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ENTREPRENEURSHIP

INNOVATOR'S EYE



Conceptualized and Compiled
by
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INTRODUCTION

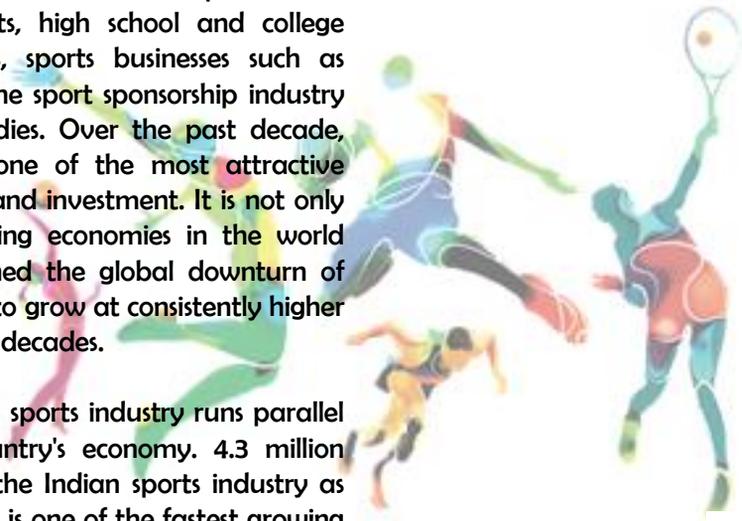
Sports is emerging as an important industry. The business of Sports worldwide has not just been restricted to the playing of sports. It now encompasses a variety of firms covering a wide spectrum of domains although it is still in a nascent stage in India, its potential has truly been unleashed by the growing number of innovate start-ups in this field.

India is an emerging country in sports and entertainment which is good for sports industry in India. The global sports sector is estimated to be worth USD 480-620 billion. However, in India, sport is yet to be recognized as a sector and there is no comprehensive study on the industry's estimated size. The sports sector may comprise several segments such as sports tourism, sporting goods (manufacturing and retail), sports apparel, amateur and professional sports, recreational sports, high school and college athletics, outdoor sports, sports businesses such as sports marketing firms, the sport sponsorship industry and sport governing bodies. Over the past decade, India has emerged as one of the most attractive destinations for business and investment. It is not only one of the fastest growing economies in the world which successfully sustained the global downturn of 2008-09; it is also slated to grow at consistently higher rates during the next few decades.

The growth of the Indian sports industry runs parallel with growth of the country's economy. 4.3 million People are requiring in the Indian sports industry as workforce by 2025. Sport is one of the fastest growing sectors in India and is attracting investment from the government and private sector. In the past few years, India has hosted many world class sporting events like the Commonwealth Games 2010, F1 Grand Prix 2011, and the Cricket World Cup 2011. Government has increased its sports industry commitment from USD 5.58 million in 1980-1985 five year plan to USD 950.82 million in 2007-2012 five year plan. Every year something new is coming up in Indian sports and it

also boost our tourism sector because of foreign official and players who visit to India.

The need of the hour is to increase individual's interest and rope in private investments in the sports industry, which is almost immaterial. We do need to mainstream corporate to realize its responsibility towards the sports fraternity.



-Ruchika Malik





CEO of EduSports, Saumil has been recognized as one of 50 leaders changing Indian education by Education World.

Meer Waqiruddin Khaleeq (Co-Founder & Head-Business Development) is an avid sports lover. A volunteer at the 3rd West Asian Games at Doha, Qatar in 2005, Meer was a part of the organizing team at the 15th Asian Games held in Doha, Qatar in 2006.

Parminder Gill (Co-Founder and Chief Sales & Marketing Officer) has a Bachelors degree in Engineering and a Masters degree in Management from Arizona State University, USA.

Jyoti Majmudar (Co-Founder & COO) handles the Product Development & Delivery at EduSports. She holds a B-Tech degree from IIT-Bombay and an MBA from IIM-Bangalore.

