



SPINENT 2.0
MENTOR UP SCALE UP

SportsTECH GOOD PRACTICES



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Erasmus+

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01 ASER VENTURES

aser.com

Alessandro Nuccetelli

Investment & Strategy Associate



What's your company's value proposition?

There is no shortage of private and institutional investment in the sports, media and entertainment sectors, but Aser Ventures is about more than providing capital. We marry investment with deep market expertise, making us uniquely placed to drive value for our partners, portfolio companies and their end-users. Aser Ventures is a hub for leading investment opportunities. We are not tied to a particular stage or scale of investment, from incubating new businesses to working with globally known names. We invest in potential.

Our management team is made up of leading figures from the sectors in which we invest. Portfolio companies benefit from deep market insight, strategic advice and membership to an ecosystem of innovative sports and media organisations.

What tools, techniques and technologies do you use?

A commitment to innovation and new technologies unites our approach across the portfolio. We pioneer new digital solutions and invest in ground-breaking technologies. Disruption is in our DNA.

What is your investment approach and how did you get investment for your start-up?

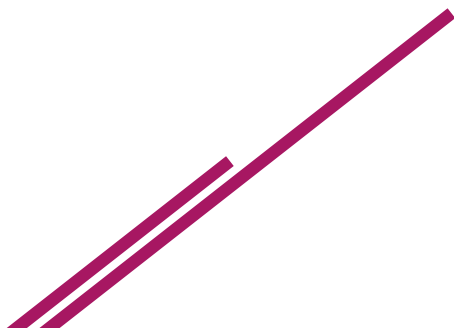
Aser Ventures is a global investment platform specialising in sports, media and entertainment. Aser marries investment with deep market expertise, making it uniquely placed to drive value for its partners, companies and their end-users. Aser provides portfolio companies with strategic support, access 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.

What are the trends and opportunities in the European Sports Sector for new entrepreneurs?

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).

We also see 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).

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.



What's your company's value proposition?

- ✕ • **2015**
 - Aser Ventures is founded
 - Global sports platform Eleven is launched
 - Eleven SportSportss launches in Belgium, Luxembourg and Poland
- ✕ • **2016**
 - Eleven Sports launches in Taiwan
 - Acquisition of 50% of Leeds United
- ✕ • **2017**
 - Full takeover of Leeds United completed
 - Acquisition of Elland Road Stadium
 - Eleven Sports acquires distribution assets of One World Sports and launches in the USA
 - Eleven Sports acquires Sportube and launches in Italy
- ✕ • **2018**
 - Polsat invests in Eleven Sports Poland
 - Investment in Whistle Sports
 - Launch of a full-service production company, Easyprod
 - Investment in Hellodi
 - Eleven Sports launches in Portugal, UK, Ireland and Myanmar
 - Aser and 49ers Enterprises enter strategic partnership
- ✕ • **2019**
 - Eleven Sports launches in Japan
 - Eleven Sports further monetises Eleven's Polish business
 - Creation partnership with Onefootball
 - Aser Ventures invests in Epico
- ✕ • **2020**
 - Strategic partnership agreed with Corrum Capital
 - Investment in OTRO
 - Leeds United promoted to the Premier League
 - New streaming & distribution platform LIVENow launched



ASER
VENTURES

02 SCOUTIUM

scoutium.com

Efe Aydın
CEO

SCOUTIUM

What's your company's value proposition?

Scoutium is a digital scouting platform which has the users to create a data pool as video experts and scouts by evaluating football players. Scoutium have 200+ video experts record videos from all around Turkey and other 8 countries. 170+ scouts of Scoutium analyze players and create huge database especially about lower & academy leagues.

Clubs can sign up to Scoutium as free and they can purchase 90 mins videos & player analyses to discover the talents. Players can watch their matches and display analyses to improve themselves. Also, they can have notification when the clubs display their analyses.

What tools, techniques and technologies do you use?

Scoutium uses 31 technology products and services including HTML5, Google Analytics, and jQuery, according to G2 Stack. Scoutium is actively using 24 technologies for its website, according to BuiltWith. These include Viewport Meta, iPhone / Mobile Compatible, and SPF.

What is your investment approach and how did you get investment for your start-up?

Scoutium has raised a total of \$3M in funding over 3 rounds. Their latest funding was raised on Jul 3, 2020.

What process did you go through to become an entrepreneur?

Scoutium was launched by three partners in the fourth month of 2017 within the ITU Incubation Center. Scoutium team consists of students and graduates of popular schools such as ITU, METU, BOĞAZİÇİ. In 2019, 153,814 users and 246,832 reviews were reached. In the same year, 18,785 videos were analyzed. In 2020, 32 different clubs from 3 different countries, mainly Beşiktaş, conducted an analysis review from the system. Scoutium became the 6th most funded and only Turkish company in the world in the field of football technologies in Sportstech's 2020 report. A total of 12 Scoutium's scouts have started working in professional clubs. Video and analysis from 7 different European countries began to be added to the system. The number of scouts in the system exceeded 190, and the number of video experts exceeded 200.

03 EDGE

edge.gg
Adam Whyte
CEO



What's your company's 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 are the sources of information and knowledge for technological entrepreneurship in the sports sector?

Edge is a data-driven payments platform, What we do is we make sure that every single gamer gets paid the prize money, salaries, and sponsorship fees they're promised by tournament organizers and teams, and we help tournament organisers, publishers, and teams manage their contracts, payments, and data in one platform.

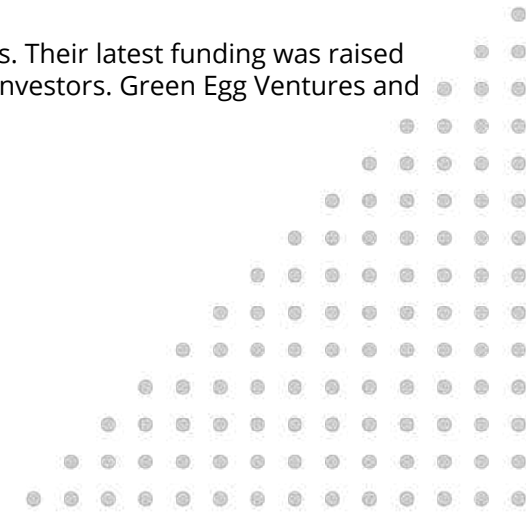
What tools, techniques and technologies do you use?

Edge is actively using 5 technologies for its website, according to BuiltWith. These include Viewport Meta, iPhone / Mobile Compatible, and nginx.

Edge's data storage platform uses immutable technology akin to the blockchain, which means that all contract data is logged and permanent. That's ideal for transparency's sake, so when a prospective new partner comes calling for contract data, performance metrics, income and expenses, and more, a company on the Edge platform doesn't have to scramble to pull all of that together.

What is your investment approach and how did you get investment for your start-up?

Edge has raised a total of \$2.6M in funding over 4 rounds. Their latest funding was raised on Nov 6, 2020 from a Seed round. Edge is funded by 4 investors. Green Egg Ventures and Blake Picquet are the most recent investors.



Detail three key aspects for your business model to be profitable.

We have three distinct revenue streams: commercial deals, legal services and IP creation. We provide these services via our tech platform and as a consultancy. With Edge as a platform, we use smart contracts and our legal qualifications to provide tournament operators and professional teams with automated management of payments and contracts. And in terms of Edge as a consultancy, we leverage our relationships to publishers, industry and brands to connect gamers to teams, teams to brands, and brands to gaming as an industry. We have helped brands like ESTARS create new IP and launch products.

1. Be curious. When you encounter a problem, try to explore it on a deeper level. That is how Adam discovered the issue, which he then built his company Edge around, to solve.
2. You can actually learn a lot from video games. It could improve your communications and leadership skills, as well as make your brain malleable, as long as you keep it to a healthy amount, of course.
3. Do what you love, and surround yourself with people you like. "You are only alive for such a short amount of time, you might as well be happy doing what you are doing".

What are the trends and opportunities in the European Sports Sector for new entrepreneurs?

I think that the industry is not going to stop growing, especially in a post-COVID-19 era. Relying on analogue processes is no longer a viable option because everyone is going digital. Even sending things via post in the mail is more difficult, so we believe that having a digital, data-driven solution for a digital, data-driven industry is the future of it.

What process did you go through to become an entrepreneur?

I (CEO-Whyte) worked as a sports lawyer between 2009 and 2015, with football clubs such as AS Roma, Manchester City and Sevilla FC, on matters such as contract negotiations, transfer agreements, and sponsorship agreements. I also argued about 25 total cases before the Court of Arbitration for Sport, FIFA's Dispute Resolution Chamber, and the UEFA Disciplinary Committee.

