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Newsletter

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## Sports Administration Introduces the Water Safety Diamond Plan Hopes to See Zero Student Drowning Deaths



The Sports Administration has launched the four-year Water Safety Diamond Plan (from left: Division Chief of School Sports Division Wang Han-chong, Director-General Kao Chun-hsung, and Professor Kang Cheng-nan of National Taiwan University)

Summer is the peak time for students to play in water. With the idea of epidemic prevention leading the way, most choose outdoor activities, making open water safety more important than ever. After taking stock of all water safety measures of the past, the Sports Administration has launched the four-year Water Safety Diamond Plan this year (2020) with the aim of bringing the number of drowning deaths in Taiwan down to zero.

The Sports Administration called together water safety scholars and experts to formulate the Diamond Plan. To be implemented 2021-2024, it has the vision of "Life is priceless;

promote student water experience, respect for water and love of water, to move towards a water environment of sustainable safety" and has three main objectives, namely: lowering the students drowning death rate, protecting the lives of students, intelligentization of water safety, increasing student water experience rate, and enhancing student water safety knowledge and skills.

Different to the point advocacy of the past, this Plan has four aspects: environmental information, school education, social advocacy, and sustainable management; and it has eight student water safety strategies to fully protect students around water, namely the existing risk assessment, water environmental information analysis, water safety management and resources integration, and newly-added establishment of a Big Data information system, technology teaching materials, interactive experience, and concept marketing. The aim is to protect students and also achieve information systemization, education technologization, advocacy nationalization and safety sustainability.

Sports Administration Director General Kao Chun-hsung said that customized water safety advocacy is the main characteristic of the Plan; according to different student age groups, information that will attract student attention will be planned so that students can easily obtain water safety knowledge through multi-media animation, information technology platforms and AR or VR experience.

Water-based activities are amongst the most popular outdoor activities for students but, if safety is taken for granted, drowning can easily occur. To prevent drowning incidents, the Sports Administration calls on parents to pay attention to their children and guide them to only take part in water activities at places with protective facilities or lifesavers on duty to ensure that they have fun and also stay safe. In 2020, four students have already died from drowning. Although, in response to the COVID-19 epidemic, some school and private pools are closed, in the heat of summer students will still want to cool down by playing in water. Not forgetting drowning prevention while paying attention to epidemic prevention is the best way to give full protection to students.

## Top Cycling Online Vote for the Best Cycling Route in Taiwan Began on April 22



Director-General Kao Chun-hsung(2<sup>nd</sup> from right)invites people to search for the key words Top Cycling and vote for the best cycling route in Taiwan

From 2002 the Sports Administration has pushed high quality cycling routes. This year, on Earth Day, April 22, the Top Cycling online vote for the best cycling routes in Taiwan was launched. The aim is, in addition to the Top 10 cycling routes selected in 2015, to find routes that offer good food, good fun and good places to check in on FB.

The Sports Administration invites people to search for the key words Top Cycling (website: [topcycling.uni-net.com.tw/](http://topcycling.uni-net.com.tw/) ) and vote for the best cycling routes in Taiwan April 22-May 21 so people can tour in a low carbon way.

## Call for Applications for Taiwan i Sports 2020 Certification SME Separate Evaluation and Online Test Review Introduced for First Time



Guests of the organizing unit of i Sports 2020 certification and all participating enterprises pictured together

The Sports Administration is calling for applications from enterprises for i Sports 2020 certification (a.k.a Sports Enterprise Certification). The application period is March 26 to June 15 with the results announced in September and the certified enterprises publicly commended. All legally registered enterprises regardless of size or industry, domestic or overseas, can apply. Companies that are subsidiaries of the same group call also apply separately.

Since the launch of i Sports in 2016, the response from domestic enterprises has been enthusiastic and, to date, almost 200 enterprises have been certified. To more widely promote enterprise sports welfare and expand the benefits of promotion, a special effort is being made to promote i Sports to small and medium sized enterprises (SME) and guidance provided to increase the proportion of SMEs taking part. To encourage applications from SMEs, this year the questionnaire and scoring standards have been adjusted according to enterprise scale; with 500 employees as the threshold, large and small/medium sized enterprises are evaluated separately. For the first time this year, online test review has been introduced; before making a

formal application, quantitative questionnaire test review is provided via the event website to allow the direction of points scoring to be understood; high score examples are also provided as reference.

The Sports Administration began holding three explanatory meetings in north, central and south Taiwan, respectively, to provide information to interested enterprises. As well as explaining application rules, i Sports enterprises certified in 2019 will be invited to share their experience.

