

epsi eu
European Platform for Sport Innovation

EUROPEAN PLATFORM FOR

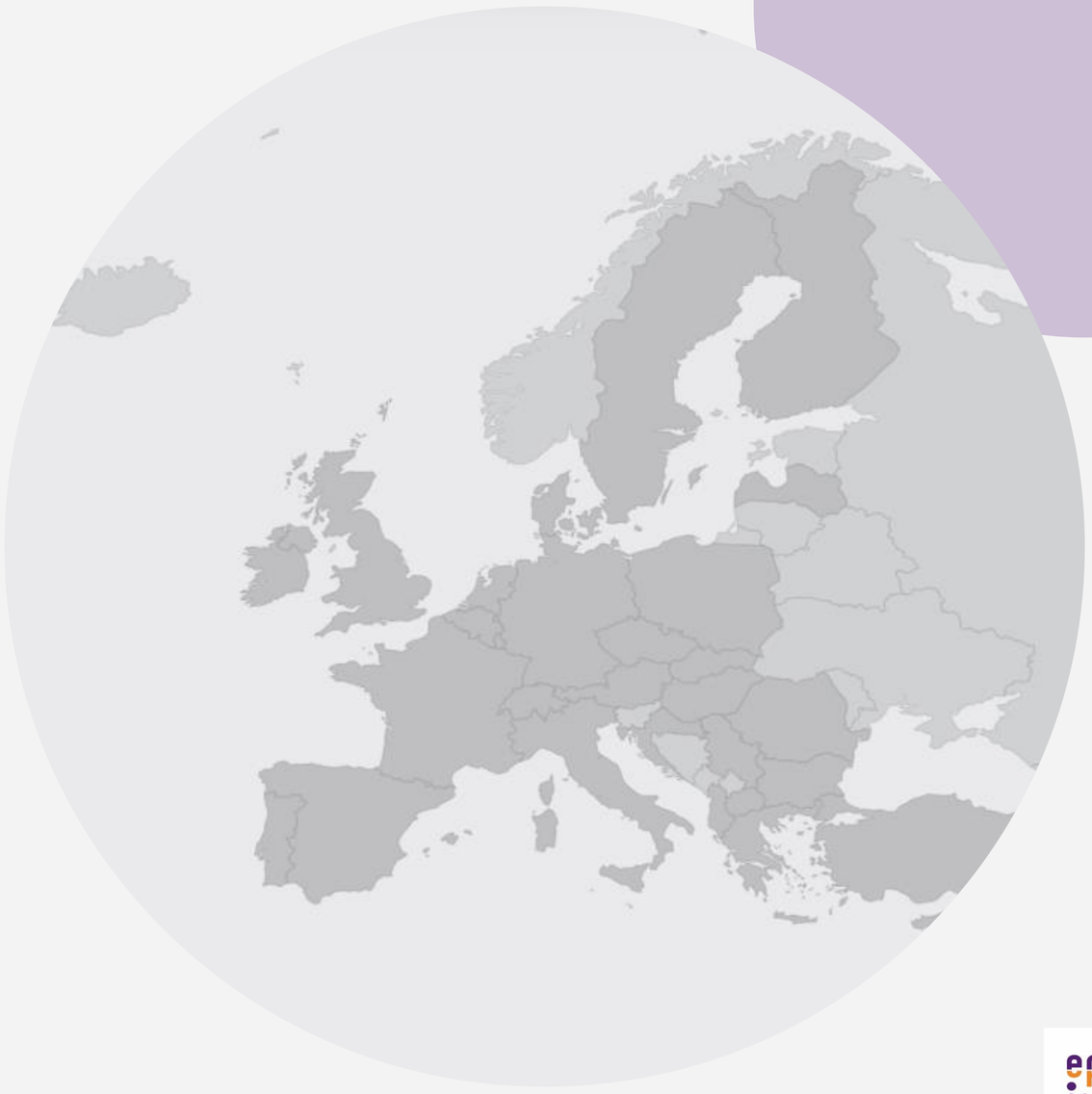
SPORT INNOVATION

WHO WE ARE

EPSI, European Platform for Sport Innovation, is a **non-profit organisation** based in Brussels (BE).

