
SFS EXTRATIME ALMAVIVA 2025

STARTUP COMPETITION BOOK

TURIN
ALLIANZ STADIUM
NOVEMBER 18, 2025



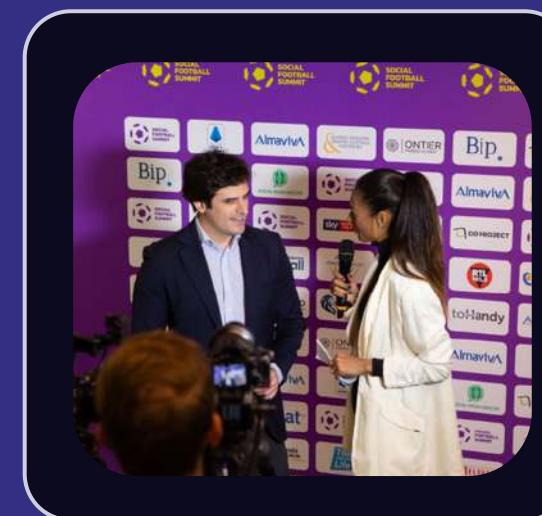
Social Football Summit Startup Competition

Since 2018, the first startup competition in the football industry.

6 editions, over 300 startup applications and more than 50 startups selected.



2018
RESOCCER
WALLABIES



2019
INNOVATION NEEDS
GOLEE



2021
UPSOCCER
UP2YOU



2022
MULTISOCCER
ROBA DA ARBITRI



2023
EXTRATIME
H-CUBE



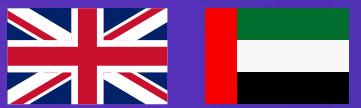
2024
EXTRATIME
PICK EAT

Extratime Almaviva 2025

PLAYBACK



Karim Fawaz



SquadAssist



Pauwels Wout



FAN
FAN OF THE MATCH



Bruno Fernandes



svexa



Mikael Mattson



popup



Francesco Teodori



WOWCODE LABS



Americo Cacciapuoti



SPORTHYPE



Andrea Filippo Rossi



PLAYBACK

PLAYBACK is a solutions aggregator that is making premium sports software and equipment more accessible.

PLAYBACK has exclusive partnerships with all software and equipment providers so players can access **AI-detected highlights**, auto-follow camera technology, live streaming, player profiles, player spotlight technologies, and **AI-driven analysis tools**.



CEO & FOUNDER: Karim Fawaz

YEAR FOUNDATION: 2024

COUNTRY: UK/UAE

CITY: LONDON

TIPOLOGY: PRODUCT

MARKET REACH: INTERNAZIONALIZATION

WEBSITE: www.playbacksports.ai

LINKEDIN: www.linkedin.com/company/playbacksports



PLUGGABLE AI

FAN OF THE MATCH (FOTM) is a proprietary **AI-powered technology** that transforms fan engagement into real value for clubs and sponsors.

Integrated into official mobile apps with no need for additional hardware, the platform non-invasively detects natural reactions such as cheering, clapping, or jumping, converting them into real-time insights and rewards.



CEO & FOUNDER: Bruno Fernandes

YEAR FOUNDATION: 2022

COUNTRY: PORTUGAL

CITY: BRAGA

TIPOLOGY: PRODUCT

MARKET REACH: INTERNAZIONALIZATION

WEBSITE: www.fanofthematch.ai/

LINKEDIN: www.linkedin.com/company/pluggableai/



POP UP

Popup is a no-code SaaS platform that transforms stadiums into immersive digital experiences. Using QR, NFC, Generative AI, and Blockchain, it enhances every fan interaction — from seat to post-match.

Popup enables instant access to services, dynamic upselling, AI-powered assistance, and post-match engagement through certificates, quizzes, and exclusive content.



CEO & FOUNDER: Francesco Teodori

YEAR FOUNDATION: 2020

COUNTRY: ITALY

CITY: SANT'EGIDIO ALLA VIBRATA (TE)

TIPOLOGY: POC/PROTOTYPE

MARKET REACH: -

WEBSITE: <https://popup.lol>

LINKEDIN: www.linkedin.com/company/popup-s-r-l



SPORTHYPE

Holytics is an **advanced mental training app** designed to enhance focus, resilience, and stress management. By integrating neuroscience with digital technology, it translates cognitive data into practical strategies to boost self-awareness and performance.

Compatible with Muse headbands, Holytics uses next-generation EEG technology to **monitor attention, calmness, and stress in real time.**



CEO & FOUNDER: Andrea Filippo Rossi

YEAR FOUNDATION: 2023

COUNTRY: ITALY

CITY: TORINO

TIPOLOGY: POC/PROTOTYPE

MARKET REACH: -

WEBSITE: <https://www.thesporthype.com/>

LINKEDIN: www.linkedin.com/company/sporthype/



SQUAD ASSIST

AI-driven platform that predicts the real value a football player can generate for a specific club.

