

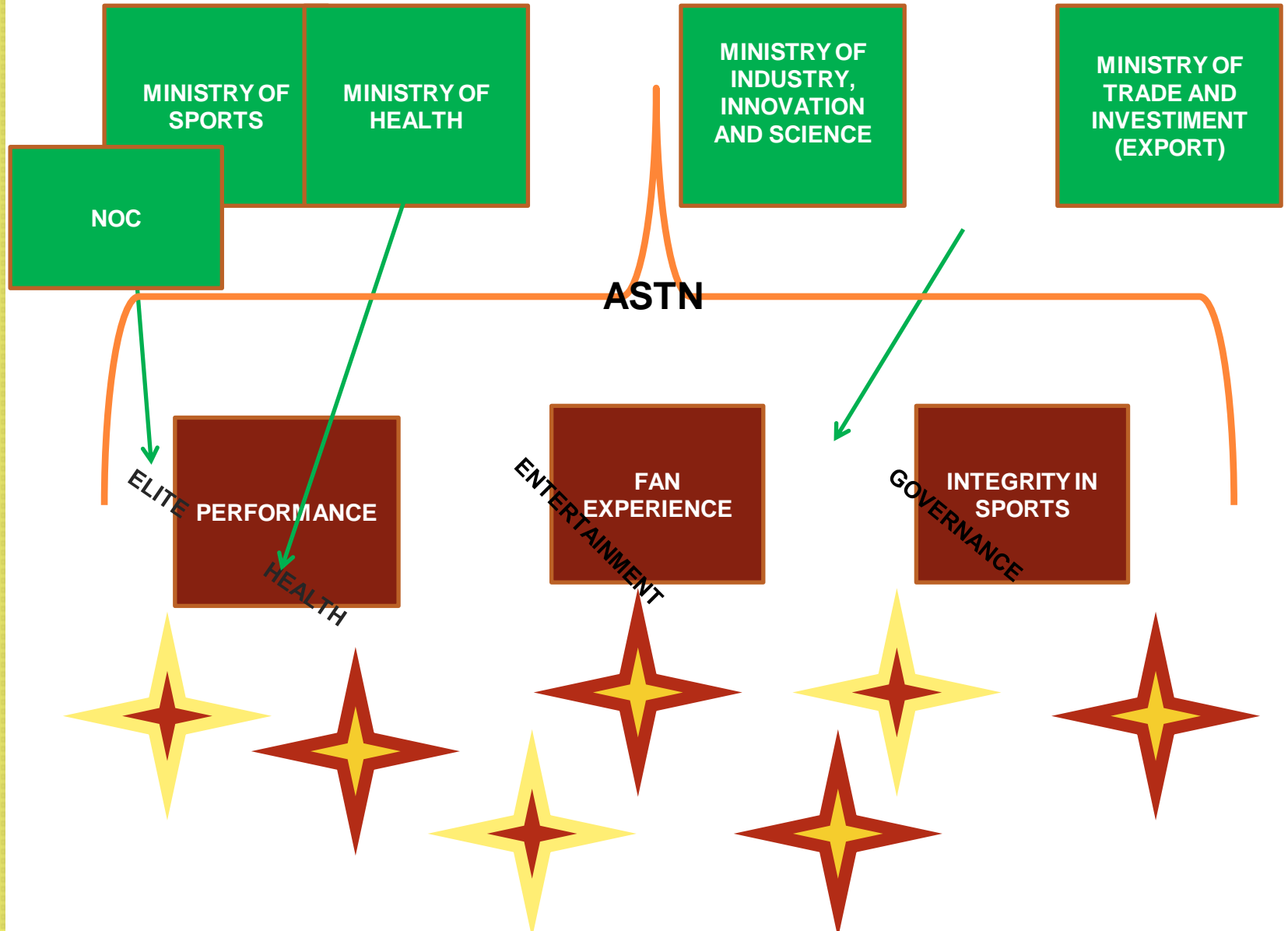


OPPORTUNITIES AFTER RIO 2016 SPORTS BUSINESS

