Sports + Data

Sports Technologies & Data Science
Fans, Brands & Engagement
Sports Leagues & Teams

www.analyticsinsport.com
#SAC17
12-13th October 2017
Welcome to the 2017 India Sports Analytics Conference.

Sports Analytics and Sports Technology is among the most exciting, cutting-edge and transformative young industries in the world. Data and technology make more possible every day. Human performance, sports marketing, sports broadcasting, media and sport entertainment, connected devices, sports technologies, wearables and healthcare, eSports and virtual reality – are all inextricably linked to understanding and applying sports technologies to our lives.

Our hope is for India to become a global pioneer in the Sports and Technology industry. The deep love of sports and communities will allow the creation of new jobs, skilled workforce and growth opportunities to take athletes, clubs, franchises, companies and powerful ideas to the world. We thank our sponsors, organizers and of course – all attendees – who make this vision a reality in the years ahead. With 40 speakers and panellists and over 300 attendees, over the 2-day conference we celebrate the successes, challenges and future growth markets. We hope you learn vigorously, explore new concepts and network widely with many of the leaders in Sports and technology-related industries.

Data is a new competitive advantage for the future of sports, media, wellness and entertainment – the right imagination, leadership, culture and hard work will ensure outstanding long-term success.

For security reasons, please keep your Sports Analytics Conference Lanyard visibly on your person at all times whilst at the Novotel Mumbai.
I would like to extend a warm welcome to all attendees of the India Sports Analytics & Sports Technology Conference. The Sports Analytics World Series 2017/2018 is an international conference series celebrating the best and brightest in Australia, India, UK, China, Japan, Netherlands for 4,000 people. I’d like to thank our organisers – Marc Roufeil, Ryan McCumber, Kit Ho, Luis Limon, Michelle Yu, and Yi Ding for making today happen.

When the passion of sports and the power of technology come together, we believe it allows athletes and teams and organisations to achieve greater outcomes. India has a great love for sports and is a growing power in sports data, sports innovation, sports entrepreneurship and sports technology. Indians love sports and big data, wearables, IoT, business intelligence, fan engagement, digital marketing, talent identification, fatigue management, sports tech, sports leagues, eSports, advanced sports statistics and more. Today we celebrate the thought-leaders, pioneers, game-changers, educators, vendors, sme's and innovative startups across the sports tech landscape across sports, media, entertainment, health and travel industries.

We thank our 300+ attendees over this year’s 2-day SAC India event. Enjoy your time at the event and learn from those who are at the forefront of Sports and Technology in India and from around the world.

JOHN R PERSICO
Sports Analytics World Series
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+190 ORGANISATIONS
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We thank our speakers, panellists and supporters that made SAC17 possible.
‘If you want to be a sports analyst you need to understand sport and you need to understand data. This course is about creating hybrid sports scientists – graduates who will be very competitive in the elite sport job market.’

Dr Stuart Morgan, Associate Professor
Program Director (Sports Analytics)

Want to know more? Get in touch!

Phone enquiries 1300 135 045
Online chat latrobe.edu.au/chat
Ask us a question latrobe.edu.au/ask-us
LinkedIn
La Trobe University

latrobe.edu.au/sports-analytics
Digital Story Telling for Sports Fan Engagement

This session will start with a brief recap of Sport’s relationship with technology, how it’s evolved over the past two decades, and the challenges & opportunities for the various players in the eco system – federations, leagues, clubs, brands, broadcasters et al – and how new approaches and techniques are necessary to ensure fan engagement stays relevant as that’s at the heart of the industry!

UNMISH PARTHASARATHI
Global Head of Digital Sales @ International Cricket Council

For over two decades, Unmish has worked for blue-chip players across Sport – Agency (IMG), TV Broadcaster (BBC, SONY), Digital Publisher (ESPN, News Corp.) and Federation (International Cricket Council, Asian Sailing Federation) … During his innings, Unmish has produced TV shows, built digital products, curated events, sold content licenses and forged strategic alliances in the UK & Europe, Middle-East, Africa, India, SE Asia and the Asia Pacific … Resident in Singapore, Unmish advises on sports rights and digital media; invests time & money into SportsTech startups; and, incubates new fan engagement experiences such as eSports Leagues & Cyber Hackathons

Fan Engagement & Social Media

Twitter has become an integral part of India’s sports community with a focus on increased fan engagement and social media marketing. There has been a particular focus on cricket with the implementation of a global cricket strategy, with a key focus on the IPL and ICC.

ANEESH MADANI
Head of Sports Partnerships (Asia Pacific) @ Twitter

Aneesh Madani heads Sports Partnerships for Twitter in Asia Pacific. His mission is to make at least one dream come true for every sports fan on the planet. Aneesh has built India’s sports community on Twitter and crafted the company’s global cricket strategy. This includes helping the region’s premier athletes find their voice, leading the Indian Premier League (IPL) to be the fastest growing global sports league on the platform and launching video monetization on Twitter for the International Cricket Council (ICC). He enjoys tennis and routinely hits one handed backhands into the net. You can follow him on Twitter @ aneeshmadani
Sports Data Unlocks Fan Engagement & Insight: Sports Suppliers and Media Discuss

Technology is supercharging sports data collection, processing, visualisation and distribution worldwide. The opportunity to provide live data and data-driven products is exciting and only getting more so. Fans are getting more and more demanding for data-driven analysis, insight and activations. This Panel mixes Indian and international voices, with speakers from sports where the journey starts, the data specialists who collect and distribute, as well as the media who are pushing data-driven stories and visuals to fans here and abroad. A true exploration of the entire data journey from source to fan.

