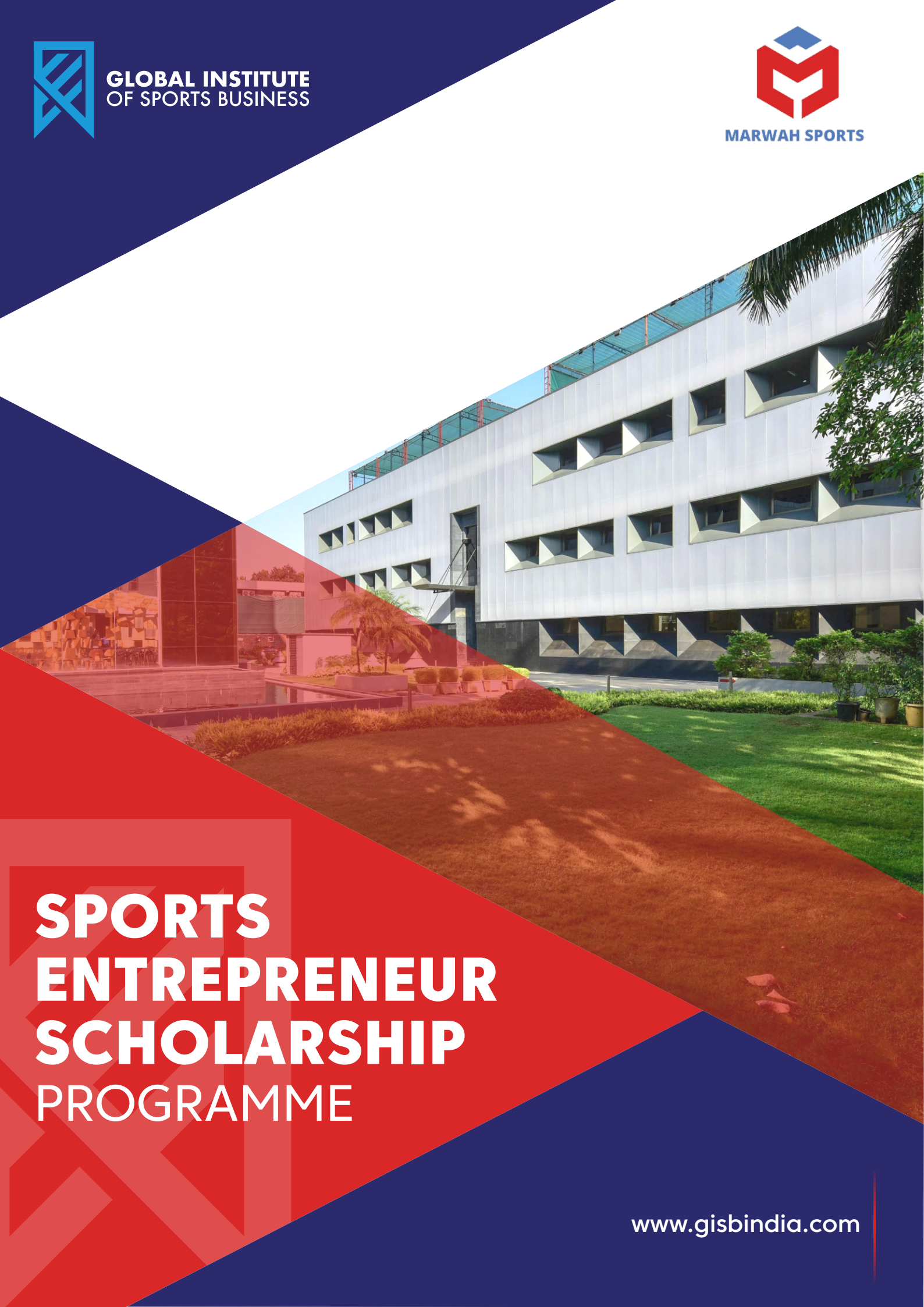




**GLOBAL INSTITUTE
OF SPORTS BUSINESS**



MARWAH SPORTS



SPORTS ENTREPRENEUR SCHOLARSHIP PROGRAMME

www.gisbindia.com

ABOUT THE PROGRAMME

Your journey to becoming a successful sports entrepreneur begins right here!

The global sports sector is estimated to be worth nearly \$700 billion USD making it one of the world's largest industries in terms of revenues and employment. In India, the business of sport has grown extensively and is now a \$3.5 billion USD industry. As per the Asian Sportstech Report 2020, India is Asia's #1 SportsTech nation when it comes to the number of start-ups, with more than 3x the amount than any other country.

The Global Institute of Sports Business (GISB) and Marwah Sports are pleased to present the 'Sports Entrepreneur Scholarship Programme' where a fund of up to INR 1 Crore has been allocated to educate and mentor current and aspiring sports entrepreneurs.

