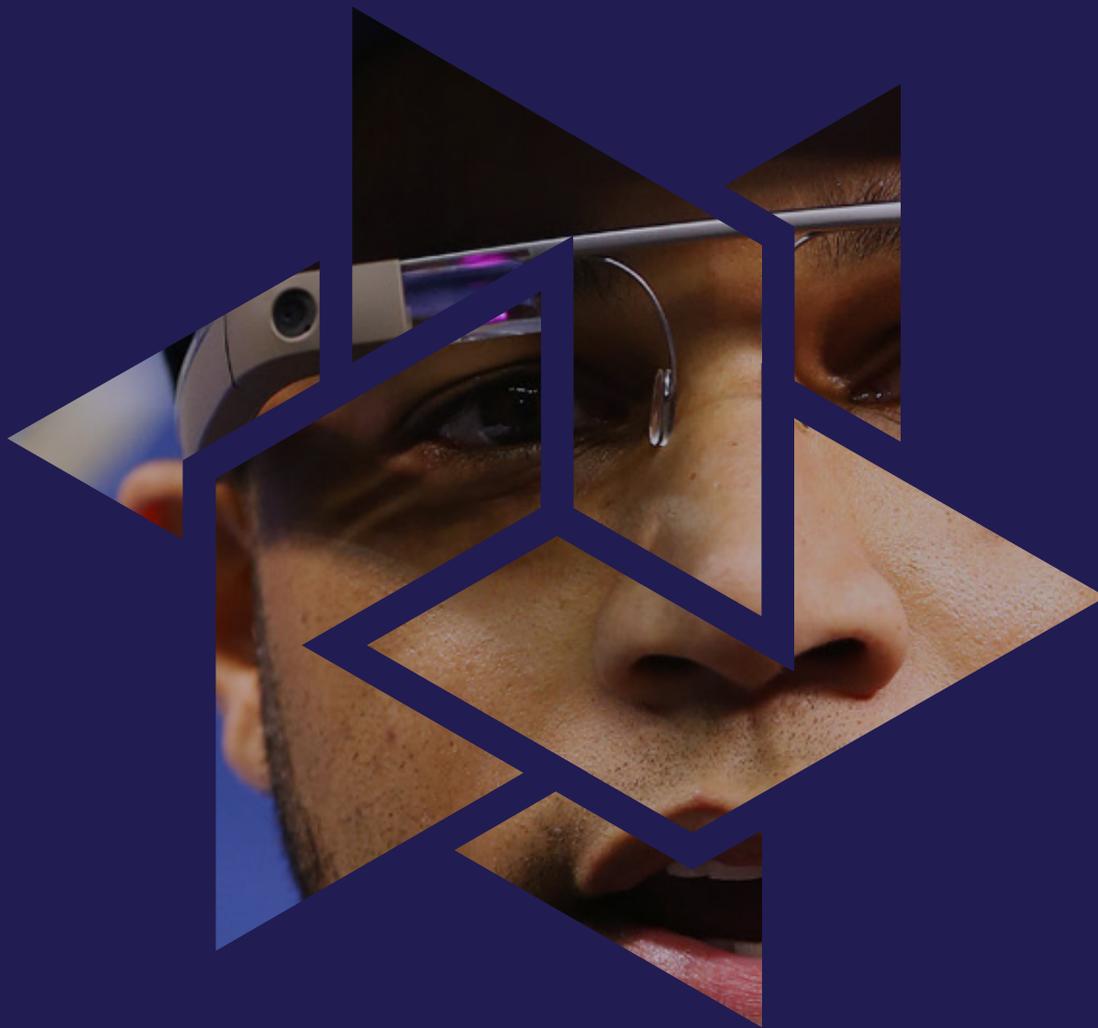


LEADERS™

# The Sport Business Summit



## Tech Startup Competition

Official Partner

**ONE TEAM**   
COLLECTIVE

**Date**  
5 October 2017

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**Venue**  
Chelsea FC  
London

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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 startup community, and we'll be helping bring them to life at the 'Leaders Sports Tech Startup Competition' in front of a live audience of up to 400 senior industry executives.

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*"Joining the Leaders conference was our major highlight of 2016. We forged amazing partnerships, met with team owners, league executives, and key decision makers from companies in our industry. The competition led to our crucial partnership with Sky Sports."*

**Alex Beckman**  
CEO, GameOn Technology  
(Tech Startup Finalist)



Supported by



sky SPORTS



# Leaders Tech Startup Competition

With a rigorous judging process to filter down applications from around the world, the 5 most promising start-ups in sports business and performance tech will be identified. These 'Final 5' will be invited to Chelsea FC and the Leaders Sport Business Summit on 5th October 2017 to pitch their product or service to an expert judging panel – a cross-section of sport covering broadcast media, a sports team, a sports league and venture capital.

The winning start-up selected by the judges will be given the opportunity to hold meetings with top executives from competition supporters Chelsea FC, Sky Sports and LA Clippers, have access to a series of SportsTech Accelerator programmes around the world, and be the centre piece of a major sports industry report on sports technology.

Whilst there can only be one winner, all short-listed finalists will have the chance to showcase their product to the sports industry at the Leaders Summit and will also be included in the sports technology report circulated after the event.

## Entry Criteria

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- Early-stage company, 3 years or younger.
- Have a fully working product/beta, reasonably close to or in production.
- No known intellectual property issues.
- Product must be targeted towards the sport business or performance markets.

## Applications and Selection of Finalists

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The deadline for applications is **25th August 2017**. The finalists will be notified on **4th September 2017**.

### Application

**You will need to complete an application form which includes the following fields:**

1. Company Name
2. Company Owner(s)
3. Company Profile (150 words)
4. Founder Profile (100 words)
5. Product/Service Description And Why It's Different (250 words)
6. Website
7. YouTube Video Or Demo URL If Applicable

# Leaders Tech Startup Competition

8. Company Stage Of Development (Launch, Revenue, Investment etc)
9. Send 1 Pager or Presentation Deck to: Robert.Clayton@leadersinsport.com  
Simon.Morgan@leadersinsport.com

## Judging Criteria

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Start Ups 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

## The Prize

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- 1-to-1 Meetings With The Judging Panel
- Included In The Sports Technology Report, Sent To The Leaders Database
- Branding At A Future Leaders Summit
- Access To Our Sports Tech Accelerator Network
- Video Interview Publicised On Leaders Website And Social Media Channels

## Costs

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There are no costs to enter the competition. However, the finalists will need to travel to London for the 5th 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 Start Ups 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.

# Leaders Tech Startup Competition



## Who Are the Judges For the Competition?

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There will be 5 judges in total, these judges will be executives from teams, broadcasters and VC firms. 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 10<sup>th</sup> 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 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 2016 [here](#).

### Official Partner



### Supporters



## For Further Contact Information

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