



Australian Sports
Technologies Network

**ASTN
GSIC**

**PRE-ACCELERATOR
PROGRAM**

COHORT 4

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 or the next step
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 industry guests that they were able to bring in to
speak to us - I would never have had the opportunity to
meet them or connect if I wasn't in this program."*

*"The openness and access to the founders and guest
speakers for offline conversations, advice, introductions,
and guidance was incredible."*



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. Cohort 4 will be delivered in the period 26 April- 29 June 2022.

WHO CAN APPLY

This Pre-Accelerator Program is open to start-up founders, Entrepreneurs with an athlete, practitioners or research background or Intrapreneurs of sports organisations or businesses who have a technology-based idea, consider to establish a business or develop a Minimal Viable Product.

Suitable applicants from Queensland will have priority access to this program, but applications from interstate-based entrepreneurs are also welcome.

APPLICATIONS

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



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 sportstech business idea against competitors, vendors and VC whilst Intrapreneurs gain insights how to embed such innovation practices into their organisation.

A course overview is included below. For specific questions, please contact Hayley Priestnall via email hayley.priestnall@astn.com.au

Program Delivery

Cohort 4 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, Madgwicks (Lawyers), Mik & Joe Creative (Marketing), Pitcher Partners (Finance), Sports Tech World Series (Market Research and Validation), VARCIS Group Ltd (Investment and Asia Market Entry Partner) and XT Ventures (Australian early-stage VC) who actively support program delivery.

Program Fees

There will be no fees assessed for participants of the 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

Funding Partner:



**Queensland
Government**

Delivery Partners:

**MADGWICKS
LAWYERS**

STWS SPORTS TECH
WORLD SERIES

**MIK&JOE
CREATIVE**
Since 2000

**VARCIS
GROUP**

**PITCHER
PARTNERS**

XTVENTURES
SPORT | FITNESS | WELLNESS | HEALTH

"It was cool to hear some of the participant pitches and learn what they are working on."

Guest (Former Athlete and Keynote Speaker)

Key Dates

1

**Tuesday
5 April 2022**
Applications close
at 5:00pm Tuesday
5 April 2022

2

**Wednesday
13 April
2022**
Cohort selection
completed

3

**Friday
22 April**
Cohort Set-up

4

**Tuesday 26
April –
Wednesday 29
June 2022**
Program delivery

Applications



Applicants are to apply via the form available at the following link
www.astn.com.au/early-stage-mentoring

Any questions regarding the program should be addressed to:

hayley.priestnall@astn.com.au



- 20 SESSIONS
- MORE THAN 20 MENTORS
- 6 PANELISTS
- 2 FIRESIDE CHATS
- MORE THAN 50 OFFICE HOURS

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):

1	Cluster of Innovation & Commercialisation Process
2	Research & Innovation
3	Validation of Business Idea
4	Organisational Ambitions
5	Administrational Necessities
6	Learn From the Best

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

Australian Sports Technologies Network Ltd
132 Cremorne Street
Cremorne, VIC 3121

Queensland Node

Australian Sports Technologies Network - QLD
115 Breakfast Creek Road
Newstead, QLD 4006