I then moved to London and completed a Master's degree in business and got deep into Blizzard Entertainment's Hearthstone, logging some 30,000 matches and entering pro tournaments. However, I quickly realised that competing wasn't his true calling in esports.

I got tired of losing to people half my age and twice as good as me, so I started helping professional players instead. I assisted a UK Hearthstone player in his contract negotiations. I realised that the contract he was going to sign was not a great one. As I onboarded more clients and more customers, I saw that across the entire industry, contractual stability and commercial certainty were nice-to-haves, not par for the course.

My initial efforts ultimately gave way to Edge, which I co-founded with chairman David Yarnton.

04 CORAS

coras.io

Mark McLaughlin

CEO



What's your company's 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 tools, techniques and technologies do you use?

Coras uses 17 technology products and services including HTML5, Google Analytics, and jQuery, according to G2 Stack. Coras is actively using 30 technologies for its website, according to BuiltWith. These include Viewport Meta, iPhone / Mobile Compatible, and SSL by Default. A lot of the funding has been used for tech development, but we have a lot of stuff to get built. I'd say 80% of the company is focused on tech development at the moment.

What is your investment approach and how did you get investment for your start-up?

Coras has raised a total of €4.4M in funding over 3 rounds. Their latest funding was raised on Jul 1, 2018 from a Seed round. Coras is funded by 6 investors. Hambro Perks Ltd. and Elkstone Capital Partners are the most recent investors.

Detail three key aspects for your business model to be profitable.

In the ticketing world, you have hotels.com and booking.com for hotels, CarTrawler for car hire and Amadeus, Sabre and Travelport for airlines. All of these have a similar business model called open distribution. But event ticketing platforms are only just beginning to realize that this is the direction in which they should head. One of the reasons secondary ticketing is so rampant (around \$10 billion a year worth) is that there is no dynamic pricing, and tickets usually sit with just one seller. If these tickets were available through multiple sellers, the platforms would have a much better understanding of the demand for a ticket and could then price accordingly.

That's the reasoning behind Irish startup Coras, which connects tickets to customers through a global distribution platform so they can purchase tickets through any Coras – connected site.





What are the trends and opportunities in the European Sports Sector for new entrepreneurs?

Coras' CEO Mark McLaughlin thinks "ticketing will no longer solely be the domain of traditional ticket agents, but will broaden to encompass other market-leading brands."

What process did you go through to become an entrepreneur?

McLaughlin completed a Master's degree in marketing practice in UCD's Smurfit Business School in 2000 and then went to work for Goldman Sachs in London as a tech analyst. He moved on to a role with Bank of Ireland in London before setting up Ticket ABC, which was initially called Ticket Text.

"The idea of having tickets sent to your mobile phone was novel at the time," McLaughlin explains. "But we underestimated the capital requirements to build a consumer brand. As we were building Ticket Text, we noticed that the quality of ticketing software in the marketplace was poor. We had a network of clients but the wrong product."

"We figured that out about nine months after launching Ticket Text. We had to realign completely from being a consumer brand to being a technology company, a white-label software company to power the venues and promoters we worked with."

McLaughlin and co-founder James Bailey refashioned Ticket Text as Ticket ABC, relaunching in 2009. "With Ticket Text, we raised a chunky amount of money; in 2006 it was the peak of craziness in Ireland," McLaughlin recalls. "For Ticket ABC we had to bootstrap initially. People worked for free or for equity until we secured a small amount of investment to kick it off."

Coras started as a side project that developed slowly. Its inspiration is that perishable inventory products such as flights, hotel rooms and car hire have all moved towards a model of multiple distributors selling pooled inventory using API integration.

05 FATMAP

fatmap.com

Misha Gopaul

FOUNDER & CEO



What's your company's 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 tools, techniques and technologies do you use?

FATMAP uses 35 technology products and services including Google Analytics, Google Fonts, and WordPress, according to G2 Stack. FATMAP is actively using 86 technologies for its website, according to BuiltWith. These include Viewport Meta, iPhone / Mobile Compatible, and SPF.

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.

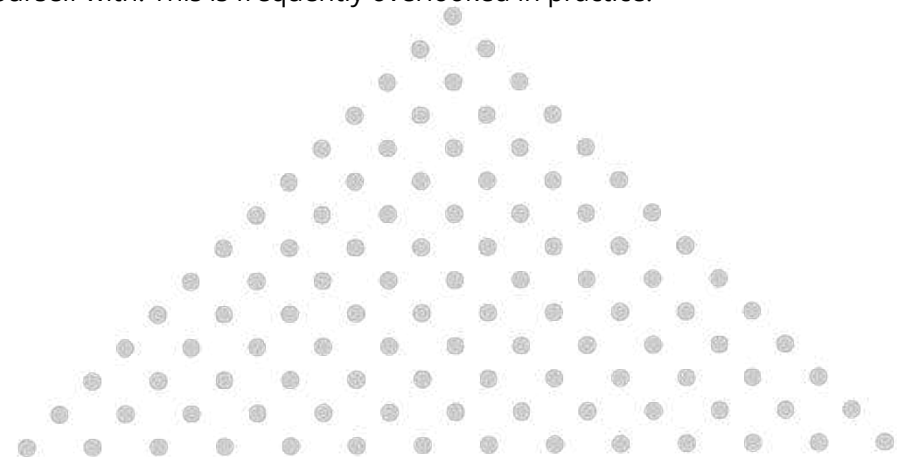
What is your investment approach and how did you get investment for your start-up?

FATMAP has raised a total of £6.6M in funding over 4 rounds. Their latest funding was raised on May 24, 2018 from a undisclosed round. FATMAP is funded by 4 investors. Episode 1 and Capnamic Ventures are the most recent investors.

Detail three key aspects for your business model to be profitable.

Three top tips for aspiring entrepreneurs:

1. Be passionate about the problem you are solving
2. Stand on the shoulder of giants. Read the Lean start-up and Blogs about entrepreneurs that have done it before.
3. Your business will fail or succeed based on the quality of the people you surround yourself with. This is frequently overlooked in practice.



What tools, techniques and technologies do you use?

FATMAP, founded by Misha in 2013, is an outdoor adventure platform and high-resolution 3D map for both web and mobile. It now provides a map of every inch of this earth! I was on an expedition in the high mountains of Aladag (Turkey). A ferocious storm followed causing my co-founder (David) and I to be trapped in our tent for 7 days! With no internet or phones, we had to attempt the courageous act of socialising. Although this may sound scary, but we did it.

Our discussions were varied and soon a conversation unravelled about how maps for the outdoors haven't evolved, all the big companies like Google, Apple, Nokia and Microsoft have revolutionised mapping for cities but no-one went the extra mile of digitising the great plains of the countryside.

David had this idea of reinventing mapping scored up in his head for years. Inside the hurling winds, we sat in the cramped tent yet to realise that Google Maps would be put to shame. Sometime after I moved to Shamany, where I started training as a mountain guide, by doing this it became very obvious that this was a problem. People were simply held back when trying to go on trips in the wild because there weren't any maps that would guide them.

In 2018 we launched our global map, meaning that we went from being a tool for athletes to be a global monster by mapping every trail, peak and river for both summer and winter. This was a huge game-changer; the product transformed into a platform meaning that people could also start sharing their routes and therefore build a global community. Another turning point was when we started up our office in Berlin.

It was one of the best places to build a consumer technology business, and I had the fortune to meet Michael Halbherr (CEO of Nokia's Mapping) who helped to create an incredible team here.



06 WEFISH

wefish.app

Alberto Manuel López
CEO



What's your company's 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 tools, techniques and technologies do you use?

WeFish - Fishing Diary and Forecast are actively using 42 technologies for its website, according to BuiltWith. These include Viewport Meta, iPhone / Mobile Compatible, and Google Analytics.

WeFish intends to invest in Machine Learning, Big Data and Artificial Intelligence technologies that will improve the product, seeking to make a leap into differentiating themselves in the market.

What are the trends and opportunities in the European Sports Sector for new entrepreneurs?

The ambition of this project is justified by the numbers of the fishing sector around the world: in the United States alone there are more than 49 million fishermen with a market share of 135 billion dollars, which makes it a sector with enormous possibilities and one where an optimal solution that fits the needs of the users, has not yet existed.

What is your investment approach and how did you get investment for your start-up?

WeFish - Fishing Diary and Forecast have raised a total of €250K in funding over 2 rounds. Their latest funding was raised on Apr 13, 2020, from a Seed round. WeFish - Fishing Diary and Forecast is funded by 2 investors.

Alberto Manuel López, CEO of WeFish assures that “the success of the investment round has been overwhelming. We no longer speak only in terms of financial support (always necessary), but it has allowed for incredible visibility of our brand, adding to the project more than 100 investors. In other words, more than 100 micro-ambassadors who are willing to support WeFish’s growth through contacts and expertise – nothing says “smart money” better than this.” He adds that “other startups in the Murcia ecosystem, agents in the Recreational Fishing sector, national and international business angels, including key players in Glovo and Nestlé, have become part of the team.”