We are a **membership-based organisation**, focused on **innovation in sport** and all the neighbouring sectors. We strive for a more innovation-friendly environment to stimulate business development.

The EPSI network is one of **the leading sports communities in Europe** which includes **any type of private or public entity or European organisation** that operates in the field of sports.





OUR NETWORK IS COMPOSED BY:

- Corporations, Companies, SMEs & Startups
- Sports Clubs and Sport Associations
- Non-for-Profit Associations
- Sport Governing Bodies
- Public Authorities
- Education and Research Institutions
- Clusters
- Athletes

256
Members

34
Countries

Including

50 Entities
Awarded by
ACES Europe

OUR MEMBER ATHLETES

Professional and competitive atheltes or former athletes from different disciplines ready to change the European sport ecosystem



Simone Marcovecchio
Volleyball



Sebastien Bellin
Basketball



Berenika Tomsia
Volleyball



Leonardo Ghilardini
Rugby



Ludovica Montesi
Volleyball/ Beach Volley



Eduard Soponar
Swimming



Tim Mullens
Handball

OUR SPONSORS

aliasgroup

Alias Group supports the development of innovation ecosystems, helping organisations and businesses grow and collaborate. They specialise in European funding and international project management, and provide training in entrepreneurship, creativity, finance, and equal opportunities.

MULTIVERSE COMPUTING

Multiverse computing is the leading AI model compression and quantum software company. With global presence in Spain (HQ), Canada, UK, France, Germany and the USA, they provide hyper-efficient software to companies waiting to gain an edge with quantum computing and artificial intelligence.

EPSI SERVICES

PUBLIC FUNDRAISING

Obtain public or private funds and build up your project idea. We help our members developing the project from A to Z

BUSINESS & OTHER NEEDS

Meet investors and scale up your business thanks to our tailor made market strategy, business & financial plan based on your specific needs.

LOBBYING & EDUCATION

Increase public investment and political attention in sports by influencing policymakers at European, national and regional level.





PUBLIC FUNDRAISING

EPSI facilitates public funding for your project ideas by selecting the most suitable call for proposals, finding the right partner among EPSI members, and drafting a compelling project proposal

TOP- DOWN Approach

EPSI circulates a **list of all relevant calls for proposals** every two months for the sports sector. Our members can select the most suitable call and find partners to develop their idea.

BOTTOM-UP Approach

EPSI Members can submit their innovative project ideas through a **concept note** and be guided through all the process to find members, write and submit the proposal. And get funds!