*Yannick Colaco, Managing Director at NBA India will be joining this discussion

ROKO COKO
Director Digital Media SEA@ Sportradar

Director Sales for Media, Asia. Roko joined Sportradar in 2012 in the Sales team, with a particular focus on the Central European market. A few years later, he was asked to lead the Sales and Business Development activities across the Middle East and Asia Pacific Region, working out of the company’s Singapore office. Today, Roko focuses on identifying opportunities for media organisations across Asia, helping them to deliver sports data and content that maximises fan insight and engagement. Before joining Sportradar, Roko worked for a number of telecommunications operators across Europe including Telenor and Telekom Slovenia. He also enjoyed a well decorated career in the national swimming team.

La Trobe University (Australia)

Tennis Analytics – Winning with Data and Machine Learning

Recent advances in Deep Learning are leading to significant developments in computer vision in sport. Our research group is using state-of-the-art deep learning algorithms to teach computers to understand sport, and provide new kinds of assistance to coaches and sports analysts. Examples of our work include a system to detect and count swimming strokes, the automated detection and classification of platform dives, and action recognition algorithms capable of fine-grained analysis of tennis shots. Our work is supported by industry, including the Australian Institute of Sport, and Swimming Australia. We will present a snapshot of our recent work and discuss the future of A.I. in sport.

STUART MORGAN
Associate Professor in Sports Analytics @ La Trobe University

Stuart Morgan is Associate Professor of Sports Analytics at La Trobe University and has a PhD in sensory neuroscience. He has over 16 years’ experience in high performance sport at the Victorian Institute of Sport and the Australian Institute of Sport, and has worked with numerous high profile international teams including the Australian Women’s Hockey team at the Beijing Olympics. He currently leads the new Masters of Sports Analytics program at La Trobe University. His work focuses on gaining competition insight from ball and player tracking data using data mining, deep learning and other machine learning techniques. Dr Morgan was co-author of the paper “The Thin Edge of the Wedge”: Accurately Predicting Shot Outcomes in Tennis using Style and Context Priors” that won best paper award at the recent MIT Sloan Sports Analytics Conference in Boston.
Morning Tea
Cricket Australia

Electronic Gaming: Cricket Australia’s New Frontier

I’ll be talking about Australian Cricket’s new five year strategy that has been developed to help navigate the sport through rapidly changing times. My presentation will work through how Cricket Australia intends to use electronic gaming to acquire new fans and build deeper engagement with existing fans of cricket. CA is developing a portfolio of electronic games targeting different segments of the market, with a long term view that gaming will become a legitimate format of cricket participation in the future.

APURWA SARVE
Strategy Manager @ Cricket Australia

Apurwa (Aps) Sarve is Cricket Australia’s Strategy Manager. With a background in management consulting, he has spent nearly five years working on cricket’s most significant strategic initiatives during a growth phase for the sport in Australia. Some of these initiatives include the restructure of the Australian Cricket schedule, the creation of the Women’s Big Bash League and the delivery of a transformational program that has increased the alignment of the organisations in Australian Cricket. Most recently, he was working on the development of the new Australian Cricket Strategy, which was launched publicly in September this year. After identifying a gap in Cricket Australia’s offerings, Apurwa is currently focused on creating and developing a portfolio of electronic games for the sport. This includes the global sensation that was the Big Bash mobile app and a new Ashes Cricket console game, which is due to be released globally in November.

Catapult Sports

Future of Elite Sports Performance

Catapult Sports is one of the world’s leaders in elite wearables, athlete analytics and advanced athlete wearable solutions. This session explores new frontiers for Catapult in our data-driven future. Case studies focus on how technology and analytics is helping teams worldwide to assess athlete risk, readiness and return to play.

STEVE OOSTERHOF
Head of Asia Pacific @ Catapult Sports

Steve is the Head of Asia Pacific for Catapult Sports based out of their Melbourne Head Office. Having been with the company for 7 years he has held several positions including Sport Scientist & Head of Europe. With a background in Exercise Science & Business Management, Steve has had a strong Commercial and Client focus spanning over 10+ years industry experience and has commercial experience in over 40+ countries, working with some of Elite Sports’ largest clients from America, UK, Europe, Middle East, Asia, Australia and New Zealand. Currently Steve is focused on executing Catapults’ commercial objectives to ‘Own the Performance Technology Stack for Elite Sport, Leverage Elite into Prosumer and Commercialise Elite Wearable & Video Data’ throughout Asia Pacific. Steve is supported by his team which consists of Commercial and Client Focused staff throughout China, India, Japan, South Korea, Singapore and Australia.
Genius Sports

TRACK 1

Using data analytics to safeguard the integrity of sport

All sports at every level are at risk of match-fixing and betting-related corruption, directly threatening the integrity of sporting competition.

In partnership with some of the world’s largest sports leagues and federations, Genius Sports is helping to safeguard the integrity of sports by providing a wide range of specialised services, including bet monitoring technology and expert educational programmes.

