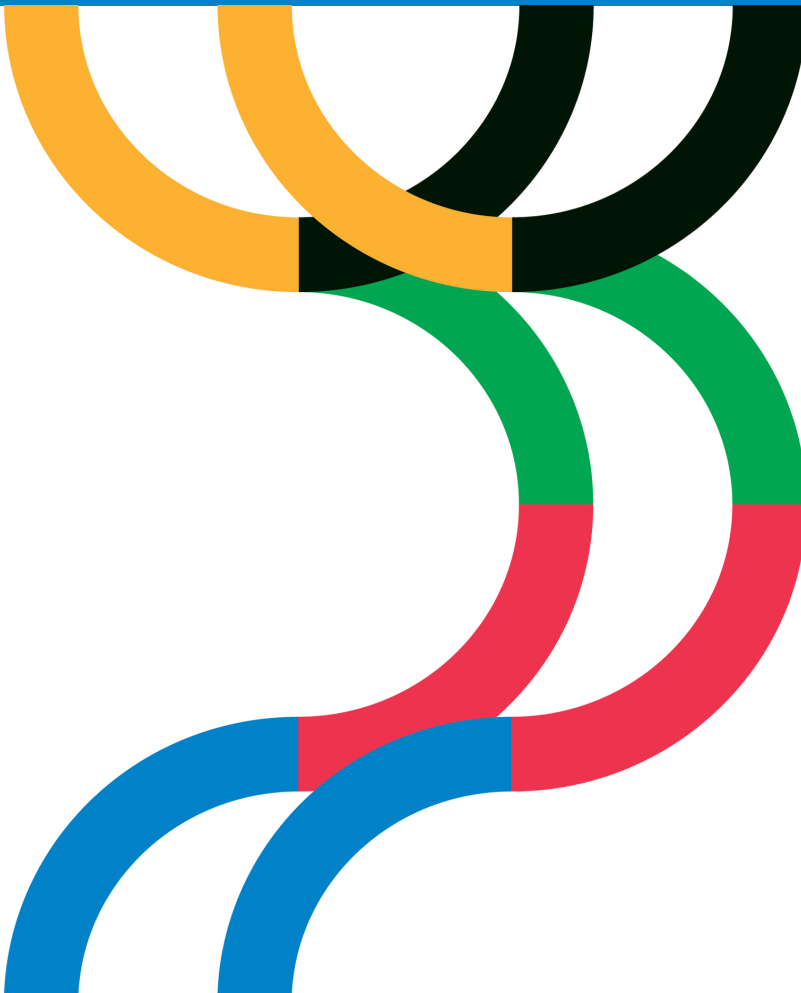


CLIENT TEAM PROJECT PRESENTATIONS 2023

MASTER OF ADVANCED STUDIES IN SPORT
MANAGEMENT AND TECHNOLOGY

11 SEPTEMBER 2023





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 4 – 5 participants from the [AISTS Master of Advanced Studies \(MAS\) in Sport Management and Technology](#), work with sport organisations to offer practical solutions to a given challenge. Team Projects may 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

Monday 11 September

09:00 – 09:40

OPEN

Client: NASEF

The esports ecosystem and industry: what skills are needed to support and sustain its growth and what are the pathways needed to secure them?

Delivered by: Simona Castro Lazo | Yogesh Pancheti | Lorenzo Tarengi | William Salvi

10:15 – 10:55

OPEN

Client: SpArk

Return to Play: a business model to operate a platform supporting athletes re-entry in sport after concussion

Delivered by: Daniel Golding | Sherry Payne | Keijiro Sanada | Elias Smahi

11:30 – 12:10

OPEN

Client: IOC

Social Context & Impact of Paris 2024 for the next Olympic Museum exhibition

Delivered by: Samin Abedkhozasteh | Andrew Hurwitz | Paul Munoz | Vadyrn Pikiner | Anna Serova

14:00 – 14:40

OPEN

Client: FC Burnley

Define Burnley FC on-line strategy and its implementation

Delivered by: Ludovic Cornu | Brontë Goodwin | Shalabh Nigam | Harsh Raman

15:15 – 15:55

Client: N3XT Sports

Maximizing the media and commercial value of United World Wrestling competitions through digitalisation & data (in partnership with United World Wrestling)

Delivered by: Ruben Cohen | Hélder Ferreira | Shinsaku Nishihara | Richard Zhang

16:30 – 17:10

OPEN

Client: Interglobe IEG

Impact study for rehabilitation of Atlanta stadium

Delivered by: Leonidas Christofides | Alessia Cirillo | Teng Leng | Abilash Rathnakaran

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

Monday 11 September 2023

09:00 - 09:40

The esports ecosystem and industry: what skills are needed to support and sustain its growth and what are the pathways needed to secure them?



