



SOMMET DU LEADERSHIP DES FNS

#SLFNS16

VENDREDI LE 25 NOVEMBRE, 2016

**L'avenir du sport et de ses
écosystèmes n'a jamais été
aussi intéressant**

Qu'est-ce qu'un sport ?

Sport

nom

Ensemble des **exercices physiques** se présentant sous forme de jeux individuels ou collectifs, donnant généralement lieu à la **compétition**, pratiqués en observant certaines règles précises.







Bossaball

@competia

Earthing: processus d'absorption des électrons libres de la terre grâce à la plante des pieds





S'agit-il d'un sport?

S'agit-il d'un sport?



S'agit-il d'un sport?



S'agit-il d'un sport?



Qui est le concurrent?



le temps...







Heavy Perspective HVP Heavy Perspective

HVP

HVP



**les
besoins...**







Sports lents

@competia

**En
concurren
ce pour
l'espace...**



**En concurrence pour
le financement...**



Qui **finance**?





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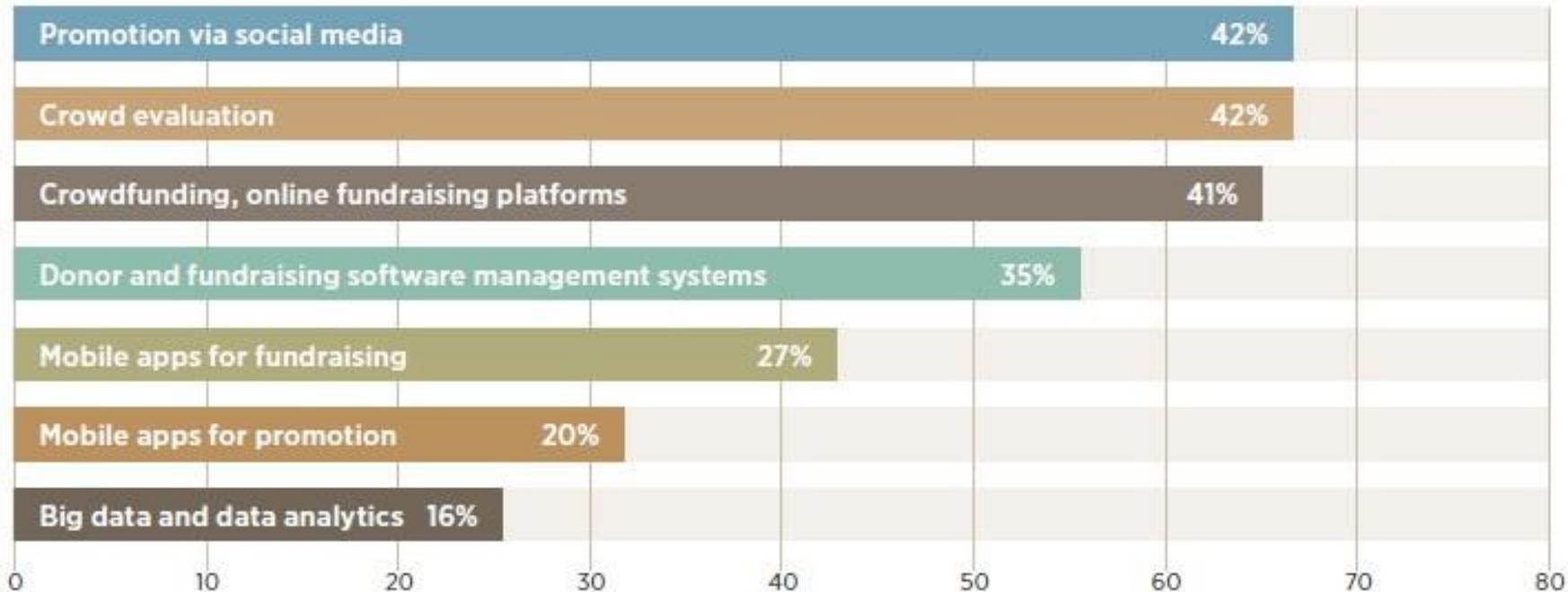
Elite women lead the charge. [Get on their team!](#) ➔

Miser sur les succès de l'avenir



Le dilemme de la technologie

TECHNOLOGY SOLUTIONS PHILANTHROPISTS CURRENTLY APPLY





Hyperlocal

Campagnes « C'est pas **moi** »



