

مركز ذكاء

منشآت
monsha'at

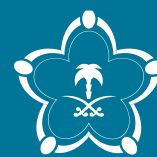
الهيئة العامة للمنشآت الصغيرة والمتوسطة
Small & Medium Enterprises General Authority

Thakaa Sport's Artificial Intelligence Challenge



SDAIA

الهيئة السعودية للبيانات
والذكاء الاصطناعي
Saudi Data & AI Authority



وزارة الرياضة
Ministry of Sport

Thakaa Centers

Technology innovation centers focused on empowering enterprises and entrepreneurs to realize the Kingdom's 2030 vision, by creating and enabling promising startups, and increasing the efficiency of existing ones. We guide the SME sector to develop and employ advanced and emerging technologies to increase their competitiveness in the region as well as connect entrepreneurs with decision-makers in their respective areas.



The first specialized center to service Entrepreneurs and SMEs In the kingdom



Our Goals



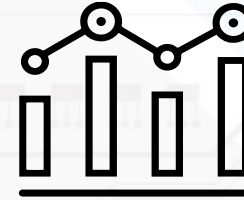
Stimulate the Ecosystem

Raising the efficiency of the national human capital by equipping them with skills and knowledge required in the market, and supporting the entrepreneurial tech societies.



Support SMEs

Adding a competitive advantage to SMEs by using specialized tech to help them remain in the market and reduce their exit rate.



Empowering Entrepreneurs

By Creating tech startups specialized in the center areas of focus, and helping them launch a pilot marketable product.

Key Services and Programs



Challenges

Motivate and encourage entrepreneurs and innovators to find technical solutions to real problems

Entrepreneurs



Rowad Thakaa

Enables innovative existing enterprises to develop their business by adopting emerging tech solutions

SMEs



Bootcamps & Workshops

Immersive courses and sessions presented by our emerging tech specialists or partners

SMEs

Entrepreneurs



Consultations

Consultancy hours specialized in business development and tech innovations

SMEs

Entrepreneurs



Thakaa Opportunities

Ideas that can be developed into products using emerging technologies, with the aim to solve real challenges presented by government and private entities

Entrepreneurs



Library

Online reliable open-source materials in emerging technologies and entrepreneurship, to ensure the continuity and sustainability of the center's impact

SMEs

Entrepreneurs

Community



Thakaa Community

Provides individuals and technical communities the opportunity to socialize and share knowledge through meetups hosting experts and influencers in tech-entrepreneurship

SMEs

Entrepreneurs

Community



Innovation Lab

A state-of-the-art laboratory to develop MVP's and prototypes and turn innovations into marketable products

SMEs

Entrepreneurs

Thakaa Challenges

Large-scale challenges that aim to motivate and encourage entrepreneurs and talented individuals, where they collaborate and compete to create innovative solutions based on the analysis of real data provided by the center, in cooperation with official entities including:

Prototypes

+ 92

+300 Participants

Internet of Things



هيئة الاتصالات وتقنية المعلومات
Communications & Information
Technology Commission



+300 Participants

Cyber Security



الهيئة الوطنية للأمن السيبراني
National Cybersecurity Authority

SITC



+450 Participants

Investment



+430 Participants

Human Resources



وزارة الموارد البشرية
والتنمية الاجتماعية

+400 Participants

Health



وزارة الصحة
Ministry of Health

+450 Participants

Computer Vision



+370 Participants

Housing



وزارة الإسكان
MINISTRY OF HOUSING

+300 Participants

Road safety



وزارة النقل
TRANSPORT MINISTRY

+340 Participants

Retail



+570 Participants

AI opportunities



Strategic partner

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AI applications

General overview



#تحدي_الذكاء_الاصطناعي_في_الرياضة22

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Overview

The importance of AI applications in Saudi Arabia

Through Vision 2030, Saudi Arabia is creating an AI-friendly system that supports the use of modern technology, big data concepts and solutions.

An Arab News report showed that Saudi Arabia's big data and artificial intelligence market could grow up to \$891.7M within five years.

The contribution is open to both local and foreign investors, as the Kingdom seeks to establish more than 300 AI startups by 2030.

