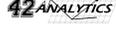
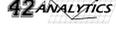
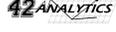
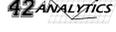
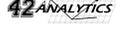
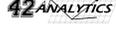
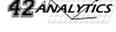
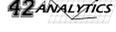
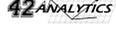
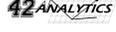


TIME (ET)	Bill James Room (Ballroom West)	Sue Bird Room (Ballroom East)	Shane Battier Room (Room 210 B & C)	Competitive Advantage Room (Room 210 A) Presented by:	Competitions Room (Room 205 B & C)	Chess Room (205 A)	Interactive Events Room (204)
7:30 AM - 8:30 AM	Breakfast & Registration						
8:30 AM - 9:00 AM	Welcome Remarks from the Co-Chairs and Co-Leads (Bill James Room - Ballroom West)						
9:00 AM - 9:15 AM	<p><b>Power Players:</b> ESPN and DraftKings Reshape Sports Betting for the Fan</p>	<p><b>The Business of Sports</b></p>	<p><b>Patient Zero:</b> What Chess Teaches Us About a Superhuman AI World</p>	<p>What Six Years of AI Taught Us (That LinkedIn Didn't)</p>	<p>Research Papers Welcome </p> <p>Characterizing and Controlling in Sports Leagues</p>	Open Play	
9:15 AM - 9:30 AM				<p>Designing Demand: How the Bulls Harness Data &amp; Insights for a Modern Ticketing Playbook</p>	<p>Large-Scale Analysis of Judging in Professional Boxing</p>		
9:30 AM - 9:45 AM				<p>More Effective Use of The Power Play in Mixed Doubles Curling</p>	<p>Quantifying Optimal Pass Timing Beyond Speed</p>		
9:45 AM - 10:00 AM				<p>Science Meets Storytelling: Building a Glass-to-Glass AI Analytics Platform for Live Sports</p>	<p>Estimating Frame-Level Defensive Impact</p>		
10:00 AM - 10:15 AM	<p><b>The Future of Peak Performance:</b> Clara Wu Tsai and John Donahoe</p>	<p><b>Where the Game Grows:</b> Venues, Markets and Global Strategy</p>	<p><b>The Next Play:</b> AI's Impact on Emerging Leagues</p>	<p>Deep Reinforcement Learning for NBA Player Valuation</p>	Chess Simul	Major League Table Tennis - Challenge a Pro	
10:15 AM - 10:30 AM				<p>An Empirical Bayesian Estimator of Manager Value</p>			
10:30 AM - 10:45 AM				<p>From Tool Sprawl to Competitive Advantage: Rebuilding Coherent Analytics</p>			<p>Quantifying Visual Exploratory Behavior in Soccer</p>
10:45 AM - 11:00 AM				<p>Winning Denver: What Denver's Sports Fans Tell Us About Growth Opportunities</p>			<p>Case Competition Presentation</p>
11:00 AM - 11:15 AM	<p><b>A Conversation with NBA Commissioner Adam Silver</b> led by Sue Bird</p>	<p><b>The Future of Youth Sports:</b> From Playgrounds to Pro Pathways</p>	<p><b>The Reinvention of Golf:</b> Evolution or Disruption?</p>	<p>Beyond the Eye Test: How AI is Capturing What Coaches Know</p>	 	Curling Tournament	
11:15 AM - 11:30 AM				<p>Pop-a-Shot</p>			
11:30 AM - 11:45 AM				<p>Beyond Football: How NCAA &amp; Colleges are Growing Revenue in Women's &amp; Olympic Sports</p>			<p>Guess the Elo</p>
11:45 AM - 12:00 PM				<p>The Missing Variable: Menstrual Cycles, Injury Risk, and the Competitive Edge in Data-Driven Sport</p>			<p>Hackathon Final Presentations</p>
12:00 PM - 12:15 PM	<p><b>Unconventional Thinkers</b></p>	<p><b>The Next Generation of Content:</b> Unlocking Immersive and Interactive Sports Media</p>		<p>How Schedules and Viewer Behavior Drive the Value of Media Rights</p>	 	Open Play	
12:15 PM - 12:30 PM				<p>Identifying Multiple Dimensions of Luck versus Skill: Analyzing Tennis and Gender</p>			
12:30 PM - 12:45 PM				<p>Building Unfair Advantages: Analytics at Multi-Sport Organizations</p>			
12:45 PM - 1:00 PM				<p>Across Court and Sand: Applied Analytics in Volleyball</p>			
1:00 PM - 1:15 PM	<p><b>The World Cup at Scale:</b> How FIFA is Rewriting the Rules of Global Soccer</p>	<p><b>Next Gen Fan Engagement:</b> The Intelligent Experience</p>	<p><b>The Impact Equation:</b> Data Beyond Profit to Purpose</p>	<p>Rejected by the Record Books: How Many Shots Did Will Chamberlain Actually Block?</p>	 	Hand and Brain	
