



**COLOSSEUM**  
Sports Tech  
Serbia

# Sports Tech Serbia

The magic fusion



SCIENCE TECHNOLOGY PARK  
Belgrade

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# Foreword



**Oren Simanian**  
Founder,  
Colosseum Sport Israel

”

Over the last years, Serbia has shown tremendous ability to produce sports champions, excelling on the global stage. This track record paves the way for other types of champions to emerge: Sports Tech Startups. While the Serbian entrepreneurial tech scene is on the rise, there is a big opportunity to leverage this sports expertise to form successful ventures at the intersection of sports and technology. Coming from Israel, a worldwide leader in sports tech, Colosseum is proud to bring its know-how to support Serbian entrepreneurs in their journey. We are confident that soon Serbian sports tech companies will be championing the global stage too.



**Jelena Petrović**  
Head of business  
development,  
Science Technology Park  
Belgrade

”

With their passion, hard work, perseverance and determination, Serbian athletes are a true inspiration for all of us who are trying to make Serbia a better country. We strongly believe, and it's already proven, that our young entrepreneurs can follow the steps of our athletes and make wonders, and we are happy we can support them on that journey. The sports tech industry is rapidly growing and we are determined to catch the momentum with our Israeli partners and enable the rise of sports tech champions in Serbia.



# Championing the world stage

In a country with a strong sports history, sport undoubtedly plays an important role for the average Serbian citizen. The talents and successes of Serbian athletes are recognizable globally!

According to data from the national sports federation, in 2018 Serbian athletes won 789 medals in 47 categorized sports branches worldwide!\*



**Novak Djokovic**  
the best ranking tennis  
player in the world



**Ivana Spanovic**  
the European indoor  
long jumper champion



**Both men and  
women volleyball  
teams** are European  
champions



Serbia is one of  
the traditional  
**powerhouses of  
world basketball**



The second **most  
successful national  
water polo team** in  
the history of sport

**And yet this is just a part of Serbian sports glory!**

\* Serbian Institute of Sport and Sports Medicine





**Nebojsa Radovic**  
Serbian sports journalist

”

When you talk with Serbs about sports and their national teams, you will always get the same answer. Serbian national teams and athletes are seen as national heroes, and most of us see them as the best ambassadors of our country. The Serbian approach to team sports that says you do not win silver, but lose gold, together with the saying to “leave your heart on the court” probably describes it best. Moreover, since sports are the greatest source of national pride and seen as the essence of our being, most of us here in Serbia place so much importance on every match of our teams and athletes that if the team does not win it is a national disaster, whereas when they do win, it is celebrated as if each and every one of us has won.

## Sport, a national passion

**Sport is an inseparable part of the national culture - a thread that connects the nation and brings together families and friends to support their national teams. The national team jersey is the dream of every young athlete in Serbia, while every professional athlete who wears one makes a dedicated commitment and works hard to make the nation proud.**

# Knowledge is power

The greatest Serbian minds such as Nikola Tesla, Mihajlo Pupin, Milutin Milankovic and Mileva Maric Einstein keep encouraging youth to join the world of science and technology. Strong technical faculties and a survival mentality have proven to be excellent basis for entrepreneurship growth.

Today we see strong growth on the local tech and start-up scene. In the past 5 years, a huge shift has occurred in the government's recognition of the importance of this ecosystem, with regulatory adjustments, the number of startup teams, investment etc.

As we are witnessing the rise of successful startup stories there are also multiple initiatives aimed to support startups to scale their businesses.

According to Startup Genome Research, there are around

## 200 startups in Serbia.

This research applies to business entities with high-growth potential, and at least one full-time employee (FTE) or \$10,000 3rd party investment, or revenue.

