

# High Potential Initiatives Profiles

## 1 Accelerator

SpeedUp Europe



## 2 Project and Organization

Sponsoo  
Sponsoo UG (haftungsbeschränkt)



### 2.1 Country

Germany

### 2.2 Project Abstract

Sponsoo is an online marketplace that makes it easy for athletes to identify potential sponsors, and create new marketing opportunities for SMEs. Target users include individual athletes, amateur sports teams and small sports infrastructure projects, which traditionally lack the reach to find sponsors in a conventional way.

Athletes, sports teams, or sports projects can create profiles on [www.sponsoo.de](http://www.sponsoo.de), and define sponsorship requests. Potential sponsors can scan all available sponsorship requests and select those best meeting their marketing needs. For example: A local football team needs to raise €1,000 to order new football shirts. As they do not have the necessary funds, the team needs to identify a sponsor. The team decides to register on Sponsoo and publish a sponsorship request of €1,000 to buy new jerseys. In exchange for the requested funds, they offer to print the sponsors logo on their shirts. After a few days, a local car dealership finds their offer on Sponsoo and accepts it. The sponsor gains desired publicity, the team gets new shirts and Sponsoo takes a small commission for facilitating the transaction.

Sponsoo is digitalising the sport sponsorship market, and helping SMEs to improve their brand reputation by providing affordable measurement tools to sponsors of any size. We aim to make smaller sponsorship deals more financially viable for grassroots sports organisations and individual athletes. Sponsoo can help currently semi-professional athletes to go professional.

### 2.3 Sector

Horizontal (solutions suitable for every verticals)

### 2.4 Target Market

B2B



## 2.5 Business Model

Transactions/Intermediation model

Sponsoo is Germany's largest marketplace for sport sponsorship. Sports people can create a profile to present themselves to sponsors. Sponsor can search our database to find the best sponsorship targets. Before we launched, the market was scattered and sponsors found it difficult to get an overview. By introducing a central marketplace, Sponsoo has lowered the barrier for marketers to consider sport sponsorship in their marketing mix.

Sponsoo either take a commission on each sponsorship deal or agree a personalised pricing model in the case where the sponsorship is more complex (i.e. a large campaign).

Customers are primarily acquired through a mix of online marketing, word of mouth and direct sales.

To date the Sponsoo database contains more than 4,000 sports people and sponsors.

SMART CITY SOLUTION	NO
CLOUD SOLUTION	NO
SOCIAL MEDIA SOLUTION	YES
MOBILE SOLUTION	NO
BIG DATA/ANALYTICS SOLUTION	YES
IOT	NO

## 2.6 Website

<https://www.sponsoo.de>