



SCS INNOVATION HUB

In Partnership with  Microsoft

Powered By  Startup
Braga



WELCOME NOTE

Over the past year, ten sports tech startups refined their innovations through the SCB Innovation Hub's rigorous program, featuring bootcamps, mentoring, and validation at SC Braga. They focused on sectors like Smart Stadiums, Health & Performance, Fan Engagement, and Football & Sports, supported by partners like Microsoft, GSIC, University of Minho, Uria Menéndez, and Liga Portugal.

The SCB Innovation Hub not only accelerates tech advancements but also gathers leaders from sports and tech, investors, and stakeholders. Startups such as eDynamics, FootAR, Infinite Fitcare, One Two One Two, Partnership, PluggableAI, Q-Lac, Skydome, Web3wallet, and Wisify have thrived in this transformative environment.



PROGRAM • OVERVIEW

10:30 > REGISTRATION & WELCOME COFFEE

11:00 > OPENING SESSION, WITH:

ANTÓNIO SALVADOR	President SC BRAGA
RICARDO RIO	Mayor of Braga and President of InvestBraga
ANDRES ORTOLÁ	President Microsoft Portugal
FRANCISCO ESPAÑA	GM Digital Natives, Central & South Europe Executive Board Member Microsoft Portugal

11:30 > PITCH SESSION

12:20 > THE INNOVATION IMPERATIVE

CARLOS OLIVEIRA	Entrepreneur, Senior Advisor and Former Secretary of State for Entrepreneurship and Innovation
------------------------	---

**12:35 > PANEL: "THE FUTURE OF SPORTSTECH:
INNOVATION, COLLABORATION, AND
IMPACT", WITH:**

ARMAND BINAUD	GSIC – Global Sports Innovation Center
HUGO FREITAS	Federação Portuguesa de Futebol
JULIAN SMITH	Globant
SAM ISAACS	APEX Capital
MODERATOR ALEXANDRE MENDES	Lead Mentor – SCB Innovation Hub

**13:15 > NETWORKING LUNCH &
STARTUPS SHOWCASE**

**14:30 > CLOSING REMARKS &
LAUNCH OF 2ND EDITION**

14:45 > WINNER ANNOUNCEMENT

› TWEET PITCH

eDynamics introduces eSole:
AI-powered smart insole for assessing
football players' fatigue and injury risk.

› ASK

eDynamics aims to prevent injuries
through continuous, non-intrusive
analysis of athletes' fatigue by
tracking the foot-ground interaction.



CONTACT

Joana Figueiredo
info@edynamics.pt
(+351) 932 659 500

PROBLEM

Musculoskeletal injuries are a key concern in professional football. Around 40% of these injuries could be prevented through continuous monitoring of athletes' fatigue. However, football clubs currently lack non-intrusive methods for effectively collecting data on athletes' fatigue.

SOLUTION

Our digital smart insole, eSole, enables on-site and real-time monitoring of foot force and motion data, key predictors of fatigue and injury, assessed by AI algorithms. It also provides digital reports with novel health and performance indicators related to foot-ground and foot-ball interaction.

MARKET

eSole is positioned to target the sports health market, which is expected to grow to 11 billion USD by 2033.

BUSINESS MODEL

eSole will be available to professional football clubs through an annual subscription model. In the second stage, we will expand to youth players through a revenue sharing model with football academies.

TRACTION

eSole is ready to start a pilot study with players from SCB and hiking tour operators as early adopters of eSole for assessing hiker's fatigue and health conditions. Moreover, we are finalists in the 5G Challenge-2nd Edition from MEO Empresas.



