STATEMENT OF WORK

# Project: Global Sports Technology Innovation Hub

Client: Adidas AG

Company: Octagon Digital Innovation

# PROJECT OVERVIEW

Adidas is seeking to establish a global sports technology innovation hub that will serve as a central platform for developing next-generation sports technology, digital experiences, and fan engagement solutions. This ambitious project requires expertise in sports marketing, technology development, and global coordination.

# TERM OF PROJECT

Start Date: January 15, 2025

End Date: December 31, 2025

Duration: 11.5 months

# SCOPE OF WORK

* • Establish global innovation hub infrastructure
* • Develop sports technology roadmap and strategy
* • Create digital fan engagement platforms
* • Implement AI-driven personalization systems
* • Launch mobile applications for sports communities
* • Develop VR/AR experiences for sports fans
* • Coordinate with regional Adidas teams globally
* • Establish partnerships with technology providers
* • Create content strategy for digital platforms
* • Implement data analytics and insights platform

# DELIVERABLES

* • Global innovation hub launch
* • Sports technology strategy document
* • Digital fan engagement platform (MVP)
* • AI personalization engine
* • Mobile application (iOS/Android)
* • VR/AR sports experiences (3 prototypes)
* • Partnership framework agreements
* • Content strategy and calendar
* • Analytics dashboard and reporting system
* • Final implementation report

# REQUIRED EXPERTISE

The project requires a multidisciplinary team with expertise in:

* • Sports marketing and sponsorship strategy
* • Digital technology development
* • AI and machine learning
* • Mobile application development
* • VR/AR experience design
* • Data analytics and insights
* • Global project management
* • Content strategy and creation
* • Partnership development
* • Technology infrastructure

# PROJECT COMPLEXITY

This is a high-complexity, global-scale project involving:

* • Multiple technology platforms and systems
* • Cross-cultural coordination across 5 continents
* • Integration with existing Adidas systems
* • Regulatory compliance across multiple markets
* • Rapid prototyping and iterative development
* • Stakeholder management across multiple time zones

# BUDGET CONSIDERATIONS

Project Budget Range: $8,000,000 - $12,000,000

* • Technology Development: 40%
* • Global Coordination: 25%
* • Content & Creative: 20%
* • Infrastructure & Operations: 15%

# SUCCESS CRITERIA

* • Successful launch of innovation hub
* • Development of 3+ technology prototypes
* • Integration with existing Adidas digital ecosystem
* • Positive feedback from key stakeholders
* • Scalable and sustainable technology solutions
* • Measurable improvement in fan engagement metrics

This SOW represents a new project requiring staffing plan development and resource allocation planning.