

ANDORRA SPORTS SCALE UP PROGRAM

EDITION IV

Program led by



in collaboration with



with the support of SPSG Consulting

Participation Requirements

February 2026

TABLE OF CONTENTS

1. INTRODUCTION	3
2. OBJECTIVE OF THE CALL	5
3. PARTICIPATION REQUIREMENTS	5
4. APPLICATIONS & CALENDAR	6
5. SELECTION CRITERIA	6
6. SELECTION PROCESS	7
7. THE PROGRAM	7
8. VISIBILITY, USE OF LOGOS & INFORMATION	8
9. CONFIDENTIALITY, DATA PROTECTION & ACCEPTANCE OF CONDITIONS	9
10. FREQUENTLY ASKED QUESTIONS	9
11. CONTACT	10

1. INTRODUCTION

Andorra Business in partnership with Global Sport Innovation Center (GSIC) and with the support of SPSC Consulting (SPSC) are launching the fourth edition of the Andorra Sports Scale-Up Program, to select three of the best sport-tech companies in Andorra and across the world and help them in their internationalization process.

Andorra Business in collaboration with GSIC, and with the support of SPSC, have implemented several initiatives in the framework of the **Andorra Sports Innovation Hub**.



For more information visit: <https://andorrasportshub.com/>

In this context, Andorra Business is now continuing the process with the fourth edition of a 3-months-long scale-up program, not only to find new solutions, but to use their experience, knowledge and resources to contribute to their development and growth and, helping them to become important local and international companies within the sports industry.

Promoters

Andorra Business

Andorra Business is Andorra's economic promotion and development agency. Promoting key sectors for the diversification of the economy, attracting and accompanying foreign and local investment, supporting Andorran companies to become more competitive, and facilitating the landing of new companies in the country, are some of its priorities.

More information: [Andorra Business - Invest in Andorra](#)

In collaboration with: Global Sports Innovation Center powered by Microsoft and with the support of SPSG Consulting,

(GSIC) is a business cluster powered by Microsoft Sport Team that gathers all kind of sports entities (clubs, federation, associations), institutions, tech-companies (from start-ups to enterprises), research organizations, investors and key figures of sport industry to improve its value chain. To do so we focus our activities and services on 6 main points: entrepreneurship, networking, applied research, showcase, Microsoft Partners Solutions and digital transformation advisory services. With headquarters based in Madrid, GSIC now has members in 35 countries around the world.

More information: [GSIC - Global Sports Innovation Center \(sport-gsic.com\)](#)

SPSG Consulting is a sports consulting firm based in Spain with worldwide operations that specializes in the areas of Sponsorship, Partnership, Leisure and Sports. We provide services from the "Thinking" to the "Doing", developing tailor-made strategies for companies, sport organizations and public entities in a global basis. We are composed of professionals with an extensive experience in the sports industry and organized around a business culture based on professionalism and trust, working closely with clients to anticipate and overcome complex challenges and opportunities.

More information: [SPSG Consulting](#)

2. OBJECTIVE OF THE CALL

The call aims to identify the most promising technological solutions that can help **improve the sports industry in general, with priority over those focused in winter and mountain sports, and cycling**, and have potential for scalability and internationalization. The program is focused, but not limited to, on the sport ecosystem in Andorra, which is naturally connected with Mountain and Winter Sports, but not limited. The Scale-Up Program will help this program to scale and their internationalization efforts.

By applying to this program, legally established companies will enter a competitive evaluation process based on six criteria. Selected winners will be invited to take part in a 3-month-long acceleration program, which includes weekly one-on-one mentoring sessions and group sessions with industry experts.

3. PARTICIPATION REQUIREMENTS

The call is aimed at companies and entrepreneurs who are in position to start their internationalization process and can contribute with their technological innovation to the evolution and digital transformation of the sports industry. Participants may submit projects/companies that meet the following requirements:

- Be a legally created company.
- Have a dedicated full-time team.
- Have **market-tested products/services** and potential to implement internationally.
- Have traction, **preferably with paying customers**, in the sports industry.
- The individual promoter / representative of the startup must be of legal age and must have the legal capacity to be bound. You may not be an employee, manager, partner, or maintain a business relationship with ANDORRA BUSINESS, GSIC or SPSCG at the time of application.
- The promoters of each project/startup may only participate in this call by submitting a single project per company.

Participants who do not fulfill any of these requirements, will not be included in this call, losing the right to receive any service and no claim to ANDORRA and/or GSIC.

4. APPLICATIONS & CALENDAR

Candidates to participate must complete their application for admission by registering and submitting information through the following [form](#).

Applications for admission received or attempted to formalize after the deadline for admission of applications will not be assessed for admission to the program.

Applications Open: February 25th, 2026

Applications Close: April 19th, 2026

Winners' announcement: April 27th, 2025

For winners:

Program Kick-off: May 4th, 2025

Duration of program: May 4th to July 13th

Weekly commitment (selected companies must participate in one meeting per week)

The organizers reserve the right to modify the dates published in the present document.