Sources:

- <https://www.arabnews.com/node/1913806/business-economy>
- <https://the arabweekly.com/saudi-arabia-invest-20-billion-artificial-intelligence-projects>

Overview

The importance of AI applications in the sports sector

The sports sector has been using statistics and data analytics for quite some time, making it a fertile ground for AI and machine learning applications, these applications have contributed to the rapid growth in the sector, making them a requirement for sports excellence.



Examples of global tech solutions:



**BAYES
HOLDING**

More examples: [here](#) [and here](#)

Overview

Some of the positive effects of using AI applications in the sports sector:



Improve players' training costs direction based on their performance data



Improve match results forecasting and sports leagues assessment



Increase the accuracy of results and the ability to properly arbitrate

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About Thakaa Sport's Artificial Intelligence Challenge



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Challenge Goals

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Thakaa Center team works to challenge the creativity of AI applications by enabling entrepreneurs and national talents to design innovative solutions and deliver products based on AI and data science technologies.



Increase local companies in the Saudi market, which contributes to the diversity of sectors



Support innovative entrepreneurs by showcasing their tech solutions



Focus on modern technologies in sports

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Challenging Paths

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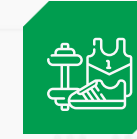
Health Care

Technical solutions and tools that use AI to collect players' health data



Analytics

Help analysts predict match results



Training

Computer vision and virtual reality solutions to improve athletes' performance and assess sports positions in training



Community sports

Technical solutions that enable and encourage the community to exercise



Stadium Experience

Use virtual and augmented reality to enhance audience experience



Media Coverage

Deep learning technology to create a fully automated montage



Talents hunts

AI-powered technology solutions to facilitate talent exploration



Open Track

Create AI solutions to improve the sports sector and its stakeholders

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*Any solution based on AI can be shared. The tracks mentioned are suggestions.

*B2B or individuals (B2C) solutions can be shared.



الخط الزمني للتحدي

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Programs and Events During the Challenge

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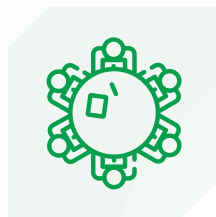
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During the challenge, the focus will be on achieving the goals through the following activities:



Monetary Prizes
and investment
opportunities



Workshops
in creating solutions and
building prototypes.



Dialogue sessions
and rich meetings



Intensive Consultations
with the center's AI and
Data Science experts

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Partners

Strategic Partner



Strategic Partner and Official Sponsor



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Prizes

Three winners will be selected, each receiving the following :



Second Place
250,000 SAR



First Place
350,000 SAR



Third Place
150,000 SAR



Fifth Place
50,000 SAR



Fourth Place
50,000 SAR

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Prizes

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Audience winner
100,000 SAR



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Challenge statistics

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At the solutions stage of the challenge, we received:

643

Ideas

238

Presented Solutions

1145

Participants

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Final Evaluation

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During the application period

Support was provided to those interested in the challenge and innovative entrepreneurs to develop the provided solutions and prototypes to be delivered before the registration closes

At this stage, more than --- counseling hours were provided to more than ... applicants.

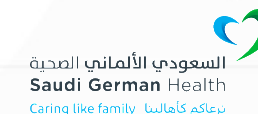


A meeting was held to learn about the importance of artificial intelligence applications and pioneering opportunities in the sports sector, in Thakaa's meeting with its strategic partners.



In this event, some examples of artificial intelligence applications compatible with the challenge paths, and appropriate data extraction methods were shared with a file of useful links for applicants.

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Evaluation of teams nominated for the first phase of support

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Evaluating the first stage of supported nominees

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Evaluation Criteria

Category	Category Weight	Criteria	the main points	question weight.
Employing artificial intelligence	50%	Artificial intelligence technology used and the amount of technical progress in it.	The percentage of using artificial intelligence techniques in the project	10%
			The quality of the data used and the plan to increase it	10%
			The quality of the performance indicators of the model, the way they are presented, and the plan to improve them	10%
			The degree of building the prototype of the idea	10%
		other technical aspects	The degree to which technology is employed in a new and appropriate way to solve an existing problem or improve the current situation	10%
Economic impact, expected growth and operational capacity	50%	Effect size	The size of the added value and the degree of success of the proposed solution in addressing the problem	10%
		scalability	The possibility of expanding the facility after launching the product and entering other sectors or markets	10%
			The level of innovation in the solution	10%
		Execution plan readiness	The quality of the implementation plan and the good team qualifications that enable it to continue to work on the idea	10%
			Quality of the proposed execution model and revenue plan	10%

