

# WINNER

## BEST TECHNOLOGY FOR SPORTS COMMERCE

### MYCUJOO

mycujoo is a unified streaming and media rights platform focusing on the “long tail” of football, enabling players, clubs, leagues and federations from underdeveloped football sectors to showcase their content, live and on-demand, reaching fans, communities and commercial partners. It’s easy, free and delivers content via live streams which can be broadcast on mobile phones, multiple media, and embedded on rights holder channels, and platforms including Twitter and Facebook.

[SEE PRODUCT VIDEO](#)

#### Here’s what the judges said:

Providing a platform for grass roots to semi-professional level is amazing, especially as it splits advertising funding with clubs and leagues. This community-based product has got a bright future. This was a very well set out submission which highlights how the gap in the market was identified and monetised.

## Register your interest for 2020

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