Mettre à profit la passion
des fans

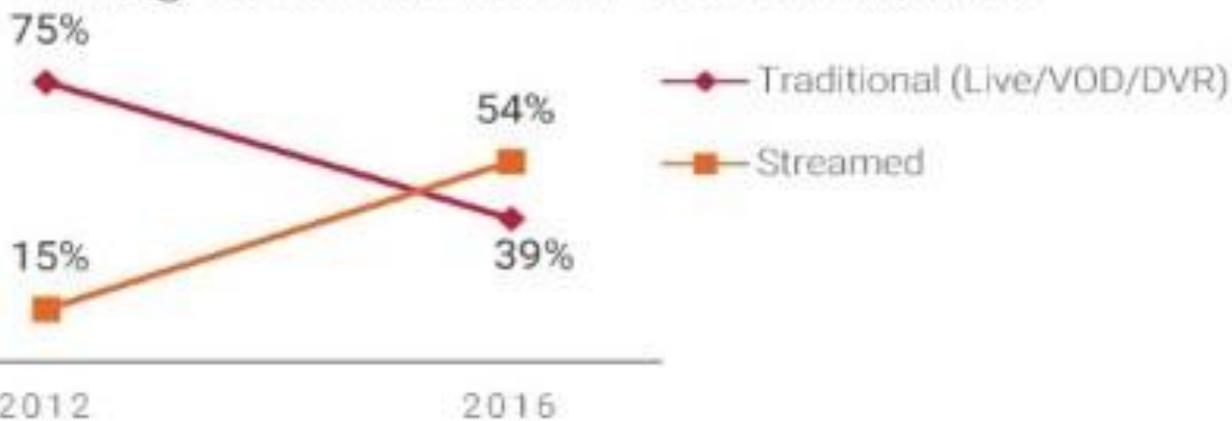


De la télévision à la diffusion illimitée?



Percentage of Weekly Viewing: Traditional VS. Streamed Viewing (Self-Reported)

Among 18-34 Year-Old TV Content Viewers



YouTube versus Time Warner Cable for millennial viewers



À qui appartient le mot-clic?

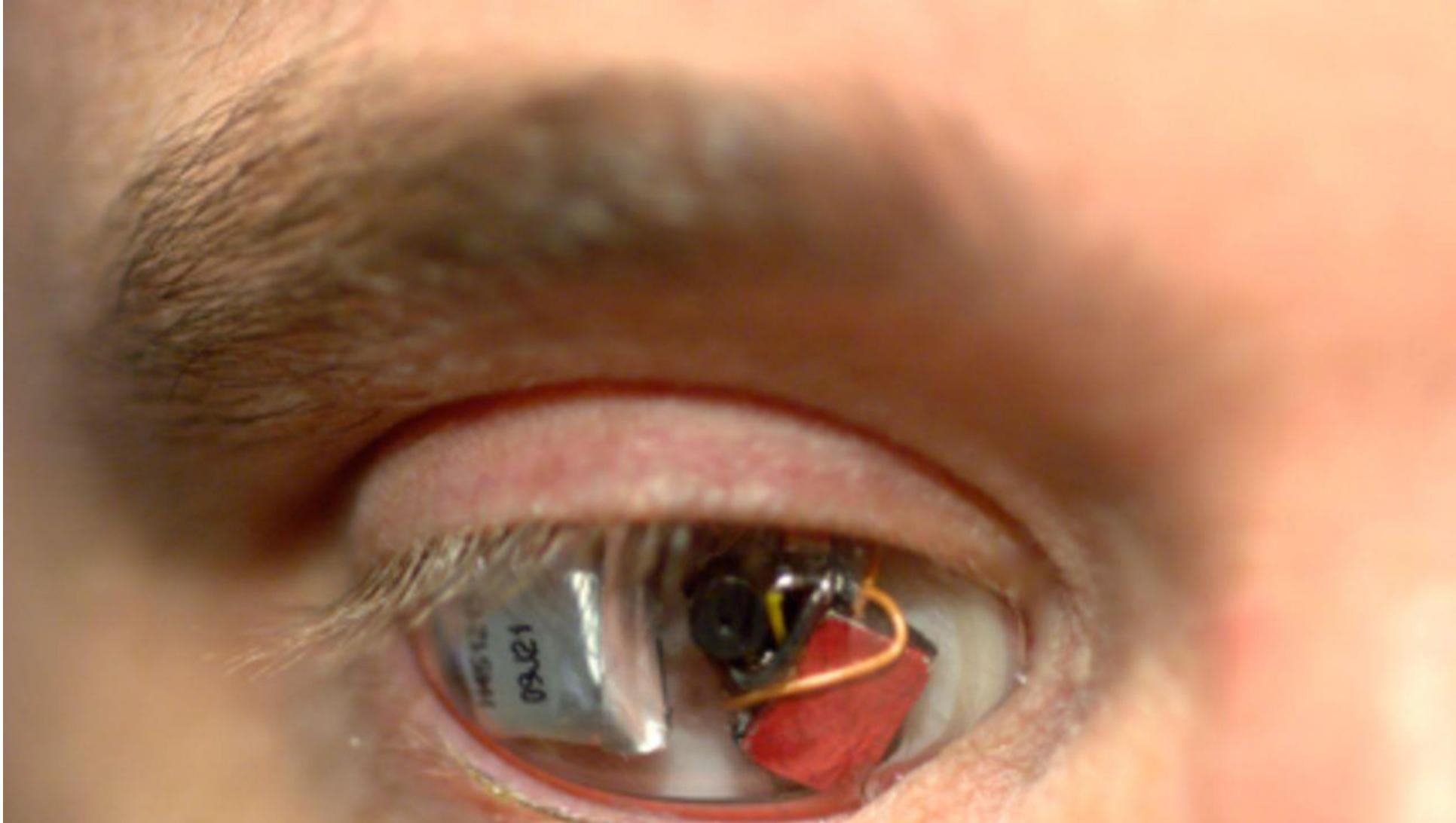
#RIO2016



Qui sont les athlètes?









