



普华永道



首都体育学院

CAPITAL UNIVERSITY OF PHYSICAL EDUCATION AND SPORTS

「Sports Science and Tech Award」





Visit Award Website

<https://www.sstaward.com>



Background

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The outline of the “14th Five-year Plan” clearly points out that “building a strong country in sports”, the national fitness has become a **national strategy**, and the sports industry will become the “pillar industry of the national economy.”

Policy



National fitness has become a **national strategy**

— The State Council 《Some opinions on accelerating the development of sports industry and promoting sports consumption》

By 2035, the sports industry will become a **pillar industry of the national economy**

— General Office of the State Council 《Outline for building a strong country in sports》

Build China into a **sports power**

— The Central Committee of the Communist Party of China 《Outline of the 14th Five-Year Plan for National Economic and Social Development and the Vision for 2035》

China's sports industry has entered a golden period of development

Industry Scale



“By 2019, the total size of the sports industry reached **3 trillion yuan**”

— The State Statistical Bureau 《Announcement of total size and added value of National sports Industry in 2019》

“By 2025, the total size of the sports industry will exceed **5 trillion yuan**”

— The State Council 《Some opinions on accelerating the development of sports industry and promoting sports consumption》

“By 2030, the total size of the health service industry will reach **16 trillion yuan**”

— The State Council 《“Healthy China 2030” plan outline》

PwC & Capital University of Sports Collaboration

PwC China Sports Industry Sector team has been serving clients in the sports sector many years with clients including domestic clients like Li Ning, Keep; Multinational clients such as Nike, Adidas, Lululemon and many more. We have also been engaged as the financial services provider to **Summer Olympic 2008 and Winter Olympic 2022**, amongst many other major sports events in China.



PwC China initiated the concept of **Sports Science and Technology Award**, which we want to build as a high-quality IP Award with industry influence. **Capital University of Sports** has been invited as partner to co-organize this award. The General Administration of Sport of China is also a strategic support partner to provide policy and strategic support.

Sports Science & Tech Award

Sports Science & Tech Award – Award Tracks

Commercial Track (PwC) **Sports Technology Application Award**

Mass Sports (Products/ Companies)



Products that enhance the spectator experience, excellent event organizers and operators, excellent organizers of mass sports events.

Sports APP (APP products)



All categories of app related to the sports industry

Sports Performance (Sports Consumption and Professional Performance)



Specialist wear equipment, specialist equipment, specialist exercise programs (diet, maintenance/recovery tools), etc. Sports equipment, sports and fitness equipment, smart wearable devices, food and beverage, etc.

Sports training (Courses/ Companies)



Training courses/programs and operating companies for sports enthusiasts

Sports media (Companies/ Individual)



Traditional sports media, sports self-publishing, fan communities, etc.



Academic Track (CUPES)

Sports Technology Innovation (Thesis - sports technology innovation)



Five Subject Areas

- Academic Innovation
- Inventive Innovation
- Project Innovation
- Transformation Innovation
- Standard Innovation

Sports Science & Tech Award – Final Selection

Two Track – each with 5 award categories

Award Track	Category	# of Award per Track		
		Finalists	Merit*	Winner**
Academic Track [Sports Technology Innovation Award]	Academic Innovation	2	1	1
	Inventive Innovation	2	1	1
	Project Innovation	2	1	1
	Transformation Innovation	2	1	1
	Standards Innovation	2	1	1
Commercial Track [Sports Technology Application Award]	Sports Performance	3	2	1
	Mass Sports	3	2	1
	Sports Training	3	2	1
	Sports Media	3	2	1
	Sports APP	3	2	1

*Merit will receive a Certificate of Recognition from the Organizing Committee.