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Thakaa Sport's Artificial Intelligence Challenge First Phase



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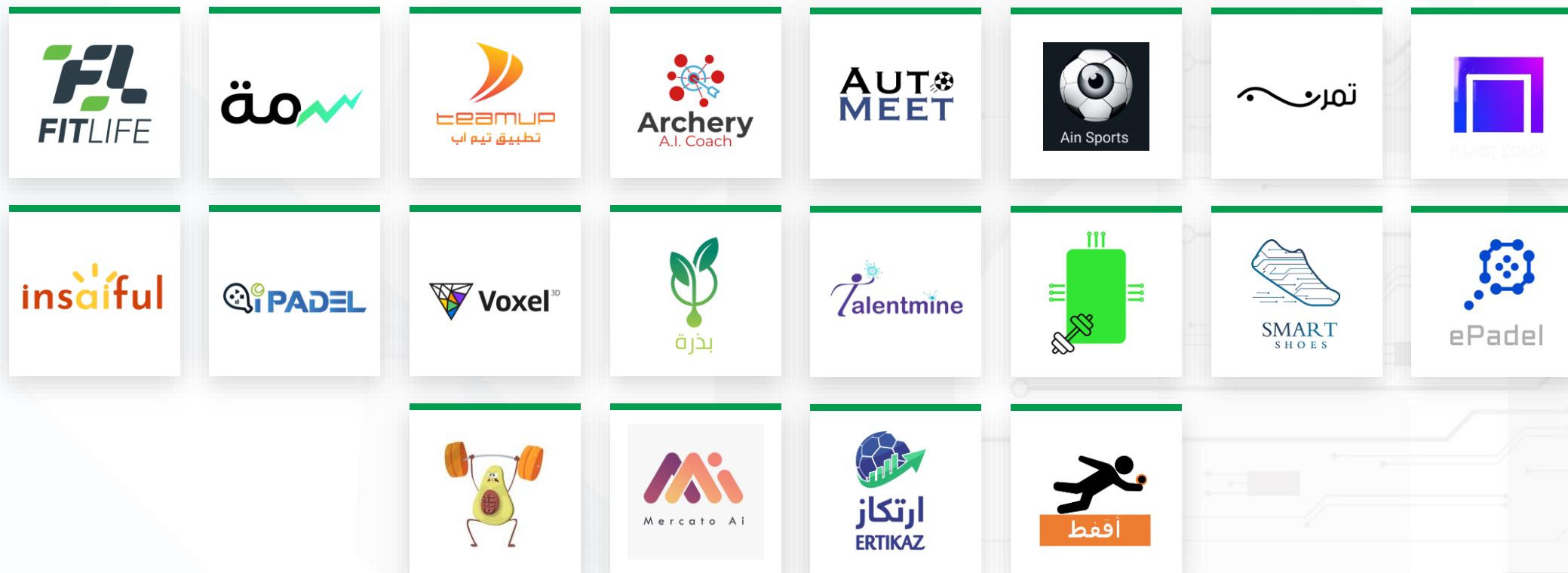
The first support phase of the challenge

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20 nominated teams



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The first support phase of the challenge

