



The Future of Football is here

REGULATION SFS EXTRATIME 2025

THE INNOVATION CHALLENGE FOR THE FOOTBALL INDUSTRY



18-19 Novembre 2025

Allianz Stadium , Turin

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www.socialfootballsummit.com

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SFS EXTRATIME 2025 – ALMAVIVA

THE INNOVATION CHALLENGE FOR THE FOOTBALL INDUSTRY

Art. 1 - Challenge Structure

The challenge is structured as follows:

- a) Launch of the call
- b) Collection of online applications
- c) Selection of 6 projects admitted to the final phase
- d) Demo Day: presentation event during the 8th edition of the Social Football Summit, to be held in Turin, Allianz Stadium, on November 18 and 19, 2025

Art. 2 – Eligibility Requirements

Eligible to submit proposals for innovative solutions consistent with the purposes of the Call are companies (SMEs) and startups established, residing in Italy or abroad, as well as companies in the process of being established with a solution in the validation phase.

Art. 3 – Exclusion Criteria

Applications will not be accepted from candidates who:

- Do not meet the requirements set out in Art. 2;
- Have participated in any previous editions of the Social Football Summit challenges organized between 2018 and 2024;
- Are submitted after the deadline indicated in the call notice.

Art. 4 – Areas of Intervention of the Call

The call is aimed at innovative proposals applicable to the football and sports industry, through the selection and promotion of solutions with high technological, economic, and social impact. Participating companies must submit their project proposal in one of the following four areas of intervention, described below:

1. Technologies and Performance

This area is reserved for innovative solutions able to improve athletes' physical and technical performance, enhance team preparation, and enable more accurate analysis of sports data.

2. Fan Engagement and New Experiences

This area focuses on solutions that aim to engage football and sports audiences through digital tools, interactive models, and new participation methods before, during, and after sports events.

3. Business Model and Sustainability in Football and Sports

This area targets startups and companies developing business models oriented toward the economic, environmental, and social sustainability of the football sector.

4. Media, Content, and Entertainment

This area is designed for initiatives aiming to renew how football and sport are narrated, distributed, and experienced as cultural and media content.

Art. 5 - Application Submission Procedures

Interested parties can submit their application online.

The form is available on the website www.socialfootballsummit.com

The submission period is open from 4:00 PM on September 18, 2025, to 6:00 PM on October 31, 2025.

Applications are valid only if all required fields are completed.

Applications may be submitted in Italian or English.

The submission of a pitch to illustrate the project idea and a presentation video is optional. The pitch can be prepared in Italian or English.

The video may be in Italian or English or another language only if accompanied by subtitles in Italian or English.

Projects will be evaluated according to the criteria indicated in Article 6 by a jury appointed by Social Media Soccer and its partners. **Up to 6 projects will be selected**. Social Media Soccer reserves the right to increase the number of admitted projects, with reasons recorded during evaluation and selection.

Art. 6 - Selection and Evaluation Procedures

Projects received will be evaluated at the sole discretion of Social Media Soccer and its technical partners. The prerequisite for evaluation is relevance to the reference sector (football and sports industry).

6.1 *Selection Criteria for Access to the Final Phase (DEMO DAY)*

[1] Innovation and Originality

Evaluation of the uniqueness, quality, and applicability of the proposal within football and sports.

[2] Team Competences

Analysis of the completeness and quality of the team's skills essential for project implementation and success.

[3] Business Model and Market Analysis

Examination of the business model, with particular attention to the market potential and size.

[4] Level of Innovation

Ability of the project to introduce new solutions and offer a disruptive vision, anticipating and integrating current and future market trends.

[5] Project Scalability

Possibility of expanding the innovative solution, including applicability to other sports or sectors and potential to create value in international markets.

Evaluation method:
Each criterion is scored from a minimum of 1 to a maximum of 10. The formula for the final score for each application is: [Sum of criteria 1-5] / 5 = final score

The top 6 ranked proposals with a **minimum score of 6/10** will be admitted to the program. In case of a tie, the jury will re-examine the proposals.

6.2 Activities for Selected Projects

The 6 selected proposals will participate in the following activities:

- a) Project kick-off (online) and pitch preparation (online)
- b) Demo day in person during the Social Football Summit edition, held in Turin (ALLIANZ STADIUM) on November 18 and 19, 2024. Pitches will be evaluated by a specialized jury appointed by Social Media Soccer and its partners;
- c) Participation at SOCIAL FOOTBALL SUMMIT 2025 (two free tickets per team).

