Participants Guideline

Creators' Garage

1. Context

Welcome to Creators' Garage, an innovation program under the SportsBiz Africa Forum 2025. This initiative, in partnership with the Rwanda ICT Chamber, is designed to bring together talented developers, designers, entrepreneurs, and gamers to create digital solutions that address challenges in Africa's sports industry. The goal is to move beyond passive consumption and position Rwanda as a leader in sports and technology innovation.

2. Strategic Objectives

Creators' Garage is designed to support young talent and early-stage innovation in SportTech by offering practical, inclusive, and engaging pathways. The program aims to:

- Empower young people, developers, and creatives to design tech-driven solutions that connect gaming, sports, and digital experiences.
- Provide hands-on learning and growth opportunities for gamers and students through competitions and bootcamps, building essential digital skills, creativity, and teamwork.
- Offer a platform for developer teams and young innovators to prototype, pitch, and connect with mentors, partners, and investors to accelerate their early-stage solutions.
- Promote diversity and digital access by actively engaging youth, women, and underserved communities within the sports and tech ecosystem.

3. What are we looking for?

The Creators' Garage invites scalable, sustainable digital solutions that tackle Africa's sports industry challenges. We seek innovations in athlete development (e.g., AI-driven talent scouting, wearable tech for performance tracking), fan engagement (gamified apps, AR/VR experiences), and sports business (smart ticketing, digital merchandising). We are particularly interested in solutions that prioritize inclusivity and social impact, such as platforms for women's sports or adaptive technologies for athletes with disabilities.

4. Who are we looking for?

Creator's Garage is open to young innovators, gamers, developers, and creatives with compelling digital solutions relevant to Africa's sports and gaming ecosystem.

Independent or unregistered developer groups will apply by submitting a solution concept, team overview, and proof of capability such as prototypes or past projects. Selected unregistered teams will be required to formalize their status before implementation.

5. Submission processes

To participate in the creators' garage 2025, all interested teams must submit their applications online via the hanga central website. The application window opens on 12th August 2025 and closes on 25 August 2025 at 23:59 CAT.

The application process is simple but competitive. You will need to clearly present your idea, demonstrate your understanding of the problem, and show your capacity to build or present a digital solution related to sports.

1. Gamers Track: Play to Compete, Play to Inspire

To empower Rwandan high school students aged 9–19, The Gamers Track is offering a structured platform to compete in curated challenges using known platforms such as:

- Roblox: Game-based creative challenges like *Grow a Garden* or sports-themed obstacle courses.
- Minecraft: Build-a-Stadium or Sports Arena design competitions.
- FIFA / NBA2K: Live tournaments and tactical gameplay challenges.

This track creates an early innovation pipeline, ensuring young talent is nurtured and connected to Rwanda's broader digital economy initiatives. Participants will showcase teamwork, strategy, creativity, and digital fluency.

2. Creators Track: Build. Prototype. Pitch.

The Creators Track remains the anchor competition of Creator's Garage, targeting developer teams, young innovators and independent creatives building new solutions at the intersection of sports and digital innovation.

Participants will:

- Design and pitch tech-enabled products such as immersive fan platforms, AI-powered coaching tools, smart merchandising, NFT collectibles, or gamified wellness apps.
- Use the sprint and pitch day to showcase working prototypes or functional concepts.
- Receive feedback from expert juries and unlock pathways to pilots, investment, and ecosystem partnerships.

Solutions will be evaluated based on innovation, relevance, scalability, and social impact, with a strong emphasis on inclusion, localization, and long-term sustainability.

6. Prize Structure and Post-Garage Support

Winners will unlock strategic benefits that drive real business growth and visibility. These include opportunities to pilot their solutions with sports federations and clubs, high-profile exposure through SportBiz Africa's platforms and partner networks, and curated introductions to investors, sponsors, and key ecosystem players. Winning teams also gain long-term value through mentorship, media features, and priority access to future SportBiz collaborations, freelance opportunities, and innovation projects across Africa's sports and tech sectors.

7. Key dates

Stage	Description	Date
12th August 2025	Applications open	12th August 2025
25th August 2025	**Submission deadline (23:59 CAT)**	**25th August 2025**
Stage 1: Application Review	A panel of experts will assess all eligible applications based on relevance, innovation, feasibility, impact, and team capacity. Incomplete or non-compliant submissions will be disqualified.	30–31 August 2025
Shortlist Notification	Selected teams will be contacted with event details and pitch guidelines.	1 September 2025
Stage 2: Live Pitch	Finalist teams will pitch their solution (5 minutes + 2-minute Q&A) in front of a jury of experts during the Creators' Garage event. Evaluation will focus on problem-solution fit, creativity, technical soundness, impact potential, and presentation quality.	5 September 2025

	Top-performing teams will be announced and recognized via official channels (ICT Chamber, SBA Forum).	9 September 2025
Winner Announcement		

8. Participation Rules

All participants must adhere to the following rules:

1. **Code of Conduct**
   - Solutions must be original work created specifically for this challenge. Plagiarism or use of copyrighted material without permission will result in immediate disqualification.
   - Teams must disclose any prior IP or patents related to the submission.

2. **Data Ethics**
   - Comply with Rwanda's Data Protection Law (Law No. 058/2021).
   - Clearly disclose all third-party data sources and APIs used.
   - For solutions involving athlete/fan data: Include a privacy policy draft.

3. **Funding Use**
   - Grants must be used exclusively for the proposed project.
   - Winners will undergo financial audits and must retain all receipts/invoices.
   - Any deviation from the approved budget requires written authorization.

7. Assessment Criteria

All submissions will be evaluated by an independent jury comprising SportsTech experts, investors, sports federation leaders, and digital innovation specialists. Proposals will be scored out of 100 points across five key domains:

1. Alignment with Sports Ecosystem Priorities (20 points)

- Solution addresses a documented pain point in African sports (e.g., talent gaps, fan engagement, revenue leakage).
- Complements Rwanda's Vision 2050 and Africa's Sports Development Goals.
- Potential to integrate with other sectors (banking, tourism, health).

2. Innovation & Creativity (25 points)

- Introduces a unique approach, technology, or business model to sports.
- Leverages emerging tech (AI, IoT, blockchain) in practical ways.
- Demonstrates understanding of athlete/fan/administrator needs.

3. Impact Potential (20 points)

- Clear KPIs (e.g., % cost reduction, fan base growth, athlete performance improvement).
- Potential to generate direct/indirect employment in sports-tech.
- Reaches underserved groups (women, rural athletes, persons with disabilities).

4. Scalability & Sustainability (35 points)

- Realistic revenue model or cost-saving potential.
- Can be replicated across African markets/leagues.
- Uses affordable, locally available tech solutions.

Contact and Registration

APPLY for the Creators' Garage 2025 via: https://bit.ly/creatorsgarage
Send us an email: info@ictchamber.rw
Call or WhatsApp: (+250) 793902451