

# KAIZEN'S **GAMETECH** INNOVATION CHALLENGE

## BASIS OF PARTICIPATION

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By  **kaizen**  
GAMING & **GSIC**  
Global Sports Innovation Center  
Powered by  Microsoft

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## 1. Introduction and Objectives

Kaizen Gaming (Kaizen), in partnership with Global Sports Innovation Center powered by Microsoft (GSIC), are launching the **Kaizen's GameTech Innovation Challenge**.

Through this challenge, we aim to evaluate and test digital solutions that utilize immersive technologies that can help Kaizen create more engaging products and services for its customers.

Companies around the world are invited to submit innovative solutions to some specific challenges that Kaizen is seeking to address, covering some key topics such as fan engagement and interaction, UI/UX, Computer Vision, web3.0, VR/AR and gamification of experiences.

## 2. The Challenges

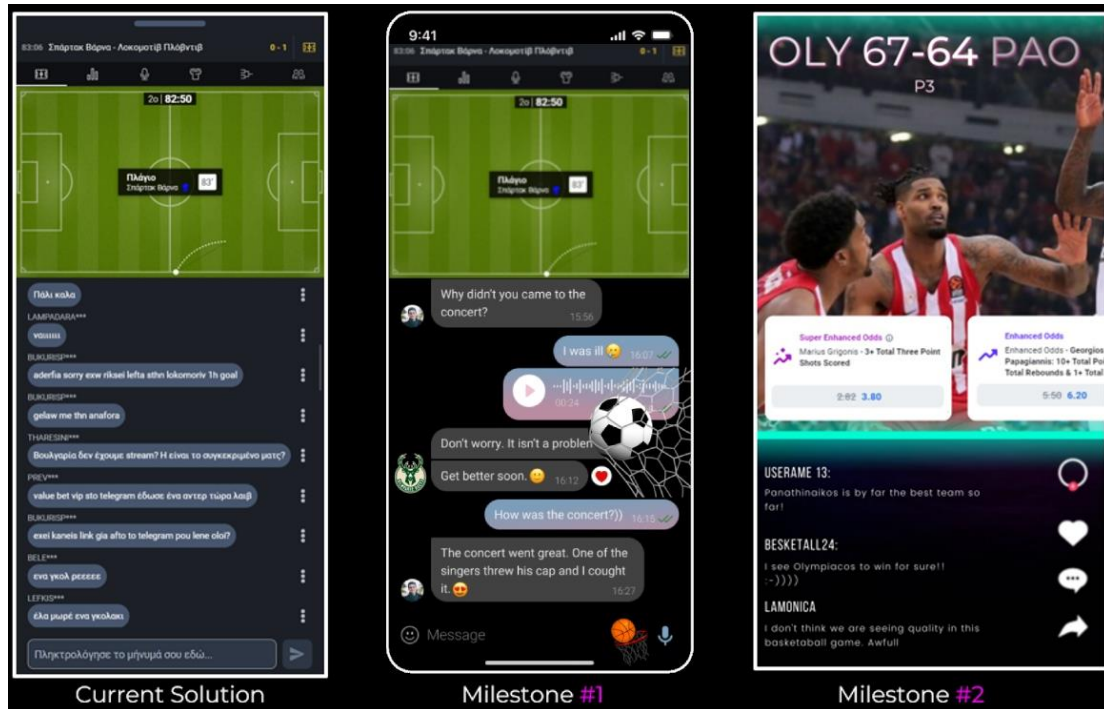
The call aims to identify the most promising technological solutions, that reunite the necessary attributes to be able to help Kaizen **in the following specific challenges**:

### 2.1. Social Interaction Platform

- **Goal:** Replace Kaizen's current live chat solution with a new fresh live interaction platform. Incorporation of custom animated reactions, group chatting functionality and more Web 3.0 messenger functions.
- **Milestones:**
  - #1: Replace current solution in the same UI/UX and
  - #2: Try a Tik-Tok style navigation between each live matches and embed the new interaction solution.
- **Prerequisites:**
  - Admin for Whitelist / Blacklist of words/phrases.
  - Auto ban mechanism based on rules. (After user reports others. Temp first then permanent).
  - Localization support .

- Solution has to be build in open source solution (xmpp, etc..) that can be able to be hosted in Kaizen's infrastructure and further developed by Kaizen's team.

