



**GSIC**

Global Sports Innovation Center  
Powered by  Microsoft

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Global Sports Innovation Center (GSIC) has a primary goal of improving the value chain of the Sports Industry by leveraging the most advanced technologies, enabling business connections among startups, sports organizations, educational institutions and enterprise organizations.

The GSIC provides its members with a unique environment for networking, knowledge transfer, new projects development, business and visibility, while other organizations will find an excellence ecosystem to access innovation services, disruptive technology and leading partners to address their challenges.

Key points from the session:

- GSIC is fully focused on sports innovation and technology
- It has a character of a non-profit organization
- It's goal is to help grow sports tech companies, connecting them to the right people, and providing key support to enable growth
- 1,500+ startups and 340+ partners globally in the network
- GSIC breaks sports technology into 7 categories: Performance, Business Insights and Analytics, Fan Experience, Smart Venues, Media, Esports, and Education
- GSIC has a showcase and demonstration space in partnership with LaLiga at their facilities in Madrid

- GSIC assists startups in the process of digital transformation through open innovation activities
- GSIC produces research and reports in key areas
- GSIC utilizes their expert network to provide key services and workshops to the startups within their ecosystem