



**LEADERS™**

# Leaders Sport Tech Startup Competition

Stamford Bridge, London  
6 October 2016



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## FOREWORD

**A**t deltatre we define ourselves as “the 30 year old startup”. In our space if you stand still you go backward, innovation is a basic need not a nice-to-have. We have a tradition in being active in the startup ecosystem and launched the first ever sport startup competition in 2013.

When Leaders approached us earlier this year about the opportunity to be involved with the Leaders Sports Tech Startup Competition it was a no-brainer to accept and start the partnership immediately.

We met interesting startups throughout the selection process and together selected the 6 finalists with a good mix of product and business model diversity.

The live event couldn’t have gone better, and enabled us to get in touch with some interesting companies and people.

The room was packed and the audience were hooked for more than an hour until the final moment when the winner was announced.

More importantly in terms of ROI for our marketing initiatives, deltatre’s strong focus on OTT live streaming solutions for rights-holders and broadcasters is already gaining benefits from our participation in the SportsTech Startup Competition.

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Carlo De Marchis  
Chief Product & Marketing Officer  
**deltatre**



## PROCESS

The Leaders Sport Business Summit is the home of new ideas in sport and plays a key role in driving innovation and championing new talent across the industry. At this year's summit the Tech Startup Competition provided a platform for the next generation of great and disruptive ideas to be identified and celebrated from the world's technology start up community in front of a live audience of up to 250 senior executives in world sport.



Nominations were invited from across the globe, using Leaders and Deltatre's extensive network, as well as strategic media partners like SportTechie. Over 60 nominations flooded in, and two independent judges with VC and strategic investments backgrounds in sport were chosen by Leaders to select the 5 finalists.



The standard of application was so high that **six** of the most promising start-ups in sports tech with game changing products to enhance fan experience – at home, on the move and at the stadium – were identified and invited to the Leaders Sport Business Summit on 6 October 2016 at Chelsea FC to pitch their product or service to an expert judging panel from a cross-section of sport

covering broadcast media, a sports team, a sports league and venture capital.

After an exciting afternoon of hearing from all six finalists, and a rigorous judging process to decide the winners, the competition was won by DiscountIF who were given the opportunity to hold

meetings with top executives from Deltatre, Chelsea FC and Sky Sports, have access to a series of SportsTech Accelerator workshops led by the division R/GA who currently run the LA Dodgers accelerator programme, and be the centre piece of a major sports industry report on sports technology.

## THE STATS...



60+

Nominations



13

Countries represented



30

Different types of technology



6

Shortlisters



4

Judges



1

Winner

## THE FINALISTS IN THEIR OWN WORDS



### GameOn Technology

GameOn Technology is a mobile engagement platform for sports fans. Accessible via the GameOn mobile app (iOS / Android) and messenger bots (Slack / Facebook / Skype / Telegram), GameOn lets users engage directly with fellow fans around real-time scores, highlights, and news. It provides a turnkey multi-channel engagement presence for content creators such as podcasters, publishers, professional athletes, and broadcasters. Backed by an investment group including Joe Montana, Snoop Dogg, and Gary Payton, GameOn works directly with current and former professional athletes to grow and monetize their personal brands.



### StageTEN

StageTEN is a social broadcasting platform for social networks. For the past two years, StageTEN has been working with partners like Facebook LIVE and Twitch to allow truly interactive content production that draws audiences into live video social content experiences. Based in Toronto, Canada, StageTEN has been working with select major media companies, producers and creators in an exclusive beta program in preparation for a full public launch in Fall 2016. StageTEN turns live streams into live shows.



### Laduma

Laduma is a game-changing VR company that harnesses the power of visual storytelling to transport you to faraway lands and put you in places you have dreamt about. We produce stunning content, primarily for sport and entertainment brands, to bring you face-to-face with your heroes. Using our cutting-edge, proprietary camera system and ground-breaking technology, we deliver powerful, emotional experiences that help brands drive unparalleled engagement and loyalty. Our promise to clients is that we will bring something different to the party and that our work will always speak for itself.



### Stadeom

Stadeom is the platform for creating user generated video stories. Our vision is to bring human interaction to the web and replace anonymous texts with real people talking. Digital publishing today is not only about giving information but also about creating a conversation with the audience. Stadeom is the safe way to do that, through moderated short videos.



### 9ine sports

9ineSports is an online platform that has developed a new channel of communication to enhance the connection between fans, athletes, clubs, brands and the entire sports world. We collect all the sports-related information from the main social media channels and deliver it in a personalized manner, while also integrating social tools to generate an active and engaged community. 9ineSports is the Ultimate Sports Social Network that offers "nothing but the best" Sports Experiences to Sports Fans around the World.

