

Disruptive Innovation Sports

Mounir Zok
CEO, N3XT Sports

N3XT SPORTS

Who is N3XT Sports

←

We are a strategic consulting firm founded in 2018 and specialized in innovation, new business & investment strategy with heritage in Silicon Valley and headquarters in Barcelona.

→



TECHNOLOGY IS DISRUPTING ALL INDUSTRIES, SPORTS INCLUDED

Innovation
Democratization

Exponential
Technologies

The Opportunity
Disrupting the
Sports Industry

The Challenge
Sports industry is ill-
equipped for change &
innovation

**N3XT
SPORTS**

For sports organizations

For tech organizations

For investors

Expertise



01 Innovation Strategy

Define innovation strategy, product pipeline, organization structure, communications strategy. Establish KPIs and alignment with organizational goals



02 New Business Strategy

Design new business models focused on driving new value in sports, fitness & wellness. Provide strategic support on go-to-market strategies.



03 Investment Strategy

Identify global pockets of emerging value in sports tech, fitness tech and wellness tech. Validate deals, mobilize capital and develop deal flow.

THEY TRUST US



Competitive Advantage



GLOBAL REACH

Coverage in US, Europe, and Middle East with future expansion to Asia



SPORTS EXPERTISE

Expert team with proven track record across sports, technology & innovation ecosystems



ONE-STOP SHOP

Integrated services from strategy to execution, with strong network and strategic partners

Our team

MOUNIR ZOK



Born and raised in Beirut, Mounir is a world citizen who is passionate about sports, technology, innovation & entrepreneurship, is constantly challenging the status quo, and has 15+ years experience in creating, managing and advising startups, most recently as Director of Technology & Innovation at the US Olympic Committee.

He co-founded N3XT Sports and is CEO, based in Barcelona, Spain.

HISHAM SHEHABI, OLY



Born and raised in Bahrain, Hisham brings over 10 years of experience in an array of industries including sports administration and technology. Having also competed in the Olympics, Hisham brings a unique point of view to the projects he works on. Before joining N3XT Sports, Hisham's most recent post was as Sports Intelligence Manager at the International Olympic Committee.

He co-founded N3XT Sports and is COO, based in Washington DC. USA.

ALEJANDRO HEINRICH



Born and based in Barcelona, Alejandro holds both a Magna Cum Laude BSc in Business Administration (FCE - UBA), and a MSc in Marketing Management (ESADE).

Alejandro has close to 5 years of cumulative international professional experience in sectors ranging from higher education, banking, social media marketing & analytics, last-mile delivery operations to strategic management consulting, and is now Senior Consultant at N3XT Sports.

JULIAN SMITH



Julian is an American/Portuguese citizen who holds both a BBA from The George Washington University and a Master's degree from The FIFA Master (CIES), during which he focused his final project on AI opportunities in European football.

Julian has almost 10 years of finance experience in Lisbon and New York working in various spheres, from equity analysis, to data management, to the creation of automation/machine learning based client solutions. He now works as a consultant at N3XT Sports.

Our team



JAVIER PEREZ

Born in Tarragona, Javier has always been passionate about sports. Over the last 3 years, he has taken a variety of commercial roles at organisations including his most recent role at Merlin Entertainments, a British-based company and one of the world's largest attraction operators.

Alongside working at N3XT Sports, he is also working for professional motorbike racing teams with direct responsibilities in the Marketing and Media Area.



BEA INDURAIN

Born and raised in Barcelona, Bea is a former NCAA track and field student-athlete who lived in the USA for six years. She has a degree in Business Administration with a major in Marketing and a master's degree in Communications.

She has occupied several roles in technical roles in sports and marketing roles in business. Bea is the marketing manager at N3XT Sports. She is passionate about sports and loves to travel to meet new cultures.



CELINE MOYAT PEREZ

Céline was born and raised in France. With a degree in management of international cooperation projects, she has been living and working for almost a decade in Switzerland at the International Olympic Committee, managing projects on sports development, athletes' support, as well as sports and active society programmes.

Currently, Céline is based in Barcelona where she is supporting the N3XT Sports team on the administrative coordination of their activities. She is passionate about travelling, spending time with her family and exploring Cataluña.

Our team



XAVI
CORTADELLAS

Born in Barcelona where he earned a degree in Architecture, Xavi has a strong sports performance and design background stemming from his 11 years of experience with Nike in Spain, Mexico and Brazil.

Currently he serves as Global Head of Design & Innovation for Gatorade in Chicago creating the vision and development of Gatorade Innovation and its expansion into tech platforms. He is also the co-founder of N3XT Sports.



JORDI
FERRÉ ALBIOL

Barcelona based, Jordi has a solid entrepreneurship, innovation and deep tech acumen having worked with some of the leading sports organizations in the world.

Thanks to his background in exercise physiology, he has contributed to developing a competitive edge for high performing teams spanning several sports such as football, cycling, and Olympics. He is also the co-founder of N3XT Sports.



FRANCESCO
BRUNI

Italy based, Francesco has 15+ years of experience working with pro basketball, cycling and surfing athletes as a strength and conditioning coach and High-Performance specialist. His sports technology and science background has led him to consult and advise several sports and wellness technology companies. He has founded 3 startups so far.

He combines his works at N3XT Sports with his work as a High-Performance Trainer.



171

175

284

166

320

35

34

296

50

ENGLISHTOWN PA

ENGLISHTOWN PA

LIBRARY
275

1919



| 1912 |

2:36:54



| 2016 |

2:08:44

131.



Myeongjun SON



KOR

2:36:21

132.



Michael KALOMIRIS



GRE

2:37:03

133.



