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# Masterclass: PSG & Matchain – The Web3 Revolution



Join PSG & Matchain on Wednesday, Feb 26 at 13:00 for a deep dive into blockchain, AI, and decentralized identity in sports during [Web Summit Qatar](#). Learn how Web3 tech is transforming fan engagement, sports performance, security, and personalization.

Meet PSG's team and learn more about PSG Labs, Paris Saint-Germain's innovation hub, and explore how start-ups can collaborate with the club to drive cutting-edge sports tech solutions. Don't miss this chance to shape innovation in sports!

Led by **PSG's Head of [PSG Labs and Web3](#), Pär Helgesson**, and **Matchain's CEO and Founder, Petrix Barbosa**, this masterclass will provide insights into the **Joint Innovation Studio**, how the Club and Matchain innovate together with startups powered by decentralized identity solutions, and the future of digital interactions between clubs and their supporters.

## PSG Labs: Fueling the Future of Sports Innovation

As part of this masterclass, attendees will also discover **PSG Labs**, the Club's **Global and Modular Innovation Engine**, designed to scout and accelerate cutting-edge ventures in sports technology. Start-ups, entrepreneurs, and tech pioneers will learn how they can collaborate with PSG to develop groundbreaking solutions that enhance **fan engagement, sports performance, data security, and digital experiences**.

Through PSG Labs, the Club provides a **modular and integrated innovation suite**, enabling start-ups to:

- ✓ **Test and refine** their innovations within PSG's infrastructure
- ✓ **Collaborate** with PSG's [experts covering stadium, sports, digital and Web3](#)
- ✓ **Scale up** their products in a real-world sports ecosystem
- ✓ **Maximize value and revenue creation** in partnership with PSG

If you're a start-up looking to revolutionize sports tech, this is your chance to explore how you can become part of **PSG's innovation journey**.

 **Date:** Wednesday, February 26<sup>th</sup> at 13:00 Doha Time

 **Location:** **Doha Exhibition and Convention Center (DECC)**

 **Secure your spot and be part of the digital revolution in sports!**

For media inquiries, interviews, or more details, please contact:

### Matchain

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