PARTNERSHIP NET



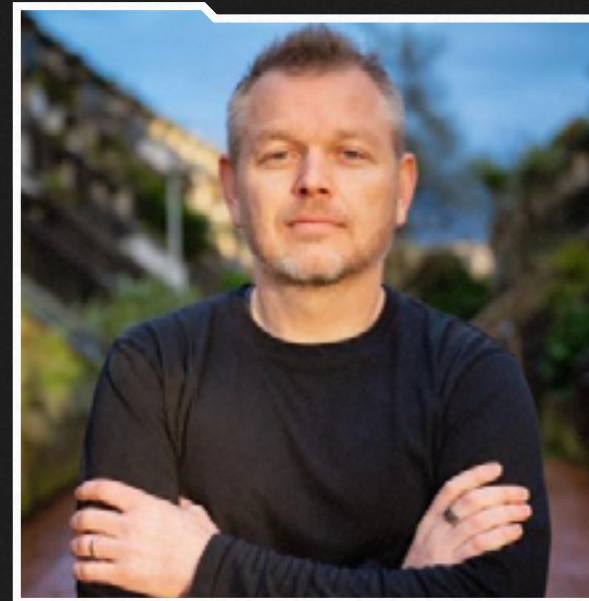
› TWEET PITCH

Partnership Net leverages tech and AI to unlock all hidden value from the EUR 90B sponsorship industry.

› ASK

EUR 1,5mn for 10%

Partnership Net is seeking EUR 1,5MN euros in funding to scale the organization, finalize product roadmap and for demand generation (marketing and sales)



CONTACT

Paulo Pinto
paulo@partnership-net.com
(+49) 15906104724

PROBLEM

Both sponsorship buyers (Brands) and sellers (rights holders) recognize failure to pocket all potential gains: reports show that 38% of sponsorship rights bought by brands are unused or unimpactful while right holders have EUR 16bc of inventory that remains unsold every year.

SOLUTION

Adopt an end-to-end sponsorship optimization, management and valuation ecosystem for all sponsorship transactions

MARKET

TAM: EUR 90B; SAM: EUR 4,5B; SOM: EUR 54M

BUSINESS MODEL

A modular but self-feeding machine focused on “no regret” entry points with multiple opportunities to upsell based on client pain points and priorities.

Our sales will come from: (64%) licenses, (18%) Commissions and (18%) tech-powered services

TRACTION

Live product with paid users among top brands (e.g. Allianz, UBS, adidas, Puma, On Running) and rights holders (e.g. E1 Series, Eintracht Frankfurt, Orange Room Singapore, ...)

We have currently secure enough sales to maintain a 15 FTEs operations for the next 12 months. (excl. commissions and credit lines)

› **TWEET PITCH**

The new sports standARd
Gamified Augmented Reality Experience
Empowering Sports Fans to Access
Live Smart Data.

› **ASK**

Ticket 2.4 M



CONTACT

Gilberto Coelho
do@footar.co
(+351) 965 323 959

PROBLEM

People spend less and less time looking at a television to watch sport, they want another way to follow sport. Most of the media don't have broadcasting rights, and it's getting more and more expensive to get them.

SOLUTION

Transform sports experience with AR—Sports experience revolutionized through AR, Real-Time AR stats, live highlights, interactive ads, Enhanced immersive sports engagement.

MARKET

Media Groups, Clubs

BUSINESS MODEL

Revenue Sharing and Annual Subscription

TRACTION

CD Nacional, Hype, Areal Hub, Vodafone, Vsports, Stats Perform, EgamesLab.



INFINITE FITCARE

InfiniteFitcare
3D Digital Health

› TWEET PITCH

Revolutionize football coaching with our VR, AI, and computer vision system, enhancing tactical understanding, game analysis, and player training.
#FootballTech #Innovation

› ASK

We are seeking partnerships with football clubs for pilot programs and feedback, investment to scale our technology and expand market reach, and feedback from coaches and players for continuous improvement.



CONTACT

Rita Magalhães
ritamagalhaes@infinitefoundry.com
(+351) 912 347 310

PROBLEM

Traditional coaching methods struggle to convey complex tactics effectively, hindering performance. Real-time analysis during games is also challenging, limiting strategic adaptability.