This investment round demonstrates the confidence of companies and experts in the scalability of the WeFish project. All of this, after being the winner in the latest edition of the Venture On the Road competition, by the SeedRocket accelerator and being a finalist in the Entrepreneur XXI Awards, promoted by CaixaBank. Detail three key aspects for your business model to be profitable.

WeFish is a mobile app dedicated to recreational fishing. One of the main functions of the app is that users can record their catches, thus creating a personal “logbook”, in which they can see all the meteorological information of each of their catches and share their experience with a community of fishermen. They can also plan their fishing trips, thanks to the relevant meteorological information needed for this activity (moon phase, tide, temperature, wave height, atmospheric pressure, wind, etc.).

07 PLAYTOMIC

playtomic.io

Pedro Clavería

CO-CEO & CO-FOUNDER



What's your company's value proposition?

Well, we have a clear goal. We want people to play and do more sport. Most of the people who leave sports is because they don't have a court to play or do not find people of their same level to play with. So we decided to be the ultimate tool to connect both: clubs (with courts) and players all together. Until now, it was easier to get cinema tickets than to find someone to play with. Playtomic operates an online sports court booking platform intended to become a social network for sports players. It provides a platform to reserve courts, find other players with similar skill levels, and join a social sports community dedicated to learning that helps sports clubs to optimize the use of their facilities and step into the digital age. Users can browse through available sports courts based on date, time, and type of court. Also helps to find play partner for tennis and tournaments or sports events in their vicinity. Sports facilities owners can list their space over the platform. Its app is available on the Android and IOS platforms.

What tools, techniques and technologies do you use?

We also acquired Playven, who built a tennis and paddle courts marketplace app and club management tool. Playven's cutting-edge CRM tool radically simplifies sports venue management. So it fits perfectly with us. Together we will be able to offer an even better experience and more exciting opportunities to our customers – players and clubs – beyond reservations. Incorporating their technology into ours will allow us to keep growing to become the uncontested leader. Our team is working right now in the integration step by step. It's difficult to merge every platform but we have the best team.

Playtomic is actively using 62 technologies for its website, according to BuiltWith. These include Viewport Meta, iPhone / Mobile Compatible, and SPF.

What is your investment approach and how did you get investment for your start-up?

We are honoured by the confidence that our main owners show us by continuing to invest in Playtomic. They see enormous potential in Playtomic and are convinced that exciting times await the company. We closed a new funding round although Covid-19 puts many social sports activities on pause right now, because we know how great the need will be to play racket sports once this is over. We don't know the future in terms of new funding rounds, as we are evolving in this unusual situation, as you know

Playtomic has raised a total of €11.3M in funding over 5 rounds. Their latest funding was raised on Apr 15, 2020 from a Venture - Series Unknown round. Playtomic is funded by 3 investors. Optimizer Invest and GP Bullhound are the most recent investors. Playtomic has acquired 2 organizations. Their most recent acquisition was PrenotaUnCampo on Jul 23, 2020.

Detail three key aspects for your business model to be profitable.

- Your product has to be ready technologically to expand abroad.
- Take care of your users. User-centric philosophy.
- Patience. Your product takes time to adapt to the different markets you chose to expand.



What are the trends and opportunities in the European Sports Sector for new entrepreneurs?

It's difficult to predict the future right now. We have to help each other. We have to collaborate. But in general. Not only in these difficult times. So, I consider we have to be united and pivot our perspectives if it's necessary to save the situation.

In our industry, I consider it will be everything related to scheduling the sports activities. Which day do you want to play? Who you want to play with? Suggested matches considering your preferences, location, level...Kind of artificial intelligence applied to the sports market.

What process did you go through to become an entrepreneur?

Playtomic was founded in 2017 and is headquartered in Madrid, Spain. Since August 2018, Playtomic has experienced compound monthly growth rates of 25% in the number of sport venue reservations. More than a million players booked space via Playtomic's reservation platform last year, placing the company's application in the top 10 among sports apps in Apple's App Store. The firm also signed on new high profile clubs to its network, including the largest tennis club in Latin America. In 2020, Playtomic's acquisition of Playven helped the Spanish company to stay ahead in the global market for sports reservations. Playtomic has already registered more than 20.000 downloads and near 2.000 reservations.

08 IREWIND

irewind.com

Nico Decurtins

Head of Business Development & Sales



What's your company's value proposition?

iRewind transforms memorable live moments into personalized and shareable videos for various industries. We help companies upgrade their brand activation strategies or capture unique customer journeys providing so-ware and hardware solutions that deliver unforge able experiences. We combine two digital megatrends: video and personalization. Together, they offer sponsors a unique opportunity to portray themselves in a modern way while making the ROI of their sponsoring engagement measurable

What tools, techniques and technologies do you use?

iRewind uses 21 technology products and services including HTML5, Google Analytics, and jQuery, according to G2 Stack. iRewind is actively using 46 technologies for its website, according to BuiltWith. These include Viewport Meta, iPhone / Mobile Compatible, and Google Analytics

What is your investment approach and how did you get investment for your start-up?

iRewind has raised a total of €1.4M in funding over 2 rounds. Their latest funding was raised on May 1, 2014 from a Seed round. iRewind is funded by 3 investors. Andrei Pitig and Florin Lucian Potra are the most recent investors.

Detail three key aspects for your business model to be profitable.

Our goal is to deliver content that is more personalized, more dynamic and more engaging than anything on the market because when participants are genuinely happy with their event memory, they use it to tell their story. The business model is to provide each participant a standard, branded video for sharing, free of charge. Participants then may choose to purchase a premium version, with full length video in HD, no advertising and download possibility

What process did you go through to become an entrepreneur?

iRewind was founded in 2013 by six entrepreneurs: Bogdan Manoiu, Christian Mauriand, David De Picciotto, Salvador Garcia Zalduogui, Mihai Nicolescu, and David Delarive and became a "global leader in the personalized video industry for sports events", delivering over one million movies. The company obtained public attention in 2014 when it won both the Grand Prize of the Geneva Invention Show, the largest invention show in the world and the Swiss ICT Newcomer Award. iRewind is a technology company developing video software solutions to deliver personalized movies for the sports industry. The start-up was acquired in 2017 by Zürich based company Yoveo.



09 BLAST PREMIER

blastpremier.com

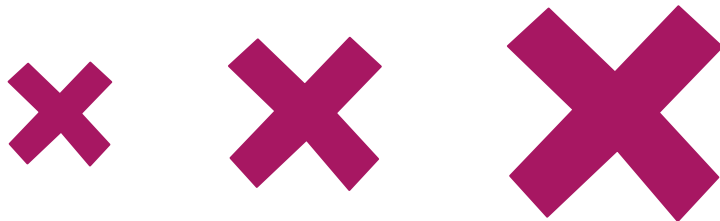
Nikolaj Nyholm
CEO & Founder

What's your company's value proposition?

The core values of BLAST PREMIER relies on nurturing our teams: Astralis and Origen. We make teams and players grow stronger through an effective performance model not previously seen in any esports. We focus on player physique, mental fortitude, and communication to maximize their performance. We run the global tournament series BLAST Pro Series where we prioritize inclusion of not just core fans but also people new to esports. Viewer engagement both in and outside the arena is one of our most significant core values within the BLAST Pro Series brand, and we've hit linear TV ratings of up to 15%.

What tools, techniques and technologies do you use?

BLAST PREMIER Entertainment uses 9 technology products and services including HTML5, Google Analytics, and jQuery, according to G2 Stack. BLAST PREMIER Entertainment is actively using 7 technologies for its website, according to BuiltWith. These include SPF, Google Apps for Business, and Google Maps.



What is your investment approach and how did you get investment for your start-up?

BLAST PREMIER Entertainment has raised a total of \$54.9M in funding over 4 rounds. Their latest funding was raised on Nov 9, 2018, from a Venture - Series Unknown round.

BLAST PREMIER Entertainment is funded by 7 investors. Vaekstfonden and Heartcore Capitalare the most recent investors. Astralis Group is a pioneer and market leader in the fastest-growing entertainment sector globally. More and more global brands get involved in esports as commercial partners and we see a growing interest for our teams and media. There is a massive undeveloped market for direct-to-fan products and subscriptions, media, and licensing, and we have invested significantly to secure a strong position for expected upcoming market consolidation. Whether or not to invest in Astralis Group is an individual choice, but we strongly believe in our business on the short, medium and long term.

Detail three key aspects for your business model to be profitable.