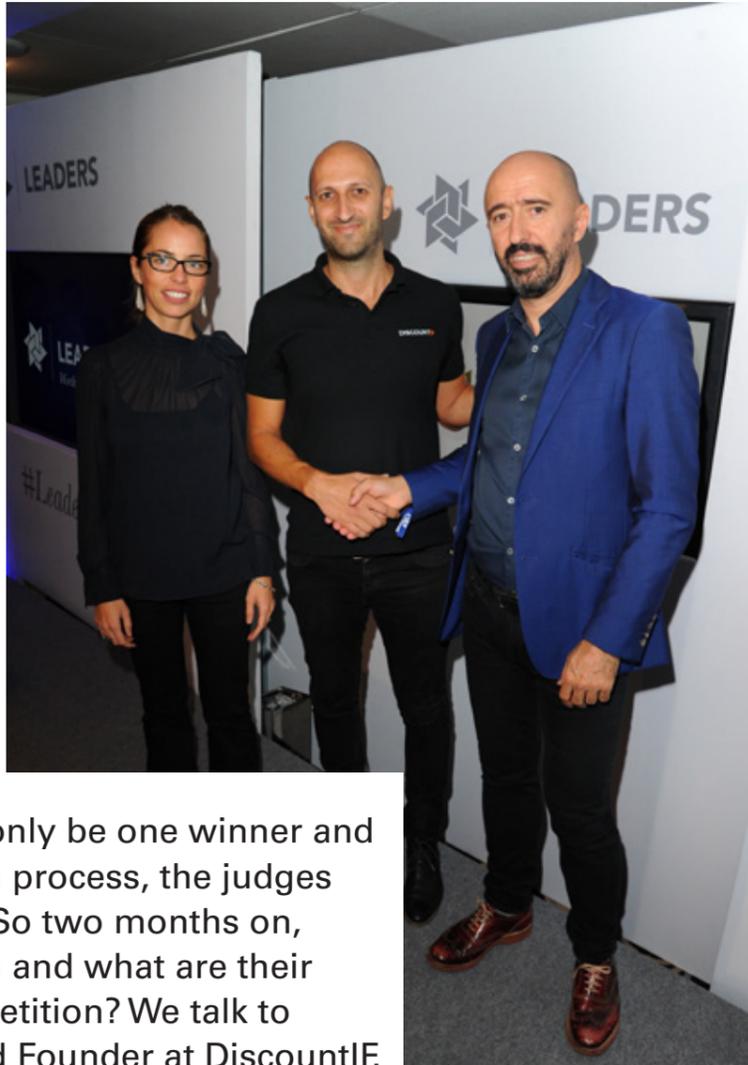


### DiscountIF

DiscountIF is a rewards marketing platform powered by sport. DiscountIF works with clubs, as well as sport sponsors, to improve monetisation of merchandise and sponsorship activation campaigns. The technology is easily integrated into websites to deliver engaging rewards such as; "Buy a Chelsea Shirt, pick correctly the outcome of Chelsea vs. Liverpool, and receive a £20 voucher off your next purchase" or "Buy a Delta flight, pick correctly the outcome of Chelsea vs. Liverpool, and receive 5000 additional airmiles". The offers can be tailored to any fixed budget, as well as customised to any sport event. Case studies of DiscountIF's clients have shown significant incremental net value in sales & conversion rates.

## THE WINNER

**“Everyone is so eager to learn about new technology and innovation, having conversations with everyone there who understood the space and was just as interested was absolutely fantastic.”**



Carlo De Marchis (Chief Product & Marketing Officer) and Katie De Paoli (Head of Marketing Operations) from lead sponsor, **deltatre**, congratulating the winner.

Of course, there could only be one winner and after a tough evaluation process, the judges decided on DiscountIF. So two months on, how are they getting on and what are their reflections on the competition? We talk to **Lewis Holland**, CEO and Founder at DiscountIF.

**What was it about Leaders and the competition that made your enter?**

We're always on the lookout for competitions with the right agenda and the right audience, and Leaders definitely had the perfect fit for what we were looking for. DiscountIF is very unique and getting the chance to pitch our product to the right people whilst being in with a chance to win such a valuable prize, was an opportunity we couldn't miss.

**What fascinated you most about the competition on the day?**

The quality of contacts I was able to make in just one day of being at the event was fantastic. There were senior people from all over the sporting world, which is very hard to come by, especially when you're still a start-up.

**What has been the most profound change to happen at DiscountIF since you won?**

We've been able to get some additional traction as a result of winning at Leaders as well as making a lots of contacts, which hopefully can be translated into clients!

**What was great about the people you met at the Leaders Sport Business Summit?**

Everyone is so eager to learn about new technology and innovation, having conversations with everyone there who understood the space and was just as interested was absolutely fantastic. The calibre of people who attend is also very impressive!

**How would you sell the idea to someone who was thinking of entering the competition next year?**

It's a great chance to pitch and come up against some of the brightest start-ups in the sporting space. The pitching wasn't easy, but it's great practice and will only help entrepreneurs further their skills. Besides all of that, the seniority and diversity of the audience is what makes Leaders in Sport such a great competition to be part of.

**How do you feel about winning the Leaders Tech Start Up Competition?**

Being in competition with some of the best start-ups in the sports tech industry was extremely exciting. All of the start-ups pitching had a great and innovative idea which most likely will do fantastic things for the sporting world. Incidentally, we're speaking to a couple of them around partnerships.

All in all our team has been truly humbled by winning the competition. All of the standards were so high, from the competitors, to the judges to the prize and I'm excited to see what comes next.

## THE RUNNER UP

**“We forged amazing partnerships that would have been impossible to do from our office in San Francisco”**

“Making the final six of the competition was huge for a company our age but being the official chat partner of Sky and the Premier League just a couple months after meeting at Leaders is a testament to the amazing job the conference and team perform putting the event

together. We forged amazing partnerships that would have been impossible to do from our office in San Francisco and met with team owners, league executives, and key decision makers from companies in our industry that were all there for the same purpose - to win.”  
**Alex Beckman**, CEO at GameOn



To hear more about partnership opportunities at  
the 2017 Sports Tech Startup Competition,  
email [partnerships@leadersinsport.com](mailto:partnerships@leadersinsport.com)

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