Art. 7- Pitch Session Structure and Rules

7.1 Pitch Competition Organization

The pitch competition will take place in Turin, at the Allianz Stadium, during the 2025 edition of the Social Football Summit (November 18-19). It represents the final phase of the Startup Competition, where selected teams will have the opportunity to publicly present their project before the jury and the Social Football Summit audience.

Each team will have a maximum of 4 minutes to present their pitch, using audiovisual support materials (slides, videos, demos, etc.). No extra time will be granted; the time limit must be strictly respected.

Presentation method:

The presentation may be delivered by one or more team members, in Italian or English. Each pitch must clearly and concisely cover: the identified problem and proposed solution; validation or traction obtained; business model and potential impacts (technological, social, environmental); the team and key skills; target market and future vision.

Q&A with the jury:

After the presentation, the jury may ask brief follow-up questions, lasting no longer than 2 minutes per team. Questions will focus on strategic aspects, feasibility, and alignment with the competition areas.

7.2 *Evaluation and Scoring Criteria*

Judges will score each presentation from 1 to 10 based on innovation, clarity of presentation, business plan feasibility, potential market impact, team quality, scalability, and internationalization.

7.3 *Jury*

The startup competition jury consists of a panel of experts selected for their deep knowledge and experience in football, sports, and innovation. Members are chosen to ensure a balanced and thorough analysis of proposals.

Jurors are tasked with evaluating applications according to the established selection criteria, ensuring a transparent and impartial judgment process.

The jury commits to maintaining the highest integrity and confidentiality in handling received information. Members will abstain from voting in case of conflicts of interest with any submitted proposals.

Art. 8 - Participants' Commitments

Selected candidates agree to accept the terms of this regulation and to:

- Participate in the pitch competition/demo day in person, with an exception for startups/teams/SMEs not based in Italy;
- Produce a 1-minute pitch video after admission, as requested by the technical staff;
- Prepare the pitch according to instructions provided by the technical staff;
- Authorize Social Media Soccer and its partners to use materials provided during the 2025 Social Football Summit edition on their websites, portals, and other media platforms;
- Authorize Social Media Soccer and its partners to use data for the SFS EXTRATIME projects.

Art. 9 - Prizes

Prizes are awarded at the sole discretion of the jury.

The first-place prize amounts to **€5,000 (five thousand euros)**.

Additional prizes and special mentions may be awarded by partners participating in the initiative.

Updates will be published on the website www.socialfootballsummit.com

Art. 10 - Warranty and Indemnity

10.1.

Each candidate declares and guarantees that the project proposal:

- Is an original work, for which the participant holds the relevant intellectual property and economic exploitation rights;
- Does not contain any trademarks, logos, or other elements protected by third-party industrial property rights or copyrights, or where such rights exist, the participant has obtained all necessary authorizations and licenses;

- Does not infringe any third-party rights, including patents, trade secrets, contractual or license rights, publicity or privacy rights, moral rights, or any other protected rights;
- Is not subject to contracts with third parties;
- Does not contain defamatory content, insulting remarks, or anything that could harm the name, honor, or reputation of Social Media Soccer, partners, or any other person or company;
- Does not violate applicable laws or encourage unlawful behavior.

10.2.

Participants expressly agree, on their behalf and on behalf of their successors, to indemnify and hold harmless Social Media Soccer and its partners from any claims, compensation demands, or damage requests made by third parties due to violations of the provisions in article 10.1.

Art. 11 - Intellectual Property Rights and Release

Teams participating in the SFS EXTRATIME 2025 Startup Competition must provide consent for personal data processing, release for the use of submitted materials, and indemnify Social Media Soccer and partners from any liability, damage claims, or sanctions related to the originality of the projects or parts thereof.

All costs related to participation are borne by the participants; no reimbursement or compensation is provided.

Art. 12 – Dates and Deadlines

- September 18, 2025: Call launch
- October 31, 2025: Call closes
- By November 6, 2025: Notification to candidates admitted to the final phase
- November 12, 2025: Kick-off meeting/pitch training



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- November 18, 2025: Challenge (in person) at ALLIANZ STADIUM in Turin
- November 18, 2025: Award ceremony during the Social Football Summit gala dinner

Art. 13 – Information and Contacts

The website with updates and information about the **SFS EXTRATIME 2025** startup competition is:

<https://www.socialfootballsummit.com/it/extratime-almaviva/>

For more information about the startup competition, please write to:

startup@socialfootballsummit.com