



SBL
CONSULTANCY



INFORMATIVE BROCHURE **SPORT BUSINESS LAB** **CONSULTANCY**

www.sblconsultancy.it

Organigram

Sport Business Lab Consultancy is a sports observatory offering 360° solutions for private and public companies operating in the sports field.



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A female athlete in a white sports top and shorts is captured in a full running stride on a dark track. The background shows a clear blue sky and a distant sports field with stadium lights. The image is overlaid with large, semi-transparent geometric shapes: a dark blue triangle on the left, a green triangle on the right, and a blue triangle at the bottom right. The text "THINK OUTSIDE THE BOX WITH US" is centered in the lower half, with "OUTSIDE" and "BOX" in orange and the rest in white.

“THINK OUTSIDE
THE BOX WITH US”

What it is

Sport Business Lab Consultancy

It is an online platform for the sports market. A technology designed to create and integrate different databases into a single platform that will allow online users to obtain information about their sporting interests through longitudinal and interdisciplinary data.



The Sports Observatory provides customised content with a particular business model that will integrate with business intelligence and geomarketing systems.

Sports users are the most loyal consumers and deserve a dedicated environment to track their favourite interests through government and academic data. Designed, managed and populated by sports enthusiasts, this huge database offers the entire sports database in one place, tailored for users and businesses. With a reasonable number of users signing up within a few months of launch, the Sport Business Lab Beta 1.0 will expand to become a sports industry benchmark.

Structured and multinational companies have dedicated departments for data analysis and support research to acquire more and more data in relation to their target audience. The Sports Observatory offers the possibility to get informed through our customised content and academic references in relation to research areas.





Which problem solves

Sport Business Lab Consultancy

The huge growth of interest in sports data has created several generic platforms that offer data to a niche of specific groups of people.

Sport Business Lab Consultancy has created a platform dedicated to sports users and sports businesses where they can not only save time in finding relevant information about the sporting world, be it news, calendar of upcoming events, reports or updates, but also live their passion for sport through our analysis and geoportal.

- **Transversality and multidisciplinary**
- **Transfer and collaboration with companies, public administrations, research centres and cultural associations**
- **Communication of methodology and results for the creation of a training brand**

The Sports Observatory helps users and businesses to easily find all the data on the main research areas related to the sports world in one place.

The SBL network is set to translate and revolutionise the entire sporting environment, providing real support to the needs of every user or business operating in the sporting world.



Our vision

Sport Business Lab Consultancy

Sport Business Lab Consultancy uses longitudinal and transversal analyses to guarantee a personalised proposal thanks to an innovative methodology.

Sport Business Lab through the Sport Observatory wants to become an international reference centre in the field of sport research and training that can:

- Strengthen interdisciplinary research and transdisciplinary data, through quantitative and qualitative analyses that can identify the evolution of future trends
- Promote free training programmes for sports associations so that all those involved can acquire new skills
- Contribute to the development of the sports sector and the sports industry, mainly in the study areas identified by the scientific committee
- Promote open innovation to facilitate the transfer and dissemination of knowledge in sport for practitioners and scholars
- Coordinate and enhance the quality of sports data and reporting
- To promote and foster new studies in sport aimed at improving good practice
- To contribute to the international positioning of Italian sport through specific reports





Our mission

Helping to create an inclusive, participatory and sustainable society. Sport Business Lab aims to co-exist and collaborate with an ever-changing global context. The interdisciplinary and multidisciplinary research in sport will enable the transfer of knowledge to all those involved in the sport sector.

The main objective of the Sport Observatory is to assist clubs and associations in sport planning and design.

Sport Business Lab Consultancy, through an innovative platform, will enable all practitioners and users to analyse interdisciplinary sports data in a personalised way. customised.

The main mission of the Observatory is to professionalise the Italian sports market.





Our
services

Sports Observatory



Monitoring and evaluation of the contents of the observatory will always be carried out by the Scientific Committee. Scientific Committee. The production of open quantitative data will be implemented through the administration of quantitative and qualitative interviews. Our desire is to provide the sports industry with professional, inexpensive and user-friendly tools for the entire sports market. Using data will allow you to improve your business and enhance the global sports market. We generate the data, add the human factor and transform it into reliable and intangible statistical information.

The Sports Observatory will be a historical statistical centre with detailed information about the global sports market. We offer a wide variety of value-added content for media, brands and sports clubs. Using our algorithms we generate segmented and differentiated interest stories for each country, state and region.