Biohacking



Neuro-entraînement

Y a-t-il un athlète dans la salle



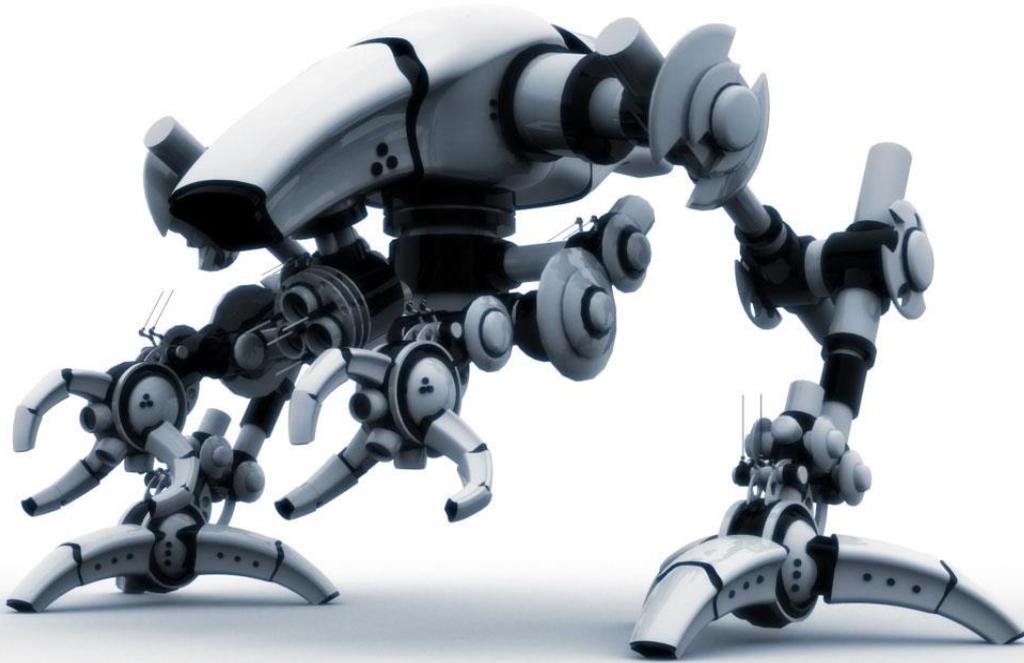


PHOTO THE KILLER DRONE BY KRISTIAN STJULI WWW.KRISTIANSTJULI.COM

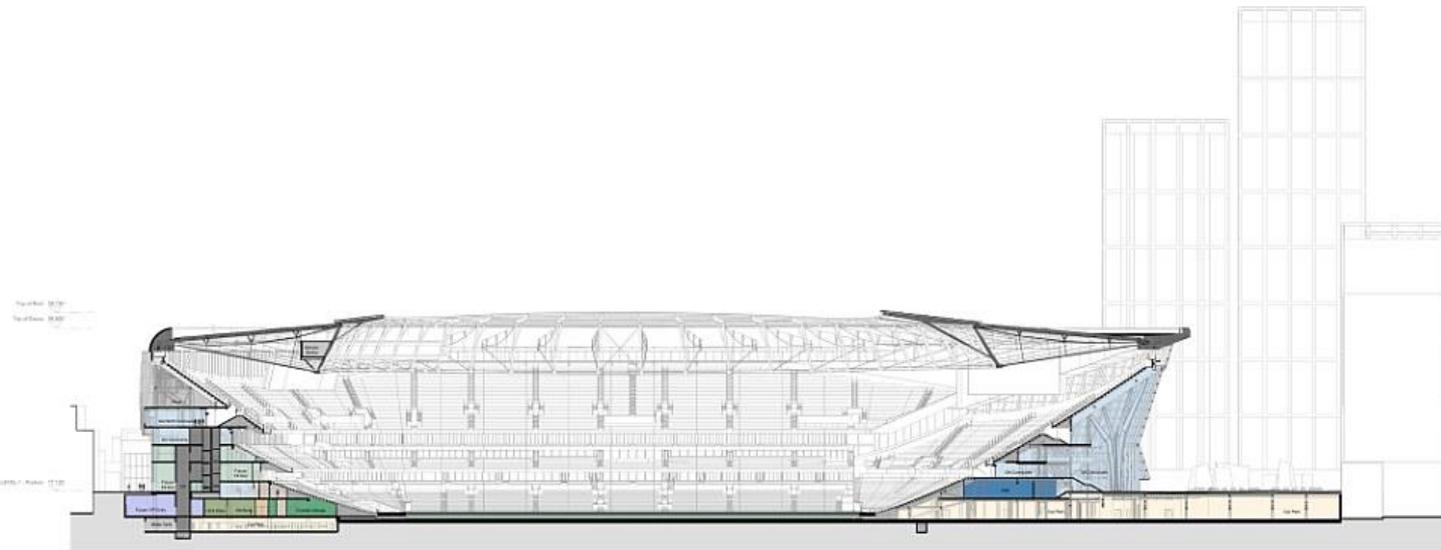
@compedia



私の歌声、

聞いてもらえますか？

Emplacement, emplacement?







