



# INTERNATIONAL BUSINESS PLAN

U SPORTS PRESENTATION  
Annual General Meeting / Conference  
Wednesday, June 6<sup>th</sup>, 2018





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**U-SPORTS**





**The U SPORTS International Program provides a platform for Canadian student-athletes to participate in international high-performance competitions, through the Winter and Summer Universiades and the World University Championships. It also provides opportunity for U SPORTS Members to participate in international sport education events through FISU.**

**U SPORTS**





# YEAR

## 2017-2018

# IN REVIEW





2017

# SUMMER UNIVERSIADE

- 29<sup>th</sup> Summer Universiade  
August 19-30 in Taipei City, Taiwan







387

DELEGATION

16

SPORTS

13

MEDALS





**FISU VOLUNTEER LEADERS ACADEMY**

**FISU**

**OPPORTUNITIES**



**3 X 3 WORLD BASKETBALL LEAGUE**

A person in a yellow and white costume is holding a large purple balloon with a white constellation pattern. The person's hands are raised, framing the balloon. The background is a blurred blue sky with some faint white text. The text "INTERNATIONAL BUSINESS PLAN REVIEW" is overlaid in the center of the image.

# INTERNATIONAL BUSINESS PLAN REVIEW



**To create a road map to build a strategy that enhances the student-athlete experience for all FISU based competitions and educational programs.**







# **BUSINESS PLAN OBJECTIVES**

1. UNDERSTAND THE GLOBAL MARKETPLACE
2. CREATE A VISION & MISSION
3. IDENTIFY STRATEGIC IMPERATIVES AND OBJECTIVES
4. IDENTIFY OUTCOMES
5. PROPOSE A WORKING BUDGET





# KEY LEARNING GLOBAL MARKET

## PLAY TO PLAY

- All nations surveyed struggle with containing the Pay to Play model
- Government high performance dollars are focused on targeted excellence competition pathway



## MEMBERSHIP VALUE

- Challenges creating ongoing support for FISU involvement
- Stimulated interest and competition when sending top domestic teams

## NSO PATHWAY SUPPORT

- There is a trend towards sports that have broader high performance alignment
- Systematic HP strategies required for future NSO support

## EURO / ASIAN CENTRIC

- Lack of FISU leadership from Americas and Oceania places challenges on bidding/hosting
- FISU leadership is driven by Europe and financially by Asia.





# KEY LEARNING REVENUE SUPPORT

Countries	% Pay to Play	% Grants including Government	% Events / Sponsorships	Institutional/ Members	NSO / MSO Organizations
New Zealand	85%	0%	0%	5%	5%
USA	50%	0%	0%	30%	20%
Australia	44%	21%	9%	8%	18%
Great Britain	37.8%	8.9%	13.5%	28.7%	11.0%



## 2019 – 2022 STRATEGIC ALIGNMENT

### Vision

To equip Canadian Student-Athletes to be world leaders through University Sport.

**U•SPORTS**



### Mission

To strengthen University & College Sport within Canada and the FISU Games through quality performances, hosting FISU Sports Events and contributing to FISU education.



