



# BARÇA INNOVATION HUB X

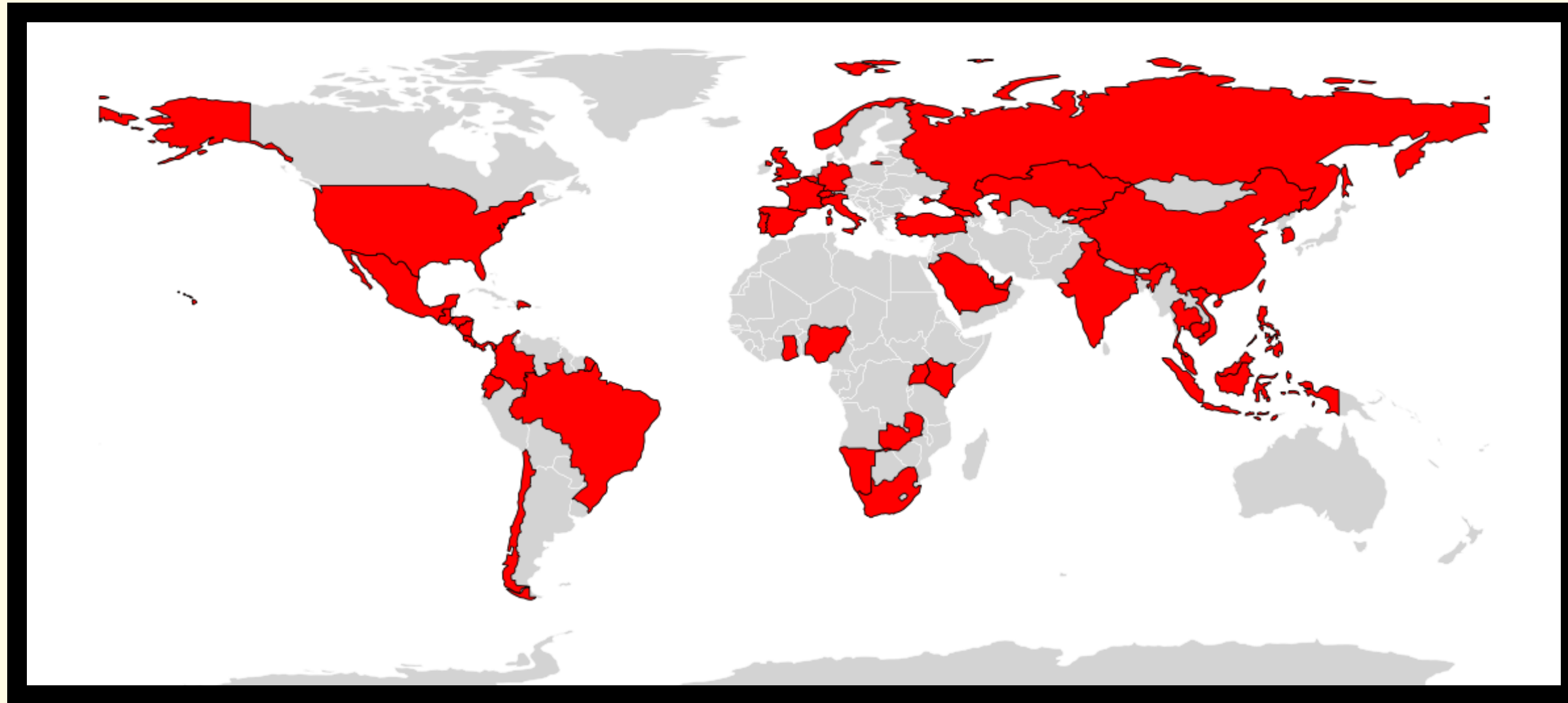


**HULT**  
INTERNATIONAL  
BUSINESS SCHOOL

# WELCOME TO THE HULT FUTURE LEADERS CHALLENGE 2025!

A 11-week live client challenge for teams of high school students globally to put their knowledge, skills and teamwork to the test with a live client brief from **Barcelona Innovation Hub**





**A GLOBAL EXPERIENCE**

# HFLC 2025 STATS

**2,789**



Students

**234**



Schools

**51**



Countries

**78**



Returning  
Schools

**144**



New  
Schools



# YOUR CHALLENGE LEADERS



**SERGI GONZALEZ MORENO**  
GLOBAL PARTNERSHIP, BIHUB



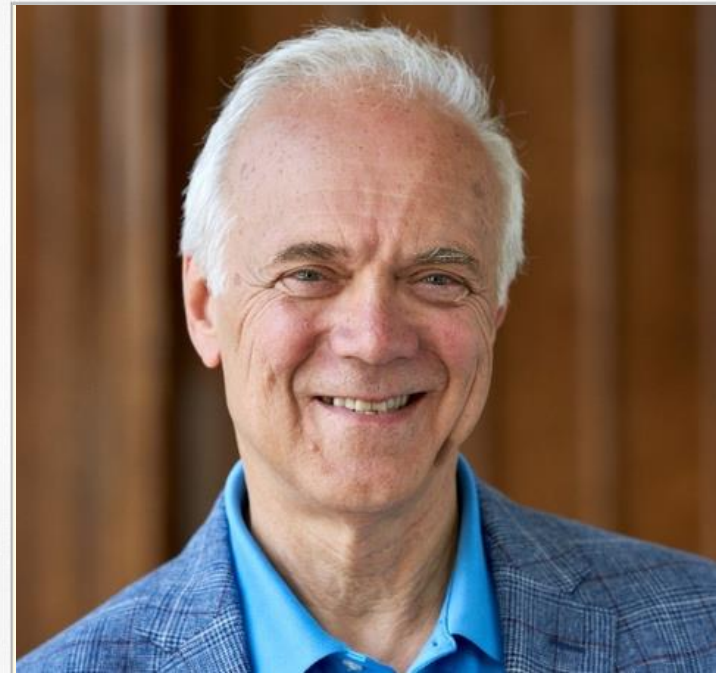
**ELANA ALFRED**  
GLOBAL DIRECTOR, STUDENT EXPERIENCE



# YOUR CHALLENGE LEADERS



**PROF. PETER BAGLEY**  
ENTREPRENEURSHIP, BOSTON



**PROF. NILAND MORTIMER**  
MARKETING, BOSTON



**PROF. LILIANA CAIMACAN**  
MARKETING, LONDON



**PROF. DANIEL RUKARE**  
ENTREPRENEURSHIP, LONDON



# WHY HFLC?



Gain global exposure



Tackle real-world challenges



Do business from day one



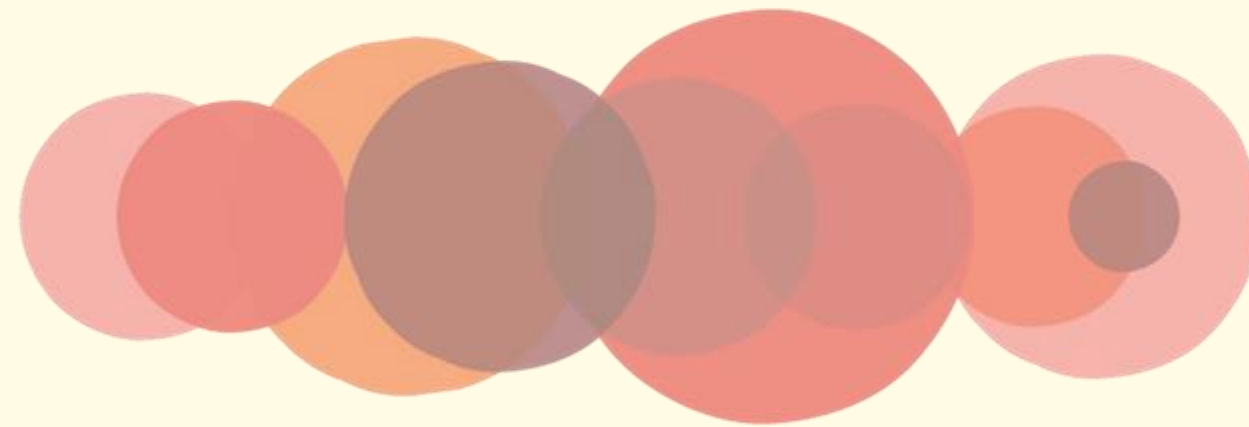
Define your path with personal coaching



Build the skills AI can't replace

# **BARCELONA INNOVATION HUB**

*THE BRIEF...*





**BARÇA  
INNOVATION HUB**

# HULT FUTURE LEADERS CHALLENGE

## 2025

# MY BACKGROUND - Academic



***2011-2016***

**Universitat de  
Girona**  
Business  
Administration  
Bachelor's Degree



***2016***

**Hanzehogeschool  
The Netherlands**  
Minor International  
Strategy



***2017-2018***

**Johan Cruyff Institute  
Barcelona**  
Official Master's in Sport  
Management



***2020-2022***

**UOC  
Online**  
Official Master's in  
Supply Chain  
Management

# MY BACKGROUND - Labour



*1 year*

## Johan Cruyff Institute Sponsors Internship

- Market research study on GoldenPark.es and CES (Center Esports Sabadell "cesabadell.cat")
- Evaluate similar actions, benchmarking.
- Identify cross-business possibilities and synergies between club, city and GoldenPark.es
- Establish a 360° activation plan that covers all identified needs and opportunities.



*3 years*

## Girona FC Operations

- Suppliers Management
- Controlling
- New business Analyst
- Events Coordinator: (Stadium Tour, Fan Zone and others)
- Membership Campaigns Coordinator
- Team Coordinator (volunteers)
- Tickets sales



*1 year*

## Kave Home Procurement

- Managing more than 500 sku's and 25 international suppliers
- Analysing sales forecast
- Negotiate with international suppliers from Vietnam, China, India, Indonesia.
- Managing the whole purchasing process.
- Demand planning for the stock of my sku's.



*2022-Currently*

## FC Barcelona Global Partnerships

- Managing Barça Universitat, BIHUB's digital platform
- Business Development of B2B
- Coordinate academic portfolio: Master's Degree, Courses and Certificates.
- Content academic production for the BIHUB's portfolio.
- Events coordinator

# FC BARCELONA



● FOOTBALL LEADS THE WAY

# FOOTBALL LEADS THE WAY: MOST FOLLOWED SPORT ON EARTH

Football is the **world's most popular sport**,  
capturing the interest of over a **billion fans**.



1.852M



1.072M



797M



782M



687M

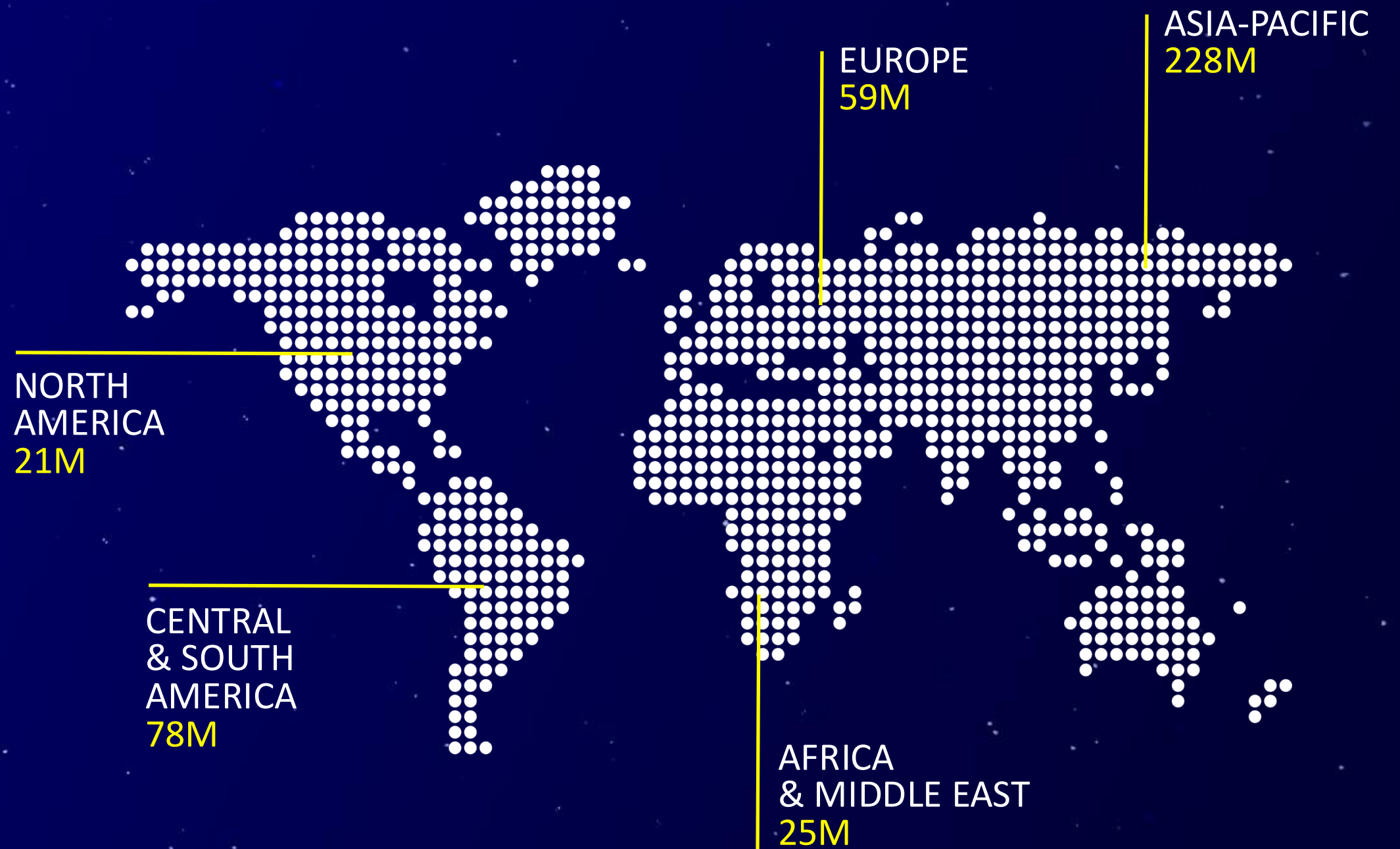
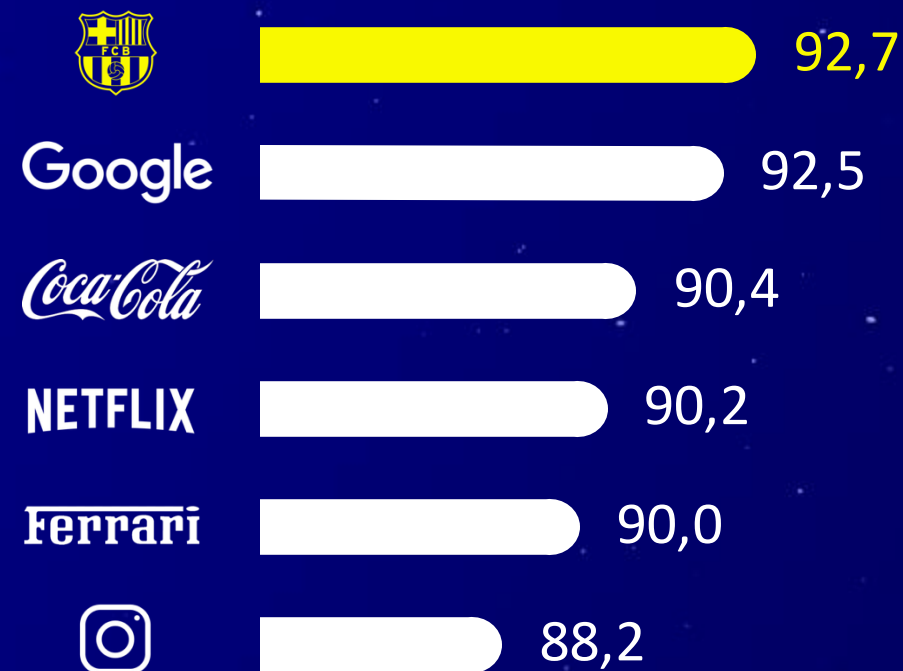


