



Harnessing the potential of digital technology and AI

Lucy Mills

Ready Sport Global

HARNESSING THE POTENTIAL OF TECH & AI

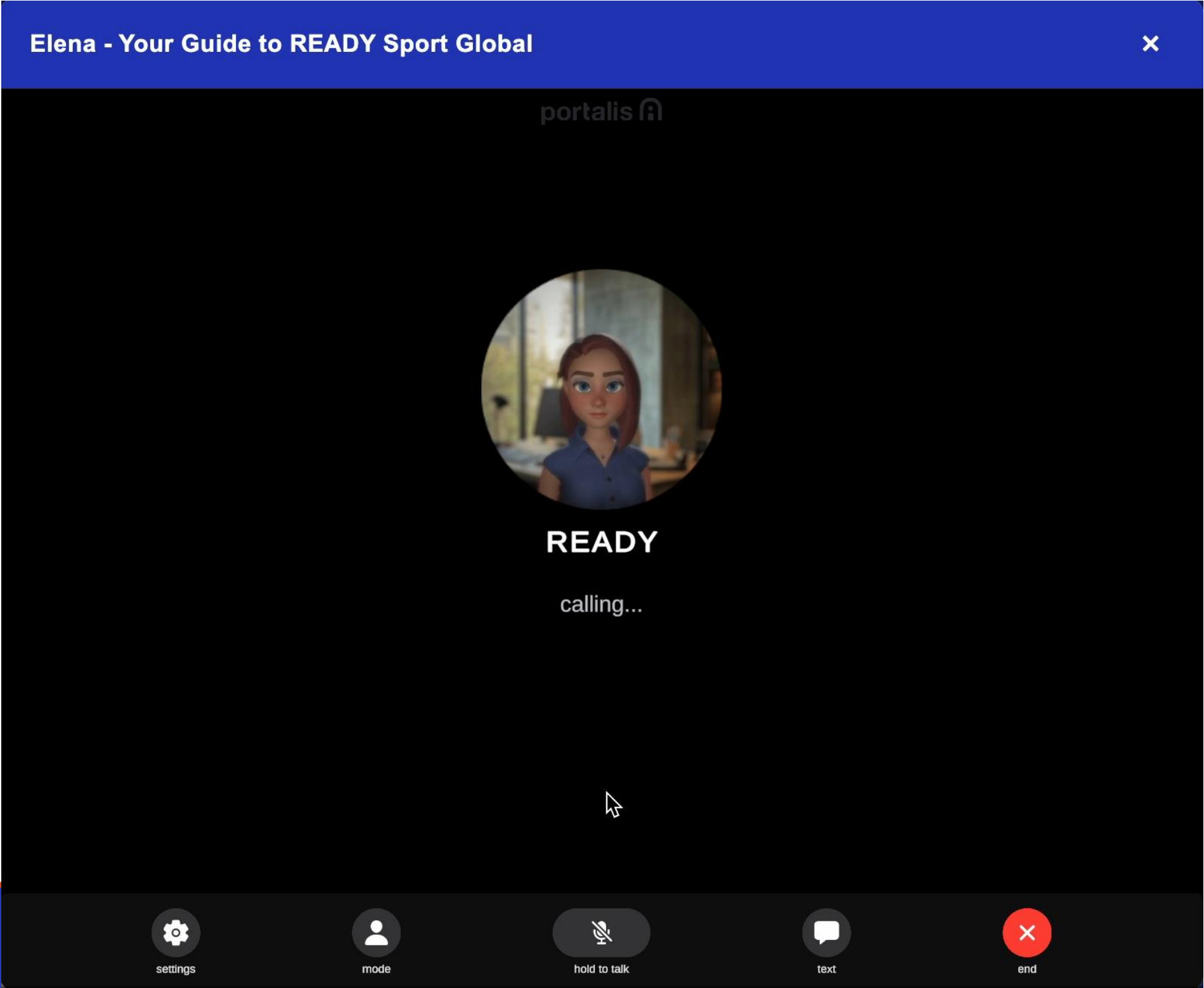


**ABOUT READY
SPORT GLOBAL**

**ADVANCING
GENDER EQUALITY –
EXAMPLES
FROM READY &
WOMEN'S SPORT**

**REFLECTIONS AND
CONSIDERATIONS**

LET'S HEAR FROM AI FIRST!



