



Janet Gibson
CEO & Founder

**“All current forms of supporter products are static,
Scorz brings a dynamic capability to fandom.”**

While fans are unable to access their favourite team at their home stadium due to COVID-19, Scorz has been ahead of the curve in creating a smart device that helps keep a fan connected to their team or league. With extensive traction in the North American market (including partnerships with the NHL, Budweiser and the Super Bowl), Scorz continues to provide fans a stadium-like experience in the comfort of their home.

Key points from the session:

- Teams have exponentially more fans than what they can actually fit inside a stadium, in some leagues up to 98% of fans never get a chance to see their team play live.
- Can be customizable to a certain sports key moments, and can be player-specific also.
- For brands, it's a chance to have an audience of millions to communicate with and have a direct connection with the fans of a sport or league.
- Agnostic to the physical product form, as well as the sport it can highlight.

- After capturing an at-home audience, Scorz then moved onto the first ever “Goal-synced Arena” in Canada through a proprietary system that was installed in the stadium. It welcomed fans to take the product home post-game, which allowed the team unprecedented data and analytics of their reach of fans coming to see games at the stadium.
- “The products create the connection between the team and the fan, and then our digital platform and various fan engagement modules enable that connection to be utilised both inside and outside of game time as well.”
- “(Due to the COVID-19 Pandemic) it’s given us a lot more to think about in terms of how we can create meaningful moments through connected devices in and out of sports”
- “We’re very passionate about bringing this magic, surprise and excitement to fans; to help connect them to their team, to bring a stadium experience and amplify that, as well as help teams and leagues globally create a connection and fan engagement experience through our technology.”