# Sports Industry Quiz

1. How many major sporting venues are there in Leicestershire? Can you name any of them?
   1. 8
   2. 12
   3. 14
2. How many people does the Sport industry employ locally?
   1. 9,000 – 18,000
   2. 20,000 – 25,000
   3. 7,000 – 10,000
3. Which LLEP university was ranked number 1 in the world for the 5th year running for sport related courses?
   1. Loughborough University
   2. University of Leicester
   3. De Montfort University
4. The industry is evolving, especially considering the Covid-19 restrictions, which of the following adaptations is NOT mentioned in the video?
   1. Online Exercise Classes
   2. Speed Cycling
   3. Outdoor Training
   4. Exercise Apps
   5. Growing interest in Health
   6. Growing interest in Weight Management
   7. Growing interest in Cycling
5. Job competition in the Sports Industry is high so what are the top tips to think about when getting into the industry? Choose the options below NOT mentioned.
   1. Which part of sector you enjoy
   2. Which team you support
   3. What qualifications and skills you have
   4. What qualifications and skills you need to develop
6. How many of the job examples mentioned in this whole video can you list?

# Sports Industry Product Design Activity

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| **Who is the product for?**  Who is the specific audience e.g. already into fitness or those who are not active and need some encouragement? |  |
| **What’s the product’s goal?**  Is it to get people up and active or is it to monitor overall health and wellbeing? |  |
| **How is the product used?**  Is it wearable technology or an app, or something completely new? Use the space opposite to describe or draw your idea. |  |
| **What is the USP?**  Make it clear what your unique selling point (USP) is. What makes this product stand out from the crowd. |  |

**Don’t forget to decide on your company name and your product name.**