



WHAT IS N³XT IN SPORTS ?

Jordi Ferré
@Ferrejordi



N3XT sports



@n3xtsports

#STWC2017

THE CONTEXT

LEADING THE SPORT'S REVOLUTION

Experts Fast and open access to ideas, projects, Start-ups.

Innovation democratization

The opportunity
Disrupting the sports industry

Exponential technologies

N3XT SPORTS

New talent and knowledge

Fast and open access to ideas, projects, Start-ups.

New markets and business

Generating new revenue streams.

New experience

Creating new value.

WHY SPORTS TECHNOLOGY?



Sports tech is changing the experience bringing new value to athletes and fans

Booming market with highly engaged fans and athletes



Pro Athletes looking at technology as a performance advantage



Technology transforming traditional sports



Technology creating new sports: drones, e-sports



Every pro athlete, team and sport has a global fan market

WHY SPORTS TECHNOLOGY?



>\$ 5 billion invested globally in sports tech between 14' –'16, +40 % growth/year*

* Deloitte 17'



SPORTS TECHNOLOGY FOR THE ATHLETE

- DATA DRIVEN DECISION MAKING
- PERFORMANCE ANALYSIS
- NEW INSIGHTS
- LONGEVITY IN ATHLETIC CAREER
- MONETIZATION OPPORTUNITIES

Wearable Technology / Smart Clothing / Internet of Things / Virtual Reality / Augmented Reality / Computer Vision Machine Learning / Artificial Intelligence / Data Analytics / Smart Venues / Flexible Electronics / Electronic Tattoos

SPORTS TECHNOLOGY FOR THE FAN

- NEW EXPERIENCES
- NEW LOYALTY MODELS
- NEW CONSUMPTION DYNAMICS
- NEW MONETIZATION OPPORTUNITIES

Live tracking / Smart Stadiums / Virtual Reality / Augmented Reality / 360 video / Holograms / New revenue models E-commerce / Ticketing / Robotics / Blockchain / Shared Economy

SPORTS TECHNOLOGY FOR THE BRANDS

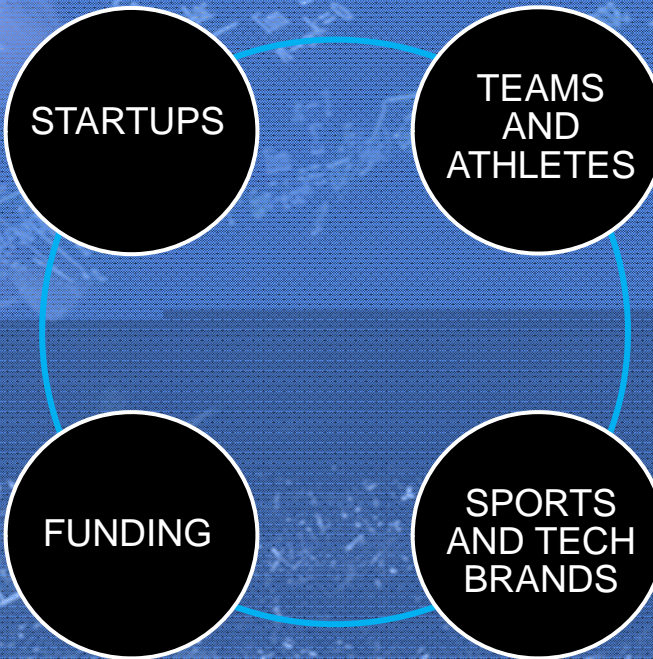


- NEW REVENUE MODELS
- NEW SPONSORSHIP MODELS
- GLOBAL INSIGHTS FOR FURTHER ACTIVATIONS
- ENTER THE DIGITAL/SOCIAL SPACE

Wearable Technology / Smart Clothing / Internet of Things / Virtual Reality / Augmented Reality / Computer Vision / Machine Learning / Artificial Intelligence / Data Analytics / Smart Vendors / Flexible Electronics / Electronic Tattoos / Holistic Insights

THE CHALLENGE

- Ideas, talent, new tech ✓
- Agile ✓
- Money, access to teams ✗



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STARTUPS

TEAMS
AND
ATHLETES

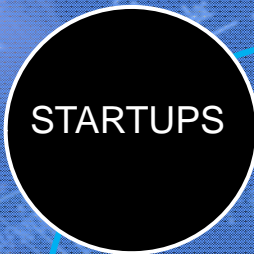
- ✓ Traction, endorsement
- ✓ Money
- ✗ Technical knowledge

