

BT Infinity Lab



BT Sport – Open Innovation competition

Briefing pack for applicants

Closing date for entries (EXTENDED): 20th November 2017, 12:00.

<http://www.btplc.com/btinfinitylab>

Introduction

The Infinity Lab programme was established to pro-actively identify, engage and support the start-up & scale-up SME community in the UK and beyond. Our aim is to bring innovative new experiences to our customers through partnership not direct investment.

We operate the programme in partnership with [TechHub](#), one of the leading independent entrepreneur communities. We are delighted to launch this, our 13th Infinity Lab competition with them.

We anticipate a strong response to this competition so please keep your submission brief but impactful.

We are looking for solutions not just good ideas. You will need to demonstrate that you have at least a Minimum Viable Product (MVP).

The finals will be held as a live pitch session on the floor of the BT Sport Studio at the Queen Elizabeth Olympic Park, London on the afternoon / evening of **30th January 2018, please keep this date firmly locked in your diary.**

We will keep the [Competition](#) web site up to date with the latest information.

We are working with F6S to manage the submission management process. If you have any feedback on this please contact us on email.

To enter please submit:

- A) An [online form](#) or via [F6S](#), as detailed on P5.
- B) A short video, optional.

The video will bring to life your product and your enthusiasm, it is highly valued by the judging panel. It would be great to hear from you in your own words and if possible see the customer experience. It really helps.

This is the second time we have run a challenge with BT Sport. We have a video case study about Seenit the winner from a previous competition at:

<https://www.youtube.com/watch?v=Tt7qpMqXYQ0>

For queries, please contact infinitylab@bt.com

Will Pryke
Head of BT Infinity Lab
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Competition Information

We are looking for partners to drive next generation viewer intimacy. We are really open to consider all ideas. We do have specific areas of interest which include, but are not limited to:

- Flexible / Infrastructure less OB inc. Capture, encode, upload, etc...
- Best Content & Social Media Live - tools to support cross platform Social engagement, best UI/UX for mobile, community viewing.
- Real-time interaction with fans and bring closer engagement with teams and the games.
- Immersive Technologies - next generation video 360 & VR.
- Making broadcast accessible, automated caption, sign and other assistive tools.
- Data Analytics – capture, analysis of game and/or viewer data to understand sports fan dynamics.

We are also interested in the application of technology not normally directly associated with sports and broadcasting.

The judges confirmed so far are:

Jamie Hindhaugh – COO BT TV & BT Sport, BT - [Profile](#)

Craig Doyle – Presenter Rugby Tonight, Moto GP – [Profile](#)

Matt Stagg – Head of Mobile Video & Content, BT - [Profile](#)

Riccardo Balestiero - Commercial Director TV, BT – [Profile](#)

James Skinner - Director: Institute for Sport Business, Associate Dean Enterprise, Loughborough University [Profile](#)

FAQ

What is BT looking for out of this activity?

Our aim is to find partners to help our own operational transformation as well as solutions we can sell to our customers through a potential joint go to market offering.

How important is the video?

It is not essential but does help us understand your product or capability. We do not assess the production quality. You will not be penalised for not having a video but even a simple pitch to camera is better than nothing.

What sort of support is offered?

The support is bespoke, it very much depends on where you are in company/product lifecycle. We do want to trial your service with customers and we offer support to do this.

Is the competition limited to UK companies?

No, it is open globally but we would want to work in the UK to test and develop the proposition. Note: the TC3 attendance element is open to UK companies only.

How do you define SME ?

We use the EU definition, see: http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en

What is expected from us?

We are looking for companies that share our ambition and will work collaboratively to launch new services. We mainly work out of the TechHub office in London but we don't expect you to be resident. We can offer hot desks and meeting rooms at TechHub.

What will happen at the finals?

We are aiming for 8 finalists who will be invited to pitch to our panel of judges. The session will be held at the BT Tower on the 18th July and it is a great opportunity to showcase your company and product. The winner(s) will be announced on the night and we will have follow-up PR activity to promote the winners & finalists.

How many winners will there be?

We usually have one or two winners from the event who will be the short term priority but we will would like to explore opportunities with all finalists.

Your submission

Please think about the judging criteria which are:

- **The solution:** originality, creativity, & innovation.
- **Collaboration with BT:** technical and operational feasibility
- **Team** – capability & passion.
- **Market:** Insight & long term viability

We have extended the deadline on request, entries close on **20th November 2017, 12:00**, so don't miss it!

There are two options to submit:

- a) [Via the F6S start-up community, click here.](#)
- b) [Via a simple online form, click here.](#)

You will be asked for:

Your details (person applying)

Company details

Basic information including: address, registration no., web site, etc...

Also, we want to know the team and what makes your team great (200 words max).

Product information

Please tell us about:

- a) the background to your product or service innovation (200 words max)
- b) your product/service and what differentiates it- (200 word max)
- c) how would you work with BT and partners – (200 words max)

Intro Video (optional but recommended).

Your video will help bring your innovation to life. It is optional but appreciated by the shortlisting panel. The video does not need to be complicated or professionally edited. An introduction to you and your product works well. Please keep it below 5 mins.

Some examples from previous competitions below:

https://www.youtube.com/watch?v=hL2DH82_pvo

<https://www.youtube.com/watch?v=zO7SfCIFOQ>

<https://www.youtube.com/watch?v=L9lhIFkLriY>

<https://www.youtube.com/watch?v=bfd4bVPXiQk>

Please upload onto a file sharing web site like youtube or vimeo. You can make it non searchable or password protect it if required.

That's it, good luck!