**Sports Administration Helps Sports Startups Link With International Resources and Promotes Cross-Industry Cooperation**  
**REMA Looks to Sponsor Sports Events and Athletes**



Director-General Kao Chun-hsung(middle,)REMA CEO Wang Cong-fang(2<sup>nd</sup> from right), Director Ke Tung-de(1<sup>st</sup> on right), Professor Ho Ling-mei of Southern Taiwan University of Science and Technology(1<sup>st</sup> on left) and IAPS CEO Michael Lin

REMA Sports Inc, one of the startups in the first training cycle of SPIN Accelerator Taiwan has, insisting on the idea of Made in Taiwan and in combination with upper and lower stream technology of Taiwan's textile industry, built a professional functional sports clothing company. On April 16, the company's representatives called on Sports Administration Director-General Kao Chun-hsung to find out about sponsoring sports events and athletes to increase sports industry momentum and raise Taiwan's international profile.

In 2018, the Sports Administration and the IAPS of National Chiao Tung University cooperated in establishing the first sports accelerator in Asia, SPIN Accelerator Taiwan. Now in its fourth training cycle, in each cycle the resources and nurturing experience of SPIN are used to assist participating teams engage in technology manufacturing and service industry integration, speeding up linkage with international resources. One of the winning teams in the first cycle was REMA, a company established 10 years ago; the team has R&D, design, manufacturing and marketing capabilities and products span cycling, training, running and swimming clothing and accessories. As well as providing guidance from domestic mentors and matching of sports brand enterprise and venture capital professional manager resources during the first cycle, the Sports Administration also helped REMA attend the 2019 APEC Workshop on International Sports Events and Local Economic Development and recommended it for the Taiwan Sport Industry Expo to be held in July 2020 and other events to increase exposure and exchange opportunities.

By cooperating with domestic functional fabric businesses and supported by technology from the upper and lower streams of Taiwan's textile industry, REMA lets athletes achieve good sports results and is actively looking to sponsor Taiwan's sports events and athletes to support sports in Taiwan. The Sports Administration has also provided the Sports Sponsorship Databank Matching Platform and i Sports Information Platform open information website with the aims of promoting cross-industry cooperation, taking Taiwan's creative elements onto the world stage and letting the world see the potential of Taiwan's sports startups.



**Asia's First Sports Startup Accelerator Offers More Innovative Products and Services to the World**



JINGLETEK : "Get The Pro Data, Train Like Pro"

The HYPE SPIN Accelerator TAIWAN program is a joint effort of the Sports Administration and National Chiao Tung University's IAPS and Israel's HYPE Sports Innovation (HYPE). Starting from October 2018, three training cycles have been held; the third 3-month intensive training cycle began in November, 2019.

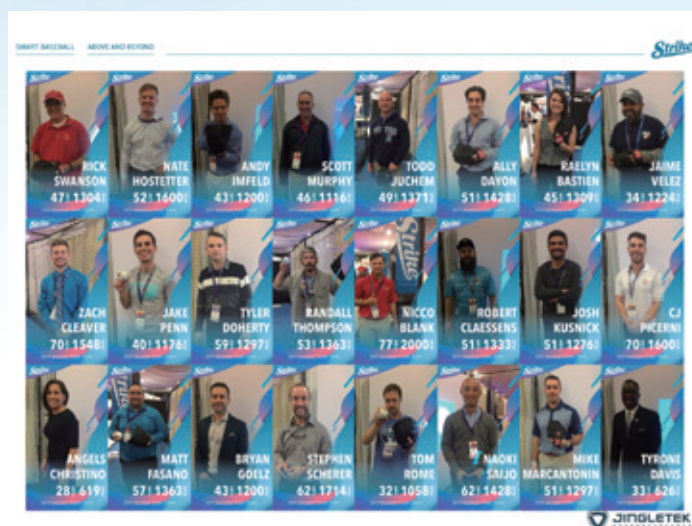
The HYPE SPIN accelerator program provides customized financing and enterprise matching and links to the international sports industry network, as well as a chance to share a team's products and services with leading sport related enterprises and teams such as Chunghwa Telecom, Decathlon, and Weichuan Dragons. While nurturing startup teams, the aim is also to establish Asia's first sports startup and technology industry cooperation eco-sphere. The third HYPE SPIN Accelerator TAIWAN Demo Day was held on January 17 this year; each team had six minutes to make their pitch, displaying the products of Asia's first sports startup accelerator to startup investors, representatives of sport brand enterprises and industry mentors and consultants.