642M

● ONE OF THE BEST KNOWN TEAM GLOBALLY

# ONE OF THE BEST KNOWN SPORT TEAM GLOBALLY

COMPETING IN THE TOP  
BRANDS LEAGUE - OUR  
BRAND STRENGTH



# FAN PROFILE

412M FANS GLOBAL

## 01. DEMOGRAPHICS

62% Male

38% Female

34% 16-34

23% 35-50

81% Live in an Urban context

23% Have a High Purchasing Power

## 02. ATTITUDES & VALUES

74%

Like to know what is going on in the world

72%

Believe all people should have equal rights

63%

Care about climate change and sustainability

## 03. MEDIA & DIGITAL

77%

Watch Barça games live on tv every month

58%

Consume News & Highlights content every week

47%

Follow the competition on Social Media



# STAGGERING DIGITAL PRESENCE

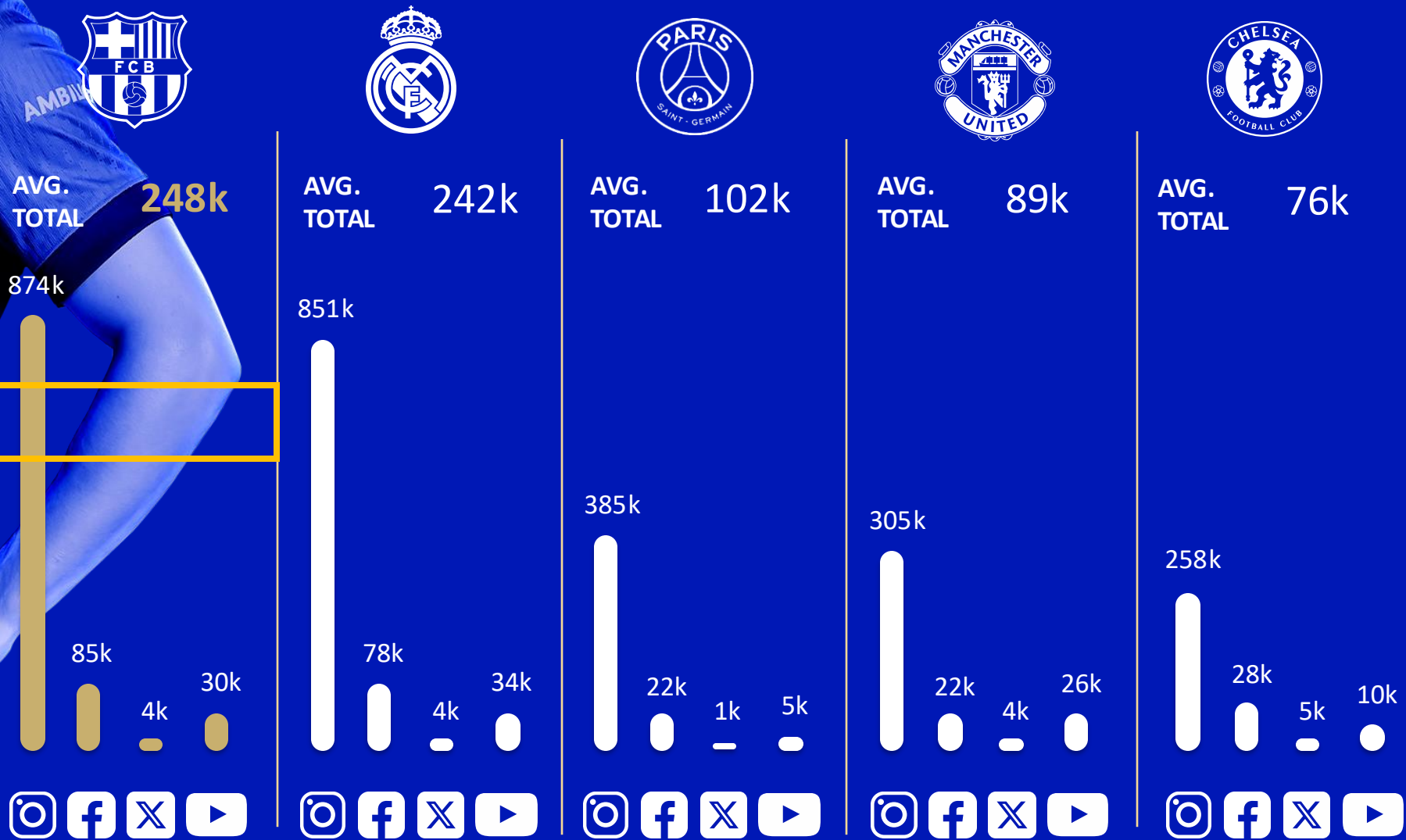
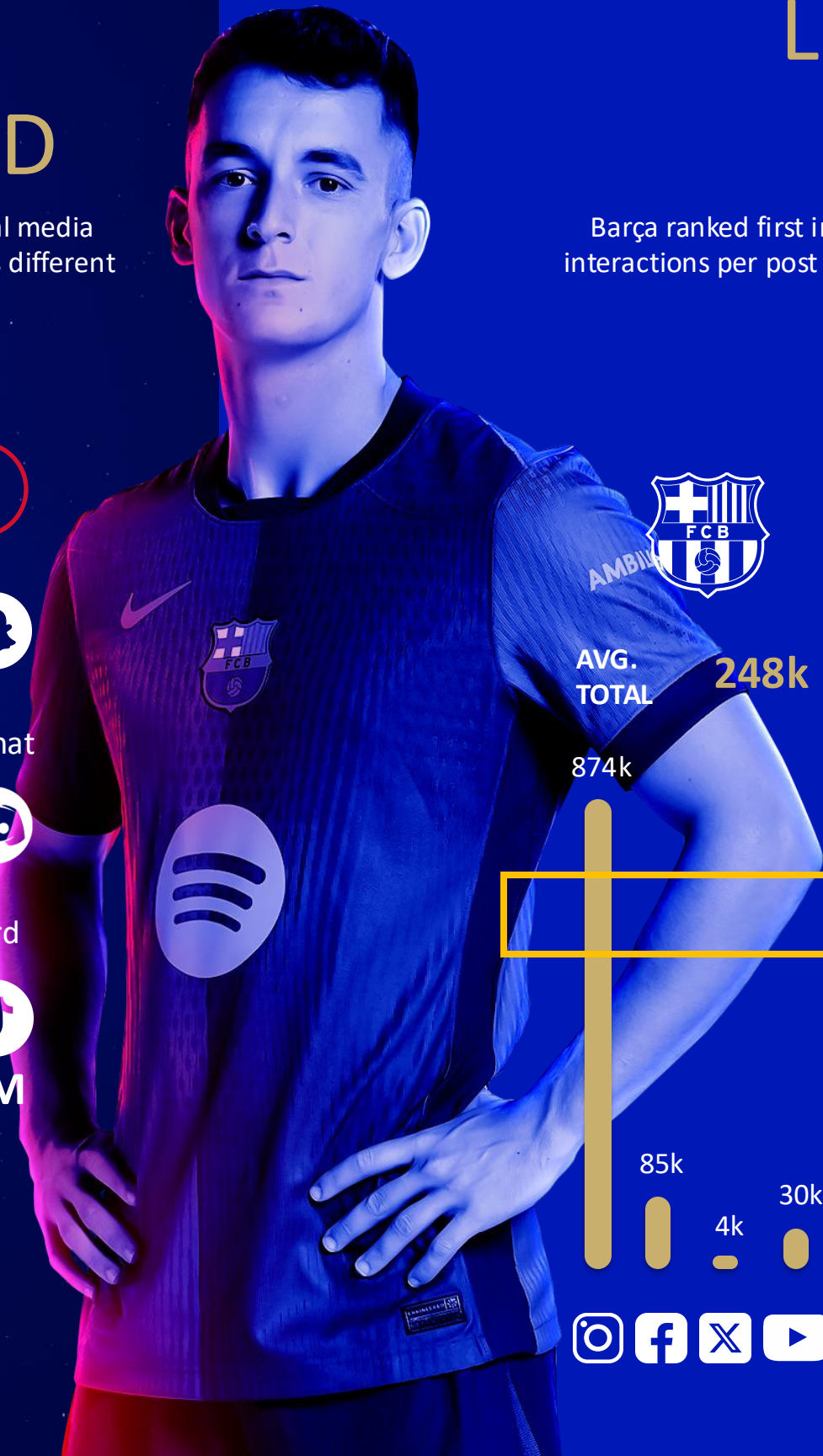
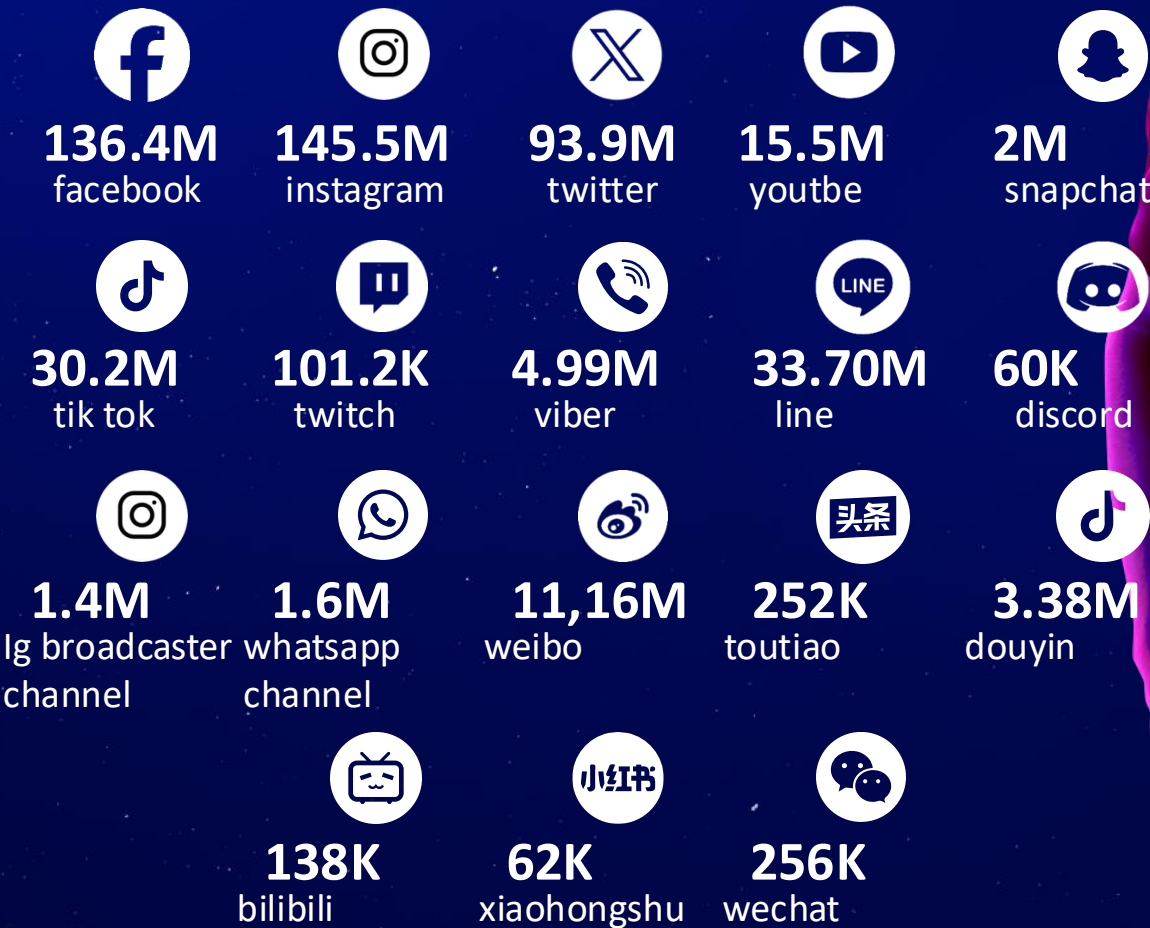
## THE LARGEST DIGITAL PROPERTY IN THE WORLD

In total, Barça currently has more than 500 million followers across all social media platforms, counting all the Club's accounts in different languages and for its different teams – the largest digital community in sports.

## LEADERS IN SOCIAL MEDIA INTERACTIONS PER POST

Barça ranked first in terms of the effectiveness of its posts on Social Media. The average number of interactions per post considering the main social networks is ~248.000, being Instagram the platform with the best performance {~874,000 interactions/post}.

### 502M TOTAL FOLLOWERS



● MORE THAN A CLUB

# MORE THAN A CLUB

## SPORTS POWER INNOVATIONS

As a globally leading sports club, we incorporate, generate and transfer a vast wealth of knowledge and innovation. We aim to be the central hub off knowledge in the sports world.



## STYLE DEFINES WHO WE ARE

We have our own, unique style of play that is recognized and revered all across the world. Having our own style of play is just as important as winning.



## OUR ROOT IS GRASSROOTS

Our world-famous academy is committed to developing the talent of the future through sports and values-based education. We want to educate, not just train



## IMPACT THE SOCIETY

We strive to use our platform to support the world's most vulnerable children and youth and contribute towards a more egalitarian and inclusive society.



## SPORTS IS FOR EVERYONE

Beyond men's football, we invest in all of our 5 professional sports and plethora of amateur sports, with a particular focus on Women's Sport.



## RE-DEFINE SPORTS & ENTERTAINMENT

The Espai Barça project aims to remodel Spotify Camp Nou, and to turn it into the biggest and most innovation sports and entertainment space within a European city.