Current revenue streams revolve around media rights and commercial partnerships with companies wishing to license our brands and engage with our fans. Future revenue streams are digital direct-to-fan products and subscriptions.

Our brands reach a global target group of Gen Z, Y and Millennials who are otherwise very hard to reach through traditional advertising and media. Our commercial partners are major global brands like Unibet, Jack&Jones and HP Omen, exploiting the combination of a strong global fan base which we can excite through unique in-house content.

What are the trends and opportunities in the European Sports Sector for new entrepreneurs?

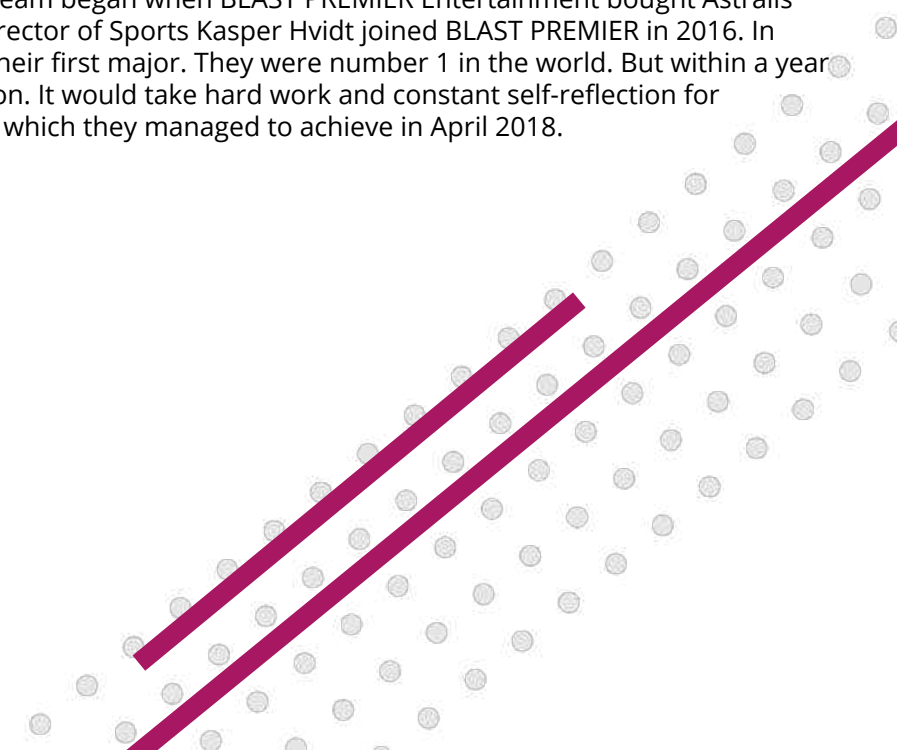
On a global scale, esports is a billion dollar industry reaching +450 million fans worldwide. Historically the industry has grown +30% per annum and is expected to continue a growth rate of +20% over the coming years.



What process did you go through to become an entrepreneur?

When Kasper Hvidt joined BLAST PREMIER Entertainment as the Director of Sports in 2016 he found himself at the intersection of sport, technology, and entrepreneurship. He has implemented his 20 years of experience from professional handball into the daily work of the best Counter-Strike team in the world, Astralis.

The professionalism of the team began when BLAST PREMIER Entertainment bought Astralis and was cemented when Director of Sports Kasper Hvidt joined BLAST PREMIER in 2016. In January 2017, Astralis won their first major. They were number 1 in the world. But within a year they had fallen to 8th position. It would take hard work and constant self-reflection for them to get back to the top, which they managed to achieve in April 2018.



10 VEO

veo.co

Filip Domagala
CCO



What's your company's value proposition?

Veo is a 180° camera powered by the most advanced AI technology that enables soccer teams to record and analyse their games without a cameraman, and automatically create a broadcast view of the game. Make soccer recording easy and available for everyone.

Today more than 99% of all games are not recorded, and coaches says that having video analysis would help them develop their players more effectively and efficiently with visual feedback. Players are visual learners, seeing themselves play rather than being told is more likely to produce results.



What tools, techniques and technologies do you use?

We want to be the company that puts technology into all teams and clubs in the world. We want to do that, especially when it comes to video because we believe video is the core of talent development. Players can see themselves on video, they understand what they are doing right and wrong, while trainers want to use video to develop talent and give better collaborative feedback.

Veo is proposing to bring artificial intelligence to amateur football teams in a bid to help them develop their tactical analysis by offering the ability to record training sessions and matches. Veo's system would involve two 4K cameras in a 3D printed container, shooting 180-degree panoramic footage of the entire pitch from an elevated position - meaning there is no need for a camera operator. AI technology is used to track the action and passage of play via virtual panning and zooming on the resulting video file, with the 4K footage offering a high-resolution final product for optimum analysis. Veo's technology can automatically follow play much like a camera operator, which CEO Henrik Teisbæk said took "nearly two years" to develop and implement.

Veo uses 28 technology products and services including HTML5, Google Analytics, and jQuery, according to G2 Stack. Veo is actively using 93 technologies for its website, according to BuiltWith. These include Viewport Meta, iPhone / Mobile Compatible, and SPF.

What is your investment approach and how did you get investment for your start-up?

Vevo Technologies has picked up €20 million (around \$24.5 million) in a Series B round of funding. The funding is being led by Danish investor Chr. Augustinus Fabrikker, with participation from U.S.-based Courtside VC, France's Ventech and Denmark's SEED Capital. Vevo's CEO and co-founder Henrik Teisbæk said in an interview that the startup is not disclosing its valuation, but a source close to funding tells me that it's well over \$100 million. Teisbæk said that the plan will be to use the funds to continue expanding the company's business on two levels. First, Vevo will be digging into expanding its U.S. operations, with an office in Miami.

Second, it plans to continue enhancing the scope of its technology: The company started out optimising its computer vision software to record and track the matches for the most popular team sport in the world, football, with customers buying the cameras — which retail for \$800 — and the corresponding (mandatory) subscriptions — \$1,200 annually — both to record games for spectators, as well as to use the footage for all kinds of practical purposes like training and recruitment videos.

Vevo has raised a total of \$33.1M in funding over 3 rounds. Their latest funding was raised on Jan 6, 2021 from a Series B round. Vevo is funded by 9 investors. Courtside Ventures and Ventech are the most recent investors.

Detail three key aspects for your business model to be profitable.

The business model for Vevo up to now has largely been around what Teisbæk described as "the long tail theory", which in the case of sports works out, he said, as "There won't be many viewers for each match, but there are millions of matches out there." But if you consider how a lot of high school sports will attract locals beyond those currently attached to a school — you have alumni supporters and fans, as well as local businesses and neighborhoods — even that long tail audience might be bigger than one might imagine.

Vevo's long-tail focus has inevitably meant that its target users are in the wide array of amateur or semi-pro clubs and the people associated with them, but interestingly it has also spilled into big names, too. Vevo's cameras are being used by professional soccer clubs in the Premier League, Spain's La Liga, Italy's Serie A and France's Ligue 1, as well as several clubs in the MLS such as Inter Miami, Austin FC, Atlanta United and FC Cincinnati. Teisbæk noted that while this might never be for primary coverage, it's there to supplement for training and also be used in the academies attached to those organizations. The plan longer term, he said, is not to build its own media empire with the trove of content that it has amassed, but to be an enabler for creating that content for its customers, who can in turn use it as they wish. "We are helping the clubs unlock these connections that are already in place by way of our technology," he said. "We want to help them capture and stream their matches and their play for the audience that is there today." That may be how he views the opportunity, but some investors are already eyeing up the bigger picture.

Detail three key aspects for your business model to be profitable.

There's a huge discrepancy between professionals and the rest of the players in the world. There are no tech companies that are focussing on bringing technology into the youth and amateur part of soccer and sport in general.



11 CLUB DEPORTIVO SEVERO OCHOA

severoochoa.net



What process did you follow to become an entrepreneur?

The need of the population.

What is the value proposition of your company?

Health.

Can you explain the technologies and tools you use in your business?

The APPs provided by smartphones.

Can you detail three main aspects of your business model to make it profitable?

I don't believe in business as a way to make money but to provide a health service that the population can afford and that is not too expensive.

What is your investment approach and how did you obtain the investment for your star-up?

Personal investment after believing in my project.

What sources of information and knowledge do you use for technological entrepreneurship in the sports sector and through which channels do you access them?

I access information through computer searches and making the most of the new mobile phones.

In your opinion, what are the trends and opportunities in the European sports sector for new entrepreneurs?

Working on health through sport, whatever it is, without looking so much at competition.



12 GADES WELLNESS

gadeswellness.com



What process did you follow to become an entrepreneur?

Hard work.

What is the value proposition of your company?

Professionalism, individualisation and proximity.

