



ANDORRA SPORTS STARTUP CHALLENGE II
by **Andorra Business**, **Andorra Recerca +**
Innovació & GSIC powered by Microsoft

with the support of SPSG Consulting

Basis of Participation

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1. INTRODUCTION

Andorra Business and Andorra Recerca + Innovació in partnership with Global Sport Innovation Centre (GSIC) and with the support of SPSG Consulting (SPSG) are launching the second edition of the Andorra Sports 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, ANDORRA and GSIC announce a joint call for startups and companies offering innovative solutions in the following areas:

- Improvement of safety and accessibility for cyclists' routes
- Improvement of sustainability and social impact in sports events organized in the country
- Improvement of fan and consumer engagement and experience with NFTs, fan tokens and metaverse for sports events organized in the country (before, during and after the event)
- Improvement of educational methods through gamification platforms
- Compilation, visualization, and analysis of data in order to create a 360° profile of the users and tourists visiting Andorra

Promoters

Andorra Business and **Andorra Recerca + Innovació**

Andorra Business is Andorra's economic promotion and development agency. Promoting key sectors for the diversification of the economy, attracting and accompanying foreign and local investment, supporting Andorran companies to become more competitive, and facilitating the landing of new companies in the country, are some of its priorities.

More information: [Andorra Business - Invest in Andorra](#)

Andorra Recerca + Innovació is the agency in charge of developing and promoting R&D&I in Andorra in strategic sectors such as Mountain and Sports, among others.

More information: [Andorra Recerca + Innovació \(ari.ad\)](#)

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.

More information: [GSIC - Global Sports Innovation Center \(sport-gsic.com\)](https://sport-gsic.com)

SPSG Consulting is a boutique consulting firm specialized in sports and entertainment, led by Carlos Canto, GSIC Ambassador, Member of the Board of Spanish Marketing Association and RC Deportivo A Coruña, y member of the Advisory Board of selected start-ups of the sports industry.

More information: [SPSG Consulting](#)

2. OBJECTIVE OF THE CALL

The call aims to identify the most promising technological solutions that can help **improve the following areas:**

- Improvement of safety and accessibility for cyclists' routes
- Improvement of sustainability and social impact in sports events organized in the country
- Improvement of fan and consumer engagement and experience with NFTs, fan tokens and metaverse for sports events organized in the country (before, during and after the event)
- Improvement of educational methods through gamification platforms
- Compilation, visualization, and analysis of data in order to create a 306° profile of the users and tourists visiting Andorra

The finalist selected startups, up to a maximum of 10, will have the opportunity to pitch their solution 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 startup or a company in Expansion Stage and looking for a Series B round.
- Have a dedicated full-time team of at least 3 individuals.
- Have market-tested product and potential to implement internationally.
- Have traction with at least 5 customers
- 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 ANDORRA 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 ANDORRA 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: March 21, 2022

Applications Close: May 1, 2022

Finalists' announcement: May 9, 2022

Final pitch: May 25, 2022

Winner announcement: May 27, 2022

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

5. SELECTION CRITERIA

The following criteria, rated from 1 to 5 (being 1 the lowest and 5 the highest) will be evaluated for the selection of participating projects in each of the stages of the process (Verification Eligibility, Initial Evaluation, & Final Pitch):

1. Technically and conceptually sound – the extent to which the submission addresses the challenge.
2. Innovation – the extent to which the submission is unique to, or adds value to, existing solutions.
3. Impact – the extent to which the submission demonstrates the potential to effect change.
4. Scalability – the extent to which the submission can scale, including the appeal it has to secure buy-in and/or a wide user base.
5. Feasibility – the ease with which the submission can translate into a sustainable pilot project.
6. Maturity of the team and the organization or professional background of the natural person.

For the Final Pitch, the jury will evaluate the finalists based on:

- The materials (decks, videos, demos...) provided by the participant in the form submitted.
- The previous evaluations based on the criteria above mentioned.
- 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:

- Possibility to run a pilot project with Andorra stakeholders
- Participation in an industry event together with Andorra Business and Andorra Recerca + Innovació
- Accommodation and meals + tourist visit for 2 people for 5 days in Andorra (to be used during the following 12 months after the awarding of the Prize and always by mutual agreement with Andorra on the selected dates)
- 1-year free membership to the GSIC powered by Microsoft*
- 1-year free membership to the Andorra Cluster

Additionally, the winner and the two startups with special mentions will receive:

- Special mention in the Andorra Sport Entrepreneurship & Investment Guideline that will be published by GSIC in 2022.
- 1-hour mentoring session with a member of the jury
- Onsite award reception during the Andorra Sports Innovation Summit

**If the winner is already a GSIC member, the prize will be a 50% discount in the membership for the following year*

8. VISIBILITY, USE OF LOGOS & INFORMATION

Through the Andorra Sports Startup Challenge II, 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.

Andorra reserves the right to use the logos of the participating start-ups, and the winners, in its promotional activities and dissemination of the start-up challenge, as well as the Innovation Hub.

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:

Guillermo.marin@sport-gsic.com