This session will dissect the growing threat of match-fixing in sport as well as the potential consequences for those who fail to take the appropriate action. It will also analyse the crucial role data analytics and technology can play in protecting sport’s integrity and preserving its long-term future.

STEVEN BURTON
Managing Director @ Genius Sports

Steven Burton, Managing Director at Genius Sports, is an internationally recognised sports lawyer with more than 15 years’ experience working alongside some of the world’s largest leagues and federations, including the English Premier League, La Liga, the ATP and the International Tennis Federation. A former Partner at the leading sports law firm Couchmans LLP, Steven is regarded as ‘the foremost legal authority’ in the collection, protection and commercialisation of official sports data. Steven is actively involved in several global integrity initiatives such as the Council of Europe’s Macolin Convention and the International Forum on Sports Integrity.

BEN PATERSON
Integrity Operations Director @ Genius Sports

Ben Paterson, Integrity Operations Director at Genius Sports, is an expert in sports integrity with unrivalled expertise in the analysis of global betting markets. With over eight years’ experience working solely in the field of sports integrity, Ben has identified hundreds of fixed matches and has worked on numerous criminal and sporting investigations. Ben has delivered integrity education workshops to numerous sports leagues, federations and law enforcement bodies worldwide as well as leading the development of an e-Learning portal aimed at preventing match-fixing.
SESSION 4: 12:40PM – 1:20PM

Hudl

TRACK 2

Creating a learning environment in Football academies

How Hudl is bringing professional level insights to club and grassroots teams.

MICHAEL CONLAN
Australian Manager @ HUDL

Michael Conlan joined the Carlton Football Club in 2007 as the Football Technology Coordinator. This was a new role created as the coaching department saw a need for extra support, both back office and match day. This role evolved into a position as a performance analyst, where he worked in close collaboration with coaching, recruiting and across the football department. He worked with coaches to help develop weekly / yearly strategies, to identify key target areas for growth. On match day Mick took the lead role regarding technology and how it impacted both players and coaches while tracking performance of the match day tactics. At the end of the 2011 AFL season Mick joined Hudl, in their elite support team. In this role, he worked with a number of professional teams across the Australasia and a number of teams across the globe. From all AFL teams to the Socceroos.

Learn more at hudl.com

The Industry Standard

The world’s greatest teams and organizations rely on Hudl to compete.

Tailored Video Analysis

Record and evaluate performance with a suite of custom tools for both Hudl and Sportscode.

Comprehensive Development

We work with some of the world’s most elite organizations, offering teams at every level adaptable tools for a streamlined approach to identifying and tracking talent.

18/18
Australian Football League Teams

20/20
English Premiere League Teams

100+
Teams participated in the 2016 Olympics
Lunch Break
**NBA/MLB Scheduling – How Scheduling the NBA gets Done**

How KPMG uses its proprietary algorithm to solve the world’s most complex sports scheduling problem. With 30 teams playing 82 games, teams sharing arenas with ice hockey, concerts and even other NBA teams plus an incredible amount of flying and travel logistics, it is amazing that the NBA tried to solve this manually for the last 30 years. Our solution uses cloud computing to churn through 200 million schedules per minute and at the end we went through 35 trillion schedules before we landed on the final 2016/17 schedule.

This session will also include an introduction of the KPMG Athlete Personal Development Program from Anish Behl, Director – People and Change Advisory Services.

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**Athlete Personal Development Program**

Helping Athletes move from the changing room to the boardroom through online training, mentorships, workshops and internships. What role can sports tech play to ease the transition of retiring athletes.

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**RYAN McCUMBER**
Director @ KPMG

Ryan is a Director with KPMG and the global lead for KPMG Sports Analytics. This includes coordinating the Sports Analytics World Series as well as identifying sports technologies and analytic assets and sharing across the members firms. The flagship asset of KPMG Sports Analytics is their Game Scheduling Software which has been implemented at the NBA, MLB and NBL (National Basketball League Australia). Ryan is actively discussing with sports leagues in Europe and Asia on how to optimize and improve their game schedule. In addition to game scheduling he is also focused on improving the fan experience, via fan journey mapping and real time in-stadium analytics to target fans with wow moments and offers.

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**ANISH BEHL**
Director, People and Change Advisory Services @ KPMG

Anish brings in over 12 years of work experience in HR Consulting and Corporate HR roles with organizations, including Satyam Computers, ECS Ltd/ PricewaterhouseCoopers, Aon Hewitt, Alentaris Consulting and Deloitte. Anish has delivered and managed projects in the area of Talent Management, Leadership Development, HR Transformation, HR Effectiveness, HR function structuring, Organization Design, and Large Scale Change Management Interventions. Anish has worked with diverse clients in India, Dubai, Sri Lanka, Mauritius, Rodrigues Island and Egypt across industry sectors including BFSI, IT/ ITeS, Manufacturing, ecommerce, Power, Agriculture, Food & Beverages, Telecom, Travel & Hospitality, and Public Sector.
SESSION 5: 2:20PM – 3:00PM

Influence of Analytics in on field decision making and Broadcasting

Have you ever wondered why a top ranked player was not picked at the auction or why a relatively unknown player gets picked for huge amount of money? Do you know why sometimes a player targets the longer side of the cricket field to score his runs? What drives these counterintuitive decisions?