AWARDS

- 🏆 "Sankalp"-India's largest social enterprise award
- 🏆 The NDTV & Nirmal Lifestyle "Spirit of Sports" award
- 🏆 EduSports was listed as one of the Forbes India's Top 5 start-ups to watch out for in 2013

EduSports was started in January 2009 with the idea of delivering holistic education through sports by partnering with schools and completely integrating into the school's system, it is India's first and leading school sports company and is backed by a team of IIT, IIM, NIS, LNCPE and Stanford alumni.

A very strong culture of staying close to the ground and seeing how things work at schools helped the EduSports team to identify some of the biggest unmet needs which were present but not voiced by customers. Additionally, the team also took a conscious call of developing a curriculum in-house (vs. buying off the shelf from the US/Australia) as it was felt that the challenges around infrastructure and class sizes were very unique to India and that would require unique solutions.

Today, EduSports covers more than 3,50,000 children and works with more than 400 schools in 100+ cities across 4 countries. EduSports programme is LIVE in the leading schools across the country.

In addition this there has been a small but a sure change in the attitude of school leaders and parents towards sports/physical education. Personally, the most satisfying metric of change has been the paradigm shift that sports/PE is not only for performance/talented children but a must-have for all children to become fitter and healthier (physically, mentally, socially)

The EduSports team has 4 members
Saumil Majmudar (Co-Founder & CEO) - An alumnus from IIT Bombay and IIM Bangalore. As Founder-Director of SportzVillage and Co-Founder &

-Surya Dashrath





Registered as a non-profit trust in September 2008, the GoSports Foundation is an independent, professionally managed and donor-funded organization focused on strengthening the future of Indian sport. Their mission is to Empower India's Future Olympians believing that sporting champions are created when the right talent gets the right support at the right time. GoSports provides crucial financial and non-financial support to nation's most promising young athletes.

Every single athlete supported by the GoSports Foundation has a unique story to tell.

Key People

Nandan Kamath - Managing Trustee

Nandan runs a boutique sports and intellectual property law practice in Bangalore advising the country's top athletes, governing bodies, teams and brands.

Abishek Laxminarayan - Trustee

Abishek was a world ranked junior tennis player and a US varsity tennis athlete, co-founder of Indavest Ventures LLC, Venture Management company.

Thomas Ollapally - Trustee

Mr. Ollapally is PGDM from IIM, Ahmadabad, currently the Managing Director of a reputed Bangalore based property development company.

The **Board of Advisers** include

Abhinav Bindra
Rahul Dravid
Pullela Gopichand

The GoSports Foundation Programmes are structured as part of a three-level pyramid with each successive higher level aimed at enabling young Indians to start, stay in and succeed at sport.

ACE Management Programme is a high-performance elite athlete management programme, where athletes are offered pro bono advisory and consultation services.

PACE Scholarships are offered to promising junior athletes in the age group of 13–21 years, from Olympic and Paralympic disciplines in their run-up to graduating to senior competition. PACE Scholars receive both monetary and non-monetary support.

PACER Projects are the GoSports Foundation's special projects aimed at research, knowledge management and personalized athlete-oriented interventions.

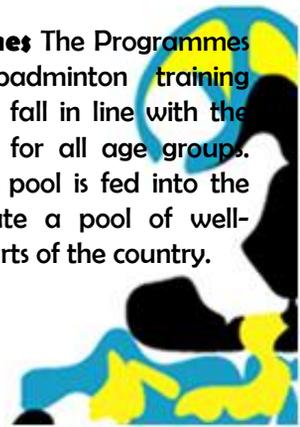
Special Projects

The Rahul Dravid Athlete Mentorships for athletes in Olympic and Paralympic disciplines.

Shooting development programmes Abhinav Bindra Foundation and GoSports Foundation conduct joint programmes for the development of junior Indian shooters. The programmes will include scholarships for selected shooters, development workshops for coaches and shooters, equipment support, as well as an opportunity for select junior shooters to receive one-on-one mentorship from Abhinav Bindra.

