



**SPORTS TECH
NATION 2025**

OLYMPIC PARK -
BALANCING
HISTORY AND
FUTURE



THE FUTURE OF SPORTS TECH

DESIGN WITH US

FULL PROGRAM

MUNICH, GERMANY
30 NOV - 2 DEC, 2025

December 1st: Program Overview

Two days of insights, conversations, and real learning—designed to connect you with peers and spark what's next in sports tech.

Morning: Welcome Sessions with Stephan Mayer

| Session Title | Time | Stage / Room |
|--|-------|--------------------|
| Opening Remarks | 09:30 | Hall B1, Stage 511 |
| Sports Keynote Germany | 09:35 | Hall B1, Stage 511 |
| How to create the foundation for tech & Innovation in Athletes Performance | 09:45 | Hall B1, Stage 511 |
| Tour Sports Tech Nation Start Ups | 10:10 | Hall B1, Stage 511 |

Afternoon: Founders Gathering at the ICM Hall

| Session Title | Time | Stage / Room |
|--|-------|-----------------------|
| Opening Remarks: Welcome to the Sports Tech Nation 2025 | 13:00 | ICM Building, Room 04 |
| The Club Effect: Building Innovation Cultures in Modern Football | 13:05 | ICM Building, Room 04 |
| Going Global: The Why, How, and When of Sports Tech Expansion | 13:25 | ICM Building, Room 04 |
| It Takes a Hub: Building Communities That Drive Startup Success | 13:40 | ICM Building, Room 04 |

| | | |
|--|-------|-----------------------|
| Inside Valencia Lab: Scaling Sports Tech from Prototype to Venue | 14:10 | ICM Building, Room 04 |
| How Running a Marathon is like Founding a Startup | 14:25 | ICM Building, Room 04 |
| Borders Down, Innovation Up: Inside the Global Sports Tech Movement | 14:40 | ICM Building, Room 04 |
| Google Cloud for Founders | 15:10 | ICM Building, Room 04 |
| Work Smarter, Play Bigger: How Sports Tech Founders Stay on Top of Their Game | 15:30 | ICM Building, Room 04 |
| The Neuromarketing Blueprint: What Drives Entrepreneurial Decisions | 15:45 | ICM Building, Room 04 |
| Turning Sports Data Into Revenue: The Rise of Decentralized AI Agents | 15:55 | ICM Building, Room 04 |
| Individualization in the Youth Academy | 16:10 | ICM Building, Room 04 |

Evening: Welcome Cocktail at the Marienplatz

| Session Title | Time | Stage / Room |
|---------------------------------------|-------|----------------------------------|
| Welcome Cocktail @ Marienplatz | 17:30 | Altes Rathaus, Marienplatz 15 |

December 2nd: Program Overview

Colosseum Stage: Full Day Agenda

09:00 • Opening/Closing

Welcome to Sports Tech Nation

Presented by

Daniel Macdowell

Host of Sports Tech Nation



09:15 • Fitness & Performance

Garmin Sports and Health Tech: A Story of Innovation

Presented by

Scott Burgett

Senior Director at Garmin Health Engineering



09:30 • Media & Fan

How Fan Engagement Is Being Enabled By Technology 2.0

Presented by

Unmish Parthasarathi

Founder & Executive Board at Picture Board Asia

Alessandro Reitano

SVP Continental Production Operations at Sky Deutschland GmbH



Download the **d&b Tonio App** and get ready to experience sound innovation live in Munich.



09:50 • Media & Fan

From Broadcast to Beyond: The New Sports Entertainment Playbook

BALLER LEAGUE



PLYR

Presented by

Michal Grundland

CBO at i.MGD

Vishal Patel

Senior Manager of Host City Operations at UEFA

Lasse Lehman

Director Sports & Operations at Baller League

David Wurth

CEO & Founder at PLYR Technologies, Inc.

10:20 • Media & Fan

Fan Tech Rising: How Startups Are Redefining Sports Media

HUDDLE
— sport —



**Athletic
Future**

Presented by

InteractionUp

HUDDLE.sport

Athletic Future

10:40 • Media & Fan

Sports Media Market Development



Presented by

Unmish Parthasarathi

Founder & Executive Board at Picture Board Asia

Dr. Roman Schade

Head of Audiovisual Rights DACH at DFL Deutsche Fußball Liga

11:00 • Media & Fan

Building Global Tribes: The Power of Modern Fan Communities

Presented by

Michal Grundland

CBO at i.MGD

Anton Rinas

Influencer & Founder of Visca Barça

11:20 • Sports Tech

Stadiums Reimagined. Turning Venues Into Experiences.



Presented by

Andreas "Andi" Gall

Chief Digital Officer at d&b group

Dominika Obwarzanek

Senior Application Engineer at d&b audiotechnik

11:35 • Sports Tech

Next Play: Startups, Clubs & Corporates Building Together



Presented by

Malte Siegle

Founder at Value 4 Sports

Tristan Chandon

SVP Sport & Portfolio Strategies at Sportradar

Gregor Csaicsich

Director of Football Strategy at St. Pölten

Caja Zohren

Recruitment Analyst Women's Football & Sports Technology at Eintracht Frankfurt Fußball AG

Jake Schuster

CEO of Gemini Sports

12:05 • Sports Tech

The Billion-Dollar Question: Scaling Sports Innovation



Presented by

Joel Bar-El

CEO & Co-Founder at Swish Basket



Download the **d&b Tonio App** and get ready to experience sound innovation live in Munich.