# BARÇA INNOVATION HUB 01.



# BARÇA INNOVATION HUB

**INNOVATION**

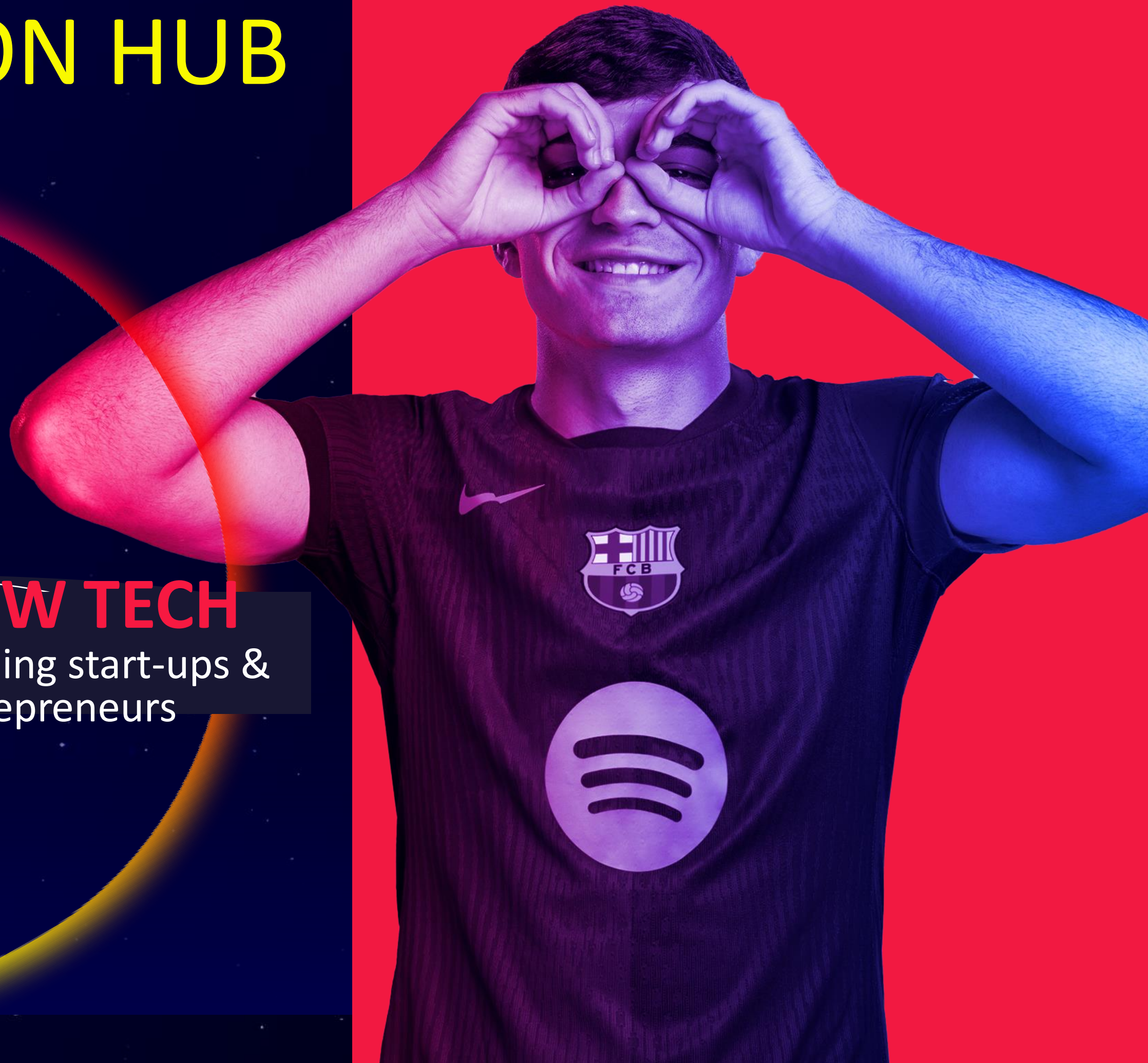
Edge of Sports

**NEW TECH**

Leading start-ups &  
Entrepreneurs

**TALENT**

Education



# INNOVATION

## A UNIQUE ACCESS TO BARÇA DNO THROUGH BARÇA PROFESSIONALS

BIHUB leads applied research and innovation aimed at improving both elite and amateur sports both and benefit the society at large.

Projects related to women's health, injury prevention, and performance enhancement position sponsors as committed actors in the holistic health of individuals.



+10

Current Reserach &  
Innovation projects

+34

Projects finalized

8

Focus Areas:

Advanced Sports, Coaching, Health &  
Wellness, Nutrition, Sports Analytics, New  
Media, Connected Venues, Social Impact