SPORT IS SO MUCH MORE



Infrastructure → Facilities, energy systems, mobility



Inclusion → Integration, gender equality, youth empowerment





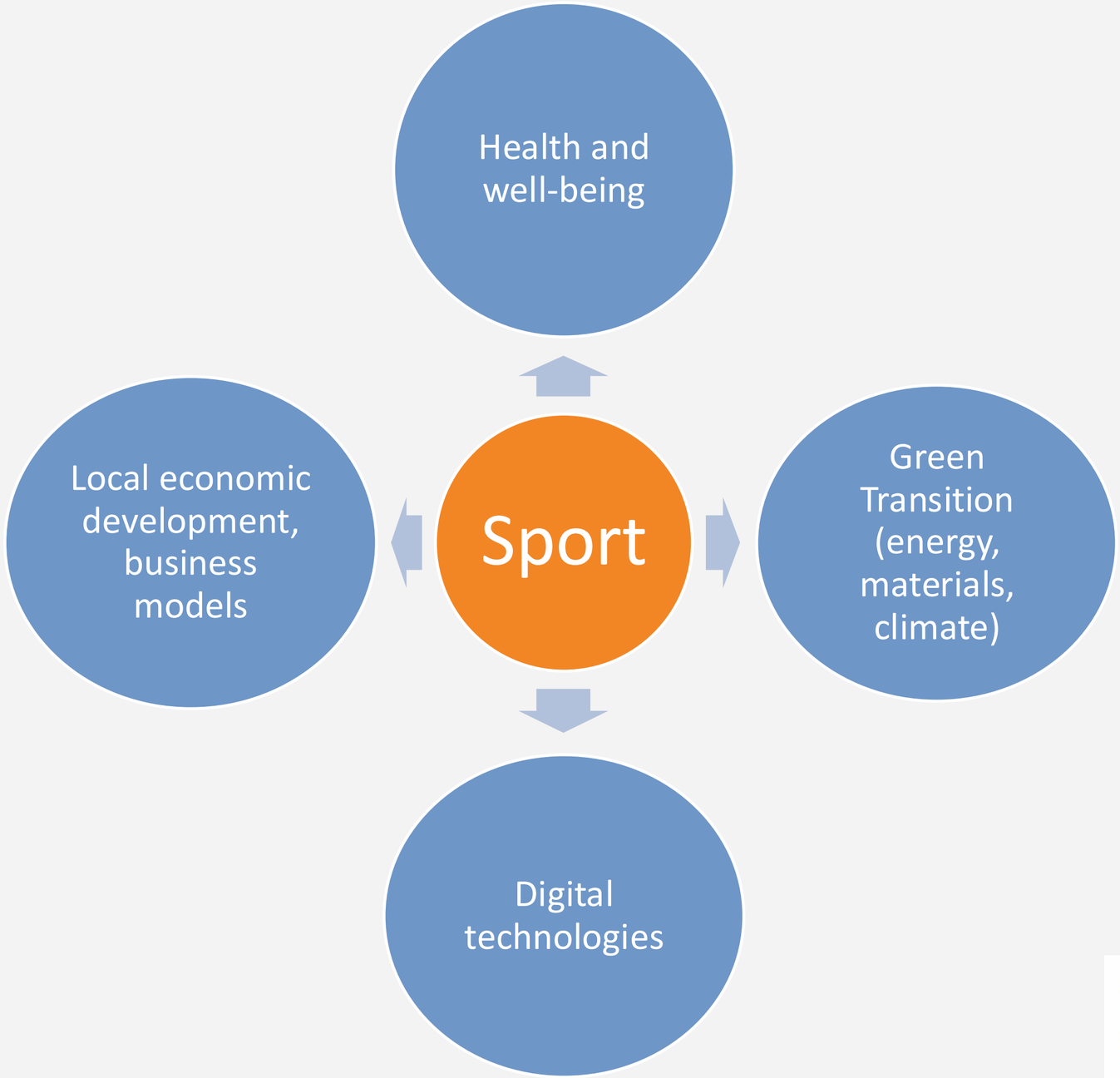
Materials & Tech → Wearables, AI, smart textiles, data analytics



Governance & Finance → Sustainable models, social innovation, community ownership

A CROSS-SECTOR ECOSYSTEM

Sport interacts with all these domains each one has its own EU funding stream where sport fits naturally



WHERE ELSE CAN SPORT ORGANISATIONS «COMPETE»?