TYLER
LOCKETT
SEA WR #16

TOTAL POINTS: 1 PLAY POINTS: +2

QB
RUSSELL
WILSON
SEA QB #3

TOTAL POINTS: 7.86 PLAY POINTS: +1

FANTASY



FUNBAG!
LIVE!



Tsunami de données

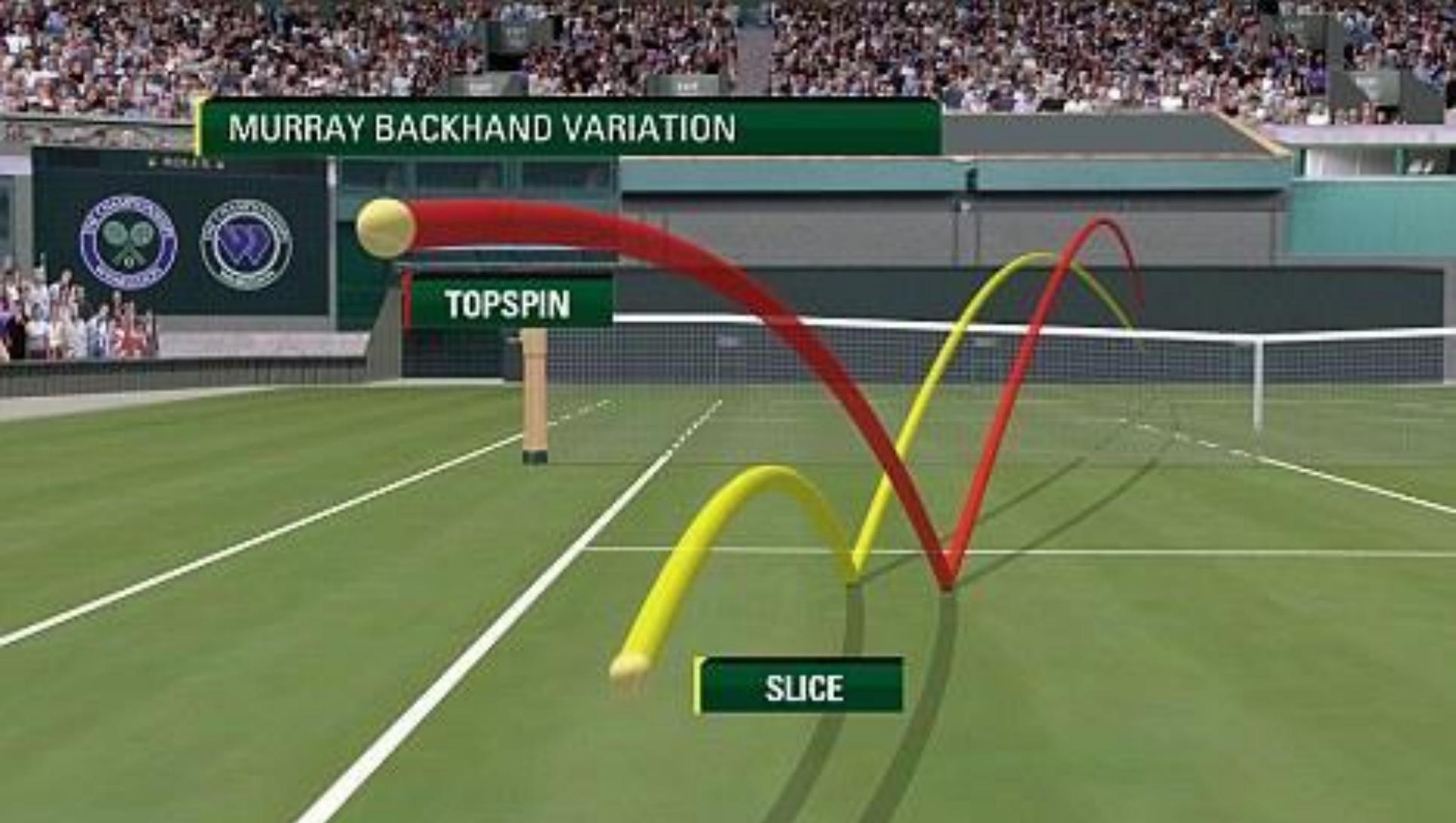




MURRAY BACKHAND VARIATION

TOPSPIN

SLICE



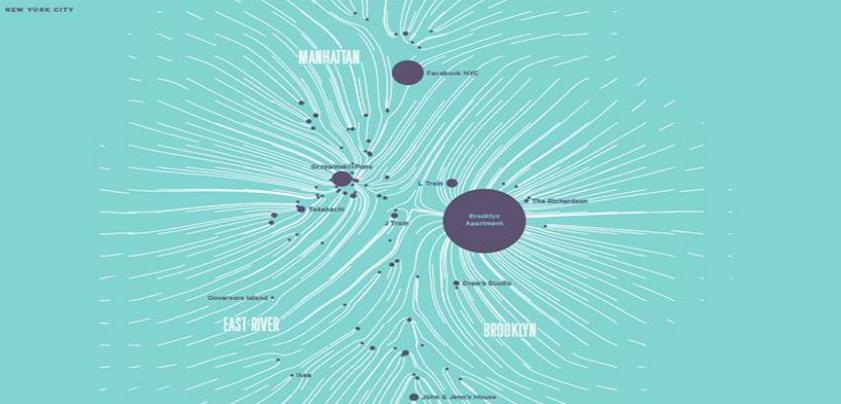




**Nous pouvons
deviner les
détails les plus
intimes**

Le rapport annuel **personnel**

Where are you? LOCATION



PLACES REPORTED
496

Transportation (x 104), restaurants (x 97), streets (x 47), stores (x 95), residences (x 22), outdoors (x 28), venues (x 28), bars (x 19), Facebook (x 18), hotels (x 18), offices (x 18), airports (x 18), coffee shops (x 8), museums (x 7), cinema (x 6), bookstores (x 6), dollar (x 3), homes (x 2), a bank, a bowling alley, a church, a hospital and a library

REPORTS REPORTED
SIXTEEN

SFO (x 24), JFK (x 18), CLT (x 4), FDX (x 3), YVR (x 2), MDW (x 2), ORD (x 2), SDF (x 2), BGI (x 2), LAX (x 2), MSP (x 2), EWR (x 1), IAH, PDX, PVD and BAC

COUNTRIES VISITED
FIVE

Japan, England, Canada, Serbia and Germany

MOST REPORTED CITIES

Mesa Park	1,290
New York City	1,289
Palo Alto	891
Mill Valley	499
San Francisco	328
Montreal	63
Tokyo	49
Taipei	45
Auckland	37
London	35

RESTAURANTS REPORTED
103

0.8% of all places reported

MOST REPORTED PALO ALTO RESTAURANT