SOLUTION

Our system uses VR, AI, and computer vision to improve coaching and player performance with detailed tactical visualization, real-time analysis and strategy suggestions, and immersive VR training experiences.

MARKET

Primary market targets pro football clubs seeking a competitive tech advantage. Secondary market includes other team sports like basketball, rugby, and hockey. It's a growing market with increased tech adoption in sports. The increasing adoption of technology in sports for performance enhancement is a growing market.

BUSINESS MODEL

We offer subscription-based licensing, customization and integration services, training and support packages, and data analytics services to ensure recurring revenue while meeting specific team needs.

TRACTION

We're established since 2017 with 28 professionals, showing industry success with proven solutions across various sectors. SC Braga has recognized the value of our system and is eager to test it. We have a strong pipeline valued at \$9M, indicating our growth trajectory.



ONE TWO ONE TWO

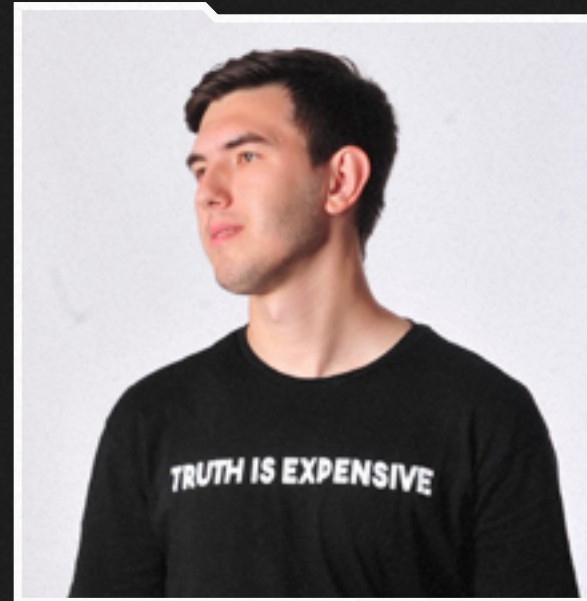
ONE TWO
ONE TWO

› TWEET PITCH

Life skills training platform for professional clubs and leagues to boost your future starts. We build your club's internal app to keep all communication and education in one place.

› ASK

\$300.000 investment for 12 months. One Two One Two is ready to work with the very first professional club + we have two more slots for testing the product.



CONTACT

Sergey Rasulov
hello@onetwoonetwo.app
+79285181100

PROBLEM

80% of athletes encounter difficulties when settling into a team. Additionally, they often face lost career opportunities, lack of essential life skills and pressures from the media and fans. Consequently, it has a huge impact on their mental well-being.

SOLUTION

New life skills training platform for clubs and academies tailored for young athletes

- club customized app (iOS, Android)
- short courses and quizzes (up to 15 min)
- dialogue-based learning
- multi-language support

MARKET

European countries (Portugal, Spain and the UK). PAM \$90M, SOM \$4.5M.

Global corporate e-learning market was valued at USD 99 Billion in 2021 and is anticipated to grow at a CAGR of 17.3% and is expected to reach USD 416.21 Billion by 2030.

BUSINESS MODEL

B2B2C as the main monetization model. Corporate annual subscription for sport clubs and leagues. Sponsorship and advertising integration. In-app purchases and extra functions for the clubs.

TRACTION

Q1 2023 Idea, Q2 2023 MVP, Q3 2023 First pilot for SC Braga, Q3 2024 Core product and the first B2B client, 2025 Targeting related markets.

› TWEET PITCH

Pluggable uses AI and non-intrusive sensorization to disrupt fan engagement strategies, creating a more engaging and meaningful fan experience.

› ASK

PluggableAI aims to create disruptive fan engagement strategies, leading to a closer and long-lasting relationship with supporters and customers of clubs.



CONTACT

Bruno Fernandes
bruno.fernandes@pluggableai.pt
(+351) 965 866 186

PROBLEM

Currently, during game days, fans are not properly cherished – they are just waiting for the game without actively participating or engaging with the club team.

