








SOUTH AUSTRALIAN SPORTS TECHNOLOGY DELEGATION TO UNITED STATES

	<p>Mr Chris Braine Founder & CEO</p> <p>E: chris@cellr.co</p> <p>https://experience.cellr.co</p>	<p>Cellr believes in a future where every product can serve as a gateway to a dynamic, interactive and personalized journey. That's why they've developed software that transforms physical assets into digital experiences, at scale—connecting fans and brands like never before. Unlock fan engagement, drive loyalty and repeat sales, and open new channels to enhance sponsorships.</p>
	<p>Mr George Ioannou Founder</p> <p>E: george.i@earthling3.com.au</p> <p>https://earthling3.com.au</p>	<p>First of its kind interface between the forefoot and the ground. Unparalleled flexibility at the foot's most sensory areas, earth-sense allows feet to function optimally. Each step strengthens the intrinsic musculature and fascia of the feet.</p>
	<p>Mr Paul Barker and Ms Monica Jones Managing Partners</p> <p>paul@rubbersidedown.com.au monica@rubbersidedown.com.au</p> <p>https://www.rubbersidedown.com.au</p>	<p>The Rubber Side Down Cargo Base Layer is a breathable, compression-fit layer with three secure rear mesh pockets—giving you freedom from bulky packs without sacrificing storage. Built for comfort, airflow, and on-the-trail function. No bounce, no fuss. Just the essentials, right where you need them.</p>

	<p>Mr Darius Rafizadeh Systems Engineer</p> <p>E: darius@sportal.gg</p> <p>https://sportal.gg</p>	<p>Sportal's technology allows any sports venue to generate additional revenue and sponsorships by elevating and uplifting all audio-visual aspects via intuitive, app-based solutions to control all scoreboards, timing systems, and display screens across multiple sports and facilities. Sportal's all-in-one platform seamlessly integrates with team websites, offering customizable indoor and outdoor LED scoreboards, enhancing the spectator experience for all levels of sport, both home and away.</p>
	<p>Mr James Begley Managing Director</p> <p>E: james@launchd.co</p> <p>https://launchd.co</p>	<p>Australia's largest platform for sport and entertainment talent, connecting brands and corporates with over 5,000 athletes, influencers, entertainers and speakers. Launchd is solving the current pain points for brands and corporates with an end-to-end service offering delivering strategy, talent representation, campaign execution and tracking of contracted deliverables.</p>
	<p>Mr Gregg Harris Board Member</p> <p>E: gregg@swaarmglobal.com</p> <p>https://www.swaarmglobal.com</p>	<p>Patented breakthrough in protection technology that sets new safety benchmarks in contact sports, significantly reducing concussions and soft-tissue injuries for grassroots and juniors to elite athletes. SWAARM's headgear and body armour are trusted by top-tier athletes in the AFL and NRL, becoming the gold standard in men's and women's contact sports.</p>

	<p>Mr Chris Mattner Chief Executive Officer</p> <p>E: cmattner@cmegroup.com.au https://www.cmegroup.com.au</p>	<p>One team. One contact. One seamless solution. CME delivers end-to-end lighting upgrades designed, delivered, and perfected by experts. With 40 years of trusted delivery and a relentless drive for innovation, we tailor future-ready systems that perform and last. You're in safe hands with CME.</p>
	<p>Mr Greg Rosenbauer Chief Executive Officer</p> <p>greg.rosenbauer@yourbrainhealth.io https://yourbrainhealth.io</p>	<p>The missing link in sports brain health: ScreenIT unifies 50+ fragmented assessment tools into one intelligent platform. We deliver real-time insights for concussion best practice, performance optimisation, and long-term brain health monitoring when athletes, coaches and medical staff need them most.</p>
	<p>Mr Sam Porter Chief Operations Officer</p> <p>E: sam.porter@myvenue.com https://myvenue.com/</p>	<p>Agile. Powerful. Robust. MyVenue is the next-gen point-of-sale solution making transactions faster and easier for sports, entertainment, and hospitality venues.</p> <p>The cloud-based solution features hardware-agnostic POS software, native mobile ordering technology, suite catering ordering portal, self-service kiosk mode, and browser-accessed back office offering real-time reports, performance dashboards, and system configuration.</p>

	<p>Mr Ben Tripodi Chief Executive Officer</p> <p>E: btripodi@luminsports.com</p> <p>https://luminsports.com/</p>	<p>Lumin Sports is a proudly South Australian sports technology company. Its software provides teams with one app to manage athletic performance, team operations, strength & conditioning programming, and medical administration. Lumin software is used by teams competing in the AFL, NBL, NCAA, MLR, A-Leagues, as well as Olympic committees and tactical operations.</p>
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