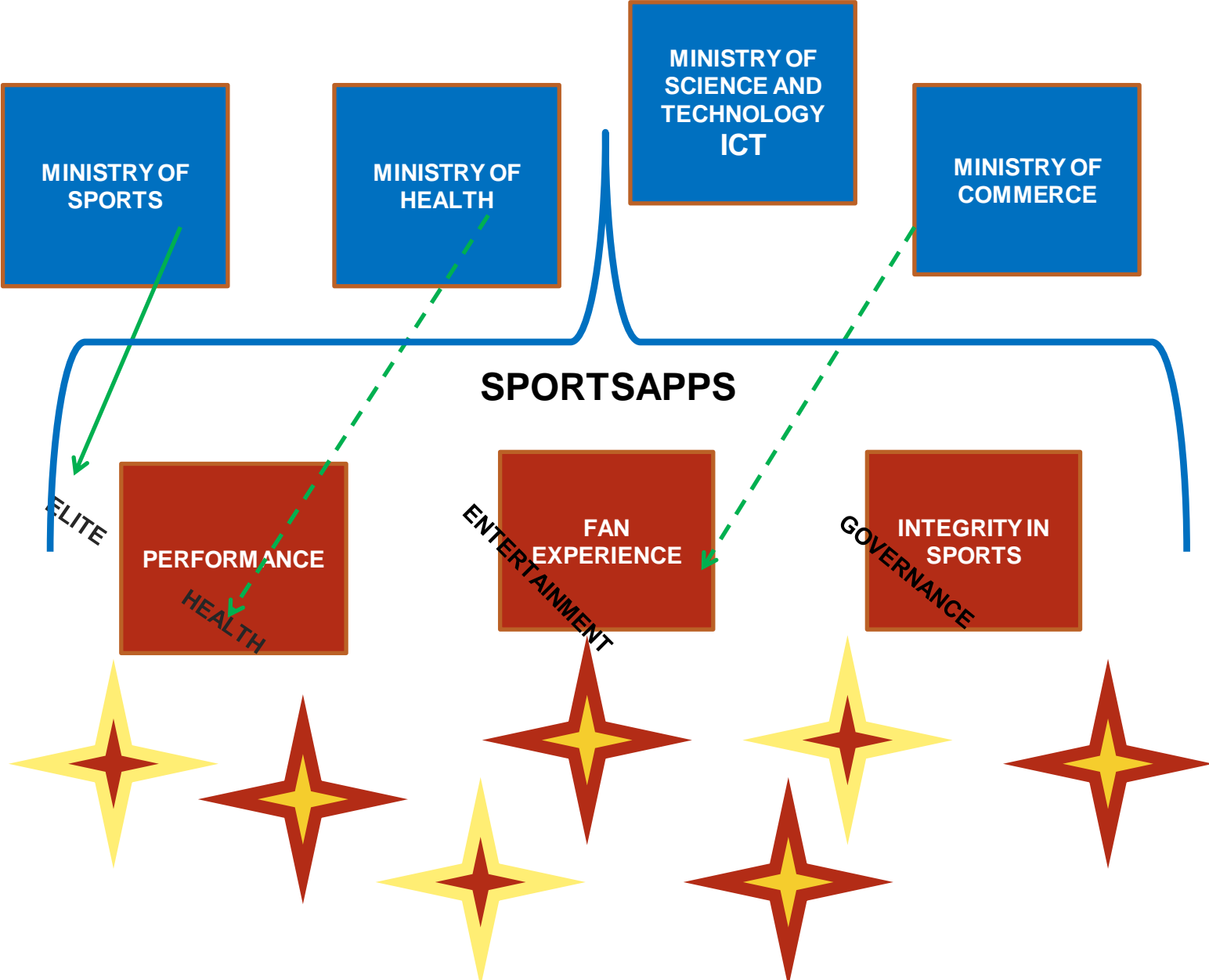
**Innovation in Sports
International Initiative: Brazil and Australia**