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20 nominated teams

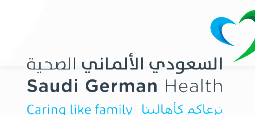
Team's Name	Presented Solution
TeamUp 	A sports application to discover emerging talents in football by measuring their performance in sports exercises and tournaments using data science algorithms and artificial intelligence, and then linking them to professional clubs
Auto meet 	A technical solution supported by artificial intelligence, to automate sports summaries' montage by identifying the most prominent shots such as goals and attacks and extracting them with less effort and time.
Smart Sheos 	A sports smart shoe that uses sensors to measure specific vital signs of players to determine the condition and pressure of the foot and activates notifications to predict and avoid physical and health problems for athletes
Ain Sports 	A platform that uses artificial intelligence and deep learning based on big data to extract and generate automatic summaries of the most important moments and events in football matches
Insaiful 	A platform that uses artificial intelligence to measure the opinion of the Saudi public towards football clubs by analyzing social networking data directly and immediately
Mercato AI 	A special dashboard for each gym powered by artificial intelligence; To improve marketing and enhance the mass attendance of each club by predicting and knowing the number of different segments of the fans according to the match data, targeting them according to their behavior and analyzing their feelings
Avocado Team 	An automated personal trainer on the smartphone that corrects mistakes during exercises, corrects mistakes by providing audible instructions, and tracks the trainee's development during his activity
iPadel 	A platform that uses artificial intelligence techniques (computer vision and machine learning) to add competitive value to the alternative player and create a better experience by covering and analyzing player data automatically
Spot 	An application that uses augmented reality technology to make fitness exercises fun and turn it into an interactive game with the digital world
Voxel 3D 	A smart splint for fractures and injuries designed and manufactured with 3D printing technology supported by a wireless chip that enables medical staff to monitor the situation remotely

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The first support phase of the challenge

Strategic partner

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20 nominated teams

Team's Name	Presented Solution
ERTIKAZ 	A platform that uses artificial intelligence to evaluate and compare football players to help customers discover talent and attract players.
ePadel 	A smart system that transforms the traditional Padel sport into an interactive sport by taking advantage of artificial intelligence and computer vision to activate gamification and create an exceptional experience through challenges and statistics that motivate players and develop their level.
Exercise 	An application powered by artificial intelligence that aims to support the sports community and provide services to every sports association at its various levels to discover new talents.
Talentmine 	A platform that exploits machine learning and anthropometric data analysis to identify a user's talent and suggest the most suitable sports with path guidance and a special interface for talent scouts.
Sima 	Analyzing the data of players in sports academies and clubs to discover and develop talents through practical exercises to improve the level, while linking these academies with emerging talents according to SIMAH assessment.
FitLife 	An application that provides health and sports services fed with a database designed by specialists in the field of nutrition and sports and designed to follow the performance of athletes and provide nutritional tables and resistance exercise tables according to preference using artificial intelligence and machine learning.
Handy Coach 	A smart mirror that performs the tasks of a sports coach by analyzing and measuring the performance of athletes, monitoring their performance during exercise and directing them to improve performance
Archery 	A robotic trainer uses computer vision technology to help novice shooters learn the correct technique and give them directions for archery.
Smart Mirror 	Converting traditional mirrors in the gyms into smart mirrors that have the ability to track the athlete's performance, detect errors, view exercise details and send them to the mobile app
Seed 	A social application that enhances community sports by linking the user's sports performance to a virtual farm and AI techniques Empowerment and Media Partners



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The first support phase of the challenge

From 11 to 27 of September

Throughout this stage:

- Teams were invited and added to Slack channel
- Programs and workshops have been conducted to support the nominated teams
- Assign mentors and start a live supporting period for each team
- Reservations are made available with partner advisors
- The video of the 20 nominated teams has been published with the audience voting link
- Preliminary evaluation has been prepared on September 27 to nominate 12 teams of the 20 nominees

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السعودي الألماني الصحية
Saudi German Health
Caring like family نرعاكم كالأهلى



The first support phase of the challenge

Strategic partner



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Thakaa Camp: A series of programs to support candidates in the sports' AI challenge has been introduced.

Program speaker	Program Name
Senior Business Development Consultant/ Gali Miyajan	First Day : Building a business model and studying the market
Senior Artificial Intelligence Consultant/ Abdullah Al-Abdullatif Data Scientist/ Hassan Al Sawadi	Second Day : the basics of developing artificial intelligence elements in solutions
Programs Director/ Fatima Julidan	Third Day : In front of the judges presentation preparations
Senior Business Development Consultant/ Gali Miyajan	Fourth Day : Sports Market

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The first support phase of the challenge