Working with government data, the Observatory is detached from the subject market.



Sport Event Impact



Sport Event Impact is our platform for the holistic assessment of the impact of sports events.

The Sport Event Impact (SEI) algorithm aims to provide key support and best practice principles for assessing the social, economic, environmental and media impact associated with the organisation of sports and cultural events. The SEI algorithm has been developed to provide event organisers and other partners with practical decision support through impact assessment related to the nature of the event. Budget management, research and different interdisciplinary areas will help companies in the evaluation of the event through innovative evaluation tools:

- **Minimum measures** - impact assessment using internal data from the event organisation. Minimum risk, minimum cost
- **Standard measures** - impact assessment through the use of Observatory data and customised research. Cost defined according to the scale of the event
- **Strategic measures** - impact assessment through the establishment of a temporary body for research. Customised cost.

Sports consultancy



Our sports consultancy services are suitable for all organisations that wish to plan their activities through the analysis of sports data. We offer sports consultancy to universities, Italian public bodies, international companies and corporations. Some of our sports consultancy services offer a number of intangible benefits to our clients:

- **Design and planning of sports projects**
- **Event organisation and management**
- **Strategic planning**
- **Sponsorship & Merchandising**
- **Strategic partnerships**
- **Physical and motor activity projects**
- **Research & Analysis**



Data Storytelling



Our data analysis consultancy services are suitable for all companies wishing to analyse sports data. We offer data analysis consultancy to universities, Italian public bodies, international companies and corporations.

Our data storytelling service offers a range of benefits through the following areas:

- **Data analysis** - Data manipulation and observation
- **Data Insight** - Learn how to read the data and what data to detach for your business
- **Predictive data analysis** - Shape your data for key insights and business intelligence
- **Research data analysis** - Explore your data to help you advance your research project
- **Dissertation and project statistics** - Get assistance with the analysis and interpretation of your project data to help you complete your studies
- **Customised data solutions** - Provide you with customised analytical tools to help you optimise your workflow.



Geomarketing



Our Geoserver SBL will offer a complete solution across a longitudinal and interdisciplinary sports dataset. Through geomarketing and geoprocessing analyses we will be able to provide authoritative and detailed analyses that will allow us to compare ourselves with our national competitors.

The Geoserver offers a database consisting of a reliable map base for the evaluation of data our interdisciplinary research areas. Spatial analysis, planning of sports facilities, planning of urban spaces and more.

The combination of spatial data and Observatory data will enable you to improve your business analysis by optimising your services.



Survey Design



Through our Survey Design service you will get to know the opinions and emotions of your customers or consumers. Knowing your customers today cannot be done without the use of data.

Our customers can consult survey results in real time through our Observatory.

Qualitative studies or focus groups can be followed up by our customers, giving us real-time feedback on satisfaction. Thanks to our technology and algorithm we can offer you our personalised service at an affordable cost. We have a database of more than 200,000 respondents across Europe via APIs from the world's largest government sources.

The integration of the different social, economic, cultural, environmental, etc. aspects will allow us to offer a personalised and reliable service.





Business *Timeline*



Our business model is based on continuous support and customisation of services in relation to customer needs. We provide constant monitoring and continuous analysis. Through our international consultants we offer sports consulting, geomarketing and business intelligence services.



A blue-tinted background image showing a business meeting. In the foreground, a hand points at a bar chart. In the background, a person in a suit is visible. Overlaid on the image are various data visualization elements: a solid line graph with an upward-pointing arrow, a dashed line graph, and a bar chart. The text "TOGETHER WE MAKE THINGS BETTER" is centered in the upper right.

*"TOGETHER **WE** MAKE
THINGS **BETTER**"*

Our Projects



CENSUS OF SPORTS PRACTICE

The census of the practice of sport in Italy will make it possible to shed light on the current state of the art and to make new hypotheses on the scenarios for the evolution of the practice of sport in the country.



REPORTS

Our monthly reports are developed through a multi-disciplinary methodology and editorial programming in line with the research areas of the Sports Observatory. The reporting methodology is validated by the Observatory's Scientific Committee.



RESEARCH AND ANALYSIS

Constant research and analysis allow us to validate our hypotheses on a daily basis. Through the research areas, the Sports Observatory will allow you to view and analyse sports data free of charge.



