



REGULATIONS

SFS EXTRATIME 2026

THE FOOTBALL INDUSTRY INNOVATION CHALLENGE

Powered By:



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Art. 1 – Challenge Structure

The challenge is structured as follows:

1. launch of the call
2. collection of online applications
3. selection of minimum 6 – maximum 8 projects admitted to the final phase
4. Demo Day: presentation event during the **9th edition of SFS (SFS)** which will take place in Turin, Allianz Stadium, on November 10 and 11, 2026.

Art. 2 – Requirements

Eligible applications include innovative solutions consistent with the objectives of the Call, from companies and established startups, based in Italy and abroad, with incorporation date NOT earlier than **January 1, 2016**

Art. 3 – Exclusion Criteria

Applications will not be accepted from subjects who:

- do not meet the requirements set out in Art.2;
- have participated in one of the previous editions of the SFS challenges organized from 2018 to 2025;
- are submitted after the deadline indicated in the notice

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Art. 4 – Call Areas

The call is aimed at innovative proposals to be applied to the football and sports industry, through the selection and promotion of solutions with high technological, economic and social impact. Participating companies must submit their project proposal in one of the following six areas described below.

1. Technologies and performance

Innovative solutions capable of improving athletes' physical and technical performance, enhancing team preparation, and enabling more accurate sports data analysis.

2. Fan engagement and new experiences

Solutions aimed at engaging football and sports audiences through digital tools, interactive models, and new forms of participation before, during, and after the sporting event.

3. Business model and sustainability in football and sport

This area is aimed at startups and companies developing business models oriented toward economic, environmental, and social sustainability in the football industry.

4. Media, content and entertainment

This area is designed for initiatives that aim to renew the way football and sport are narrated, distributed, and experienced as cultural and media content.

5. Smart venues, infrastructure and services for sports events

Innovative solutions aimed at improving the management, efficiency, safety, and sustainability of sports facilities and events.

6. Health, wellness, prevention and rehabilitation in sport

Solutions focused on protecting health and improving the well-being of athletes, practitioners, and sports communities. Also included are business initiatives promoting healthy lifestyles, continuity in sports practice, and broader access to sport as a driver of individual and collective well-being.

Art. 5 – Application Procedure

Interested parties may submit their application online.

The form is available on the website www.socialfootballsummit.com

Applications are open **from 4:00 PM on April 20, 2026 to 6:00 PM on October 20, 2026.**

The application is valid only if all required fields are completed.

Applications may be submitted in Italian or English.

Submission of a pitch to illustrate the project idea and a presentation video is optional. The pitch may be written in Italian or English. The video may be submitted in Italian or English or in another language only if subtitled in Italian or English.

Projects will be evaluated according to the criteria set out in Article 6, by a jury appointed by Social Media Soccer and its partners.

Up to a maximum **of 8 projects will be selected.**

Social Media Soccer and Theorema reserve the right to increase the number of admitted projects with justification to be recorded during the evaluation and selection phase.

Art. 6 – Selection and Evaluation Procedure

Submitted projects will be evaluated at the unquestionable judgment of Theorema and Social Media Soccer.

The prerequisite to access the evaluation phase is consistency with the reference sector (football and sports industry)

6.1 Selection criteria for access to the final phase (DEMO DAY)

The evaluation will assign a maximum total score of 100 points, plus an optional bonus of 5 points for sustainability and ESG 2030 impact aspects.

1. Innovation and originality of the proposal

Evaluation of uniqueness, quality, and applicability of the proposal in the football and sports sector. In particular:

- a. degree of novelty compared to the state of the art;
- b. innovative content of the technology, service, process or model proposed;
- c. ability of the proposal to address a real need of the Sport Industry;
- d. potential competitive advantage generated.

2. Team skills and execution capability

Analysis of completeness and quality of team skills, essential for implementation and success of the project. In particular:

- a. complementarity of skills;
- b. presence of key profiles consistent with the project;
- c. experience in business, technology, sport or commercial fields;
- d. ability to implement and bring the solution to market.

3. Business model and market analysis

Evaluation of the business model, with particular attention to market potential and size. In particular:

- a. clarity of value proposition;
- b. target and customer identification;
- c. credibility of revenue model;
- d. competitive positioning;
- e. presence of traction, first customers, partners or pilot cases.

