

Innovators' Circle



24TH - 29TH JANUARY 2016, MUMBAI INDIA

GALLOPING AHEAD GLOBALLY



Hosted by:



www.arcindia2016.com

Horse Racing's First Pitch Contest

Presented by: F. Douglas Reed

Director: University of Arizona Race
Track Industry Program

&

Principal: Racing, Gaming &
Entertainment LLC



What is Innovators' Circle?

- Have you heard of: “Shark Tank” (USA), “Dragon’s Den” (BBC), “Money Tigers” (Japan), or “TechCrunch Battlefield?”



**INNOVATORS'
CIRCLE 2015**
Racing to the Future





The Contest, Event & Finals

- The Event/Contest was not a University event
- However, the finals were held in conjunction with the annual Global Symposium on Racing & Gaming hosted by the University of Arizona Race Track Industry Program, Tucson AZ, USA
- We partnered - Hai Ng, Vin Narayanan & I produced the event

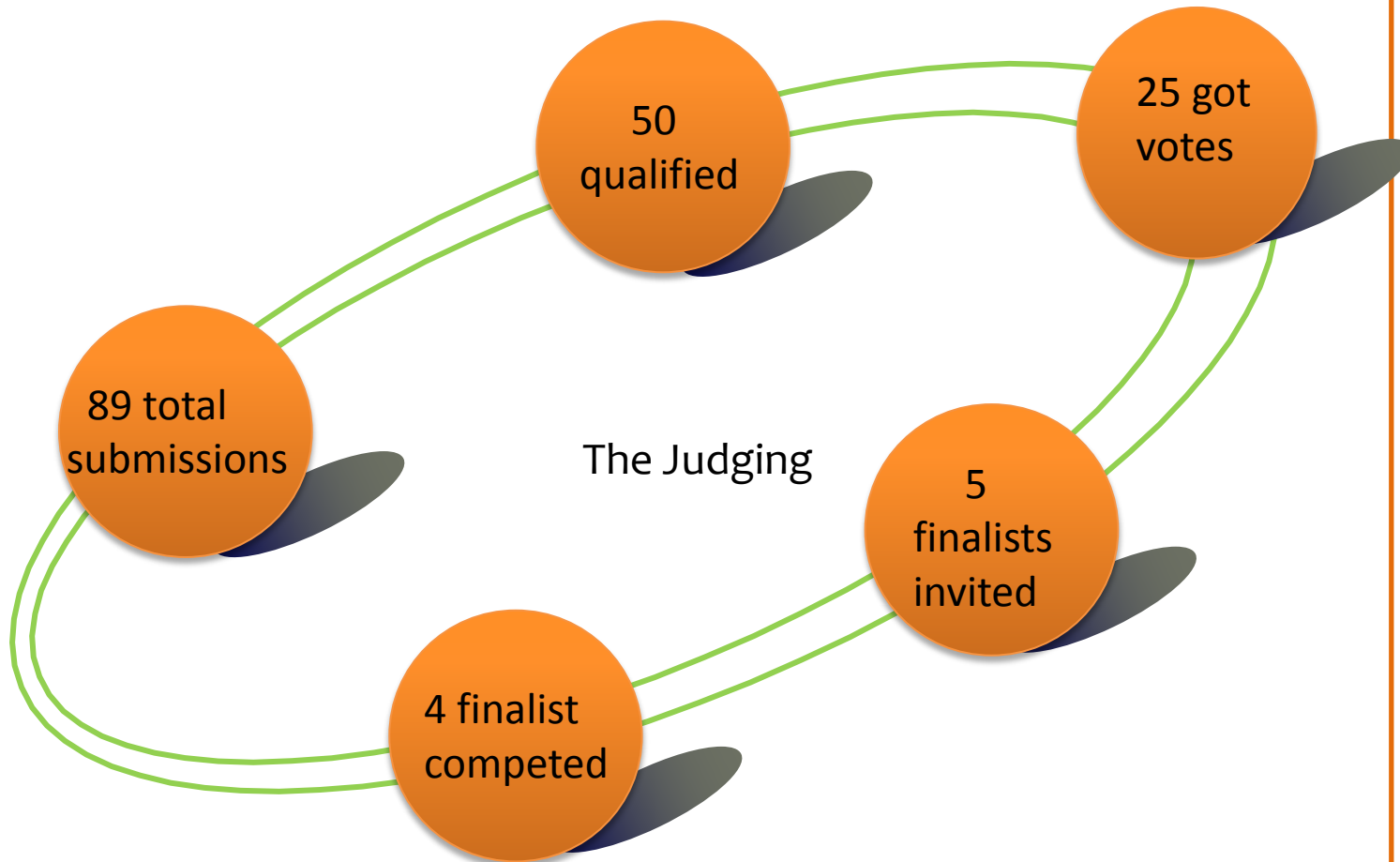


First Year Challenges

- First time everything had to be constructed from scratch
 - Website (www.innovateracing.com)
 - Funding
 - Rules, procedures ...
 - And much more....
- Legal challenges
- Late start – Contest Was Open For Submissions only 45 days



Contest Submissions



Global Reach In Year One



What were the finalist and “honorable mentions” offered?



Invited Finalists

- Equine Master (no show)
- Thoroughbred Stock Exchange
- Standing Equine 3D CT Scanner
- Swopstakes
- 20 For A Million



Honorable Mention

- Horsebills
- Equi Own
- Stride Master
- The Track
- Ownerforaday
- Fantasy Trot



So What Other Type of Ideas Were Submitted?

- Equine related
 - Safety related
 - Ownership
 - Equine industry business
- Fantasy sport like ideas
- Wagers
- Handicapping, contests, education, technologies
- Marketing, promotions, facilities



The Winner of the \$15,000 US

- Swopstakes -



2016 Innovators' Circle

- Grow for next year
- Open for 6 months vs. 6 weeks
- Sponsorship
- www.innovateracing.com



Video 2015 Innovators' Circle



Closing Thoughts

- There is not a “silver bullet” cure-all for racing
- Racing like other businesses must innovate/change
- It takes a lot of hard work, a lot of efforts, some will fail, some will succeed – there are good ideas out there
- There is a silver lining: look at what is working and what is not
- There are a lot of ideas out there! And a lot of innovation that can be exploited to benefit racing.



Thank You

F. Douglas Reed

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