# IOTWINS PROJECT STEPS

MAPPING THE STADIUM  
AND SPACES

01

IDENTIFICATION SYSTEM

02

3D SIMULATION OF  
PEOPLE FLOWS

03

PREDICTIVE MODELS

04

RESULTS

05

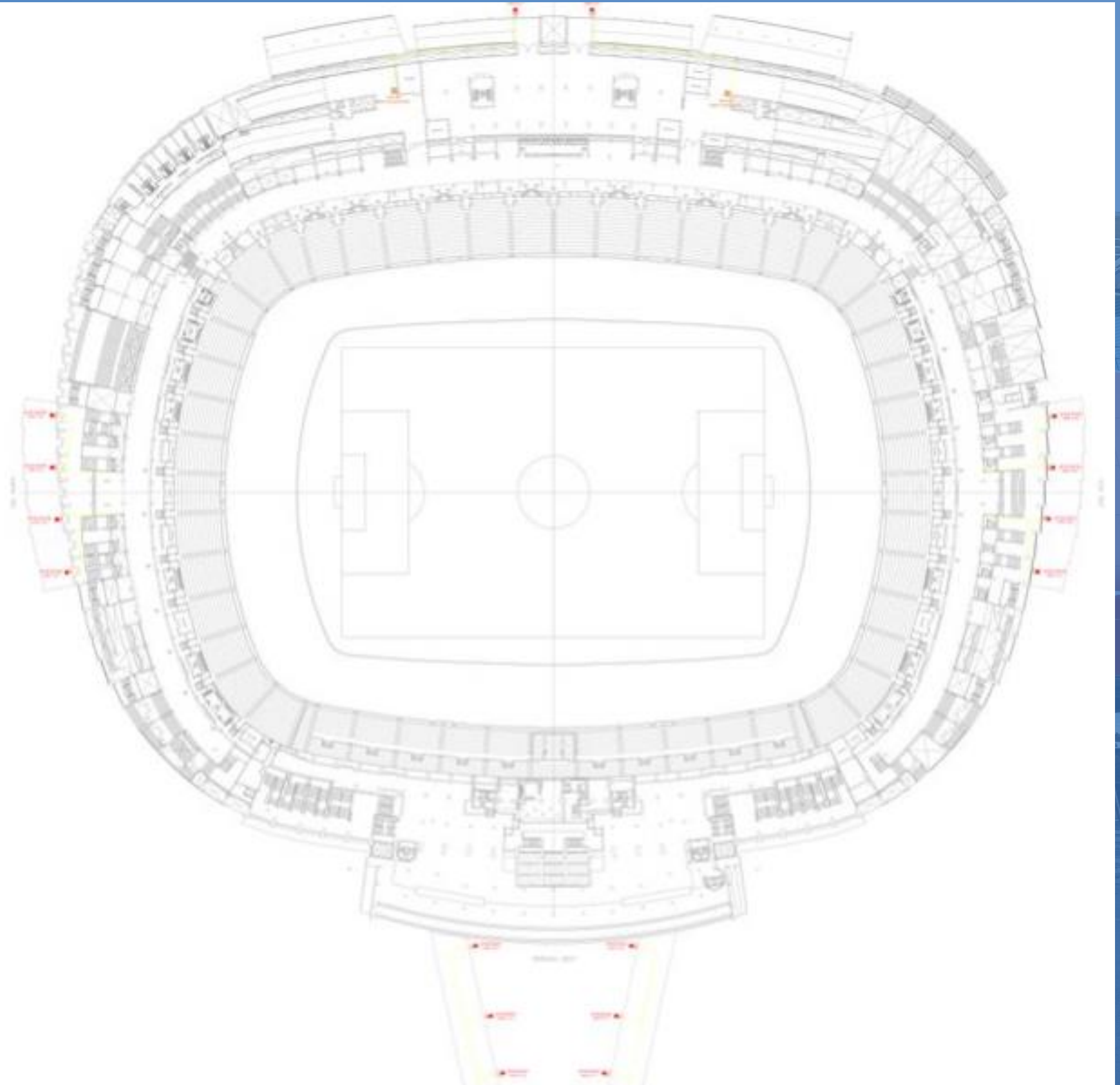


# IOTWINS PROJECT STEPS

## MAPPING THE STADIUM AND SPACES

01

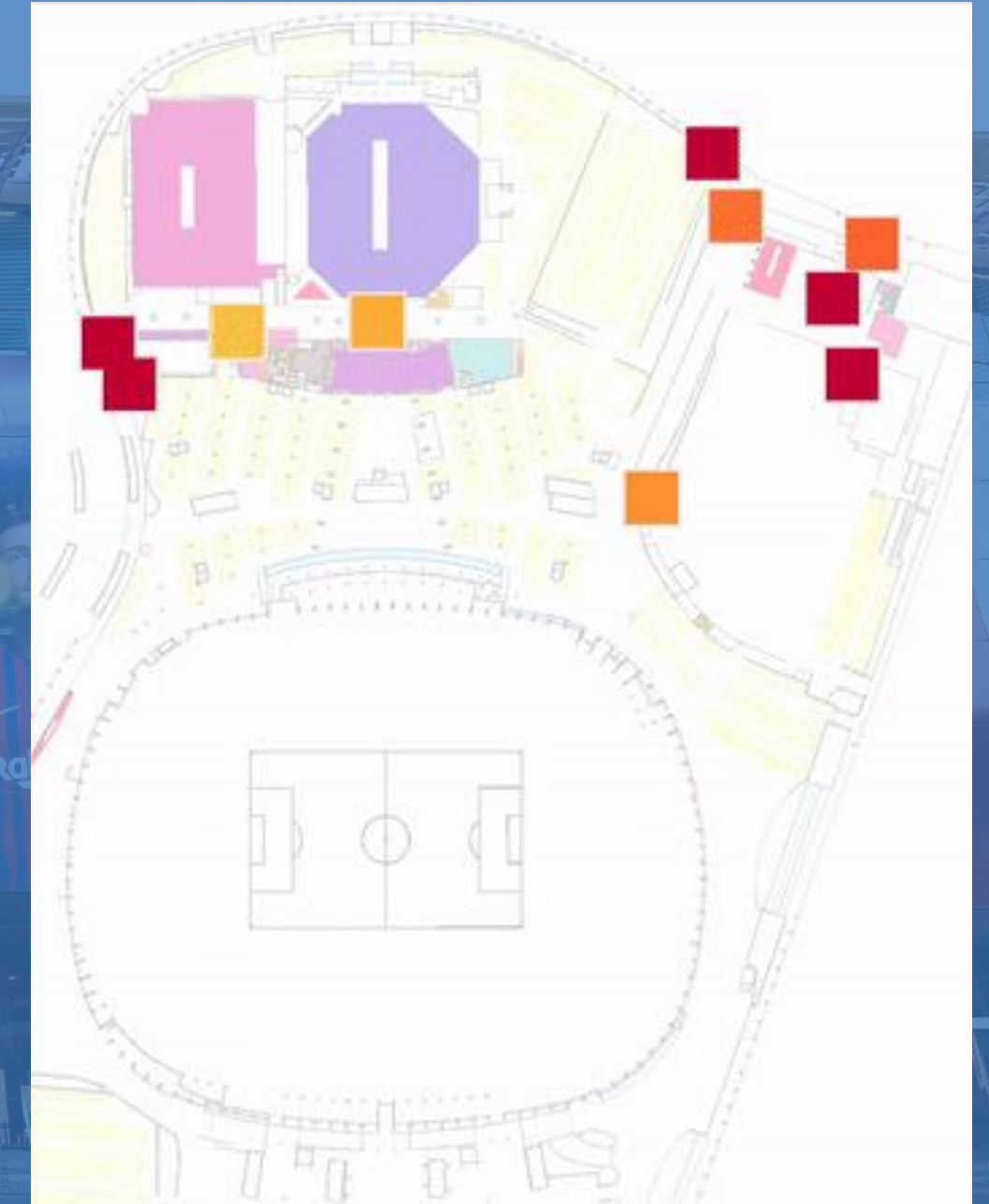
**Rakuten**  
BELIEVE IN THE FUTURE



# IOTWINS PROJECT STEPS

## IDENTIFICATION SYSTEM

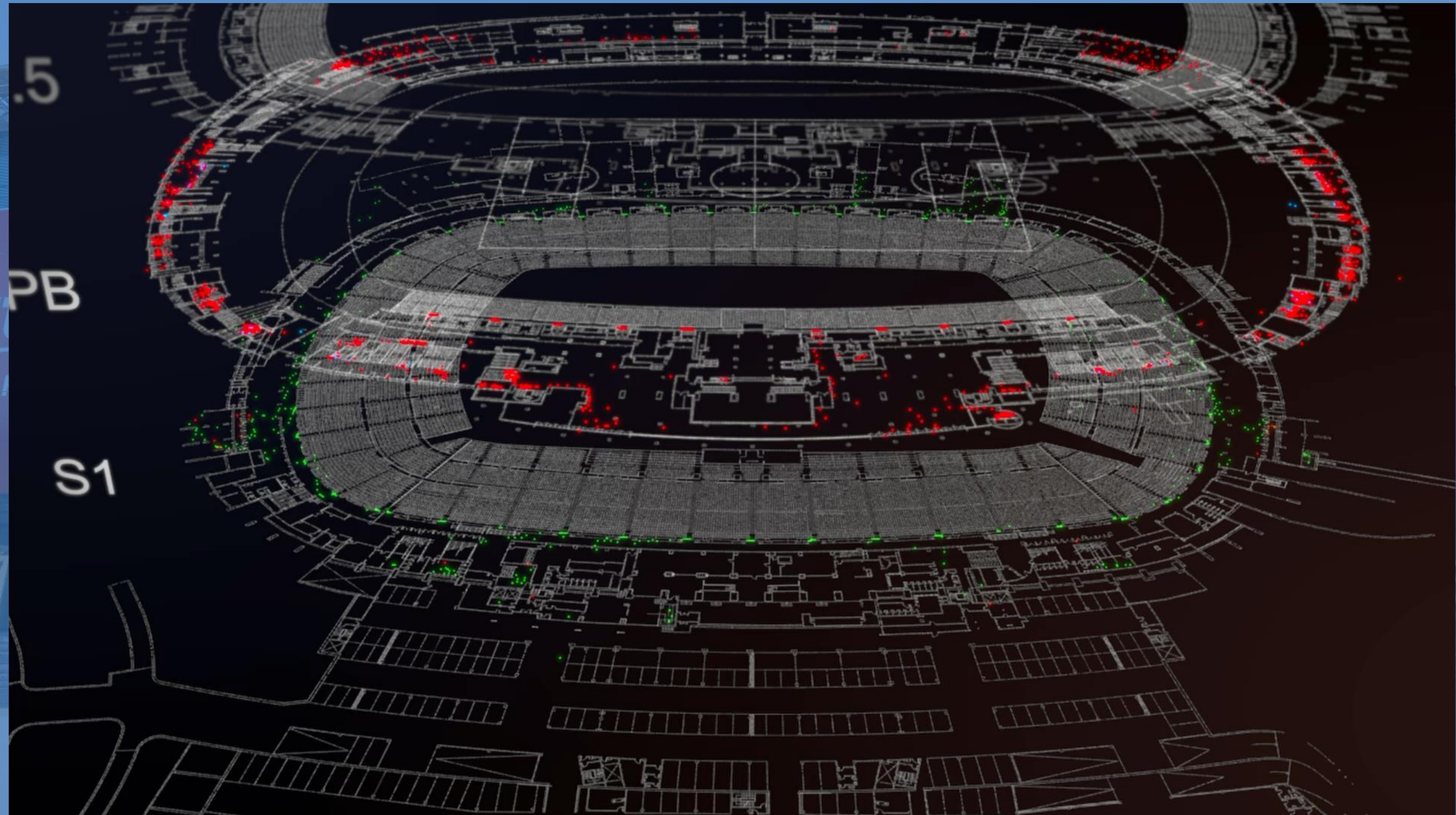
02



# PASOS DE PROYECTO IOTWINS

3D SIMULATION OF  
PEOPLE FLOWS

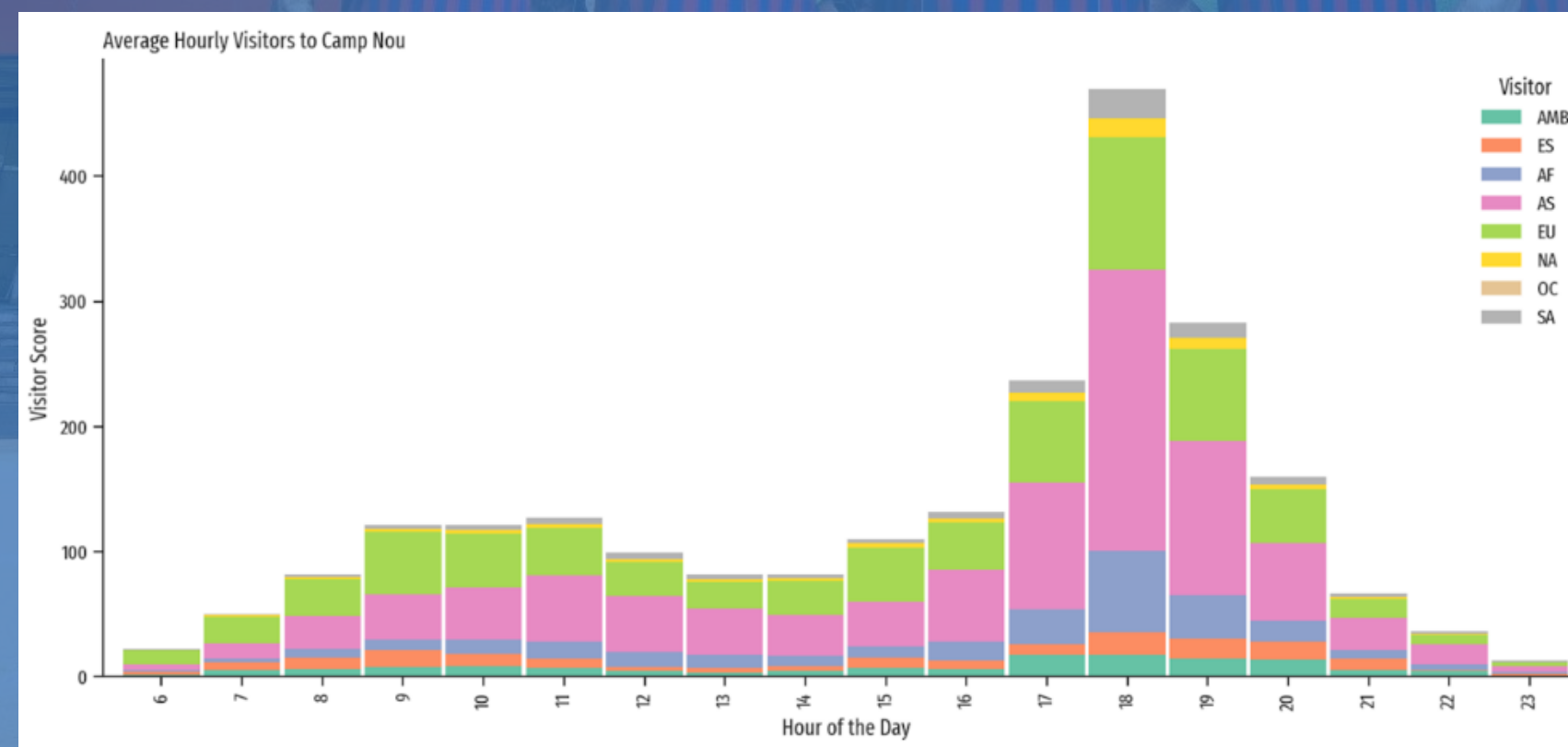
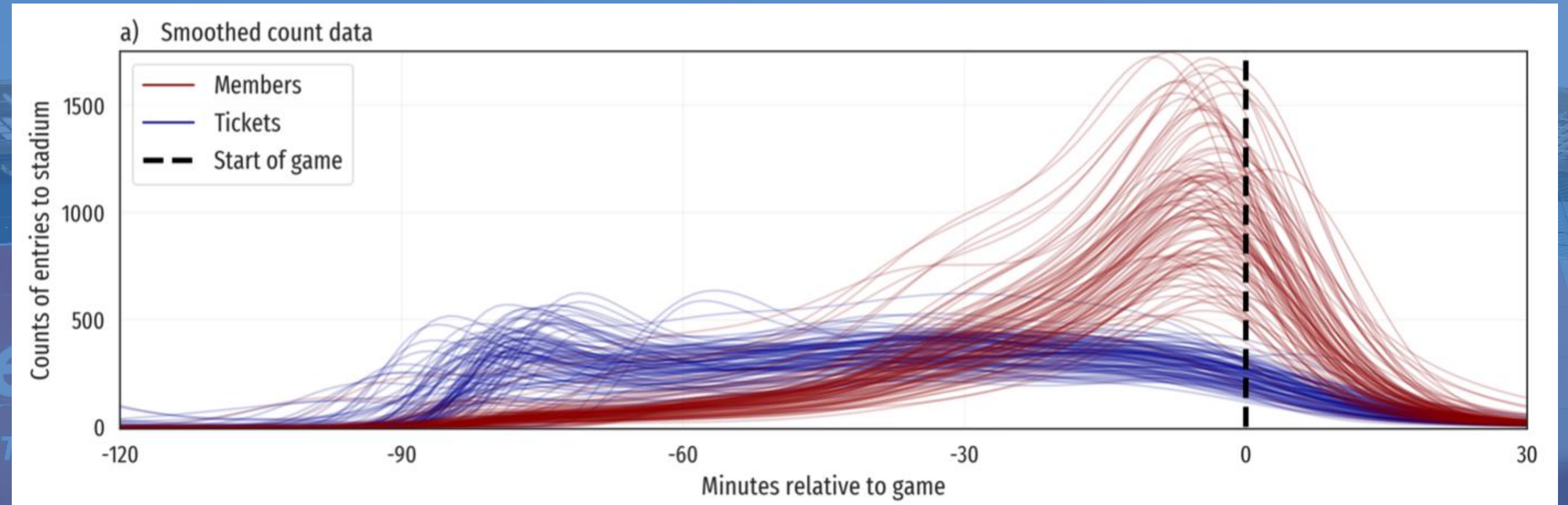
03