Programme	Main Focus / Objective	Sport-Relevant Entry Points
Horizon Europe	Research & Innovation across sectors	Sport tech, materials, health & wellbeing, AI, data, social innovation, circular design
LIFE (Clean Energy Transition)	Energy efficiency, renewables, climate neutrality	Energy-efficient sport facilities, green procurement, circular materials, sustainable events
LIFE (Environment & Climate)	Biodiversity, circular economy, adaptation	Nature-based solutions in sport parks, waste reduction in events, green materials
Interreg Europe / MED / Danube / Alpine Space, etc.	Regional cooperation & innovation	Cross-border sport tourism, inclusion, facility management, active cities

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Creative Europe	Culture, creative industries, media	Sport storytelling, esports, design, fashion, audiovisual, events
Digital Europe	AI, data spaces, cybersecurity, digital skills	Digital sport platforms, data-driven innovation, AI for performance & sustainability
ESF+ (European Social Fund Plus)	Employment, skills, social inclusion	Sport for employability, youth empowerment, NEETs, inclusion of migrants
Citizens, Equality, Rights and Values (CERV)	Democracy, inclusion, equality	Civic engagement, volunteering, inclusion projects
Single Market Programme (SMP)	SMEs, consumer protection, competitiveness	Innovation in sport SMEs, sustainable manufacturing, tourism



FROM THE IDEA TO IMPACT

1. Idea

- Examination of the idea and the best funding call
- Definition of the consortium

2. Shaping

- Brookerage Meetings
- Identification of needs, actions, and objectives
- Project Proposal Drafting

3. Implementation

- Submission
- Approval
- Implementation of the actions



Between 2018 and 2026:

47
Projects Awarded

€31,703,695
Total Budget

- 36 Erasmus+ Sport Budget €11.395.066,38
- 2 Erasmus+ Key Action 2 Budget €1,031,439
- 2 LIFE Budget €5,462,684
- 1 HORIZON Budget €498,325
- 1 COSME Budget €359,992
- 1 Interregional Innovation Investment (I3) Budget € 9,598,897.24
- 1 Pilot Projects and Preparatory Actions (PPPA) Budget € 332,010
- 1 Interreg Europe Budget €1,525,282
- 1 Erasmus+ Alliance for Innovation Budget €1,500,000



BUSINESS & OTHER NEEDS

EPSI supports the development of your business ideas within the sports sector and finds the best investment opportunities according to your market needs.

Choose the best service for you

Tell us what you are looking for and you will find the best service that suits your needs in our list. EPSI members can access our business services at a 40% discounted rate.

Present a Concept Note

EPSI Members can submit their business ideas through a **concept note on the MoZ**, define the business model, prepare the right market strategy and find partners or investors among our network.



FROM THE IDEA TO EUROPEAN SCALE-UP

1. Lively marketplace to match needs with demand

2. **+12** high-profile partner investors

3. Choose from a list of **8** business services

What is crowdfunding?

Crowdfunding is the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.

- Open call to raise funds for a specific project
- From anyone with access to the internet (potentially)
- Through an Internet-based mechanism (specialised website)
- Foreseeing tangible or intangible benefits in exchange for each economic contribution

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Crowdfunding Market Size

2023-2024 data

Market Size (Global)

Total: ~$15B+

- **Reward-based**: ~$7.45B (50%)
- **Donation-based**: ~$2.98B (20%)
- **Equity-based**: ~$1.18B
- **Loan-based**: ~$3.6B

Market Size (EU)

Total: €1B+ (ECSPR-covered)

- **Loan-based**: 65% (€650M+)
- **Equity-based**: 6% (€60M+)
- **Reward/Donation-based**: ~€900M (non-ECSPR; est.)

Growth Outlook

- **EU**: Projected to reach $1.43B by 2030 (17.4% CAGR
- **Global**: Reward & donation models growing at 11–13% CAGR

Regulatory Scope

- **EU ECSPR**: Applies only to equity & loan-based crowdfunding
- **Reward/Donation**: Outside ECSPR; governed by national laws

Figure 2.1: European Online Alternative Finance Market Volumes 2013-2020, USD (Including UK)