Can you explain the technologies and tools you use in your business?

Documentation and tools for use in the cloud, online sports and financial management, functional measurement via app-controlled material, initial assessment via apps.

Can you detail three main aspects of your business model to make it profitable?

Low overheads, just the right number of staff, few customers.

What is your investment approach and how did you obtain the investment for your star-up?

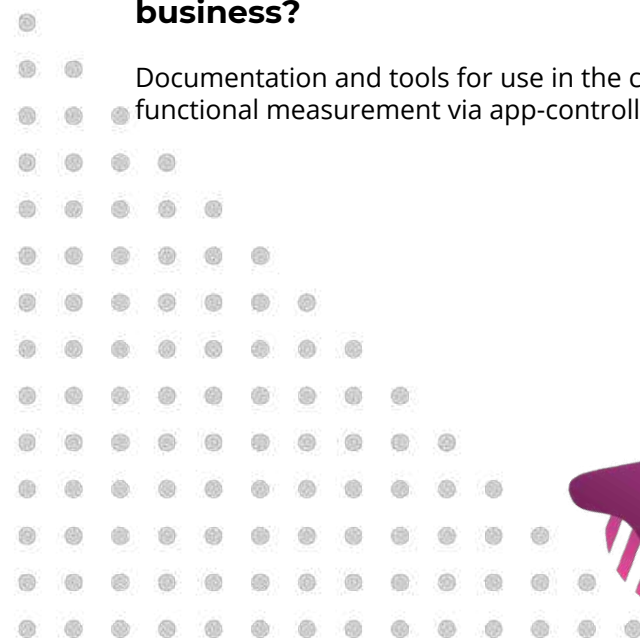
Necessary to cover expenses. Bank loans.

What sources of information and knowledge do you use for technological entrepreneurship in the sports sector and through which channels do you access them?

Prior knowledge and internet in general

In your opinion, what are the trends and opportunities in the European sports sector for new entrepreneurs?

To be better than the others, not to offer the same thing.



13 UCAM SPORTS CENTER

sportscenter.ucam.edu



What process did you follow to become an entrepreneur?

Recruitment process as an employee

What is the value proposition of your company?

Quality training supervised by qualified professionals.

Can you explain the technologies and tools you use in your business?

Different applications are used. On the one hand, we use an App for the integral management of the centre (trainingym). This App allows us to control space reservations, capacity control, development of training routines by the monitors, gamification of the users' training, marketing and communication campaigns. On the other hand, we use an App for online spinning classes, which allows the user to self-manage spinning classes.

Can you detail three main aspects of your business model to make it profitable?

Customer service: the sports centre takes care of the details by investing in highly qualified human resources who focus their work on providing the highest possible quality of service. Efficiency: all processes are protocolised and highly automated, increasing the efficiency of the workers. Quality: our products (fitness service and targeted activities) are based on scientific evidence, are continuously updated (ongoing training) and supervised by experts.

What is your investment approach and how did you obtain the investment for your star-up?

I can NOT answer

What sources of information and knowledge do you use for technological entrepreneurship in the sports sector and through which channels do you access them?

From scientific databases to popularised fitness management magazines and other national and international fitness association magazines.

In your opinion, what are the trends and opportunities in the European sports sector for new entrepreneurs?

Small group training and online training are two very strong trends that are booming and are creating great job opportunities.



**What process did you follow to become an entrepreneur?**

Self-taught

What is the value proposition of your company?

Low cost and a lot of content on a very specific topic.

Can you explain the technologies and tools you use in your business?

Internet and any mobile device, tablet computers TV.

Can you detail three main aspects of your business model to make it profitable?

Novel, practical, low production cost.

What is your investment approach and how did you obtain the investment for your star-up?

It should be commensurate with what you offer.

What sources of information and knowledge do you use for technological entrepreneurship in the sports sector and through which channels do you access them?

I use Instagram, Google and Twitter.

In your opinion, what are the trends and opportunities in the European sports sector for new entrepreneurs?

Easy and practical interactive trainings and the ability to gamify those trainings in order to get subject adherence.



15 SELF-EMPLOYED

yohagohiit.com

What process did you follow to become an entrepreneur?

I got to know the sector very well, assessing the pros and cons of becoming an entrepreneur.

What is the value proposition of your company?

My experience, results, and exclusivity.

Can you explain the technologies and tools you use in your business?

Track rentals, door openings, lighting, web and social media.

Can you detail three main aspects of your business model to make it profitable?

Good sports facilities, quality of service, sustainable management.

What is your investment approach and how did you obtain the investment for your star-up?

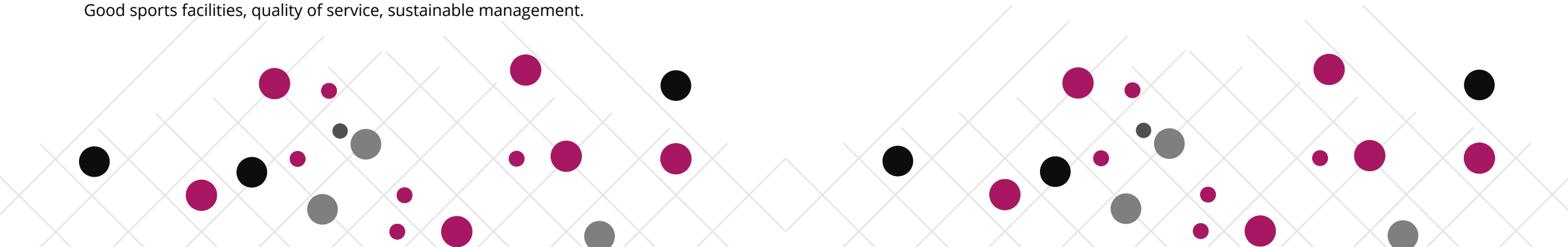
Through business friends

What sources of information and knowledge do you use for technological entrepreneurship in the sports sector and through which channels do you access them?

Through visits to other facilities.

In your opinion, what are the trends and opportunities in the European sports sector for new entrepreneurs?

Sports tourism through work experience.



What process did you follow to become an entrepreneur?

Research.

What is the value proposition of your company?

To be the best in flooring trends and technologies.

Can you explain the technologies and tools you use in your business?

State-of-the-art devices and software.

Can you detail three main aspects of your business model to make it profitable?

"Speed, Knowledge of the market, Professionalism".

What is your investment approach and how did you obtain the investment for your star-up?

Investing part of it in R&D.

What sources of information and knowledge do you use for technological entrepreneurship in the sports sector and through which channels do you access them?

Social networks, research projects, health technology.

In your opinion, what are the trends and opportunities in the European sports sector for new entrepreneurs?

Health technology

17 **SERGIO MONTES PERSONAL TRAINER**

sergiomontes.es
Sergio Montes



What process did you follow to become an entrepreneur?

Training, creating a project, creating a training method, legal registration and marketing..

What is the value proposition of your company?

Helping people to improve their physical condition through healthy sports practice.

Can you explain the technologies and tools you use in your business?

Bioimpedance scale, computer, mobile phone, functional training equipment.

Can you detail three main aspects of your business model to make it profitable?

Setting achievable goals, creating commitment and continuous training.

What is your investment approach and how did you obtain the investment for your star-up?

With savings while studying and working, and micro-loan support.

What sources of information and knowledge do you use for technological entrepreneurship in the sports sector and through which channels do you access them?

Online as a member of SEMED, in large training schools and online.

In your opinion, what are the trends and opportunities in the European sports sector for new entrepreneurs?

Online sector making a difference within the large number of companies in this sector.

18 CAMELOT AI

Camelot.ai
Jesse Zhang
Co-Founder



What process did you follow to become an entrepreneur?

I think every entrepreneur has a different experience, and even the best business ideas have the possibility of failing. However, you can mitigate your chances of failure. Education, experience and proper planning can all give your business a better chance of succeeding.

What is the value proposition of your company?

Camelot enables eSports video creators and streamers to earn revenue from fans through bounties (e.g. "\$80 to win next game without armor" or "\$300 to make a video talking about X"). It's a fun, meaningful way for dedicated viewers to support specific goals and content they want to see, so they can really engage with the channel, beyond just a donation link.

Can you detail three main aspects of your business model to make it profitable?

- Capacity to reach the public (exposure in networks and media).
- Strong sponsorship support (thanks to the ease that the sector offers to reach a very specific and defined target).
- Keeping the user within the network (web, social networks, online courses, team monitoring...").

As it is a new sector, there has been a lot of interest and lack of knowledge in recent years, which provides opportunities for long-term projects.

Can you explain the technologies and tools you use in your business?