# IOTWINS PROJECT STEPS

## PREDICTIVE MODELS

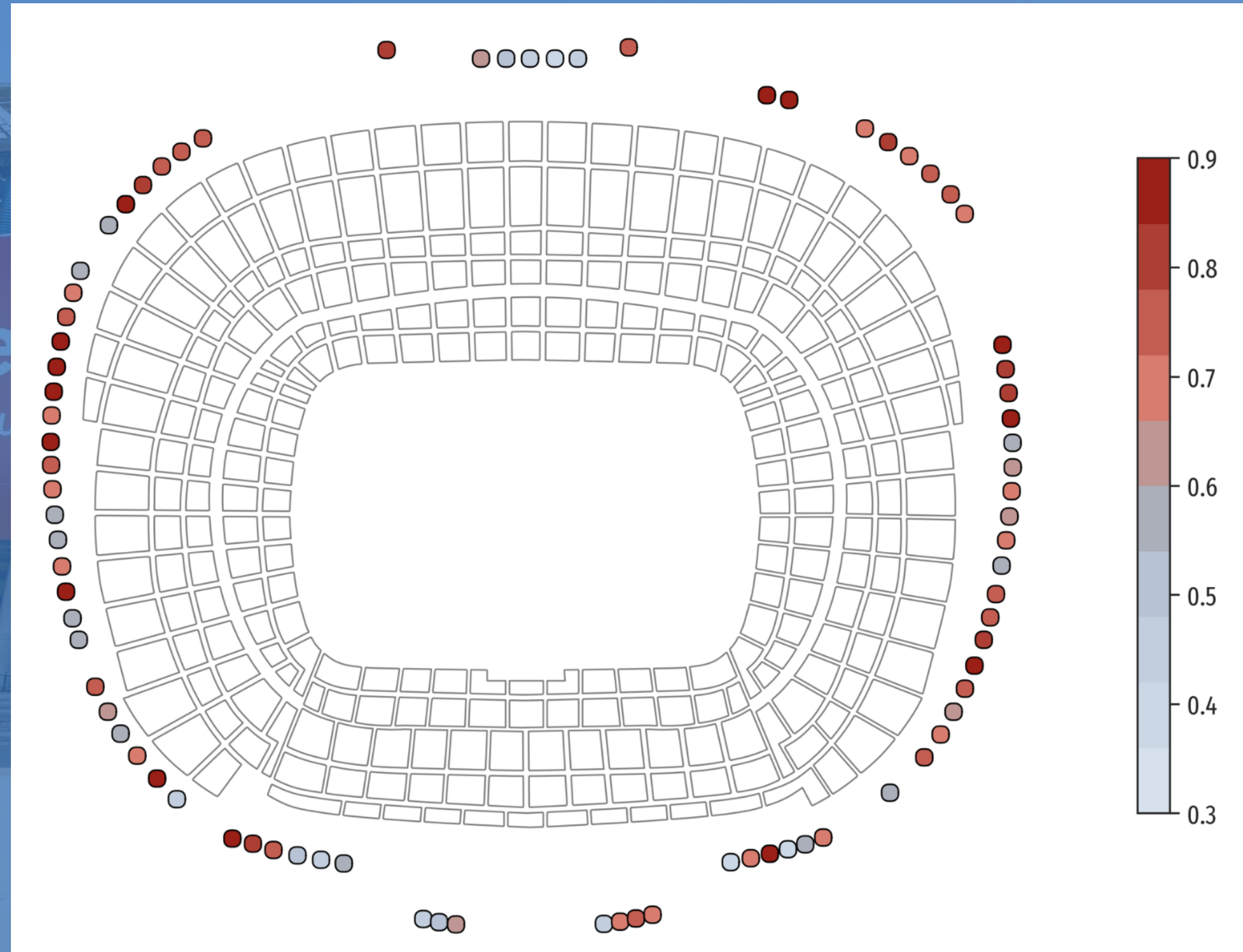
04



# IOTWINS PROJECT STEPS

RESULTS

05

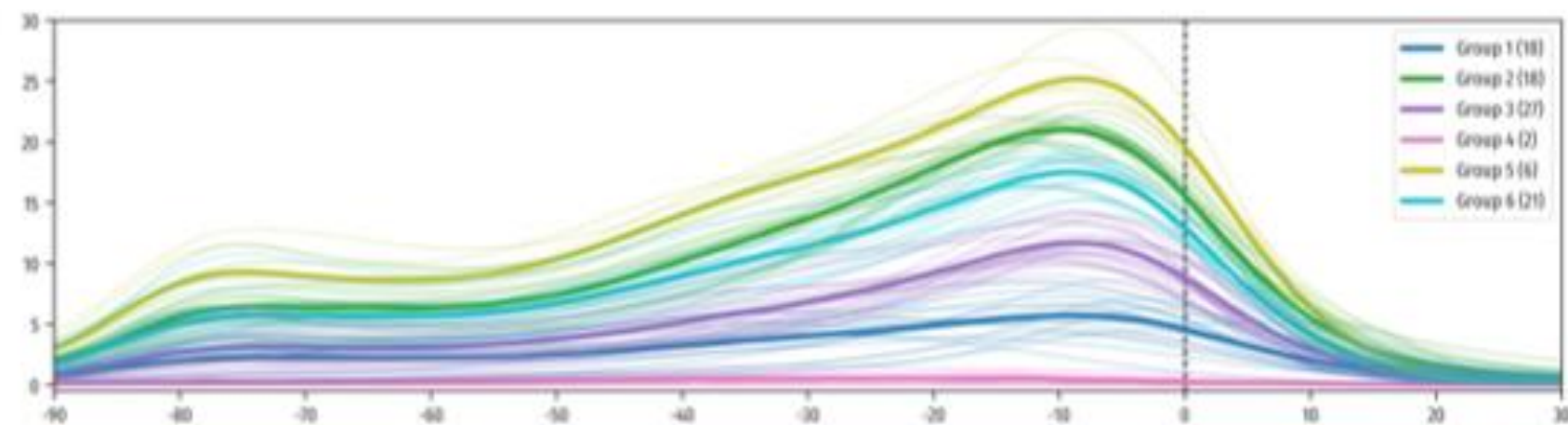


# IOTWINS PROJECT STEPS

RESULTS

05

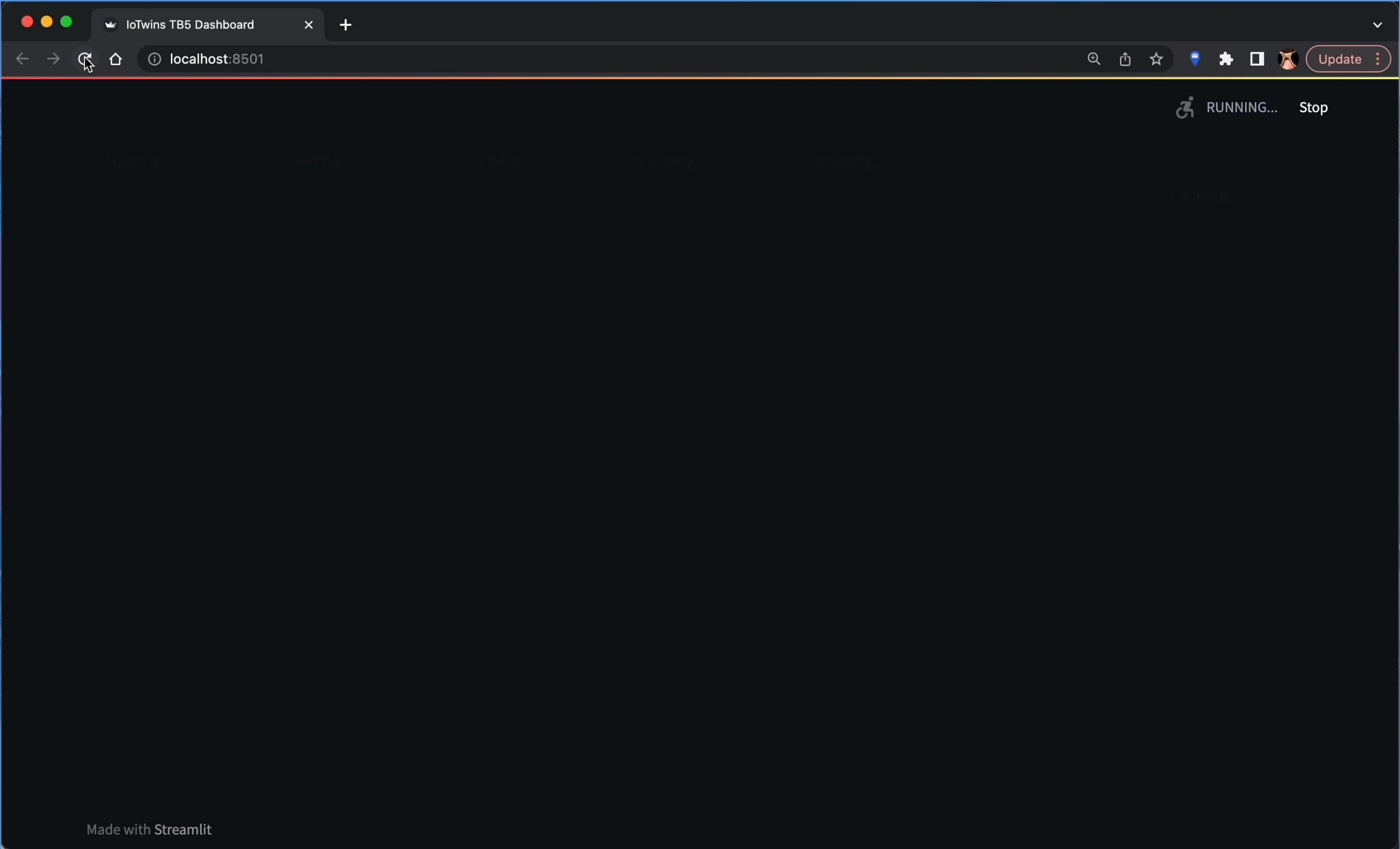
Rakuten  
BELIEVE IN THE FUTURE



# IOTWINS PROJECT STEPS

RESULTS

05



# IOTWINS PROJECT APPLICATIONS

- ANY LARGE EVENT WITH PEOPLE FLOWS
- NON-SPORTS VENUES: SHOPPING MALLS, CONCERTS, OR CITIES
- EVACUATION CONTROL
- IMPROVES FAN EXPERIENCE
- REINFORCE SECURITY MEASURES
- MORE OPERATIONAL EFFICIENCY
- ENERGY OPTIMIZATION
- PREDICTIVE MAINTENANCE

# TALENT

## BUILDING THE PROFESSIONALS FOR TOMORROW

**BIHUB** offers different academic programs for those professionals or students who want to step forward on the Sports industry.

The goal of Barça Education is to promote professionalization in the sports industry through a transformative learning experience. It allows us to dream up, produce, and promote effective learning experiences all over the world



# +9.000

students per year

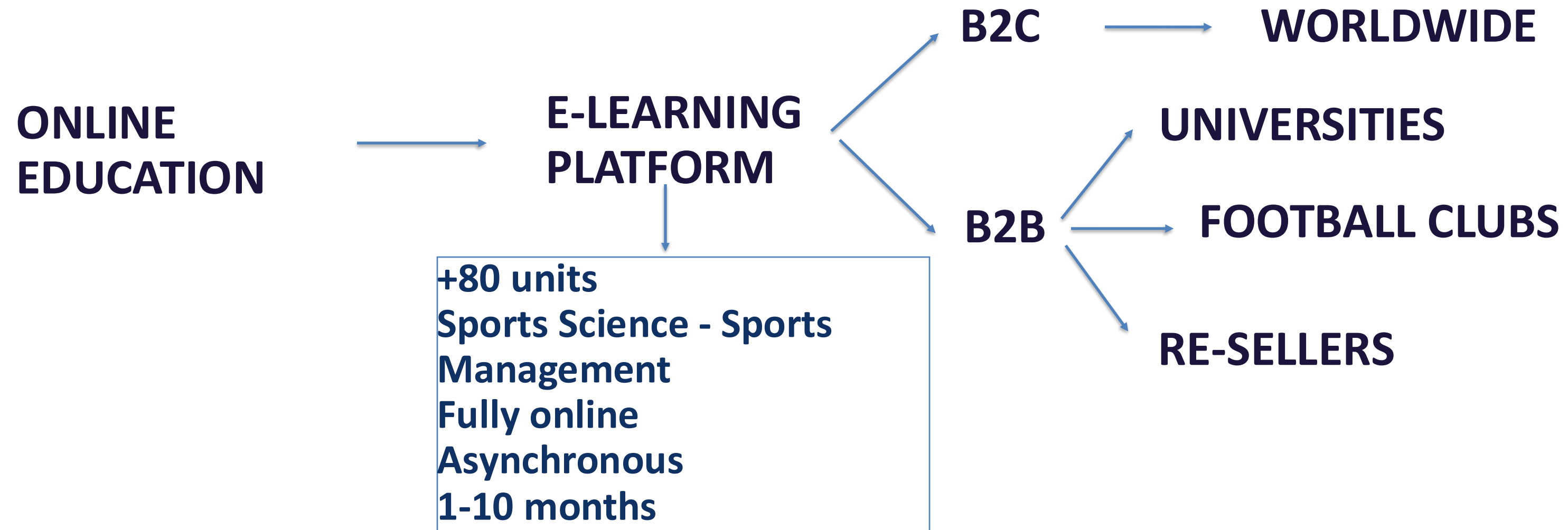
# +100

Education programs

# 15

Universities accredited

# BIHUB OFFERING



**MASTER'S EDUCATION** → **7 CO-DEVELOPED PROGRAMS + 3 NEW PROGRAMS**

# BIHUB PARTNERS

## MAIN PARTNERS



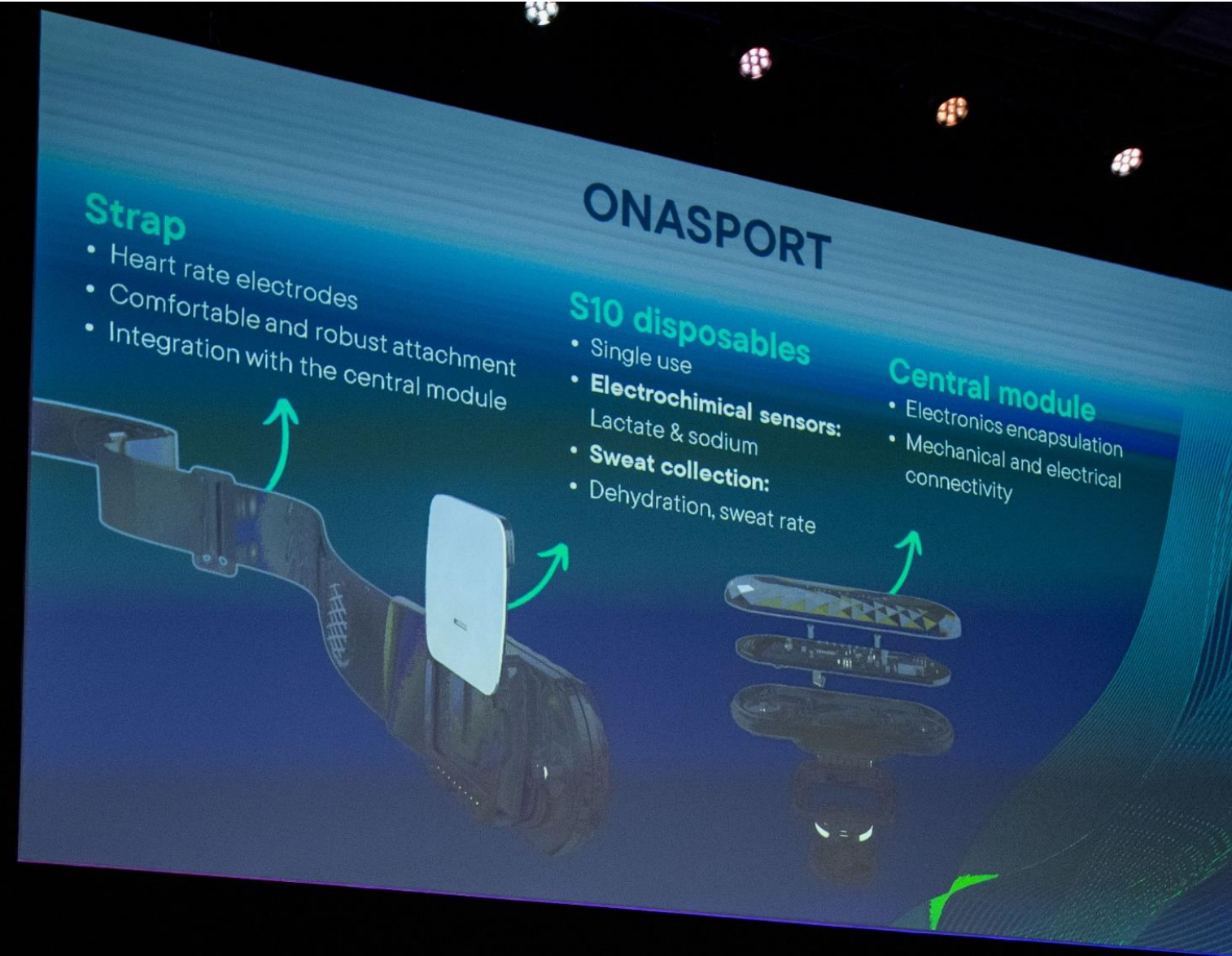
## ACADEMIC PARTNERS



## EVENT PARTNERS



# EVENTS



#MWC24

#STC24



# BIHUB events

## GROUPS ONE-SHOT

STUDENTS



STUDY TRIP



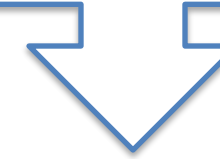
EXECUTIVES



INSPIRATIONAL TALKS



TOUROPERATORS  
MICE AGENCIES  
ORGANIC



FOOTBALL ENTITIES



ELITE COACH PROGRAM



# BIHUB events

## GROUPS ONE-SHOT

## Program for students or executives

Tuesday 19		Wednesday 20	
9-10h	Welcome and FCB introduction <i>Albert Mundet</i>		
10-12h	Topic 1: Cas BIHUB - Innovation in Sport  <i>Albert Mundet</i>	10h-11:30h	Topic 3: TV rights in FCB  <i>Antonio Martín. OK</i>
		11:30h-13:00h	Topic 4: Sponsorships Activation  <i>Marta Sanchez. OK</i>
12-13:30h	Topic 2: Football industry  <i>Sergi González</i>	13h-14:30h	Topic 5: Business intelligence  <i>Victor Campos</i>
13:30h-15h	Free time	Free time	
15-16H	Museum and Tour	15:30h Camp Nou	Visita La Masia (FCB sports center)
16h-17h	Official Store	17:30h Camp Nou	Visita La Masia (FCB sports center)

# BIHUB events

## GROUPS ONE-SHOT

## Program for football coaches

### **Tuesday, March 12<sup>th</sup>**

21:00 – 23:00h.: UCL Round of 16: FC Barcelona – Napoli at Estadi Olímpic Lluís Companys

### **Wednesday, March 13<sup>th</sup>**

17:00 – 18:00h.: Barça Immersive Tour

18:00 – 19:00h.: Barça Official Store

### **Thursday, March 14<sup>th</sup>**

10:00 – 10:30h.: Facilities Tour at CE Joan Gamper

10:30 – 11:00h.: Welcome to the club at CE Joan Gamper (Auditori Masia)

11:00 – 12:00h.: Theory Lesson “Our Game” at CE Joan Gamper (C6)

13:00 - 14:00h.: Lunch at Can Pau Torrents

15:00 - 16:30h.: Psychology & player performance with Barça Innovation Hub at CE Joan Gamper (C6)

17:00 – 18:45h.: Barça Escola Training Observation at CE Joan Gamper

19:00 – 20:30h.: U16 Training Observation at CE Joan Gamper

### **Friday, March 15<sup>th</sup>**

11:30 – 12:00h.: Theory Lesson “Our Practice” at T39 Headquarters

12:00 - 14:00h.: Lunch at Cal Blay Camp Nou

15:00 – 16:30h.: Theory Lesson “Our Players” at CE Joan Gamper (C8)

17:00 – 18:45h.: Barça Escola Training Observation at CE Joan Gamper

### **Saturday, March 16<sup>th</sup>**

10:00 – 12:00h.: Match Observation (Youth Teams) at CE Joan Gamper

12:00 - 14:00h.: Lunch at Cal Blay Camp Nou

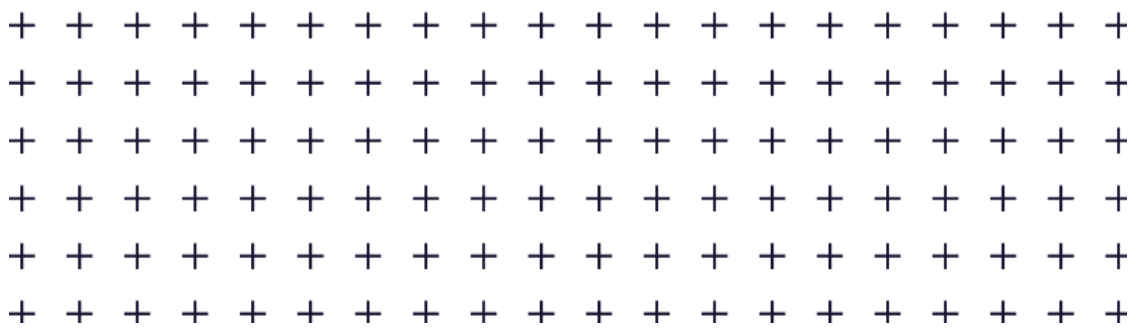
# WHAT IS “SPORTS TOMORROW CONGRESS”?

The event tries to bring together the sports community in a unique space such as the Mobile World Congress.

The main objective is focused on identifying the main challenges of the sector, as well as discovering and sharing the projects that are currently being developed related to innovation and sport.

6th Edition	Mobile World Congress
2 days of content and activities	+500 participants
Lectures, round tables, conferences, workshops, keynotes	+30 International speakers
Área de Networking	+ 50 Countries

SPORTS  
TOMORROW  
CONGRESS



## BIHUB events

*STC25*

### SPONSORSHIPS



### COMPANIES WITH INTEREST ON:

- Synergies with MWC
  - Awareness Barça brand
  - Expansion strategy to Europe
  - Networking C-levels
- in sports industry



# NEW TECH

## SHAPING THE FUTURE OF SPORTS THROUGH DISRUPTIVE TECHNOLOGY.

In Sports Venture Capital, we empower **innovative startups** in the sports and technology sectors.

Our mission is to connect capital and expertise to drive growth for emerging sports companies, supporting initiatives with high potential to shape the future of sports.

# +12

Startups invested

# +10m

Investment value (€)

# +4k

Startups checked



# OLIVER.

1. GPS Tracker device for training sections
2. Amateur clients with a focus on fan engagement
3. High potential for revaluation



## Relevant Data

Its direct competitor (PlayerMaker) is valued at 40M€

The market is growing by 13% annually and is expected to keep pace until 2027.