Ever since ‘Moneyball’ made math glamorous in sports, teams worldwide are collecting and crunching numbers about everything associated with the sport including ground conditions and details about the players heart rate. Teams are investing millions of dollars in players and also in enhancing the experience for the fan. I will be discussing the various applications of analytics in sports and use cases that have actually influenced on-field decision making.

GAURAV SUNDARARAMAN
Senior Stats Analyst @ ESPN

Gaurav is a cricket fanatic. He holds degrees in computer science and business administration and has used his skills and strengths from these fields to carve an unique niche in the cricket world. He spent four years helping international teams (countries and franchises) use advanced analytics to create a winning edge. Among his highlights was playing a small but significant part of the WorldT20 winning West Indies team in 2016 and co-authoring a paper at the MIT Sloan Sports Analytics conference at Boston. Over the last year he has worked with the magicians at ESPN Cricinfo to provide compelling and intelligent insight into how teams and players really win.
eSports KPMG and Google

Online Gaming in India: Reaching a New Pinnacle

Insights into a study by KPMG and Google on the online gaming industry in India – Indian online gaming industry to add 190 million gamer(s) and become a USD one billion opportunity by 2021, from USD 291 million today.

SREEDHAR PRASAD
Partner, Strategy and Management Consulting @KPMG

Specializes in Internet Business Ecosystem (E-Commerce, Classifieds, Omni-channel), FMCG & Consumer markets, Financial Services - NBFC, Media and Hospitality sectors. Special focus on advising Indian Promoters, Small & Medium sizes companies in professionalizing and scaling up. Works extensively in Transformation of E-Commerce companies to Marketplace model as well as assisting companies in traditional models to move to online model/ Omni-channel. Currently advising multiple startups in their growth story in the consumer sector. Leads the Startup initiative for the Advisory practice of KPMG. Currently, working with over 10 start-ups in their business set up/ scalability requirements, as well as fund raise.

LiveLike VR

Latest Innovations in VR and Sports

LiveLike’s live streaming platform is a white label platform that allows broadcasters to stream regular or interactive VR content under their own brand with or without a VR headset. Experience your favorite sports events with your friends in VR for the first time with customizable avatars and spatialized audio!

MIHEER WALAVALKAR
Co-Founder and Chief Business Officer @ LiveLike

Miheer Walavalkar is the co-founder and chief business officer of LiveLike, responsible for leading global business development and overseeing the company’s financial strategies. Walavalkar has played a key role in helping the company secure partnerships with top networks to broadcast major sporting events. Upon graduating from elite accelerator TechStars in 2015, the company won TechCrunch’s prestigious “1st and Future” start-up completion. Prior to his role at LiveLike, he served as chief business officer then later CEO, of YouFoot, a UK-based tech startup that works with soccer federations and teams around the world.
Afternoon Tea
Sports technology and data analytics for coaching and performance impact

This presentation will consider the common drivers of sports technology and data analytics – performance, business and research – with a particular emphasis on coaching and performance impact in high performance sport. It will provide suggestions for implementation and a range of examples that have resulted in effective integration of applied research within performance driven environments.

PAUL GASTIN
Director - Centre for Sport Research @ Deakin University

Associate Professor Paul Gastin is the Co-Director of the Centre for Sport Research and Deputy Director of the Master of Applied Sport Science at Deakin University, Australia. Paul is a member of Deakin’s School of Exercise and Nutrition Sciences which was recently ranked the number one school in the world in sport science. Paul’s teaching and research focuses on innovation in sport science and coaching practice to enhance the performance of people and organisations across the sport participation spectrum. His work is multidisciplinary and includes athlete monitoring, performance management and sport system development. In addition to his work in academia, Paul has worked in Olympic/Paralympic and professional sport in Australia and overseas holding senior positions at the Victorian Institute of Sport (Sport Science Coordinator), the UK Sports Institute (Technical Implementation Manager) and UK Sport (Performance Planning Consultant).

Deakin University’s School of Exercise and Nutrition Sciences has been ranked number 1 in the world for two years running by ShanghaiRankings, a reflection of our first-class teaching and research facilities.

www.analyticsinsport.com #SAC17

Deakin University

SESSION 7: 4:10PM-4:50PM

Join the Sport Science School that has been ranked #1 in the world for two years running*

www.analyticsinsport.com #SAC17

*ShanghaiRankings Global Ranking of Sport Science Schools and Departments 2017

Deakin University CRICOS Provider Code 00113D
Stadium Technology - Cancellation of play due to a wet outfield; a thing of the past!

Addressing the age old global challenge of cricket matches delayed or cancelled due to a wet outfield, Great Sports Infra has innovated an ultra-modern solution that guarantees a re-start within minutes of rain subsiding. Using cutting edge technology with moisture and Oxygen sensors, the system kicks into action the minute it rains and evacuates over 10,000 Litres/Minute of rain water. By default, it operates to provide sub-surface aeration for immense agronomic benefits, but reverses automatically into a vacuum mode when it starts raining.

From the day M. Chinnaswamy Stadium, Bangalore has adopted this technology, they have saved not only crucial rain-hit IPL and KPL matches but also millions of rupees for the administrators, telecast rights holders and fans.

