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FINDEX

PRESS RELEASE

ASTN, Visory and Findex partner to give sportstech entrepreneurs specialist business support

MELBOURNE – THURSDAY, 27 JULY 2023: Australian Sports Technologies Network (ASTN), the leading industry body for sports technology and innovation, has today announced a strategic partnership with [Visory](#) and [Findex](#) to provide ASTN members access to a full suite of financial management solutions tailored for Australia's rapidly growing sportstech industry.

Visory is a new age technology business that has developed an online workflow and collaboration platform to deliver quality assured, scalable back-office services to businesses across Australia. Providing services such as bookkeeping and payroll, Visory simplifies the complex web of business administration and software into a streamlined and integrated solution. Connecting business to the best expert talent, regardless of location.

With a growing reputation across Australia and New Zealand, Visory has become the preferred solution in the health and fitness industry. Working alongside some of Australia's fastest growing franchise groups, Visory has experienced firsthand the power of sportstech and the impact it can have at a global level.

Both Visory and Findex will contribute to ASTN's early-stage mentoring program where senior leaders will help to mentor startup founders. As a major category sponsor, Findex and Visory will also support the Australia New Zealand Sports Technology Awards (ANZSTA).

"We look forward to working closely with Visory and Findex to help provide our member network with specialised business and finance tools to reach their full potential as global industry leaders. Both Visory and Findex are global leaders with a national footprint – which aligns to our vision of expanding our reach and engaging with Australia's growing number of sportstech entrepreneurs across the country," said Dr Martin Schlegel, Executive Chair, ASTN.

In partnership with ASTN, Visory is poised to support members throughout their business journey. Whether it's guiding founders in their infancy to provide a scalable and quality assured service, through to rapidly growing businesses looking for a mature back-office partner to support their complex needs.

"Visory's purpose for existing is to release founders and entrepreneurs from their back-office service by providing them a fully outsourced, market leading finance function. As a scaling technology company, we've felt the pain of lacking key resource leverage firsthand. We wanted to develop a solution which not only made it easy for entrepreneurs to plug high quality financial talent into their business, but also gave them a real time data and insights on how to improve their business. Visory's platform does exactly this, empowering you to make better, informed business decisions," said Thomas Paule, CEO, Visory.



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Completing this partnership is one of Australia's largest financial advisory and accounting firms, Findex. Having a close relationship to Visory, Findex provides a depth of specialist solutions, capable of elevating ASTN members ambitions and delivering expert guidance at crucial intersections of their growth.

Findex has guided many businesses across Australia's complex tax landscape, with their [Tax Advisory teams](#) helping founders utilise research and development schemes available or navigating prospects of international growth. For more mature network members, Findex's corporate finance team offers market leading advice when looking for additional investment or execution of exit strategies.

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Media Enquiries

For more information, or to arrange an interview with ASTN, please contact Tara Ballard on 0436 330 267 or Tara.ballard@astn.com.au

ABOUT ASTN

Australian Sports Technologies Network (ASTN) provides leadership in the commercialisation, development, and promotion of Australian-inspired Sports Technologies. Established in 2012, ASTN is today a world-leading pioneer with over 750 organisations in its national network across the landscape of Sports Digital, Sports Research, Stadium/Venues, Media, Entertainment, eSports, Human Performance, Fan Engagement, Sports Data, Artificial Intelligence in Sports, Sports Equipment, Sports Smart Apparel and Sports Universities. For more information, please visit www.astn.com.au

ABOUT FINDEX

With more than 100 offices throughout regional, rural and metropolitan Australasia, Findex provide uniquely tailored solutions for individuals and businesses that help them plan with certainty, no matter where they are located. Our vast regional footprint means clients benefit from a local point of contact to oversee their day-to-day affairs, while staying connected to the global insights and specialised resources of one of Australia's largest privately-owned providers of integrated financial advisory and accounting services.

ABOUT VISORY

Visory is on a mission to supercharge back offices, developing an online workflow and collaboration platform that connects businesses to a marketplace of certified finance experts. Providing Ai quality assured, scalable back-office services, Visory simplifies the complex web of business administration and software into a streamlined and integrated solution.