

MEDIA RELEASE

ASTN launches Venture Capital Partner Network alongside Gandel Invest *Forging targeted business matching between sportstech startups and VC firms*

MELBOURNE – MONDAY, 20 MAY 2024: The Australian Sports Technologies Network (ASTN) – the leading industry body for sports technology and innovation – is proud to announce the launch of ASTN’s Venture Capital Partner Network, signing Gandel Invest as the inaugural partner.

The ASTN Venture Capital Partner Network is an industry first for the sportstech sector – fostering 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.

ASTN’s annual Sports Innovation Report categorises technology stack segments, highlighting how various technologies are utilised across market verticals to create proprietary products or solutions. As part of the ASTN Venture Capital Partner Network, ASTN aligns specific Technology Stack categories with VC firms to ensure focused matchmaking with aligned interests.

“By forging strategic connections between sportstech startups and VC firms – we are ensuring the best technologies meet the right investors to drive transformative growth and commercialisation,” said Dr Martin Schlegel, Executive Chair, ASTN.

ASTN’s latest Sports Innovation Report highlights the emergence of a more active, coordinated and sophisticated investor community. ASTN predicts that the active investor community servicing early-stage sports technology companies will only continue to grow over the next few years.

“We feel that the circumstances are right for Venture Capital firms to benefit from Australia’s rich entrepreneurial talent pool. We’re looking forward to working closely with Gandel Invest to spearhead aligned business matchmaking opportunities,” said Dr Schlegel.

Gandel Invest offers strategic capital, connections and expertise to both growing and established businesses across the globe. As the inaugural partner to join ASTN’s Venture Partner Network – Gandel is set to tap into ASTN’s robust ecosystem of startups and entrepreneurs, poised to reap significant benefits.

Gandel Invest will also be the ‘VC program sponsor’ for ASTN’s well-established 10-week Early-Stage Founder Program alongside other state-based funding partners. Gandel Invest will gain visibility to all applicants who are eligible and accepted across the programs.

“We look forward to working with some of Australia’s leading sportstech startups that have benefitted from ASTN’s early-stage training programs. This partnership aligns with Gandel Invest’s desire to foster innovation and growth within the sports technology landscape,” said Adam Gandel, Senior Investment Manager, Gandel Invest.



“Sport has a way of making a positive impact on physical/mental health and general social wellbeing, unlike anything else. With the amount of money that is flowing into sport at all levels, there is a real opportunity for local entrepreneurs to develop innovative solutions for the industry. We’re looking forward to working closely with ASTN to support the sports technology sector and help Australian startups reach the global stage,” added Gandel.

“We are proud to work closely with Gandel Invest as we launch the Venture Capital Partner Network. Gandel will have the opportunity to work closely with Australia’s emerging sportstech startups, presenting a golden opportunity to foster close relationships and leverage the collective expertise within our ecosystem,” said Dr Schlegel.

Over the next few weeks, ASTN and Gandel will make further announcements in relation to upcoming elements of the partnership including contribution to other program delivery, engagement with the ecosystem and matchmaking introductions. In addition, ASTN will continue discussions with other like-minded VC firms to further support and bundle investments in sports technology.

“We see this as the start of an ongoing partnership with ASTN. Working together to explore other ways of engagement, to strengthen the sportstech investor network and bring others along this journey,” said Gandel.

For more information on the ASTN Venture Capital Partner Network visit:

<https://www.astn.com.au/investor-and-start-up>

ENDS

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 GANDEL INVEST

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. For further information, please visit

<https://www.gandelinvest.com/>