ANIL KUMAR
Founder and Managing Director @ Great Sports Infra (GSI)

Anil Kumar is a first-generation entrepreneur with an Engineering and MBA education and later an Executive Development Program from Kellogg. He worked in the Business Development and Management functions at Wipro and Ramco Systems – in India and the USA. Anil is the Founder and Managing Director of Great Sports Infra (GSI) the leading sports infrastructure company in South Asia. His achievements were recognized with the “Emerging Entrepreneur” award by Confederation of Indian Industry (CII-SR) as also “Star Entrepreneur” by Indira Innovation Foundation. GSI was awarded as “India’s Top 100 SME’s” by India SME Forum. GSI has executed some of the most prestigious and innovative sports infra projects over the last 13 years in South Asia and are known for quality products, innovative technologies and professional service.
SESSION 7 & 8: 4:10PM – 5:20PM

Game Changers: Indian Startups & Innovations – SHOWCASE

Track 2

The Best Sports Analytics / Sports Technology Startups
(5-7 minutes each)

- Quick Logi Technologies
- Upgame Sports Technologies Pvt Ltd
- Gamatics India Pvt Ltd
- MyGame Sports Pvt Ltd
- SportsKPI
- Tenicity
- CIALFO Solutions Private Limited
- Sparup Sports Technology Pvt Ltd

Host By

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PRIMITIVE
Day Two
La Liga and Microsoft

Reinvent fan engagement and monetize your fan data with BI and AI

The Professional Spanish Football League, LaLiga, with 1.6 billion fans following the competition and a worldwide leader in the sports industry is embracing Digital Transformation with Microsoft Sports. The success of this project is data and the insights they are getting thanks to the power of Microsoft Sports Digital Platform. Silvestre Jos, LaLiga CTO and Sebastián Lancelstremère, Microsoft Sports General Manager, will be sharing the keys of this project.

SESSION 1: 10:00AM – 10:40AM

La Trobe University (Australia)

Illegal Bowling Actions in Cricket: Can Sports Analytics Help?

The Fair Delivery Law and the associated rules put in place by the International Cricket Council have evolved over time as more data has become available. Currently, cricket bowlers are required to deliver the ball without straightening their elbow by more than 15 degrees. If suspected of bowling with an illegal bowling action, players must submit to an independent assessment in a 3D motion capture laboratory. If found to be using an illegal action, they can be banned from bowling in competition for 12 months. It is imperative then that the extension levels recorded during the assessment are highly accurate. However, two unaddressed issues remain. Firstly, the laboratory environment does not replicate match conditions. Therefore, is it possible to accurately measure elbow extension levels in match conditions? Secondly, are there other measures that may be more suitable in the evaluation of a suspected illegal bowling action?

SESSION 1: 10:00AM – 10:40AM

SEBASTIAN LANCESTREMER
Global Sports Business, General Manager @ Microsoft Corporation

Dr Kane Middleton is a Lecturer in Sports and Exercise Science at La Trobe University (Melbourne, Australia). Specialising in sport and occupational biomechanics, he uses a number of tools (primarily three-dimensional motion analysis, modelling techniques and force measurement) to quantify and explain human movement patterns, Dr Middleton’s research focus is the enhancement of human performance and reduction of injury risk in both the sporting and occupational contexts. Dr Middleton has a particular interest in the biomechanics of cricket bowling, having completed his PhD in the area of ball release speed optimisation. He has consulted for a number of cricketing organisations and nations, including the International Cricket Council, where he conducted the testing of numerous international bowlers who were suspected of using an illegal action.
Using analytics to find India's next Olympic champion

In the last two Olympics at London 2012 and Rio 2016, 5 out of the 8 medal winners for India were athletes supported by OGQ. For a country like India where resources are limited, it is important to find the right talent early and focus on powering their journey to the podium.

Find out how we use data and analytics to identify potential Olympic medalists for India.
Logistics Beyond the Field - Demystifying Off-field Analytics

Off-field analytics is multi-disciplinary and deals with the analysis of fan engagement, ticketing, merchandising, loyalty programs etc. Off-field analytics essentially aims to connect rights-holders to the fans, who are the life source of any sports organisations revenue. The complexity of this topic revolves around quantifying fan behaviour based on numerous internal and external factors and understanding its economic impact on every dimension of the Sport Business.

CHIRAAG PAUL
Founder & CEO @ Proem Sports Analytics

Chiraag is the Founder & CEO of Proem Sports Analytics, a specialised sports data firm that pivots on data technologies to help rights-holders take informed decisions. Previously, he had been a professional footballer in the top divisions across three different countries including Brazil and England. Following his sports career, Chiraag acquired a wealth of global corporate exposure in blue chip firms within Sports Management, Strategy Consulting and Private Equity. Using his experiences on and off the field, Chiraag was able to identify and help cater to a growing need within the Sports industry through Proem Sports. Proem Sports Analytics are a one-stop destination for all matters related to off-field management, be it data capture, fan intelligence, or marketing analytics. Headquartered in Singapore, Proem provides business guidance and insights through proven data driven methodologies, and helps keep the people who matter most to our clients happy—the fans!
Morning Tea
SESSION 3: 11:50AM – 12:30PM

PANEL #1 – BUSINESS LEADERS

Indian Business Leadership – Sports Technology for the India Future

PANEL DESCRIPTION

Moderated by Nikhil Punde – Founder of SparUp Sports Technology. This panel will look at the current sporting landscape in India; how it incorporates sports analytics and technology and where changes and improvements need to be made.