FUKI SUSHI

Reported 17 times

NEW YORK RESTAURANT REPORTS

FORTY

Milano's Tavern (x 1), Takahachi Tofuoka (x 7), Buns (x 4), Diner (x 4), Osaka (x 4), M Shogun (x 3), Spice Market (x 3), Water Foods (x 3), B&B Cafe (x 2), Union Cafe (x 2), USC (x 2), Dinosaur (x 2), Eatery Navarra (x 2), Fette Sou (x 2), L'Espresso (x 2), M&B Bar Williamsburg (x 2), Park Hall (x 2), Smoking Tea Room (x 2), Takahachi Ace A (x 2), Vantage HH House (x 2), WYHO (x 2), Colonial Diner, Dumont Burger, Fossil, Five Leaves, Chasen Brooklyn, Khan Sars, La Superior, Les Halles John Street, Loro, Made Fresh Daily, Marko and Sons, Nite Tai, Quo Hobata, Houge Tamato, Riggy's Good Food, Taro, The Good Park and The Smle

DAYS WITH A REPORT AT HOME
310

Palo Alto (x 216) and Brooklyn (x 100)

MOST FREQUENTLY REPORTED LOCATION
PALO ALTO BEDROOM

Reported 103 times

MOST REPORTED HOME LOCATIONS

Bedroom	670
Living room	543
Dining room	347
Bathroom	88
Kitchen	12
Stair	8
Hairmail	8
Pool	9
Garage	2
Courtyard	2

STATES REPORTED
FOURTEEN

Alaska, California, Illinois, Maryland, Michigan, Minnesota, New Jersey, New York, North Carolina, Oregon, Pennsylvania, Rhode Island, Virginia, Washington and Washington D.C.

FLYING VS A DRIVING

DAYS INCLUDING A FLIGHT
49

Most frequent flight: VEG JFK - SFO (x 7)