FUNDING

SPORTS
AND TECH
BRANDS

THE CHALLENGE

- Ideas, talent, new tech ✓
- Agile ✓
- Money, access to teams ✗

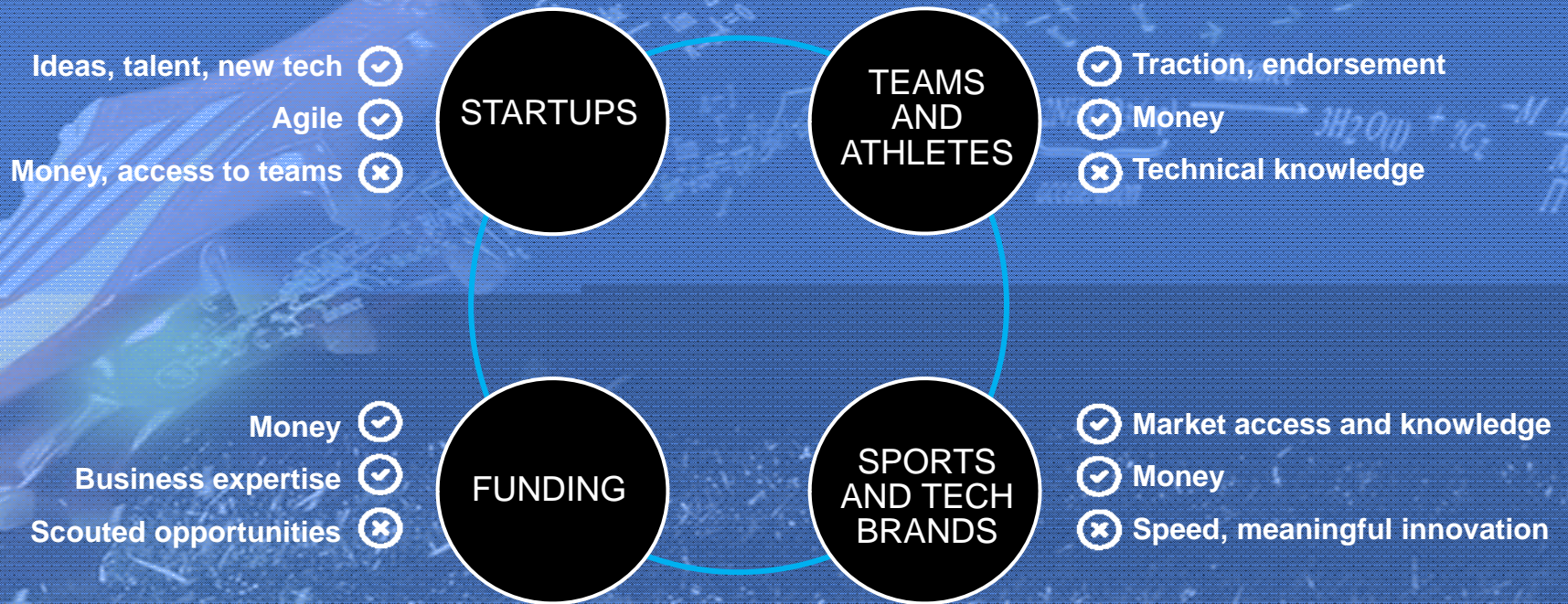


- ✓ Traction, endorsement
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- ✗ Technical knowledge



