

data—hack challenge



Overview

The Sport Innovation Challenge (SIC) – Data-hack is an annual competition co-organized by **ThinkSport** and **scoreTec**, bringing together sports federations, industry, and academia to develop data-driven innovations for sports.

ThinkSport brings experience fostering Sports Innovation across local and international ecosystems namely through the organization of Sports Innovation Challenges for students or start-ups.

As sports data innovators, **scoreTec (by BizNet AG)** combines cutting-edge technology with deep analytics expertise, turning data into game-changing insights—backed by a proven track record of success in past editions.

The Data-hack is 3-month competition in which groups of 4 to 6 **students** represent their **universities** by tackling **challenges** from a sports partner (in 2025) **ISU** and creating **value** out of real **data** with the guidance of **experts** and tools from Alibaba. The winning solutions are prototyped and selected at the finals at ISU, then showcased at **Milano Cortina 2026 Winter Olympic Games**.

Stakeholders

- **Organizers:** ThinkSport & scoreTec
- **Sport partner:** International Skating Union (ISU)
- **Academic partners:** Leading technological universities
- **Sponsors:** Alibaba, Swiss University Sports (SUS)

Topics

Topic 1: Beat to Glide – The Ultimate Skating Soundtrack Challenge

The problem: How can we generate emotionally powerful, legally safe music for figure skating programs across all levels, while preserving artistic impact?

The mission: Analyze the intricate dance between skating programs and music using AI-powered tools. Propose innovative methods to generate music tailored to movement, mood, and rhythm without breaking copy-right laws.

Topic 2: Data on Ice – Unlock Hidden Stories

The problem: How can ISU’s vast archive of data videos, results, bios be transformed into rich, engaging narratives for fans, media, and governing bodies?

The mission: Mine ISU’s structured and unstructured data to deliver personalized insights, predictive stories, and unforgettable fan experiences. Show how ISU can deliver engaging data products to their audience.

Process



Academic Partner Proposal

As an **academic partner**, you will be an active stakeholder of the challenge, validating the subtopics and representing it throughout the competition. This is a unique opportunity to enter an award winning competition against other universities via your students groups. It also gives you access to **real cases** and **data** from a **sport federation**. This project that can be included in your student's curriculum (bachelor, master, PhD or other).

Your Benefits

- **Compete** with other universities measuring your students' impact.
- **Access to data** real data from ISU and potential follow-up research opportunities.
- **Include** in your academic program (optional).
- **Inspire** your students with access to Sports federation issues.
- **Teach** your students how to use new tools (Alibaba) and methodologies.
- **Stimulate** your students to find out of the box solutions on sports' related topics.
- **Expose** top talents from your universities: press, sports federation, Winter Olympic Games (for the winner)
- **Network** with other universities and the sport's industry.

Your Contribution

- **Validate** the challenge subtopic.
- **Engage** your students in a turnkey challenge.
- **Attend** the kick-off event (hybrid), workshops (online), and final event on-site with the winning team.
- **Support** the initiative through communication with organisers and your students.
- **Select** the finalist representing your university "local selection".
- **Value** 5K CHF **free the 1st year**, no obligation to renew.

Contact

General information sharing [Teams](#) academic chat group (scoretech, ThinkSport & academic partners)

Challenge organization email ThinkSport team datahack.challenge@thinksport.org

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Student challenge tool <https://innovation-thinksport.agorize.com/en> from 01.09.2025