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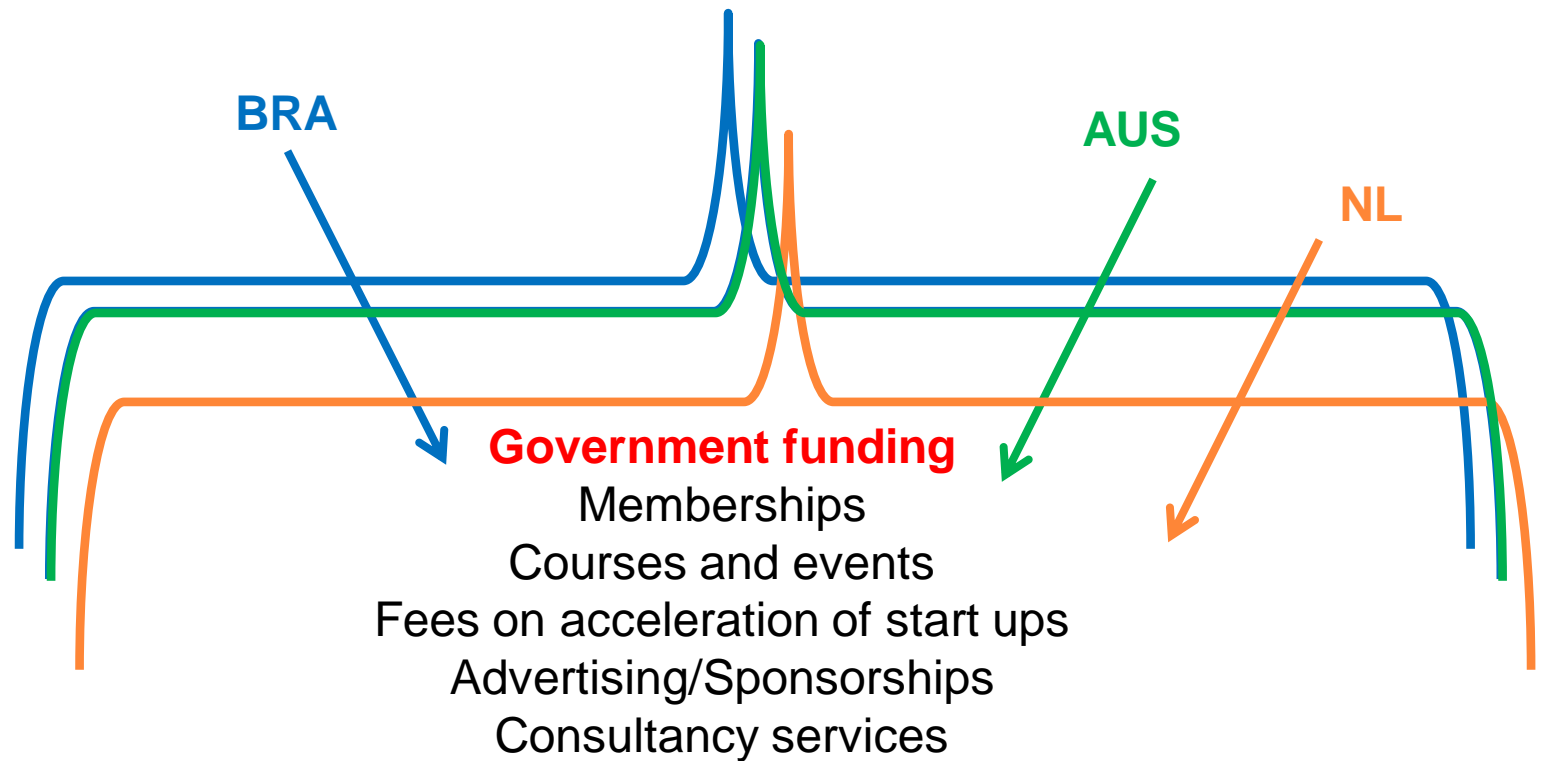
PERSPECTIVE OF NATIONAL POLICE MAKERS INNOVATION IN SPORTS - Australia



