leaders and decision makers, including global sports and technology brands, universities, investors and start-ups.

Main projects

Wear It : UPSKI is an innovative technology that measures and analyzes ski performance, producing new data to help the entire Alpine ecosystem create smarter products, services and business models. UPSKI is smart, safe, fun.

CoRehab: Umatch is an app developed by CoRehab that is available to all sports instructors who will be able to assess the performance of athletes in a simple and accurate way using a guided software and wearable sensors.

Sidney Sport Hub

The legacy of the 2000 Summer Olympic Games in Sydney inspired the creation of a unique suburb focused on sport and events. Today, Sydney Olympic Park features 58 sporting organizations and \$3 billion worth of world-class sports infrastructure - an ideal ecosystem for fostering innovation and sports start-ups.

The Sydney Sports Incubator (SSI) programmer was created with sponsorship from the New South Wales Government, an initiative led by the New South Wales Institute of Sport (NSWIS) and the Sydney Olympic Park Authority (SOPA). The programmer was created to encourage developing, accelerating and commercializing sport-focused innovation from both start-ups and existing technology companies.

The Authority provided startups with around 500 square meters of shared office space where they could operate.

After an initial period of 12 months, SSI programmer supported a portfolio of start-ups from 26 organizations.

Main projects

Bio Connected manufactures state-of-the-art biometric earphones and develops the unique software to power this technology. In short, our earphones provide heart rate and movement measurements, in training, more precisely than any wearable on the market, with real-time audio bio-feedback of all your workout metrics. And you can keep listening to your favorite music. Bio Connected: connects you with your body whilst you train.

Gym Sym V1.0 is a device which can be secured to a balance beam to measure horizontal level. Gym Sym V2.0 is a wearable technology for tracking and measuring symmetrical movement between two devices in real time. The devices help all those who wish to monitor and improve their technique, form and balance context.

Briometrix has developed eHealth devices and metrics for wheelchair users. The technology tracks wheelchair movements, providing information on fitness, propulsion technique and comparisons with others with similar injuries. We use smartphones and wearable devices to collect location data based on terrain, wheelchair movements and rider physical effort. We use this data to build a picture of personal situation, sports performance, wheelchair skills, social inclusion and accessibility in the city. Data collected is an invaluable resource for users, healthcare professionals, insurers and manufacturers. The user is engaged by launching challenges with friends and personal record, sharing on social and sharing data with OT / health care on progress in fitness and skills. It also collect data for injury prevention

Nurocheck is a portable concussion assessment device that provides reliable, accurate and objective assessment during concussion. This product has a significant market with 10 million sports-related concussions globally each year, with a global annual cost of \$60 billion. All combat and contact sports have a significant impact as well as those where contact is incidental (e.g. netball, horse riding, water skiing etc.).

The SPOT of Lausanne

SPOT is a new event aiming to promote innovation in sport.

It brings together talented minds and smart solutions inside and outside the sports industry. The Spot is the only event offering a platform for incubators, startups and sports companies from around the world to meet with the international sports world within the sports ecosystem of Lausanne, the Olympic capital, the international house of sport.

A sold-out crowd of 700 delegates from over 25 countries and 350 organizations and companies took part in the inaugural edition in May this year. Visitors included over 100 employees from 40 international sports federations and the International Olympic Committee, more than 45 startups and over 50 international speakers. The Market Place and Demo Zone hosted over 40 start-ups and 15 company stands.

During this two-day B2B event, attendees were able to discover fascinating new sporting technologies and products, attend inspiring keynotes from world-class guest speakers and experience an exciting battle between startups.

The initial competition consisted of 4 rounds of 10 startups introducing their idea for 3 minutes to earn their place in the final.

ForwardGame eventually won the final battle of the first edition of The Spot. The German company impressed the jury with its AR solution aimed at linking the virtual and physical worlds in a fun outdoor physical experience. ForwardGame received an additional amount of 4000CHF for its final victory.

Exercise 3

Which initiative has touched you the most and why?

Which sports do you think gives more possibilities in terms of technological innovations?

Does game dimension play a role in the success of a technological Innovation?

If you were the inventor of one of these proposals, how would you launch it on the market to let the audience know it?

Keywords

Sport innovation

Technological Innovation

Inclusive Society

Smart Devices

Sharing Mobility



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