Camelot is a streaming overlay (a graphical interface used by the streamer to display information to their audience) used by streamers on Twitch to attract "bounties" from their viewing audience. Bounties are specific goals set by one viewer to where others can donate to in the hopes the streamer will accomplish the task stipulated. If the streamer does reach said goal, the bounty is paid out to them, with Camelot taking a 5% cut of the total amount. If not, everyone who contributed to that bounty gets a refund.

What is your investment approach and how did you obtain the investment for your star-up?

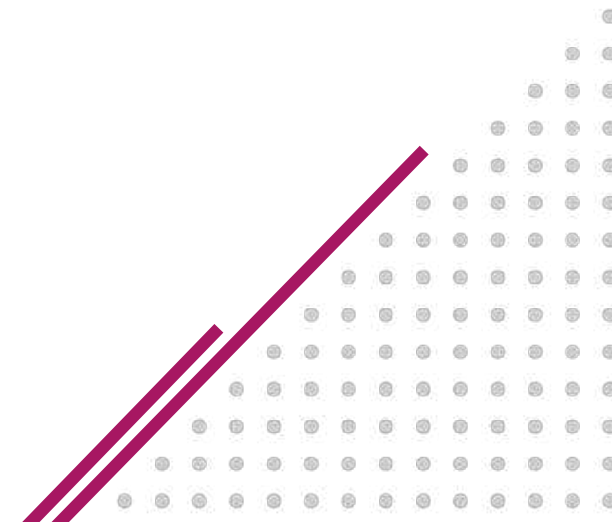
We started the company out of Y Combinator's summer batch and raised capital from a great group of early investors shortly after. Some notable investors: Philadelphia 76ers, Sacramento Kings, co-founder of Tinder, co-founders of Plaid. Since then, we've just been working hard on developing the product and iterating on feedback from the creators we're working with.

What sources of information and knowledge do you use for technological entrepreneurship in the sports sector and through which channels do you access them?

Those that manage to attract the younger generations either as participants, spectators or future work niches.

In your opinion, what are the trends and opportunities in the European sports sector for new entrepreneurs?

The new generations have very different motivations and with the same products and services as 20 years ago, only older generations are loyal. Look for innovation, good exposure in networks and as much participation as possible with free models and premium versions.



19 PITZ

pitz.app

Fernando Mendivil

CEO



What process did you follow to become an entrepreneur?

Having initiative and always being ready to undertake new projects Personal attention

What is the value proposition of your company?

Amateur footballers spend a lot of effort, time and money to play and without receiving anything in return. Pitz is the VIRTUAL AGENT for the real football heroes, AMATEUR TEAMS AND PLAYERS making them feel like professionals by giving brands the chance to REWARD their passion and commitment. Pitz collects data from players real-life activity to enhance their game experience. Based on historical performance and machine learning algorithms, Pitz gives them access to sponsorships and prizes, simulating the professional player/team life, democratizing the access to sports sponsorships.

Can you explain the technologies and tools you use in your business?

Pitz.app collects data from players real-life activity to enhance their game experience. Based on historic performance and machine learning algorithms, Pitz gives them access to sponsorships and prizes, simulating the professional player/team life.

Can you detail three main aspects of your business model to make it profitable?

Opening new distinctive and specialised products.

What is your investment approach and how did you obtain the investment for your star-up?

2018 was an amazing year for Pitz. We had an average of 5.5% weekly growth on new accounts. We raised almost half of our third seed round. We toured 10 US cities along with our partner Alianza de Fútbol where we now have a presence with leagues (Chicago, Los Angeles, and New York City). We also closed a deal with the International Football Association 7 with a presence in 14 countries. We launched a pilot of our new sponsored uniforms feature with Caliente.MX where we had more than 500 teams participating and now we have CalienteMX, Pickwin, Corona, and PUMA as brands to sponsor our players.

What sources of information and knowledge do you use for technological entrepreneurship in the sports sector and through which channels do you access them?

Marketing publications and Sports tech publications.

In your opinion, what are the trends and opportunities in the European sports sector for new entrepreneurs?

On-demand activities combined with new technologies.

20 TruFan

trufan.io
Swish Goswami
CEO



What process did you follow to become an entrepreneur?

Academic training.

What is the value proposition of your company?

We provide brands globally the world's most sophisticated audience intelligence platform in the most intuitive and affordable way. Our customers love us because our pricing is flexible to how much data they want analysed and our platform is intuitive enough for a marketer to utilize and understand. We are also the only platform to have over two billion social profiles on our servers for any brand to go through and segment.

Can you explain the technologies and tools you use in your business?

Daily use of digital support tools, such as scientific databases for the search of information, applications for the elaboration and dissemination of didactic material, among others.

Can you detail three main aspects of your business model to make it profitable?

Committed staff, evaluation of progress to identify strengths and areas for improvement (if any), and critical thinking.

What is your investment approach and how did you obtain the investment for your star-up?

We acquired leading audience segmentation platform SocialRank, we became cashflow positive in December 2019, we launched our company podcast "Fans First", we serviced over 100 paying customers including Netflix, NBA, NFL, Samsung US and United Talent Agency, we grew our team to 13 people (along with over 30 investors/advisors), we successfully raised over \$1.8M, we began co-producing an original content series with Best Crosses Media and we were accepted to one of the world's leading accelerators the Ryerson DMZ.

What sources of information and knowledge do you use for technological entrepreneurship in the sports sector and through which channels do you access them?

Scientific databases (e.g. Web of Science, Scopus, etc.).

In your opinion, what are the trends and opportunities in the European sports sector for new entrepreneurs?

In my opinion the use of the latest trends must be applied according to the context and its needs in order to really achieve a sustainable service.





What process did you follow to become an entrepreneur?

It is the emotional processes that I consider most demanding. After finishing master degree I learned from other entrepreneurs by being an employee in different startups and SMEs. Trough this I did overcome the anxiety of the risk you have to take as an entrepreneur. As a entrepreneur you will most likely meet alot of bumps along, it is a good thing to be prepared on this by learning form others. As an entrepreneur you want things to happend fast, but this is not always true. Patience and stamina are a virtue, it has been a process to realize this.

What's your company's value proposition?

The VimScore services are aimed at health and seek to counteract the risk of musculoskeletal injuries and cardiovascular and mental disorders in a balanced way

Can you explain the technologies and tools you use in your business?

The tools are suitable for both pre- and rehabilitation support before and after injury and illness. The platform offers access to personalized workout programs, logging of performed activity, feedback and motivation for those who train - and insight for those who coach them. All this is build on innovative technologies and research-based expertise within healthy exercising.

Can you detail three main aspects of your business model to make it profitable?

1. Be complementary to the industry, not direct competing.
2. Create multiple possible revenue streams by being analytic and thinking creatively around the willingness to pay among different stakeholders.
3. Have a go to market strategy that prevents customer acquisition from running wild.

What is your investment approach and how did you obtain the investment for your star-up?

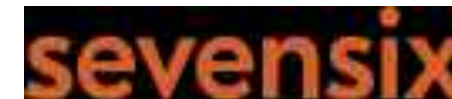
Public funding and own build up kapital.

What sources of information and knowledge do you use for technological entrepreneurship in the sports sector and through which channels do you access them?

Potensial customers and academic environments (e.g OIU, LHL, NIH) trough own network and incubators like Igloo Innovation, Aleap and Startuplab . We are member in all four of these.

In your opinion, what are the trends and opportunities in the European sports sector for new entrepreneurs?

I believe in Gartner's market analysis with a growth of 25% by 2026. There will be a boom of startups and various solutions where the best is acquired by larger players. While niche companies may survive beyond the consolidation that will come in the industry in the long run.

**What process did you follow to become an entrepreneur?**

MIT Disciplined Entrepreneurship, TINC San Francisco. Process from BI.

What's your company's value proposition?

Accelerate tennis technique empowered by AI on smartphones.

Can you explain the technologies and tools you use in your business?

AI like object detection and pose detection via computer vision. We have made algorithms of the best tennis minds in the world. Add machine learning, physics, and advanced mathematics.

Can you detail three main aspects of your business model to make it profitable?

Scalable, TAM market 1 million tennis players/coaches. Mobile-first. Smart Business model accessible to millions via app stores. Lean organization

What is your investment approach and how did you obtain the investment for your star-up?

We have built the world's first scalable tennis AI coach. Maximize investments by soft funding from Innovation Norway, tech funding from Microsoft and AWS. We are now in the seed phase moving into series A funding.

What sources of information and knowledge do you use for technological entrepreneurship in the sports sector and through which channels do you access them?

The network of the best tennis coaches and players in the world, but also from all levels of tennis. First movers in AI. Tech team front runners in AI. Other sources are tennis forums, Facebook groups for players and coaches. Statistics from tennis tournaments and research and development in biomechanics. (the kinetic chain in tennis.) Also a good tech stack from Amazon Web Services (TensorFlow and Phyton.)

