

SUPPORTED BY
DECATHLON

Building the

FUTURE

OF THE SPORTS INDUSTRY
WITH STARTUPS



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DECATHLON OPEN INNOVATION*

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NEW INTERACTION CHANNELS WITH ATHLETES CHALLENGE

Decathlon has a physical presence through its more than 170 stores in Spain. It also has an online presence through its marketplace and app. But how can we detect and develop new digital channels of interaction with the young athletes of the future that generate new business models different from those already established?

Challenge origins

From the omnicommerce team we realize that the physical store, the app and the web are no longer the only channels of interaction with athletes. Especially when we think of the new generations of young athletes. Therefore, it is necessary to explore new digital channels and new forms of interaction with athletes.

Objective

Identify digital technological solutions that open up new channels that will allow us to be closer to where sports are played (physically or digitally) and to better understand athletes and their new needs in order to be truly useful to them.

We also seek to adopt new ways of conceiving and practicing sport (more accessible, more digital, more global, more connected).

In this way, we will be able to continue building a digital sports ecosystem in which we include new business models totally different from those already established (physical and online sales, second-hand products, rental, subscription, workshop...).

¿What are we looking for?

We are looking for startups that offer retailtech digital solutions that open new channels of interaction with young athletes.

If your startup offers a physical sports product of any kind, or manufacturing materials for sports clothing/products/equipment, you should not apply to this program.

However, we recommend that you follow us closely and stay informed through our [Decathlon](#)

