



ANDORRA SPORTS SCALE-UP PROGRAM

by **Andorra Business**, **Andorra Research + Innovation** & **GSIC powered by Microsoft**

with the support of **SPSG Consulting**

Basis of Participation

February 2023

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1. INTRODUCTION

Andorra Business and Andorra Research + Innovation (Andorra), in partnership with Global Sport Innovation Center (GSIC) and with the support of SPSG Consulting (SPSG) are launching the first edition of the Andorra Sports Scale-Up Program, to select three of the best sport-tech companies in Andorra and across the world, and help them in their internationalization process.

Andorra and GSIC, with the support of SPSG, have implemented two startups competitions in 2021 and 2022, with the objective of positioning Andorra as a leading country in technological innovation in winter & mountain sports and cycling.

In this context, Andorra and GSIC are now continuing the process with a 3-months scale-up program, not only to find new solutions, but to use their experience, knowledge and resources to contribute to their development and growth and, helping them to become important local and international companies within the sports industry.

Promoters

Andorra Business and **Andorra Research + Innovation**

Andorra Business is Andorra's economic promotion and development agency. Promoting key sectors for the diversification of the economy, attracting and accompanying foreign and local investment, supporting Andorran companies to become more competitive, and facilitating the landing of new companies in the country, are some of its priorities.

More information: [Andorra Business - Invest in Andorra](#)

Andorra Research + Innovation is the agency in charge of developing and promoting R&D&I in Andorra in strategic sectors such as Mountain and Sports, among others.

More information: [Andorra Research + Innovation](#)

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. With headquarters based in Madrid, GSIC now has members in 35 countries around the world.

More information: [GSIC - Global Sports Innovation Center \(sport-gsic.com\)](https://sport-gsic.com)

SPSG Consulting is a boutique consulting firm specialized in sports and entertainment, led by Carlos Canto, GSIC Ambassador, Member of the Board of Spanish Marketing Association and RC Deportivo A Coruña, and member of the Advisory Board of selected start-ups of the sports industry.

More information: [SPSG Consulting](#)

2. OBJECTIVE OF THE CALL

The call aims to identify the most promising technological solutions that can help **improve the sports industry in general, with priority over those focused in winter and mountain sports**, and have potential for scalability and internationalization. The program will focus on the sport ecosystem in Andorra, which is naturally connected with Mountain and Winter Sports, but not limited. The Scale-Up Program will help this program to scale and their internationalization efforts.

The finalist three selected startups will have the opportunity to access to the three-month scale-up program and all the contents, mentoring sessions and activities that it includes.

3. PARTICIPATION REQUIREMENT

The call is aimed for companies and entrepreneurs who are in position to start their internationalization process and can contribute with their technological innovation to the evolution and digital transformation of the sports industry.

Participants may submit projects/companies that meet the following requirements:

- Be a legally created company.
- Have a dedicated full-time team.
- Have **market-tested product** and potential to implement internationally.
- Have traction, **preferably with paying customers**, in the sports industry.
- The individual promoter / representative of the startup must be of legal age and must have the legal capacity to be bound. You may not be an employee, manager, partner, or maintain a business relationship with ANDORRA or GSIC at the time of application.
- The promoters of each project/startup may only participate in this call by submitting a single project per company.

Participants who do not fulfill any of these requirements, will not be included in this call, losing the right to receive any service and no claim to ANDORRA and/or GSIC.

4. APPLICATIONS & CALENDAR

Candidates to participate must complete their application for admission by registering and submitting information through the following [Form](#).

Applications for admission received or attempted to formalize after the deadline for admission of applications will not be assessed for admission to the program.

Applications Opens: March 9, 2023

Applications Close: April 14, 2023

Winners' announcement: April 26, 2023

The organizers reserve the right to modify the dates published in the present document.

5. SELECTION CRITERIA

The following criteria, rated from 1 to 5 (being 1 the lowest and 5 the highest) will be evaluated for the selection of participating projects in each of the stages of the process (verification of eligibility, evaluation and selection):

1. **Innovation** – the extent to which the submission is unique to, or adds value to, existing solutions.
2. **Impact** – the extent to which the submission demonstrates the potential to effect change.
3. **Scalability** – the extent to which the submission can scale and the potential to implement it internationally.
4. **Maturity** of the team, the organization and the stakeholders.
5. **Sustainability** – Social and Environmental sustainability of the project aligned with the sustainability agenda of the Government of Andorra.
6. **Business Model** – Feasibility and economic sustainability of the project.

6. SELECTION PROCESS

The selection of projects will be carried out based on the criteria described in the previous section.

The judging committee will be made up of industry experts and directors from:

- Andorra
- GSIC
- SPSG

The judging committee will be responsible, among others, for ensuring the correct development of the selection process and the quality of the same; resolving any doubts as to the eligibility of applications and the application of the rules; short-listing the most promising startups and projects.

- **Verification of eligibility:** Once the application period has closed, the projects will be reviewed to ensure that the rules of participation have been complied with. Applications that do not comply with the rules will be eliminated from the process. The judging committee also has the right to ask, if needed, for more information about the project and/or start-up in order to complete the selection criteria.

- **Evaluation and selection:** Applications that pass the verification of eligibility will be evaluated by the judging committee in a decision session, which will select the winners accordingly.

7. THE PROGRAM

As mentioned before, the selected companies will access a three-month scale up-program implemented by Andorra and GSIC, including the following contents and activities:

Description	Category
ONLINE MATERIALS	
SCALABL Course in Entrepreneurship and Innovation	Online
GSIC Media	Online
MODULE 1	
Kick-Off Meeting with client	Internal Meeting
Kick-Off meeting with companies	Group Session
Mentoring - Initial evaluation of companies	Mentoring
Andorra Ecosystem	Group Session
Sport Ecosystem & Power of Networking	Mentoring
Startup Mentality	Group Session
MODULE 2	
Program Working Plan	Deliverable
Business Model	Mentoring
Strategy	Mentoring
Internationalizing in the sports industry	Mentoring
APAC Opportunities	Group Session
Marketing & Sales	Mentoring
MODULE 3	
Elevator Pitch	Masterclass
Mentoring - Leadership, HR, persons	Mentoring
Mentoring - Finances	Mentoring
Sports Reimagined	Masterclass
MODULE 4	
Mentoring - Elevator Pitch y Feedback	Mentoring
Conclusions and next steps	Group Session
Final Report	Deliverable
Closing Meeting with client	Internal Meeting

8. VISIBILITY, USE OF LOGOS & INFORMATION

Through the Andorra Sports Startup Challenge II, different activities will be organized for the successful applicants focused on giving visibility across the sports tech industry. In this sense, different dissemination activities will be carried out along media partners. The applicants, regardless of the chosen form of publication, commit themselves to respecting and applying the rules for the use of trademarks and logos, provided to the organizers.

Andorra reserves the right to use the logos of the participating start-ups, and the winners, in its promotional activities and dissemination of the start-up challenge, as well as the Innovation Hub.

9. CONFIDENTIALITY, DATA PROTECTION & ACCEPTANCE OF CONDITIONS

The confidentiality of the applications presented is guaranteed throughout the entire process. In any case, the general characteristics of the applications (as detailed in previous section) may be disseminated and, in due course, the name of projects/startups (and logo if applicable), a brief description, the beneficiary and its logo, the name of the promoter and his/her photo, may be published through, without limitation, press releases, emailing, brochures and websites to communicate the startup competition.

Participating in the competition implies the acceptance of these conditions in full and the adherence to these rules for participation, their interpretation lying within the corresponding jury during each stage of the process.

10. CONTACT

For any information and inquiries, please contact:

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