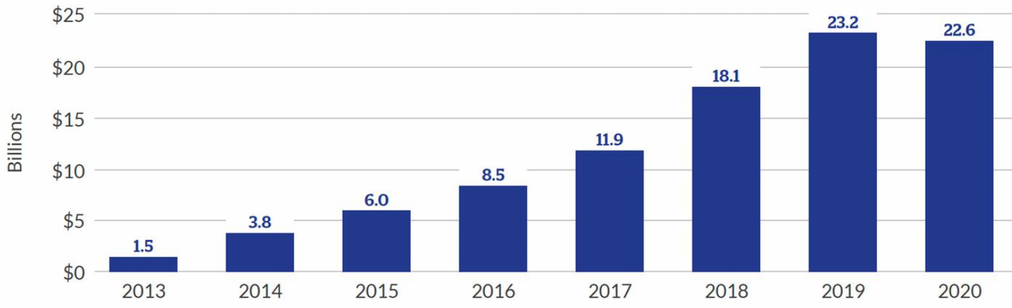
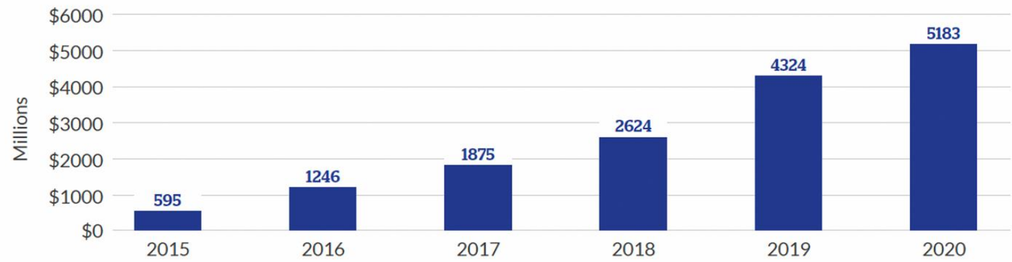


Figure 2.9: Total Alternative Finance Funding for Businesses USD (Excluding UK)



*CAGR stands for Compound Annual Growth Rate

Crowdfunding Models

Common features to all models:

- marketplace matching idea with funds
- open to any individual over 18 and with access to internet
- limited duration (time) of crowdfunding campaign
- combination of economic and non economic benefits



Equity

Financial Regulation (stocks)

•Perfect for startups

Crowd + professional investors (VCs, BAs)



Lending

Financial regulation (lenders)

Perfect for SMEs

Crowd + Institutional investors (Banks)



Reward/pre-sales

NO financial Regulation

YES commercial/VAT regulation

Perfect for pre-sales of product and/or market validation



Donation

NO financial Regulation

NO commercial/VAT regulation

Perfect for charities and non-profit projects

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Advantages

Economic	Non-Economic
Access to finance made easier	Market test/validation of idea
	Endorsement from local communities
Short time for raising and receiving funds	Marketing and visibility
	Creation of costumer base
Risk dilution	Increased sense of “ownership” of contributors/investors
	Feedback cycle (almost in real time)

Democratisation of finance

Wisdom of the crowd

WHAT OUR MEMBERS GET SO FAR

- **€100K** in value generated supported through our **business services**
- **+ €30K** in business services delivered
- **+10** high-profile trusted partner investors
- **+15** thematic partnerships for unique business initiatives
- EPSI Innovation Competition annual award (**estimated economic value: +€10.000**)
- **€10.000** target goal exceeded in 48 hours, in a single crowdfunding campaign





LOBBYING & EDUCATION

EPSI ensures your voice is heard where it matters most. Influence decision-makers across Europe and increase public investment in sport and physical activity.

