

About ThinkSport

ThinkSport was founded in 2015 by the International Olympic Committee (IOC) and the Canton de Vaud, Switzerland.

We are based at the heart of the Olympic capital, in the city of Lausanne, surrounded by 50+ International Sport Federations and organizations with which we collaborate actively.

Our mission is to stimulate the emergence of innovative projects and solutions, fostering collaboration and knowledge exchange among stakeholders from sport Innovation ecosystems.

Overview

The **Sport Innovation Challenge (SIC) – Gen-next** is an annual 2-month competition organised by ThinkSport, focusing on core questions from a **Sport Federation**.

Academic partners engage through **student teams** that represent their universities/institutes and compete against teams from other universities.

This is the **7th edition** of the Gen-next Challenge; previous editions have engaged up to 200 participants and focused on issues from Fédération Internationale de Basketball (FIBA), Association Suisse de football (ASF), Swiss Olympic, Freeride World Tour (FWT), Lucerne 2021, and Tour de Suisse.

Stakeholders

- **Organiser:** ThinkSport
- **Sport Federation:** Fédération Équestre Internationale (FEI)
- **Academic partners:** Leading business and management universities

Topics – [Read the full descriptions here](#)

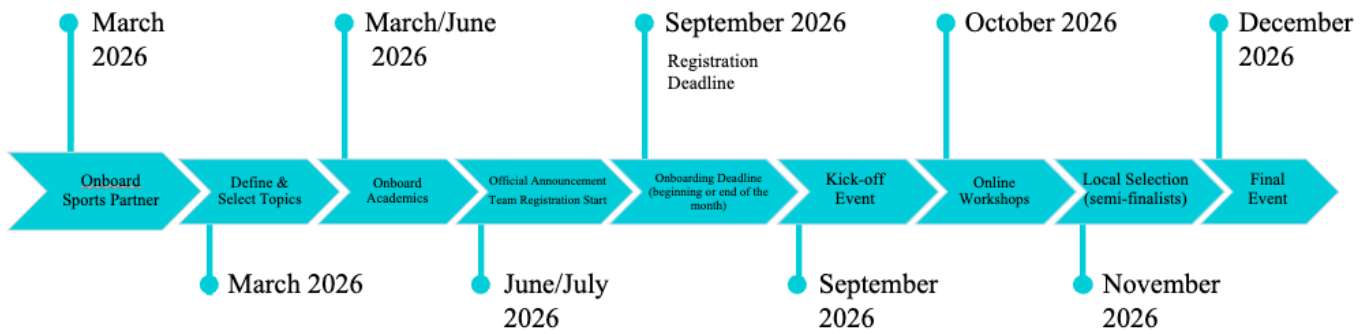
Topic 1: Making Equestrian Sport Instantly Understandable for New Fans

Design a simple visual solution that helps first-time viewers understand what is happening and why it matters in under 60 seconds, using FEI rules and data. The concept should work across short-form social content, highlight videos, and second-screen experiences. Teams apply their solution to one FEI discipline of their choice.

Topic 2: Technology for Consistent and Transparent Flag Judgements in Eventing Cross-Country

In Eventing cross-country, penalties may be awarded when a horse does not correctly pass between the flags of an obstacle. Explore how technology could enhance the existing review process by providing more consistent, evidence-based support to officials when assessing potential flag issues in Eventing cross-country. The aim is to improve the quality, consistency, and transparency of the review process without replacing official judgment.

Process



Academic Partner Proposal

As an **academic partner**, you play an active role in the challenge, supporting your student teams from start to finish.

This is a unique opportunity to enter an award-winning competition against other universities via your student teams. It also gives you access to **real cases** and **data** from a **sport federation**. This project can be included in the participant's curriculum (bachelor's, master's, PhD, among others).

Your Benefits

- **Benchmark** your students' impact against peer universities.
- **Access to real data from FEI** and potential follow-up research opportunities.
- **Include** in your academic program (optional).
- **Inspire your students** by giving them 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 industry.

Your Contribution

- **Validate** the challenge subtopic.
- **Engage your students** in a turnkey challenge.
- **Attend** the kick-off event (online), workshops (online), and final event (on-site or online) with the winning team.
- **Support** the initiative through communication with organisers and your students.
- **Select** the finalist representing your university through the "local selection".

Contact

General information and documents will be shared on **Microsoft Teams** (once registration is completed)

Sport Organisation Challenge email: ThinkSport team at gen-next.challenge@thinksport.org

Please complete the **Expression of Interest form** [here](#)

Sport Organisation Challenge tool – Agorize platform: Details will be shared closer to the registration date