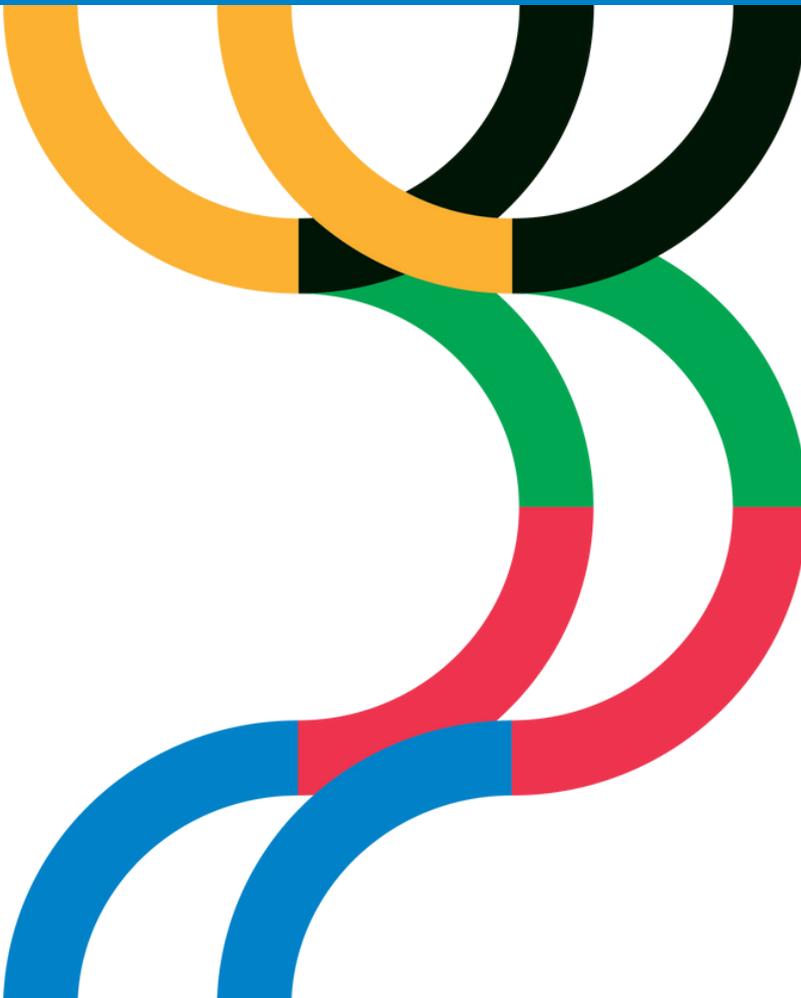


CLIENT TEAM PROJECT PRESENTATIONS 2022

MASTER OF ADVANCED STUDIES IN SPORT
MANAGEMENT AND TECHNOLOGY

24 & 27 JUNE 2022





ABOUT THE TEAM PROJECTS

The annual AISTS Team Projects provide clients with a high-quality, practical, and trustworthy resource to complete research projects for their organisation. For eight months, groups of 3 – 5 participants from the [AISTS Master of Advanced Studies \(MAS\) in Sport Management and Technology](#), work with clients to tackle a real-life topic, and offer practical solutions to clients' brief. The Team Projects cover a wide range of subjects, from marketing, communications, digital media, business strategy, development, event management, sustainability, technology, economic impacts, spectator experience and more.

To request more information email info@aists.org.



SCHEDULE AT A GLANCE

Friday 24 June 2022

09:30 – 10:30

OPEN

Client: IOC

Mapping how sport organisations collect, analyse, and share event/games operations data

Delivered by: Prateek Singhal | Sebastian Peri Brusa | Eungyeong Choi | Jai Kapoor

11:00 – 12:00

Client: IOC

The Athletes' Rights and Responsibilities Declaration: status and way forward

Delivered by: Claudia Ibarra Reynoso | Elisa Hämmerle | Léa Sprunger | Sharukh Jackob Koshy

Monday 27 June 2022

09:30 – 10:30

Client: IOC

Support the review of the delivery model of the Brand, Identity and the Look of the Games (BIL)

Delivered by: Xiajuan Liu | Ankush Mehta | Andrew Koch | Bryan Wing Tsz Chan

11:00 – 12:00

Client: Scott Sports SA

OPEN

E-bike market: gaining a better understanding of who the potential customer is

Delivered by: Jeongsu Jang | Anmol Rajesh Prabhu | Polina Petrova | Daniel Dos Santos

13:00 – 14:00

OPEN

Client: IESF

The Economic Impact of Esports World Championships on Host Cities

Delivered by: Francesco Sabatini | Jisoo Kim | Shubham Ruhela | Kevin Murai Fulgham

14:30 – 15:30

Client: WADA

Feasibility Study of a Global Clean Sport Academy Network

Delivered by: Artem Buerov | Kijoo Han | Nominzul Khuyag | Lisa Getz

*Please note that the designated presentations **in green** are open to the public. Other presentations will be held behind closed doors.*

Friday 24 June 2022

09:30 - 10:30

Mapping how sport organisations collect, analyse, and share event/games operations data



Client: International Olympic Committee

As part of Olympic Agenda 2020+5, the IOC is increasing its efforts in supporting the Organising Committees for the Olympic and Paralympic Games (OCOGs) to reduce the cost of delivering the Games.

While the IOC already has a process in place to collect, analyse and share Games Operations Data, its team in charge of these activities - the Information, Knowledge and Games Learning team (IOC IKL) - is constantly looking for improvements.

For this purpose, the IOC IKL team has mandated a group of AISTS MAS participants to benchmark and identify best practices of collection and analysis of sport events operational data across several sport organisations.

Delivered by:

Prateek Singhal | Sebastian Peri Brusa | Eungyeong Choi | Jai Kapoor



Monday 27 June 2022

11:00 - 12:00

E-bike market: gaining a better understanding of who the potential customer is



Client: SCOTT Sports SA

SCOTT Sports SA is a leader in the development, manufacturing, sales and marketing of high-end performance products intended for biking, winter sport, motorsport and running.

Their sales in the cycling product range, which represents the largest segment of SCOTT products sold worldwide, are increasing rapidly, supported by the growth of e-bike.

SCOTT mandated a group of AISTS MAS participants to conduct a market research across Europe. The objective is to provide SCOTT with additional market intelligence, ultimately driving their decisions for the development of their future product lines and associated marketing plans.

Delivered by:

Jeongsu Jang | Anmol Prabhu | Polina Petrova | Daniel Dos Santos



13:00 - 14:00

The Economic Impact of Esports World Championships on Host Cities



Client: IESF (International Esports Federation)

eSport has seen tremendous growth over the past years. On its journey towards further professionalisation, the International eSports Federation (IESF) wanted to gain more intelligence of the esports market: stakeholder categories and key players of the eSports economy, the value chain of the industry, and the economic impact of a city hosting IESF World Championships.

IESF mandated AISTS and a group of MAS participants to explore these aspects of the eSport economy. The outcomes of this work will contribute to the exploration and development of potential business models to make IESF events more impactful and sustainable.

Delivered by:

Francesco Sabatini | Jisoo Kim | Shubham Ruhela | Kevin Murai Fulgham





AISTS
International Academy
of Sport Science
and Technology

Quartier UNIL-Centre
Bâtiment Synathlon
1015 Lausanne
Switzerland

+41 21 692 64 80
info@aists.org

www.aists.org

AISTS Founders



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Olympic
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