



The Future of Football is here

# REGULATION

# SFS EXTRA TIME 2024



19-20 Novembre 2024

Stadio Olimpico, Roma

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[www.socialfootballsummit.com](http://www.socialfootballsummit.com)



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# SFS EXTRA TIME 2024

*The Innovation Challenge for the Football Industry*

## Art. 1 - Challenge Structure

The challenge is structured as follows:

1. Launch of the call
2. Collection of online applications
3. Selection of 8 projects admitted to the final phase
4. Demo Day: presentation event during the 7th edition of SFS which will take place in Rome, Stadio Olimpico, on November 19 and 20, 2024

## Art. 2 – Requirements

Proposals for innovative solutions consistent with the objectives of the Call can be submitted by teams and companies, established or to be established, residing in Italy and abroad.

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Specifically, the following can apply:

1. Startups
2. Innovative SMEs
3. SMEs established from January 1, 2019
4. Informal teams composed of at least three adults, holding at least a high school diploma and/or equivalent qualification
5. Spin-offs from departments and institutes of universities and research centers

## Art. 3 – Exclusion Criteria

Applications will not be accepted from applicants who:

1. do not meet the requirements set out in Art. 2
2. have been submitted after the deadline specified in the notice



## Art. 4 – Areas of Intervention for the Call

The call is aimed at innovative proposals to be applied to the football and sports industry, in the following areas of intervention:

### 1. ARTIFICIAL INTELLIGENCE AND BIG DATA

Solutions involving artificial intelligence (AI) and/or the adoption of big data for creating solutions in: player performance analysis; scouting and transfers; injury prevention; match and club activity management; event security and management; club empowerment; other innovative solutions based on AI and/or big data; other innovative proposals to be applied to the Football Industry with a focus on artificial intelligence and big data.

### 2. SMART STADIUM AND FAN ENGAGEMENT

Use of technologies for creating smart solutions; projects to improve connectivity and the spectator experience within the stadium; use of green and sustainable technologies; solutions to enhance fan experience, such as content personalization, optimized ticket sales management, merchandising, personalized interactions through apps and social platforms.

### 3. WEB3 AND IMMERSIVE TECHNOLOGIES WEB3

Solutions and the application of immersive technologies in the Football Industry, such as: innovative streaming solutions; metaverse and social interaction; immersive simulations and training; virtual merchandising; virtual stadiums and sponsorships; NFTs and digital "memorabilia"; fan tokens; immersive fan experiences; gamification.

### 4. WEARABLES, DEVICES, AND HARDWARE

Devices to optimize athletes' performance; applications to prevent injuries and other hardware solutions.

Applicants must indicate the primary area of intervention and optionally the secondary area during the application submission phase.



## Art. 5 – Cross-cutting Focus and Award Criteria

The so-called "cross-cutting focus" represents a contextualization of the proposal based on aspects that allow the initiative to be characterized according to a specific direction of intervention. They concern: environmental and social sustainability; gender equality and equal opportunities; diversity and inclusion; territorial development and enhancement; youth policies.

## Art. 6 - Application Submission Methods

Interested parties can submit their application online. The form is available on the website [www.socialfootballsummit.com](http://www.socialfootballsummit.com)

1. The application submission period is open **from 4:00 PM on September 16, 2024, to 6:00 PM on October 31, 2024.**
2. The application is valid only with the completion of all mandatory fields.
3. Applications can be submitted in Italian or English.
4. It is optional to submit a pitch to illustrate the project idea and a presentation video. The pitch can be written in Italian or English. The video can be presented in Italian or English, or in another language only if subtitled in Italian or English.
5. The projects will be evaluated according to the criteria indicated in Article 7 by a jury appointed by Social Media Soccer and its partners.
6. Up to a maximum of 8 projects will be selected.
7. Social Media Soccer reserves the right to increase the number of admitted projects with reasons that will be recorded during the evaluation and selection phase.