ABOUT GLOBAL INSTITUTE OF SPORTS BUSINESS

The Global Institute of Sports Business (GISB) is India's first and only industry designed institute that provides a practical approach to sports management education with a clear focus on furthering individual growth, fostering student employability, and generating sector impact. The course has been designed by global sports industry veterans to ensure that GISB students not only receive the tools, knowledge, and experiences required to create fulfilling careers in sport but also gain access to relevant platforms in order to interact with industry employers.

GISB has entered into a partnership with the University of Massachusetts Amherst's Mark H McCormack Department of Sport Management. The partnership provides GISB students with exposure to top-tier sport management coursework taught by full-time professors from the world's #1 ranked Sport Management Master's Program. The institute has also affiliated with the most watched league in the world – the Premier League to further the student learning experience.

ABOUT MARWAH SPORTS

Marwah Sports is the sports arm of the Marwah Group, a 40-year-old enterprise headquartered in Mumbai, India, with business interests in commercial Real Estate & Infrastructure, Iron & Steel, Sports, and Technology. Established in 2014, Marwah Sports strives to be one of the leading players in the country when it comes to sports infrastructure, education, technology, and entrepreneurship.

Marwah Sports are a powerful blend of research, innovation, pragmatism and intuition. Marwah Sports seeks to create and add value to the sports ecosystem with its in-house products, strategic investments, partnerships, and affiliations across different verticals.

PREVIOUS INVESTMENTS BY MARWAH SPORTS



SQUARE OFF



CALAMUS





CATEGORIES

The programme will be open to candidates with a basic business plan for their product/service. Ideas from the categories below will be assessed:



**PERFORMANCE
ANALYSIS**



**SPORTS
INFRASTRUCTURE**



**SPORTS
TOURISM**



**ESPORTS AND
GAMING**



**WEARABLE
TECHNOLOGY**



**SPORTS
IPs**



**BLOCKCHAIN IN
SPORTS**



**FAN
ENGAGEMENT**



**SPORTS
MEDIA**



**SPORTS
HARDWARE**



**DEVELOPMENT AND
TRAINING PROGRAMS**

WHO CAN APPLY

The programme will be open to candidates with a basic business plan for their product/service. The following people would be ideal candidates for the programme:

Current Entrepreneurs in
the early stages of their journey



Aspiring Entrepreneurs who have
an outlined idea or a business plan

PROGRAMME OFFERINGS

ENTREPRENEURSHIP - THEORY AND PRACTICE

Through a rigorous, holistic, and relevant experiential learning, Marwah Sports will curate a customised approach that has been designed specifically to develop entrepreneurial mindsets in order to inspire analytical thinking, empower business strategies, and nurture their objectives.

Candidates will build or grow their venture through the initiative while learning about product development, business landscape understanding, business models, financial models, go-to-market strategy, and growth hacking.

POST-GRADUATE PROGRAM IN SPORTS MANAGEMENT

Selected candidates will participate in India's premier sports management program at the Global Institute of Sports Business, which is a full-time 20-unit intensive, informative, and experiential higher education course specialising in sports business.

The program will be linked to entrepreneurship development, establishing the foundation for the candidate to understand the fundamentals of the sports industry. Over the course of the year, candidates will have access to the following courses:

- Administration & Organisation of Sport
- Sports Law
- Sports as a Product
- Sports Finance & Accounting
- Sports Strategy
- Technology in Sport
- Broadcast, Media & Communication
- Athlete Development, Acquisition & Management
- Event, Venue & Facilities Management
- Leadership in Sport

NETWORKING OPPORTUNITIES

Candidates will have access to some of the most prominent figures in the global sports industry.

In addition to having access to all GISB faculty and guest lecturers, professors from the University of Massachusetts, Amherst, Lead Mentors at GISB and Marwah Sports, candidates will have the opportunity to meet with fellow entrepreneurs from the sports industry and attend networking events and sessions throughout the year.



CERTIFICATIONS

After completing the 'Post-Graduate Program in Sports Management' program at GISB for a period of 15 months, the candidate will receive a diploma co-signed and certified by the Mark H. McCormack Department of Sports Management at the University of Massachusetts, Amherst.

The candidate will also receive a certificate of completion and acknowledgement of their participation in the GISB and Marwah Sports' 'Sports Entrepreneur Scholarship Programme.'

DEMO DAY

Deserving candidates in the entrepreneurship program will have the opportunity to pitch their product and go-to-market strategy to potential investors at the end of the 15-month period during a Demo Day. The demo day will be attended by investors and stakeholders with relevant industry expertise and interest.

COMPLIMENTARY ADDITIONS

In addition to the aforementioned, candidates will be provided with complimentary access to the resources to assist them in their journey to develop a robust product with a go-to-market strategy.

This includes the following:

- Office Space at Marwah Sports' start-up incubator – ThinQsports
- Access to join the GISB cohort for an International Study Trip to London
- Research Project to work on product mentored by GISB management

LEAD MENTORS

The lead mentors have years of expertise in the sports start-up ecosystem around the world and will ensure that the candidates are in good hands as their business develops.