HIMAMSHU DABIR
Chief of Basketball Operations @ Basketball Federation of India

Himamshu is an Indo-American who has utilized his engineering and legal degrees to assist in the development of basketball in India. Over the past 5 years, he has been integral in many initiatives – both grassroots and professional – for Indian basketball, including the recent improvement of the National Teams, the development of the Indian School Basketball League, organization of the FIBA Women’s Asia Cup 2017 in India, and is currently working on bringing a 3×3 Professional Basketball League to India. He is currently working with various company, most notably the Basketball Federation of India.

HARRY GRIFFITH
Vice President, Head of International Sales, Strategy, & Partnerships @ Star Sports

NILESH KULKARNI
Founder & Director @ International Institute of Sports Management

Nilesh Kulkarni is a former Indian cricketer. He is a slow left-arm bowler and left-handed lower order batsman. Nilesh Kulkarni wrote himself into cricketing history by taking a wicket with the very first ball that he bowled in Test cricket, becoming the only Indian bowler, and the twelfth bowler in the history of the game. His passion for sports led him to educate the young aspirants who are willing to pursue their career in sports management by instituting International Institute of Sports Management. In a short span of six years, International Institute of Sports Management, Mumbai (IISM) has succeeded in carving a niche for itself as the first professional Sports Management education provider of India.

VAIDEHI VAIHYA
Founder President @ Women in Sport

Originally an engineer, Vaidehi has always had an inclination towards sports. During her engineering years she started playing football and fell in love with the game and so decided to make her career in sports by doing a unique course of MBA in Football Industries from University of Liverpool. She is the only women to do this course in India till date. She now works as a Brand developer and Social Media strategist for Athletes and Sports organisations. Her expertise lie in creative content and out-of-box Branding campaigns. She believes in ‘humanization’ of the Brands. As a football player herself, she understands the intricate parts on being a player and therefore she works ‘with’ them on a personal level.
KARISHMA BOOLANI  
Sport Scientist - Head Of @KOOH Sports Lab

KOOH signifies the notion of ‘Kids Out Of Home’ and inculcates the virtues of being ‘Keen On Outdoors & Health’ and is gradually establishing itself as a household brand having impacted over 200,000 kids in the last 4 years in two markets – India and UAE with an aspiration to be the largest youth sports development company in the world.

RAMAKRISHNAN SUBRAMANIAN  
Founder and Chief Executive Officer @ SportsMechanics

Ramky’ in the sporting world, is the Founder and Chief Executive Officer of SportMechanics. In 2006 Ramky founded SportsMechanics, a sports data analytics organisation assiduously working towards digitising the operational activities of sporting bodies and teams, and driving talent identification program, talent monitoring, talent development, designing new revenue streams, and most importantly growing the fan/consumer base by leveraging the structured, semi-structured, and unstructured data, and the new age channels. This indeed, helped sporting bodies, and teams reduce operational expense whilst increasing the efficiency of the operations.

CKM DHANANJAI  
Vice President & Founding Member @ SportsMechanics

Dhananjai, most widely known as ‘DJ’ in the cricketing fraternity has 12+ years of rich experience in Sports Technology Domain, Performance Analysis, Strategy and High Performance Management. Dhananjai has performed various roles in sportsmechanics at various capacities ranging from Business Strategy, Sales & Marketing, Business Development, Operations and product development over the last 10 years as one of its founding members. His knowledge about the industry is unparalleled having travelled extensively around the world on “tours of duty” which has resulted in developing deep understanding of the sports ecosystem from a 360 degree angle.
SESSION 4: 12:40PM – 1:20PM

**Indian Olympians**

**Roadmap for India Sports 2020 – Power of Technology**

The Olympians Association of India (OAI) celebrates the contribution of Indian Olympians to the Olympic Movement and the development of sport in the country. The OAI has been established to represent India’s more than 5000 Olympic athletes. Its aim is to enrich the flourishing Indian sports industry and ensure the knowledge, expertise and leadership of its national sporting heroes and role models is passed on to the next generation.

**JUTHIKA MEHTA**  
Marketing and Communications Manager @ Olympians Association of India

Juthika comes from a sporting pedigree, having been an athlete in various sports she went onto academically educate herself in sport management and is an alumnus of IISM and Coventry, London. Mehta currently works on diverse profiles utilizing her knowledge and passion for sport to holistically integrate development and promotion of Olympic sport in India. Working at the Olympians Association of India allows her to provide the necessity to evangelize her passion at all levels of sport from grass root to elite and accelerate change for positive development.

**Sportz Interactive**

**How do Fans Make Choices: Engaging the Irrational Sports Fan on Digital**

There are fans. And then, there are sports fans. Emotional, passionate and vociferous. Rationality often gets thrown out of the window and understanding fan behaviour is critical in shaping an organisation’s digital strategy.

