

SPORT START UPS

New Advances in Entrepreneurship

VANESSA RATTEN

Sport Startups

This page intentionally left blank

Sport Startups: New Advances in Entrepreneurship

VANESSA RATTEN

La Trobe University, Australia



United Kingdom - North America - Japan - India - Malaysia - China

Emerald Publishing Limited Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2020

Copyright © 2020 Emerald Publishing Limited

Reprints and permissions service

Contact: permissions@emeraldinsight.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-78973-082-1 (Print) ISBN: 978-1-78973-081-4 (Online) ISBN: 978-1-78973-083-8 (Epub)



ISOQAR certified Management System, awarded to Emerald for adherence to Environmental standard ISO 14001:2004.

INVESTOR IN PEOPLE

Certificate Number 1985 ISO 14001

Acknowledgments

First, my heartfelt thanks to my mum Kaye Ratten for the endless support and guidance she gave me. I would not be where I am or doing what I do without her. Although not physically here anymore, I still and always will think about what she would suggest. I thank her for the many wonderful outings we had, which continually provide me a source of happiness. I have fond memories in particular at the beach with her in Waikiki and Maine. My mum played basketball in her youth and had fond memories of this sport. Although more interested in non-sport activities, my mum was very enthusiastic and supportive of my interest in sport particularly sport involving the water such as swimming and surfing. I also want to express my gratitude to my father, David Ratten, who is a valuable resource for anything related to sport. Inevitably, when writing a book, there are times of hardship in finding and explaining certain thoughts. I particularly thank my dad for his help in expressing my words and thoughts about sport startups. I am delighted that I am able to discuss with him my research. To my brothers, Hamish Ratten and Stuart Ratten, my deep appreciation as always. Lastly, I thank my niece Sakura Ratten for her kindness and positivity.

This page intentionally left blank

Contents

List of Tab	bles	ix
Chapter 1	Sport Startups: What are They?	1
Chapter 2	The Need for Entrepreneurship in Sport Startups	17
Chapter 3 Creating Entrepreneurial Opportunities Through Sport Ecosystems		29
Chapter 4	Accelerators as Knowledge Providers	45
Chapter 5	Sport Innovation Communities and Problem Complexity	59
Chapter 6	Football Ecosystems and Innovation	71
Chapter 7	Digital Transformation in Sport and Social Media	89
Chapter 8	Sport Startups: What Does the Future Hold?	105

Index

117

This page intentionally left blank

List of Tables

Table 2.1.	Research Questions from the Sport Entrepreneurship Dimension	27
Table 6.1.	Effective Practices for Innovation Leadership	79
Table 8.1.	Sport Startup Research Suggestions	112