A study by the German-Serbian Chamber of Commerce claims there are over

## 700 startups on the market.

The research involved also early stage startups not registered as companies yet.\*

\* Startup study: **STARTUPS IN SERBIA**, A glance at the startup ecosystem in Serbia

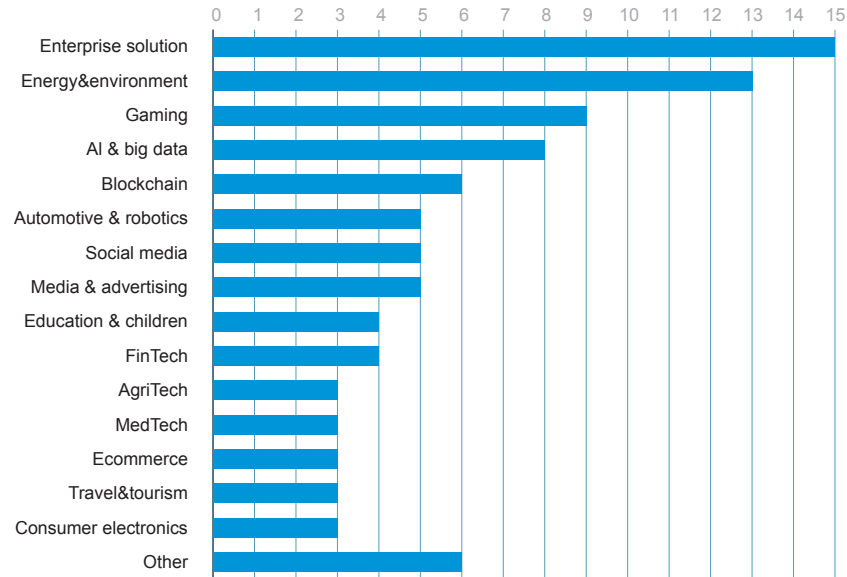


# Serbian Startup Ecosystem Overview

Graph:

## Industry and sector overview

Source: Digital Serbia initiative



# Serbian Startup Ecosystem Overview

## Successful Serbian startup examples

**Seven Bridges Genomics** is a leading biomedical data company, specializing in software and data analytics to drive public and private healthcare research.

**Nordeus** is a Belgrade gaming company widely known for its 'Top Eleven' football manager.

**OriginTrail** developed a protocol designed to tackle the prime challenges in product supply chains using blockchain technology.

**3Lateral** is a game studio focused on designing more realistic computer-generated human characters.

**Frame** develops cloud-based desktop applications and is the only global, infrastructure-independent platform built to deliver Windows applications from the cloud.

**ManageWP** is the first and most successful WordPress website management service enabling web designers and developers to manage multiple WordPress sites from a single dashboard.

Seven Bridges	EST 2009	 Employees	200+		Raised 8 m euros
Nordeus	EST 2010	 Employees	170		No external
OriginTrail	EST 2013	 Employees	27		funding 19 m euros
3Lateral	EST 2019	acquired by Epic games			100 m euros
Frame	EST 2018	acquired by Nutanix			143 m euros
Manage WP	EST 2019	acquired by GoDaddy			terms undisclosed

Source: Startup study: STARTUPS IN SERBIA, A glance at the startup ecosystem in Serbia





# Global Sports Tech Overview

The sports technology market continued its booming growth in 2018 and 2019, and it has substantial projected year-over-year growth. Valued at \$8.9 billion in 2018, the industry is expected to triple in value in the next five years thanks to key verticals.

## **eSports is one of the fastest growing sports tech verticals.**

Earlier this year, Epic Games hosted the first Fortnite World Cup at Arthur Ashe Stadium. With over 40 million applicants, the event was the highlight of Epic Games' plan to give away \$100 million worth of prizes in 2019.

Beyond eSports, fan engagement is another key, growing sports tech vertical. The fan experience is a major factor driving sports tech revenues. Digital platforms such as MLS Digital Labs are engaging fans in unique ways and providing new monetization opportunities for sponsors.

\$8.9 billion in 2018

expected growth

x3  
in the next  
five years

Fortnite World  
Cup 2019

40  
million applicants

\$100 million  
prize pool



# Global Sports Tech Overview

Furthermore, virtual and augmented reality technologies, like the recently released NBA VR, provide a new layer of immersion in the game. VR and AR give fans a stadium experience from the comfort of their homes.