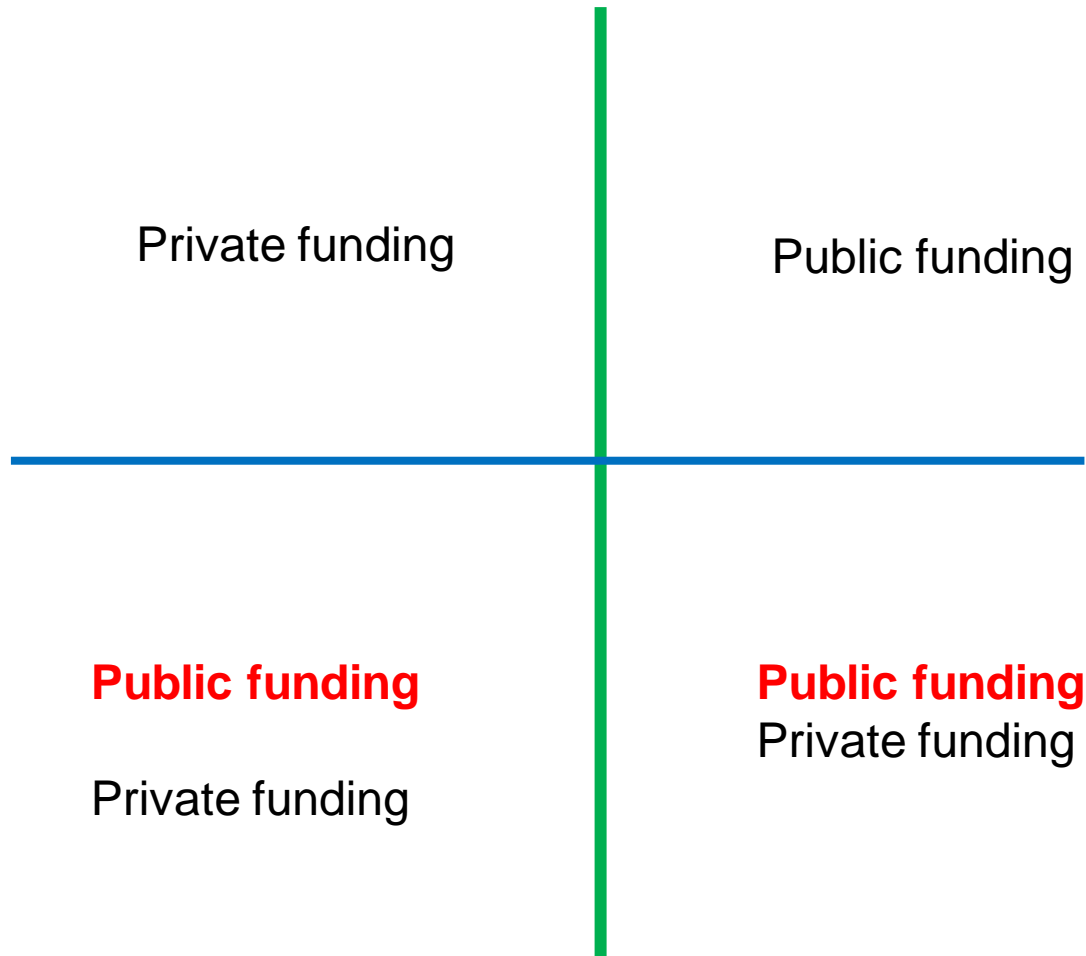
NATIONAL POLICE MAKERS' PERSPECTIVE INNOVATION IN SPORTS - Brazil



How do platforms make money?



Challenges to Sustainability



Brazilian Challenges to Sports Innovation

Demand

- Innovation in sports (ICT) will remain in the political agenda after The Games;
- The national market characteristics for innovation in sports (ICT) has been mapped and assessed.

Lack of a consolidate sports strategy either as a social goal or a geopolitical issue;

Lack of strategy for innovation in sports;