Boonthung SRISUNG



THA

2:37:46





90s



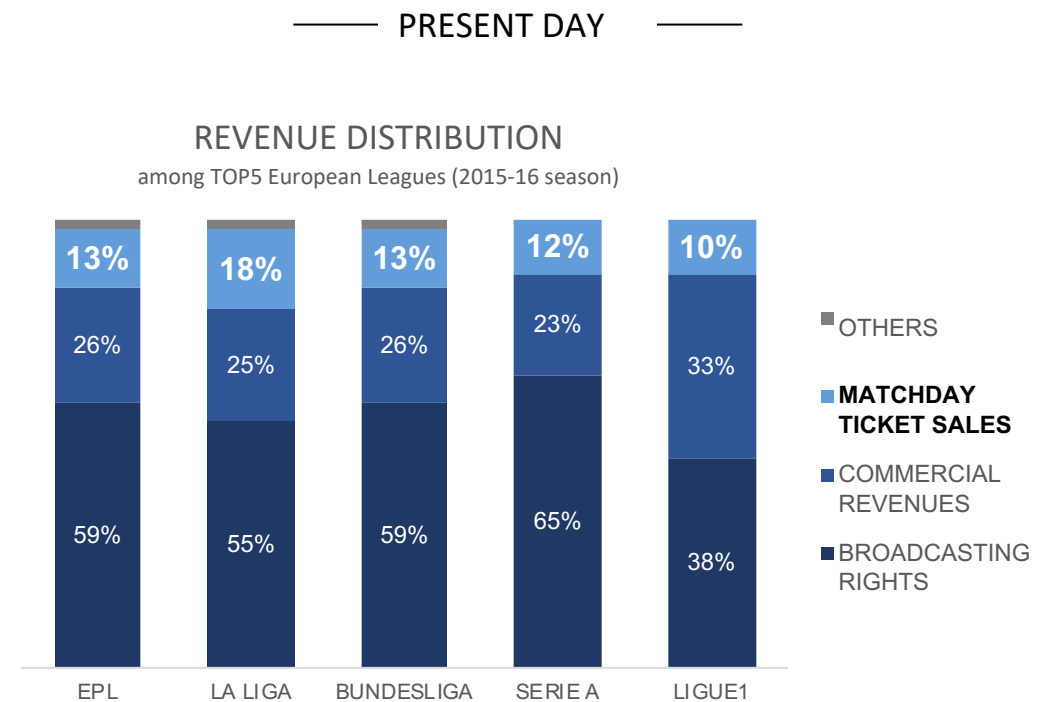
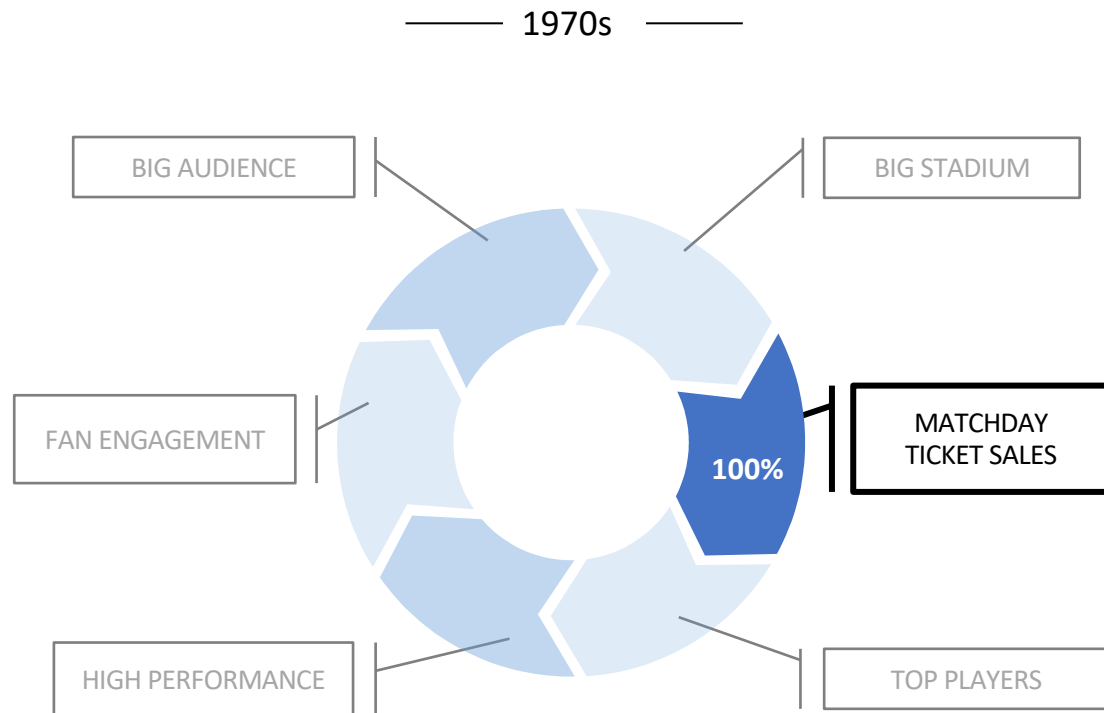


10%



CHANGING LANDSCAPE

Fragmentation of revenue streams for football organizations...



Source: [Deloitte Football Money League](#)



+



=



Core business

Existing product or service

New services

Expand into adjacencies
Increase market penetration
Adopt new channels
Revitalize core product

Integrated products and services

Brand growth
Improved loyalty
Elevated profit margins
New revenue streams

THE TIMES THEY ARE A-CHANGIN'

Teams, clubs, and sports organizations
race to innovate to gain a competitive
edge on the field of play





Estimated net worth \$450M



RAKUTEN MADRID FINALS
WORLD CHAMPIONS



MAPFRE
CAMPEONES

MAPFRE
CAMPEONES

CAMPEONES



Organizations need to **anticipate the trend** and equip themselves with new knowledge so that everyone can participate in the **future success!**

