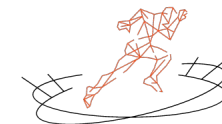




ASTN USA Excursion Delegate Booklet

26 February – 9 March 2025

Los Angeles | Las Vegas | New York | Boston



Australian Sports
Technologies Network
Powering Sports Innovation

Welcome

Message from the Chair of the Australian Sports Technologies Network (ASTN)

On behalf of Australia's sportstech sector it is a privilege to be part of our excursion to the USA.

Australia has a strong and proud track record in sports performance, the business of sport and mass participation combined with a near unrivalled sporting culture, highly regarded leadership capability in sports management, science and medicine. Australia has consistently finished in the Top 10 of the Olympic Games, is home to many elite sports leagues & federations. The country is famous for hosting and delivering world-class major sporting events.

In the same breath, Australia is seeing the development of a world-class sportstech sector, and we are seen as an outstanding validation market for new sports innovations. The establishment of the **Australian Sports Innovation Centre of Excellence (ASICE)**, the creation of State Node operations in Queensland, Western Australia and New South Wales are also providing important leadership and global connectedness for our sector.

This excursion focuses on learning about sports performance technologies and solutions for the business of sport and entertainment. Based on surveying our members, ASTN understands that the USA is a number one priority for sportstech businesses from Australia looking to enter North America.

On behalf of our delegation, we wish to thank the Australian Consulate-General in Los Angeles for their support of our activities.

As always, we welcome our US friends to our shores to experience the way things are done in sport . . . Down Under!



Dr Martin Schlegel
Executive Chair



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The ASTN Trade Excursion is supported by



Australian Consulate-General

Los Angeles, USA

ASTN Programs including Trade Activities are supported by



**Queensland
Government**



Department of
**Jobs, Tourism, Science
and Innovation**



Company Overview

5stream is an Australian-based innovator in sports and entertainment technology, offering end-to-end solutions that revolutionise broadcasting and fan engagement.

Our flagship SaaS platform, Cloudmix, simplifies live sports production, enabling professional broadcasts with features like multi-camera switching and real-time graphics.

Zeti, our zero latency streaming service, enhances in-stadium experiences by providing fans with synced commentary via their smartphones. Beyond these, we offer bespoke services for broadcast feed management and remote production, catering to the unique needs of our clients. Our unique value proposition lies in our ability to deliver low-latency, high-quality content production and distribution, coupled with 24/7 management and support.

Targeting sports leagues, federations, venues, and broadcasters, we aim to be the partner of choice for organisations looking to elevate their content quality and fan engagement, both online and in-person.

Website

www.cloudmix.tv

Contact

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Company Overview

AtOne targets stress and anxiety and builds mental fitness using virtual reality experiences.

AtOne either takes people into a relaxed space faster or prepares people for stressful situations using exposure therapy. Our patented AtOne technology provides solutions for individuals and teams to reduce stress, improve recovery and focus for increased performance and results.

Website

www.atoneapp.com

Contact

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Company Overview

EngageRM delivers Automation, CRM, & Data Analytics for the Sports & Entertainment Industry. The global platform enables Teams, Leagues, Venues and Federations to fully engage with their audience, fans, community, and partners by centralizing and activating fan data, managing customer relationships and delivering efficient commercial processes to automate revenue generation.

EngageRM's single platform for commercial and relationship management de-risks the impact of siloed data. This increases revenue potential, reduces cost and eliminates the confusion of managing multiple systems across the business.

Our mission is to empower clients to release the potential of their brand to interact with fans and partners and be a successful business on and off the field, 365 days a year.

Website

www.engagerm.com

Contact

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myvenue

Company Overview

MyVenue is the next-generation point of sale provider.

MyVenue solutions are purpose-built for venues selling food and beverage (F&B). Our technology unlocks operational efficiencies and sales growth by providing a seamless ordering experience. 100% fully hosted in the cloud and supported by the Amazon Web Services (AWS) framework, MyVenue is widely deployed in iconic stadiums, arenas, and hospitality venues throughout North America and the Asia-Pacific region.

The fully integrated POS solution delivers consistently fast transaction times, scalable terminal deployment, innovative mobile ordering modes, and browser-accessed performance dashboards for real-time reporting.

