

# **Invest in Andorra / Innovation Hub Andorra (Actua) and GSIC powered by Microsoft launch the Andorra Sports Startup Challenge**

- **Actua and Global Sports Innovation Center powered by Microsoft (GSIC) launch the Andorra Sports Startup Challenge, looking for innovative solutions that improve the user's experience and loyalty to de-seasonalize the sports and tourist offer in Andorra.**
- **This activity is part of the strategic agreement between the government of Andorra and the GSIC to boost the sport tech industry in Andorra, focusing on winter sports, mountain sports and cycling.**
- **The call will be open from November 9 to December 13. The 10 selected startups will be able to present their proposals to the jury at the final pitch event.**
- **The winner will get free membership to both the GSIC and Andorra Sports Cluster, as well as a 3-months mentoring program, the possibility to access to Microsoft for Startups program, and a touristic pack to experience and enjoy Andorra.**

**Madrid, November 9, 2020** – **Invest in Andorra / Innovation Hub Andorra** (Actua) and the **Global Sports Innovation Center powered by Microsoft** (GSIC), are joining forces to identify the most disruptive solutions and the latest technologies worldwide through a startup competition to help improve the user's experience and loyalty to de-seasonalize sports and tourist offer in Andorra. In this sense, participants will submit projects that operate in the following use cases:

- Segmentation and content personalization by target audience
- Optimization of customer experience by combining and integrating digital and physical aspects (*phygital* solutions like VR, AR, Bots...)
- Content monetization and sponsorship activation

- Compilation, visualization and analysis of data in order to know the customers (and their changing needs)
- Development of an optimal "CRM" management model for cross-selling products and services
- Improvement of the facilities regarding connectivity and digital infrastructure (IoT, sensors, lighting, parking, access, security)
- Hospitality and retail services

*"The aim of this initiative is to look for solutions and technologies like customer data platforms, data analytics or augmented reality, that allow to engage with the customers, know their preferences and add value to Andorra stakeholders", says Iris Córdoba, General Manager at GSIC.*

The Minister of Presidency, Economy and Business of Andorra, and president of Actua, Jordi Gallardo, informed that *"GSIC will work, together with Andorran professionals, on a program of activities and advisory and mentoring services. Andorra will benefit from an international network of GSIC's collaborators and ambassadors, to strengthen the innovative ecosystem of the industry of winter sports and cycling".*

The call will be open from November 9 to December 13. The 10 top-ranked proposals will have the opportunity to present their solution during an online event in front of a jury made up of representatives from the sports ecosystem and organizing entities, experts in the areas of technology, sport, business, innovation, investment and entrepreneurship. On February 3, 1 startup will be announced as winner of the competition, receiving a one-year free GSIC membership, a 3-months mentoring program with GSIC and subject matter experts, the possibility to access to Microsoft for Startups program, where they will get free access to Microsoft technology (cloud credits and products), a one-year free membership to Andorra Sports Cluster and a touristic pack to visit Andorra. Furthermore, the three best ranked startups, including the winner, will participate in different activities such as an Investors Day in March 2021 and business meetings with members of the Andorra Sports Cluster, as well as the possibility of showcasing their solutions at Andorra's Mountain Living Lab.

## **CALENDAR**

**Application open:** November 9, 2020

**Application closes:** December 13, 2020

**Finalists announcement:** December 17, 2020

**Online pitch:** January 27, 2021

**Winners announcement:** February 3, 2021

<https://andorrachallenge.sport-gsic.com/>

Apply [HERE](#)

### **About Invest in Andorra / Innovation Hub Andorra (Actua)**

Invest in Andorra / Innovation Hub Andorra (Actua) is a key player in the enhancement of competitiveness, innovation and sustainability of the Andorran economy through promoting key sectors for the diversification of the economy, being a motor in the improvement of the public sector and microeconomic environment, attracting and supporting both foreign and local investment in key sectors, providing support to Andorran businesses so as to be more competitive on a National and International scale, and creating favorable conditions for innovation and entrepreneurship, in both the public and private sectors, in order to consolidate Andorra as a Living Lab.

More Information at: <https://www.actua.ad/en>

### **About GSIC**

Global Sports Innovation Center powered by Microsoft (GSIC) is a business cluster powered by Microsoft Sport Team that gathers all kind of sports entities (clubs, federation, associations), institutions, tech-companies (from start-ups to enterprises), research organizations, investors and key figures of sport industry to improve its value chain. To do so we focus our activities and services on 6 main points: entrepreneurship, networking, applied research, showcase, Microsoft Partners Solutions and digital transformation advisory services. More than 340 companies from 38 different countries have already received support from the GSIC through different activities, as well as from their ambassadors and network of professionals of the sports industry.

More information at: <http://sport-gsic.com/>

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Press Contact

Sofiya Goncharova

[sofiya.goncharova@sport-gsic.com](mailto:sofiya.goncharova@sport-gsic.com)

+34 655 576 681

 [Sofiya Goncharova](#)

Press Contact Invest in Andorra

[Jorge Cebrián](#)

[Jorge.cebran@actua.ad](mailto:Jorge.cebran@actua.ad)

+376 392 020