



**INCLUD3D
ACCELERATOR
COHORT 1 INSIGHTS
PUBLICATION**



EXECUTIVE SUMMARY

As Web3 technologies rapidly reshape the global sports industry, the Chiliz Includ3d Accelerator has emerged as a pioneering program bridging innovation and inclusion.

Under **Chiliz Includ3d**, Ready Sport Global (READY) delivered the first edition of the Includ3d Accelerator between October 2024 and February 2025 which provided opportunities for industry professionals, entrepreneurs, students and enthusiasts to explore the intersection of blockchain, sport, and social impact.

The first cohort of the Includ3d Accelerator comprised the first of its kind online Certification on Blockchain, Sport and Social Impact, a series of live Expert Q&As with industry leaders, and matching several sport and social impact organizations to blockchain experts to explore how blockchain could solve real-world challenges and amplify their work.

A total of 321 people from 46 countries across 6 continents in Includ3d Accelerator. At least 183 organizations were represented, including:

- 01 SPORTS ORGANIZATIONS**
- 02 TECH COMPANIES AND STARTUPS**
- 03 DEVELOPMENT AND HUMANITARIAN NGOS**
- 04 WOMEN'S RIGHTS AND GENDER ADVOCACY ORGANIZATIONS**
- 05 UNIVERSITIES**
- 06 COMPANIES AND CORPORATE SOCIAL RESPONSIBILITY DIVISIONS**

The Certification on Blockchain, Sport and Social Impact explored how Web3 technology can enhance sport's positive contributions to society. It covered blockchain fundamentals, use-cases in sustainable development and sport – such as financial inclusion, governance, and fundraising, and how organizations like the United Nations, Save the Children, and McLaren Racing are innovating in Web3 to further their goals.

Over 40 organizations and case studies from across Web3, sport, and social impact were featured, and 13 experts shared their experiences, learnings, and advice.

Six organizations from the cohort were matched with blockchain experts. Of these six, one organization was invited to apply for Chiliz Labs funding, reflecting the potential seen in their use case. One organization was advised on DAO tooling infrastructure.

Another organization joined a sport and social impact DAO, incorporating

Web3 into their digital transformation plan, and two organizations were accepted into a prestigious international program to continue their learning and engagement in emerging technologies in sport and social impact.

The key impact areas and use cases explored through Web3 are:

1) decentralized and community governance; 2) cryptophilanthropy and fundraising; and 3) cross-border payment transactions.



INCLUD3D ACCELERATOR



A total of 321 people participated from:

At least
183
organizations

Sports organizations – professional and grassroots.
Technology companies – startup, consulting, corporate.
Social impact and development organizations.
Women's sport and gender equality advocacy.
Educational institutions and universities.
Humanitarian non-profits and foundations.
Companies and corporate **social responsibility divisions**.

From
46
countries in
6 continents:

Africa: Democratic Republic of the Congo, Ghana, Kenya, Madagascar, Morocco, Nigeria, Somalia, South Africa, Tunisia, Uganda, Zambia.
Asia: India, Japan, Lebanon, Malaysia, Nepal, Palestinian Territories, Saudi Arabia, Turkey, United Arab Emirates.
Europe: Austria, Belgium, Croatia, Denmark, France, Germany, Italy, Malta, Netherlands, Poland, Portugal, Spain, Sweden, Switzerland, United Kingdom.
North America: Canada, Costa Rica, Mexico, United States.
South America: Argentina, Brazil, Chile, Colombia.
Oceania: Australia, New Zealand, Papua New Guinea.

The Includ3d
Accelerator was
featured in:

Events: World Football Summit 2024, Sport for Development Community Platform, Blockchain4Good Summit.
Sport and social impact media: Inside World Football, CryptoNews, Beyond Sport Community Bulletin, International Platform of Sport for Development and Peace.
Web3 media: The Cryptonomist, CryptoniteUAE, Coin Pasar.

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Contributing Experts

Alex Wilson, Co-Founder, The Giving Block.