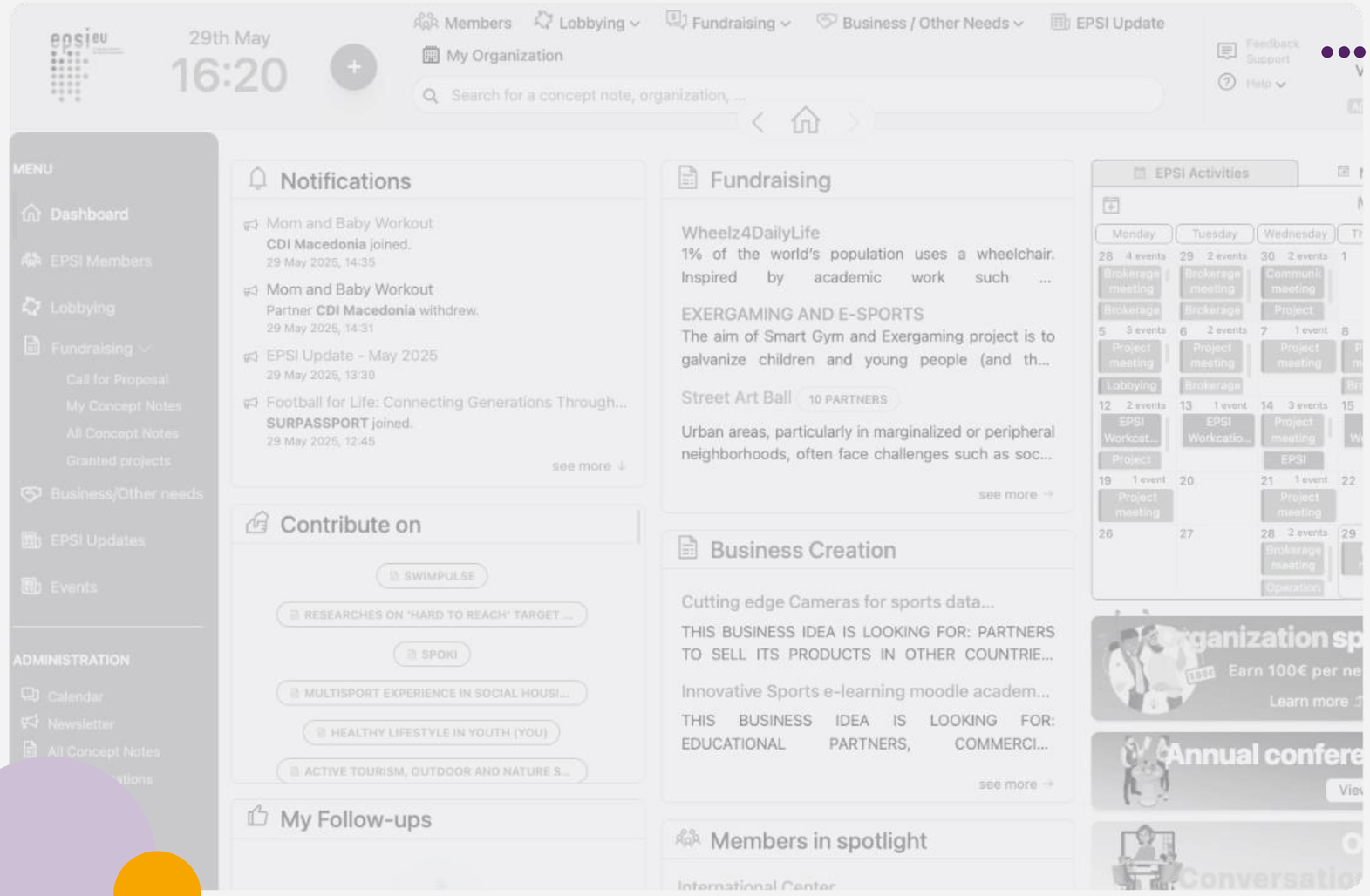
Promoting public investment

Advocate for increased public funding and prioritisation of sport, physical activity, and active lifestyles.

Multilevel policy influence

Support to connect with policymakers at EU, national, regional, and municipal levels.

EVERYTHING YOU NEED ...IN ONE PLATFORM



EXPLORE THE MEMBERS' ONLY ZONE

LET'S SHAPE YOUR

IDEAS

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