Prof Steve Haake

The Profit project: the landscape of sports and innovation
Prof Steve Haake

How did we get here?
Introduction
Background
Background
Background
Background

Source: IMF, US Census Bureau
Background

Acknowledgement: Patrick Streeter
Acknowledgement: Bodil Oudshoorn
Background
Background

Sport Industry Research Centre, Sport Market forecasts 2001-2015
Background

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What is a field laboratory?
What is a field laboratory?

<table>
<thead>
<tr>
<th>Technology readiness levels</th>
<th>EU Commission Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Full production</td>
</tr>
<tr>
<td>8</td>
<td>System developed</td>
</tr>
<tr>
<td>7</td>
<td>System prototype</td>
</tr>
<tr>
<td>6</td>
<td>Technology demonstrated in situ</td>
</tr>
<tr>
<td>5</td>
<td>In situ validation</td>
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<tr>
<td>4</td>
<td>Laboratory validation</td>
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<tr>
<td>3</td>
<td>Experimental proof of concept</td>
</tr>
<tr>
<td>2</td>
<td>Technology formulated</td>
</tr>
<tr>
<td>1</td>
<td>Concept</td>
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</tbody>
</table>
Historical precedent
Historical precedent
Historical precedent

Philon 3rd Century BC
Historical precedent

1874 Major Clopton Wingfield
Historical precedent

During a famous Championship match between the Doherty brothers and the Baddeley brothers.
Today: Field Lab Delft analysis

- Demographics
- Housing
- Social cohesion
- Deprivation
- Health
Today