Open Call for Winter Sports Innovation!

HYPE Sports Innovation and the University of Trento team up to launch the HYPE UniTrento Winter Sports Hackathon 2021:

HYPE Sports Innovation and the University of Trento will be hosting the hackathon to promote innovation in the winter sports industry.

The winter sports industry has been severely affected by the COVID-19 Pandemic. As fans are restricted from attending live events, industry stakeholders are forced to bring out-of-the-box thinking, and deliver new innovative solutions that explore the remote-viewing experience by connecting fans with one another and also with athletes, both during and after the events.

Joining the hackathon are three leading winter sport names - **Swiss Timing** and the **European Broadcasting Union** (EBU,) as Hackathon partners, and The Fédération internationale de ski (**FIS,**) as the Hackathon's official patronage. Swiss timing, one of the most trusted and innovative names in the industry, constantly extends its evolution of technologies, while EBU is known as the world's alliance of public service media organizations, containing members in 56 different countries in Europe and beyond. The event will be held in a virtual setup, further allowing for better reach and connecting participants efficiently from around the globe.

The main objective of the Hackathon is to bring visual and engaging solutions for fans using live race data. The call is for groups of 2-4 students and young people with a specific interest in technology, data, innovation and winter sports. Within 36 hours, the teams will need to extract useful information, metrics and comparisons from sensors, data and video in order to improve fan engagement systems.

The winner of the event will have the opportunity to attend the behind the scenes at an important even of the next winter sports season, by getting in communications with the technicians of EBU and Swiss Timing

For people that would like to join this brand new initiative, the next step to apply before May 21st by clicking HERE.

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Paolo Bouquet, I-STAR Coordinator and Delegate of the Rector shared his thoughts ahead of the hackathon: "This is the first time ever that a hackathon focuses only on winter sports, and we at the University of Trento are very proud to be in this venture with HYPE Sports Innovation, to have the patronage of FIS and the technical support of amazing companies like Swiss Timing and Eurovision Sport. Every year Trentino is the home of international and national sports events, and winter sports and tourism are fundamental pillars of the regional economy. To this, add that the Trentino region will host some of the competition of the Milano-Cortina 2026 Winter Olympic Games and you will have all the elements to understand why this event is so timely and so exciting and why winter sports and technology lovers should not miss the opportunity to join us for the winter sports hackathon".

Amir Raveh, Founder and President of HYPE Sports Innovation remarked: "we're excited to launch the Hackathon in partnership with the University of Trento. Engaging and promoting students and young entrepreneurs. I'm convinced that this Hackathon will unleash a number of game changing tech innovations in the industry, and I'd like to personally invite anyone who shares a passion for data, technology and winter sports. to apply."

About University of Trento

The University of Trento is a young medium sized University located in the NorthEast of Italy, in one of the most gorgeous natural environment in the world, the Dolomites, Unesco World Heritage. The University offers a wide range of excellent undergraduate, graduate and PhD programmes most held completely in English: their quality is the result of recognized scientific achievements, international cooperative projects, and effective worldwide industrial cooperation.

Trento is one of the ten smart cities in the field of the quality of life in the world and it has been called a "Silicon Valley in the Alps" thanks to its growing tech industry.

Today the University of Trento has around 16.000 students, 25 undergraduate degree options, 30 master's programmes and 600 professors. There are eleven departments and several other learning and research centres. Among them, the new Istitute for Sport Technology and Research (i-STAR) aims to create a network with other institutional and market stakeholders dealing with technology and innovation applied to sport, to develop fundraising and partnership activities and to support the creation of university startups and spin-offs in the sport-tech field .

About HYPE:

HYPE is the leading global platform for Sports Innovation, with 40k+ members including Startups, Sports Leaders, Clubs, Brands, Investors, and Mentors. HYPE is a proven gateway for converting SportsTech into Business Success.

Among our network, you can find brands and institutions such as FIBA, River Plate, Miami Dolphins, Sina Sports, Amazon, 1. FC Köln, Loughborough University, and additional strong global partners. HYPE also created an unmatched success portfolio including 200+ startups that graduated from the HYPE Accelerator, raising more than $180M, and 40% of them have also raised a 2nd round of funding.