4. Maturity of the solution and validation level

Evaluation of the project development stage and its ability to address real Sport Industry needs.

5. Scalability of the project

Evaluation of the potential expansion of the innovative solution, including applicability to other sports, contexts or Sport Industry segments (model replicability; sustainable growth; ability to generate value at larger scale).

6. International dimension and cross-border growth potential

Evaluation of the project's ability to operate, grow or generate value in an international dimension.

7. Sustainability and ESG 2030 impact

Bonus for projects presenting clear, credible and measurable sustainability elements in environmental, social and governance terms.

6.2 Scoring method

For each criterion listed in points 1–7, the commission will assign a score within the maximum limit.

Maximum achievable score: **100 points**.

An additional bonus of up to 5 points may be added for ESG 2030 sustainability and impact, for a total maximum of 105 points.

Applications scoring at least 60 points out of 100 in the base score will be considered eligible for the final phase.

6.3 Priority order in case of tie

In case of equal score, priority will be given to the application with the highest score in the “scalability of the project” criterion.

If still tied, the score of the “international dimension and cross-border growth potential” criterion will be considered, and subsequently the “maturity of the solution and validation level” criterion.

6.4 Activities planned for selected teams

The 6 selected proposals will participate in the following activities:

- a. Project kick-off (online) and pitch preparation (online)
- b. On-site Demo Day during SFS, held at Allianz Stadium in Turin on November 10 and 11, 2026.
- c. Pitches will be evaluated by a specialized jury appointed by Social Media Soccer and its partners;
- d. Participation in SFS26 (two free tickets per team)
- e. Media visibility across organizers' and partners' channels

- f. Dedicated networking meetings

Art. 7 - Structure and rules of the pitch session

7.1 Organization of the pitch competition

The pitch competition will take place in Turin, at Allianz Stadium, during the 2026 edition of SFS (November 10–11). The pitch competition represents the final phase of the Startup Competition, during which selected teams will have the opportunity to publicly present their project to the jury and SFS audience.

Each team will have a maximum of **4 minutes to present their pitch**, using audiovisual support materials (slides, videos, demos, etc.).

No additional time is allowed: timing must be strictly respected.

Presentation

The presentation may be delivered by one or more team members, in English. Each pitch must clearly and concisely summarize: the identified problem and proposed solution; validation or traction achieved; business model and impacts (technological, social, environmental); team and key skills; target market and future vision.

Q&A with the jury

After the presentation, the jury may ask brief questions, with a maximum duration of 2 minutes per team. Questions will focus on strategic, feasibility, and consistency aspects with the competition areas.

7.2 Evaluation and voting criteria

Judges will evaluate each presentation assigning a score from 1 to 10, based on criteria such as innovation, clarity of presentation, feasibility, potential market impact, team quality, scalability and internationalization.

7.3 Jury

The startup competition jury is composed of a panel of experts selected for their deep knowledge and experience in football, sport and innovation.

Jury members are chosen to ensure a balanced and in-depth analysis of proposals.

They are responsible for evaluating applications according to established criteria, ensuring a transparent and impartial judgment process.

The jury commits to maintaining the highest integrity and confidentiality in handling received information. Each member will abstain from voting in case of conflicts of interest with any candidate proposal.

Art. 8 – Commitment of participants

I Selected candidates agree to accept this regulation and to:

- participate in the pitch competition/demo day. Attendance in person is required;
- produce a 1-minute video pitch following admission communicated by the technical staff;
- prepare the pitch according to guidelines provided by the technical staff;
- authorize Social Media Soccer, Theorema and partners to use materials provided during SFS 2026 and on websites, web portals and other applications;
- authorize Social Media Soccer, Theorema and partners to use data for EXTRA TIME projects.

Art. 9 – Prizes

Prizes are awarded at the unquestionable judgment of the jury.

The prize for first place is **€ 5,000.00 (Five Thousand/00)** in cash and services.

Additional prizes and special mentions may be introduced by participating partners.

Updates will be published on www.socialfootballsummit.com

Art. 10 – 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. 11 – 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. 12 – Date e Scadenze

- **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. 13 – Informazioni e contatti

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