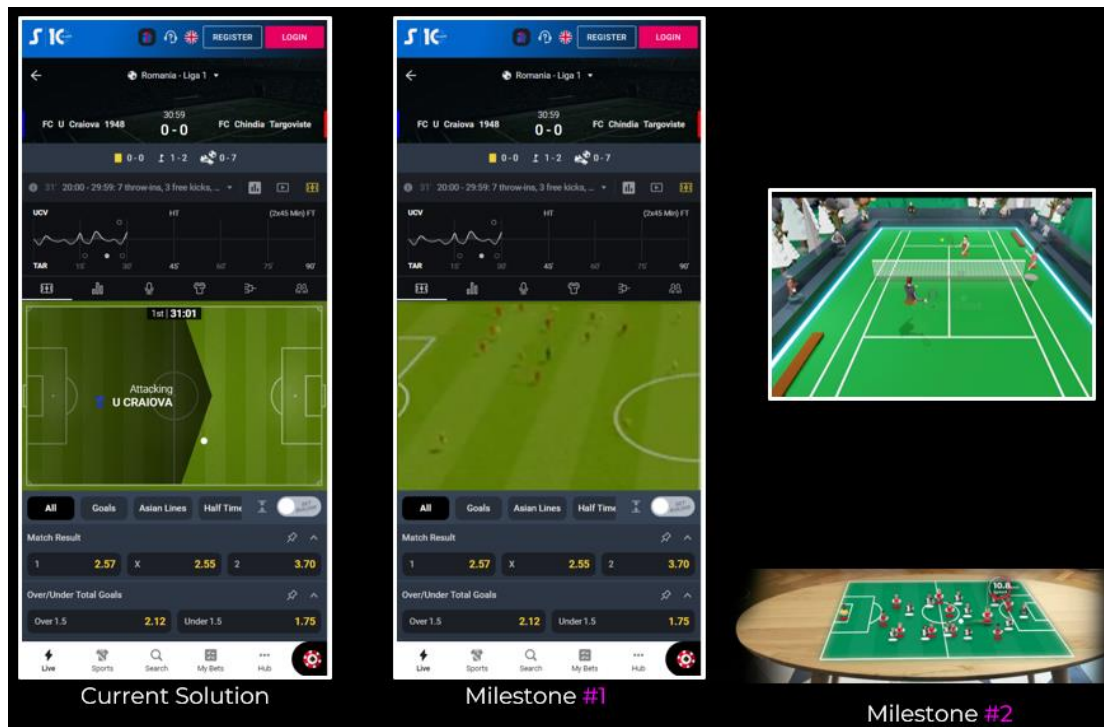
- **Example of milestones:** (not a design direction)



## 2.2. Live Sport Visualizations

- **Goal:** Use computer vision technology or any other technic in order to create 3D visualizations for live sport matches.
- **Milestones:**
  - #1: Replace current solution in the same UI/UX on 2d screens.
  - #2: Ability to transfer these 3D assets in a VR/AR environment.
- **Prerequisites:**
  - Low latency similar to current solutions in order not to have a big delay between actual incidents and visualization on user's screen.
  - Solution can be hosted on Kaizen's infrastructure.
  - Final implementation shouldn't affect user's experience on aspects like page speed, device/browser overloading.

- **Example:**

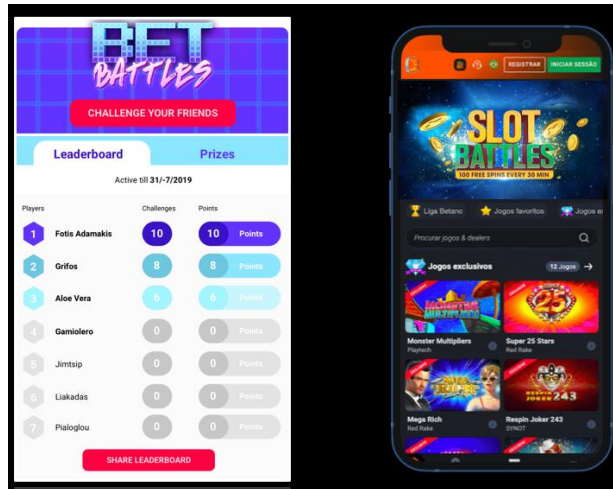


### 2.3. Gamification in iGaming

- **Goal:** Challenge around Gamification.
- **Description:** Open Challenge around Gamification in Sports betting and Casino. Think how p2p competitions can offer entertainment to Kaizen's users. Create a gamification funnel that will integrate current mechanisms that Kaizen offers with Web 3.0 fresh UX and mechanics. (p2p betting fights, slot battles, leaderboards, etc..).
- **Prerequisites:**
  - Solution shall be built on top of current mechanisms (Betfriends/Missions).
  - Any use of blockchain technology should be checked for compliance approval first on relevant markets.



- **Examples:**



### 3. Participation Requirements

This call targets any company, regardless of its size and where it is based, that can solve any of these challenges, using technological innovations.