Strategic partner

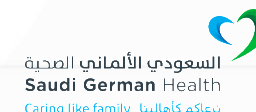
Main sponsor & Strategic partner



Reservations with partners' consultancies were made available

Partner	Provided Support Type	Consultant Name
Saudi Data & AI Authority - SADIA	Expert in artificial intelligence	Faisal Al-Issa
Saudi Data & AI Authority - SADIA	Expert in artificial intelligence	Abdulaziz Albuainain
Saudi German Hospital	General technical support	Aya Jamal Ahmed Ibrahim
Sports for all	General business, development, and idea improvement support	Abdulaziz Al Muqairn
Thakaa community member	Explore data sources, develop and improve idea, develop technical prototype	Ashwaq Alharqan
Thakaa community member	Overall business, business model development and revenue support	Ali Alghadeer
Thakaa community member	General technical support	Mohamed Omar Baz

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The first support phase of the challenge

Reservations with partners' consultancies were made available

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Faisal Al-Issa



Mohamed Baz



Abdulaziz Almuqairn



Aya Jamal Ibrahim



Abdulaziz Al
Buainain



Neel Rajani



Mohamed Hadraoui



Ali Alghareeb

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The first support phase of the challenge

A preliminary arbitration meeting was held with a jury in cooperation with the partners.

Strategic partner



Main sponsor & Strategic partner



Mr. Ibrahim Al-Moaqel

Decision-Making Department
director at the sport's ministry



Mr. Mohamed Hadhrawi

Innovation & Technology director at Mahd
Academy



Dr. Abdulaziz Al-Bhilal

Data & AI consultant at SDAIA

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Thakaa Sport's Artificial Intelligence Challenge Second & Final Phase



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Challenge Second & Final Phase

Strategic partner

Main sponsor & Strategic partner



Nominating and awarding the 20 qualified teams



October
the 10th

Prince Faisal bin Fahd Stadium
Al-Hilal vs Al-Shabab

Pre-game awardings



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Challenge Second & Final Phase

Nominating and awarding the 20 qualified teams

Strategic partner

Main sponsor & Strategic partner



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Challenge Second & Final Phase

Strategic partner

Main sponsor & Strategic partner



Final Evaluation

Agenda

2:15 - 2:00	2:30 - 2:15	3:30 - 2:30	3:45 - 3:30	4:45 - 3:45	5:00 - 4:45	5:00
Greeting the guests (Appetizers)	Introductory challenge presentation Introducing the sport's AI challenge, and the partners.	Nominees final presentation First six teams	Break	Nominees final presentation Second six teams	Contact and Summery	Winners Announcements

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Challenge Second & Final Phase

Final Evaluation

The Jury:



Mr. Bassem Al-Mohammadi, Chief Operating Officer, Raz Holding Group



Mr. Nayef Al-Dosari
Advisor to the Strategic Planning and Investment Deputy



Dr. Abdulrahman Al Habib
Assistant Chief Executive Officer for Capabilities Building at the National Center for Artificial Intelligence in SDAIA



Mr. Hashem Daghestani
Vice President of Mahd Academy



Prince Saud bin Abdulaziz Al Saud
President of the Saudi Maneuvering Football Federation

Strategic partner



Main sponsor & Strategic partner



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Challenge Second & Final Phase

Final Evaluation Honoring the partners



Hashem Daghestani
Vice President of Mahd Academy



Mishari Alsaqaar
Assistant Executive Director of the Saudi Professional League



Abdullah Al-Qahtani
Production Manager at Saudi Sports Company SSC



Moataq Al Shahrani
Group Chief External Officer and Assistant to the Chairman
Saudi German Health and Media Partners



Firas Al Hoshan
Chief vibes officer SMC

Strategic partner



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Challenge Second & Final Phase