AVERAGE REPORTS AT HOME PER DAY
FOUR

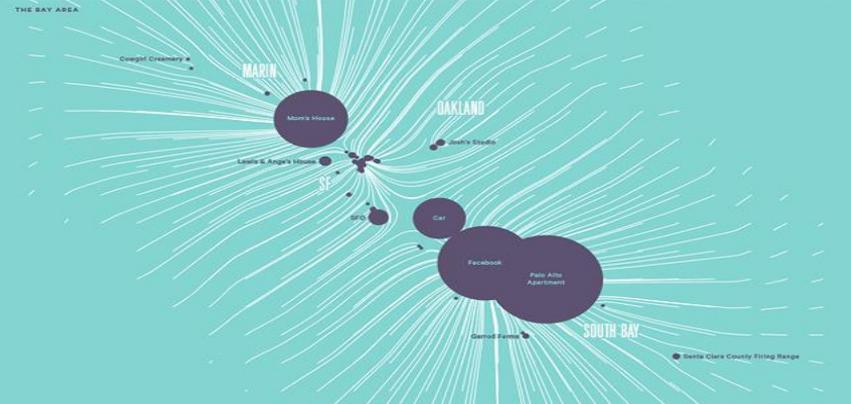
32.8% of reports

DAYS WITH A HOTEL REPORT
FORTY-SEVEN

At 19 different hotels

BEST ASIAN FUSION IN A STRIP MALL
MOKOMANDY

Norfolk, VA - Dec 23 at 8:07 PM



REPORTS AT WORK
1,268

26.7% of reports

MONTH WITH MOST REPORTS AT WORK
FEBRUARY

Reported 107 times

MOST REPORTED WORK LOCATIONS

Desk	721
Conference room	207
Coworker's desk	98
Cafe	84
Cin	62
Gallery	34
Parking lot	27
Courtyard	22
Spic Cafe	22
Garage	20

CONFERENCE ROOMS REPORTED
SIXTY-TWO

Optima Value (x 28), The Apartments (x 17), Monowave (x 14), Aquaticus Acoustics (x 11), Cherries Garcia (x 11), PCLoad Letter (x 9), Canada (x 8), Silver Bar (x 8), Graph Coloring (x 7), Electrical Treatment (x 6), 1,000, NOT ACCESSIBLE, MR_OR_YOU_WILL_BE_FIRED (x 6), 80 Error (x 4), 18's Miller Time (x 4), Naming Conference Rooms (x 4), Son of Ping and Pong (x 4), Americano Dreams (x 3), Dutch Dumb (x 3), Off by One (x 3), Trickle (x 3), 156 University (x 2), 3 Sat (x 2), Cartography (x 2), Phish Flood (x 2), Pina Peruviana (x 2), Theplasmaster (x 2), Shikano, Gidwathel, Animal, Anonymous, Be Open, Breaker, Bubblecast, Cognito, Concoctable, Cirkle Monitor, Eat Logo Star, Teatopop, fat on future-tron, Fluke, Genius, Holy Hand Grenade of Antioch, Ingoton Whisked Peas, LEPY Snow, Live From New York, Max Cut, Menu, Nus, Out of Memory, Penetrator, R Garcia, Ruby on the Rocks, Pip Plop, Sengoku, Taro, The Be-ATTYA, Traveling Saboteur, Vertes Coloring, Wadoff, Wall-E, XXXX Gospel Girl and Yip Yip

REPORTS IN CAR
185

4% of reports

LIBRARY REPORTED
RISD FLEET LIBRARY

Providence, RI - Jun 1 (x 2)

MUSEUMS REPORTED
SEVEN

Walker Art Center (x 12), Brooklyn Museum, Governor Island Building III, London Science Museum, MoMA, Print Reve Information Center and SF MOMA

AVERAGE TEMPERATURE
58.7 °F

Average wind gusts 4 MPH

COLDEST TEMPERATURE
14.3 °F

Brooklyn, NY - Jun 4 at 7:07 AM

HOTTEST TEMPERATURE
102.2 °F

Brooklyn, NY - Jul 7 at 6:42 PM

NEW YORK VS A BAY AREA

CONFERENCE ROOM REPORTS PER DAY
ABOUT ONE

16.2% of work reports

REPORTS AT A STANDING DESK
SEVENTEEN

2.0% of desk reports

MOST REPORTED STORE
SAFeway

Middlefield Road, Palo Alto (x 8)

BOWLING ALLEY REPORTED
BEL MATEO BOWL

San Mateo, CA - Nov 6 at 6:58 PM

MOST COMMON WEATHER CONDITION
CLEAR

37.7% of reports

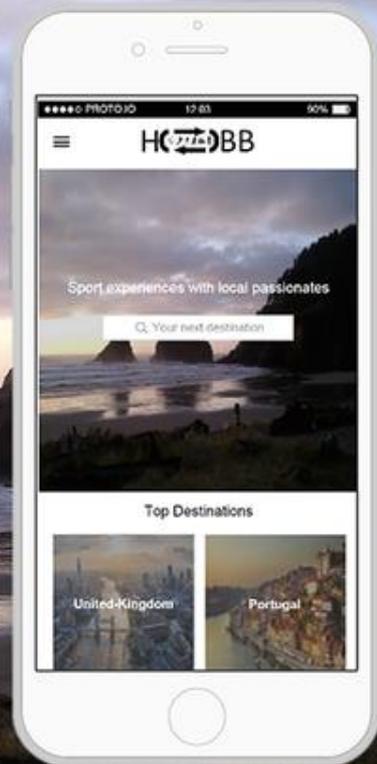
LOWEST LOCATION
THE INDEPENDENT

Charlottesville - Apr 10 at 10:58 PM

Des opportunités
formidables

HOBB

Sport experiences with Local passionates



312^W

69^{RPM}

0^{BPM}

22^{MPH}

0.9^{MI}

0^{FT}

1:36^{ET}

0.0%



+9:23	AI 4596
+8:26	AI 3434
+8:25	AI 1017
+8:16	AI 3221
+8:08	AI 481
+2:42	AI 4827
+2:33	AI 303
+2:11	AI 28
+0:41	AI 4639
+0:27	AI 3195
+0:17	AI 1543
+0:17	AI 2625
+0:05	AI 4313
+0:00	AI 1763

