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ANDORRA**  
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**GSIC**

Global Sports Innovation Center

Powered by  Microsoft

## FAQ's

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



## Questions

### 1.- What is Actua?

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>

### 2.- What is the GSIC?

The 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. With headquarters based in Madrid, GSIC supported more than 340 companies such as sport entities, tech companies, startups, institutions, etc., in 40 countries around the world.

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

### 3.- What is the Andorra Sports Startup Challenge by Actua & GSIC?

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 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.

### 4.- Which are the areas of the competition?

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.

#### **5.- How can I participate in the call?**

To apply, complete this online [FORM](#).

#### **6.- How much does it cost?**

Applying for this call is completely free.

#### **7.- I can only participate if I have a sports solution?**

Startups and companies with solutions in other markets are welcome if they can be applied to solve the challenge above.

#### **8.- What are the requirements to participate?**

- 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.

#### **9.- Is the call international?**

Yes.

#### **10.- What is the selection criteria?**

The following criteria will be evaluated to select the participant projects/startups:

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

### 11.- What are the phases of the contest?

- **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.
- **Initial evaluation:** Applications that pass the verification of eligibility will be evaluated by the judging committee.
- **Event 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 the winner. There will also be special mentions for the second and third best rated startups.

### 12.- Activity Calendar

- **Applications Opens:** November 9, 2020
- **Applications Close:** December 13, 2020
- **Finalists announcement:** December 17, 2020
- **Online pitch:** January 27, 2021
- **Winners announcement:** February 3, 2021

### 13.- Can I pitch in English?

Yes, all the pitches must be in English.

### 14.- What is the prize?

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 of free membership to Andorra Sports Cluster.
- Touristic pack to experience and enjoy Andorra.

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

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

**15.- Who is part of the jury?**

Experts in the areas of technology, sport, business, innovation, investment, entrepreneurship, and financing will form the panel.

**16.- I have read the bases but I have a specific doubt.**

For any questions regarding the bases, please contact: [jorge.gomez@sport-gsic.com](mailto:jorge.gomez@sport-gsic.com)