



Australian Sports
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PRESS RELEASE

Sportstech Pre-Accelerator Program invites new round of entrepreneurs as doors open for 2022

Applications are now open for Cohort 4 until 05 April 2022

MELBOURNE – 17 MARCH, 2022: Australia’s newest entrepreneurs with a passion for sports technology will be able to tap into a rich ecosystem of world-class knowledge, mentors, and industry connections with Australia’s preeminent ‘Business of Sport’ Pre-Accelerator program opening its doors for 2022.

Sportstech start-up entrepreneurs and founders who have a technology-based idea and consider establishing a business developing a Minimal Viable Product – are invited to apply for the popular 10-week program.

Facilitated by the Australian Sports Technologies Network (ASTN) – the governing body for sports technology and innovation, and in partnership with the Global Sports Innovation Center (GSIC) powered by Microsoft, the initiative supports start-up entrepreneurs to validate their on or off-field sportstech business idea against competitors, vendors and VCs.

ASTN, which provides leadership in the commercialisation, development and promotion of Australian-inspired sports technologies, launched the ‘Business of Sport’ Pre-Accelerator Program in 2021 to meet widespread interest from applications who applied for ASTN’s well-established accelerator but who were deemed ‘too early’.

Suitable applicants from Victoria and Queensland will have priority access to this program, supported by LaunchVic and Queensland Government Department of Tourism, Innovation and Sport but applications from interstate-based entrepreneurs are also welcome to apply.

Dr. Martin Schlegel, Director, ASTN says ASTN identified a need to work with tech entrepreneurs, students, researchers and practitioners to help them with all critical elements necessary to launch a successful startup.

“We identified a gap in the area of customer discovery, market and competitor analysis, and business models so our team of industry experts – from across the startup ecosystem – work closely with successful applicants to give them the support and skills to prosper,” Dr Schlegel said.

“Our unique industry-specific program offers best-practice, world-class content and is demonstrated to save sportstech entrepreneurs time, reduce effort and open access to further pathways.



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“Our participants learn from the very best with access to our team of experts across finance, law, marketing, market research and validation, to investment and market entry.”

In addition to the capability uplift opportunities, mentoring and valuable industry connections, graduates of the ASTN-GSIC Pre-Accelerator Program will be extended a one-year ASTN membership and can have their business listed in the ASTN Sportstech Directory. Participants can also become eligible to apply for the follow on ASTN programs.

Cohort 4 will consist of six modules and be delivered online over a 10-week period between 26 April — 29 June 2022. Two sessions will be conducted each week for a total of 20 sessions.

Applications are encouraged from a wide range of areas including machine learning, blockchain, advanced manufacturing, robotics, 3D-printing, big data analytics, and many others. For a full list of who can apply, visit <https://www.astn.com.au/early-stage-mentoring>

A limited number of Queensland Government Department of Tourism, Innovation and Sport supported places are available in this cohort and interested parties are invited to contact ASTN prior to applying.

Applications are now open for Cohort 4 and close at 5:00pm Tuesday April 5 2022. For further details and to access the application form please visit www.astn.com.au/early-stage-mentoring

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

Australian Sports Technologies Network Ltd

Australian Sports Technologies Network (ASTN) provides leadership in the commercialization, development, and promotion of Australian-inspired Sports Technologies. Established in 2012, ASTN is today a world-leading pioneer with over 500 organizations 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.