



REGULATIONS

SFS EXTRATIME GENZ 2026

THE SPORT INDUSTRY CHALLENGE FOR UNIVERSITY TEAMS

Powered By:



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Art. 1 – Participation Requirements

Teams composed of students, recent graduates, and young innovators enrolled in or coming from Italian universities and **Higher Technological Institutes (ITS Academy)** may participate, with a minimum of 2 and a maximum of 6 members. To apply, each team must:

- present a proposal consistent with the Sport Industry;
- have a team composed of university students, PhD candidates, or research fellows;
- appoint a team representative.

It is not necessary to have already established a company.

Art. 2 – Call Areas

Proposals must fall within one of the following areas:

➤ **Sport and the future of society**

Visions and projects that use sport as a lever to address upcoming social, cultural, and economic challenges: from the impact of new generations to the transformation of sports models and the role of sport in future communities.

➤ **The new era of fans**

Young audiences do not just want to watch: they want to participate, create, and share. Solutions that reimagine the relationship between sport and new generations through immersive technologies, new languages, and digital communities.

➤ **Technologies and performance**

Solutions that improve training, athletic preparation, and performance analysis: from wearables to artificial intelligence, from video analysis to real-time data monitoring systems.

➤ **Gamification and sport**

Game mechanics applied to sport to engage, retain, and build communities: reward systems, challenges, rankings, online competitions, and gamified experiences inside and outside stadiums.

Art. 3 – How to Apply

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Applications must be submitted online via the form on: socialfootballsummit.com/extratime from April 20 to October 20, 2026 (6:00 PM).

Each application must include:

- project title and brief description;
- problem addressed and proposed solution;
- team composition and skills.

Optional (but welcome): pitch deck, presentation video, mockups, or demo.

Applications may be submitted in Italian or English.

Art. 4 – Selection and Evaluation

Applications will be evaluated by Theorema, Social Media Soccer, and a panel of experts for a total of 100 points.

Teams scoring at least 60 points will access the final.

Between 4 and 8 teams will be selected for the final phase.

Art. 5 – The Final Event

The pitch competition will take place on November 10, 2026, at Allianz Stadium in Turin, as part of the Social Football Summit 2026.

Each team will have:

- 4 minutes for the pitch
- 3 minutes of Q&A with the jury

The startup competition jury is composed of experts selected for their deep knowledge and experience in football, sport, and innovation. They ensure a balanced and in-depth evaluation of proposals.

The jury evaluates applications according to predefined criteria, ensuring a transparent and impartial

process.

They commit to maintaining integrity and confidentiality.

Evaluation criteria include: clarity and impact of the pitch, strength and feasibility of the proposal, innovation capacity, real feasibility, quality of prototype/demo, and team responsiveness.

Selected teams will also participate in:

- online kick-off meeting
- pitch training sessions
- networking sessions with partners and stakeholders

Art. 6 – Prizes and Recognition

Prizes include: best project award, special mentions, mentorship programs, and visibility opportunities with partners. Updates on prizes will be published on the official website.

Art. 7 - Warranty and Indemnity

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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 trademarks, logos or other elements protected by industrial property or copyright belonging to third parties, or that all necessary authorizations and licenses have been obtained;
- does not infringe any third-party rights, including patents, trade secrets, contractual or licensing rights, publicity rights or privacy rights, moral rights or any other protectable right;
- is not subject to any contract with third parties;
- does not contain defamatory, offensive or otherwise harmful content toward Social Media Soccer, Theorema, partners or any other person or company;
- does not violate applicable laws or promote illegal behavior.

Participants expressly agree to indemnify and hold harmless Social Media Soccer, Theorema and partners from any claim, compensation request or damage arising from violations of Article 10.

Art. 8 - Intellectual Property Rights and Release

Teams participating in the Startup Competition called EXTRATIME 2026 must provide consent to personal data processing, a release for the use of submitted materials, and an indemnity releasing Social Media Soccer, Theorema and partners from any responsibility, claims, or sanctions regarding the originality of the projects or parts thereof.

Participation costs are entirely borne by participants. No reimbursement or compensation is provided.

Art. 9 – Dates and Deadlines

- **April 20, 2026:** Call launch
- **October 20, 2026:** Call closure
- **By October 29, 2026:** notification of finalists
- **November 5, 2026:** kick-off meeting / pitch training
- **November 10, 2026:** on-site challenge at Allianz Stadium, Turin
- **November 10, 2026:** awards ceremony

Art. 10 – Information and Contacts

The website with updates and information about the startup competition is:
<https://www.socialfootballsummit.com/extratime/>

For further information about the startup competition, please contact:
startup@socialfootballsummit.com