HARNESSING THE POTENTIAL OF TECH & AI



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READY ORIGINS



READY Web 3.0 and Sport Course

An Introduction to Web 3.0 and Sport



Course Leaders
Lucy Mills | Aisha Nazia



Expert Contributors
Dr Jacob Naish | Preeti Shetty | Leanne Bats | Dan Wood | Bex Sowden

ALGORITHM FOR EQUALITY®

HOW AI IS MAKING WAVES IN WOMEN'S
SPORTS

THURS, MAY 23
12PM - 12:30 PM ET

LUCY
MILLS

READY SPORT GLOBAL

FQ
the
FEMALE QUOTIENT



READY + The Good Football
present:

team talks & tapas

Fútbol femenino
e impacto social

Un evento de charlas y networking para celebrar la contribución
positiva del fútbol femenino a la sociedad española y mundial.

10 octubre | 18.30 - 21.00
Refrescos y tapas

Codeop
Calle d'en Grassot,
101 08025 Barcelona

Espacio limitado - RSVP a través de Eventbrite hasta el 6 de octubre.



INCLUDED
ACCELERATOR

Certification
Blockchain, Sport and Social Impact

Powered by READY



READY AI in Sport Course

An Introduction to Artificial Intelligence in Sport



Course Leaders
Lucy Mills | Magdalyn Miller



Expert Contributors
Nancy Hensley | Jacqueline Comer | Kahlia Hogg | Sadaf Tayebi



READY Web 3.0 and Sport Course

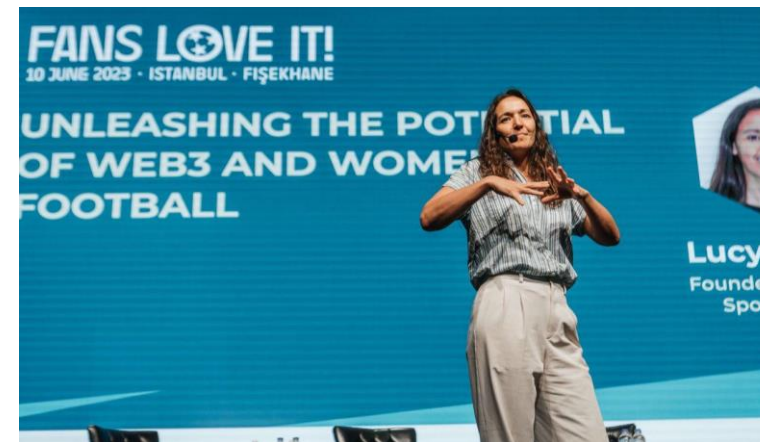
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New regen collab!



SPORT FOR
SOCIAL
CHANGE
NETWORK
AFRICA

READY is teaming up with Africa's
leading sport for development
network to explore **emerging trends
and technologies** that can
supercharge sustainable social
impact through sport.

Discover
the power of
AI as a tool
to accelerate
sport for
development.

sportanddev.org/discover-ai

READY

sportanddev.org

READY TODAY



Training & Change Management

Upskilling individuals and teams through hands-on learning relevant to their day-to-day work.



Strategy & Organizational Readiness

Helping organizations start or accelerate the journey of digital transformation and AI adoption.



Implementation & Delivery

Bringing innovation to life by designing and managing programs, delivering pilots, and implementing solutions.

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Athlete performance and wellbeing

**ADVANCING
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Athlete performance and
wellbeing

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Operations and
organizations

HARNESSING THE POTENTIAL OF TECH & AI



Media and content

Athlete performance and wellbeing

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Operations and organizations

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ADVANCING GENDER EQUALITY – EXAMPLES FROM READY & WOMEN'S SPORT

Athlete performance and
wellbeing

Operations and
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Media and content

