



READY

We foster and forge the future of sport.

We are Ready Sport Global (READY), trailblazers at the intersection of sport, technology, and social impact. We are not just forecasting the future of sport; we are actively crafting it through a lens of innovation and inclusivity. Our approach is human-centric. We embrace digital and emerging technologies as vital tools to drive regenerative impact for individuals, businesses, and communities. Our global team is committed to creating a lasting, positive legacy in the world of sports and beyond, fostering authentic relationships to make lasting impact. We do this through three focused organizational areas.



READY Innovation Hub

Our premier innovation and tech hub for women's sport serves as a catalyst for unlocking potential and possibilities.

Through curated educational experiences, including courses, workshops, events, and programs, we give participants the knowledge, skills, and networks to propel women's sport to the next level.



READY Consulting and Advisory

Our global team of experts design and deliver specialized programs and transformational learning experiences for athletes, sports organizations, educational institutions, and technology innovators. Through our tailored approach, we work with teams to achieve desired individual, community, and business goals with maximum impact.



READY RE-GEN

Our array of live and virtual community courses, workshops, and events intentionally engage diverse groups in women's and grassroots sport. With a commitment to inclusion and accessibility, READY RE-GEN bridges gaps and builds connections across the sports ecosystem, catalyzing sport for regenerative change.



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Steering sport and tech with insight and impact 

READY Consulting

Our global team of experts collaborate with athletes, organizations, universities, and tech companies to curate learning experiences and specialized programs that foster regenerative impact, enriching individuals, businesses, and communities alike. READY's approach begins with understanding the unique strategic priorities and goals of our clients. Next, we design and implement encouraging, future-ready tailored strategies, experiences, and programs to bring those priorities to life.



Learning Experiences

Workshops

READY's customized workshops are tailored to enhance the strategic and operational prowess of staff, directors, and key stakeholders within sports organizations or companies. Whether conducted live or virtually, these workshops are globally accessible and spearheaded by our subject experts, ensuring that your team is equipped with cutting-edge skills and insights.

Curriculum Development

With a blend of the latest academic theories, global practitioner expertise, and engaging instructive approaches, READY transforms educational programs. We partner with academic institutions to design and deliver vibrant undergraduate, master's, and MBA modules that are as flexible as they are informative catering to the schedules and needs of the students, both online and on campuses.

Learning Communities

READY's curated learning communities are virtual and in-person ecosystems where continuous education, connection, and shared experiences are the keystones. Our communities highlight collective growth and knowledge sharing – serving as incubators for ideas and strategies, shaping the future of sport, technology, and social impact.

Events

READY coordinates and hosts a wide range of events – from intimate, boutique gatherings to large-scale, dynamic conferences. Our events create the perfect environment to achieve objectives, whether it's cultivating community and networking opportunities, facilitating thought-provoking discussions, or showcasing industry innovations. With our finger on the pulse of sport, tech and social impact, we ensure each event is charged with the right energy and atmosphere to maximize engagement and impact.



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Specialized Programs

READY develops specialized programs that unleash potential, instill future-ready knowledge and skills, and drive business and community impact. Our approach starts with listening to our clients' needs, leading to stakeholder engagement and detailed opportunity analysis. This ensures that the resulting program embodies the collective vision and goals of all collaborators.

Corporate Social Responsibility (CSR)

Our CSR programs are designed with a deep understanding of the transformative power of sport. READY's initiatives focus on creating a lasting impact on society, such as well-being, equality, and inclusion. With our clients, we transcend the bottom line – amplifying profit alongside purpose, and forging partnerships with stakeholders, industry, governments, and communities for tangible contributions to a fairer and more just society.

Leadership and Innovation

READY recognizes the need for strong leadership and constant innovation within the dynamic realms of sport, technology, and social impact. Our customized training programs are crafted to equip professionals with the necessary skills to navigate and shape the evolving landscapes of their respective fields. We focus on nurturing the next generation of leaders who are ready to inspire change and drive progress



Advisory Expertise

READY's advisory team is committed to success for organizations striving to enhance their industry presence and impact. Our advisory services encompass:

- Strategic feedback and direction on current and potential projects.
- Exploration of new business and social impact opportunities.
- Comprehensive research, consultation, and feasibility studies.
- Development of tailored content and professional development resources.

Women's Sport

With our in-house women's sport expertise and global connections, we partner with investors, companies, and organizations to guide and strategize engagement, positioning, and partnerships that galvanize win-win results.

Web 3.0

We provide guidance for athletes and organizations eager to explore the diverse commercial and community possibilities of Web 3.0, whether digital currencies and collectibles, decentralized networks, tokenization, or the metaverse.