Companies may participate in the challenges if they meet all of the following requirements:

- Be a legally created company;
- Have a dedicated full-time team to work on the proposed solution(s);
- Have previous experience in building innovative and technology based solutions;
- The individuals working on the proposal must be of legal age in their respective jurisdictions. At the time when proposals are submitted, they must not be employees of Kaizen or GSIC; and
- The participants can apply to solve from one to all of these challenges.

Applicants who do not fulfill any of the requirement(s) listed above will not be eligible for the Competition. Kaizen and/or GSIC reserve(s) the right to disqualify any application that does not adhere to the Basis of Participation for this Competition.

## 4. Applications and Timeline

Interested participants will need to register, fill in the relevant information, and submit their proposals via the following [Form](#).

Applications that fail to meet the deadline for close of applications will be disqualified automatically from the Challenge.

The challenge's timeline is as followed:

**Applications Opens:** 30 January 2023

**Applications Close:** 1 April 2023

**Announcement of Finalists:** 20 May 2023

**Final Pitch:** 15 June 2023

The final pitch may be held in an online session or on-site session in Kaizen's offices (Greece). This decision will be made by the organizers during the process and communicated to the finalists at the appropriate time.

**Announcement of Winners:** 25 June 2023

The organizers reserve the right to amend the dates published in this document.

## 5. Selection Criteria

The following criteria will be evaluated for the selection of participating submissions in each of the stages of the process:

This challenge is looking for credible teams who have solution(s) which will be assessed based on the following criteria:

1. **Relevance** – The extent to which the proposed solution addresses the challenge, technically and conceptually.

2. **Innovation** – The level of innovation of the product or solution.
3. **Feasibility** – The potential of the solution to translate into a sustainable pilot project.
4. **Scalability** – The extent to which the solution can scale.
5. Maturity of the team and the organization.

For the Pitch, the jury will evaluate the finalists based on:

- The aforementioned evaluation criteria;
- The materials (decks, videos, demos, etc.) submitted by the participant; and
- The pitch presentation.

The judging committee, made up of representatives from the sport's ecosystem and organizing entities, is 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; selecting the experts-evaluators who will externally rate the applications and assigning them the applications; short-listing the most promising companies and projects.

## 6. Prizes

Prizes include:

1. Possibility to implement a pilot project for Kaizen Gaming.
2. Participate in an Immersion Week at Kaizen's new offices in Greece, with a content program and visits that will generate networking with local stakeholders and other companies.
3. 1.000 € for travel expenses for the Immersion Week. This prize will be provided by Kaizen. Taxes regarding this prize will be covered by the respective winners.
4. Economical prize of 5.000 € for the selected winners, also provided by Kaizen, to be invested in the implementation of the project. Taxes regarding this prize will be covered by the respective winners.



5. Winners will be able to participate in one of the GSIC mentoring programs.
6. The opportunity to access the benefits of the Microsoft for Startups program.
7. Option to participate in VIP experiences with some of the clubs sponsored by Kaizen.
8. PR video to promote their solution through the ecosystem.
9. Exclusive interview for the GSIC newsletter.

## **7. Visibility, Use of Logos and Information**

Through the challenge, different activities will be organized for the successful applicants focused on giving them and their proposed solutions visibility across the sports tech industry. In this sense, Kaizen and GSIC will work with media partners on publicity.

The applicants, regardless of their preferred publicity, shall commit themselves to respecting and applying the rules for the use of trademarks and logos, provided to the organizers. In case there is a match with the company to the challenge, the PR related activities will be managed directly with the sports entity for the use of their logos, media materials etc.

## **8. Confidentiality, Data Protection and Acceptance of Conditions**

Confidentiality of the applications received is guaranteed throughout the entire process. In any case, the general characteristics of the applications (as detailed in the 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 startup competition.

Participating in the call 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.

## 9. Organizers

Kaizen Gaming is one of the fastest growing Game-Tech companies in the world. With a focus on Technology and People Kaizen aims to continually improve their products and services to provide the best and most trusted online gaming experience to millions of customers around the world.

Kaizen operate two brands in 12 countries: Betano (Portugal, Romania, Germany, Brazil, Bulgaria, Chile, Peru, Czech Republic, Ecuador and Ontario) and Stoiximan (Greece, Cyprus), and employ more than 1,600 people across three continents. Obsessed with customers, Kaizen use technology and data to constantly push the boundaries of online gaming entertainment.

**Read more at:** <https://kaizengaming.com/>

**Global Sports Innovation Center powered by Microsoft** (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 and Singapore, GSIC now has members in 40 countries around the world.

**Read more at:** <http://sport-gsic.com>

## 10. Contact

For any information and inquiries, please contact:

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