**Winner will receive a Certificate of Recognition and Winner's Trophy from the Organizing Committee.

Application Process

Sports Science & Tech Award Timeline



March 31
Deadline for Application
Submission

April 25
Announcement of Award
Finalists

Early May
Award Ceremony

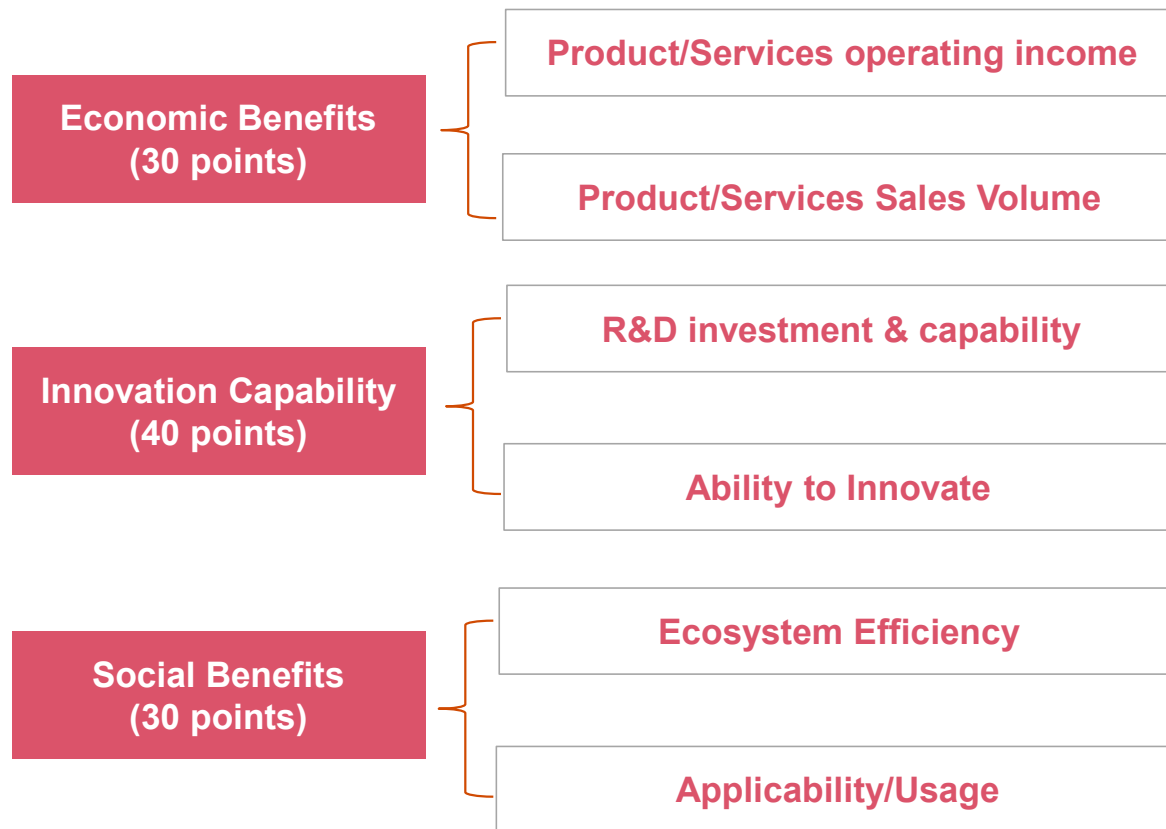
Application Submission Checklist – Sample

Note: The preferred language for all materials to be submitted is Simplified Chinese. English is optional.

Award Settings		Registration Dimension	Registration Materials	
Sports Performance	Sports Consumption	Products/Services	Product/Service Description	Product/service graphic introduction, clarifying product/service functions, characteristics, etc.
			Economic Returns	Annual sales volume, revenue and other relevant data of products/services. (Expected data can be provided if it is listed less than onr ye
			Industry Demonstration Effect	Provide relevant materials to clarify the distinctive characteristics of products/services in the industry segmentation, including the adapti trends, the perspectiveness of development concepts, the leadership to the same industry, etc.
			Social Effects	Provide relevant materials to explain the considerations of products/services in the area of ESG/'double carbon'.
	Professional Performance	Products/Services	Product/Service Description	Product/service graphic introduction, clarifying product/service functions, characteristics, etc.
			Professionalism	Clarify the contribution of products/services to the improvment of relevant sports performance The available instructions include but are not limited to the following: 1. Application of products/services in competitions/training at all levels 2. List of professional cooperation/application parties 3. Product test report
			Industry Demonstration Effect	Provide relevant materials to clarify the distinctive characteristics of products/services in the industry segmentation, including the adapti trends, the perspectiveness of development concepts, the leadership to the same industry , etc.
			Social Effects	Provide relevant materials to explain the considerations of products/services in the area of ESG/'double carbon'.
Mass Sports		Products/Services/Even ts/Sports Activities	Product/Service/Event Description	Product/service graphic introduction, clarifying product/service functions, characteristics, etc.
			Influence	Provide relevant materials to clarify the audience influence of products/services/events/sports activities The available instructions include but are not limited to the following: 1. Audience size: number of participants, (online/offline) audience number, etc. 2. Social influence: media reports, content views/clicks, etc. 3. Competition/activity specifications: categories includes the world-level, national, provincial, municipal and district levels; referee/jury 4. Sponsors: Quantity and level of sponsorship (Global 500 companies, China's top 500 companies, listed companies, regional companie
			Economic Returns	Provide data and instructions on the direct income of products/events/events, jobs created, and the scale of consumption driven.
			Innovation and Competitiveness	Provide relevant materials to clarify the industry innovation characteristics of products/services/events (technical innovation, service in
			Industry Demonstration Effect	Provide relevant materials to clarify the distinctive characteristics of products/services in the industry segmentation, including the adapti trends, the perspectiveness of development concepts, the leadership to the same industry , etc.
Sports Media		Company/Legal Person/Individual (we-media)	Introduction to the Media	Brief introduction of participants, clarifying the performance of participants in major industries during the year of 2021.
			Influence	Provide relevant data to explain the number of media coverage, views or click-through rates, print media sales, subscribers, etc. in 2021.
			Economic Returns	Provide revenue and profit data for 2021
			Industry Demonstration Effect	Provide relevant case materials to clarify the outstanding contribution of participants to the sports media industry during the year of 20 conformance to market trends, the perspectiveness of development concepts, the leadership to the same industry , etc.
			Social Effects	Provide relevant materials to explain the considerations of products/services in the area of ESG/'double carbon'.