THE CONNECTED ATHLETE



THE CONNECTED ENVIRONMENT




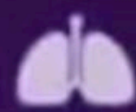


The story of
Michael





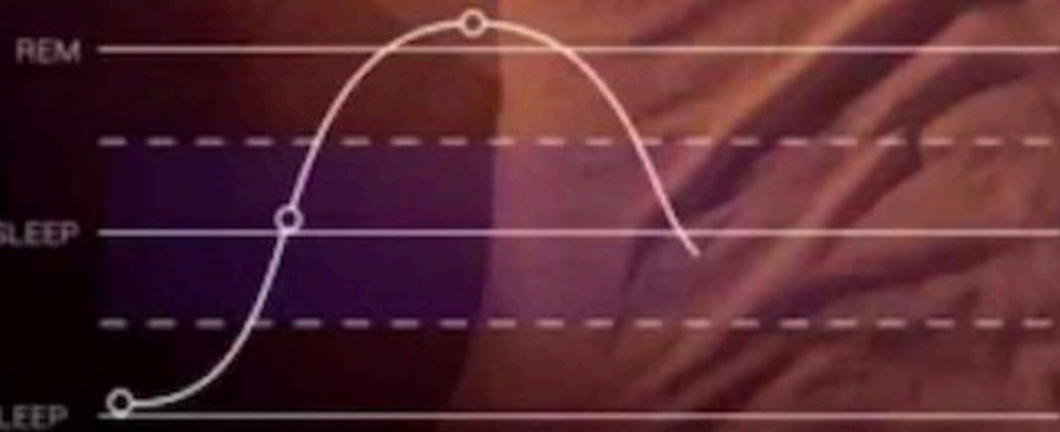
 MOVEMENT



RESPIRATORY
RATE



HEART
RATE





A woman with long blonde hair, smiling, is seated on a black stationary exercise bike. She is wearing a dark blue cycling jersey with red accents and the USA Olympic logo. The bike has a large flywheel and handlebars with grips. The background is a large American flag. The text 'The story of SARAH' is overlaid on the left side of the image.

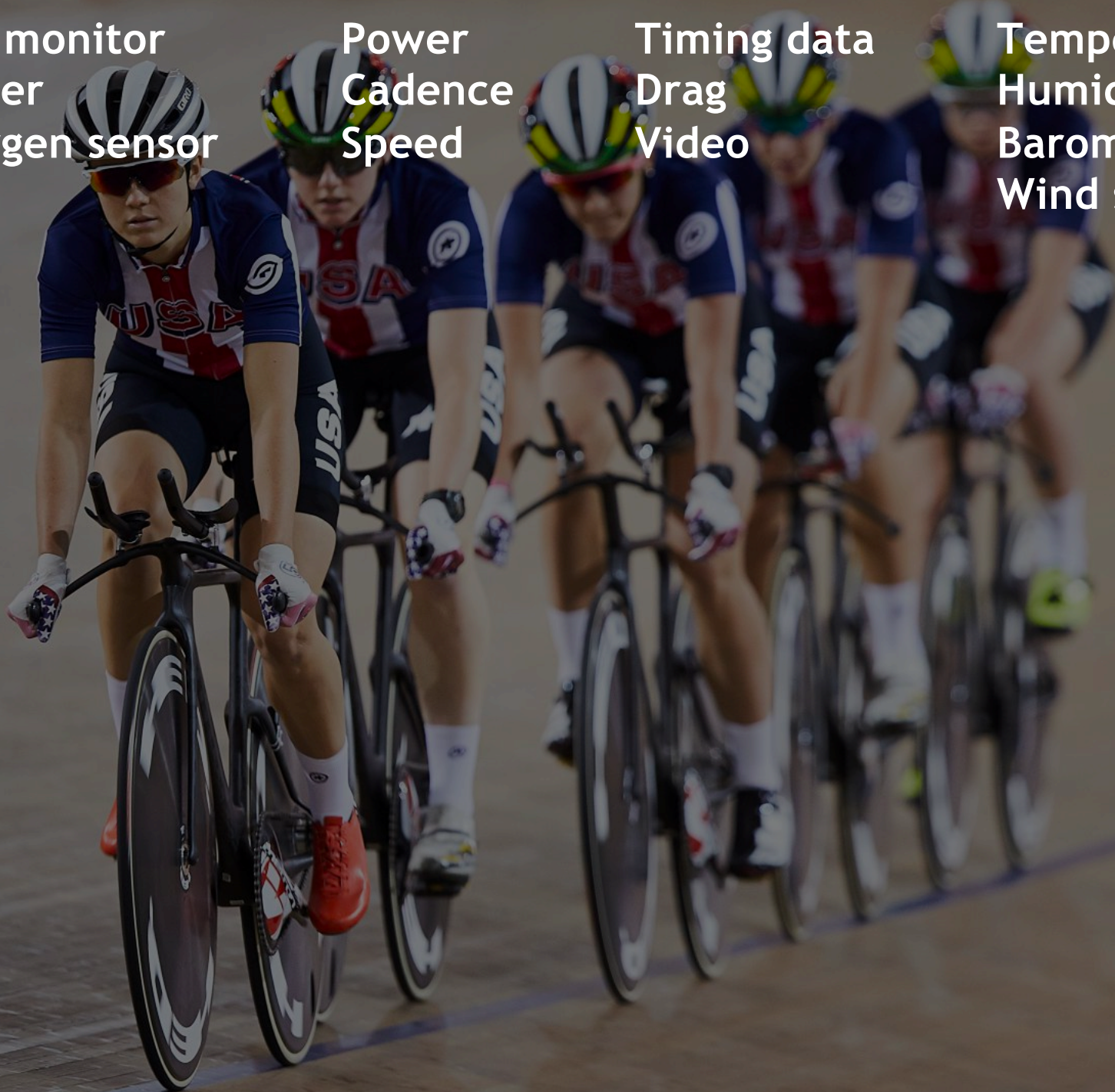
The story of **SARAH**

Heart rate monitor
Power meter
Muscle oxygen sensor

Power
Cadence
Speed

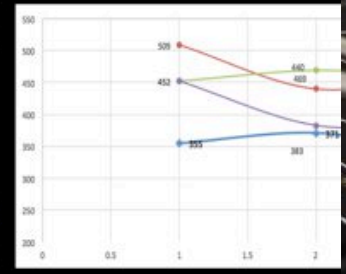
Timing data
Drag
Video

Temperature
Humidity
Barometric pressure
Wind speed



	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
67	3k standing	Non-Pull/Finish	315	14	Finish	346	14.5													
68		Average W	536.8293	114 RPM	Average W	431.1389	113 RPM	Average W	491.5082	115 RPM										
69		Pull Avg	417		Pull Avg	525		Pull Avg	433											
70		Non-Pull Avg	289		Non-Pull Avg	301		Non-Pull Avg	267											
71		% Non/Pull	69%		% Non/Pull	57%		% Non/Pull	62%											