Artificial Intelligence

Unlocking the transformative potential and capabilities of AI in sport, we ensure teams are aware of and prepared to lead with AI-driven innovations that shape the future of sport.





READY Innovation Hub

We are READY, trailblazers at the intersection of sport, technology, and social impact. From our Barcelona headquarters, we stand at the forefront of advancing women's sport. We do this by fusing innovation with inclusivity – creating a vibrant and curious ecosystem where emerging technology and compassionate values fuel growth for women's sport.

With a focus on all athletes and industry professionals, READY courses and programs are designed to ignite curiosity, unlock potential, and cultivate a network of future-ready leaders. Our goal is to enhance knowledge and skills alongside a renewed sense of purpose and a clear vision for participants' future roles in the sport and tech industries.



READY Foundational Pillars

- **Virtual learning:** Dive into our on-demand offerings, which empower learners to navigate content at their pace, ensuring unmatched flexibility and accessibility.
- **Expert contributions:** Gain insights from world-leading professionals who share cutting-edge knowledge and valuable experiences.
- **Digestible content:** Approach complex topics with our materials, crafted to simplify learning into clear, manageable segments.
- **Cohort learning:** Join facilitated, peer-to-peer sessions designed for rich, multidirectional exchanges of knowledge.
- **Supportive environment:** Flourish within our programs' nurturing atmosphere, created to boost growth, encourage collaboration, and inspire innovation.





READY Courses



Web 3.0 and Sport

This on-demand, beginner-level course offers learners a gateway into the new era of the internet, demystifying concepts such as cryptocurrencies, NFTs, DAOs, and the metaverse, with an emphasis on their relevance to women's sport. Industry experts, including Dr. Jacob Naish (Right to Dream), Daniel Wood (World Freestyle Football Federation), Preeti Shetty (Upshot), Rebecca Sowden (Team Heroine), and Leanne Bats (RugbyDAO), provide rich insights. After investing just 3 hours, learners gain the competence to explore, engage with, and shape the sport landscape in the Web 3.0 era.

Artificial Intelligence in Sport

This virtual course enables learners to embark on a comprehensive journey into artificial intelligence and its role in sport – for athlete performance, for sports organizations, and for fan experiences. After delving into AI's origins, types, and ethical considerations, learners then examine use-cases in sport, with a focus on how it can advance women's sport. Insights from AI pioneers Jacqueline Comer (Areto Labs), Nancy Hensley (Mercury13, previously with IBM and Statsperform), Kahlia Hogg (Duke University), and Sadaf Tayebi (Chelsea FC) ensure deep and holistic understanding. Completing this 2.5-hour course prepares learners to navigate and innovate with AI.

READY Programs



Education Program for Athletes

Tailored for professional athletes to help them get ready for their future, this 12-week immersive learning journey is designed to align athletes with their unique interests in sport, technology, and social impact. Athletes will:

- Engage in a thoughtfully curated curriculum that accommodates training and personal life.
- Participate in 1.5-hour weekly sessions with READY's experts and international guest speakers, blending education with inspiration.
- Acquire valuable insights into contemporary trends, innovations, and case studies, linking learning to practical scenarios.
- Broaden professional networks through informal interactions with industry leaders, enhancing opportunities for personal and professional growth.

Training Programs for Industry Professionals

READY provides industry professionals with targeted training programs to enhance personal and professional development, offering the following learning paths:

- Leadership and Innovation Ready: For women-identifying professionals in sport and technology, this program prioritizes personal and leadership development, preparing participants to navigate and shape their industries with confidence and skill.
- Future Ready: For professionals in women's sport, this program ensures that participants are well prepared with emerging tech knowledge and tools for the rapidly changing industry landscape.





READY RE-GEN

We are committed to expanding educational access within the sport ecosystem, particularly to those segments of society that have historically been overlooked by the advances in technology. We focus on women's sport, grassroots initiatives, and sport for development organizations, recognizing the essential role they play in facilitating access to sport for millions of people from diverse backgrounds worldwide, whether as participants or fans.

These important organizations often face challenges such as limited resources, reliance on volunteers, and difficulties in integrating innovation and technology into their operations. READY RE-GEN bridges this gap by providing resources and opportunities that were previously unavailable.

We open doors to new ideas and networks, offering complimentary access to our courses and workshops. Our community events are specifically designed to bring together groups from different sectors, creating a vibrant learning environment where discussions around Web 3.0 and emerging technologies flourish.



Our Collaborative Partnerships:

- Upshot: Enhancing data and impact measurement capabilities.
- International Sport and Culture Association: Promoting sport and cultural understanding globally.
- Women's Sport Collective: Empowering women professionals in sport.
- African Women's Sport Network: Supporting the rise of African women in sport.
- Sport for Development Coalition: Advocating for sport as a powerful tool for positive change.

