

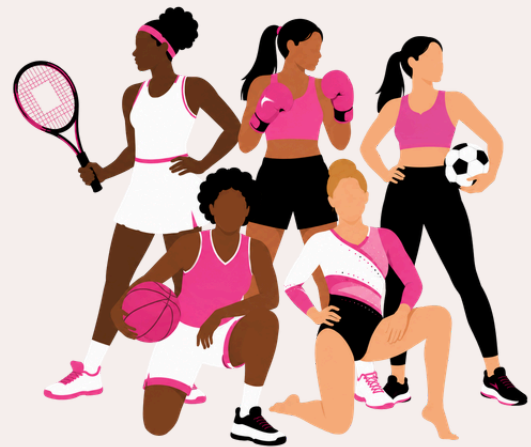


Co-funded by
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SPRINGBOARD 2



Mentoring Program, Women, Sport and Technology



Dear potential Mentor,

We are excited to share details about our mentoring program, "A World Where Talent Has No Gender in SportsTech", and invite you to join us in reshaping the future of gender equality in SportsTech, the sports sector, and the use of technology in sport.

This mentoring initiative is a joint effort by the European Union and partner organisations within the SPRINGBOARD 2 project "Women in SportsTech", partners include: Collective Innovation (COLIN), Orange Sports Forum, Igloo Innovation, Guler Legacy, GSIC and JohnsenSkillz AB (SheSkillz Global).

Together, we are committed to promoting gender equality and diversity by actively supporting a former/still active female athlete who want a job connecting sport and technology, or already are in this profession and want to develop. By investing in the professional development of women, we aim to foster inclusion and unlock untapped potential within the industry. From now on, in this letter, we will refer to this as SportsTech.

WHAT WE ARE LOOKING FOR IN A MENTOR

Our mentoring network aims to create a safe and inspiring space for female professionals to reflect on their careers, tackle challenges, and make informed decisions about their next steps in the SportsTech ecosystem. Through the SheSkillz Global platform, mentees are matched with mentors based on aspirations and experience.



As a mentor, you are:

- Willing to invest your time in advancing female talent in SportsTech.
- A professional with some years of work experience. If you are uncertain about joining as a mentor or mentee, we recommend signing up as a mentee.

Additional Requirements:

- Good communication skills in English (eventual webinars will be in English).
- Willing to volunteer your time, as mentoring is unpaid, and costs (e.g., travel) are not reimbursed (we recommend having online sessions).
- Passionate about mentoring and sharing your expertise.
- Active at the intersection of sport and technology — SportsTech entrepreneurs, executives, founders, product leads, tech-driven federation roles, sports data/AI/analytics, sports performance tech, fan engagement tech, sports media tech, sports health & wearables, etc.
- Demonstrable leadership track record, founder, C-level, head of department, program lead, team-lead, project management or equivalent senior position.
- Genuinely interested in sport and technology.

Commitment as a Mentor:

- Individual Mentorship: Four focused online sessions (45-60 minutes) with your mentee over 9-12 months.

WHAT'S IN IT FOR YOU AS A MENTOR

Besides sharing your own expertise as the most valuable input with your Mentee, you will:

- Share your professional experiences, contributing to the growth of talented women.
- Learn from a new generation of professionals and their fresh perspectives.
- Attend webinars on relevant topics and access an exclusive toolbox filled with useful resources.



PROGRAM HIGHLIGHTS

The mentoring program offers a rewarding journey of growth, collaboration, and networking for both mentees and mentors. Key components include:

- **Kickoff Event & Webinar for Mentors:** The program begins with an **online kickoff in end of January 2027**, 1,5-2 hours online via Teams, providing a unique opportunity for networking and community building. During the kickoff, you will be guided through the SheSkillz Global platform and tools for mentoring, ensuring a smooth start.
- **Open Webinars:** Throughout the program, you will be invited to tailor-made and open webinars covering relevant topics such as career challenges and leadership insights, with space for discussions and shared experiences. Attendance is voluntary but highly encouraged.

WHO ARE THE FIRST 30 MENTEES?

The mentees participating in this program include:

- Women currently working within the sports industry or looking to enter it.
- Female professionals transitioning into leadership careers after their competitive sporting careers.
- Candidates supported by their company or organisation within the sports industry.

READY TO APPLY AS A MENTOR? DEADLINE: DECEMBER 15TH

We believe this mentoring program is a game-changer in SportsTech and are excited to have you on board. If interested, please send an email **by December 15th** with a brief introduction (two lines about who you are) and your CV or LinkedIn profile.

Warm regards,

Guro, Isabella, Håkon, Burak, Sinan, Jarle, Allan, Petter, Virginia, Santiago, Rick, Camil

For more information or questions, please contact: lorenzo@sheskillzglobal.com

Or visit www.sheskillzglobal.com/springboard-2