Altug Ozturk, Senior Advisor at Chiliz Labs.

Bleu Blakslee, Senior Advisor for Emerging Markets and Philanthropy Partners, Save the Children.

Dr Jacob Naish, Founder at MIND3D and Advisor at READY.

Professor Lenart Ante, Co-Founder at Blockchain Research Lab.

Leanne Bats, Head of Digital and Innovation at Sport Waikato and Advisor at READY.

Lucy Mills, Founder & Chief Catalyst at READY.

Max Wolfe, Senior Manager, Web3 and Digital Licensing, McLaren Racing.

Preeti Shetty, Board Director Brentford FC and Advisor at READY.

Sabrina Bonini, Founder at Cripto Es Cultura and Web3 Consultant at READY.

Sebastian Dieguez, Senior Public Affairs Manager at Chiliz.

Shannon Lanigan, Co-Founder at All In For Sport DAO.

Theodor Petricevic, Accelerator Lead at United Nations Development Programme (UNDP).

ACCELERATOR CONTENT



Introduction to Blockchain "Doing Good"

The Accelerator introduced blockchain's history and evolving role in social impact and sustainable development, covering key concepts such as decentralization, transparency, trust, security, and efficiency. It explored blockchain's origins with Bitcoin in 2009 and its subsequent expansion beyond finance into sectors such as education, healthcare, and supply chains. Smart contracts were introduced as automated agreements enhancing efficiency and accountability.

Programming "Doing Good" and Regenerative Cryptoeconomics

The Accelerator delved into regenerative cryptoeconomics, which uses blockchain to rebuild and sustain social and environmental systems. Unlike traditional aid models, Web3 offers decentralized governance and funding mechanisms, empowering communities to manage their resources. It introduced public goods in Web3, such as open-source software and environmental initiatives, as well as smart contracts that automate fund allocation, thereby reducing inefficiencies and ensuring transparency. It also explored how programmable money can revolutionize capital distribution, shifting power from centralized authorities to grassroots initiatives.

Crypto Philanthropy and Funding Coordination Mechanisms

The Accelerator explored how blockchain and cryptocurrencies are transforming funding for social impact by overcoming inefficiencies, lack of transparency, and accessibility barriers. It covered crypto philanthropy, decentralized finance (DeFi), and funding coordination mechanisms such as quadratic funding and DAOs. Platforms, like The Giving Block, and stablecoins offer secure, low-cost, borderless donations. DeFi provides financial services to the unbanked, and NFTs present new fundraising opportunities. The module highlighted blockchain's ability to democratize funding and empower communities while acknowledging regulatory and security challenges in implementing blockchain solutions for sustainable development financing.

Using Blockchain to Accelerate Social Impact in Sport

The Accelerator looked how blockchain technology is revolutionizing the sports industry by enhancing fan engagement, democratizing ownership, and driving social impact. Web3 empowers fans through decentralized platforms like Chiliz's Fan Tokens, enabling active participation. Notable projects featured include FC Barcelona's Masterpiece NFT collection and ATP Tennis' LOVE project, demonstrating blockchain's impact on fundraising and community building. It also explored future opportunities, including leveraging smart contracts for sustainability, tokenomics for social incentives, and crypto philanthropy to support grassroots initiatives.

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Engagement

There is global demand for Web3 knowledge in sport and social impact, with **321 participants from 46 countries** enrolled for the first cohort.

There was interest from across a diverse range of organizations and sectors, **including sports organizations, tech startups, social impact NGOs, universities, and corporate CSR teams**. Especially interesting was the amount of gender equality and women's rights organizations that joined.

There is great potential to bridge Web3, sport, social impact; **there were 40+ case studies and 13 expert speakers from across sport, Web3 and social impact**.

The Includ3d Accelerator was featured in several events and media platforms during the course of the 4 months, raising awareness of Web3 in sport and social impact.

Role of Web3

There is high Web3 adoption in the **social impact / development sector** and many learnings from this sector that can be translated to the sport sector.

