



Australian Sports  
Technologies Network

**ASTN** | PRE-ACCELERATOR  
**GSIC** | PROGRAM  
COHORT 7

**GSIC**

Global Sports Innovation Center  
Powered by  Microsoft



Queensland  
Government

***'The Business of Sport' Pre-Accelerator Program  
is proudly supported by Advance Queensland.***

### 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' sportstech pre-accelerator program. For key dates please refer to page 2.

### 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, considering establishing a business or develop a minimal viable product (MVP). Female founder 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 7. For key dates please refer to page 2. For further details and to access the application form please visit [www.astn.com.au/early-stage-mentoring](http://www.astn.com.au/early-stage-mentoring)**



## The Program

The program will be a 10-week cohort-based pre-accelerator educational program consisting of six (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 VCs 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@astn.com.au](mailto:hayley.priestnall@astn.com.au).

## Program Delivery

The program will be delivered online and combined group sessions with one-on-one meetings with a mentor. 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 (law), Mik & Joe Creative (marketing), Findex and Visory (finance), Sports Tech World Series (market research and validation) 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 [hayley.priestnall@astn.com.au](mailto:hayley.priestnall@astn.com.au) or visit <https://astn.com.au/membership/>.

## Delivery

Funding Partner:




Delivery Partners:



*"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

<p>1</p> <p>Thursday 4 April 2024 Applications close at 5.00pm (AEDT)</p>	<p>2</p> <p>Friday 12 April 2024 Cohort selection completed</p>	<p>Applications</p>  <p>Applicants are to apply via the form available at the following link <a href="http://www.astn.com.au/early-stage-mentoring">www.astn.com.au/early-stage-mentoring</a></p> <p>Any questions regarding the program should be addressed to: <a href="mailto:hayley.priestnall@astn.com.au">hayley.priestnall@astn.com.au</a></p>
<p>3</p> <p>Thursday 18 April 2024 Cohort Set-up</p>	<p>4</p> <p>Monday 22 April – Thursday 27 June 2024 (TBC) Program delivery</p>	





- 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 Administrative 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), blockchain, 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  
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### Queensland Node

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