In your opinion, what are the trends and opportunities in the European sports sector for new entrepreneurs?

9 of 10 investments go into the B2C segment. Data capture, AI for the masses. Develop software, not hardware. Focus on top sports. Esports, Football, Basketball, Tennis, Golf, Cycling. Always strive to engage users. Enhance digital media fan experience. Monetization of digital assets. Engage with the corporate brands of your sport for pilots and customer engagements. Think global from day 1. Use tech to create advantage, do not only create data work to create value to customers. Look to your peers for business models



23 CROWD PROFESSIONAL TECHNOLOGIES

crowdmanager.io



What process did you follow to become an entrepreneur?

Great question I have a desire to create and develop business and people.

What's your company's value proposition?

Crowdmanager.io brings sports fans closer to sports brands, by providing engaging campaigns and fan data management solution

Can you explain the technologies and tools you use in your business?

Dev.tools: .net, ember.js, angular.js, PostGreSQL

Can you detail three main aspects of your business model to make it profitable?

Recurring revenues, transactional revenues and low churn.

What is your investment approach and how did you obtain the investment for your star-up?

Gouvernement grants and bootstrap.

What sources of information and knowledge do you use for technological entrepreneurship in the sports sector and through which channels do you access them?

We use our multiple strategic partnerships and customers as our major source of information and knowledge

In your opinion, what are the trends and opportunities in the European sports sector for new entrepreneurs?

AI and digitalization - and ability to create new revenue streams for athletes and clubs.



What process did you follow to become an entrepreneur?

I saw a problem and started to solve it.

What's your company's value proposition?

At Sportidealisten we believe that working with a passion makes you work in a sustainable way.

Can you explain the technologies and tools you use in your business?

We have a job board application where we gather sports jobs via our CMS platform. And then we use forms and automated communication in our communication on the web.

Can you detail three main aspects of your business model to make it profitable?

Consulting services to sports clubs. Recruiting services to the sports industry and ads on the website.

What is your investment approach and how did you obtain the investment for your star-up?

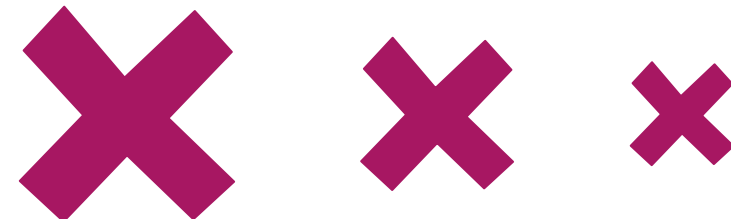
Bootstrapped and winning innovation competitions.

What sources of information and knowledge do you use for technological entrepreneurship in the sports sector and through which channels do you access them?

Trendspotting via websites, networking, digital tools, Social Media.

In your opinion, what are the trends and opportunities in the European sports sector for new entrepreneurs?

Mobile friendly, user focused, videos, short clips.



25 **VIRZOOM**

virzoom.com

Eric Janszen
CEO



What process did you follow to become an entrepreneur?

I keep my working details records by doing so you will know when your company stands in the field of market and what potential challenge you might face in the future .

What's your company's value proposition?

Virtual workouts, real results. Using the power of virtual reality, and any stationary bike, you are transported to worlds where you must pedal to move.

Can you explain the technologies and tools you use in your business?

Analysing my field as for me competition breeds best of result of my goal . to be successful entrepreneur you cant be afraid to ask and learn from others VirZOOM creates thrilling VR experiences powered by you. Pedal your VirZOOM Controller to propel yourself through endlessly exciting VR games. Power a horse in a race, a tank in battle, a fire-breathing dragon through mountains. Patent pending software controls keep you feeling good. A workout without the work.

Can you detail three main aspects of your business model to make it profitable?

VirZOOM creates engaging VR experiences powered by you. Pedal your VirZOOM Controller to propel yourself through endlessly exciting VR games. Power a horse in a race, a tank in battle, a fire-breathing dragon through mountains. Which is most advanced and futuristic field you can find from todays market

What is your investment approach and how did you obtain the investment for your star-up?

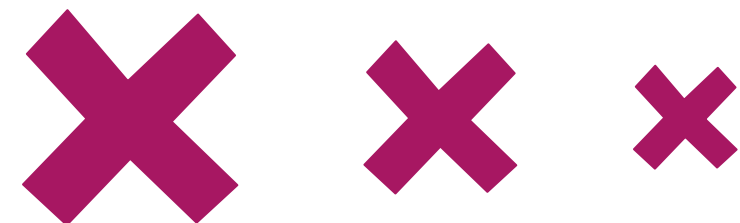
Targeted market, secured a game-changing invitation onto the Oculus Quest store , leading technology

What sources of information and knowledge do you use for technological entrepreneurship in the sports sector and through which channels do you access them?

Since then, over 6,000 customers have created VZfit.com accounts, we've received countless rave reviews on Amazon, and our patented VR tech and fun fitness forward approach to design has caught the attention of Facebook.

In your opinion, what are the trends and opportunities in the European sports sector for new entrepreneurs?

There's a surging need for home fitness solutions right now, as consumers are eager to avoid highly trafficked gym environments. However, working out at home presents unique challenges—in particular, it can be difficult to self-motivate and stay interested.



26 MAESTRO

info.maestro.io

Ari evans

CEO



What process did you follow to become an entrepreneur?

Taking calculated risk is key to grow as a company , A good question to ask is what's the downside if you can answer this you can see what might be the worst case of scenario .

What's your company's value proposition?

Maestro is an interactive video platform that makes it easy for broadcasters to build meaningful relationships with their audiences. By adding an interactive layer, customers drive an average of 175% increase in watch time, 45% increase in retention, and 210% increase in revenue. The platform's analytics help customers get to know their viewers, correlate engagement to key metrics, and understand how to maximize return on investment. In sports/esports, use cases include chat and social experiences, in-stream being and commerce, prediction games, and stats integration.

Can you explain the technologies and tools you use in your business?

Our company maestro Sports uses 3 technology products and services including HTML5, Google Analytics, and jQuery, according to G2 Stack.

Can you detail three main aspects of your business model to make it profitable?

Maestro Sports is actively using 24 technologies for its website, according to Built With. These include Viewport Meta, iPhone / Mobile Compatible, and SPF.

What is your investment approach and how did you obtain the investment for your star-up?

We are focused on expanding value propositions by building a platform ecosystem as we scale up our global customer base. We recently launched our first automation tools to increase engagement, enable personalization, and reduce costs. These are "if this then that" workflows that use data to trigger interactive experiences with targeting options for specific viewer profiles.

What sources of information and knowledge do you use for technological entrepreneurship in the sports sector and through which channels do you access them?

Maestro continued thought leadership alongside many top sports/esports publishers and leagues including Fortnite, Overwatch League, NBA, Sky Sports, FIFA, and PUBG. We launched a stats-based prediction game with Overwatch League, driving significant increases in watch time and retention and integrated live stats from Fortnite, NBA, and PUBG to make streams easier to understand and follow.

In your opinion, what are the trends and opportunities in the European sports sector for new entrepreneurs?

Streaming providers, tools for developers to build custom overlays and panels, and new APIs and an SDK to support flexible integration options.



27 REELY

reely.ai
Cullen Gallagher
CEO



What process did you follow to become an entrepreneur?

The old saying Rome wasn't built in a day applies here . the success takes time to let people to know what your company is , so take your time and stay focused on your short and long term goals.

What's your company's value proposition?

REELY uses computer vision to automatically clip, tag, and distribute sports and esports highlights in real time. This effectively puts the power of an entire editing team in the power of one person's hands. Our product is used by pro, college, and high school teams and leagues, as well as esports athletes, streaming providers and other technology platforms to deliver highlights to their fans in an instant.

Can you explain the technologies and tools you use in your business?

We uses computer vision and deep learning to automatically identify, clip, and distribute sports highlights. No human required! Our SaaS platform functions on a wide variety of field and gymnasium sports at every level, from little league to the major leagues.

Can you detail three main aspects of your business model to make it profitable?

We help sports organizations save time and money while producing content that their fans will love. Also we use latest machines to learn and recognize, rank, and distribute the best sports highlights.

What sources of information and knowledge do you use for technological entrepreneurship in the sports sector and through which channels do you access them?

REELY uses computer vision and deep learning to automatically identify, Clips, highlights, and condensed games. Automatically created using AI.

In your opinion, what are the trends and opportunities in the European sports sector for new entrepreneurs?

AI, sports, content, social, esports, media, college, football, basketball, team based online sports



28 RUN AN EMPIRE

runanempire.com

Ben Baker
CEO



What process did you follow to become an entrepreneur?

