



laSalle

RAMON LLULL UNIVERSITY

Tech Challenge

BARCELONA, MARCH 19-23

CREATORS
INNOVATORS
DISRUPTORS
READY?

techchallenge.euroleague.net

WELCOME TO TECH CHALLENGE



Jordi Bertomeu
President & CEO,
Euroleague Basketball

Euroleague Basketball has always believed in the importance of continuously staying ahead of the curve, in disrupting the traditional sports landscape and in innovating to progress.

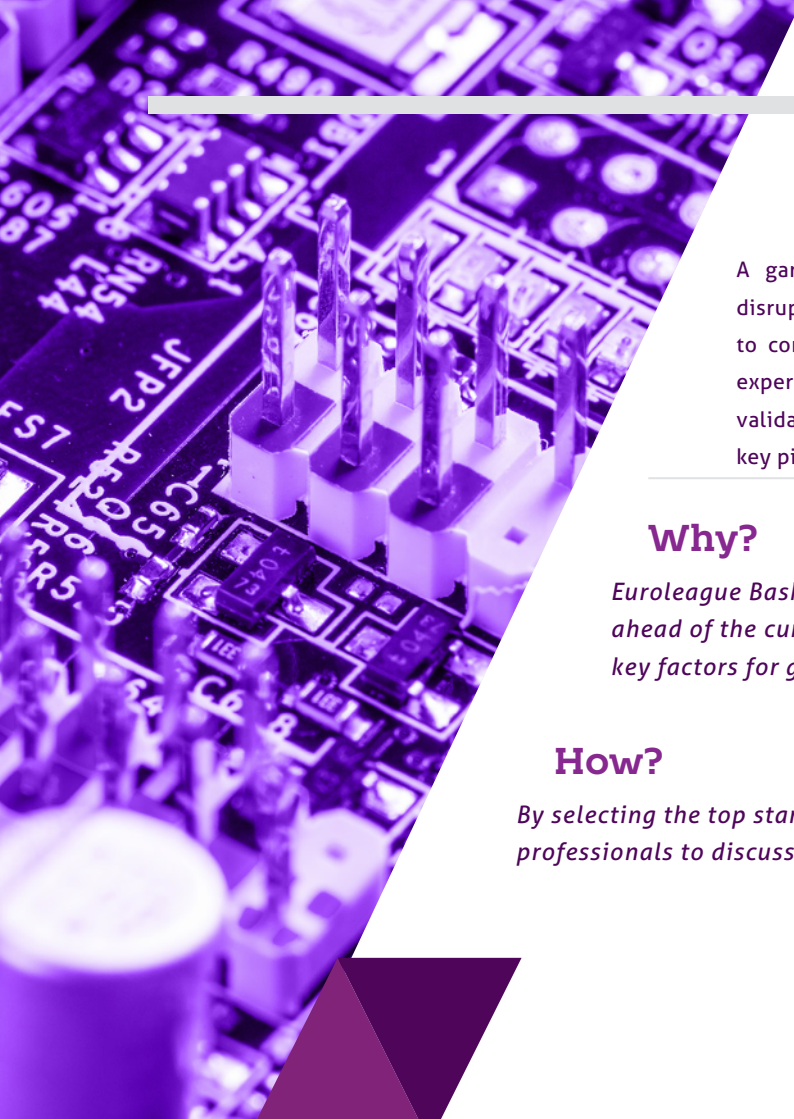
As a young property, we truly believe in the power that young projects and start-ups have and the critical need in sports for these companies to lead change.

If you are ready to enter a new stage, to solve existing industry challenges in innovative and creative ways, and to test your solutions in a real environment, facing real customers, sign up now for the Euroleague Basketball Tech Challenge, powered by La Salle-URL!

At La Salle Barcelona Campus we are always striving to innovate. The Euroleague Tech Challenge is a fantastic opportunity to discover new innovations and explore opportunities, and to make a difference in the sports startup world.



Josep M. Santos
General Manager,
La Salle-URL



What is the EB Tech Challenge?