**ARVIND IYENGAR**  
Chief Executive Officer @ Sportz Interactive

A sports enthusiast by make, Arvind has been instrumental in driving Sportz Interactive’s foray into the global arena. Arvind started his career with McKinsey & Company before spending a year in Singapore with ESPN Star Sports’ flagship show ‘SportsCenter’ as a sports commentator. Arvind completed his MBA from the Stanford Graduate School of Business, where he was a Siebel Scholar and also holds the distinction of being the first Indian to win the Henry Ford II Scholarship for topping his class at Stanford. Arvind has also worked with the NBA in New York and with KKR, one of the world’s leading private equity firms. As the CEO, Arvind aims to revolutionize the sports fan experience through Sportz Interactive’s kickass products and services. In his three years at the helm of the SI, the company has quadrupled in size going from 80 people to over 300 while driving strong growth with the launch of a number of new lines of business.
Sequoia Fitness / Fitness365

TRACK 1

Fitness and Sports Skills Assessment and Big Data for Talent Identification

India has 300 Million School Going Children, and there is a need to make strong investment in Health and Fitness for All by engaging schools and children in development of Fundamental Movement Skills and engaging in a Sports and Physical Activities. As a key outcome of developing Active Schools and Active Children, it is important to track the improvement of fitness levels of all children, and different groups of children.

The session would be about devising Standardised National Benchmarks on Fitness Assessment for India, and how it can help in terms of identifying Sporting Talent. Technology Driven Assessment, Data Capture, Analytics of the data, and giving Access to Government, Schools, Parents and Teachers to track Improvement of fitness of each state/region, each school/academy and each child.

SUJIT PANIGRAHL
Co-Founder & CEO @Sequoia Fitness and Sports Technology

Sujit Panigrahi is the Founder and CEO, Sequoia Fitness and Sports Technology (Fitness365). Sujit has over 23 years in Sports Technology, Analytics and Sports Education. He has done Graduation and Post Graduation from BITS, Pilani. Fitness365 helps build Active Schools through structured, round-the-year, inclusive Sports, Health and Physical Education, Top of Pyramid Sports Coaching and National Fitness Program. Fitness365 is currently working on Fitness Assessment for 1.3+ Million school children across India, and building national norms for fitness and sports skills. Sujit is a Governing Council member of Sports, Physical Education, Fitness and Leisure (SPEFL) Skill Council, India, and a member of various National Sports Committees.

STATS

TRACK 2

Introducing STATS Edge - A New Era in Performance Analysis

In an industry where big data and new technology is widely used by the mass media and professional sporting bodies STATS is constantly striving to help our partners find the winning edge. Performance analysis remains at the heart of creating a competitive advantage, in both the media and the professional World, but how do we content with the issue of time? Is a lack of time not an analyst’s greatest concern? Time to collect data. Time to analyse information. Time to feedback relevant insight. Bringing new context to football through computer vision, machine learning, and artificial intelligence STATS Edge makes big data simple, meaningful, fast, and intuitive. STATS Edge will save video and data analysts hours, if not days, in their working weeks and that means they win back time to analyse what really matters. STATS Edge brings a new era in performance analysis and helps our partners find that winning edge.

MARTIN BLAND
General Manager MENA and India @ STATS

Martin has worked in the sports data and performance industry since 2003. After operating as a Performance Consultant for Prozone Sports in the UK, Martin has worked internationally for Prozone and now STATS since 2009. Specialising in the developing performance markets Martin has operated as a performance consultant and coach educator for the Asian Football Confederation (AFC) plus football federations that includes The Greek Super League, The Qatar Football Association, The South African Football Association, and The Football Federation of Azerbaijan. Martin now oversees a huge development project in Qatar, which includes the development of players across all professional and youth leagues as the country prepares for the 2022 FIFA World Cup.
Weathering Sports

There isn’t a business on the planet that isn’t impacted by weather, including Sports and Entertainment. Good weather increases our desire to play and watch sports especially in open venues. With our latest #Weather Signals Technology offerings, sporting businesses can learn how to plan their sporting events to maximize #fan participation, engagement, entertainment, and profits.

Imagine if you could harness the power of Weather Signals leveraging our Data Science capabilities at The Weather Company, one of the largest IoT platforms in the world for Weather, to deliver personal, reliable and actionable weather information, analytics and insight.

The Weather Company helps Sports and entertainment businesses incorporate weather information to bring efficiency into planning processes to improve best fan engagement. Additionally, when faced with severe weather conditions, organizers of sporting events of all sizes across all games must act fast to restore services, improve safety and keep everyone informed.

HIMANSHU GOYAL
India Sales and Alliances Leader @ The Weather Company

Himanshu, an entrepreneurial leader has a track record of building and leading high impact, high performance organizations to lead in new markets and deliver growth. He has been a Co-Founder of two Start-ups, delivered and led four Product launches and managed one acquisition. He has performed multiple roles for more than a decade at IBM. His previous experience includes working in organizations such as Wipro, Digite and Adobe. The Weather Company, an IBM Business, is the world’s largest private weather enterprise, helping people make informed decisions – to take action – in the face of weather. The company offers the most accurate, personalized and actionable weather data and insights to millions of consumers and thousands of businesses via Weather’s API, its business solutions division, and its own digital products from The Weather Channel and Weather Underground.

Delivering a New Narrative for Cricket Fans

CricViz was founded in 2015 and attracts new cricket followers with easy to understand graphics and statistics; creates talking points for established fans looking for deeper analysis.

Traditional scorecard data can be unclear and confusing, as well as providing limited insight and little or no predictive power.

CricViz gives access to the latest analytical tools to visualise the game like never before.