Powered by two proprietary artificial intelligence models, independently assesses a **player's sportive impact and market value evolution**, combining data analytics, performance metrics, and predictive modeling.



CEO & FOUNDER: Pauwels Wout

YEAR FOUNDATION: 2025

COUNTRY: BELGIUM

CITY: LEUVEN

TIPOLOGY: PRODUCT

MARKET REACH: INTERNAZIONALIZATION

WEBSITE: <https://squadassist.ai>

LINKEDIN: www.linkedin.com/in/wout-pauwels/



ZONE 7 by SVEXA

Zone7 is an **advanced AI system** that enables football clubs to predict and prevent player injuries.

By integrating data from training loads, GPS tracking, match performance, wellness reports, and medical records, it builds **personalized injury risk profiles** for each athlete. Its proprietary machine learning models analyze this data daily, generating recommendations for coaches and medical staff.



CEO & FOUNDER: Mikael Mattsson

YEAR FOUNDATION: 2018

COUNTRY: USA

CITY: MENLO PARK, CA

TIPOLOGY: PRODUCT

MARKET REACH: INTERNAZIONALIZATION

WEBSITE: <https://zone7.ai/>

LINKEDIN: www.linkedin.com/company/svexa/



WOV LABS

WoV Labs brings innovation to football merchandising with Authentica, the **Digital Product Passport** 2.0 that links every product to its verified digital twin.

Each jersey or collectible becomes a gateway to transparency, **fan interaction**, and verified ownership, blending physical identity with digital engagement in a single experience.



CEO & FOUNDER: Americo Cacciapuoti

YEAR FOUNDATION: 2023

COUNTRY: ITALY

CITY: MILAN

TIPOLOGY: PRODUCT

MARKET REACH: INTERNAZIONALIZATION

WEBSITE: www.wovlabs.com

LINKEDIN: linkedin.com/company/wovlabs

pitch competition rules

Each startup presents its pitch in **4 minutes**. The pitch must be delivered in English.

At the end of each pitch, the judges may ask their questions. For each startup, the Q&A session lasts 5 minutes.

The judges must provide their evaluation — on a paper or digital form supplied by the organizers — by assigning a single score from 1 (lowest) to 10 (highest). Therefore, each startup receives one overall score.

The **evaluation criteria** are:

Innovation; team quality; market impact; scalability (to other sports or sectors); internationalization.

In the event of a tie, each judge must indicate the name of one startup.

regole della pitch competition

Ogni startup presenta il proprio pitch in 4 minuti. Il pitch è presentato in inglese.

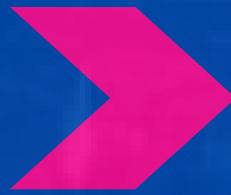
Al termine di ogni pitch i giudici possono formulare le proprie domande. Per ogni startup la sessione Q&A ha una durata di 5 minuti.

I giudici dovranno esprimere su un supporto cartaceo o digitale fornito dall'organizzazione una valutazione con un indicatore unico da 1 (voto minimo) a 10 (voto massimo). Quindi un solo voto per ogni startup.

I **criteri di valutazione** sono:

innovazione; qualità del team; impatto sul mercato; scalabilità (in altri sport, in altri settori); internazionalizzazione.

In caso di parità ogni giudice dovrà indicare il nominativo di una startup.



PITCH COMPETITION JURY



ANDREA BASILE
GO PROJECT



CAROLINA CHIAPPERO
JUVENTUS FC



GIACOMO CIAMMAGLICHELLA
CIAMMAGLICHELLA MASSARO



ANTONIO DE CAROLIS
CDVM



MARCO DI CILLO
ALMAVIVA



GUIDO FABBRI
STARTUP EXPERT



LORENZO LENER
INVITALIA



ELENA NANNI
MURATE IDEA PARK



GIUSEPPE PAPAIANNI
AWS



STEFANO POLIANI
DIGITAL INN HUB LOMBARDIA



MARCO RIVA
FONDAZIONE G. BRODOLINI



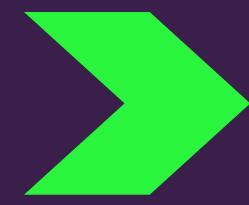
VALERIA SATTA
FEDERTERZIARIO SARDEGNA



MONDINO SCHIAVONE
PRIMAIDEA



FEDERICO SMANIO
WYLAB/WESPORTUP



ORGANIZZAZIONE TECNICA E CONTATTI



VINCENZO FILETTI

STARTUP COMPETITION
DIRECTOR



ALESSANDRA MOZZO

CONFERENCE AND PROGRAM
MANAGER



STARTUP@SOCIALFOOTBALLSUMMIT.COM



TURIN
November 18
3:30 pm

Locker Room

Allianz® Stadium