The 3rd Demo Day had 13 HYPE SPIN teams, eight of which were international, from Russia, New Zealand, India, Israel, Singapore, Malaysia, Singapore and Hong Kong. The main service content developed by the teams spans: sports community, data analysis, sports entertainment, sports training, ball sports training, integrated platform, and muscle massage industry.

Below, two startups respectively engaged mainly in sports data analysis and community data analysis are introduced: Taiwan's JINGLETEK and Fanlytiks from India.

## • JINGLETEK

If we say that sports competition is a display of national power, sports science is national preparation of combat power. To allow Taiwan to stand on the world stage we can't let our "warriors" go into battle emptyhanded. JINGLETEK is a team made up of graduates from top universities in Taiwan with backgrounds in engineering, design, and business. The intension and the objectives of team members are united. It is a startup willing to cultivate the sports science industry as well as a brand company with sports science as its core technology.



The team has developed the world's first smart baseball-STRIKE. Through an IMU sensor module and connection between Bluetooth and mobile phone, it detects the data of the pitcher and the catcher. The power of Taiwan's supply chain has allowed us to complete a sports science baseball that can withstand heavy impact and high temperatures and has gained invention patents in the US and Taiwan.

As well as cooperating with the Weichuan Dragons in Taiwan in various activities, the biggest baseball training center in the US, D-Bat, has been signed up as distributor. A presence has also been gained in the Japan and South Korea markets in Asia. The team hopes that STRIKE is just the beginning and that this module can be used to detect different kinds of sports data.

A large amount of sports data can be stored in the cloud system that has already been built and statistical and big data analysis carried out of athlete performance. In future, it can be used by coaches and scouts, players and training centers.

JINGLETEK's main purpose is "Get Pro Data, Train Like Pro". The objectives of product development were accessible price and ease of operation. It also strives to provide more professional training knowledge. Helping players improve and forming exclusive community for baseball teams and training centers are also the objectives the team is working hard towards.

• **Fanlytiks**

Fanlytiks helps brands and sports teams grow their fanbase. We empower you to tap into the data streams and help you make smart business decisions. We offer Social Media Analytics on Twitter, Facebook, Instagram, Youtube, etc on fan engagement and competitor analysis.



Engineers at work on our Big Data Dashboard. Fanlytiks Technology enables us to work with all kinds of digital data generated by users, collected in compliance with GDPR. We process them securely and deliver machine-produced Intelligent Insights for Business Decision Makers



Fanlytiks was voted by Investors as the Most Exciting Startup at the event!

World Hand Hygiene Day



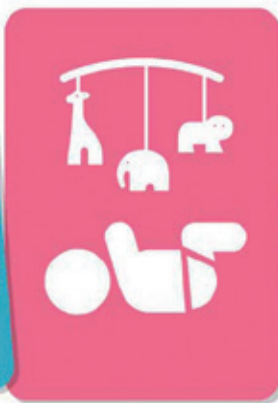
**Clean Hands  
Save Lives**

**Five Key Times  
to Wash Hands**

Before eating food



Before any physical contact with children



After using the toilet



After sneezing



Before and after visiting a clinic



## 體育署推水安鑽石計畫 盼學生溺水歸零

時序入夏，正是學生親水的熱季，且在防疫優先的觀念下，多數學生會選擇戶外運動，所以開放水域的安全更顯重要，教育部體育署全面盤點過去的水安措施，今（109）年推出四年的水安鑽石計畫，呼籲讓臺灣的溺水人數歸零。

體育署今年邀集國內水域安全專家學者，研商共同提出水域安全鑽石計畫，以 110 年至 113 年為實施期程，並以「生命無價，推動學生親水、敬水、愛水，邁向學生永續安全之水域環境」為願景，訂有三大目標，包括「降低學生溺水死亡率、保障學生生命權」、「學生水域安全智能化、提高學生親水率」、「強化學生水域安全知能」。

有別於往年著重「點的宣導」，本計畫以鑽石概念呈現四構面，分別以「環境資訊面」、「學校教育面」、「社會宣導面」及「永續管理面」等四構面，結合既有「風險評估」、「水域環境資訊分析」、「水域安全管理」與「資源整合」，新增「大數據資訊系統建置」、「科技教材」、「互動體驗」、「觀念行銷」，盼提出八大學生水域安全策略，全面守護學生水域安全，以達到「資訊系統化」、「教育科技化」、「宣導全民化」及「安全永續化」。

體育署高俊雄署長表示，客製化的水域安全宣導為計畫的特色，將依據學生不同的年齡層，規劃提出能吸引學生關注的資訊，讓學生透過多媒體動畫、資訊科技平台與 AR 或 VR 的體驗，可以輕鬆獲取水域安全的知識。