This low fan engagement can have negative consequences for the club, including reduced revenue, decreased attendance, and a weakened brand image.

SOLUTION

This disruptive AI product, entitled as Fanmeter, enables the organization to derive direct organizational and financial benefits through (1) new sponsorships; (2) increased promotion and use of their mobile application; (3) reselling fan spots to companies seeking advertisement placements; and (4) encouraging fans to arrive earlier at the event.

MARKET

Fanmeter can be used by any company that holds, organizes and/or offers events in verticals such as Sports, Festivals and Conferences.

BUSINESS MODEL

Monthly subscription plan with revenue share on sponsorships.

TRACTION

The Pluggable business model is highly scalable for several reasons:

- 1) it can be applied across various verticals;
- 2) it can be implemented in sports events, music concerts and festivals;
- 3) it respects users' privacy;
- 4) its ability to launch in different markets and countries.

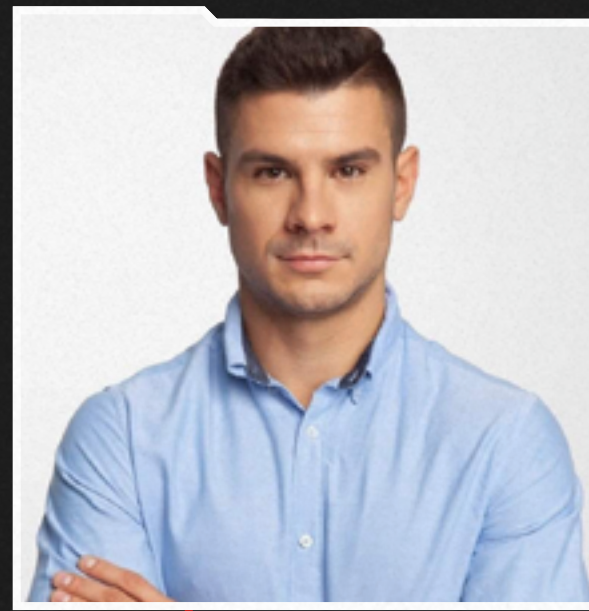


› TWEET PITCH

Using watch-sized sensor and non-invasive infrared technology, the device measures muscle fatigue, empowering elite athletes and advanced amateurs to optimize their training like never before.

› ASK

Strategic partner with distribution channels among sportstech industry, to enter Portuguese and Spanish market.



CONTACT

Mateusz Delikat
m.delikat@oxymotion.eu
(+48) 790 707 970

PROBLEM

There is a significant problem in the form of the lack of a reliable and easily measurable parameter or solution that could continuously and reliably indicate the level of work and muscle fatigue during various types of physical exertion.

SOLUTION

Q-LAC democratizes elite sports lab data, offering continuous, non-invasive muscle oxygenation and lactic acid monitoring without blood sampling, setting a new standard in sports performance. Patent pending.

MARKET

Independent reports say unequivocally that the sports tracker market is currently growing by an average of over 25% year on year. In 2020, it was worth \$ 3.4 billion, and in 2025 it is expected to exceed \$ 10.5 billion.

BUSINESS MODEL

B2B by cooperation with well known clubs and athletes to increase credibility of our solution and build Q-LAC brand. B2B2C to effectively scale number of sales.

TRACTION

In the first four months, our social media-driven B2C sales channel acquired over 150 clients and 200 active users, with an average sensor price of 320 euros. We are now developing a B2B sales team to integrate Q-LAC into sports clubs and establish partnerships with distributors in the B2B2C channel to boost sales.



› TWEET PITCH

Revolutionizing ticket and credential management for SC Braga! Our digital wallet simplifies VIP suite ticket handling and secure credential sharing, enhancing user experience and data privacy. #DigitalWallet #TicketManagement #DigitalSign

› ASK

We are seeking partnerships to expand our market reach, enhance our platform's capabilities, and integrate additional features for improved user experience and security.