NASEF
NETWORK OF ACADEMIC AND
SCHOLASTIC ESPORTS FEDERATIONS™
Game. Grow. Learn. Lead™

Client: Network of Academic and Scholastic eSports Federations (NASEF)

Esports is experiencing phenomenal growth worldwide both in the educational space as well as in the athletic arena. Like any movement and industry undergoing massive growth, it is facing a shortage of skilled people to manage the industry as well as a shortage of personnel to generate and support the pipeline it needs. NASEF is on a mission to provide opportunities for all students to use esports as a platform to develop STEAM-based skills and social emotional attributes needed to thrive in work and in life.

The overall objective of the project is to identify global esports education standards, policies, and practices that promote the skills that esports both provides for individuals to thrive and succeed, and that the ecosystem (field/industry) needs to develop and scale to sustain its growth.

Delivered by:

Simona Castro Lazo | Yogesh Pancheti | Lorenzo Tarengi | William Salvi



10:15 - 10:55

Return to Play: a business model to operate a platform supporting athletes re-entry in sport after concussion



Client: SpArk

SpArk is a unique centre of competences in Switzerland at the interface of sport and industry providing a large laboratory for human performance research, analysis and training, and an incubator in the fields of sport and health. The Sport & Performance Spark innovation center aims to develop a first-level competence center in the prevention and treatment of concussions.

The objective of the project is to create the business model and plan for the exploitation phase of the platform and competence center for concussions and reentry to sport.

Delivered by:
Daniel Golding | Sherry Payne | Keijiro Sanada | Elias Smahi



11:30 - 12:10

Social Context & Impact of Paris 2024 for the next Olympic Museum exhibition



Client: International Olympic Committee

The Olympic Museum (TOM) is the key storyteller of the Olympic Movement. It's objective is to present and interpret Olympic history, culture, and values in an immersive and engaging manner, both locally and internationally.

During Olympic years, the Museum organises a programme that puts into perspective the current edition of the Games.

In the lead up to Paris 2024, the IOC has mandated a group of AISTS MAS participants to research the current social context of the Paris 2024 Olympic Games. The outcomes aim at contextualising the developments driven by Olympic Agenda 2020+5 through this edition of the Games.

Delivered by:
Samin Abedkhozasteh | Andrew Hurwitz | Paul Munoz | Vadym Pikiner | Anna Serova



14:00 - 14:40

Define Burnley FC on-line strategy and its implementation



Client: FC Burnley

Burnley Football Club is a club from the English Premier League (EPL), the highest level of the English Football League system. Founded in 1882, and a professional club from 1883, it was promoted to the EPL at the end of the 2022-2023 season, just one year after being relegated. On the commercial side, the Burnley Football Club needs to revamp its online approach to fans and customers to strengthen its financial base.

FC Burnley mandated a group of AISTS MAS participants to explore the aspects of digital marketing and e-commerce strategies. The outcomes of this work will contribute to the implementation of FC Burnley's on-line strategy.

Delivered by:

Ludovic Cornu | Brontë Goodwin | Shalabh Nigam | Harsh Raman



16:30 - 17:10

Impact study for rehabilitation of Atlanta stadium



Client: Interglobe IEG

Atlanta will welcome the world as the host city of the 2026 World Cup. As World Cup host, the City of Atlanta has the opportunity to reap lasting benefits by refurbishing assets abandoned since the 1996 Olympics improving communities and transforming lives. The derelict Herndon Stadium has the potential to become a central player in Atlanta's success story.

Interglobe IEG has mandated a group of AISTS MAS participants to carry out an impact study for the rehabilitation of the Atlanta stadium. The study aims to define footprint and legacy, sustainability, social impact as well as economic impact.

Delivered by:

Leonidas Christofides | Alessia Cirillo | Teng Leng | Abilash Rathnakaran



HOW TO ATTEND

Designated presentations will be live streamed and are open to the public.



On-site

Location: Maison du Sport International (MSI)

Contact for more information,

info@aists.org

+41 21 692 64 80



Online

There is no need to register, you can simply visit these channels during the event to view the live streaming of each presentation.

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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

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