Website

<https://myvenue.com>

Contact

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Company Overview

PMY Group is a global technology advisory and investment company founded in Victoria specialising in transforming sport and entertainment venues and events through technology solutions. They offer end-to-end services, including advisory, design, technology management, and operational platforms.

With over twenty years experience, PMY Group has worked with prestigious clients worldwide, including the Olympics, major tennis opens, and NBA and NFL teams. They have expanded their reach across Australia, the United States, the UK and Europe, Middle East and Asia. PMY Group has particular expertise in the major events space, having worked on every Olympics since Athens and the biggest events in world sport from the Football World Cup to the Superbowl. Overall, PMY Group is known for its ability to provide independent advice and comprehensive technology solutions to venues and major events globally.

Website

www.pmygroup.com

Contact

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Company Overview

Smart Entry Technologies provides flow-thru facial recognition simplifying stadium and venue access, eliminating stagnant entry queues and enabling operators to better control ticket transfers, admission and access.

Based on proprietary and global patent-protected facial recognition technology developed in Australia, Smart Entry Technologies stands ready to deploy its technology in any stadium or venue through its opt-in customer app portal with options to expand from simple access to merchandise and food & beverage point of sale (POS).

Website

<https://smartentry.tech>

Contact

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Chief Innovation Officer
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Company Overview

Sports Cloud Australia is the APAC subsidiary of Dutch-based companies Techonomy and Sports Cloud International.

Sports Cloud Australia is a leader in the digital economy. We are an agency with proven experience in the sports and entertainment industry, successfully building partnerships and delivering services for many international clients such as leagues, clubs, media organizations and rightsholders. We help our clients to increase the value of their business by creating an advanced digital ecosystem.

Sportsccloud's roadmap approach focusses on 7 steps that each will deliver significant value creation. Completing the roadmap can be done in a step-by-step way, whenever your organization is ready to take the next leap forward.

Website

www.sportsccloudaustralia.com

Contact

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Company Overview

At Tiparra we are democratizing digital fan engagement for teams, clubs, events and groups of all sizes. The Tiparra Platform unlocks an app-based engagement channel previously only available to well-funded professional sports organizations and makes it available to anybody, no matter the size of your fan base.

Our SaaS tools allow our clients to build their own white-labelled fan engagement apps in a zero-code environment, bringing pro-level functionality like interactive polls, live scores, fan accounts, loyalty points and media integration to everyone. Everything we build is tried and tested by professional sports teams, ensuring that all our clients have the opportunities and capabilities to engage with their fans just like they do in the big leagues.

Website

www.tiparra.com

Contact

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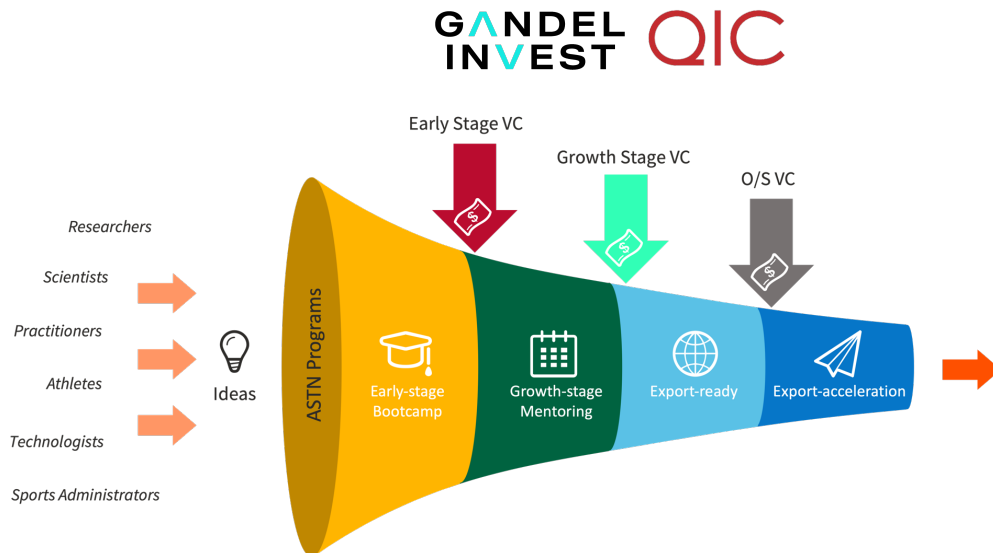