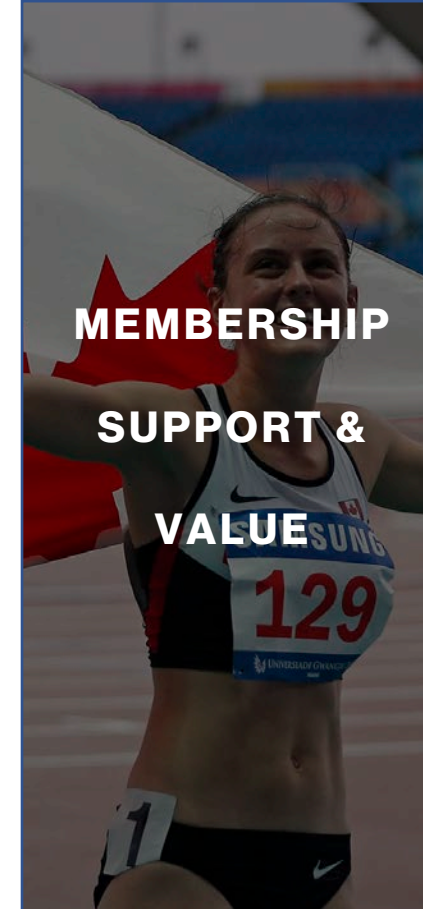
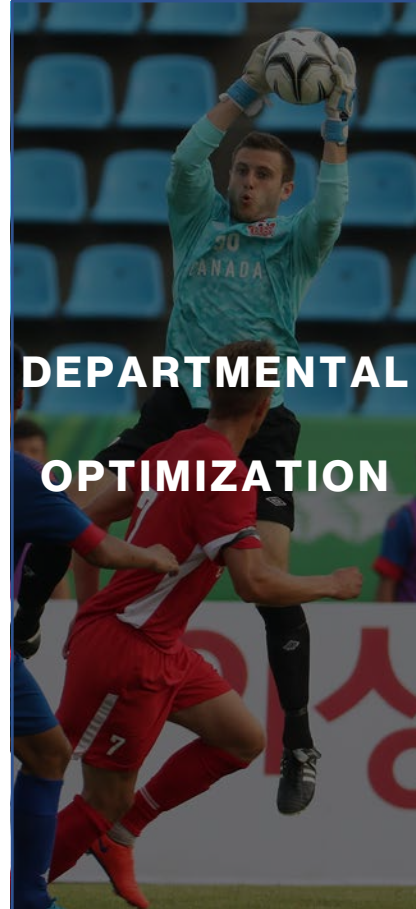
## Values

- Student First
- Integrity & Transparency
- Excellence
- Competitive Balance
- Equity





# INTERNATIONAL STRATEGIC IMPERATIVES





# INTERNATIONAL STRATEGIC OUTCOMES

## KEY INDICATORS



### Member Institution Value

U SPORTS member institutions support a base fee Funding Proposal



### Financial

50% in annual budget offsetting through sponsorship and/or fundraising initiatives