Lack of a national platform to facilitate innovation

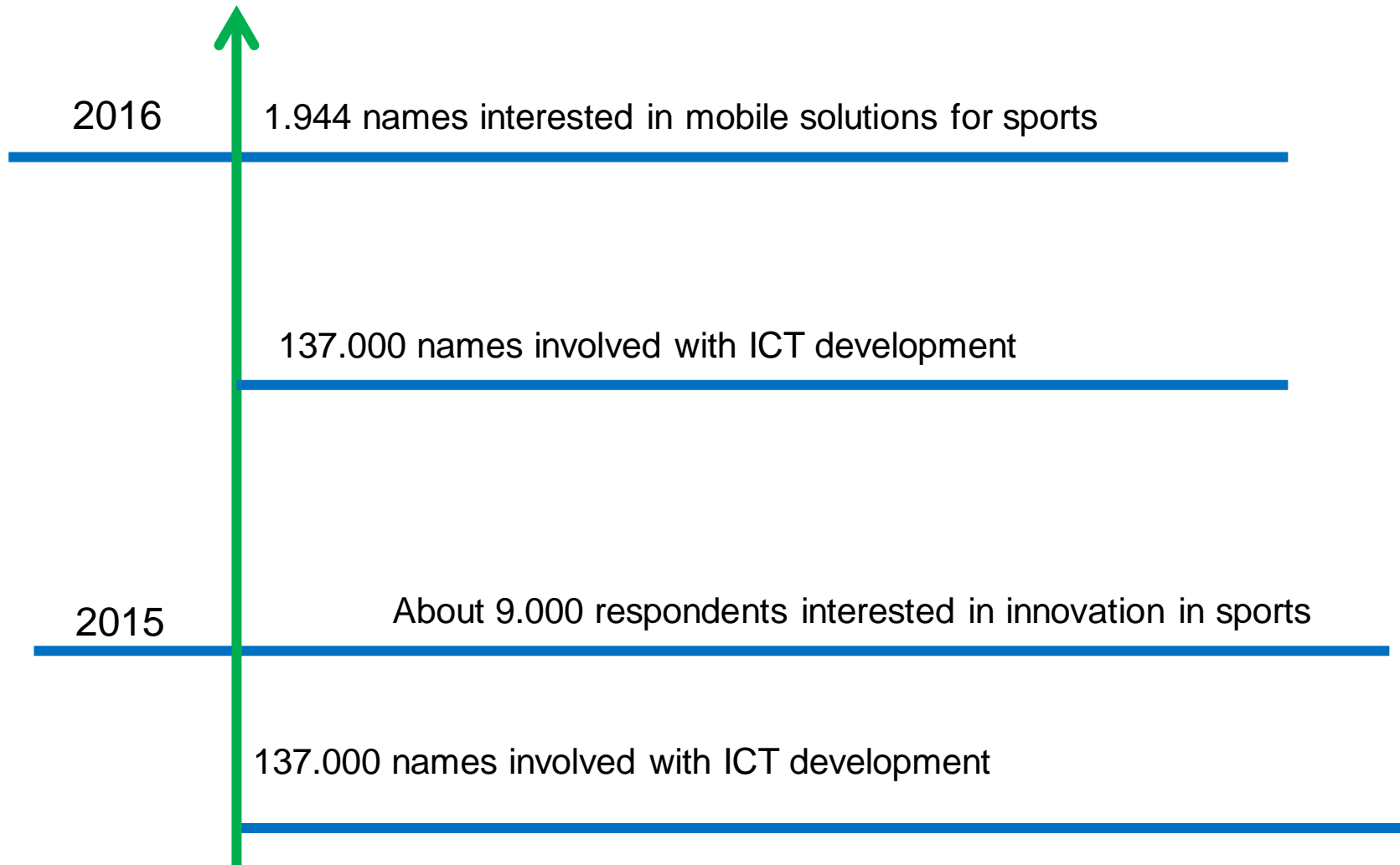
Supply

- **Survey showed more than 9,000 ICT developers interested in innovation in sports;**
- **New demands should occur either under recession or blooming economy;**
- **Large multinationals are bring the topic to Brazil.**

Lack of information on sports innovation market;

Lack of disciplines such as Statistics and Informatics for Sports.

Survey



BR New Business model:

SportsApps

Based on the outcome of the survey (9000) we opted by building a network of Brazilian app developers focusing on mobile solutions for sports.

First numbers:

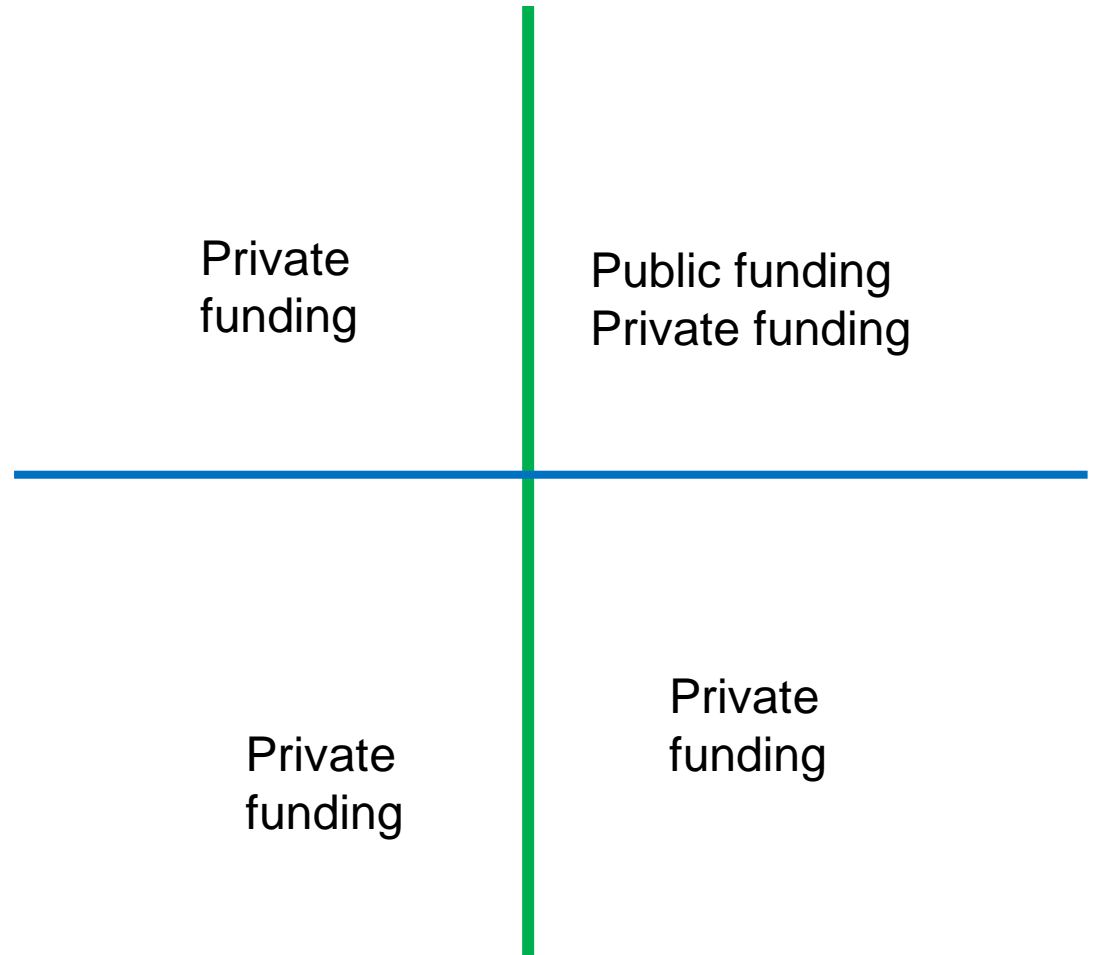
1944 contacts
304 email exchanges


Next step:

Webinar

To Check:

SportsApps
Facebook





What could be the premisses of a AU/BR international sport technology network?

- To accomodate large supply of developers;
- To generate knowledge on sports innovation;
- To reduce dependence on public funding;
- To support nations to increase exports;
- To increase value to all stakeholders.

How to implement a co-joint partnership AU/BR to develop an International Sport Innovation Network?

- Capacity building Supply and Demand sides ;
- Generate awareness among stakeholders;
- Testing, testing and testing new processes and services;
- Upgrade the website to a two-sided platform;
- Services provided have a price strategy based on the bottom of the pyramid concepts.

SportsApps

- The spin off a Brazilian Sports Innovation Platform;
 - A two-sided platform that connects mobile developers with sports industry;
 - Joining efforts to form with Australian Sports Technology Network (ASTN) the first International Sports Innovation Platform.
- **Technological legacy of Rio 2016 Games**

Innovation in Sports in Brazil

From R&D to Innovation

- Post- doctoral research that aimed to support national policy makers to foment innovation in sports focusing on the development of ICT solutions to national and international markets.
- Cases studied: Australia, Brazil, The Netherlands, Spain
- Some of the outcomes
 - Book (2) : Sustentabilidade ,Governança e Megaeventos ; Innovation in Niche Market – The Case of Sports (2017)
 - Spin off project – Brazilian Sports Web Platform (SportsApps)
 - Seminars, interviews , articles etc..
 - Calls for Proposal - Faperj , CNPQ, MCTI

Maureen Flores, D.Sc.



Maureen Flores is a post-doctoral researcher investigating topics related to public policy and innovation in sports. She holds a DSc in Public Policy, Strategy and Management from Federal University of Rio de Janeiro (BR) and Università Degli Studi di Siena (IT). She is a former Head of Sustainability of Rio 2016 and she has twenty years *working experience at strategic* level focusing on public policy issues related to sustainability and innovation. Summarizing her main work related-abilities: diverse and multicultural background, strategic thinking and research skills

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