## Art. 7 - Selection and Evaluation Methods

The submitted projects will be evaluated at the sole discretion of Social Media Soccer and its technical partners. The prerequisite for accessing the evaluation phase is consistency with the relevant sector (football and sports industry).



## 7.1 Selection Criteria for Access to the Final Phase (DEMO DAY)

### 1. Innovation and Originality

Evaluation of the uniqueness, quality, and applicability of the proposal in the football and sports sector.

### 2. Team Competence

Analysis of the completeness and quality of the team's skills, essential for the implementation and success of the project. The evaluation will consider the team's experience, diversity, and complementarity of skills.

### 3. Business Model and Market Analysis

Examination of the business model, with particular attention to the potential and size of the target market.

### 4. Level of Innovation

The project's ability to introduce novel solutions and offer a disruptive vision, anticipating and integrating current and future market trends.

### 5. Project Scalability

The potential for expanding the innovative solution, including its applicability to other sports or sectors and the potential to create value in international markets.

### 6. Distinctive Elements

Evaluation of distinctive aspects related to cross-cutting focuses: environmental and social sustainability; gender equality and equal opportunities; diversity and inclusion; territorial development and enhancement; youth policies.

#### Evaluation Methods

For each criterion, the minimum score is 1, and the maximum score is 10. The formula to be used for the final score associated with each application is:

**[Sum of criteria 1-6]/6= final score**

The top 8 proposals in the ranking that have achieved a minimum **score of 6/10** will be admitted to the program. In the event of a tie, the proposals will be re-evaluated by the jury.



## 7.2 Activities for Selected Participants

The 8 proposals (teams, startups, SMEs, spin-offs) will participate in the following activities:

- a) Project kick-off (online)
- b) One-on-one coaching sessions before the pitch competition
- c) In-person demo day during the Social Football Summit, which will take place in Rome on November 19 and 20, 2024. The pitches will be evaluated by a specialized jury appointed by Social Media Soccer and its partners.
- d) Registration in the Open Innovation database
- e) Registration in the Extra Time Startup Observatory

## Art. 8 - Structure and Rules of the Pitch Session

### 8.1 Organization of the Pitch Competition: Sessions

The competition will be divided into three sessions: a preliminary session, a semifinal, and a final.

The eight selected startups will participate in the preliminary session. Each startup will have the opportunity to present its project in a maximum of four minutes.

At the end of the preliminary presentations, the jury will select the four startups that will advance to the semifinal phase. The selection will be based on the votes received according to the criteria established in point 8.2 of this article.

In the semifinal phase, the four remaining startups will each have three minutes to refine and re-present their pitch, with a specific focus.

Two finalists will emerge from the semifinals, who will compete in the final phase of the competition.

During each phase of the competition, each presentation must strictly adhere to the assigned time. Any overrun of the allowed time will result in a penalty to the startup's total score.

Each presentation must focus on innovation, business model, market potential, team capability, financial sustainability, scalability, and internationalization.



Project idea
Team skills/expertise
Entrepreneurial project and market
Level of Innovation
Scalability and internationalization
Presentation and Pitch

### 8.2 Evaluation and Voting Criteria

Judges will evaluate each presentation by assigning a score from 1 to 10 based on criteria such as innovation, clarity of the presentation, feasibility of the business plan, potential market impact, team quality, scalability and internationalization, and cross-functional focus.

After each phase, scores will be totaled, and startups with the highest scores will advance to the next phase. In the event of a tie, judges will conduct an additional question session to decide which startup will proceed.

### 8.3 Final Phase

In the final phase, the two remaining startups will present their projects again, with a maximum time of three minutes each. This final presentation must address objections raised in previous rounds, highlight the project's adaptability and growth potential, and focus on its distinctive aspects.

Following the final presentations, judges will deliberate and select the competition winner based on the evaluation criteria described earlier. The judges' decision is final and not subject to review.