### Bidding & Hosting

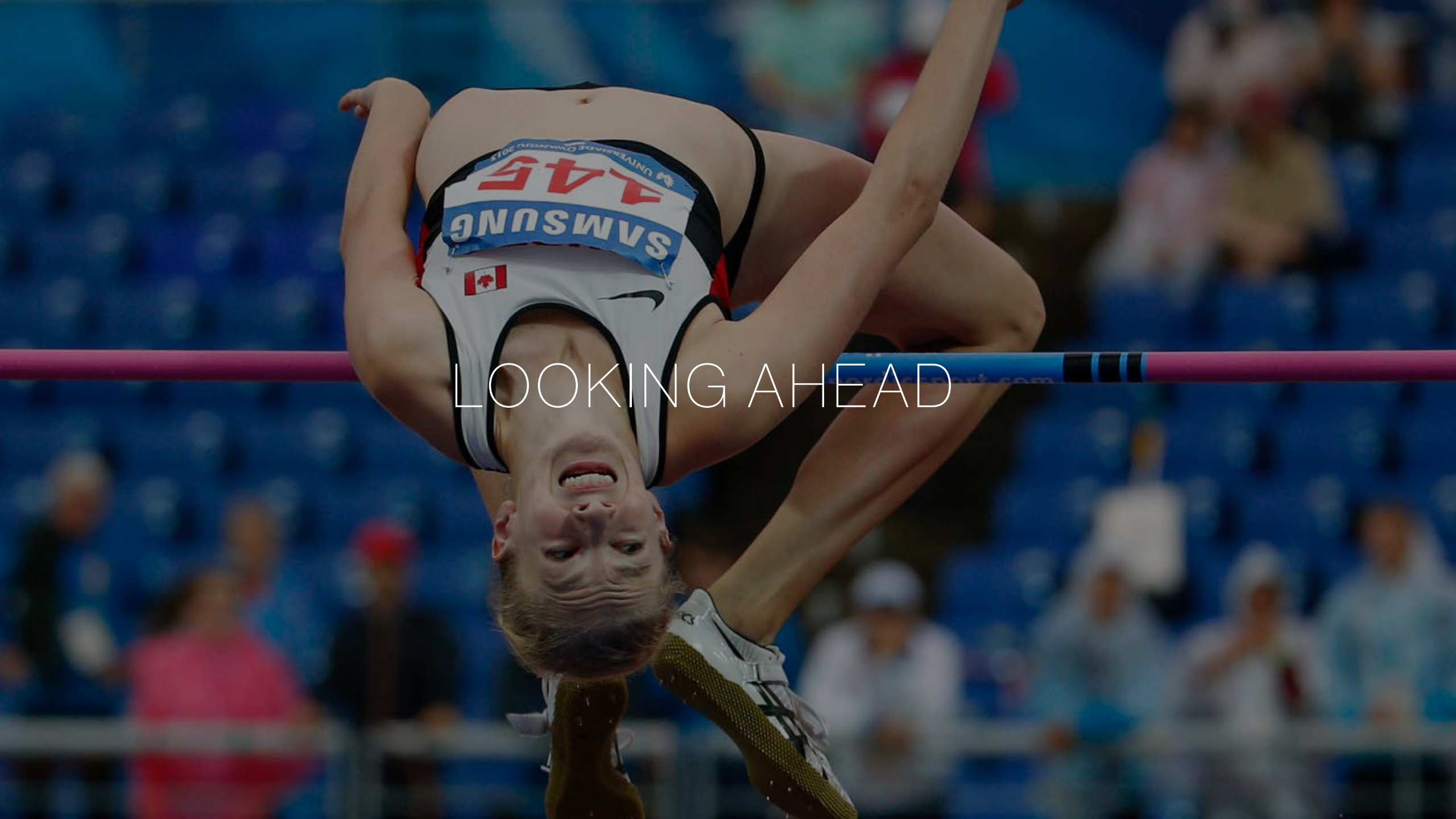
Host 1 WUC by 2022



### International Relations

By 2022 Canada has 7 members on FISU international committees





LOOKING AHEAD





**13**  
WORLD  
UNIVERSITY  
CHAMPIONSHIPS

**2**  
FISU  
EDUCATION  
PROGRAMS

**29<sup>TH</sup>**  
WINTER  
UNIVERSIADE







# 2018 World University Futsal Championship

by U SPORTS - TEAM CANADA

ALMATY, KAZAKHSTAN

FUTSAL



RALLY ROSTER UPDATES COMMENTS BOOSTERS CONTRIBUTIONS EDIT



SHARE RALLY



0 SHARES

## AIDEZ L'EQUIPE CANADA A ALLER AUX CHAMPIONNATS DU MONDE UNIVERSITAIRES DE FUTSAL FISU 2018

Tous les deux ans, U SPORTS offre aux étudiants-athlètes des universités canadiennes l'opportunité de représenter le Canada aux Championnats du Monde Universitaires FISU.

L'équipe canadienne de Futsal féminin va, à l'occasion des Championnats du Monde Universitaires de Futsal 2018, jouer contre certaines des meilleures équipes d'étudiantes-athlètes en futsal féminin du monde.

Cette compétition se déroulera à Almaty, Kazakhstan du 19 au 26 août 2018.

## DÉPENSES ÉQUIPE CANADA

SHOW LESS

## CONTRIBUTE

C\$1,407

RAISED

GOAL: C\$10,000

55  
BOOSTERS

85  
DAYS LEFT

## JOIN ROSTER

Raise money for this Rally campaign.

## NONPROFIT

Funds go through 'U SPORTS', a Canadian-registered charity. [Learn More](#)

## FOLLOW



## Rally Roster

Groups and individuals raising money for the same goal.

*Want to add more members? Click [here](#).*

NAME	LOCATION	BOOSTS	RAISED	
Alexandre Da Rocha	Longueuil, QC, Canada	17	C\$539	
Alexandre Kéno	Laval, QC, Canada	2	C\$10	
Catherine Dupu	Saint-Mathias-sur-Richelieu, QC, Canada	1	C\$5	
Charlotte Vallières Villeneuve	Québec City, QC, Canada	2	C\$25	
Emily Burns	Edmonton, AB, Canada	1	C\$5	
Eve Lévesque	Saint-Eustache, QC, Canada	1	C\$5	
Jessica Desjardins	Saint-Eustache, QC, Canada	1	C\$5	
Joëlle Gosselin	Québec City, QC, Canada	6	C\$215	
Julia Ilguori	Montreal	1	C\$5	
Larissa White	Cole Harbour, NS	3	C\$160	
Laurie Cousineau	Montréal QC, Canada	3	C\$42	
Laurie Couture-Dallaire	Québec City, QC, Canada	2	C\$15	
Léa Palacio-Tellier	Montréal, QC, Canada	2	C\$10	
Leesa Eggum	Saskatoon SK, Canada	1	C\$5	



U.SPORTS