A game-changing opportunity for startups with an ambition of disrupting the sports sector through technology. An opportunity to connect with top global sports organisations, professionals and experts during an intensive week of mentoring, interaction and concept validation, while understanding the role of startups and technology as key pillars in this process.

Why?

Euroleague Basketball and La Salle share the ambition of being ahead of the curve and identifying disruption and innovation as key factors for growth

How?

By selecting the top startups and bringing them together with top sports professionals to discuss and interact on common areas of interest.

WHAT IS OFFERED?

EB Tech Challenge – Barcelona, March 2018
19th – 23rd

- 1 Access to some of the best organizations in the sports sector
- 2 Mentoring sessions with top professionals
- 3 Private conferences, panel discussions and case study presentations
- 4 Entrepreneurial advice and guidance
- 5 Connection with potential clients / Validation of business model
- 6 You may gain an opportunity to continue developing your solutions with Euroleague Basketball and its partners.
- 7 On top of this, we'll cover accommodation / lodging / Lunch during the Tech Challenge

Organizing Companies



in collaboration with



... and many more

THE JURY

A prestigious jury featuring world renowned professionals will select the finalists and winning startups and projects.



Salvador Alemany

President ,
Abertis



Adam Kelly

SVP, Head of Sales World-
wide - **IMG Media**



Jordi Bertomeu

President & CEO,
Euroleague Basketball



Sree Varma

Founder & CEO,
**iSportconnect &
iSportconnect Capital**



Luis Vicente

Founder & Chairman ,
3vs Sports Partners



Josep M. Santos

General Manager,
La Salle-URL

CALENDAR

Open call – application

29 January – 18 February

Evaluation

18 February – 1 March

Announcement of finalists

1 March

'Tech Challenge' & announcement of winners

19-23 March

Barcelona

The event will be held in Barcelona, at:

Euroleague Basketball headquarters
& La Salle Campus.

ELIGIBILITY REQUIREMENTS

In order to qualify for the competition, applicants must fulfil all requirements listed in the official rules, which include:

- Startups or projects in early stages
- Startups that have solutions in other markets that could apply to sports are welcome.
- Alignment with selected areas of interest
- Full availability for Tech Challenge participation

Rules available at
techchallenge.euroleague.net

AREAS OF INTEREST

Projects presented must have technology at the center and cover at least one of the following areas:



Business

- Ticketing
- Event management
- Arena management
- Smart venues



Marketing & Communication

- Fan engagement
- Communication platforms
- Apps & Gamification
- Social Media tools



Sports Performance



Audio-visual & production

Others

A wild-card will be reserved for any projects that do not fall within any of the categories listed here, but still is identified as a potential solution to existing or future challenges or stands out due to its innovation.



PROMOTERS

EUROLEAGUE BASKETBALL



Euroleague Basketball is a global leader in the sports and entertainment business, devoted to delivering superior clubs European leagues under a unique and innovative organizational model. Owned and managed by some of most successful and historical clubs in the world, EB manages the continent's two premier men's basketball competitions, the Turkish Airlines EuroLeague and 7DAYS EuroCup, as well the sport's premier under-18 showcase, the EB Adidas Next Generation Tournament. Euroleague Basketball competitions bring the elite of European

basketball to all five continents with broadcasts in over 210 countries and territories, and to the entire sports community through its OTT platform EuroLeague TV. EB also organizes a series of community and educational programs. Its ground-breaking corporate social responsibility program One Team features 40 clubs that have already made a difference on over 12,000 participants lives. Its Sports Business MBA trains future professionals in sports management.

LA SALLE - URL

La Salle Technova Barcelona



Technological university with a strong entrepreneurial focus and a renowned specialization in sports management. Technova La Salle is a award winning High Technology incubator.

Currently Technova is the president of the International Association of Scientific Parks (IASP).

HOW TO APPLY

- 1 Visit techchallenge.euroleague.net and complete the application form before February 18, 2018.
- 2 Wait for Euroleague Basketball and La Salle to announce the finalist startups/projects.

GOOD LUCK!!

CREATORS. INNOVATORS. DISRUPTORS

ARE YOU READY?