

# FUTURE OF SPORTS

PREVIOUS PARTNERS:



LET'S DRIVE THE TRANSFORMATION OF THE **SPORTS INDUSTRY**



Up to 5 different market players from the sports industry define their individual Challenge in our **Future of Sports** program.

Our ecosystem of international **startups, research institutes** and **universities** then develops a multitude of innovative and feasible solutions, concepts and strategies for you.



**accelerate** and **scale** your innovation activities



**minimize** financial risks



**save** operational effort



**18 000**  
INNOVATORS



**1250**  
STARTUPS



**130+**  
UNIVERSITIES



**75**  
COUNTRIES

**BECAUSE SHARED KNOWLEDGE** GROWS FASTER!

## HOW IT WORKS

### 1. QUALIFICATION PHASE



We activate our global ecosystem and generate a variety of innovative teams and solutions.

### 2. PRE-SELECTION



Out of all submitted solutions, you select the 2 most promising teams.

### 3. BOOTCAMP



Meet your final teams in a digital event organized by ekipa to go into a discourse about the solutions and shape the direction for further development.

### 4. ELABORATION PHASE



The selected teams further develop & specify their solutions based on your requirements; first pilots are initiated.

### 5. FINAL EVENT



The finalist teams will present their solutions in a final pitch event organized by ekipa. Subsequent steps and cooperation opportunities will be discussed.

## POSSIBLE TARGET AREAS FOR **YOUR CHALLENGE**

Digital Transformation & Technology  
Marketing & Sponsoring  
Sustainability/ESG  
Infrastructure & Tourism  
Construction

Fan-Engagement & Experience  
Business & Financing  
E-Commerce & Retail  
Performance Enhancement, Nutrition & Health

## WHAT WE NEED

Personnel capacities totalling **7 days of effort** spread over 6 months for solution development by the innovators

One-time **Ticket Fee** of 30.000€ for your participation

**YOU WANT TO JOIN THE FUTURE OF SPORTS PROGRAM?**



LET'S TALK ABOUT POSSIBLE INNOVATIONS



Contact person for all further questions:  
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**TO THE EKIPA PLATFORM**



EKIPA - GERMANY'S LARGEST  
OPEN INNOVATION INCUBATOR  
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