1:15 PM - 1:30 PM				<p>The Missing Half of Performance: Why Modern Soccer Gets Evaluation Wrong</p>			
1:30 PM - 1:45 PM				<p>Innovations in Sports Leagues: A Conversation with Jessica Berman and Valerie Camillo</p>			
1:45 PM - 2:00 PM				<p>Elevating the Platform: Taking Sports Sponsorships to the Next Level</p>			
2:00 PM - 2:15 PM	<p><b>Investing in Sports:</b> The Alternative Asset Class</p>	<p><b>Setting the Edge:</b> How Analytics are Rewriting Football Strategy</p>	<p><b>Playing the Long Game:</b> How Start-ups &amp; Entrepreneurs Win in Sports</p>	<p>WAR and Peace: Gaining an Edge in Modern Baseball</p>	 	Open Play	
2:15 PM - 2:30 PM				<p>Should I Stay or Should I Go? The Biggest Question in College Sports</p>			
2:30 PM - 2:45 PM				<p>Decomposing the Result: Signal vs. Noise</p>			
2:45 PM - 3:00 PM				<p>Making the Right Call: How AI is Reshaping Officiating Across Pro Sports</p>			
3:00 PM - 3:15 PM	<p><b>Building a Legacy:</b> A 1-on-1 with MLS Commissioner Don Garber</p>	<p><b>Should I Stay or Should I Go?</b> The Biggest Question in College Sports</p>	<p><b>Decomposing the Result:</b> Signal vs. Noise</p>	<p>The Missing Half of Performance: Why Modern Soccer Gets Evaluation Wrong</p>	 	Open Play	
3:15 PM - 3:30 PM				<p>Pablo Torre Finds Out at SSAC Live Podcast</p>			
3:30 PM - 3:45 PM				<p>Investing in Sports: The Alternative Asset Class</p>			
3:45 PM - 4:00 PM				<p>Setting the Edge: How Analytics are Rewriting Football Strategy</p>			
4:00 PM - 4:15 PM	<p><b>Investing in Sports:</b> The Alternative Asset Class</p>	<p><b>Setting the Edge:</b> How Analytics are Rewriting Football Strategy</p>	<p><b>Playing the Long Game:</b> How Start-ups &amp; Entrepreneurs Win in Sports</p>	<p>Across Court and Sand: Applied Analytics in Volleyball</p>	 	Open Play	
4:15 PM - 4:30 PM				<p>Rejected by the Record Books: How Many Shots Did Will Chamberlain Actually Block?</p>			
4:30 PM - 4:45 PM				<p>Building a Legacy: A 1-on-1 with MLS Commissioner Don Garber</p>			
4:45 PM - 5:00 PM				<p>Should I Stay or Should I Go? The Biggest Question in College Sports</p>			
5:00 PM - 5:15 PM	<p><b>Building a Legacy:</b> A 1-on-1 with MLS Commissioner Don Garber</p>	<p><b>Should I Stay or Should I Go?</b> The Biggest Question in College Sports</p>	<p><b>Decomposing the Result:</b> Signal vs. Noise</p>	<p>The Missing Half of Performance: Why Modern Soccer Gets Evaluation Wrong</p>	 	Open Play	
5:15 PM - 5:30 PM				<p>Pablo Torre Finds Out at SSAC Live Podcast</p>			
5:30 PM - 5:45 PM				<p>Investing in Sports: The Alternative Asset Class</p>			
5:45 PM - 6:00 PM				<p>Setting the Edge: How Analytics are Rewriting Football Strategy</p>			
6:00 PM - 6:15 PM	<p><b>Investing in Sports:</b> The Alternative Asset Class</p>	<p><b>Setting the Edge:</b> How Analytics are Rewriting Football Strategy</p>	<p><b>Playing the Long Game:</b> How Start-ups &amp; Entrepreneurs Win in Sports</p>	<p>WAR and Peace: Gaining an Edge in Modern Baseball</p>	 	Open Play	
6:15 PM - 6:30 PM				<p>Should I Stay or Should I Go? The Biggest Question in College Sports</p>			

TIME (ET)	Bill James Room (Ballroom West)	Sue Bird Room (Ballroom East)	Shane Battier Room (Room 210 B & C)	Competitive Advantage Room (Room 210 A) Presented by: 	Competitions Room (Room 205 B & C)	Chess Room (205 A)	Interactive Events Room (204)
7:30 AM - 8:30 AM	Breakfast & Registration						
8:30 AM - 9:00 AM							
9:00 AM - 9:15 AM				Shopping Trends Shaping the Sports Ticket Marketplace 	Startup Competition (Less than \$500K in Funding) 	Blindfolded Chess	
9:15 AM - 9:30 AM	Prediction Markets at the Crossroads: Sports, Regulation, and What Comes Next	Ice Time: Analytics Across Hockey's Levels	State Change Champion: Chessboxing Breathwork for Focus, Resilience, and Performance	Heat Safety in Professional Sport: Aligning Data, Physiology, and Policy			
9:30 AM - 9:45 AM				San Jose Sharks: Pricing the Present in a Future that's Teal 			
