



Sports Tech Innovation in the Start-up Nation

March 2017

Executive Summary

Sports industry meets technological innovation

The global sports market is witnessing continuous growth and expansion. Having come a long way from being a traditional industry, it has grown to encompass an entire ecosystem comprising multiple stakeholders and various layers of engagement. Constantly evolving and expanding through innovative and cutting-edge technologies derived from diverse industries, the so-called sports tech industry is creating new opportunities for fans, clubs, players, sponsors, investors, and innovators alike.

Seven key trends currently disrupting the sports industry

Data Analytics

Media and Broadcasting

Wearables and Performance Enhancement

The Stadium of the Future

Fan Engagement

New Sponsorship Assets

eSports

Rising investor interest in sports tech as industry expands

Sports are currently one of the most intriguing markets in venture investing. As the industry undergoes a technological transformation, investors are taking notice of the emerging business potential. Together with the growing interest on behalf of investors, numerous new startups are being created and dedicated sports tech accelerators and venture funds are being launched.

Israel – a hotbed for sports tech innovation

While the US is still at the forefront of sports tech innovation, market players are increasingly on the lookout for game-changing solutions that will enhance and advance the world of sports. The number of Israeli start-ups entering the sports tech arena has been growing rapidly, doubling in number from around 50 to around a 100 in the span of just two years. These companies are harnessing Israel's high-tech sector's vast experience, broad knowledge base and unique expertise in technological areas such as big data analytics, computer vision, interactive platforms, AI and IoT, to create and offer new solutions and applications for the global sports market.

Deloitte Israel – a one-stop shop for sports organizations, technology companies, investors and entrepreneurs

With our multi-disciplinary expertise, Deloitte Israel is uniquely positioned to connect and integrate startups and innovative hi-tech companies with key global stakeholders and organizations in the sports market.

Executive Summary

The Global sports industry -
a **US\$700 billion** business

Over **US\$5 billion** invested globally
in sports tech between '14-'16

7 KEY INDUSTRY TRENDS

Data analytics
capabilities are being applied to provide a competitive advantage, improving game performance, supporting training, recruitment, market segmentation and fan activities.

The Media
explosion of over-the-top digital video providers, social networks, user-generated content, and mobile apps, are creating new business models and revenue streams.

Wearables & Performance enhancement
technologies utilize advanced sensors to capture and track user activity, providing data and metrics for evaluating and improving performance.

Stadiums are turning to new cloud, mobile and analytics technologies to enrich and complement the fan experience, boost attendance and reinforce their value proposition.

Fan engagement
has evolved into a commodity, a wholesale growth strategy used by sports events organizations, sponsors and broadcasters for profit maximization.

Sponsorship assets
are advancing beyond traditional formats, using advanced analytics and new digital platforms to form more direct and targeted connections with their audiences.

eSports
continue to grow, creating new commercial opportunities for top gamers, companies and marketers to reach new and younger audiences around the world.

Executive Summary

Israel's sports tech ecosystem



>US\$ 380 million

Total investment in Israeli sports tech startups



41 start-ups



Active VCs

Plus Ventures, First Time Fund, Pitango, Battery Ventures, D5 Capital, The Time, iAngels OurCrowd, Deutsche Telekom, Samsung Ventures, Blumberg Capital, Baidu, Canaan Partners, Greylock Israel, Carmel Ventures, Lightspeed, Opus Capital, Plenus, Trinity Capital, Intel Capital

Investments in Israeli sports tech start-ups are among the top global sports tech investments

Start-ups targeting the sports market exclusively:



Raised >\$35M, acquired by Intel for ~\$170B



Raised >\$50M, last round closed in Feb 17'

Start-ups with a significant sports market use-case:



Raised >\$50M



Raised >\$45M



Active Accelerators & Incubators

Explore, The bridge (Coca Cola), Microsoft, EISP 8200, Tech4Good, The Junction, Nielsen Innovate, Vertical Engine, A3i, SOSA, StartupEast, hub:raum, The Hive, Inno-Negev, Startupbootcamp.

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