

gen—next challenge



Overview

The Sport Innovation Challenge (SIC) – Gen-next is an annual competition organized by **ThinkSport**, 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.

The Gen-next is 3-month competition in which groups of 4 to 6 **students** represent their **universities** by tackling **challenges** from a sports partner (in 2025) **FIBA** and creating **value** out of real **data** with the guidance of **experts** and **mentors**. The winning solutions are pitched and showcased at the finals at the **House of Basketball**.

This is the **6th edition** of the Gen-next Challenge, previous editions have engaged up to 200 students and focused on issues from Association Suisse de football (ASF), Swiss Olympic, Freeride World Tour (FWT), Lucerne 2021, Tour de Suisse.

Stakeholders

- **Organizer:** ThinkSport
- **Sport partner:** International Basketball Federation (FIBA)
- **Academic partners:** Leading business and management universities
- **Sponsor:** Swiss University Sports (SUS)

Topics

Topic 1: How can FIBA enhance its value proposition to drive the growth of its Direct-to-Consumer business?

By Direct to Consumers, it means:

- 1) A strong and profitable merchandising/licensing program;
- 2) Opportunities to monetize FIBA's digital engagements, i.e., website users, social media accounts followers. We expect a business proposal based on FIBA brand and/or FIBA's own brands, and/or FIBA Digital Portfolios.

Topic 2: How can FIBA tap into the opportunities of health data in the sport of basketball?

FIBA would like to explore the types of health data FIBA can collect, including physical and mental health, injury, and others, as well as the ways of collecting or extracting such data or the technologies available to track the data, such as wearable devices, optical tracking systems and others. Perhaps, more importantly, we expect a business proposal FIBA can undertake based on the analysis.

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 FIBA and potential follow-up research opportunities.
- **Include** in your academic program (optional).
- **Inspire** your students with access to Sports federation issues and external mentors.
- **Stimulate** your students to find out of the box solutions on sports' related topics.
- **Expose** top talents from your universities: press, sports federation.
- **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 (ThinkSport & academic partners)

Challenge organization email ThinkSport team gen-next.challenge@thinksport.org

Student challenge tool <https://innovation-thinksport.agorize.com/en/challenges/sic-gennext-challenge-2025>