CENSUS OF SPORTS AREAS

The census of sports facilities, sports areas and sports routes will make it possible to observe the distribution of sports facilities throughout the country and make comparative hypotheses using data from the Sports Observatory.





Clients & Testimonials *Projects*

“The Sport Observatory makes a tangible contribution to the sporting world”.

- AGEI

Opportunities for universities

- Access to a longitudinal and interdisciplinary database
- Increased research in sport
- Raise awareness of the sports world in the use of data
- Support in research projects
- Promotion of university programmes
- Possibility of creating synergy activities

“Thanks to SBL Italian sport will be supported by an innovative platform. “

- CORNER TRAINING

+5
CLIENTS
Projects

+20
DEVELOP
Clients



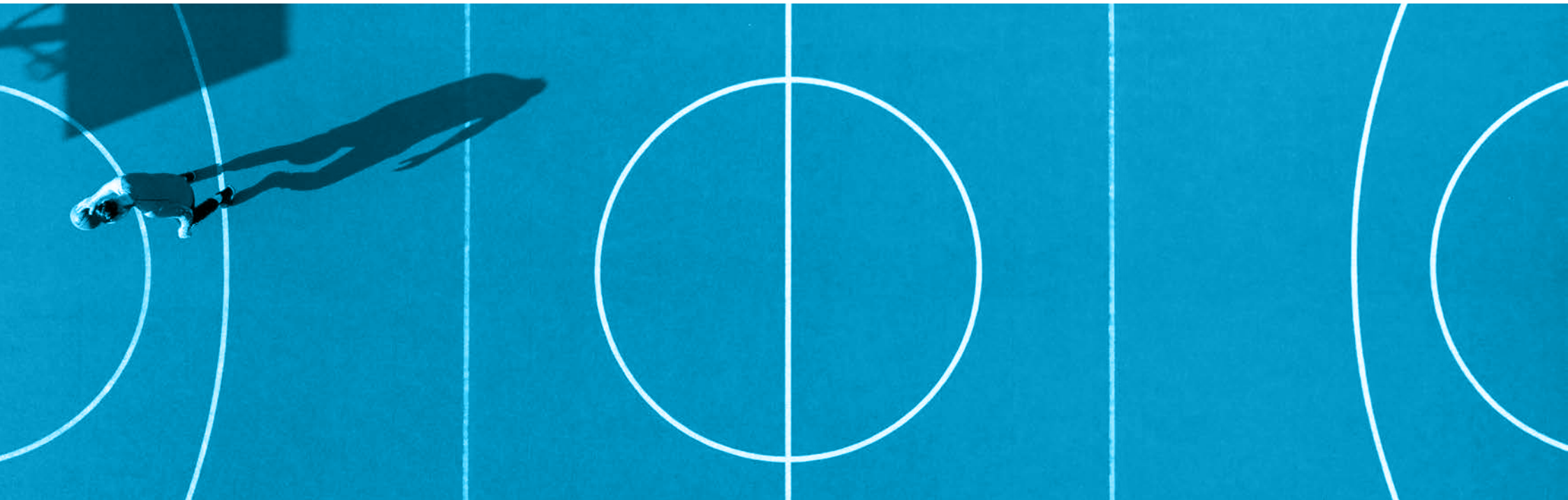
Values

Sport Business Lab Consultancy

Our corporate values reflect the ideals in which we believe and the foundation of our lives. We base our existence on our values and set our priorities by considering the environment in which they are reflected.

The values we believe in not only belong to the company, but also reflect the individuals in our team, taking into account any physical, psychological or socio-economic differences. Within companies, values are the basis of the work that underlines the behaviours and modus operandi that constitute the underlying principles that govern individual company choices.

For Sport Business Lab, values are the creed of its members.





The values of our company are transmitted by our team members both internally and externally. At Sport Business Lab Consultancy we believe that values form the basis of our strategy and continuity.

Through the adoption of these values we can take a stand against the surrounding reality and take control of our responsibilities.

■ Transparency

We use direct language that makes it easier to understand.

■ Integrity

Honesty and trust are essential to provide integrity and act with sincerity.

■ Efficiency

The organisation of business processes allows us to define intangible resources.

■ Reliability

Our reputation is our strength.

We know that in today's highly competitive market, providing excellent service is not enough to satisfy customers and ensure their loyalty. Our goal is to turn our customer relationship into a truly unforgettable experience.





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