

Sports StartCUP!

#SPORTBIZ EUROPE

SPORTS BUSINESS EUROPEAN CONGRESS



BARCELONA. MARCH 26 & 27 2020

QUALIFICATION:

- Categories:
 - 1) Activity & Performance
 - 2) Management & eCommerce
 - 3) Fans & Media
 - 4) eSports.
- From idea to max 2 years from the startup's funding date.
- Multidisciplinary team of 3 people or more with 100% commitment to the project.
- Business plan including immediate international market expansion.
- All documentation in English.

(Full competition guidelines on the next page).

REWARDS:

- Finalists startups will be able to present the pitch on main stage at SPORTBIZ EUROPE Congress (26th & 27th MARCH 2020).
- In front of a large audience, with presence of investors.
- Finalists will have a shared commercial table / stand at SPORTBIZ EUROPE
- High level networking.
- HUB23 Membership.
- Afydad 1 year free membership.

APPLICATION:

You can submit your application here <https://forms.gle/W2j8MRcrQbiGqAeF6>

Open call to February 21st 2020
Finalists will be communicated March 6th.

JURY AND SELECTION:

- The jury will be composed by Sports Industry Experts from, leagues, clubs, associations & brands, Mentors and Proven entrepreneurs.
- Selection criteria: Disruptive projects / Viability and Monetization / Business Projection and Scalability.

ORGANIZERS



INVESTMENT PARTNER



XARXACAPITAL
Sport & Business

SUPPORTING PARTNER



Qualification:

- Categories:
 - 1) Activity & Performance : Wearables & Equipment, Activity Data & Analytics, Coaching & Preparation
 - 2) Management & eCommerce : Organization, Marketplaces
 - 3) Fans & Media: News & content, Fan engagement & Social platforms, Fantasy Sports & Betting.
 - 4) eSports.
- From idea to max 2 years from the startup's funding date.
- In case of stage from idea to seed funding, business plan must include direct references to credible 3rd party market research.
- Multidisciplinary team of 3 people or more with 100% commitment to the project. Covering all major areas: Business development, R&D & Marketing, with demonstrable relevant experience or formal education.
Business plan including immediate international market expansion.
- All documentation in English.

Pitch:

10-slide deck covering all major aspects:

Market / Pain & Solution / IP & Defense / Partnerships & access to market / Financial Plan (Free Cash-flows) / Investments, resources / Team / Cash positions & Funding requirements in next 2 years.

Other documentation (none mandatory, but the more the better)

Excel sheet with detailed Quarterly Free Cash flows > 3 years into the future / 1-3 minute Video of founders presenting themselves and the project / Free text document including: Market research with references, Analysis of (marginal) Cost Of Good Sold, Customer Acquisition Cost, Customer Life Time Value / IP references or strategic resources / Partnerships / CVs of founders.

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