## 8.4 Jury

The jury of the startup competition consists of a panel of experts selected for their deep knowledge and experience in the football, sports, and innovation sectors. Jury members are chosen to ensure a balanced and thorough analysis of the proposals.

Members of the jury are tasked with evaluating the submissions according to established selection criteria, ensuring a transparent and impartial judging process.

The jury is committed to maintaining the highest integrity and confidentiality in handling the information received. Each member will abstain from voting in case of conflicts of interest with any of the proposals under consideration.

## Art. 9 - Participants' Commitment

Selected candidates commit to accepting the terms outlined in this regulation and to:

- Participate in the pitch competition/demo day. Participation "in person" is required, with exceptions for startups/teams/SMEs not residing in Italy.
- Create a 1-minute video pitch following admission, as communicated by the technical staff.
- Prepare the pitch according to the instructions provided by the technical staff.
- Authorize Social Media Soccer and its partners to use the materials provided during the 2024 edition of the Social Football Summit and on the websites, web portals, and other applications of Social Media Soccer and the involved partners.
- Authorize Social Media Soccer and its partners to use the data for the EXTRA TIME projects (observatory and open innovation).

## Art. 10 - Awards

Awards are granted at the sole discretion of the jury to the best projects presented, according to the criteria outlined in section 8.3.

The prize for the first-place winner is **€5,000.00 (Five thousand euros)** in cash.

It is also specified that additional prizes and special mentions may be awarded by partners participating in the initiative.

Updates will be published on the website <https://www.socialfootballsummit.com/en/extratime-almaviva/>



## Art. 11 - Warranty and Indemnity

1. Each candidate declares and warrants that the project proposal:

- Is an original work, for which the participant holds the respective intellectual property and economic exploitation rights.
- Does not contain any trademark, logo, or other element protected by industrial property rights or copyright belonging to third parties, or if such rights exist, the participant has obtained all necessary authorizations and licenses from the respective owner.
- Does not violate any rights of third parties, including, but not limited to, patents, trade secrets, rights arising from contracts or licenses, rights of publicity, privacy rights, moral rights, or any other rights worthy of protection.
- Is not the subject of any contract with third parties.
- Does not contain any defamatory content, representation, offensive consideration, or any other content that could damage the name, honor, or reputation of Social Media Soccer and its partners or any other person or company.
- Does not violate applicable laws and does not contain content that encourages illegal behavior.

2. Participants expressly declare, for themselves and their successors, to indemnify and hold harmless Social Media Soccer and its partners from any claim, claim for damages, or demand for compensation made by any third party for the violation of any provisions under Article 10.1.

## Art. 12 - Intellectual Property Rights and Waiver

Teams, startups, SMEs, and spin-offs participating in the Startup Competition named EXTRA TIME 2024 must provide their consent for the processing of personal data, a release for the use of submitted materials, and a waiver indemnifying Social Media Soccer and its partners from any liability, claim for damages, or sanction related to the originality of projects or parts thereof.

The activities related to participation in this call are entirely at the participants' expense, and there are no reimbursements or compensations provided.

## Art. 13 – Dates and Deadlines

Date	Evento
September 16, 2024	<i>Launch of the call</i>
October 31, 2024	<i>Closure of the call</i>
By November 7, 2024	<i>Communication to candidates admitted to the final phase</i>
November 14, 2024	<i>Kick-off meeting/pitch training</i>
November 19, 2024	<i>Challenge (in person) at the Stadio Olimpico in Rome, during the SFS24 event</i>
November 19, 2024	<i>Awards ceremony during the gala dinner of the SFS AWARDS</i>

## Art. 14 – Information and Contacts

Updates on SFS EXTRA TIME 2024 can be found on the website.

Website: <https://www.socialfootballsummit.com/en/extratime-almaviva/>

For more detailed information, please contact us at

Email: [startup@socialfootballsummit.com](mailto:startup@socialfootballsummit.com)