9:45 AM - 10:00 AM				From Noise to Knowledge: Building High-Quality, Data-Driven Research for Female Athlete Health & Performance	Startup Competition (More than \$500K in Funding) 	Open Chess Boxing	Major League Table Tennis - Challenge a Pro Curling Open Play SeatGeek Pricing Game Pop-a-Shot
10:00 AM - 10:15 AM							
10:15 AM - 10:30 AM	The Analytics Paradox 	Reimagining the NCAA: Data as the New Competitive Advantage	From Fan Data to Revenue: Turning First-Party Insight into Commercial Impact	From Noise to Knowledge: Building High-Quality, Data-Driven Research for Female Athlete Health & Performance			
10:30 AM - 10:45 AM					Startup Competition (More than \$500K in Funding) 	Open Chess Boxing	Major League Table Tennis - Challenge a Pro Curling Open Play SeatGeek Pricing Game Pop-a-Shot
10:45 AM - 11:00 AM							
11:00 AM - 11:15 AM							
11:15 AM - 11:30 AM	Men in Blazers Presents: How Smart Data Turned a Small Club into a Premier League Threat Live Podcast	The Rise of the Modern Ticket Economy and What Comes Next	Career Playbooks: The Reality of Working in Sports	The History of Progress in Football Analytics 	Startup Competition (More than \$500K in Funding) 	Open Chess Boxing	Major League Table Tennis - Challenge a Pro Curling Open Play SeatGeek Pricing Game Pop-a-Shot
11:30 AM - 11:45 AM							
11:45 AM - 12:00 PM							
12:00 PM - 12:15 PM				Leveraging Data for Athlete Health and Performance	Startup Competition (More than \$500K in Funding) 	Open Chess Boxing	Major League Table Tennis - Challenge a Pro Curling Open Play SeatGeek Pricing Game Pop-a-Shot
12:15 PM - 12:30 PM	When the Model Meets Human: The Future of Basketball Decision-Making	Building the Academic Playbook for Sports Analytics Education					
12:30 PM - 12:45 PM							
12:45 PM - 1:00 PM					Startup Competition (More than \$500K in Funding) 	Open Chess Boxing	Major League Table Tennis - Challenge a Pro Curling Open Play SeatGeek Pricing Game Pop-a-Shot
1:00 PM - 1:15 PM			Women's Luncheon 				
1:15 PM - 1:30 PM							
1:30 PM - 1:45 PM				The Here, Now, and Future of Pitch Design	Startup Competition (More than \$500K in Funding) 	Open Chess Boxing	Major League Table Tennis - Challenge a Pro Curling Open Play SeatGeek Pricing Game Pop-a-Shot
1:45 PM - 2:00 PM	The Future of Hockey: Engineering the Next Era of Growth	Redefining Limits: How Elite Athletes Achieve and Sustain Peak Performance Featuring David Epstein					
2:00 PM - 2:15 PM							
2:15 PM - 2:30 PM				High Standards vs. High Stakes in Sport: How OCD Rituals Hijack Performance - and How Treatment Restores It	Startup Competition (More than \$500K in Funding) 	Open Chess Boxing	Major League Table Tennis - Challenge a Pro Curling Open Play SeatGeek Pricing Game Pop-a-Shot
2:30 PM - 2:45 PM							
2:45 PM - 3:00 PM	The Dark Side of 'Moneyball for Everything' with Nate Silver and Derek Thompson	Heated Revelry: Celebrating LGBTQ+ Inclusion in Sports	Bayesian Spatial Modeling for Evaluating Hockey Goaltending Performance	The Missing Layer of Sports Analytics: Identity Intelligence As a Durable Revenue Advantage 			
3:00 PM - 3:15 PM				Shifting from the Information Economy into the Entrepreneurial Economy	Startup Competition (More than \$500K in Funding) 	Open Chess Boxing	Major League Table Tennis - Challenge a Pro Curling Open Play SeatGeek Pricing Game Pop-a-Shot
3:15 PM - 3:30 PM							
3:30 PM - 3:45 PM							
3:45 PM - 4:00 PM	Hot Takes: Celebrating 20 Years of SSAC and Debating What's Next				Startup Competition (More than \$500K in Funding) 	Open Chess Boxing	Major League Table Tennis - Challenge a Pro Curling Open Play SeatGeek Pricing Game Pop-a-Shot
4:00 PM - 4:15 PM							
4:15 PM - 4:30 PM							
4:30 PM - 4:45 PM					Startup Competition (More than \$500K in Funding) 	Open Chess Boxing	Major League Table Tennis - Challenge a Pro Curling Open Play SeatGeek Pricing Game Pop-a-Shot
4:45 PM - 5:00 PM	Alpha Awards						