



SPORTS TECH  
NATION 2019



# Sports Tech Expedition 2019

24 – 26 November

Tel Aviv, Israel

Attend **Sports Tech Nation** &  
Explore the Israeli Sports Tech  
Ecosystem

[sportstechnation.com](http://sportstechnation.com)

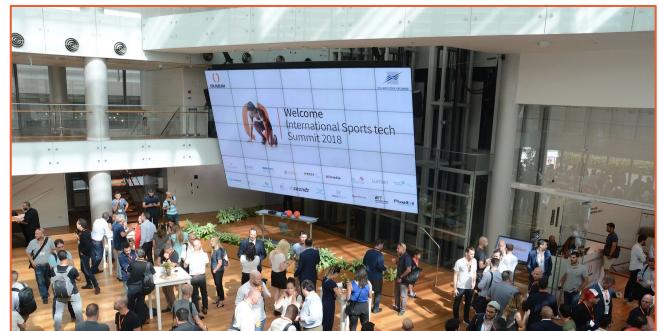


# THE INTERNATIONAL SUMMIT OF THE SPORTS TECH INDUSTRY

24 – 25 November 2019

VIP Cocktail  
Main Summit

**Sports Tech Nation 2019** is the international summit of the sports industry, gathering the most disruptive technologies and tackling the main investment trends in sports tech. Among our guests at the summit: top tech investors, leading clubs, sport organizations, and startups.



**500+**  
Attendees

**20+**  
Countries  
represented

**50+**  
Startups

**30+**  
Speakers

## Speakers sample – 2018 edition



## Partners sample – 2018 edition



# Sports Tech Expedition Overview

## Israeli Tech Ecosystem



**8400**

Active Tech  
Companies



**\$152B**

Exits over the  
last 20 years



**392**

Accelerators  
& Incubator

## Israeli Tech leaders



## Israeli Sports Tech Ecosystem

Israel's culture of facilitating innovation, coupled with the creativity and technical understanding of Israeli entrepreneurs, promotes the development of disruptive startups. The sports tech community has benefited and there are now over 200 active startups in the field. Israel's tech infrastructure, including computer and software engineering, AI, big data, and IoT, has enabled dozens of new startups to emerge every year in sports alone.

Similarly to how Israel was never an automotive leader, and became one of the top tech suppliers in the automotive industry, Israel is becoming a leader in sports tech without being a leader in sports.

**200**

Active sports  
tech startups

**\$1B**

Exits over the  
last 10 years



# Sports Tech Expedition Details



## Participants profiles

We are looking to host top international executives from sports teams, corporations, investment firms, and government innovation centers who want to experience the best of the Startup Nation and establish their reputations as world-class leaders in sports tech innovation. Executives that fit at least one of the following:

- Management level in sports organization (team, league, federation, etc.)
- Management level in sports corporation (retailers, manufacturers, agencies)
- Management level in sports media
- Management level in tech-oriented venture capitalist firm
- Government & academia innovation executives
- C-level executives of sports tech startups



## Objectives

This expedition aims to help international sports-related executives apprehend the emerging trends that impact the business of sports through the lense of technology and innovation. It will allow the participants to:

- Anticipate the sports market evolution and its impact on their business
- Get inspired by the best practices from the technology world
- Confront their technology challenges to a set of solutions and opportunities
- Build the foundations of future partnerships and collaborations with innovative players



## Benefits

- Become part of an international sports tech network
- Find the actionable solutions that can solve your challenges
- Live a unique experience in the heart of the world's second largest innovation ecosystem

# Sports Tech Expedition

## Typical Agenda



### Day 1 - November 24th - VIP Cocktail

Time	Activities	Note
D-1 evening or morning	Departure to Tel Aviv	<i>according to participant</i>
13:00 - 16:00	Arrival & Hotel Check-in	<i>i.e. at Rothschild 22 Hotel</i>
18:30 - 20:30	VIP Networking Cocktail	<b>Sports Tech Nation 2019</b>
21:00 - 22:30	VIP Dinner	<i>customized to delegation</i>



### Day 2 - November 25th - Main Summit

Time	Activities	Note
9:00 - 10:00	Networking & Bell Ceremony	
10:00 - 13:00	Summit 1st part	
13:00 - 14:00	VIP Lunch	<b>Sports Tech Nation 2019</b>
14:15 - 16:00	Summit 2nd part	
16:00 - 18:00	Curated B2B meetings	
20:00 - 22:00	VIP Dinner	<i>customized to delegation</i>



### Day 3 - November 26th - Experts Seminars

Time	Activities	Note
9:30 - 12:30	Experts seminars 1/2	<i>TBA - i.e. FCB/FIFA/ Wix etc.</i>
12:30 - 13:30	Lunch	<i>TBA</i>
14:00 - 16:00	Experts seminars 2/2	<i>TBA - i.e. Amazon/Intel Sports etc.</i>
16:30 - 19:00	Tel Aviv Sightseeing	<i>customized to delegation</i>
20:00 - 22:00	VIP Dinner	<i>customized to delegation</i>





# Sports Tech Expedition

## Terms & conditions



### Language

All the talks, discussions, meetings, & seminars will be conducted in English.



### Fee

To enroll in the *Sports Tech Expedition*, the fee per participant is **\$1500**.

It includes the passes to Sports Tech Nation 2019 Summit, the B2B meetings, the experts seminars, lunches, dinners, and refreshments.

*Please note that flights & accommodation are not included in this fee.*



### Registration

To register a delegation to participate in the *Sports Tech Expedition 2019*, please send a message to [timothee@colosseumsport.com](mailto:timothee@colosseumsport.com) with the intended participants list (**up to 10**), including the following details:

- last & first names
- organization/company
- position/title
- expected arrival date
- expected departure date

Once reviewed and accepted by Colosseum, an invoice will be issued to the delegation point of contact. All payments should be processed at least 1 week prior to the arrival date.

The deadline to register a delegation for the *Sports Tech Expedition 2019* is **November 4th, 2019**.

# About Colosseum

**Colosseum** is an international sports tech innovation group, headquartered in Tel Aviv. Our mission is to empower the sports industry with disruptive technologies and innovation.

We provide sports organizations, startups, and corporates with business opportunities to improve their performance, gain international exposure, and establish a position at the forefront of innovation.

## What we do

### Learn

Social gatherings & educational programs to share our sports tech know-how with an engaged audience of sports and tech professionals



### Grow

Dedicated programs to accelerate the best of the Sports Tech startups in Israel and abroad, at all stages of their development



### Innovate

Customized end-to-end solutions to provide the best sports tech innovations to the leading sports organizations and corporates



## Our Sports Tech network

