

ANDORRA SPORTS SCALEUP PROGRAM

EDITION III

Program led by



in collaboration with



with the support of SPSG Consulting

Participation Requirements

May 2025

TABLE OF CONTENTS

1. INTRODUCTION	3
2. OBJECTIVE OF THE CALL	4
3. PARTICIPATION REQUIREMENTS	5
4. APPLICATIONS & CALENDAR	5
5. SELECTION CRITERIA	6
6. SELECTION PROCESS	6
7. THE PROGRAM	7
8. VISIBILITY, USE OF LOGOS & INFORMATION	7
9. CONFIDENTIALITY, DATA PROTECTION & ACCEPTANCE OF CONDITIONS	8
10. FREQUENTLY ASKED QUESTIONS	8
11. CONTACT	9

1. INTRODUCTION

Andorra Business in partnership with Global Sport Innovation Center (GSIC) and with the support of SPSG Consulting (SPSG) are launching the third edition of the Andorra Sports Scale-Up Program, to select three of the best sport-tech companies in Andorra and across the world and help them in their internationalization process.

Andorra in collaboration with GSIC, and with the support of SPSG, have implemented several initiatives in the framework of the **Andorra Sports Innovation Hub**.

For more information visit: <https://andorrasportshub.com/>



In this context, Andorra and GSIC are now continuing the process with the third edition of a 3-months-long scale-up program, not only to find new solutions, but to use their experience, knowledge and resources to contribute to their development and growth and, helping them to become important local and international companies within the sports industry.

Promoters

Andorra Business

Andorra Business is Andorra's economic promotion and development agency. Promoting key sectors for the diversification of the economy, attracting and accompanying foreign and local investment, supporting Andorran companies to become more competitive, and facilitating the landing of new companies in the country, are some of its priorities.

More information: [Andorra Business - Invest in Andorra](#)

In collaboration with: Global Sports Innovation Center powered by Microsoft and with the support of SPSG Consulting,

(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 enterprises), research organizations, investors and key figures of sport industry to improve its value chain. To do so we focus our activities and services on 6 main points: entrepreneurship, networking, applied research, showcase, Microsoft Partners Solutions and digital transformation advisory services. With headquarters based in Madrid, GSIC now has members in 35 countries around the world.

More information: [GSIC - Global Sports Innovation Center \(sport-gsic.com\)](#)

2. OBJECTIVE OF THE CALL

The call aims to identify the most promising technological solutions that can help **improve the sports industry in general, with priority over those focused in winter and mountain sports, and cycling**, and have potential for scalability and internationalization. The program is focused, but not limited to, on the sport ecosystem in Andorra, which is naturally connected with Mountain and Winter Sports, but not limited. The Scale-Up Program will help this program to scale and their internationalization efforts.

By applying to this program, legally established companies will enter a competitive evaluation process based on six criteria. Selected winners will be invited to take part in a 3-month-long acceleration program, which includes weekly one-on-one mentoring sessions and group sessions with industry experts.

3. PARTICIPATION REQUIREMENTS

The call is aimed at companies and entrepreneurs who are in position to start their internationalization process and can contribute with their technological innovation to the evolution and digital transformation of the sports industry. Participants may submit projects/companies that meet the following requirements:

- Be a legally created company.
- Have a dedicated full-time team.
- Have **market-tested products/services** and potential to implement internationally.
- Have traction, **preferably with paying customers**, in the sports industry.
- The individual promoter / representative of the startup must be of legal age and must have the legal capacity to be bound. You may not be an employee, manager, partner, or maintain a business relationship with ANDORRA BUSINESS, GSIC or SPSG at the time of application.
- The promoters of each project/startup may only participate in this call by submitting a single project per company.

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 ANDORRA and/or GSIC.

4. APPLICATIONS & CALENDAR

Candidates to participate must complete their application for admission by registering and submitting information through the following [form](#).

Applications for admission received or attempted to formalize after the deadline for admission of applications will not be assessed for admission to the program.

Applications Open: May 5th, 2025

Applications Close: June 6th, 2025

Winners' announcement: June 27th, 2025

For winners:

Program Kick-off: July 14th, 2025

Duration of program: July 14th to October 27th

Weekly commitment (selected companies must participate in one meeting per week)

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

5. SELECTION CRITERIA

The following criteria, rated from 1 to 5 (being 1 the lowest and 5 the highest) will be evaluated for the selection of participating projects in each of the stages of the process (verification of eligibility, evaluation and selection):

1. **Innovation** – the extent to which the submission is unique to, or adds value to, existing solutions.
2. **Impact** – the extent to which the submission demonstrates the potential to effect change.
3. **Scalability** – the extent to which the submission can scale and the potential to implement it internationally.
4. **Maturity** of the team, the organization and the stakeholders.
5. **Sustainability** – Social and Environmental sustainability of the project aligned with the sustainability agenda of the Government of Andorra.
6. **Business Model** – Feasibility and economic sustainability of the project.

6. SELECTION PROCESS

The selection of projects will be carried out based on the criteria described in the previous section.

The judging committee will be made up of industry experts and directors from:

- Andorra
- GSIC
- SPSG

The judging committee will be 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; short-listing the most promising startups and projects.

- **Verification of eligibility:** Once the application period has closed, the projects will be reviewed to ensure that the rules of participation have been complied with. Applications that do not comply with the rules will be eliminated from the process. The judging committee also has the right to ask, if needed, for more information about the project and/or start-up in order to complete the selection criteria.
- **Evaluation and selection:** Applications that pass the verification of eligibility will be evaluated by the judging committee in a decision session, which will select the winners accordingly.

7. THE PROGRAM

As mentioned before, the selected companies will access a three-month scale up-program implemented by Andorra and GSIC, including similar contents and activities as the ones below (subject to change):



8. VISIBILITY, USE OF LOGOS & INFORMATION

Through the Andorra Sports Startup Challenge III, different activities will be organized for the successful applicants focused on giving visibility across the sports tech 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.

Andorra reserves the right to use the logos of the participating start-ups, and the winners, in its promotional activities and dissemination of the start-up challenge, as well as the Andorra Sports Innovation Hub.

9. 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 program.

Participating in the competition 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.

10. FREQUENTLY ASKED QUESTIONS

How much does it cost?

Applying for this call is completely free.

I can only participate if I have a sports solution?

Startups and companies with focus in other markets are welcome if they can implement solutions related to the topics mentioned as objective of the call.

Is the call international?

Yes. Any company from around the world can apply.

Should my company submit the application in English?

Yes, all the applications must be in English.

11. CONTACT

For any information and inquiries, please contact:

Guillermo.marin@sport-gsic.com