5. SELECTION CRITERIA

The following criteria, rated from 1 to 5 (being 1 the lowest and 5 the highest) will be evaluated for the selection of participating projects in each of the stages of the process (verification of eligibility, evaluation and selection):

1. **Innovation** – the extent to which the submission is unique to, or adds value to, existing solutions.
2. **Impact** – the extent to which the submission demonstrates the potential to effect change.
3. **Scalability** – the extent to which the submission can scale and the potential to implement it internationally.
4. **Maturity** of the team, the organization and the stakeholders.
5. **Sustainability** – Social and Environmental sustainability of the project aligned with the sustainability agenda of the Government of Andorra.
6. **Business Model** – Feasibility and economic sustainability of the project.

6. SELECTION PROCESS

The selection of projects will be carried out based on the criteria described in the previous section.

The judging committee will be made up of industry experts and directors from:

- Andorra Business
- Global Sports Innovation Center powered by Microsoft
- SPSG Consulting

The judging committee will be responsible, among others, for ensuring the correct development of the selection process and the quality of the same; resolving any doubts as to the eligibility of applications and the application of the rules; short-listing the most promising startups and projects.

- **Verification of eligibility:** Once the application period has closed, the projects will be reviewed to ensure that the rules of participation have been complied with. Applications that do not comply with the rules will be eliminated from the process. The judging committee also has the right to ask, if needed, for more information about the project and/or start-up in order to complete the selection criteria.
- **Evaluation and selection:** Applications that pass the verification of eligibility will be evaluated by the judging committee in a decision session, which will select the winners accordingly.

7. THE PROGRAM

As mentioned before, the selected companies will access a three-month scale-up program implemented by Andorra Business and GSIC, fully aligned with the contents and activities detailed in the agenda below (subject to change):



Agenda

- 4 May** • **Kick-off Meeting**
Group Session - Andorra/GSIC/SPSG
- Week of May 6** • **Initial Evaluation of Companies**
Mentoring – Santiago Mendizabal
- 13 May** • **Investment in Sports**
Group Session – Juan Fuentes
- Week of May 20** • **Strategy**
Mentoring – Carlos Cantó
- Weeks of 27 May** • **Marketing & Sales**
Mentoring – Anna Rodriguez
- Weeks of 1 June** • **International Sport Ecosystem & Power of Networking**
Mentoring – Iris Cordoba
- Weeks of 8 June** • **Innovation**
Mentoring – Irene Gomez
- Week of 15 June** • **Legal**
Mentoring – Alda Rodriguez
- Weeks of 22 June** • **Finances**
Mentoring – TBC
- Weeks of 29 June** • **Mentoring - Leadership, HR, persons**
Mentoring – Elisa Fité
- Week of 6 July** • **Conclusions and Next Steps**
Group Session - Andorra/GSIC/SPSG

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8. VISIBILITY, USE OF LOGOS & INFORMATION

Andorra Business reserves the right to use the logos of the participating start-ups, and the winners, in its promotional activities and dissemination of the Andorra Sports Innovation Hub.

9. CONFIDENTIALITY, DATA PROTECTION & ACCEPTANCE OF CONDITIONS

The confidentiality of the applications presented is guaranteed throughout the entire process. In any case, the general characteristics of the applications (as detailed in previous section) may be disseminated and, in due course, the name of projects/startups (and logo if applicable), a brief description, the beneficiary and its logo, the name of the promoter and his/her photo, may be published through, without limitation, press releases, emailing, brochures and websites to communicate the program.

Participating in the competition implies the acceptance of these conditions in full and the adherence to these rules for participation, their interpretation lying within the corresponding jury during each stage of the process.

10. FREQUENTLY ASKED QUESTIONS

How much does it cost?

Applying for this call is completely free.

I can only participate if I have a sports solution?

Startups and companies with focus in other markets are welcome if they can implement solutions related to the topics mentioned as objective of the call.

Is the call international?

Yes. Any company from around the world can apply.

Should my company submit the application in English?

Yes, all the applications must be in English.

What is the expected weekly time commitment for startups participating in the program?

The average time commitment for participating companies is 2 hours per week during the active phases of the program.

What are some of the extra benefits you will gain?

In addition to the core mentoring and scale-up support, selected startups will also benefit from:

- 2 Delegate Pass tickets (per startup) to attend Sports Summit Madrid (SSM)
(June 17–18, 2026 · Madrid)
- Presence at a major sports event in Andorra, providing visibility within a high-profile international sports environment
(In 2026 or 2027)
- Opportunity to participate as a speaker at the GSIC Summit Valencia, gaining exposure to a global sports innovation audience
(October 7–8, 2026 · Valencia)

11. CONTACT

For any information and inquiries, please contact:

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