Selection Criteria – Commercial Track

Judges will use a 100-point rating system to review and select the nominees and the finalist. Points will be given based on following considerations:



Judges



Judges – Academic Track

	Prof Hu Geng Kai 胡更开	Professor and doctoral supervisor of Beijing Institute of Technology, mainly engaged in the research of composite materials mechanics and wave propagation regulation direction. His achievements have been in composite micromechanics, metamaterial design and wave propagation control. He has published more than 120 papers included in SCI.
	Dr. Hu Da Yi 胡大一	Chief physician of People's Hospital of Peking University, Director of JD Health Heart Center, academician of International Academy for Europe and Asia. He is also chief expert of health education of the Ministry of health, and head of cardiovascular medicine of national key disciplines.
	Prof Fan Yu Bo 樊瑜波	Dean and professor of School of biological and medical engineering, Beihang University, National outstanding youth, Changjiang Scholar, Director of Key Laboratory of biomechanics and biomechanics of Ministry of education, and Director of China Society of biomedical engineering.
	Pro Ji Liu 季浏	Dean and professor of School of physical education and health, East China Normal University; National candidate of "Talent Project in the New Millennium"; Member of the physical education discipline evaluation group of the Academic Degrees Committee of the State Council.
	Prof Huo Bo 霍波	Dean and professor of sports Artificial Intelligence Research Institute, Capital University of Physical Education and Sports. His research fields include cell mechanics and bone mechanics.
	Prof Sun Gang 孙刚	Distinguished professor of Capital University of Physical Education And Sports, Doctor of Cambridge University, and expert of national "thousand talents plan. His research fields include new liquid crystal materials, electrical drive, optical design and Internet of things communication applications.
	Prof Ma Shao Peng 马少鹏	Vice president and professor of the school of Astronautics, Beijing Institute of Technology, Member of the professional committee of experimental mechanics of the Chinese society of mechanics, and Deputy Head of the professional group of extreme environmental testing. His research fields include research of advanced optical mechanics methods, technologies and high-performance detection instruments, and the measurement of motion, deformation, damage and failure of complex structures



Judges – Commercial Track (Investment Sector)

	Mr Yu Tie Ming 于铁铭	Hillhouse capital, Managing director
	Mr Quan Hong 全鸿	Yao capital, Managing partner
	Ms Zheng Yi Wei 郑逸玮	Cedarlake capital, Partner
	Mr Cai Rang Fa 蔡让发	Deputy General Manager, China Sports Industry Group Co.,Ltd



Judges – Commercial Track (Sports Personalities)

	Ms Yang Yang 杨扬	Former Chinese women's short track speed skater, World champion, Olympic champion; Chairman of the Athletes Committee of the Beijing Winter Olympic and Paralympic Games, Vice president of the World Anti Doping Agency
	Ms Zhang Xia 张霞	President and professor of Capital University of Physical Education and Sports; World champion of women's wrestling and vice president of the International Wrestling Federation
	Ms Zhang Hong 张虹	Chinese speed skater, member of IOC Athletes Committee
	Ms Sheng Xue 申雪	Former Chinese figure skater, figure skating double world champion, Winter Olympic champion, member of the world figure skating Hall of fame; Deputy Secretary of Beijing Municipal Youth League Committee and executive vice chairman of China Skating Association

Q&A

Thank You! 谢谢!

Have any questions? Please send emails to **cn.ssta@cn.pwc.com**

pwc.com

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