74	P1	Gear	P2	Gear	P3	Gear	P4	Gear		
75	12.3.2014	Jenn Valente	52 X 14	Lauren Tamayo	52 X 14	Beth Newell	52 X 14	Ruth Winder	52 X 14	
76	1:30pm	Watts	Duration	Watts	Duration	Watts	Duration	Watts	Duration	
77	Training	Start	626	15	Start	653	15	Start	602	15
78	Conditions	Non-Pull			Non-Pull	343	8.5	Non-Pull	351	20.5
79	AD 1.20	Pull 1	509	8.5	Pull 1	452	16	Pull 1	452	16.5
80	21.2 C	Non-Pull	277	50.5	Non-Pull	232	50.5	Non-Pull	321	50.5
81	1019.0 mb	Pull 2	440	16.5	Pull 2	469	16	Pull 2	383	16.5
82	44.10%	Non-Pull	262	50	Non-Pull	237	50	Non-Pull	332	50
83	Conditions	Pull 3	463	16.5	Pull 3	459	16	Pull 3	383	16.5
84	AD 1.185	Non-Pull	255	51.5	Non-Pull	225	52.5	Non-Pull	313	52
85	24.5 C	Pull 4	454	16.5	Pull 4	456	16	Pull 4 (half)	332	8.5
86	1017.7 mb	Non-Pull/Finish	296	47.5	Non-Pull/Finish	221	30.5	Non-Pull/Finish	290	22
87	43.20%	Average W	342	114 RPM	Average W	307	113 RPM	Average W	354	115 RPM
88	Conditions	Pull Avg	452		Pull Avg	459		Pull Avg	388	
89	AD 1.185	Non-Pull Avg	273		Non-Pull Avg	229		Non-Pull Avg	314	
90	24.5 C	% Non/Pull	60%		% Non/Pull	50%		% Non/Pull	81%	
91	1017.7 mb									
92	43.20%									



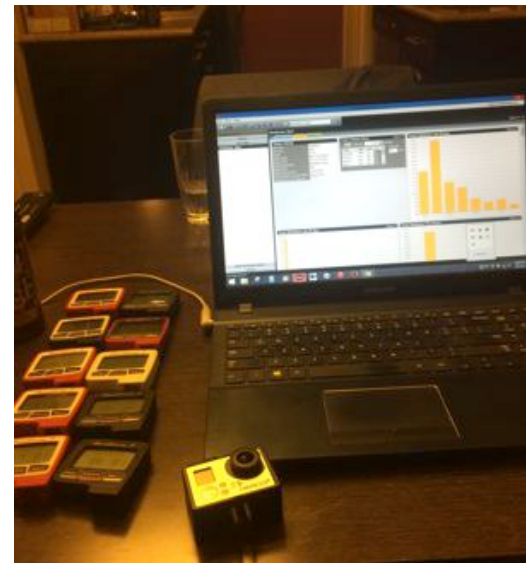
Bike+rider%	grad	Wind velocity (corrected for direction) m/Vg1	(initial ground velocity) m/Vg2	(final ground velocity) m/Vg avg	Va
89.5	0.3	-0.79	7.15	7.147532996	7.15
89.5	-0.3	1.13	7.01	7.012734614	7.012734614
89.5	0.3	-1.71	9.20	9.19824752	9.19824752
89.5	-0.3	1.43	9.42	9.417476251	9.417476251
89.5	0.3	-2.02	10.94	10.94037691	10.94037691
89.5	-0.3	2.51	10.29	10.29152448	10.29152448

* indicates values you must insert

You must also insert values on the Air Density Calculator tab



1	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
2	3K-Team2	1	0	0	FP	0	0	0	0	0	BN-KC-CS-KG	0	0.138	0.16	0.151
3	3K-Team2	1	62.5	4.64	AP1	4.64	4.641				BN-KC-CS-KG	0	0.007	0.164	0.154
4	3K-Team2	1	125	9.12	BP	4.48	4.477	9.12			KC-CS-KG-BN	0	0.154	0.156	0.143
5	3K-Team2	1	187.5	13.57	AP2	4.45	4.452				KC-CS-KG-BN	0	0.169	0.149	0.143
6	3K-Team2	2	250	17.99	FP	4.42	4.424	8.88	17.99		KC-CS-KG-BN	0	0.161	0.155	0.144
7	3K-Team2	2	312.5	22.47	AP1	4.47	4.474				KC-CS-KG-BN	0	0.112	0.148	0.141
8	3K-Team2	2	375	26.92	BP	4.45	4.451	8.92			CS-KG-BN-KC	0	0.142	0.136	0.187
9	3K-Team2	2	437.5	31.3	AP2	4.38	4.376				CS-KG-BN-KC	0	0.138	0.137	0.13
10	3K-Team2	3	500	35.66	FP	4.37	4.367	8.74	17.67		CS-KG-BN-KC	0	0.14	0.135	0.128
11	3K-Team2	3	562.5	40.14	AP1	4.48	4.48				KG-CS-BN-KC	0	0.001	0.156	0.143
12	3K-Team2	3	625	44.45	BP	4.31	4.307	8.79			KG-BN-KC-CS	0	0.136	0.143	0.183
13	3K-Team2	3	687.5	48.72	AP2	4.27	4.272				KG-BN-KC-CS	0	0.142	0.14	0.171
14	3K-Team2	4	750	52.96	FP	4.24	4.243	8.52	17.3		KG-BN-KC-CS	0	0.136	0.138	0.16
15	3K-Team2	4	812.5	57.38	AP1	4.41	4.413				BN-KG-KC-CS	0	0.097	0.033	0.144
16	3K-Team2	4	875	61.72	BP	4.34	4.345	8.76			BN-KC-CS-KG	0	0.135	0.151	0.144
17	3K-Team2	4	937.5	66.07	AP2	4.35	4.347				BN-KC-CS-KG	0	0.145	0.178	0.138
18	3K-Team2	5	1000	70.45	FP	4.38	4.38	8.73	17.48	70.5	BN-KC-CS-KG	0	0.139	0.15	0.144
19	3K-Team2	5	1062.5	75	AP1	4.55	4.548				KC-BN-CS-KG	0	0.1	0.04	0.144
20	3K-Team2	5	1125	79.4	BP	4.41	4.407	8.96			KC-CS-KG-BN	0	0.155	0.14	0.144
21	3K-Team2	5	1187.5	83.88	AP2	4.47	4.471				KC-CS-KG-BN	0	0.159	0.11	0.144
22	3K-Team2	6	1250	88.33	FP	4.45	4.453	8.92	17.88		KC-CS-KG-BN	0	0.161	0.11	0.144
23	3K-Team2	6	1312.5	92.96	AP1	4.63	4.629				CS-KC-KG-BN	0	0.019	0.11	0.144
24	3K-Team2	6	1375	97.42	BP	4.46	4.463	9.09			CS-KG-BN-KC	0	0.14	0.11	0.144
25	3K-Team2	6	1437.5	101.91	AP2	4.49	4.487				CS-KG-BN-KC	0	0.144	0.11	0.144
26	3K-Team2	7	1500	106.35	FP	4.44	4.445	8.93	18.02		CS-KG-BN-KC	0	0.142	0.11	0.144
27	3K-Team2	7	1562.5	110.94	AP1	4.59	4.585				CS-KG-BN-KC	0	0.004	0.11	0.144
28	3K-Team2	7	1625	115.35	BP	4.41	4.413	9			KG-BN-KC-CS	0	0.135	0.14	0.144
29	3K-Team2	7	1687.5	119.71	AP2	4.36	4.359				KG-BN-KC-CS	0	0.14	0.14	0.144
30	3K-Team2	8	1750	124.02	FP	4.31	4.306	8.67	17.86		KG-BN-KC-CS	0	0.13	0.14	0.144
31	3K-Team2	8	1812.5	128.46	AP1	4.45	4.448				BN-KG-KC-CS	0	0.016	0.11	0.144
32	3K-Team2	8	1875	132.8	BP	4.34	4.34	8.79			BN-KC-CS-KG	0	0.146	0.14	0.144
33	3K-Team2	8	1937.5	137.16	AP2	4.36	4.362				BN-KC-CS-KG	0	0.15	0.11	0.144
34	3K-Team2	9	2000	141.54	FP	4.38	4.375	8.74	17.52	71.1	BN-KC-CS-KG	0	0.143	0.11	0.144
35	3K-Team2	9	2062.5	146.1	AP1	4.56	4.563				KC-BN-CS-KG	0	0.046	0.11	0.144
36	3K-Team2	9	2125	150.55	BP	4.44	4.444	9.01			KC-CS-KG-BN	0	0.156	0.11	0.144
37	3K-Team2	9	2187.5	155.04	AP2	4.49	4.488				KC-CS-KG-BN	0	0.15	0.151	0.134