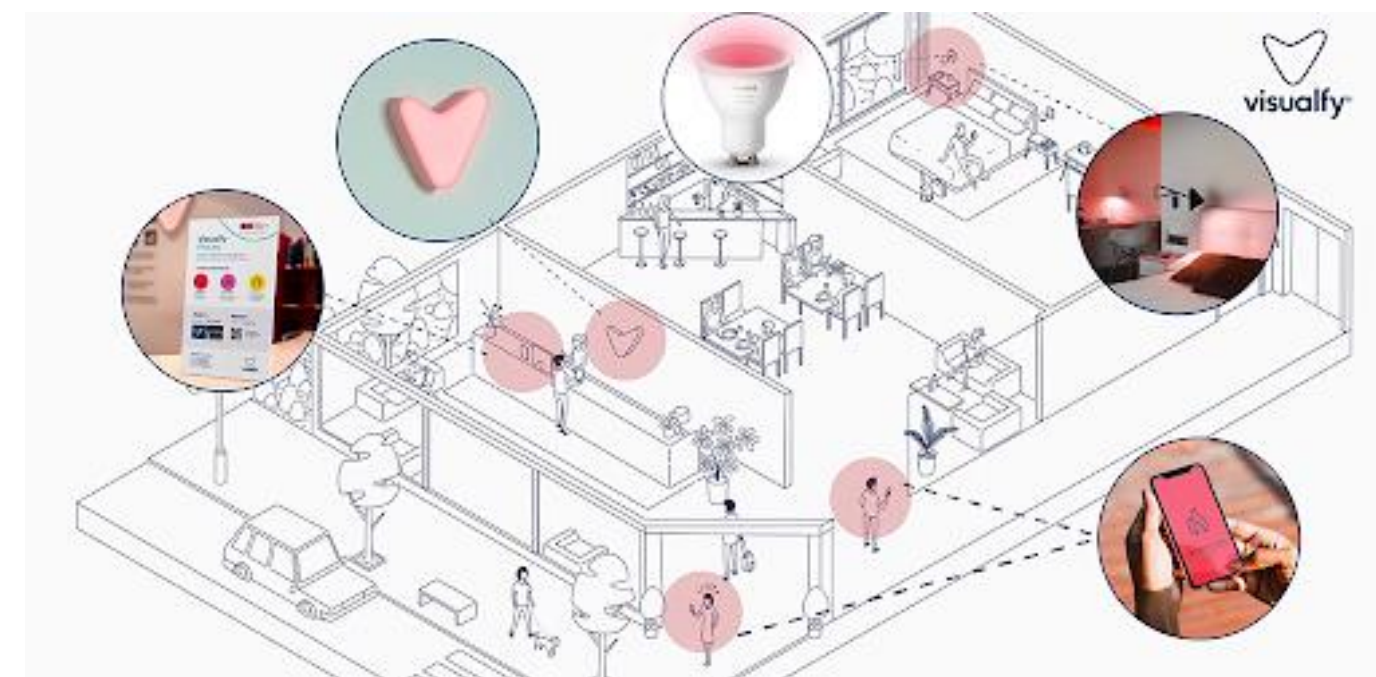
He has clients in semi-professional clubs and soccer academies.

Incorporated into the Barça Academies and its international tournaments.

Approximate cost €120 for private users. They focus on players or teams.



1. Visualfy focused on people with hearing loss
2. Recognizes sounds and converts them into visual cues
3. Accessibility for public and private buildings



#### Relevant data

The main customer (91%) is the Public Administration

Growing market driven by the gradual increase in hearing loss

Potential to become a market standard, with the support of Renfe, Telefónica and main associations of the deaf

Patented technology developed with deaf groups.

Launch in January'23 of a showcase with BIHUB to validate the usefulness of Visualfy Places in the OAB.

Break-even achieved in 2022. Average net profit margin close to 40% for the next 4 years.

# |onalabs)

Non-invasive smart devices based on scientific evidence to measure relevant biomarkers in athletes and chronically ill people.

Sector	Advanced Medicine & Sports
State	Serie A
Alignment	Pioneer

Relevant data
Onalabs collects and processes non-invasively player and patient data through heart rate and sweat.
The identification of biomarkers is the key element for the personalization of health.
The technology is patented and its device "ONAvital" is certified as a medical device by the FDA and the EU.
They were interested in working with the club to evolve the product and monitor the hormonal profile, glucose and dehydration.
It is aligned with strategic projects of women's medical research.



# 02.

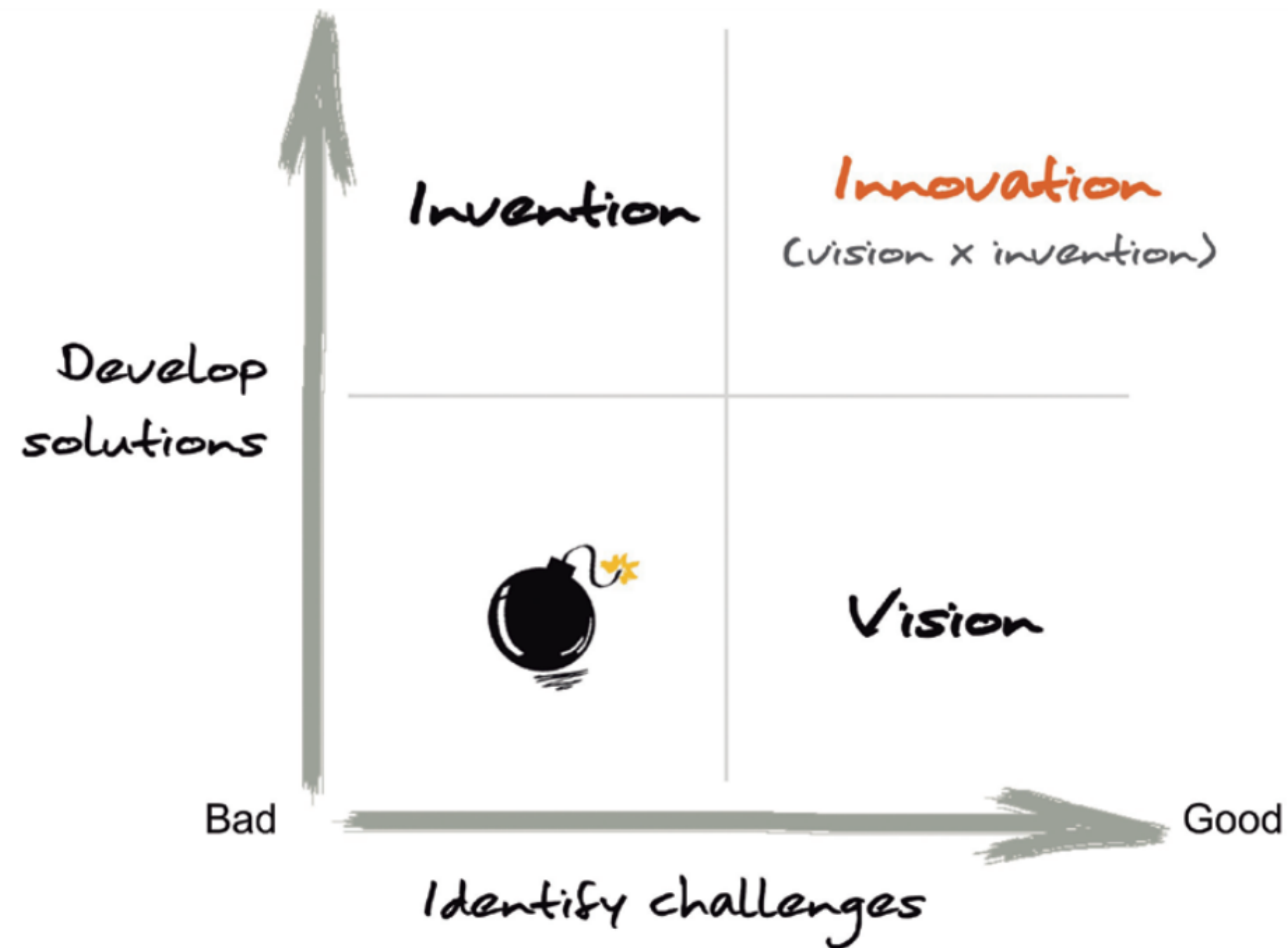
## INNOVATION IN SPORTS



BARÇA  
INNOVAT

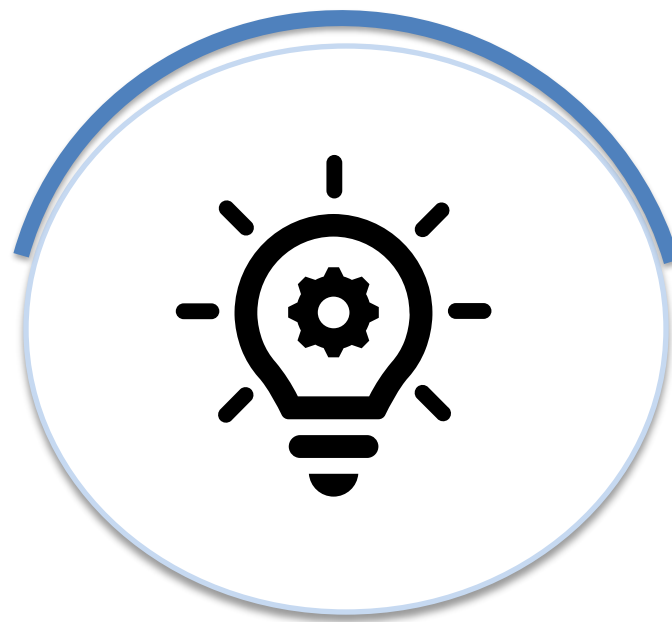


# WHAT DO WE UNDERSTAND BY INNOVATION?



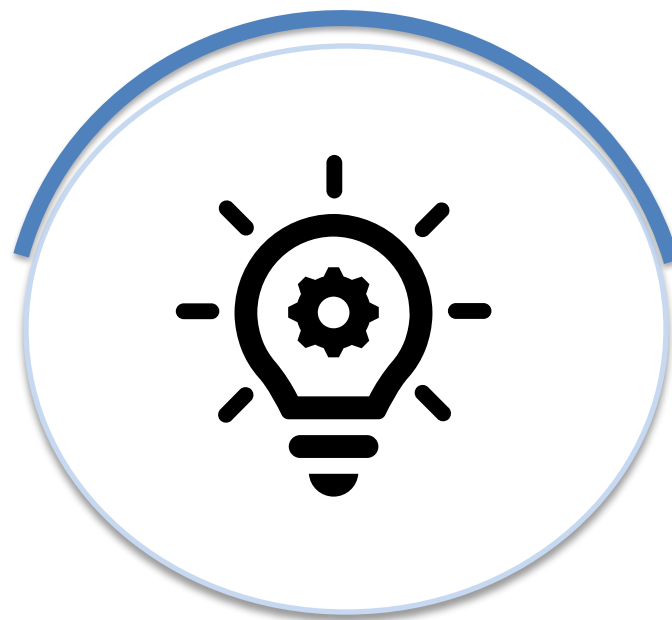
Source: adaptation of Paradis, Z. J., & McGaw, D. (2010). *Naked Innovation*. IIT Institute of Design.

# WHAT DO WE UNDERSTAND BY INNOVATION?



GENERATE IDEA

# WHAT DO WE UNDERSTAND BY INNOVATION?



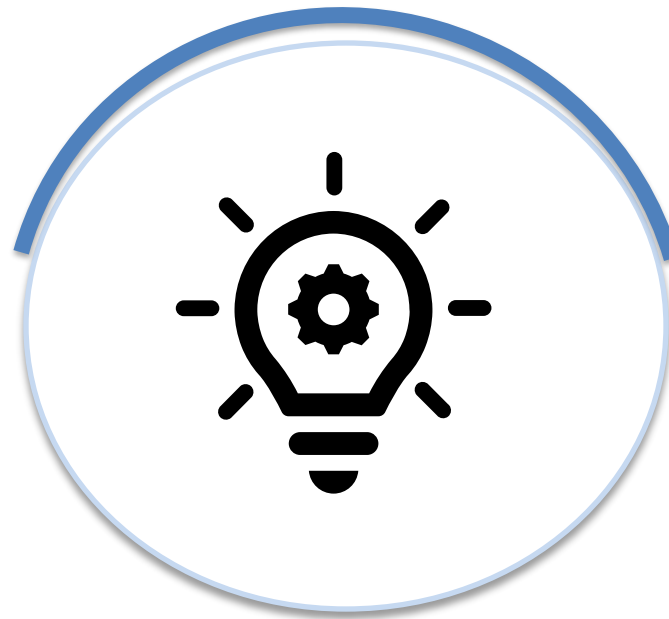
GENERATE IDEA



DEFINE PROJECT

- Concept
- Market research
- Market Needs

# WHAT DO WE UNDERSTAND BY INNOVATION?



## GENERATE IDEA



## DEFINE PROJECT

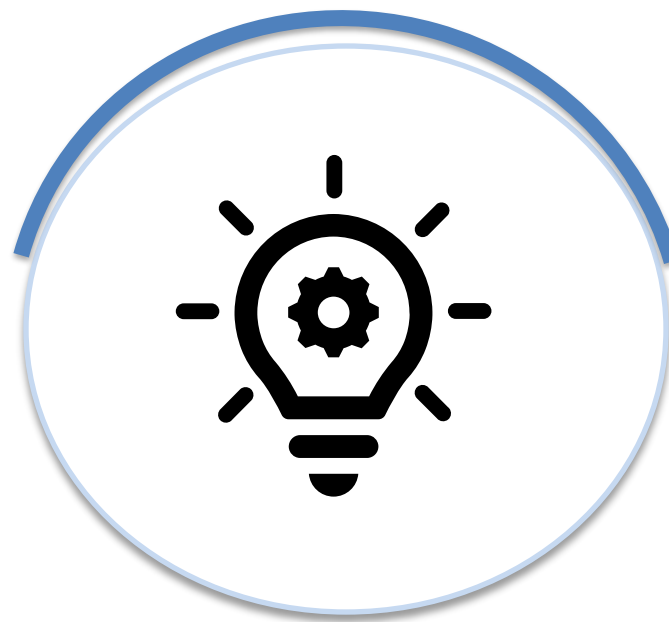
- Concept
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## PROTOTYPE