水域活動是學生最喜愛的戶外活動之一，但若輕忽水域安全，則容易發生溺水事故，為防範意外事件發生，教育部體育署呼籲家長共同關注子女，引導於備有安全防護設施及設有救生員的水域從事水上活動，才能玩得盡興又安全。今年學生不幸溺水死亡人數累計已 4 人，雖然現階段因應新冠肺炎疫情，部分學校及民間游泳池也不對外開放，但是面對炎炎的夏日豔陽，學生依舊會想玩水消暑，防疫不忘防溺水，才能全面守護學生安全。

## 騎亮臺灣 票選最讚亮點自行車路線 4 月 22 日活力展開

體育署自 91 年起陸續打造自行車優質亮點路線，今（109）年將在 4 月 22 日「世界地球日」推出「騎亮臺灣」網路票選最讚亮點自行車路線活動，希望在 104 年獲選十大自行車經典路線之外，找出「騎著自行車好吃、好玩、好打卡」的自行車路線。

體育署邀請民眾於 4 月 22 日至 5 月 21 日共同上網搜尋關鍵字「騎亮臺灣」（網址：[topcycling.uninet.com.tw/](http://topcycling.uninet.com.tw/)）票選最讚亮點自行車路線，以自行車低碳旅遊騎亮臺灣。

## 109 年度運動企業認證徵件 首推中小企業分流審評及線上試評

教育部體育署辦理「109 年度運動企業認證」徵件，即日起開放企業免費報名。徵件時間自 3 月 26 日至 6 月 15 日截止，將於 9 月公布結果，並公開表揚通過認證的企業。凡合法設立的企業，無論營收規模大小、產業類別、本土或海外企業，皆具備參賽資格。隸屬同集團之不同子公司，也可分別申請認證。

運動企業認證自 105 年首度舉辦以來，獲得國內企業熱烈響應，共有近 200 家企業通過認證。為更廣泛的推動企業運動福利，並擴大執行效益，特別針對中小企業進行宣傳及輔導，以提升中小企業參與比例。為鼓勵中小企業投件，今年度將按照企業規模調整問卷及計分標準，以員工人數 500 人為門檻，採大型企業及中小企業分流審評。今年也首度提供「線上試評」，企業在正式申請前，可透過活動官網提供的量化問卷試評，掌握認證得分方向，並提供高分範例作為參考。

為提供有意報名的企業更多資訊，體育署 4 月開始於北中南舉辦三場說明會，現場除了說明申請辦法，並將邀請 108 年獲證的 i 運動企業進行分享。

## 體育署扶植運動新創接軌國際 跨業媒合贊助體育活動及運動員

體育署「HYPE 國際創新網絡專案計畫」第 1 期培訓團隊銳鋸股份有限公司（REMA），堅持 "Made in Taiwan" 的理念，結合臺灣紡織產業上、下游的技術，建立臺灣專業機能運動品牌公司，於 4 月 16 日拜會高俊雄署長，期能瞭解媒合贊助體育活動及運動員資訊，提升產業動能進而提高臺灣國際能見度。

體育署於 107 年與國立交通大學產業加速器暨專利開發策略中心（以下簡稱交大加速器）合作成立的亞洲第一個運動創新加速器 - 「臺灣運動創新加速器」（SPIN Accelerator Taiwan），迄今已邁入第 4 期，每期均充分運用交大加速器的資源及培育經驗，協助參與的運動創新團隊進行跨科技、製造與服務業的技術整合，加速鏈結國際運動創新資源。第 1 期培訓優勝的 REMA 成立已有 10 年，團隊具備研發、設計、製造、行銷能力，產品涵蓋單車、訓練、跑步及游泳等運動服飾及配件。體育署除於培訓期間提供國內外業師輔導、知名運動品牌企業、創投專業經理人媒合資源，亦協助其參與 108 年 6 月於菲律賓馬尼拉舉辦的「2019 APEC 國際運動賽會與地方經濟發展研討會」，並推介參與即將於 109 年 7 月舉行的「2020 臺灣運動產業博覽會」等活動，提供曝光與交流的機會。

REMA 藉由與國內機能布料相關產業合作，以及臺灣紡織產業上、下游的技術加持，讓運動愛好者得到良好的運動成效，並積極尋求贊助我國體育活動及運動員之機會，以具體行動支持我國體育運動，體育署也提供了「體育運動贊助資料庫媒合平臺」及「i 運動資訊平台」等資訊公開網站，期望促成異業媒合機會，將我國創新元素引介至國際社會，讓世界看到臺灣的運動創新潛力。