Final Evaluation

Honoring the judges

From the partners



From experts in the sports sector
and investors



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Strategic partner

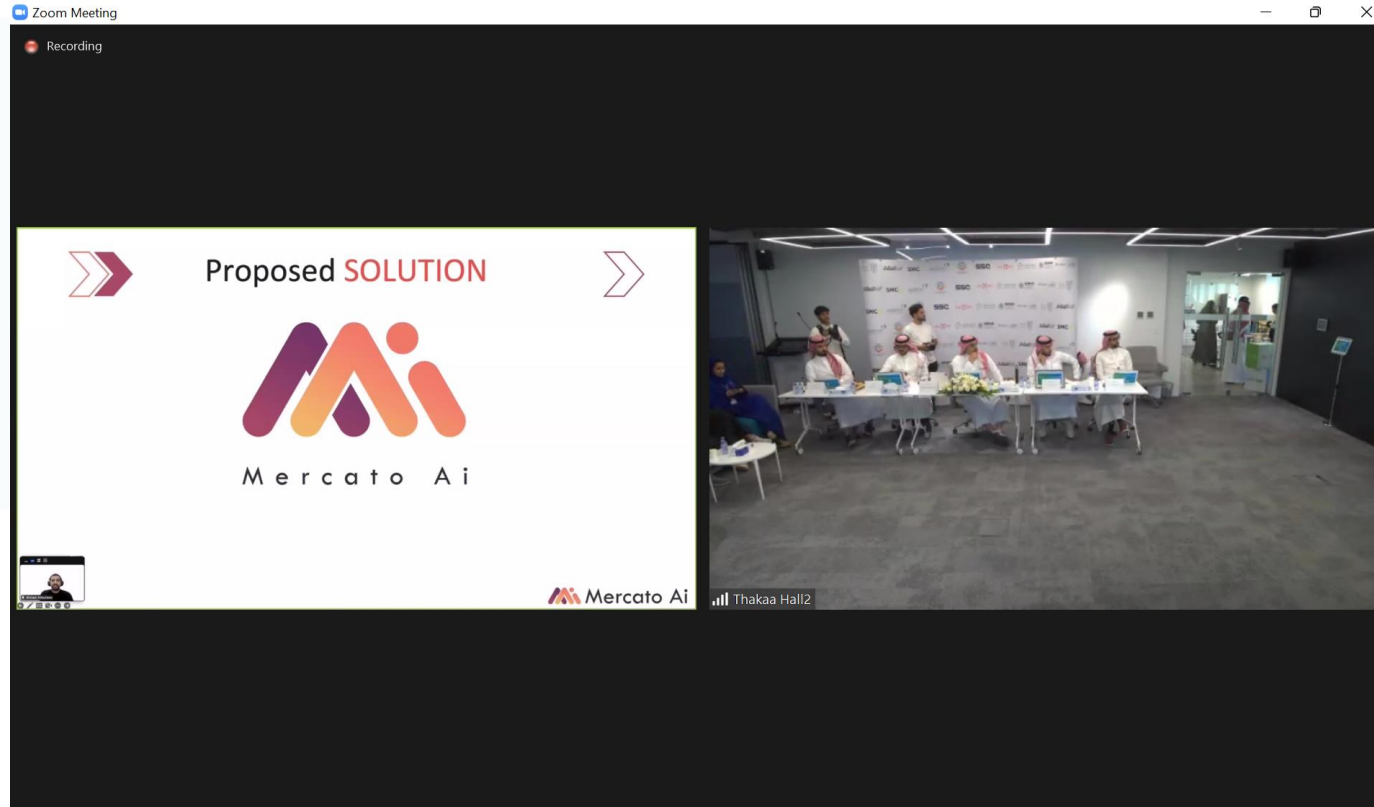


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Challenge Second & Final Phase

Final Evaluation



Part of the private live broadcast

In the sport's artificial intelligence
challenge

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Thakaa Sport's Artificial Intelligence Challenge Winners' announcement



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Sport's Artificial Intelligence Challenge

Strategic partner

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Winners announcement

Thursday, October 27th Waeid event

Attended and honored by:



His Excellency

Deputy Governor for the Entrepreneurship Sector at the
General Authority for Small and Medium Enterprises
"Monsha'at"

Mr. Saud Al-Sabhan



His Excellency

Deputy Minister of Sports

Professor Bader Al-kadi

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Sport's Artificial Intelligence Challenge

Jury winning teams

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Auto meet

الفائز
بالمركز الثالث

150,000 ريال سعودي

#تحدي_الذكاء_الاصطناعي_في_الرياضة22

عين الرياضة | Ain Sports

الفائز
بالمركز الثاني

250,000 ريال سعودي

#تحدي_الذكاء_الاصطناعي_في_الرياضة22

TeamUp

الفائز
بالمركز الأول

350,000 ريال سعودي

#تحدي_الذكاء_الاصطناعي_في_الرياضة22

ميركاتو Ai | Mercato AI

الفائز
بالمركز الرابع

100,000 ريال سعودي

#تحدي_الذكاء_الاصطناعي_في_الرياضة22

ePadel

الفائز
بالمركز الخامس

50,000 ريال سعودي

#تحدي_الذكاء_الاصطناعي_في_الرياضة22

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Sport's Artificial Intelligence Challenge