Commercial optimization

HARNESSING THE POTENTIAL OF TECH & AI



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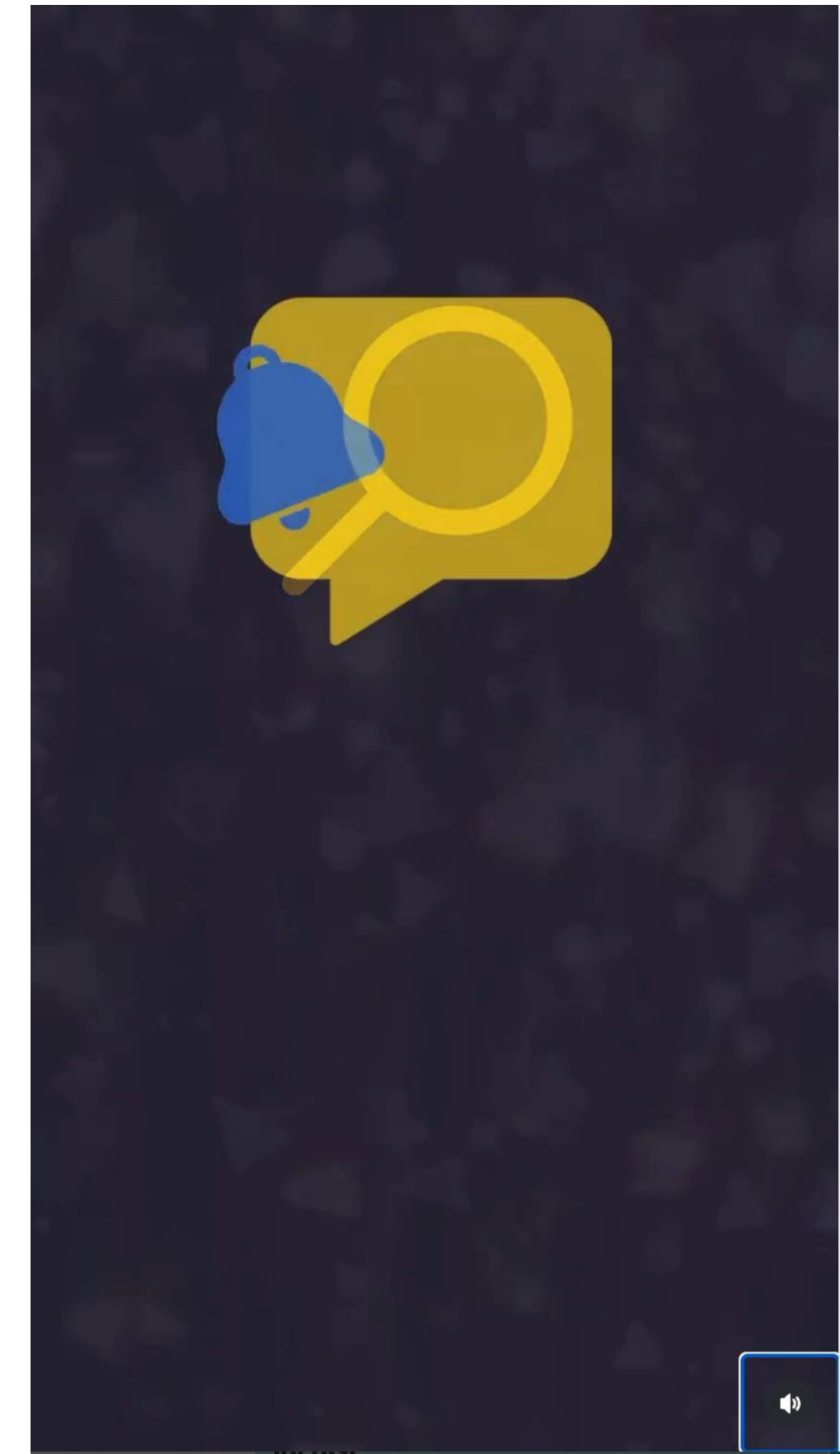
Commercial optimization