Heart rate monitor
Power meter
Muscle oxygen sensor

Power
Cadence
Speed

Timing data
Drag
Video

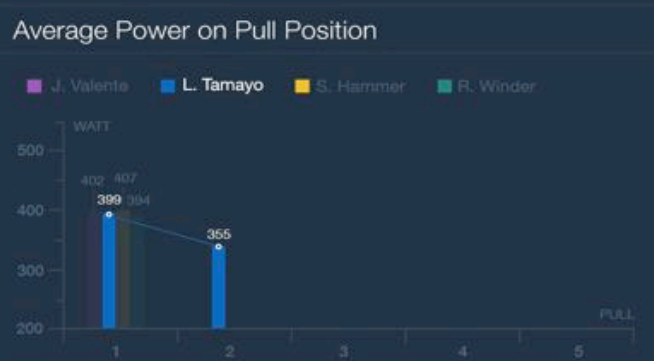
Temperature
Humidity
Barometric pressure
Wind speed

IoT
+
Analytics

Insights
Easy to use information
Dashboard



END



01:31.54
mins sec ms

1/4 LAP

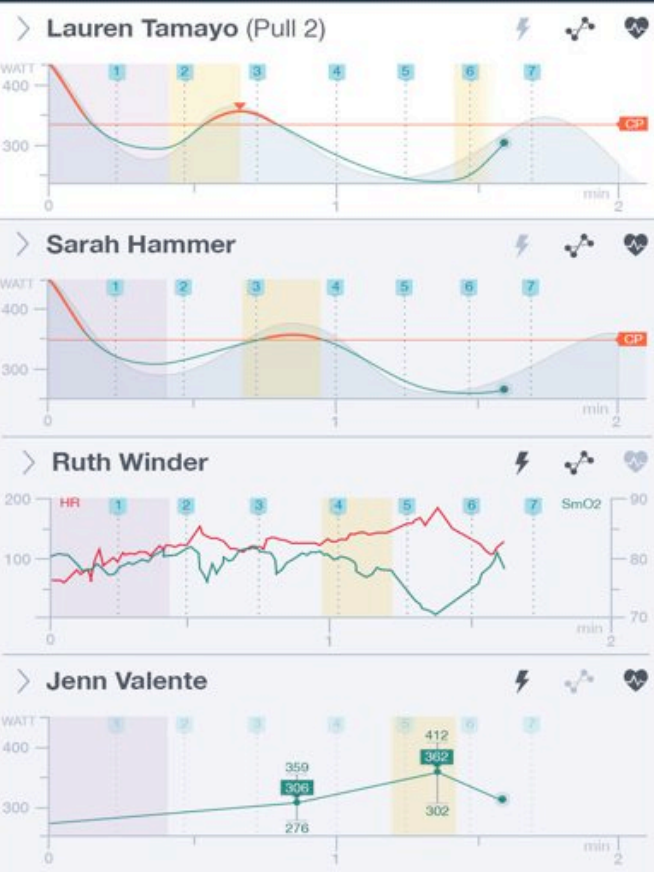
1/2 LAP

1 LAP

27.4°C 1003.3 mb 41.1% 14 km/h SSW

Rank	Rider	Time	Delta
5	J. Valente	03:89	
	R. Winder	03:52	
	S. Hammer	08:58	
	J. Valente	04:97	15".99 +0".06
	R. Winder	11:09	
4	R. Winder	04:91	
	S. Hammer	11:02	15".93 +0".09
3	S. Hammer	05:48	
	L. Tamayo	10:36	15".84 -0".27
2	L. Tamayo	05:14	
	J. Valente	10:97	16".11 -5".92
1	J. Valente	22:03	22".03

FASTEST



PULL

2 25%

3 71%

4 59%

1 41%





DOWNLOAD FREE REPORT
WWW.N3XTSPORTS.COM/REPORTS

02.