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10 YEAR ANNIVERSARY 2022

ASTN Venture Capital Partner Network (VCPN)

The ASTN Venture Capital Partner Network is an industry first for the sportstech sector – fostering fosters connections between Venture Capital (VC) firms and thriving sportstech startups. The Network offers VC firms access to sportstech startups with technologies that are primed for scaling and commercialisation, thereby facilitating robust deal flow. By forging strategic connections between sportstech startups and VC firms – ASTN is ensuring the best technologies meet the right investors to drive transformative growth and commercialisation.

For further information about the VCPN, please visit the ASTN website <https://www.astn.com.au/investor-and-start-up>.



GANDEL INVEST

Company Overview

Gandel Invest provides strategic capital, contacts and expertise to growth and established businesses across the globe. Gandel Invest seeks to form strong relationships with the founders, management team and co-investors of businesses in a broad range of industries in order to achieve accelerated growth and sustainable success.

Gandel Invest is the inaugural member of the ASTN Venture Capital Partner Network (ASTN VCPN). For further information about the VCPN, please visit the Gandel Invest website www.gandelinvest.com.

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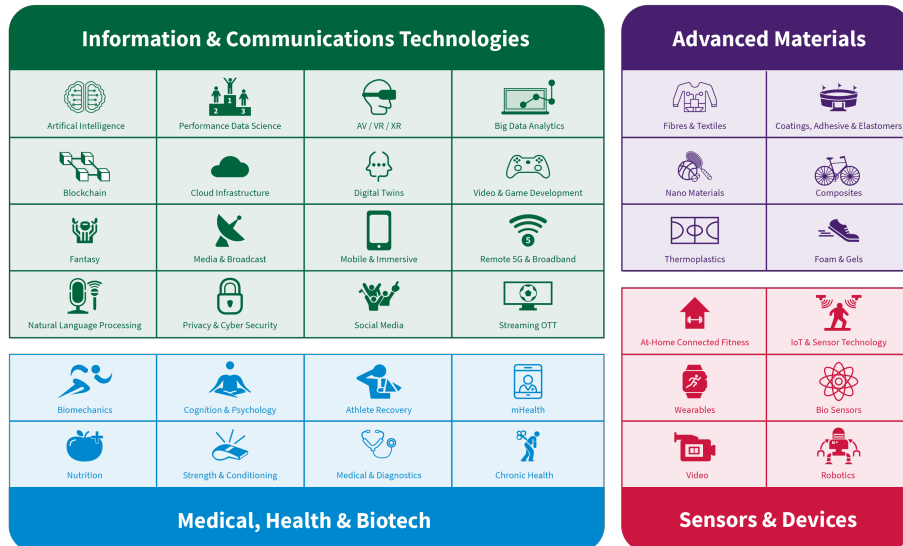
What is Sportstech?

ASTN defines Sportstech as a sector of the sports industry placed at the intersection of data, digital and technology where the business of sport, entertainment and gaming converge with active living, wellness and digital health.

Market Application Verticals



Technology Stack Categorisations



ASTN Profile

The Australian Sports Technologies Network (ASTN) provide leadership in the commercialisation, development and promotion of Australian-inspired sports technologies.

Established in 2012, the ASTN is an industry-led Australian ecosystem of organisations with a vested interest in sports technology development. This includes leading sports technologies businesses, national sporting organisations, research institutions, sports distributors & retailers, government agencies, service providers and investors.

As an industry-led, not-for-profit membership organisation, the ASTN facilitates knowledge exchange, fosters connections and manages the Australian Sports Innovation Centre of Excellence (ASICE) based in inner-city suburb, Cremorne in Melbourne, Victoria (Australia). ASTN is also building its State Nodes in Queensland, Western Australia and New South Wales.



Website

www.astn.com.au



Australian Sports
Technologies Network

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10 YEAR ANNIVERSARY 2022

National Headquarters

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Cremorne Victoria 3121 (Australia)

State Nodes in New South Wales – Queensland – Western Australia

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