The GoSports Foundation Athletes' Conclave is held with an objective to develop inspiration, promote knowledge and bonding among the athletes. The Conclave features seminars from some of India's leading sports industry experts, as well as successful sports-persons.

Coach Education Programmes The Programmes are aimed to align the badminton training programmes all across India to fall in line with the National Training Programme for all age groups. This will ensure a larger talent pool is fed into the national circuit, and will create a pool of well-informed coaches in different parts of the country.





“In a country of more than a billion people why is that India does not produce world class players.” With this question in mind Anil Kumble with a few others started his entrepreneurial journey by floating his own start-up called Tenvic. The main mission of the venture is to use the expertise of former professional players and develop a structural and standardized training module for various sports. Tenvic also trains their own coaches to deliver the same in a systematic way to students in various schools. They also provide corporate training programs where sessions are based on sporting framework to address a specific developmental need delivered through case studies and presentations by sporting icons along with HR professionals. They also conduct periodic workshops on highly customized and sustained organizational development programs based on sports.

Key People

Anil Kumble - Co- Founder

Anil brings in his leadership skills from his experience as the former Indian cricket team captain, reputed executive coach and public speaker. He is directly involved in every aspect of company's operations.

Vasanth Bharadwaj - Co- Founder

He had an outstanding career in table tennis. He then transitioned into the corporate world and firmly believes that through sports organizations can learn many lessons in behavioral competencies.

Prakash Padukone - Associated with Tenvic

He reigned as the country's badminton champion through much of the 1970s. After retiring from active playing, Prakash coached the Indian national badminton team in 1993 and 1996. He was awarded the Arjuna award in 1972 and the Padma Shri in 1982 for his contribution to India's sporting scene.

VVS Laxman - Associated with Tenvic

A 'wristy, willowy and sinuous figure' on the Indian cricketing circuit, VVS Laxman is noted for his technical fluidity as a batsman. Laxman is recognised as a positive player on the field – one who consistently places the team above self.

Muttiah Muralitharan - Associated with Tenvic Muttiah Muralitharan is a former Sri Lankan cricketer who was rated the greatest test match bowler ever. He retired from Test cricket in 2010, after bagging his 800th and final wicket from his final ball in his last Test match.

Special Clients

Schools



THE HERITAGE SCHOOL
AN EXPERIENTIAL LEARNING SCHOOL



MANIPAL SCHOOL

Businesses and Brands



-Ankit Batra





OPPORTUNITIES

India has thousands of sports aficionados who are motivated and ready to work for the betterment of sports in the country. Sports fans are a formidable customer base. So if you love sports the only thing that can limit the possibilities of sports entrepreneurship ideas is your imagination. Simply think business first and then apply sports to it. If you are not sure what type of business you can start, here are a few ideas:

 **Website:** Where you can sell licensed merchandise, books, DVDs online or offer discussion boards, chat rooms, scores, articles, fantasy sports leagues etc

 **Player Management:** Includes everything from enhancing your client's potential on the field to taking care of all legal, financial, marketing, PR and travel operations.

 **Sports tourism:** Arrange travel for purpose of participating/viewing events as well adventure sports activities

 **Sport themed restaurant or bar**

 **Printing/Publication:** Target a fan base with magazines, posters or themed post cards.

 **Sports Camps:** Organize learning camps which can be popularized by bringing in current or former stars of the game.

 **Sports related franchise:** Develop sports video games else bring out a sports drink or energy bar or a retail chain of sports equipment. You can also specialize in training athletes

A number of people dared to envision big when they founded start ups in the field of sports. It is tremendous how they have soldiered on in the face of adverse economic conditions. These go-getters are a great source of inspiration for trusting one's instincts and working hard to convert dreams into reality. As youth of this country who know the prevalent laws of economics in sports, it is easy to agonize the lamentable condition of our overall sporting prowess. It would take the efforts of exceptional individuals willing to sweat to make the dream of Indian supremacy in sports a reality. It is an onerous task but much can be achieved with an entrepreneurial spirit to bring change.



-Ruchika Malik





“It’s not about ideas. It’s about making ideas happen.”

- Scott Branson

