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Press Release

The FBA and Olocip Connect the Dots in Educational Partnership

The Football Business Academy and Olocip have entered into an agreement that will see the Swiss educational institution and the Artificial Intelligence company collaborate.

“We are pleased to announce our new partnership with The FBA. As we have a strong commitment towards management education, our main goal is to make the new talent aware of the wide range of capacities which artificial intelligence has to transform the sport industry. Working in the same line with The FBA, we will contribute to develop future leaders in football with deeper knowledge regarding technology trends, something essential nowadays in our industry.”

- Esteban Granero, CEO, Olocip

“We are very excited with our new partnership with Olocip. As we are gaining more awareness on the major developments of AI in professional sports, we believed it was essential to collaborate with a company such as Olocip who are pioneers in this field. Together with their passionate team, we are looking forward to creating unique experiences and equip the future leaders in football with new tools and knowledge that can help improve the game.”

- Kristian Dobrev, Partnerships Director, The FBA

The FBA is delighted to partner with Olocip. The Madrid-based AI consultancy, set up by RCD Espanyol and former Real Madrid player Esteban Granero and some of Spain’s top AI scientists, uses artificial intelligence to help sport entities and players make the best decisions. Olocip operates as a department of Artificial Intelligence providing knowledge and tailored answers in the most important areas of sports entities, both sports and business management and providing a differential competitive advantage in the digital transformation and decision-making processes.

As part of this partnership, Olocip professionals will give FBA Candidates lectures on the impact AI has on and the opportunity it represents in football, while also collaborating with FBA Candidates through internship placements and Student Business Projects.

With the football world increasingly opening up towards and gaining more awareness on the importance of the implementation of AI and new scientific insights, football clubs will likely invest more in these solutions in the hopes for better results on and off the pitch.

ABOUT OLOCIP

Olocip is the pioneering international company in the research and application of Artificial Intelligence in the business world and specialises in professional sport.

Olocip is committed to combining the most advanced modelling strategies, capable of transforming spatial-temporal data into transparent statistical models, with meticulous research into the differential factors in each ecosystem. Olocip's most advanced AI is capable of modelling the existing information in football in a way adapted to each sports entity, thus developing a more complex and meaningful analysis, transforming data from the past into new knowledge, providing solutions beyond the scope of any other analysis and thus offering a differential competitive advantage in sports entities.

ABOUT THE FBA

The Football Business Academy is a Swiss-based high level international educational institution whose goal is to professionalize the management of the football industry and facilitate the insertion of qualified professionals and future leaders in the game. Its flagship program, a Professional Master in Football Business, was co-developed with international football industry experts from around the world around one foremost objective: to provide Candidates with all the necessary tools and an optimal learning environment in order to succeed in this passionate and dynamic industry. Other partners of The FBA include Olympique Lyonnais, Eibar SD, Galatasaray, Soccerex, Fortuna Sittard and Entourage Sports & Entertainment.

International Media Relations
Camille Bouchet & Kristian Dobrev
press@the-fba.com
The Football Business Academy, SA
Cours de Rive 6, 1204 Geneva, Switzerland
www.the-fba.com