As the sports industry evolves, the role of technology increases, designing new experiences and boosting both performance and monetization. With fan engagement platforms, online streaming, smart stadiums, game technologies and more, the opportunity in sports tech is at an all-time high.



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Technology is changing the world: it's changing our sport. It's changing the way people are following the NBA.”

**Adam Silver,**  
NBA Commissioner

## Sports Tech: a booming industry globally

Worldwide  
TODAY

~4000

Sports  
Startups

100+

Innovation  
Hubs

In the  
NEXT FIVE YEARS

20,63%

CAGR  
Growth

\$31B

Sports Tech  
Market Value



# The Serbian momentum

Sports success

Sports Tech

the crossroads  
of two sectors  
in which Serbia  
is positioned  
to capitalize

Rising tech scene



# Now is the right time to startup in sports tech!

Serbia is already recognized as a sporting nation, and at the same time the country is advancing in the IT sector\* and technological development. Therefore, there is a great potential to develop innovations in the field of sport as well.

By supporting startups in this area, Serbia has a chance to position itself as one of the leaders in development and implementation of sports tech solutions globally.

\* IT services account for 55% of Serbia's net export in 2018, whereby in last 3 years export of IT industry increases for 20% per year.

Source: National Bank of Serbia

To build the bridge that will connect successful entrepreneurial stories and exceptional sports achievements, we need new support mechanisms specifically designed to encourage development in this area.



IT services account for  
55% of Serbia's net export

So far, **Colosseum Sports Tech Serbia** is the first program in Serbia aimed at supporting innovation in the field of sports tech.





## COLOSSEUM Sports Tech Serbia



# Colosseum Sports Tech Serbia

As result of the cooperation between Science Technology Park Belgrade (STP Belgrade) and Colosseum Sport - the leading sports tech organization in Israel, the Colosseum Sports Tech Serbia program aims to boost innovation in sport by connecting all the relevant players in the sports tech industry and providing support to early-stage startups.

[www.colosseum-serbia.rs](http://www.colosseum-serbia.rs)



SCIENCE TECHNOLOGY PARK  
Belgrade

Science Technology Park Belgrade supports entrepreneurs, start-ups and growing tech companies in the development and commercialization of innovations by providing a needs-based set of infrastructure and business support services. Currently, there are more than 70 high-tech businesses tenants of the Tech Park.

[www.ntpark.rs](http://www.ntpark.rs)



COLOSSEUM

Colosseum Sports is an International Sports Tech Innovation Group based in Tel Aviv, whose mission is to empower sports experience worldwide by bringing disruptive technologies to the industry. It provides technology access and know-how to sports organizations, startups and corporates, to improve their performance, gain international exposure and be at the forefront of innovation.

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



# Colosseum Sports Tech Serbia



Colosseum Sports Tech Summit, the main event that launched the Program, took place on May 15th, 2019 at Science Technology Park Belgrade.

It gathered actors in both the sports and tech fields (athletes, sports associations, experts, entrepreneurs and international speakers) and initiated a discussion about disruption of the traditional sports landscape through technology, covering the hottest topics in sports tech.



# Colosseum Bootcamp



**The Colosseum Bootcamp** is a unique 5-month program designed for sport tech startups, with the aim of scaling up their innovative business ideas. It provides selected teams with knowledge, skills and connections.



**10**  
teams



**15+**  
workshops



**40+**  
consultants



**150+**  
hours of counseling

The first batch of startups underwent **Colosseum Bootcamp 2019**. After various workshops and mentoring sessions from June to October, the very best of them will have the opportunity to win a study trip to Israel and connect with the world's best sport-tech expert.





# Colosseum Sports Tech Serbia

## Colosseum Bootcamp Finalists



### My Fit World platform

is the place where trainers and exercisers meet. The main value is to enable trainers to do their job on a higher level and exercisers to find tailor-made training and a top-notch personal trainer experience, with all statistics and tools available throughout the digital platform.