J. Mayfield

roadbike
review.com







@



Athloisir

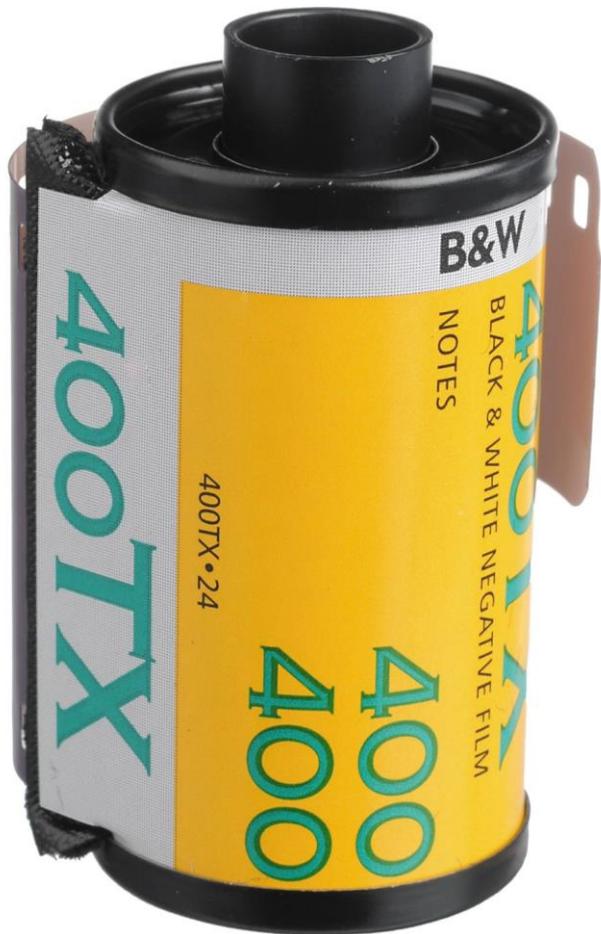


spogo | U B E R

Méfiez-vous des **angles
morts stratégiques**

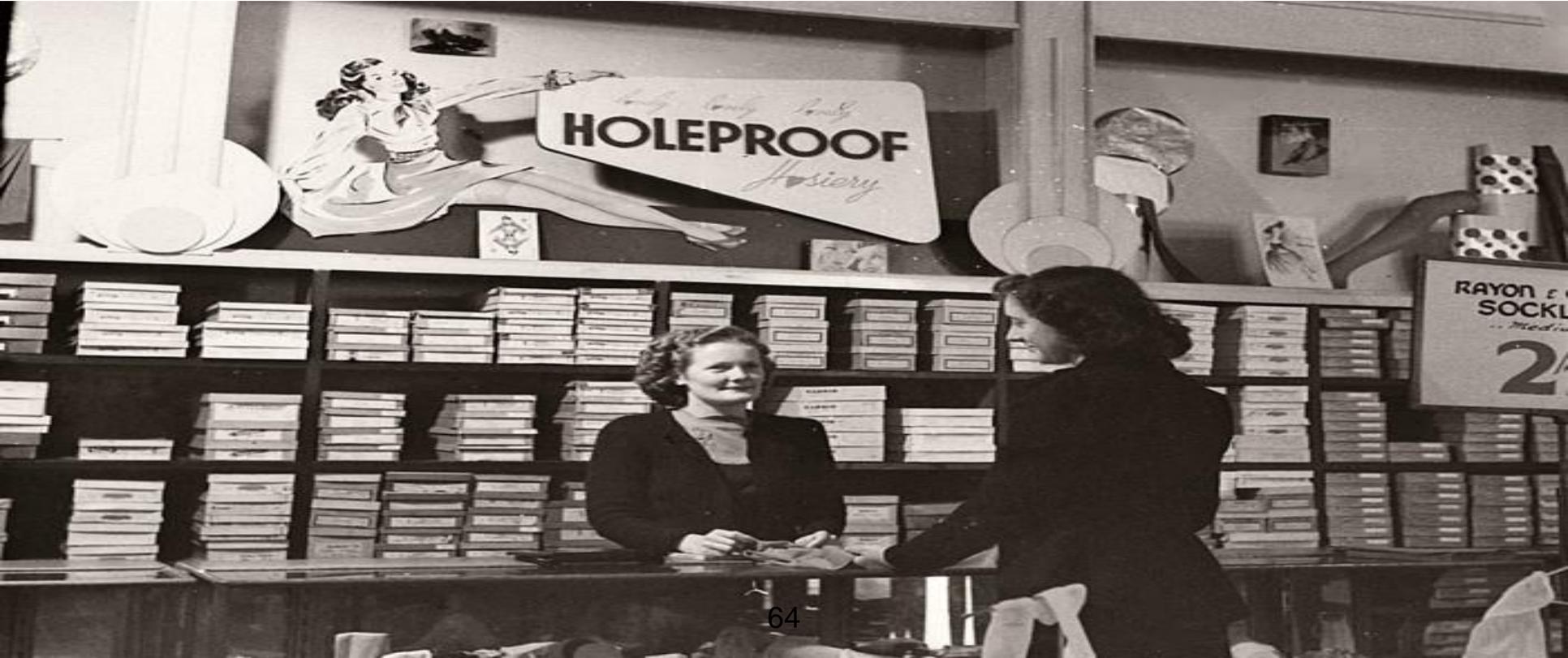
Angles morts stratégiques





« Voici un moment Kodak »