The main Web3 use-cases in sport and social impact are: **governance, membership programs, fundraising, and financial inclusion / cross-border payments**.

There were many questions and concerns around **legal compliance, security, and how to get started**.

Outcomes and next steps for participants

Many participants were new to Web3 and the Certification helped to demystify concepts and provide a first entry point into Web3.

Participants and organizations are taking next steps, including joining or setting up DAOs, embedding Web3 into their digital transformation plans, continuing learning about the role of Web3 for impact measurement, fundraising, and data privacy and transparency.

ACCELERATOR

Recommendations for the Includ3d Accelerator in future:

- 01** **Build on the positive visibility and impact of the first cohort by continuing to position Chiliz** as a leader and facilitator of Web3 for sport and social impact by sharing knowledge and expertise, as well as facilitating connections to other opportunities.
- 02** **Translate the Certification** into more languages to expand the reach globally.
- 03** **Focus on specific social issues** (i.e. environmental sustainability) or challenges (i.e., cross-border funding transactions) that blockchain has the greatest potential to address – to grow the knowledge-base and use-cases in more specific / targeted ways.
- 04** **Re-purpose the Certification and Live Q&A content in other ways** – via Chiliz and READY channels – to enhance reach and interest.
- 05** **Signpost people to more Web3, sport and social impact learning opportunities**, such as the Gatherings organized by All In For Sport DAO.

About Chiliz Includ3d

Chiliz Includ3d is the social impact arm of Chiliz Group, the world leading sports blockchain. **Chiliz Includ3d aims to promote inclusivity and community engagement** in the global sports ecosystem using blockchain technology.

About READY

Ready Sport Global (READY) is an innovation consultancy at the intersection of sport, technology, and social impact. **READY's Web3 initiatives equip the sports industry to lead the next wave of digital innovation** – grounded in equity, accessibility, and long-term value creation.

Testimonials

Just completed Chiliz Certification on Blockchain, Sport and Social Impact! Thank you READY for making this available. Really valuable insights and learning and inspiring to think about what is possible!

– Executive Director, Soccer Without Borders

I just finished the Blockchain, Sport, and Social Impact Certification by READY and Chiliz. There is a lot of knowledge on web3 and blockchain in there, lots of links to practical applications and case studies – and it's for free, so go check it out!!

– Program Manager, Women Win

Absolutely loved the course and learnt so so much! Thank you!

– Skills Hub Manager, CIMSPA

ENROL NOW! Its a great course!

– CEO The Sport Effect

Ya'll the brilliant women over at READY have launched a Certification on Blockchain, Sport and Social Impact. This is an introductory and FREE resource for EVERYONE but especially for people working in women's sports and sport for development. Enrollment includes exclusive invites to live webinars with pioneers and leaders from web3, sport, and social impact.

–Founder, Impact Game

Really learnt a lot from that expert interview with Bleu Blakslee. Great course!

–Founder, Touchline Earth

Many thanks from all of us at Save the Children US!

–Head of Individual Philanthropy, Save the Children USA

Absolutely loved the course and thank you for all your hard work for us to benefit from.

–Operations Manager, Dubai

Well done and amazing stuff, exactly what the industry needs.

–COO Blocksport

Incredible curriculum. Loved moving through all the modules for this certification. Sharing! Thank you.

– Senior Advisor for Emerging Markets and Philanthropy Partners, Save the Children

Now these are some IMPRESSIVE metrics!!! It shows the desire globally to learn more about the opportunities blockchain presents in the social impact x sport space. I am humbled to be included as one of the experts working in this space and was thrilled to be able to share the work we are doing at All In For Sport.

– Co-Founder All In For Sport

Honored to be part of the first cohort of this easy-to-follow and engaging course — well done, READY team! I'm excited to keep learning more about how Web3 can leverage real-time data and blockchain to certify social impact, especially in sport for development and the broader sports ecosystem.

– Sport For Development Consultant, Saudi Arabia



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