### Wannabet

is a peer-2-peer betting platform that enables users to bet directly against each other, which makes it a much greater social challenge than current betting providers.



### 3D Basketball skills

is an application that allows users individual progress and learning the game of basketball.





# Colosseum Sports Tech Serbia

## Colosseum Bootcamp Finalists



### Appollo

A team making a fitness platform that will connect coaches and clients around the world. The platform will offer clients more tailored workout plans and a vast number of human coaches.



### Sportifico

is a soccer platform that was established to help active athletes, coaches and clubs in their further development. Match results, top moves, goals, statistics, comments are part of the content shared daily throughout the region.



### SkillBall

wants to make every sports fan available to play sports from the armchair and earn according to the level of their skills.



# Demo day

**COLOSSEUM**  
Sports Tech  
Serbia



Oct 30th, 2019

Let's meet the startups that have shown the greatest potential during the Program.

**Demo day will gather sports tech and startup experts, former athletes and investors to share their vision on the future of sports tech and inspire audience to innovate in this area.**



# Speakers & jury members



**Gary Stewart**

Director of Wayra UK

Gary Stewart is the Managing Director of Wayra UK VC and Telefónica Open Future (UK). He is also an associate professor and the Entrepreneur-In-Residence at IE Business School in Madrid. Gary co-founded Nuroa.es, a Barcelona start-up that raised over €4M in funding before being sold to an Australian competitor.



**Rohn Malhotra**

serial entrepreneur, partner at SportsTechX

Rohn is a serial entrepreneur who successfully exited his latest startup in 2017. Combining his consulting and entrepreneurial backgrounds, he currently works at the intersection of Sports and Innovation as a SportsTech expert. His latest venture SportsTechX is focused on providing data and insights on SportsTech startups and supporting the growth of the ecosystem across the globe.



**Branko Kokir**

former handball player, Managing director at Merkur Games

Branko Kokir is a former handball player who had a noticeable international sports career. He was part of the winning handball team at the World Handball Cup in Egypt 1999. He started his professional career in Germany. Since 2011 he has been the managing director of Merkur games - part of the Gauselmann group which is operating in the field of games of chance.



**Igor Beslin**

Quantitative analyst at Venionaire Capital, Vienna

Igor Beslin is currently working as a Head analyst at Venionaire Capital, which specializes in Venture Capital, Corporate Startup Engagement and Digital Transformation. His tasks include startup scouting/screening, market and competitive analysis, valuation and deal support. In addition, Igor is an avid health & fitness enthusiast, as well as an experienced and certified personal trainer.



**Ofir Frank**

CTO at Maccabi Tel Aviv

Ofir Frank is currently working as a CTO at Maccabi Tel Aviv Basketball club. He is a serial entrepreneur and co-founder of Settlewise - an innovative platform that aims to help people and businesses around the world resolve their P2P and B2C disputes using crowd wisdom.



# Demo day Agenda

October 30th, 2019

STP Belgrade Conference Center, Veljka Dugosevica 54

12:00 - 12:15      Opening remarks

12:20 - 12:30      Gary Stewart, Director of Wayra UK

**How startups scale and succeed - story  
of the world's best corporate accelerator**

12:35 - 12:45      Rohn Malhotra, Partner at SportsTechX and serial  
entrepreneur

**Why now is the right time to startup in sports  
tech - Insights into a rapidly growing ecosystem**

12:50 - 13:30      Startup teams pitching

13:30 - 13:45      Refreshment break

13:45 - 14:25      Startup teams pitching

14:25 - 14:40

Refreshment break

14:40 - 14:50      Branko Kokir, Former Handball player and Managing  
Director at Merkur Games

**From athlete to a business leader  
- Uncertain and thrilling match**

14:50 - 15:00      Winner announcement

15:00              Cocktail networking

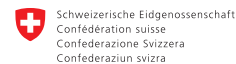




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**COLOSSEUM**  
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Serbia

We enable technology to disrupt sport

[www.colosseum-serbia.rs](http://www.colosseum-serbia.rs)