Mettre en doute une hypothèse



Réinventer la façon dont nous magasinons











« Nous n'avons **aucune** excuse de NE PAS tester

régulièrement nos **angles morts** »

Signaux **faibles**

Quand on a tenté de savoir ce que les gens

voudront  **d'ici 2020, une entreprise a compris que la**

réponse vient de l'observation des **graffitis**





Et la **couleur**
de l'année
2014 est...

Quels **goûts** y seront associés?



Quelle **nourriture** mangerez-vous?

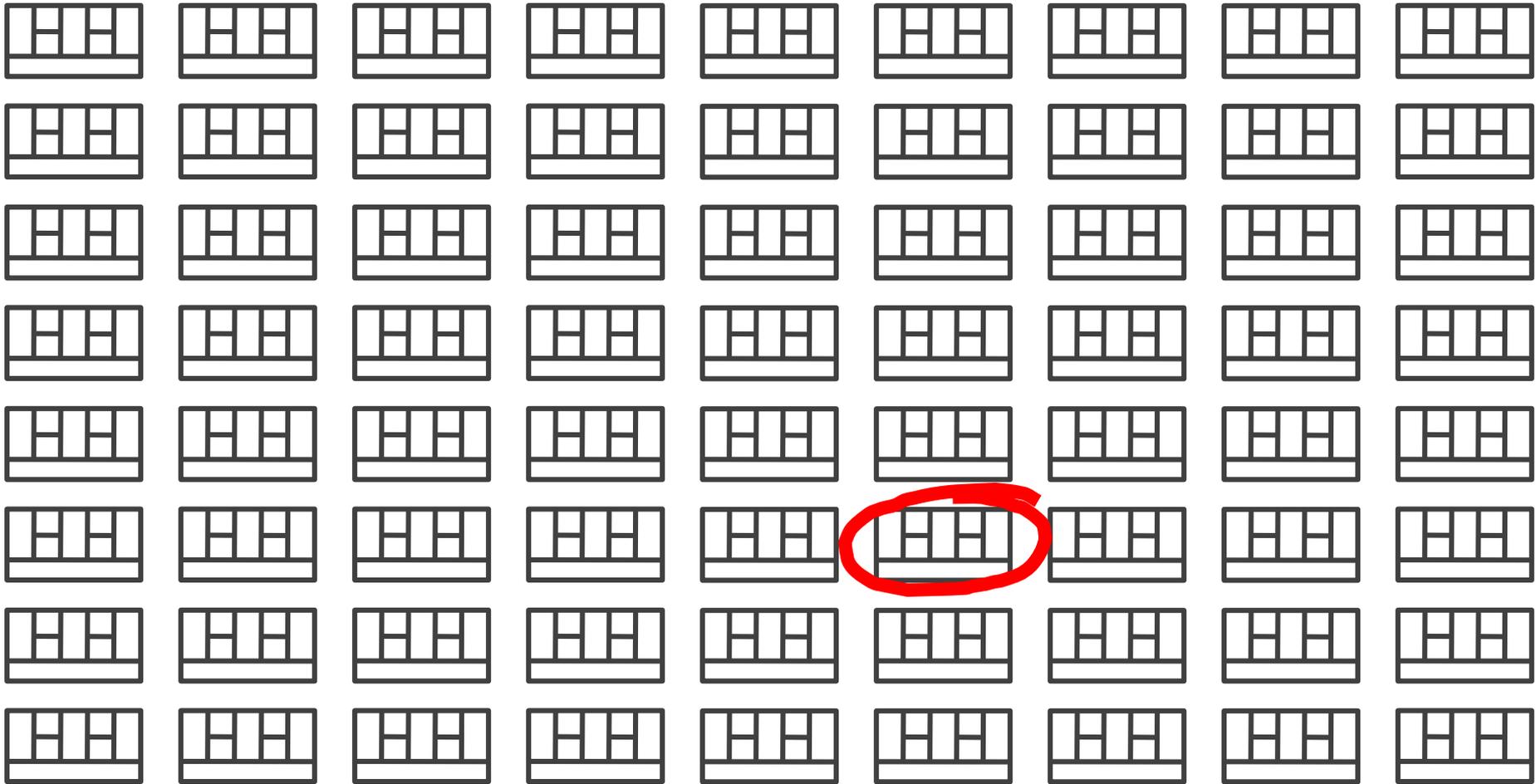


« Quelle

contre-culture

avez-vous récemment visitée? »

En conclusion...





Quittez votre univers



Mettez vos yeux de Martien





Qui est votre **canari**?

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