



Australian Sports
Technologies Network

ASTN
GSIC

**PRE ACCELERATOR
PROGRAM**

COHORT #3

GSIC

Global Sports Innovation Center
Powered by  Microsoft

'The Business of Sport' Pre-Accelerator Program

Feedback from Participants of previous Cohorts:

*“ Thank you for all the hard work –
it is excellent content. ”*

*“ Transformational – now I have a plan
for the next steps in my venture! “*

*“ The program was absolutely superb
– recommend as an investment in
your future ”*

*“ Great content, real-life examples and
discussions with people in the
start-up ecosystem ”*



The Australian Sports Technologies Network (ASTN) in partnership with Global Sports Innovation Center (GSIC) powered by Microsoft is to deliver 'The Business of Sport' Sports Tech Pre-Accelerator Program live online.

The program will be delivered in the period 27 September - 8 December 2021.

WHO CAN APPLY

This Pre-Accelerator Program is targeted at Start-up Entrepreneurs and founders who have a technology-based idea and consider establishing a business developing a Minimal Viable Product.

Suitable applicants from the ActiveKIT will have priority access to this program. The program will be co-delivered with the existing ASTN-GSIC program and connect startups from Queensland to the Australian and global sportstech innovation ecosystem.

APPLICATIONS

Applications are now open for Cohort 3 and close at 5pm Monday 20th of September 2021

To access the ASTN-GSIC Pre-Accelerator Application Form please visit **www.astn.com.au**



The Program

The program will be a 10-week cohort based Pre-Accelerator educational program consisting of 6 modules. Two sessions will be conducted each week for a total of 20 sessions.

A core focus of the program will support Startup Entrepreneurs to validate their on or off-field sportstech business idea against competitors, vendors and VC.

A course overview is included below. For specific questions, please contact John Danaher via email john.danaher@astn.com.au or call on **0400 113 375**.

Program Delivery

Cohort 3 will be delivered online and continue to be presented in accordance with the COVID19 restrictions in place during the period of the program. Each selected participant will have access to the Microsoft TEAMS platform for mentor interaction, content and program delivery as well as for an additional period after the program is completed. In addition to ASTN's domain experts other specific industry specialists include GSIC powered by Microsoft, Pitcher Partners (Finance), Madgwicks (Lawyers), Mik and Joe Creative (Marketing), Sports Tech World Series (Market Research and Validation) and VARCIS Group Ltd (Investment and Asia Market Entry Partner) who actively support program delivery.

Program Fees

There will be no program fees assessed for participants of the ActiveKIT program who qualify and are accepted into the ASTN program subject to specific selection criteria. Following the program completion, ASTN encourages participants to sign up for an ASTN membership (based on their organisational status) to enjoy continued access to ASTN resources beyond program completion. For further details please contact your local ASTN representative (contact details below) or visit <https://astn.com.au/membership/> for further information.

Delivery

MADGWICKS
LAWYERS

STWS SPORTS TECH
WORLD SERIES

 **PITCHER**
PARTNERS

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CREATIVE
Since 2000

VARCIS
GROUP

"Just want to drop you a note and say thanks again for the invite to Monday's session. You sure do have such a great range of speakers for your pre-accelerator participants! It was cool to hear some of the participant pitches as well and hear what they are working on."

Guest (Former Athlete and Keynote Speaker)

Key Dates

1

Monday
20 September
2021

Applications close
at 5pm Monday
20 September 2021

2

Tuesday
21 September
2021

Cohort selection
completed

3

Wednesday 22 —
Friday 24
September 2021

Cohort Set-up

4

Monday 27th
September —
Wednesday 8th
December 2021

Program delivery

Applications



Applicants are to apply via the form available at the following link which is also located on the ASTN web site at www.astn.com.au

Any questions regarding the program should be addressed to:

john.danaher@astn.com.au
or call on **0400 113 375**.



Pre-Accelerator Program Overview

The Australian Sports Technologies Network (ASTN) in partnership with the Global Sports Innovation Center (GSIC) powered by Microsoft will deliver the Pre-Accelerator Program ‘The Business of Sport’.

Based on fielding a number of applications for its well established accelerator which were deemed ‘too early’, the ASTN identifies a need to work with tech entrepreneurs, students, researchers and practitioners to address the three common themes that appear to only get limited attention early on:

1. Customer discovery,
2. Market/competitor analysis,
3. Business models.

Therefore, the GSIC-ASTN partnership will facilitate a 10-week cohort based Pre-Accelerator educational group program consisting of 6 modules (modelled on leading global curricula):



The program will require a 2-session per week commitment from participants.

In between each module, participants will have the opportunity to ‘Learn From the Best’ by participating in interactive Q&A sessions with founders and leaders of leading international and Australian sports businesses who have ‘been there – done that’.

Whilst traditionally, Australian-born sports technology has focused on ‘on-the-field’ human performance technologies, ‘The Business of Sport’ attempts to widen the eligibility to include fitness, wellness and health and extend beyond sports performance to off-the-field technologies. Based on the idea that sport is an application rather than a sector, technology applications including software/apps, machine learning, artificial intelligence (AI), block chain, advanced manufacturing, robotics, Internet of Things (IoT), big data analytics, augmented /virtual reality, 3D-printing, advanced materials, genomics & life sciences (including biotech & medtech) as well as autonomous systems are welcome to the GSIC-ASTN program. As such, ‘The Business of Sport’ Pre-Accelerator Program looks to welcome themes like fin-tech, cyber- security, health-tech, facility & infrastructure, media, broadcasting and government as they find application in sport.

Furthermore, where applicable, applicants will be introduced to the notion of sport as a validation platform with a view to identify opportunities to expand or exit into other verticals. Such opportunity for spill-over or diffusion of knowledge is regarded of particular importance in order to assist more Queensland based startups to ultimately embrace the ‘Born Global – Die Local’ philosophy and benefit from the global GSIC-ASTN partnership as they progress from educational pathways to vocational or tertiary education institutes, via the Pre-Accelerator to respective GSIC-ASTN accelerators and/or other global expansion programs.

Consequently, ‘The Business of Sport’ Pre-Accelerator Program looks to interlink with global partners for recruitment and cross pollination, in order to prepare the next generation of founders and tech entrepreneurs for their journeys, with a view to someday create some of the best and most exciting stories in the global sportstech industry.

National Headquarters

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