



**INVEST IN
ANDORRA**
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GSIC

Global Sports Innovation Center

Powered by  Microsoft

ANDORRA SPORTS STARTUP CHALLENGE by **ACTUA** & **GSIC**

Basis of Participation



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1. INTRODUCTION

Actua, in partnership with Global Sport Innovation Centre (GSIC) and with the support of SPSG Consulting are launching a Startup Challenge to locate the best sport-tech projects across the world that can position Andorra as a leading country in technological innovation in **winter & mountain sports and cycling**. For this reason, Actua and GSIC announce a joint call for projects and/or startups **offering innovative solutions that improve the user's experience and loyalty to de-seasonalize the sports and tourist offer in Andorra**.

Promoters

Actua is the agency for economic development in Andorra. Composed by Actua Business and Actua Innovation, it is a key player in the enhancement of competitiveness, innovation and sustainability of the Andorran economy through promoting key sectors for the diversification of the economy, being a motor in the improvement of the public sector and microeconomic environment, attracting and supporting both foreign and local investment in key sectors, providing support to Andorran businesses so as to be more competitive on a National and International scale, and creating favorable conditions for innovation and entrepreneurship, in both the public and private sectors, in order to consolidate Andorra as a Living Lab.

Read more at: <https://www.actua.ad/en>

Global Sports Innovation Center powered by Microsoft (GSIC) is a business cluster powered by Microsoft Sport Team that gathers all kind of sports entities (clubs, federation, associations), institutions, tech-companies (from start-ups to enterprises), research organizations, investors and key figures of sport industry to improve its value chain. To do so we focus our activities and services on 6 main points: entrepreneurship, networking, applied research, showcase, Microsoft Partners Solutions and digital transformation advisory services. With headquarters based in Madrid, GSIC now has members in 35 countries around the world.

Read more at: <http://sport-gsic.com>

2. OBJECTIVE OF THE CALL

The call aims to identify the most promising technological solutions that can help **improve the user's experience and loyalty to de-seasonalize sports and tourist offer in Andorra**. In this sense, participants will submit projects that operate in the following use cases:

- Segmentation and content personalization by target audience
- Optimization of customer experience by combining and integrating digital and physical aspects (*phygital* solutions like VR, AR, Bots...)
- Content monetization and sponsorship activation
- Compilation, visualization and analysis of data in order to know the customers (and their changing needs)
- Development of an optimal "CRM" management model for cross-selling products and services
- Improvement of the facilities regarding connectivity and digital infrastructure (IoT, sensors, lighting, parking, access, security)
- Hospitality and retail services

The finalist selected startups, up to a maximum of 10, will have the opportunity to pitch their project/startup in front of a jury made of representatives of the sports and innovation industry, who will choose 1 winner and 2 special mentions.

3. PARTICIPATION REQUIREMENT

The call is aimed for companies and entrepreneurs who can contribute with their technological innovation to the challenges above mentioned. Participants may submit projects/startups that meet the following requirements:

- Be a project and/or startup – at least – in Series A stage.
- Have a dedicated full-time team of at least 2 individuals.
- Have at least a minimum viable product (MVP) and potential to implement internationally.
- Have at least 1 paying customer.
- The individual promoter / representative of the startup must be of legal age and must have the legal capacity to be bound. You may not be an employee, manager, partner, or maintain a business relationship with Actua or GSIC at the time of application.
- The promoters of each project/startup may only participate in this call by submitting a single project.

Participants who do not fulfill any of these requirements, will not be included in this call, losing the right to receive any service and no claim to Actua and/or GSIC.

4. APPLICATIONS & CALENDAR

Candidates to participate must complete their application for admission by registering and submitting information through the following **FORM**.

Applications for admission received or attempted to formalize after the deadline for admission of applications will not be assessed for admission to the program.

Applications Opens: November 9, 2020

Applications Close: December 13, 2020

Finalists announcement: December 17, 2020

Final pitch: January 27, 2021

Winner announcement: February 3, 2021

The organizers reserve the right to modify the dates published in the present document.

5. SELECTION CRITERIA

The following criteria will be evaluated for the selection of participating projects and startups:

1. Innovation of the solution or product & value proposition to solve the challenge.
2. Business model & sustainability
3. Team capacity

For the final pitch, the jury will make its assessment based on the materials provided by the company in the application, and the previous assessment of the organization, as well as the pitch presentation.

6. SELECTION PROCESS

The selection of projects will be carried out based on the criteria described in the previous section.

The judging committee, made up of the organizing entities, is responsible, among others, for ensuring the correct development of the selection process and the quality of the same; resolving any doubts as to the eligibility of applications and the application of the rules; short-listing the most promising startups and projects.

- **Verification of eligibility:** Once the application period has closed, the projects will be reviewed to ensure that the rules of participation have been complied with. Applications that do not comply with the rules will be eliminated from the process. The judging committee also has the right to ask, if needed, for more information about the project and/or start-up in order to complete the selection criteria.
- **Initial evaluation:** Applications that pass the verification of eligibility will be evaluated by the judging committee.
- **Final pitch (Panel of judges):** Up to 10 projects/startups will be selected as finalists to pitch at an online event, where 1 of them will be selected as winner and there will be 2 special mentions. Experts in the areas of technology, sport, business, innovation, investment, entrepreneurship, and financing will analyze and deliberate the winner. Further info on the timing & format of the final pitch event will be appropriately communicated to the finalists.

7. PRIZES

The winner of the Startup Challenge will receive the following prizes:

- *One-year of free membership to the Global Sports Innovation Centre powered by Microsoft.
- 3-months mentoring program with GSIC and subject matter experts.
- Opportunity to access to Microsoft for Startups program, where they will receive free Azure cloud credits, free licenses for Microsoft products, technical support and marketing resources.
- One-year free membership to Andorra Sports Cluster
- Touristic pack to experience and enjoy Andorra.

The three best rated startups (including the winner) will also receive the following prizes:

- Participation in an Investors Day
- Business meetings with members of Andorra Sports Cluster
- Possibility to run pilot projects with Andorra stakeholders
- Solution showcase at Andorra's Mountain Living Lab

**If a winner startup is a GSIC member already, will have a 50% discount in its standard membership or 2021.*

8. VISIBILITY, USE OF LOGOS & INFORMATION

Through the Andorra Sports Startup Challenge, different activities will be organized for the successful applicants focused on giving visibility across the sports tech industry. In this sense, different dissemination activities will be carried out along media partners. The applicants, regardless of the chosen form of publication, commit themselves to respecting and applying the rules for the use of trademarks and logos, provided to the organizers.

9. CONFIDENTIALITY, DATA PROTECTION & ACCEPTANCE OF CONDITIONS

The confidentiality of the applications presented is guaranteed throughout the entire process. In any case, the general characteristics of the applications (as detailed in previous section) may be disseminated and, in due course, the name of projects/startups (and logo if applicable), a brief description, the beneficiary and its logo, the name of the promoter and his/her photo, may be published through, without limitation, press releases, emailing, brochures and websites to communicate the startup competition.

Participating in the startup competition implies the acceptance of these conditions in full and the adherence to these rules for participation, their interpretation lying within the corresponding jury during each stage of the process.

10. CONTACT

For any information and inquiries, please contact:

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