Big or small all companies need a good management from a top to bottom . Employees always need to know where they need to work harder . Thus the keywords that i been applying to my career was Good leadership , pursuing mission Focusing on customers and employees.

What's your company's value proposition?

Run An Empire is a fun, free motivational game for iPhone and Android devices worldwide. We've designed it as a new kind of incentive to get moving. At its core, players can capture any real-world location on foot and add it to their own personal empire. As well as expanding their borders, they can build on their lands and earn great fortunes. We've integrated with Strava, so players can also go running with any supporting GPS tracker and upload their run to the game afterwards.

Can you explain the technologies and tools you use in your business?

We've always believed in the potential for what we think of as "computer games" and "sports" to collide. That has led to "eSports" tournaments in one sense, but also the emergence of gameplay that demands full body, physical skill and stamina. Of course, Pokemon Go and its ilk have gone a long way to validate this, as well as Zwi, SweatCoin and Zombies Run, but we expect tech to allow more competitive, social and team games that fit around their players lifestyle.

Can you detail three main aspects of your business model to make it profitable?

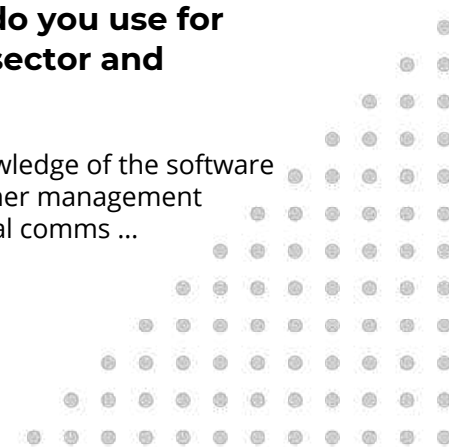
Our mantra is "there should always be a reason to go for a run". We help people get physically active by putting running (and walking) at the core of a rewarding, playful experience. By making people feel like an emperor/empress, and their neighbourhood as an empire in need of their command, we allow them to create their own narratives whilst navigating city streets or country roads. We're finding our game resonates strongest with the next generation of aspiring runners.

What is your investment approach and how did you obtain the investment for your star-up?

On our Project we try to create interactive installations and experimental objects designed to find new ways of enriching everyday living .

What sources of information and knowledge do you use for technological entrepreneurship in the sports sector and through which channels do you access them?

A tireless team player, highly self motivated with a strong knowledge of the software tools we use every day. They implemented and ran our customer management processes, whilst also helping to define our tone of voice, digital comms ...



In your opinion, what are the trends and opportunities in the European sports sector for new entrepreneurs?

The current solutions for making running more fun are 'gamified health apps', which generally reward calories burned with digital 'badges'. However, 70% of UK adults already play actual games. They demand much more: to be immersed, to have a personal narrative and to have their skills challenged. So innovating everyday would be key of success .



What process did you follow to become an entrepreneur?

I had strong desire and passion to start my own business and become a successful entrepreneur.

What's your company's value proposition?

Aim of enhancing people's lives through innovation, blending technology and biology in perfect harmony to release the limitless potential of human ability. KYMIRA produce wearable products that react and interact with the human body to change, improve and save lives. KYMIRA breaks through the barriers of today's conventions to make the future a better place for everyone. Kymira's wearable technologies integrate seamlessly into user's daily lives making their use as simple as going dressed in the morning.

Can you explain the technologies and tools you use in your business?

The company works within the Medical, Sport, Military and Space verticals, across B2B and consumer markets.

What is your investment approach and how did you obtain the investment for your star-up?

investment for your star-up - The company works within the Medical, Sport, Military and Space verticals, across B2B and consumer markets. By blending technology with biology in perfect synergy we face challenge that is we have to improve and adapt everyday

Can you detail three main aspects of your business model to make it profitable?

It profitable- the team strive to solve and improve large societal issues and are working in partnership with leading institutions such as the European space agency, innovate UK, universities and the NHS, to research cutting edge technologies and e-textiles.

What sources of information and knowledge do you use for technological entrepreneurship in the sports sector and through which channels do you access them?

Well constructed digital marketing, logistics assisting, team social advertisement



30 BEYOND SPORTS

beyondsports.nl

Sander J Schouten

CEO



BEYOND SPORTS

What process did you follow to become an entrepreneur?

Our Story is a story about sports, passion, science, and technology. A passion for sports. Backed up by science. And always in tune with the latest technology. Which gives us the future of sports. A set of ground-breaking products. In VR/ AR & backed up by AI. Using real data. Resulting in evolutionary competitive advantages. For athletes. Coaches. Clubs. And fans. A passion for sports. Backed up by science. Virtual Reality to enhance performance, gain tactical insights from every angle, and deliver a viewing experience for fans they have never encountered before. Truly immersive and interactive. Applying actual sports data. We are Beyond Sports. Legends of the Future.

Beyond Sports recently opened offices in Los Angeles and New York to serve the market in the United States. The strategic moves insure the company can expand to professional sports that have shown an interest in how Beyond Sports' products have been utilized with clubs, leagues and fans in the English Premier League and the Dutch Eredivisie as well as for national teams including the German National Team (DFB) and the Dutch National Team (KNVB).

What is your investment approach and how did you obtain the investment for your star-up?

Beyond Sports has raised a total of \$2.4M in funding over 1 round. This was a Seed round raised on Jun 6, 2018. Beyond Sports is funded by 9 investors. Matt Harris and Eric Aroesty are the most recent investors.

We are thrilled to have partnered with Stats Perform and to have arguably the best football content on the planet to work with. We are excited to bring our technology closer to the end consumers

What's your company's value proposition?

Beyond Sports transforms real match data into a Virtual Reality simulation which helps pro-teams improve insights and training methods. Beyond Sports uses player positional tracking data to create virtual match simulations and deliver any perspective to any platform at any moment. Its solution has already been used by rights holders such as Arsenal and Ajax for player development, and by major broadcasters like Sky and Fox Sports for match analysis. Based in Alkmaar, the startup is now venturing into the realm of consumer-facing experiences. This results in revolutionary competitive advantages for athletes, coaches, clubs, broadcasters as well as immersive experiences fans.

Can you explain the technologies and tools you use in your business?

Beyond Sports is actively using 22 technologies for its website, according to BuiltWith. These include Viewport Meta, SPF, and SSL by Default. Beyond Sports is driven by a passion for sports, backed by science and always in tune with the latest technology. The company offers a set of ground-breaking AI based VR/AR solutions that use real game data to create virtual simulations of real sports matches thus enabling viewing from any perspective, including players point of view.

Can you detail three main aspects of your business model to make it profitable?

I believe that changes in any business are caused by two things: 1) an urge to differentiate 2) an individual that is willing to get there.

31 KLIPDESK

klipdesk.co

Aaron Tobin

Founder

What process did you follow to become an entrepreneur?

Aaron founded the technology company Klip Desk in 2015 which is changing the sponsorship landscape in sports and entertainment. Klip Desk was recently acquired by multinational media and digital marketing communications company Dentsu Aegis Network and will align to the network's global sports and lifestyle marketing business, MKTG.

What's your company's value proposition?

Klip Desk is a technology business with two product offerings – Klip Studio and Klip Logic – that enable content owners to automate the curation and distribution of live content across all digital media.

Klip Desk Studio enables sports leagues and broadcasters to automate their video production workflow, getting highlights in front of their fans in seconds.

Klip Logic tracks and measures the true value and impact of brand sponsorship within digital highlights and Klip Logic's custom AI.

Can you detail three main aspects of your business model to make it profitable?

I focus on 3 key areas when building a technology product business

- Know the problem you are solving for your customers.
- Understand who has tried to solve this problems or problems in the past and failed and understand who is currently doing it well. Learn from both.
- Relentless focus on designing your product around your customer needs

KLIP DESK

What is your investment approach and how did you obtain the investment for your star-up?

When looking at the DAN family of brands in terms of what they are doing for clients, the rights holders they work with and their sporting partnerships, there is a great opportunity to provide more value to those partnerships across the globe.

Can you explain the technologies and tools you use in your business?

Klip Desk uses 4 technology products and services including HTML5, Google Analytics, and Google Fonts, according to G2 Stack. Klip Desk is actively using 15 technologies for its website, according to BuiltWith. These include Viewport Meta, iPhone / Mobile Compatible, and SPF.

In your opinion, what are the trends and opportunities in the European sports sector for new entrepreneurs?

Without a doubt, we believe that the greatest opportunity for our business is in providing richer fan engagement to open up commercial opportunities through Klip Studio. With Klip Logic, we help rights holders and brands have insights at their fingertips by appropriately tracking and measuring exposure across digital channels.



SPINENT **2.0**
MENTOR UP SCALE UP



MOBILE
ADVENTURE
MOVE YOUR BODY



UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA



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