CONTACT

Serafim Gomes
sgomes@digitalsign.pt
(+351) 912 345 292

PROBLEM

Managing and distributing VIP suite tickets is inefficient and burdensome for sports clubs. Fans face challenges in receiving, managing, and sharing tickets, leading to a poor user experience. Additionally, securely managing personal information and credentials while protecting user privacy is crucial.

SOLUTION

Our digital wallet streamlines ticket management and enhances security by focus on:

- Efficient Ticket Management
- User-Friendly Wallet
- Enhanced Security and Privacy
- Versatility

MARKET

Sports Clubs, Event Organizers and General Use Cases.

BUSINESS MODEL

We operate on a SaaS model, charging clubs a subscription fee for using our platform and wallet services. Additional revenue streams include transaction fees for ticket transfers and premium features for enhanced user experiences.

TRACTION

Successfully implemented the solution for SC Braga, improving ticket management efficiency and user satisfaction. Positive feedback from both club administrators and users, highlighting ease of use and convenience. Growing interest from other sports clubs, event organizers, and institutions for similar implementations.



› TWEET PITCH

Empower healthcare professionals with trust precision tools for advanced nutritional and physical assessment and prescription.

› ASK

Wisify brings advanced tools to the market to assess the physical and nutritional status of individuals and predict health risks, enabling reliable results and long-lasting, effective therapies. Our focus on anthropometry offers a comprehensive approach tounderstanding body composition.



CONTACT

Tiago Andrade
info@wisifytech.com
(+351) 964 396 704

PROBLEM

Physical performance is closely linked to body composition. The parameters assessed in body composition are usually measured with instruments with many limitations and data with high associated error or, on the other hand, with high costs that cannot be carried out with the desired periodicity.

SOLUTION

The Wisify solution allows quick and efficient assessment of anthropometric measurements and automatically obtains a series of body composition indicators. This allows the athlete to be assessed with less error and in less time, saving resources and increasing the productivity of professionals. With more accurate assessments, therapies will also be more effective.

MARKET

Our solution applies to the world of sports and wellbeing which has a foreseen market bigger than 2 millions users.

BUSINESS MODEL

Our current offer includes the sale of anthropometric devices. Additionally, the SaaS and DaaS model are being developed and implemented for the monetization of our cloud platform, along with a mobile app for iOS and Android.

TRACTION

Our solutions are supported by a growing number of scientific articles and protocols with academic institutions. Our patented product is available in Europe through our online shop and elsewhere via a US-based distributor.



SKYDOME SPORTS



› **TWEET PITCH**

Skydome creates new digital revenue for clubs with its gamified chat platform that engages and monetizes the 99% of fans outside the stadium.

› **ASK**

Skydome is seeking \$50k euros in funding to implement into apps for SC Braga, Juventus FC and other clubs for the next season. We are also seeking introductions to clubs and sponsors.



CONTACT

Daryl Hemingway
hemingway@skydomesports.com
(+1) 443 717 3199

PROBLEM

Sports clubs are missing out on millions of euros in sponsorship due to lack of first-party data on the 99% of fans outside the stadium. e.g. FC Barcelona has data on less than 1% of 350 million global fans and lost out on millions of euros in sponsorship from Spotify.

SOLUTION

Skydome gamified chat added to club and league apps, social and websites moves fans into your eco-system with private fanchat groups, play along contests and rewards. Sponsors deliver direct-to-fan calls to action and receive first-party data and proof of ROI that proves the value of sports sponsorships and unlocks brand digital budgets for sports.

MARKET

Brand sponsors of sports, starting with partnerships with Euro football clubs.
TAM = €78B | SAM = €4B | SOM = €320M

BUSINESS MODEL

Digital marketing model with performance-based fees (CPM, CPE, CPA), plus software and data licensing fees.

TRACTION

Integrating with SC Braga app. Engagement rates up to 18X higher than Instagram with Juventus FC, NFL, NBA, NHL, MLB fans. €120k euros in revenue.