EE |
EVERYTHING
EMBEDDED



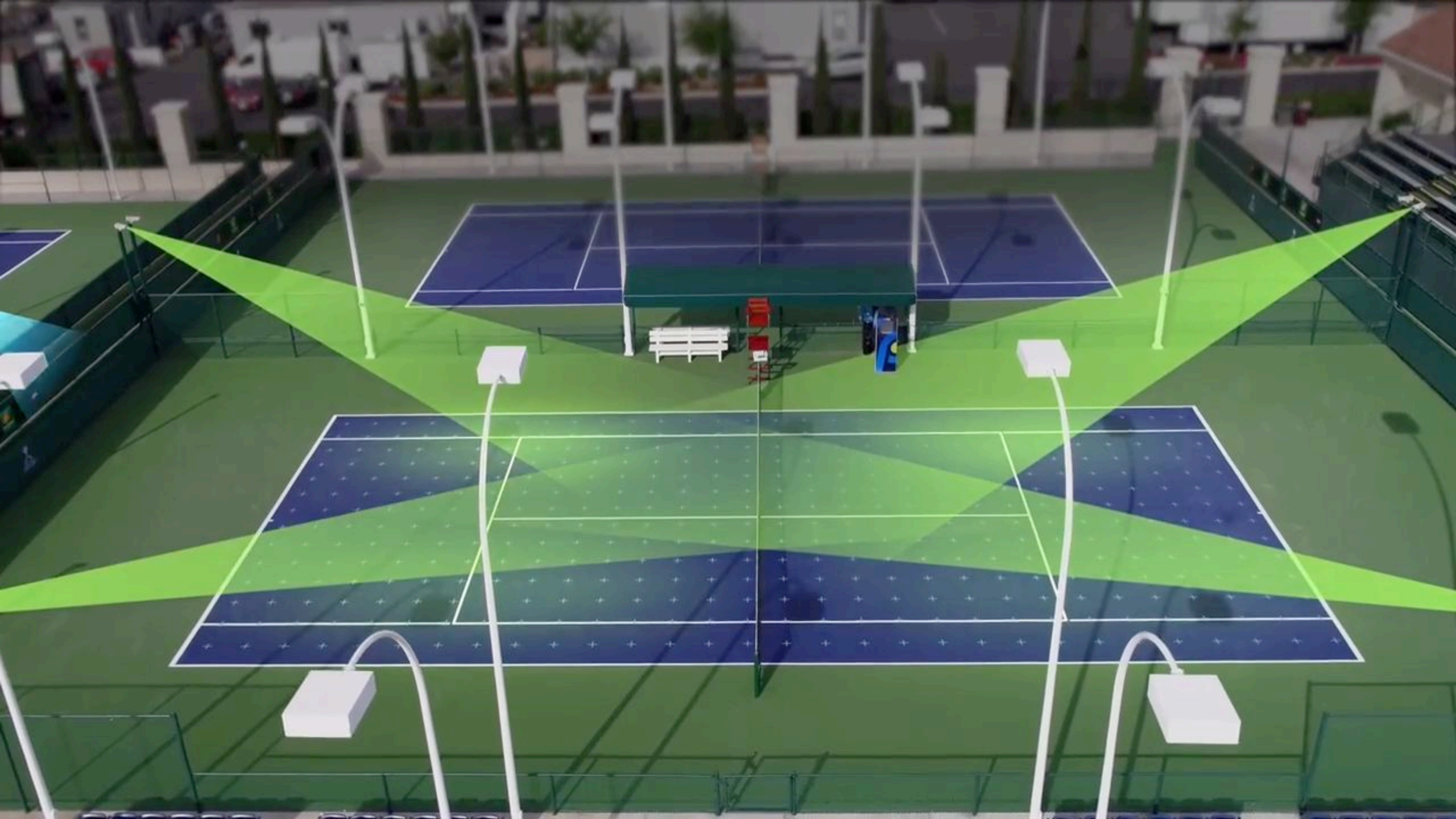
CATEGORIES

The background image shows a basketball player in mid-air, jumping to shoot the ball. The scene is overlaid with a blue and red color gradient. There are various futuristic digital graphics, including a large circular gauge with numbers 01 through 06, a network diagram with nodes and lines, and a grid pattern. The overall aesthetic is high-tech and modern.

Soft electronics
Smart textiles
Computer vision
Robotics
Cloud computing
Internet of Things

5G
High-Performance Computing
Virtual Reality
Augmented Reality
Artificial Intelligence
Natural Language Processing







MAXIMIZE REVENUE THROUGH MOBILE TECHNOLOGY



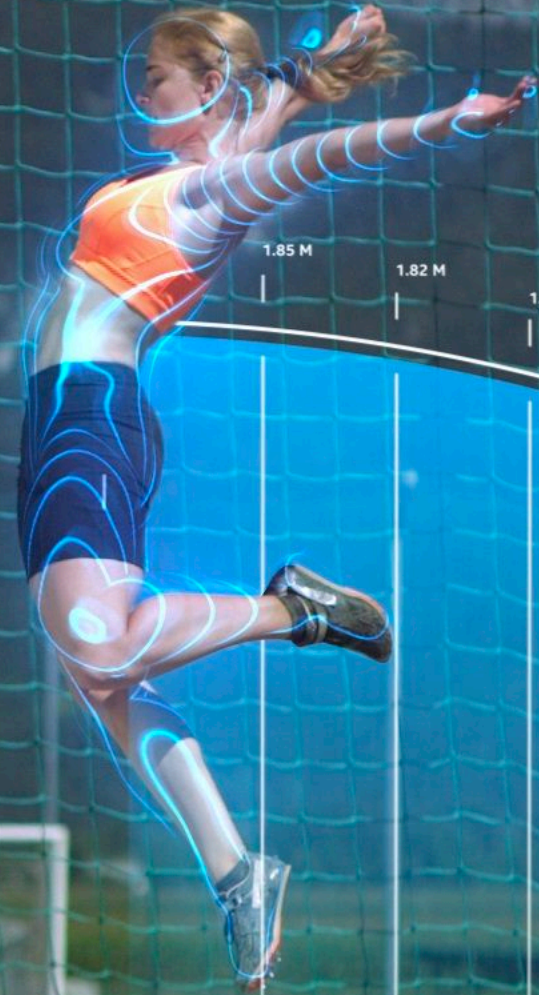


**Monetization
Increase \$2M
F&B, Merchandise, in-app sponsor**



PROJECTED DISTANCE

4.98 M



1.85 M

1.82 M

1.77 M

1.7 M

1.63 M

1.5

GEORGE HINCHAY
3 National Championships
17 Tour de Frances

PERFORMANCE METRICS.
Jet's GPS and on-board sensors provide speed, distance, elevation gain and more.