- Design
- Development
- Production

# WHAT DO WE UNDERSTAND BY INNOVATION?



## GENERATE IDEA



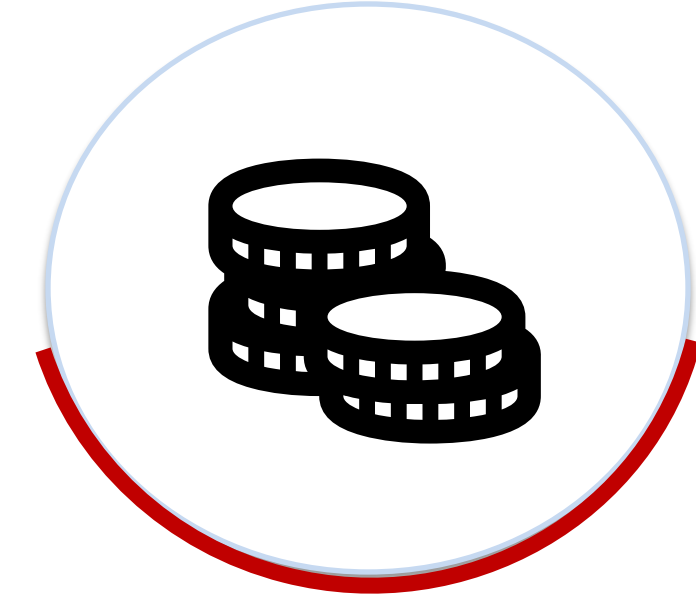
## DEFINE PROJECT

- Concept
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## PROTOTYPE

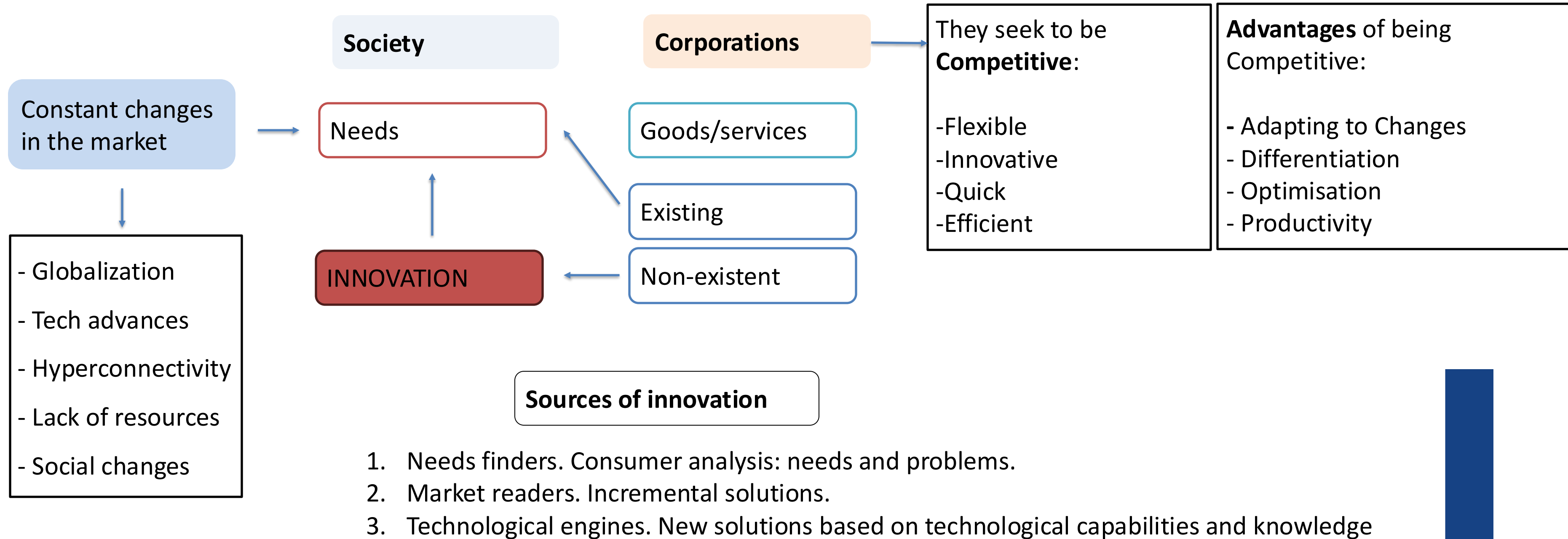
- Design
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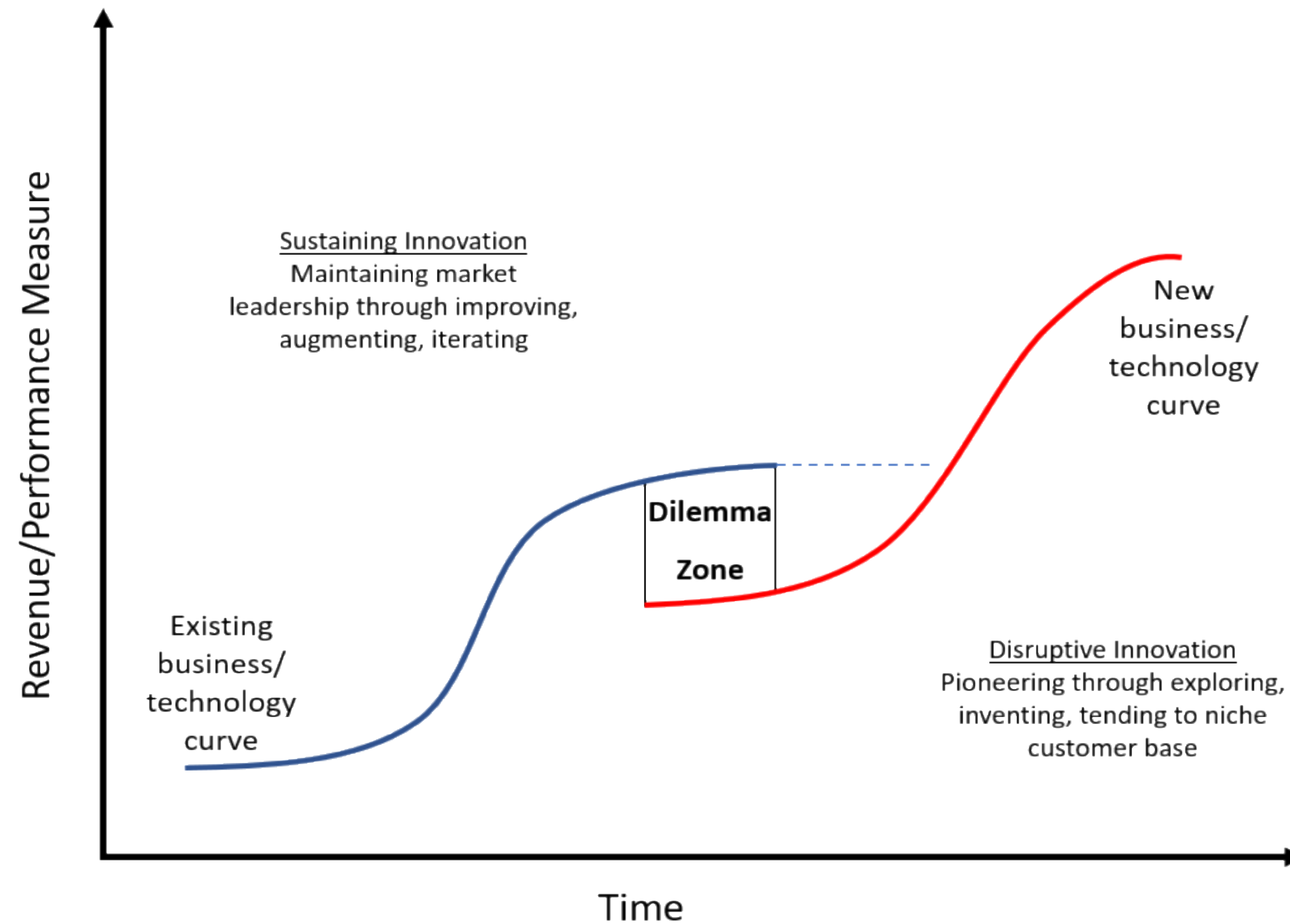
## COMMERCIALIZATION

- Promotion
- Product
- Distribution
- Price

# INNOVATION

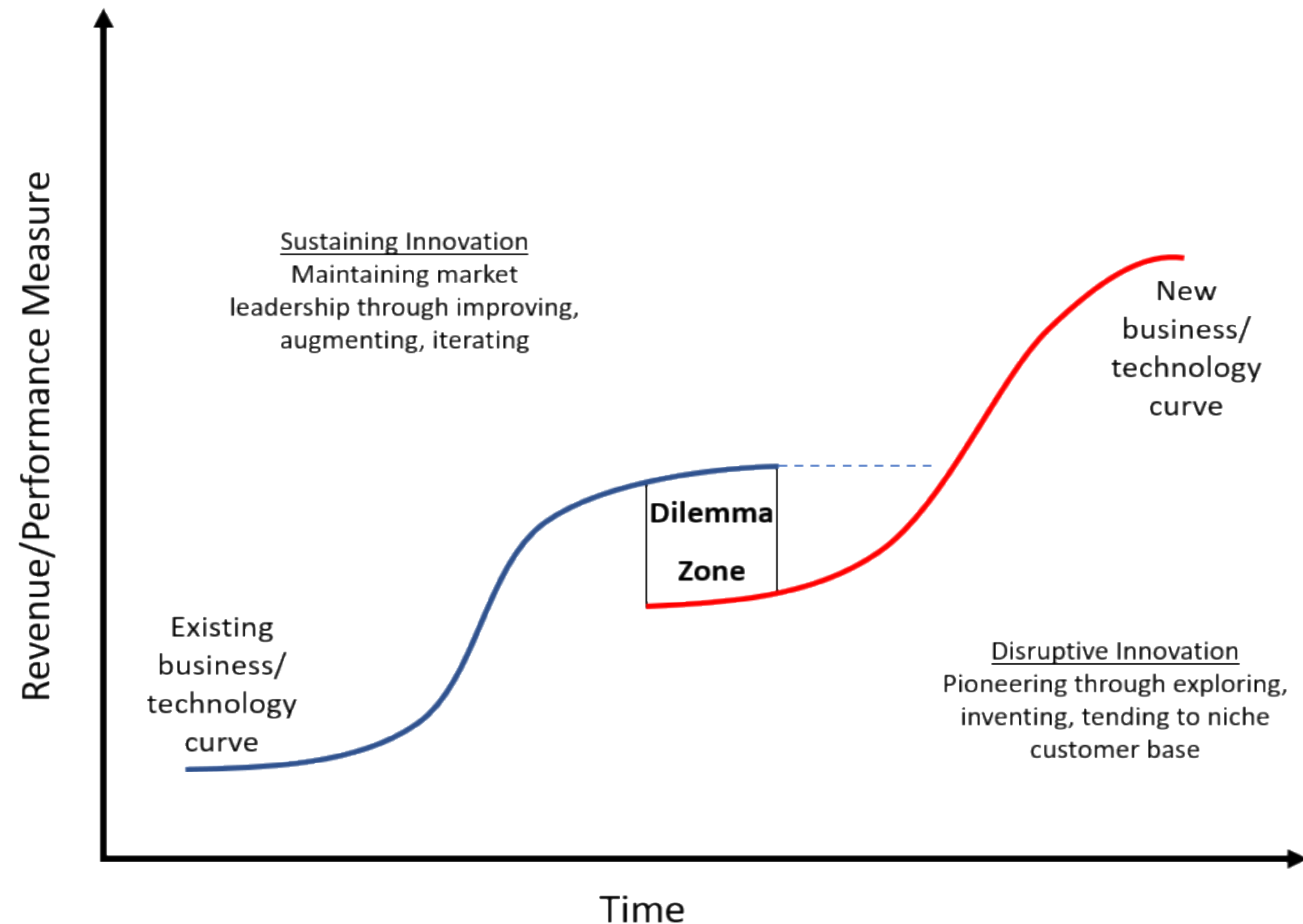


# INNOVATOR'S DILEMMA



Concept introduced by Clayton M. Christensen in his book *The innovator's dilemma* (1997).

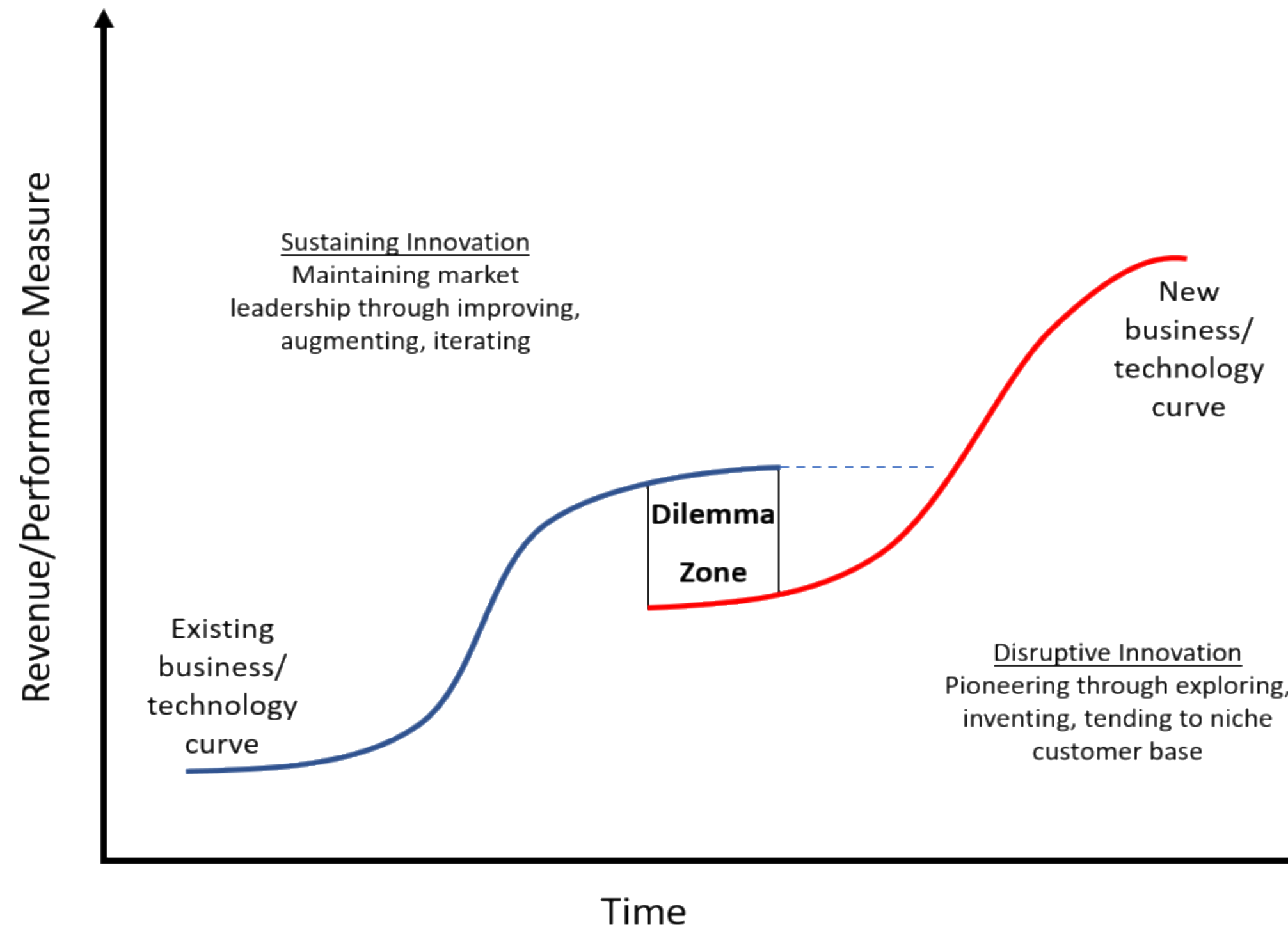
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Leading companies tend to focus on improving their products and services without giving importance to the potential disruptive innovations that emerge. Every time it happens, this dilemma arises, usually in the initial moments of disruptive innovation.