Audience vote winning team

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Sport's Artificial Intelligence Challenge

Award ceremony excerpt

Strategic partner

Main sponsor & Strategic partner



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Sport's Artificial Intelligence Challenge

Award ceremony excerpt

Strategic partner

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Thakaa Sport's Artificial Intelligence Challenge Marketing Posts



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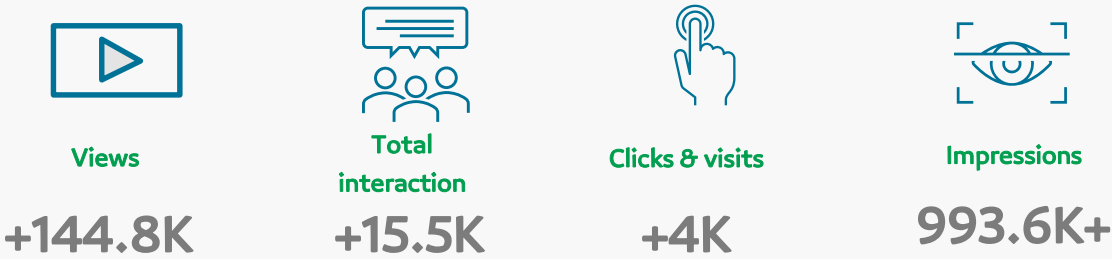
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Marketing Material during the challenge

During the registration period
Special motion graphics to introduce the challenge and the media

Marketing statistics during the launch phase



*The figures are approximate and may change according to the time of observation

Strategic partner



Main sponsor & Strategic partner



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Marketing Material during the challenge

During the first support period

An introductory motion graphic for the 20 nominated teams in the first support phase, with a link to the audience's vote

The voting video statistics



Views

+74.5K



Total interaction

+15K



Impressions

+479K

*الأرقام تقريبية قد تتغير بحسب وقت الرصد

Strategic partner

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Marketing Material during the challenge

Challenge First phase

Honoring the first judges

@Thakaa_Center
Sun 10/2/2022 3:00 pm +03

بعد تصويت الجمهور ومراحل التصفية للمشاركين في الرحلة الحماسية لـ
#تحدي_الذكاء الاصطناعي_في_الرياضة22...



Total Engagements	1,116
Likes	62
Comments	3
Shares	30
Post Link Clicks	1
Other Post Clicks	1,020

@Thakaa_Center
Sun 10/2/2022 4:05 pm +03

نتقدّم بخالص الشكر والتقدير للمحكمين في
#تحدي_الذكاء الاصطناعي_في_الرياضة22...
...والشراكة مع @gsaksa بالتعاون مع



Total Engagements	623
Likes	36
Comments	5
Shares	13
Post Link Clicks	—
Other Post Clicks	569

Thakaa Center
Sun 10/2/2022 4:08 pm +03

نتقدّم بخالص الشكر والتقدير للمحكمين في
#تحدي_الذكاء الاصطناعي_في_الرياضة22...
...وزارة الرياضة – Ministry of Sport بالتعاون مع



Total Engagements	263
Reactions	20
Comments	1
Shares	2
Post Link Clicks	240

Thakaa Center
Sun 10/2/2022 4:08 pm +03

خطينا بمجموعة من نماذج الحلول المبتكرة خلال
#تحدي_الذكاء الاصطناعي_في_الرياضة22...
في الفترة الماضية...
وسعدنا اليوم بأن نعلن الفرق المُتأهلة لمرحلة الدعم في
التحدي، متمنين للجميع التوفيق.

