

**PORSCHE CONTENT LAB IN COLLABORATION WITH
THE GLOBAL SPORTS INNOVATION CENTER POWERED
BY MICROSOFT**

2022





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1. Introduction and objectives

Porsche in partnership with the Global Sport Innovation Centre (GSIC) is launching the [Porsche Content Lab](#), an open call to test digital content solutions that can help Porsche create more engaging content for its customers and fans. For this reason, Porsche and the GSIC announce a joint call for startups that offer solutions in the following areas:

- Fan Engagement
- Content Creation
- Social Media Analytics
- Social Media Management
- Automatic video curation/video highlights
- Marketing Automation

The call will be open all-year round for startups and entrepreneurs to submit their solutions and projects anytime of the year, and there will be specific dates where participants will be able to present and test their solutions with Porsche. Successful candidates will be able to test their solutions in the Porsche content lab based in GSIC headquarters in Madrid.

Porsche

Porsche Ibérica, S.A., a GSIC strategic member, is the branch of the world's largest and most traditional automobile manufacturer specializing in high-performance sports cars, SUVs, and sedans. The company's main objective is to achieve value-generating growth to make sustainable investments in innovative technologies and new products. Read more at: www.porsche.com

Global Sports Innovation Center powered by Microsoft (GSIC)

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 large enterprises, research organizations, investors and key figures of sport industry to improve its value chain through innovation and digital transformation. With headquarters based in Madrid, GSIC supported more than 400 companies such as sport entities, tech companies, startups, institutions, etc., in more than 40 countries around the world. Read more at: <http://sport-gsic.com>



2. Participation requirement

The call is aimed for entrepreneurs who can contribute with their technological innovation to the development through the different categories mentioned above. In this sense, the present call is aimed for early stage and growth stage companies.

Participants may participate in the call for those projects/startups that meet the following requirements:

- Be a project and/or startup – at least - in early stage and/or growth stage.
- Have a dedicated full-time team of at least 2 individuals.
- Have at least a minimum viable product (MVP) and potential to implement internationally.
- The individual promoter / representative of the startup must be of legal age and must have the legal capacity to be bound.
- The individual promoter / representative of the startup may not be an employee, manager, partner, or maintain a business relationship with Porsche at the time of application.
- The promoters of each project/startup may only participate in this call by submitting a single project.

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 Porsche or the GSIC.

3. Applications and selection process

Candidates must complete their application for admission by registering and submitting information through the online form available at the following Microsoft Forms link: [Porsche Open Challenge](#).

The selection of projects will be carried out based on the transformation potential and their impact on the sports industry. The selection criteria are described in the previous section.

The judging committee, made up of representatives from Porsche and the GSIC is 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 and short-listing the most promising startups and projects.



Applications Opens: February 21, 2022

Applications Review: Applications will be open all-year round, with periodic application reviews carried out on the following dates:

- April 27, 2022
- July 27, 2022
- November 22, 2022

Initial Discussion: After any applications review date, successful applicants can be contacted anytime and duly informed when their applications and proposals fit with Porsche's interests and needs.

Collaboration Assessment: Once initial discussions have been carried out, Porsche and GSIC will evaluate the most suitable collaboration model with successful applicants in each case.

Testing period: depending on the agreement reached by Porsche and the successful applicants, a testing period will be determined (if applicable) to analyze and evaluate the potential impact of the solution proposed. Models for continued cooperation and future long-term partnerships can be proposed by successful applicants after testing period.

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

More information on: <https://porsche.sport-gsic.com/>

4. Selection criteria

The following criteria will be evaluated for the selection of participating projects and startups:

1. Technically and conceptually sound – the extent to which the submission addresses the challenge.
2. Innovation – the extent to which the submission is unique to or adds value to existing solutions.
3. Impact – the extent to which the submission demonstrates the potential to effect change.
4. Scalability – the extent to which the submission can scale, including the appeal it has to secure buy-in and/or a wide user base.



5. Feasibility – the ease with which the submission can translate into a sustainable pilot project.
6. Maturity of the team and the organization or professional background of the natural person.

Assessment will be based on the materials provided by the company in the application.

5. Benefits

Successful applicants will have the opportunity to enjoy the following benefits:

- Test your solution with Porsche
- Increase brand awareness and visibility thanks to the promotion from GSIC and Porsche media channels (social media, communications, newsletters, events)
- Potential opportunity to propose a model for continued cooperation and future long-term partnership with Porsche
- Access to GSIC network and mentoring resources

6. Visibility, use of logos and information

Through the Porsche Content Innovation Lab, different activities will be organized for the successful applicants focused on giving visibility across the sportstech 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.

7. 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 initiative.

Participating in the initiative 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.

8. Contact

For any information or inquiries, please contact:

- GSIC: guillermo.marin@sport-gsic.com