# INNOVATOR'S DILEMMA



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Leading companies tend to focus on improving their products and services without giving importance to the potential disruptive innovations that emerge. Every time it happens, this dilemma arises, usually in the initial moments of disruptive innovation.

This means that most markets, especially the most innovative ones, are in permanent iteration due to the technological innovations that are emerging.

# INNOVATION MODELS

## Incremental innovations

- Easily adaptable to the particularities of the market and existing distribution processes
- Adapts to current market segmentation
- New technology applied
- Add features to the previous version
- Market demand is known and predictable
- Rapid market recognition and acceptance

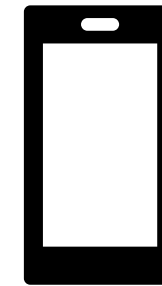
Examples of these types of innovations

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## Examples of these types of innovations



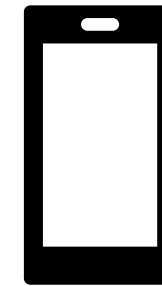
Camera upgrade, battery capacity, AI, face detection, etc.

# INNOVATION MODELS

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### Examples of these types of innovations



Camera upgrade, battery capacity, AI, face detection, etc.



New propulsion system, multimedia, Design, storage capacity, etc.

**Incremental innovation** is key to maintaining the competitiveness of companies by constantly improving the user experience without introducing disruptive changes

# INNOVATION MODELS

## Disruptive innovations

- The potential demand is large but unpredictable.
- High risk of failure.
- A rapid imitative reaction from the competition is not likely to occur
- There may be exclusive marketing, distribution, and sales policies to educate customers.
- Demand may not match established market segments

**Disruptive innovation** is capable of creating and/or transforming preferences and habits in consumers that did not previously exist.

## Examples of these types of innovations



Transformation in industry by replacing the traditional model of entertainment.



First smartphone without a keyboard, with Music Playback & Browser on the same device.

# MODELS D'INNOVACIÓ

## Network Innovation

It is an innovation system that focuses more on the creation of collaborative networks and ecosystems where different actors (companies, institutions, governments, etc.) cooperate to innovate.

### Examples of these types of innovations



Long connection with stakeholders, especially suppliers, in order to find innovations to incorporate into their products.

# INNOVATION MODELS

## Open innovation

Access to the contribution of external agents is allowed in a public way (customers, partners, suppliers) to develop products or solutions.

### Examples of these types of innovations



It allows Lego customers to participate in different challenges to innovate in new products.



### Connect&Develop P&G

Use its website to connect with innovators and external companies to collaborate or generate new ideas.

# INNOVATION MODELS

## Examples of these types of innovations

### *Design Thinking*

- It is about finding innovative ideas and creative solutions that meet human needs. There are 4 phases of design thinking:
- Understand. Analyze the target audience.
- Contrive. Generate ideas.
- Prototyping. Create a draft.
- Evaluate.



Employees themselves participate in Design Thinking projects to define the products of the future or redesign the current ones.

# CURRENT TOPICS IN SPORT-TECH

## ADVANCED SPORTS

- Convergence of Sports, Health, Wellness and Technology
- Great disconnect between entrepreneurs and the sports industry
- Data and technology are important in sport, health and wellness,
- Sport is beginning to touch many more industries  
Urban mobility, smart cities and the IoT.

## MEDIA/ENTERTAINMENT

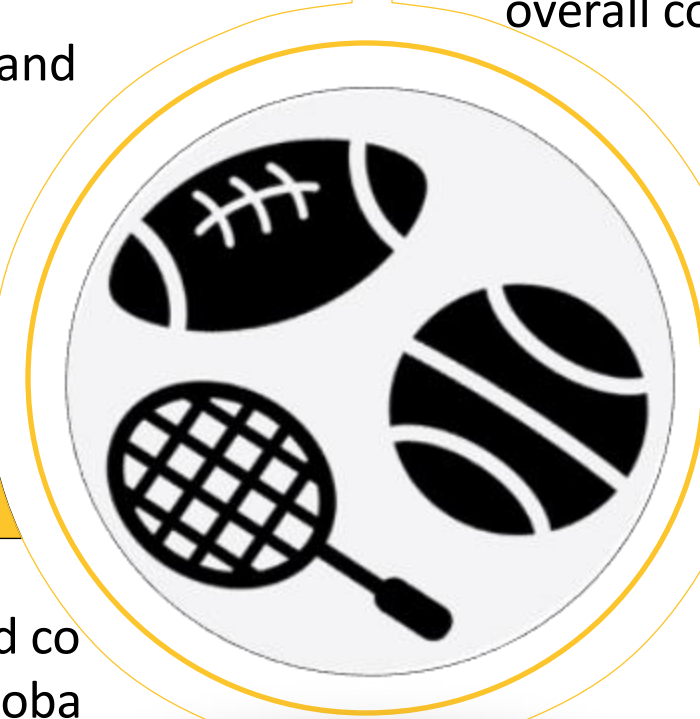
- Video on demand, content streaming, hyper-targeted content and advertising, direct-to-consumer and relationships shape overall consumer behavior.
- Esports: Multiplayer video competitions are a \$700m industry
- 5G will accelerate content consumption
- Change in advertising models

## SPORTS MEDICINE

- Values-based health care aims, at the individual and community level, to improve the health sector on a global scale.
- We seek to intervene in the promotion of well-being: nutrition, exercise, sleep patterns, energy levels and stress management
- Digital platforms can engage the consumer in ways such as tracking medical processes, etc.

## INDUSTRY 4.0

- The new emerging digital business models, often disruptive, offer significant additional value to the customer through tailor-made solutions: blockchain, Big Data, web3, etc.
- Artificial Intelligence has been hitting the future of society for two years and will obviously have its arrival in sport.
- Horizontal cooperation allows you to improve customer requirements



# 03

● THE CHALLENGE:

*"Unleashing  
the future  
of Sportech"*



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# THE TOPIC:

## ADVANCED SPORTS

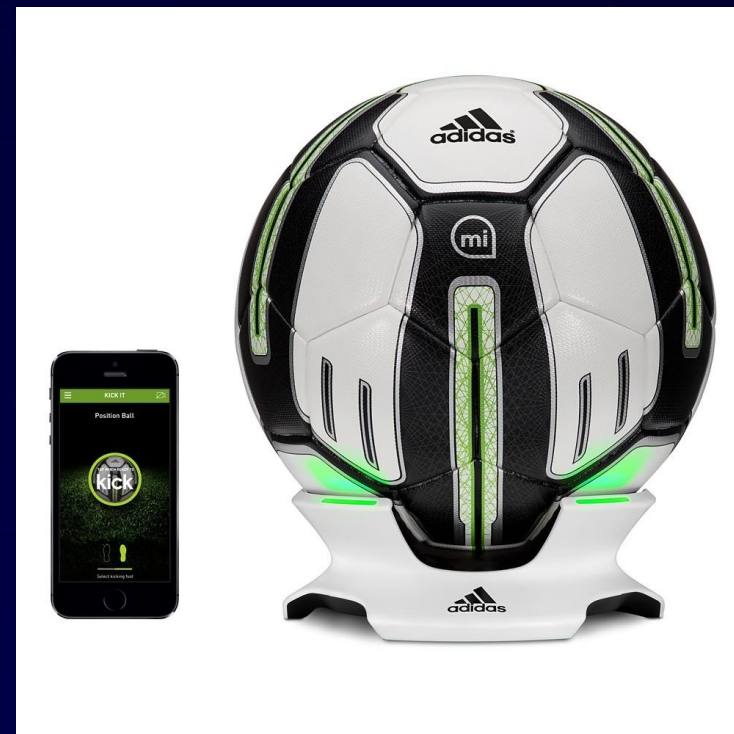
### 1- Smart Technology in Sports

- Startups use tech like AI, sensors, or wearables to help athletes train smarter and measure their performance

*Example: A smart soccer ball that tracks how hard and accurately you kick it.*

Adidas miCoach SMART BALL

Link review [here](#)



### 2- Improving Athlete Health & Recovery

- These businesses focus on how athletes can stay healthy, recover faster, and avoid injuries.

*Example: An app that uses your movement data to prevent injuries before they happen.*

Omniscope

Link more info [here](#)



# OBJECTIVES

Purpose of the challenge based on **Advanced Sports**:

- Market research: Analyze the sports industry and identify potential needs that different stakeholders may have: fans, athletes, institutions, etc.
- Be creative: Develop your Innovation Project (IP) related in an idea in Advanced Sports.
- Develop your idea using the tool: Business Model Canvas

# DELIVERABLES


















As a team, you are expected are to:

1. Complete the Innovators Canvas Model to include (but not limited to)
  - a. Market Research & Target Audience
  - b. Value Proposition
  - c. Minimal Viable Product
  - d. Cost & Pricing
  - e. Market Strategy
  - f. Understand the market competition
2. 8-minute live, virtual presentation to share the story of your product, who it's for, and why the market needs this product

# DELIVERABLES

- Low Risk or Validated Assumption
- Med Risk or Partially-Validated Assumption
- High Risk or Invalidated Assumption

## THE INNOVATOR'S CANVAS

<b>Key Resources</b>  Your paragraph text	<b>Metric That Matters</b>  Stage 1. Empathy & burning pain discovery:		<b>Brand Promise – The Why</b> 		<b>Customer Relationships</b> 		<b>Customer Segment</b> 	
	Stage 2. Problem – solution fit:							
	Your paragraph text Stage 3. Product – market fit:		<b>Value Proposition</b>  Your paragraph text					
	Stage 4. The metric for scaling:							
<b>Key Partners</b> 	<b>Unfair Advantage</b> 	<b>Products &amp; Services</b> 	<b>Gain Creators</b> 	<b>Channels</b> 	<b>Gains</b> 	<b>Job to be Done</b> 		
			<b>Pain Killers</b> 		<b>Pains</b> 			
<b>Cost Structure</b> 			<b>Revenue Streams</b> 					

Prof. Daniel Rukare

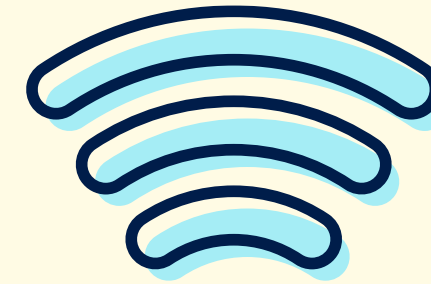


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# WHAT'S NEW THIS YEAR



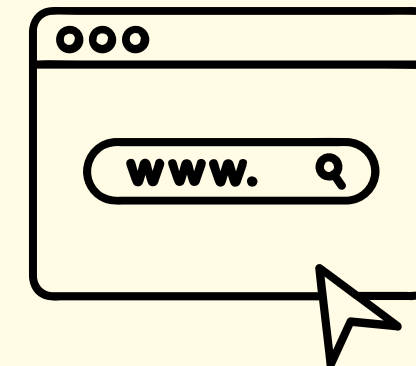
Live session registration-- Zoom emails



Online  
learning



Coaching!



App fee waivers for applicants to Hult

# HFLC PROGRAM

## Deliverables

The innovators canvas  
model

8 minute- Semi-finals virtual  
presentations

8 minute- Finals virtual  
presentations



# KEY DATES

**OCT**  
**20**


**FIRST  
SUBMISSION  
DUE**

**NOV**  
**21/22**

**SEMI-FINALS  
LIVE\***

**DEC**  
**12**

**FINALS  
LIVE\***



\*Do note that semi-final and final presentations will be over zoom. All presentations must stay within 8 minutes.

# WHAT'S NEXT?

## STAGE 1: SEPTEMBER 30 - OCTOBER 27

**SEP**  
**30**

### **HFLC LAUNCH WITH CLIENT**

Live on Zoom!  
(9:30am & 4pm BST)

**OCT**  
**8**

### **WHO IS YOUR CUSTOMER?**

Live on Zoom!  
(11am & 4:30pm BST  
& 7pm EST)

**OCT**  
**21**

### **SKILLS NEEDED IN A WORLD OF AI**

Live on Zoom!  
(11am & 4pm BST)

**OCT**  
**1**

### **BCM: MARKET RESEARCH**

Recorded Session!

**OCT**  
**10**

### **BCM: MINIMAL VIABLE PRODUCT**

Recorded Session!

**OCT**  
**27**

### **SEMI FINALISTS ANNOUNCEMENTS**

Keep a close eye on  
your inbox!

**OCT**  
**3**

### **BCM: VALUE PROPOSITION**

Recorded Session!

**OCT**  
**15**

### **OPTIONAL OFFICE HOURS**

Live on Zoom!  
(11am & 4:30pm BST &  
7pm EST)

**OCT**  
**6**

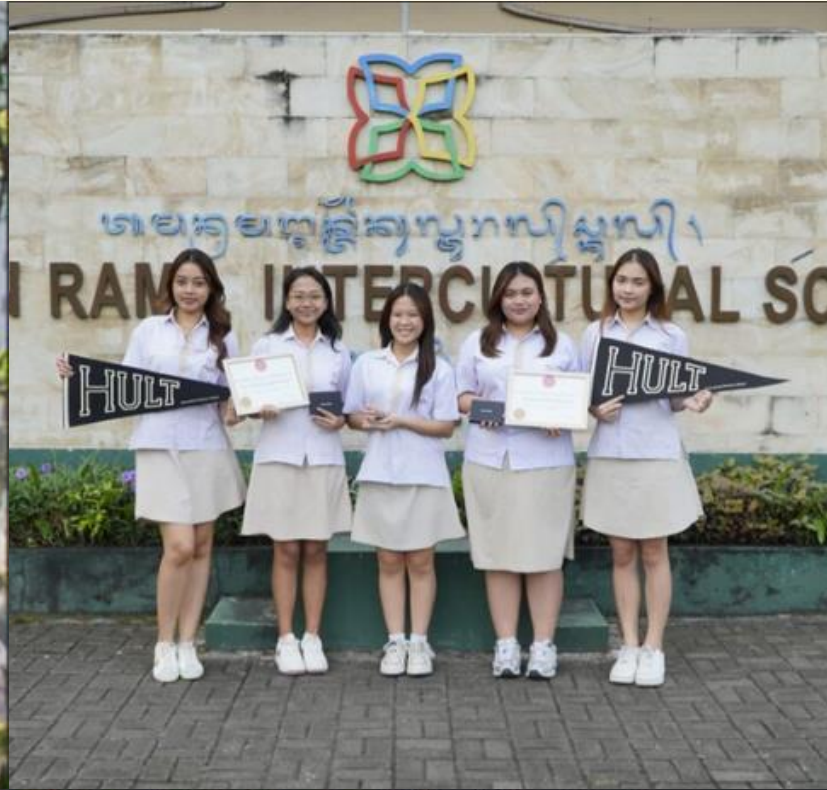
### **OPTIONAL OFFICE HOURS**

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**OCT**  
**20**

### **FIRST SUBMISSION DUE**

Goodluck!  
Submission portal  
TBD



**THANK  
YOU!**