## 亞洲第一運動新創加速器「飛」向全球「鏢」新立異

教育部體育署及國立交通大學產業加速器暨專利開發策略中心（IAPS）共同與以色列國際運動創新加速器 HYPE Sports Innovation（簡稱 HYPE）合作，進行 HYPE SPIN Accelerator TAIWAN 運動加速器計畫，從 2018 年 10 月開始，共進行了三期加速培訓，其中第三期於去年（2019）11 月展開了連續三個月密集加速訓練。

透過 HYPE SPIN 加速計畫，提供客製化資金及企業媒合、鏈結跨國運動產業網絡，也提供與中華電信、迪卡農、味全龍等體育界代表性企業與球隊領隊分享產品或服務的機會。扶植新創團隊的同時，也期望在臺灣建立亞洲第一且唯一的運動新創與科技產業合作的生態圈。而在今年 01 月 17 日，HYPE SPIN Accelerator TAIWAN 將舉辦第三期的 Demo Day，藉由 6 分鐘全英文的 Pitch，向新創投資人、運動品牌企業代表、業界導師顧問等展現亞洲第一的運動新創加速器。

本次 3rd Demo Day 共有 13 組 HYPE SPIN 團隊，其中 7 組為國際團隊，來自於俄羅斯、紐西蘭、印度、以色列、新加坡、馬來西亞、新加坡及香港。本期團隊的主要開發服務內容涵蓋：運動社群、數據分析、運動娛樂、運動項目訓練、球類訓練、整合平台、肌肉按摩產業等領域。

以下將介紹兩家以運動數據分析、社群數據分析為主的運動新創公司：來自台灣的 JINGLETEK 與來自印度的 Fanlytiks。

### · JINGLETEK 勁格貝爾運動科技

如果說運動競技是國力的展現，那運動科學就是國家的軍備戰力。要讓台灣站上世界的舞台，不能讓我們的戰士赤手空拳的上戰場，因此 JINGLETEK 團隊成員多來自於全台灣頂尖大學畢業，集結工程、設計、商業三大領域的專業而成，團隊核心成員共同的初心與目標一致，是一個願意投入運動科技產業深耕發展的新創，也是一間以運動科學為技術核心的品牌公司。

團隊製作了世界上第一顆智慧棒球 -STRIKE，透過 IMU 感測模組並透過藍芽與手機連線，偵測投手投球數據與捕手數據。透過台灣供應鏈實力，我們完成的一個可承受高撞擊力與溫度壓力的運動科技棒球，並且已經取得美國與台灣的發明專利。

除了在台灣與味全龍隊合作各項活動外，也簽下美國最大的棒球連鎖訓練中心 D-BAT 作為 STRIKE 經銷夥伴，另外亞洲市場日韓也已經深入觸角，團隊希望 STRIKE 只是個起點，藉著這個模組偵測不同的運動數據。並透過已經建構的雲端系統搜集大量的運動偵測數據，並做統計與大數據分析運動員的運動表現，未來可以提供教練球探與球員，甚至是訓練中心使用。

JINGLETEK 的主要宗旨 “Get The Pro Data, Train Like Pro”，親民價格與易上手的操作是產品開發的目標。JINGLETEK 也致力於提供更多的專業訓練知識如何幫助球員進步，如何以球隊或訓練中心為單位，打造運動科學專屬社群也是團隊努力的目標。

## · Fanlytiks

Fanlytiks 幫助品牌和運動團隊拓展粉絲群，讓您運用數據流做出明智的業務決策。我們針對 Twitter、Facebook、Instagram 和 Youtube 等網站提供社群媒體分析，包括粉絲參與度和競爭對手分析。

## Sport Terms

## 運動詞彙

Bicycle

自行車

Sports Enterprise Certification  
(i Sports Certification)

運動企業認證



# 2020 臺灣運動產業博覽會 TAIWAN SPORT INDUSTRY EXPO

# 撼動未來

MOVING THE FUTURE

7/17 FRI.  
8/09 SUN.

松山文創園區  
臺北市信義區光復南路133號

運動日常

運動專業

電競  
及多功能館

撼動館

未來館

運動廣場

運動風格市集

服務區

臺北文鼎大樓

Taipei New Horizon

松山文創園區

Songshan Cultural & Creative Park

忠孝東路四段553巷

忠孝東路四段



運動 | 產業連結 | 臺灣

體育署官方網站  
<https://www.sa.gov.tw/>



主辦單位 | 教育部體育署

共同主辦 | 臺北市政府 中華奧林匹克委員會

廣告