CONNECT TO THIRD PARTY SENSORS VIA BLUETOOTH, ANT+, AND WIFI
Jet connects to popular heart rate monitors, power meters, cadence sensors and more.

SMARTPHONE CONNECTIVITY.
Pair to an iPhone or Android phone for SMS, call display, and web connectivity.



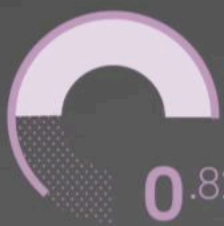






7.37

pH



0.82

mmol/L

Lactate



103

mEq/L

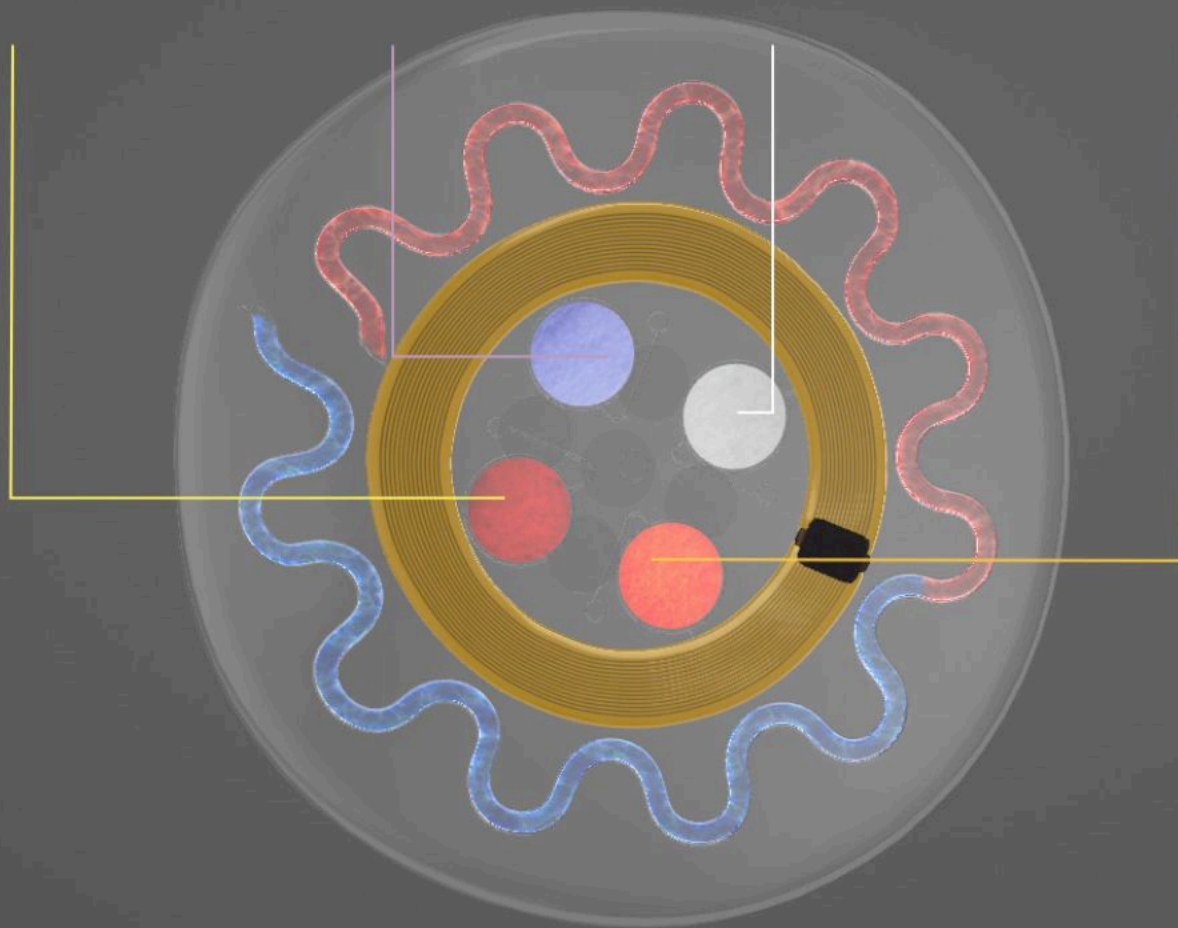
Chloride



5.4

mmol/L

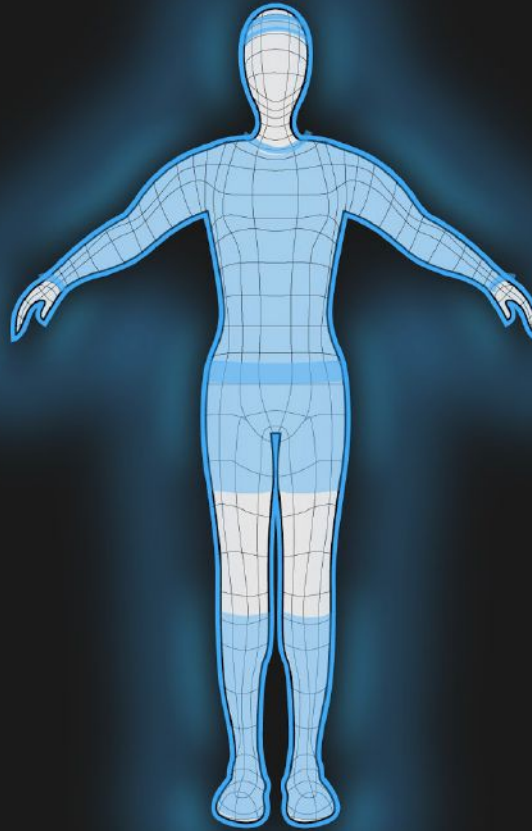
Glucose



Operating System of the Body

SENSORS

-  Respiration
-  BIA/ GSR
-  ECG
-  Motion/ Angle
-  Temperature
-  Stretch/ Swell
-  EMG
-  Pressure
-  Chemical
-  EEG/ EOG



