VR in Sports

Hoe zie ik de goudvis nog door de bomen?

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Innovation Catalyst
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Agenda

Wie is Cronos?
» 5 min

Cronos en VR
» 15 min

Cronos en Sport?
» 10 min

Q&A - Panel
» 20 min
### Who are we?

- Born in Belgium
- Raised in Belgium
- Living in the world

- Private held since 1991

- €510M in 2016

- +5000 employees

- +350 competence centers

- 95% Employee retention

- Entrepreneurship & Innovation

- InspireX
Personnel growth

1991 » 1
1992 » 18
1996 » 93
2000 » 543
2005 » 1145
2018 » 5000+
Our Unique DNA

Innovative

Entrepreneurship

Creative

Passionate
From employee to entrepreneur

- Cronos Groep is synonymous with innovative entrepreneurship.
- Since 1991 actively involved in the start-up of more than 350 companies.
- Become an entrepreneur without the financial and mental headaches.
- Every employee can become an entrepreneur.
Write your own success story

- Employees with the interest and potential to start a business can participate in the training program.
- A no-obligation internal training program in which they learn to think like an entrepreneur, without necessarily truly becoming an entrepreneur yourself.
The Cronos Ecosystem
Let’s innovate sports!

(too)
Beware of the goldfish!
The average attention span for the notoriously ill-focused goldfish is nine seconds.

9!

http://time.com/3858309/attention-spans-goldfish/
Eight seconds. People now generally lose concentration after eight seconds. The affects of an increasingly digitalized lifestyle on the brain. And it will not be getting better. Humans have shorter attention spans than goldfish thanks to smart phones. 

http://time.com/3856309/attention-spans-goldfish/
Laurent Fignon vs Greg Lemond

The final margin of victory was only **eight seconds**.

The attention span of a little kid in Oostham (BE) was 2 hours (*) a day during 3 weeks.

* Excluding waiting for the broadcast to start (and hitting the television at the right corner)
Esports is coming

Even filling large stadiums offline.
Data Tsunami in Sports

- First wave has passed with the introduction of trackers, wearables
- Other waves are coming rapidly with easier and faster data collection
- AI, Machine Learning opening new possibilities of using it at its best

“In God we trust, all others must bring data”
We search waves
We start waves

- Example product: In The Race
- Realtime Performance Management in Cycling
- Generating data every second from more sensors than you can now imagine

www.intherace.com
We ride waves

- One-stop shops for sports clubs
- A complete athlete management & video platform for everyone
- Collecting data from all relevant sources and analyzing it for stakeholders
We are Cronos
Founded in 1991, Cronos Group has evolved from a one-man business to a of companies with 5000 employees.

We have created an ecosystem with more than 350 companies.

We are Sports
We want to focus even more on innovation and sports science.
We will innovate, stimulate and create new opportunities in sports across borders.

We are not (only) nerds
Don’t think of us as just an IT company.
We are more.

We are passionate about creating value for our customers.

Just try us!
We explore new waves

- More data, better Machine Learning
- Artificial Intelligence to detect fraud
- Automated player selections
- Automatic video capturing
- VR/AR: Cognitive testing
- VR/AR: Scalable coaching with selflearning patterns

“Data is the new oil?
No: Data is the new soil.”
Don’t delay, act today!

Technology
Sports will only stay relevant in an era where technology is changing society in a rapid way. It has to adopt and not fight it.

Data is not the only answer but neither the enemy.

But ... At least act today!

“The future is not big data, it is big understanding”
To the rescue!

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Lessons learned

Tradition, tradition, tradition
Innovating in sports is about breaking barriers.

The number of times we hear “we are doing it like this for years’..

Volatile
Long-term relationships are needed for true innovation.

But in sports key stakeholders can be out of the picture at any given moment.

Feature requests from a football head coach can be irrelevant before the question is asked.

Fail forward
Yes, we made mistakes
We invested quite some time and money in some projects

But, we learn from our mistakes.

Ready for the next (mistake)!
Thanks

Let’s talk

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Presentatie Bert
Q&A - Panel

Hoe zie ik de goudvis nog door de bomen?
Met welke boom bereik ik de goudvis?
G-Sport
Schoolsport
Thuis sport
Voetbal

Hockey

Handbal
Zeilen
Surfen
Kayak