- ✓ Market access and knowledge
- ✓ Money
- ✗ Speed, meaningful innovation

THE CHALLENGE



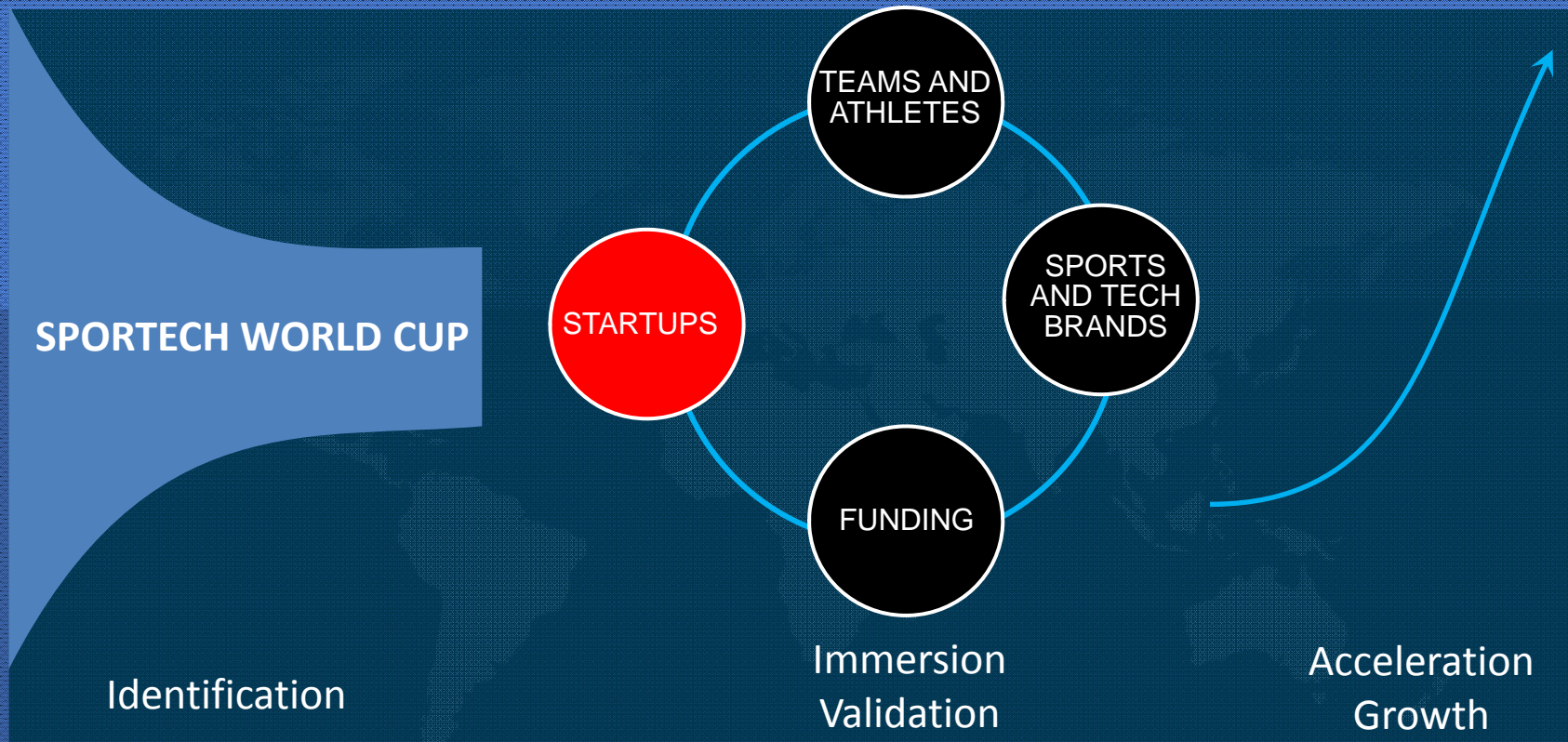
OUR VISION

The world's top international sports technology hub

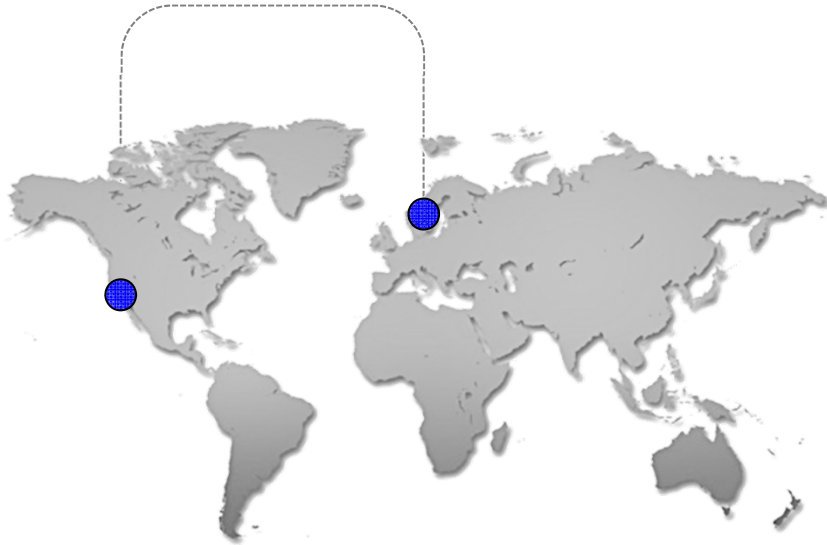


Burning issue

How are we creating the world's sportech hub ?