Fan and community
engagement

DIGITAL PROTECTION & INTEGRITY



areto labs

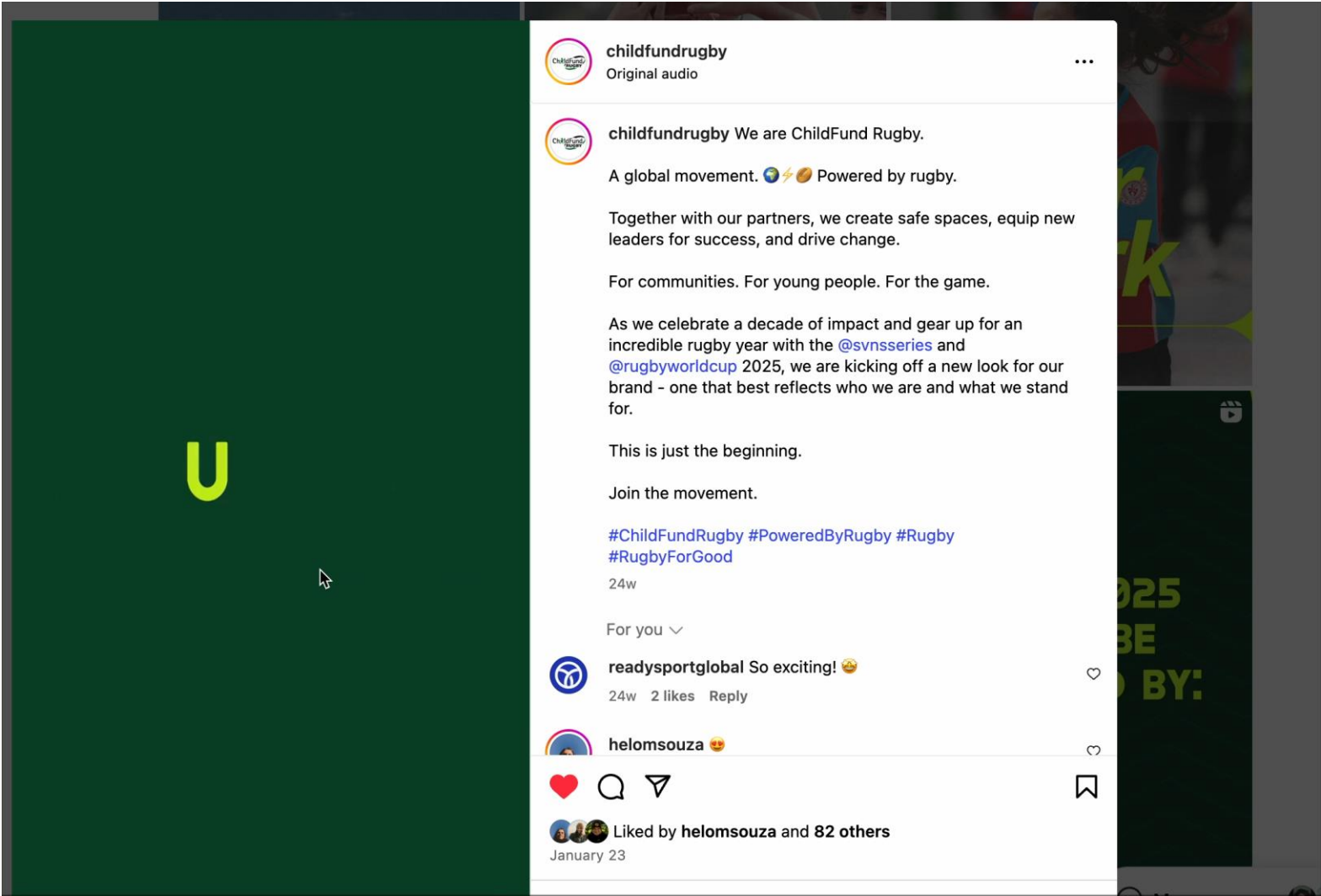


ADVANCING GENDER EQUALITY

ACCESSIBILITY & EFFICIENCY



ACCESSIBILITY & EFFICIENCY



ADVANCING GENDER EQUALITY

DRIVING ENGAGEMENT & VALUE



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TRANSFORMING SPORT WITH ARTIFICIAL INTELLIGENCE (AI)

The AI advantage in women's sport:
Developing a commercial blueprint

TSC   READY



HARNESSING THE POTENTIAL OF TECH & AI



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DIGITAL ADVANTAGE FOR WOMEN'S SPORT



- Rapidly technological shifts mean that elite technologies are now more widely accessible and affordable (e.g., digesting data, predictions / simulations, personalization...)



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- Opportunity to leapfrog legacy models by going digital-first, data driven, and AI enabled.





NAVIGATING THE RISKS

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- We’re often *“data rich, intelligence poor”.*
- What problems are we trying to solve?
- Realities of sports organizations: fragmented, lack of clarity, overwhelmed...

HOW DO WE GET READY?



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- Strategic readiness is fundamental. So too is an executive "position".
- The potential of AI depends on *who is* using it and *how* it is being used (like anything). So we need more:
 - Diverse inputs across sport – not just the IT team or CTO.
 - Hands-on, relevant training.
 - Clear guidance, standards, and guardrails.
 - Opportunities to learn from other organizations and sectors.

LEARNINGS FROM SPORT FOR DEVELOPMENT



**Discover
the power of
AI as a tool
to accelerate
sport for
development.**

sportanddev.org/discover-ai

 **READY** 

OLYMPISM INNOVATION HUB



In collaboration with





Let's get sport ready for the future!

🌐 www.readysportglobal.com
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