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# SPORT TECH



SPORT

2021 EDITION



**IN 2024, PARIS WILL HOST THE OLYMPICS FOR THE THIRD TIME**

(OLYMPIC.ORG)



**65%**  
**OF FRENCH PEOPLE AGED 15 AND OVER PRACTICED AT LEAST ONE PHYSICAL ACTIVITY IN 2020**

(INJEP)



**47% OF 15- TO 24-YEAR-OLDS USE A CONNECTED DEVICE TO MONITOR THEIR PHYSICAL ACTIVITY DATA**

(INJEP)



**FRENCH SPORT TECH RAISED €244 MILLION IN FUNDS BETWEEN 2015 AND 2019**

(ROLAND BERGER)

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# 1

## MORE CONNECTED THAN EVER

France had more than 16 million sports licensees in 2019 and household sports expenditure in 2018 was estimated at €20.8 billion. In 2020, nearly three in ten French people had become accustomed to using a smart or connected device in connection with their physical activity. This figure rose to 47% among 15- to 24-year-olds. (INJEP)

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# 2

## DEDICATED INCUBATORS

Founded in 2015 in Paris, Le Tremplin is the first incubator in the world dedicated to innovation in sport. It has supported more than 100 startups, raised more than €170 million and created more than 700 jobs. Twice a year, the Nouvelle Aquitaine Sport Tech incubator selects between five and 10 Sport Tech startups to support them in the development of their projects and to help them improve their visibility in the region.

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# 3

## THE SPORT TECH INDUSTRY

In 2019, the French Sport Tech industry was made up of 161 listed companies and accounted for €145 million in cumulative revenues. France is second in the European Sport Tech fundraising market, with €244 million invested between 2015 and 2019, ahead of Germany (€216 million), but after the United Kingdom (€455 million). (Roland Berger study)

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# 4

## STARTUPS REVOLUTIONIZING SPORT

Connected Cycle is a French startup that develops Wi-Fi trackers to locate your bike in real time, with an accuracy of five meters in urban areas. Equimov is a company with an online platform that enables users to book a stay for their horse anywhere in Europe. If the facilities allow it, the user can also rent accommodation to be near their trusty steed.

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# 5

## SPORT TECH EVENT

Sport Unlimitech, the first festival dedicated to Sport Tech, created by Frédéric Michalak in 2019, is organizing a major tour throughout France, to bring together Sport Tech startups to highlight the dialogue between research and sport. The second edition will be held from September 23-24, 2021, in Lille. During Global Sports Week 2021, devoted to the economics of sport, the third edition of Tremplin Invest took place, which connects Sport Tech players with investors from around the world. Global Sports Week 2022 will take place from February 1-5, 2022, in Paris.

## 6 E-SPORT TAKES OFF

With estimated revenues of €50 million, France is one of the countries most committed to e-sport in Europe after the United Kingdom. Investments in this sector continue to grow, increasing from €5 million in 2017 to €29 million in 2019. In 2019, the sector in France already boasted 645 jobs, including 189 professional players (Pipame study). The health crisis has reinforced the practice of e-sport, with 7.8 million practitioners (+16%) in 2020. (France eSports)

## 7 GROWING E-SPORT SUPPORT

The French Federation of E-sport was created in 2016 to develop and supervise the practice of e-sport. Level 256 (Paris & Co), the leading platform for e-sport economic development and innovation, has supported more than 30 startups since its creation in 2018. The organization of the E-sport Conference by the ministries for the digital economy and sport resulted in a new national strategy ("E-sport Strategy 2020-2025").

## 8 SIGNIFICANT FUNDRAISING

Sport Tech companies in France raised nearly €250 million between 2015 and 2019. VoGo, which specializes in multicamera live recordings and replays during sporting events; Gymlib, which offers sport support for employees; MyCoach, which connects different sporting enthusiasts digitally; and Tonsser, which looks for talent among young footballers, make up the leading group in fundraising. (Roland Berger study)

## 9 SPORT CLUBS AND FEDERATIONS GOING DIGITAL

Of the €120 million of the recovery plan for amateur sport, €9 million will be devoted to the digital development of federations and clubs. Three French startups have signed a strategic partnership to take advantage of this opportunity. Joinly is an online registration and payment management tool; Be Sport is a free sports social network that connects athletes, fans and all sports players; and MyCoach specializes in the design of digital solutions for all sports players.

## 10 THE 2024 OLYMPICS: A GOLDEN OPPORTUNITY

France Sport Expertise, an economic interest group that brings together the main economic players in French sport, was created in 2019 with the aim of helping companies in the French Sport and Sport Tech sector to benefit from the organization of the 2024 Olympic Games in Paris. Other structures have emerged, such as the Lyon sport business accelerator Le Pack, which was launched in early 2021.