ACTUATORS

-  Haptic
-  EMS
-  Heat
-  Light
-  Shape Shifting/Adapting

A PLATFORM SHIFT

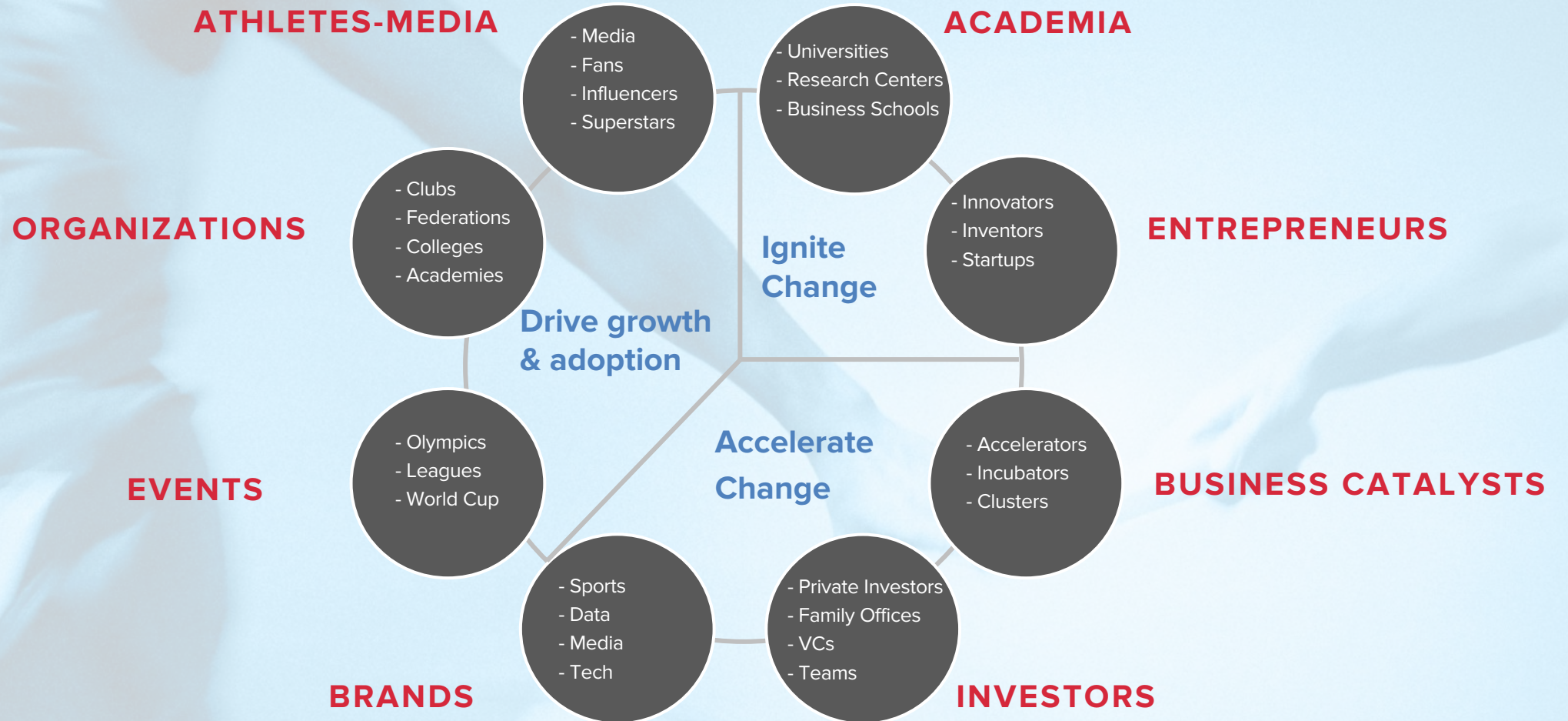
**NEW MEDIA AND
VIRTUAL SPORTS**



**SMART ATHLETES
AND CITIZENS**

**SPORTS
BRANDS**
2. Experience
sport and
exercise

**SMART FANS, BRANDS
AND VENUES**



**People have
too many choices and
not enough time**

“A typical Netflix member loses interest after 60 to 90 seconds.

Carlos A. Gomez-Uribe and Neil Hunt, *The Netflix Recommender System: Algorithms, Business Value and Innovation*





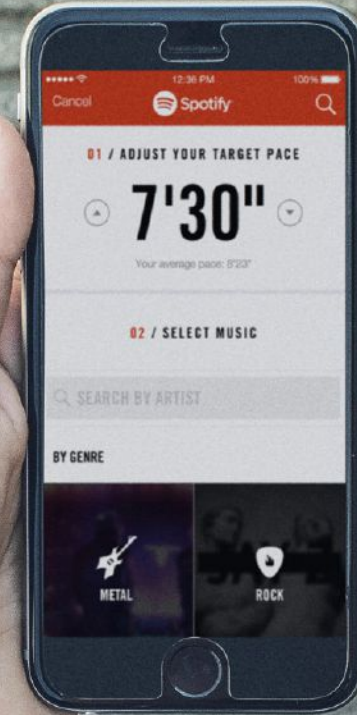
Businesses want new business models and channels

Not only did the Lego Movie succeed as entertainment (earning \$229MM in profit), but the year after the film's release, overall LEGO sales jumped 25%, outperforming all previous ad campaigns.

Fortune

Technology is enabling rich and integrated experiences

Spotify's integration with apps such as Waze and Nike+ allow preferences and behaviors to be exchanged, creating more personalized and integrated holistic experiences



A perfect storm is brewing for the evolution towards platform business strategies





SPORTS INDUSTRY

A PERFECT PLATFORM TO INNOVATE

PEOPLE ARE PASSIONATE ABOUT IT

PROMOTES HUMAN VALUES

LOW BARRIER OF ENTRY

GLOBAL EXPOSURE



Thank You

For any inquiries, please email us at
info@n3xtsports.com