PHILIP OLIVER
Co-Founder @ CricViz

Phil Oliver co-founded CricViz in 2015 and is the company’s Managing Editor. Based at the Oval cricket ground, he oversees editorial services, sales and business development. He previously worked as a journalist and on the cricket analysis team at Opta Sports. CricViz is a cricket analytics company that services broadcasters, media and professional teams. It is the analytics partner of ICC, Sky Sports and Channel Nine. CricViz is delivering a new narrative for cricket fans, delivering real insight via the latest analytical tools and visualisations.
iMerit

Chicago Cubs Data Case Study (Baseball)

iMerit’s partnership with sports analytics expert Kinatrax helped the Chicago Cubs with the World Series after 108 years. This session will look at what iMerit does as a company and how iMerit’s adaptive workforce unlocked incredible insights for the Chicago Cubs from hours of video footage for a once-in-a-century achievement.

JAI NATARAJAN
VP, Technology & Marketing @ iMerit Technology Services

Jai Natarajan is an established business leader and creative technologist. He was the founding CEO of Xentrix, Asia’s fastest growing animation studio working with top global brands like Lego, Disney, Angry Birds, and Warner Brothers. He has worked with Lucasfilm and Sony in the past. He has a track record of achievement in cross-border venture creation, strategic business development, key account management and marketing. Currently, he builds and leads the platform team (which builds our task-based enterprise service delivery platform) and the solutions team (which integrates custom toolchains for customers). He also applies his creative background to strategy, marketing and communications at iMerit.

CricketSocial

Social & Analytics Platform for Cricket

CricketSocial is a dream turned into reality of a Childhood Cricket Fanatic, with a vision to create a Unique & World Class Global Social Platform and Market Place for Cricket, brings the entire spectrum of entities exists within the Cricket’s Ecosystem together under one common platform.

CricketSocial aspires to be Number.1 Trusted Community for Cricket, Talent Acquisition Tool, Analytics, E-Commerce and ERP platform for every entity that is involved with Cricket. Raj is responsible for the Vision, Growth Strategy of CricketSocial and has been instrumental and a proven transformational leader in turning around the important aspects of our businesses. Since 2001, he has worked relentlessly contributing towards our growth in various capacities and has handled variety of roles in the areas of Sports & Technology, Consulting & Pre-Sales, Business Practice & Strategic Alliances, and Chief among them being Collaborative Solution Implementations and System Integration Services through a broad range of technology portfolio.

RAJ SUNDARAM
Co-Founder & Chief Executive Officer @ Cricket Social LLC

Raj Sundaram, a Cricket Enthusiast, Co-Founder & Chief Executive Officer of HexaCorp LLC, a technology services company based out of New Jersey and Cricket Social LLC, a sporting start-up focused in creating pioneer social media platform with anchoring tools supporting Global Cricket’s Ecosystem. Raj Sundaram along with the Co-Founders, bring over 3 decades of experience building technology solutions, creating various service portfolios in the collaboration space.
BatSense, Intel Powered ‘wearable’ for Cricket Bats

The “Bat Sense” technology developed by Speculur is a little module that can be attached to the top of a cricket bat, blending seamlessly into the grip. The dongle has been designed to lock onto the bat and tested with forces up to 1500G so that it doesn’t fly off the handle. Powered by Intel’s Curie, Bat Sense allows batsmen to measure six important metrics of their batting performance; Maximum bat speed, bat speed at impact, backlift angle, time to impact, impact angle and follow through angle.

Atul Srivastava
Founder & Managing Director @ Speculur

Atul brings together a career studded with experience and accolades. He is an ex-Indian Army officer, a highly respected figure in Indian corporate circles and a world traveler. Atul truly is a professional's professional. At Speculur, Atul is at once the strategist, the thinker, the visionary, the mentor and the conscience keeper of the organization. Atul envisioned the concept of smart wearables in cricket and took his passion to Silicon valley, where he convinced Intel to put their best and brightest engineers to execute his grand vision for the future of cricket. Trusted by athletes, officials, business honchos and his team – Atul's passion and commitment are the strongest assets of the Speculur brand and are indeed its driving force.

Wearables Unlocking New Ways to Measure

Actofit redefines what fitness trackers can do. We are a team of tech and fitness enthusiasts building the next generation fitness tracker and the technologies around it. Building the most advanced exercise and activity recognition platform, we have a strong machine learning core background combined with an equally strong skill set in bio-sensing technologies. With immense applications in fitness, sports, wellness and health, we aim to provide actionable insightful data to enable users to make information driven decisions and lead more satisfied lives.

Pratik Saraogi
CoFounder & CEO @ Actofit Wearables

A sports and fitness enthusiast by make, Pratik has always been a firm believer that technology and advanced analytics create a winning edge. This is what inspired him to start Actofit Wearables, a hardware and software platform for motion analytics, physiological parameter mapping and correlating strength and conditioning data with real time performances and progress. Since its three years of initiation, the Company has a manufacturing presence in China, a strong algorithms and software team in India and a consumer base spread over 80 countries. Pratik plays a key role in global business development, strategy, platform developments, analytics and use cases for Actofit’s patentable technologies. Prior to starting Actofit, he worked in finance & marketing for equity brokerage houses and real estate development firms in India.
Networking
Drinks
Australia
India
UK
China
Japan
Netherlands