GAURAV MODWEL

Executive Chairman,
India On Track



PRANAV MARWAH

Chief Executive Officer,
Marwah Sports



NEEL SHAH

Program Director,
Global Institute of Sports Business



ARITRA CHATTERJEE

Head of Sports,
Marwah Steels



VIVEK SETHIA

Co-Founder and CEO,
India On Track



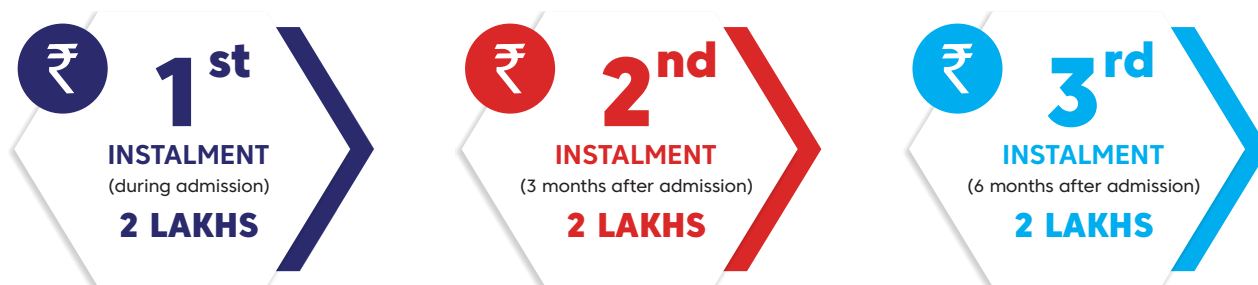
SENTHIL KUMAR BALA

Business Head - Infrastructure,
Marwah Sports

FINANCIALS

The actual fee for the GISB Post-Graduate Program in Sports Management is INR 12 Lakhs, but entrepreneurs are eligible for a 50% scholarship (INR 6 Lakhs) under this programme with benefits and opportunities added into the journey.

The program's total participation fee would be INR 6 Lakhs per candidate. As the programme progresses, payment will be made in three instalments:



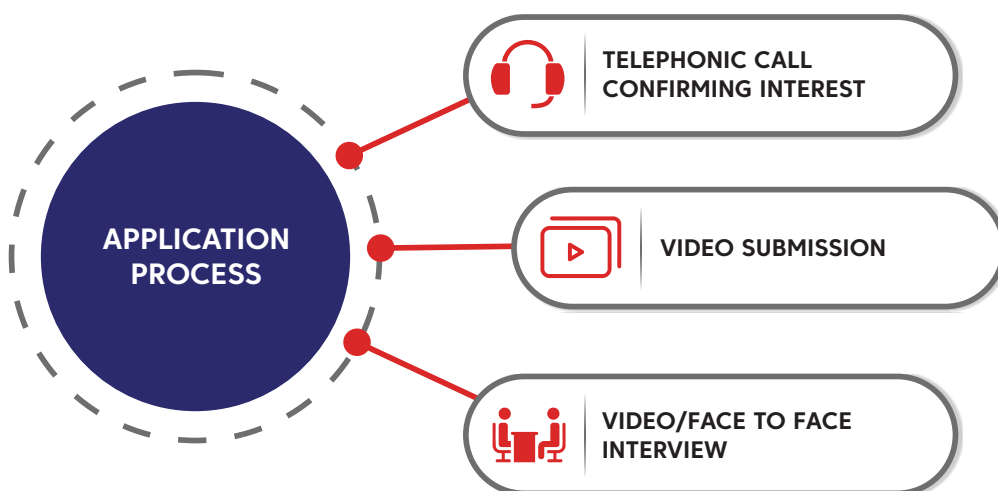
All amounts are exclusive of 18% taxes

This fee includes the following:

- ✓ 300+ hours of Sports Management course content covering ten (10) Courses
- ✓ Diploma in Sports Management Certified by GISB and co-signed by the University of Massachusetts, Amherst
- ✓ Personalized Mentorship Sessions
- ✓ Access to networking events and meetings with sports entrepreneurs
- ✓ Opportunity to participate in a Demo Day to pitch their ideas to investors
- ✓ Office Space at Marwah Sports' start-up accelerator – ThinQsports
- ✓ Access to join the GISB cohort for an International Study Trip to London
- ✓ Research Project to evaluate product mentored by the GISB management

APPLICATION PROCESS

Interested candidates should send an email to info@gisbindia.com expressing their interest and providing a few lines about their background, company, or idea.



GISB Management will be in touch with the candidates to discuss each step in the selection process



MARWAH SPORTS



'Marwah House', 1st Floor,
Krishanlal Marwah Marg, Andheri(E),
Mumbai - 400072



+91 - 82918 28448



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