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The Leaders Sport Business Summit is the home of new ideas in sport and plays a key role in driving innovation and championing new talent across the industry. At this year's summit the next generation of great and disruptive ideas will be identified and celebrated from the world's technology start up community, and we'll be helping bring them to life at the 'Leaders SportsTech Startup Competition' in front of a live audience of up to 400 senior executives in world sport.

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# Leaders Tech Start Up Competition

## Judging Criteria

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Startups will be judged on their potential for adoption, growth and commercial success. The following criteria will be used:

- Practical use of product
- Sustainable business model
- Difference to other products in the market

## Costs

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There are no costs to enter the competition. However, the finalists will need to travel to London for the 6th October to pitch at the Leaders Sport Business Summit.

## Format

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The finalists will be invited to give a 5 minute pitch, with demonstrations strongly encouraged. This will be followed by 5 minutes of Q&A with the judges.

## Who Picks the Startups That Will Compete?

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Leaders have selected 2 independent judges with VC and strategic investments backgrounds in sport to choose the finalists from the application pool.

## Who Are the Judges For the Competition?

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There will be 5 judges in total. Three will be drawn from the competition partners and 2 will be independent. All will have strong backgrounds in fan experience technology and/or strategic investments.

## About The Leaders Sport Business Summit?

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Now in its ninth year, The Leaders Sport Business Summit in London will see the industry's biggest names on stage and cutting edge content centred on brand excellence, digital pioneers, sports governance, commercial innovation and, new to 2016, eSports. With 1,800 director level executives across 55+ sports and over 50 countries it's the most senior and international sports business summit in the world.

Visit [The Leaders Sport Business Summit](#) website or see what happened in London in 2015 [here](#).

## Partners

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## For More Information

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