بالتعاون مع وزارة الرياضة
@gsaksa
والشراكة مع سدايا
@SDAIA_SA



Total Engagements	263
Reactions	20
Comments	1
Shares	2
Post Link Clicks	240

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Marketing Material during the challenge

Challenge Final phase

Final Judging



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Marketing Material during the challenge

Challenge Final phase

Final Judging



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Marketing Material during the challenge

Challenge Final phase

Final Judging

Event Full cover video

Thakaa Center | مركز ذكاء
@Thakaa_Center

بأجواء يملؤها الحماس، اختتمنا خلال الأيام الماضية المرحلة النهائية من التحكيم في #تحدي_الذكاء_الاصطناعي_في_الرياضة22، بالرعاية والشراكة مع @gsaksa والشراكة مع @SDAIA_SA، ترقّبوا إعلان نتائج الفائزين بالتحدي قريباً! ✨

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منشآت
monshaat

مركز ذكاء

وجدان الرويلي

قائد فريق الابتكار
منشآت

1:19 2,692 views

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منشآت
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1:30 1,004 views

Empowerment and Media Partners



Marketing Material during the challenge

During the final phase

Winners' video



Strategic partner



Main sponsor & Strategic partner



Empowerment and Media Partners



Marketing Material during the challenge

During the final phase

Winner's announcing
& honoring



Strategic partner



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All marketing statistics



Views

+250K



Total interaction

+41.2K



Clicks & visits

+8K



Impressions

1.5M+



Videos

5



Posts

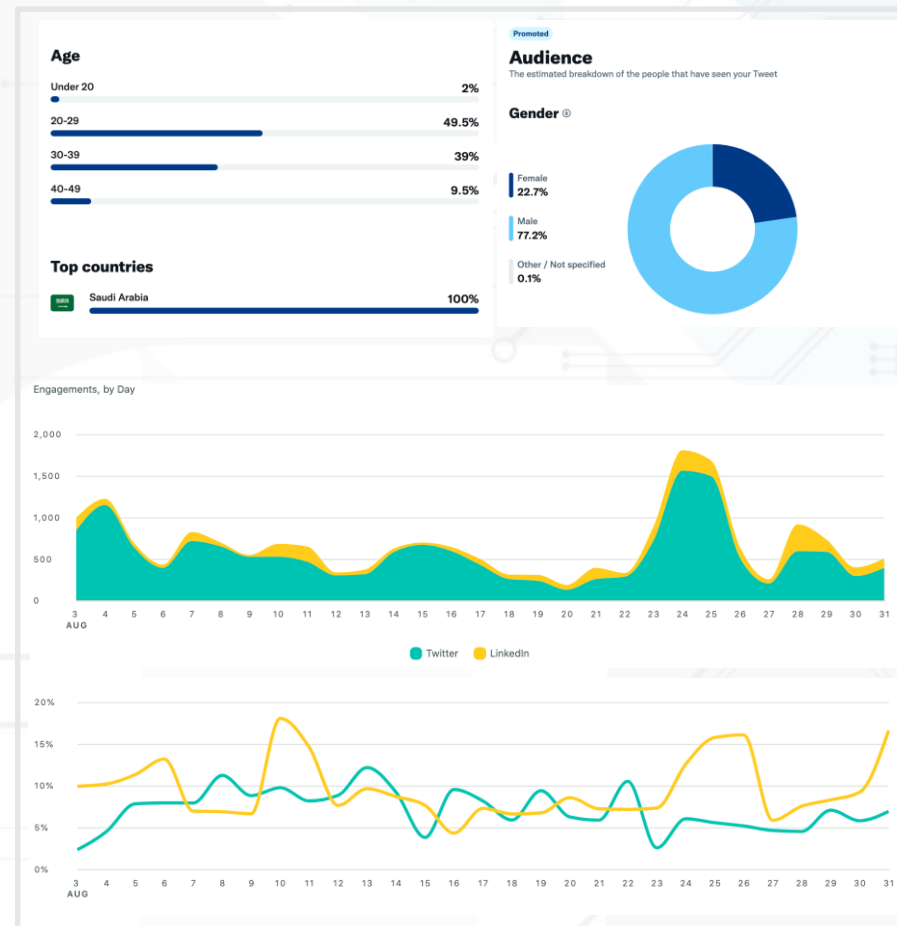
+55

*The figures are approximate and may change according to the time of observation

Strategic partner



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Empowerment and Media Partners



SSC

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وقت الرياضة
FITNESSTIME



**THANK
YOU**

