

## PRESS RELEASE

### **ASTN and Outerspace Design join forces to support local sportstech start-up & scale-up success**

**Melbourne, Australia, 20 January 2022.** Australian Sports Technologies Network (ASTN) and Outerspace Design today announced the signing of a Memorandum of Understanding (MOU).

The ASTN-Outerspace Design MOU outlines a collaboration to jointly support local sportstech start-up and scale-up success, working collaboratively to enable early-stage businesses to bring their innovative technology-based product ideas for application in sport to market.

As leaders in design and engineering for new product development, Outerspace Design helps businesses from idea and feasibility, concept and design all the way through to production and release. Outerspace specialises in working with not only sportstech focused clients; but also medtech, agritech and automotive clients.

ASTN – the governing body for sports technology and innovation – connects its ecosystem of organisations to celebrate, invest and facilitate growth in sports technology. ASTN facilitates a wide range of programs and events including accelerator programs, masterclasses and business matching.

The partnership is expected to drive collaboration between ASTN’s large member network and Outerspace Design’s client base amongst industry leaders in Australia and the United States.

“Outerspace Design are product development experts with over three decades of experience. Australian sportstech businesses will be able to tap into Outerspace Design’s knowledge base and benefit from the team’s passion and expertise for developing innovative solutions for sports-related problems,” says Martin Schlegel, Director, ASTN.

“Our startups will also be able to benefit from Outerspace Design’s international experience, with its US-offices based in San Diego, California,” Schlegel adds.

“ASTN’s large network of more than 2,500 organisations allows us to expand our reach and share our knowledge with Australian sportstech founders, entrepreneurs and startups. By joining forces with ASTN we will help to strengthen the reputation and international standing of the Australian sportstech industry,” says Dr David Menzies, Business Development & Commercialisation, Outerspace Design.

“We view this partnership with ASTN as a critical one for the acceleration of innovation in the local sportstech sector. We have seen a large amount of growth in the sector from our



US operations, with sportstech currently accounting for about 25 per cent of our global client base. We want to deploy that sector-specific know-how alongside ASTN to enable the Australian sportstech industry to grow and shine globally,” Menzies adds.

**-ENDS-**

## **Media Enquiries**

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## **About the Australian Sports Technologies Network Ltd**

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 500 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](http://www.astn.com.au).

## **About Outerspace Design**

Outerspace Design has over thirty years’ experience in product development with an international client base and offices in Melbourne, Australia and San Diego, California. As a large multidisciplinary team of designers, engineers and technologists, Outerspace Design works closely with clients to understand their requirements and manages the complete product development process from idea through to production. Outerspace Design is driven to achieve the best outcomes for clients and to develop successful and meaningful products that have a positive impact on society and the world we live in. For more information, please visit [www.outerspace.co](http://www.outerspace.co)