#STWC2017 | Nordic Edition



NEXT SPORTS

A very **unique** concept.

The first ever **sports technology** startup contest of the whole Nordic region.

Fostering, connecting and accelerating the most talented innovators and entrepreneurs from the Nordic region to the world's epicenter of innovation and entrepreneurship, **Silicon Valley**.

STWC Nordic edition

The Bridge of opportunities

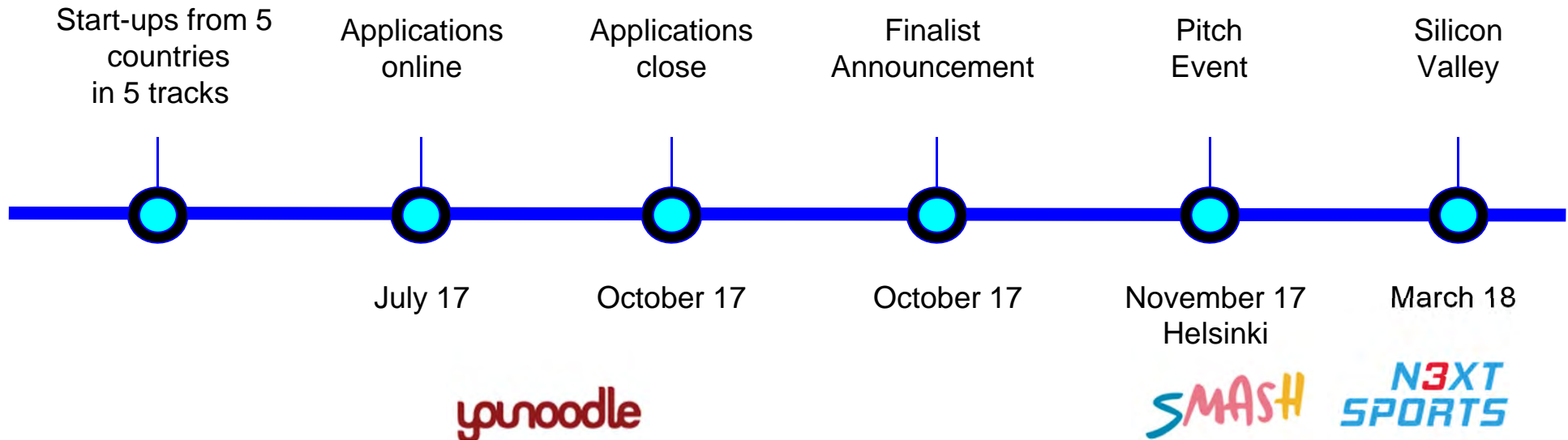
Silicon Valley

- N1 Sports Nation
- Access to US market
- Access to venture capital
- Tech capital of the world
- Best place to grow startups

Nordic region

- Access to European Market
- Novel sports
- Strong tech & innovation ecosystem
- Access to outstanding local talent and able to attract regional talent

#STWC2017 | Overview



#STWC2017 | Who can participate

Eligible startups must be from the Nordic countries.



Official ambassadors promote and impulse the event in each country.



Jakob Soderberg



Pelle Simonson



Hartti Suomela



Kári Gunnarsson



Gro Eirin Dyrnes

#STWC2017 | Tracks to be eligible

AR/VR

**Artificial
Intelligence**

**Wearables
S-clothing**

eSports

**Fan
engagement**



#STWC2017 | World class judges

Bringing together the most compressive representation of the sports entrepreneurship ecosystem.

Top sports organizations



Top investors & Corporations



Innovators & influencers



#STWC2017 | The event

28-29 th November Helsinki within Smash event an official Slush side event.

VISIBILITY



CONNECTIONS



OPPORTUNITIES





#STWC2017 | Silicon Valley immersion program



Pre Landing

Expectations interview
Online training
Agenda definition

Exclusive meetings

Investors
Corporate ventures
Accelerators

Iconic places

Transformative Experience

Refine & Validate
Culture

*Silicon Valley immersion program is worth 20.000 \$

#STWC2017 | Partners

Organization



Ambassadors



Media





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N3XT sports



@n3xtsports

info@n3xtsports.com

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