12:15 • Sports Tech



From Chaos to Kickoff: Managing Sports Operations Like a Pro

Presented by

Viktoria Klam

Enterprise Account Manager at monday.com

Kristoffer Schweizer

Solution Engineer at monday.com

12:30 • Performance



Unveiling the First Conversational AI Coach

Presented by

Joe Chin

CEO at Sparrow

12:40 • Retail Tech

Smarter Shopping: AI Transforming the Sports Retail Landscape

Presented by

Nicolas Kröger

Chief Digital Transformation Officer at Manor AG

Yaron Jacobs

Head of E-Commerce & Distance Retail, Triumph



13:05 • Retail Tech

Retail Reinvented: What Sports Brands Can Learn from Industry Giants

Presented by

Kim Heppler

The Retail Bureau

Luca Pozzoli

Global Strategy & Innovation Manager at Avolta
NEXT / Avolta AG

Dmitry Olerinskiy

Digital Strategy at Decathlon



13:30 • Retail Tech

How Miami Heat Scores With Better Data

Presented by

Aharon Bloch

Partnerships Manager, EMEA at Triple Whale

Emily Siegmann

Digital Media Strategist at Miami Heat

 Triple Whale



Re:Tech
Disrupting Retail.

13:45 • Sports Tech

Tailoor x Parma Calcio: Personalization Meets Passion

Presented by

Jacopo Thun Hohenstein

CEO at Tailoor

Lorenzo Galletti

Digital Marketing Director at Parma Calcio 1913



14:05 • Performace

IMPROVR x Malte Hartmann: Unlock Your Full Potential Through Neuro VR-Training

Presented by

Malte Hartmann

Sports Technical Expert at IMPROVR

Michael Bachhuber

Neuroathletic Expert at IMPROVR

I M P R O V R

14:20 • Fitness

The Science of Performance Readiness

Presented by

Daniel Maximov

Founder at Maximove



14:30 • Fitness

Scaling Strength: Building the Fitness Ecosystem of Tomorrow

Presented by

Florian Sauter

CTO at EGYM

E G Y M

14:35 • Performance

Redefining Fitness: How Technology is Shaping the Next Era of Performance

Presented by

Daniel Krutman
CEO of Ticket Sports

Konstantin Sonkin
CEO & Founder at i-BrainTech

Florian Sauter
CTO at EGYM

Valentina Righetti
CEO & Co-Founder at YP Trainer SL

Benedikt Kurz
Teamlead Garmin Health EMEA at Garmin

**EGYM
GARMIN®**



15:05 • Performance

The Future of Movement: Inside the Smart Fitness Revolution

Presented by

Emma Meehan
Founder, CEO & CTO at KinetikIQ

Eitan Ben Meir
CEO of RYDE Mobility



15:25 • Sports Tech

When Performance Meets Personalization: Reinventing Sports Commerce

Presented by

Steffen Meiler
Global Director (Sportswear) at Kornit Digital

Max Burianek
Leiter TikTok Shop Deutschland



15:55 • Sports Tech

Every Corner Counts: Inside the Future of Live Experiences

Presented by

Michal Grundland
CBO at i.MGD

Guillaume Lairloup
Associate Director at Event & Venue Experts

Scott Jablonski
COO & CFO at 3D Digital Venue

Guillermo Garcia
Director, Stadia & Arena Consulting at IMG



December 2nd: Program Overview

Legacy Stage: Full Day Agenda

10:00 • Retail Tech

Green Victory: Innovations Driving Sustainability in Sports Retail

Presented by

Marco Burkhardtsmayer

Founder of StokedAI

Matti Heilmann

Business Development Manager at Globetrotter Ausrüstung GmbH



GLOBETROTTER

Re.Tech
Disrupting Retail.

10:30 • Retail Tech

Building on a Sporting Legacy: Christoph Dassler's Journey from Heritage to Innovation

Presented by

Nino Bergfeld

Retail & CG Lead at Salesforce

Christoph Dassler

CEO & Founder of DSSLR GmbH



DSSLR
BY CHRISTOPH DASSLER

Re.Tech
Disrupting Retail.

11:00 • Retail Tech

Round Table 1: How to Win the Game of Competitive Pricing?

Presented by

Fabian Uhrich

CPO of Quicklizard

QUICKLIZARD

Re.Tech
Disrupting Retail.

11:00 • Retail Tech

Round Table 2: Next Play: The Hottest Sport Retail Trends Shaping 2026

Presented by

John Zolidis

President & Founder of Quo Vadis Capital, Inc.

Re.Tech
Disrupting Retail.

11:00 • Retail Tech

Round Table 3: Retail Media Reality Check: What's Actually Working in 2025?

Presented by

Nicolas Kröger

Chief Digital Transformation Officer of Manor AG

MANOR

Re.Tech
Disrupting Retail.

12:00 • Sports Tech

Women's Sports Startup Competition

Presented by

Antonia Wisgickl

Sports Reporter

PLUGANDPLAY
sheconomy



13:00 • Sports Tech

The Rise of Women's Football

Presented by

Jasmina Čović

Founder & Managing Director at
The Rise of Women's Football

Marion Reichel

Founder of Athlete Ventures

Fabienne Huber

Project Manager & Partnership Relations
Women's Soccer at FC Bayern Munich

**ATHLETE
VENTURES**



14:00 • Sports Tech

Investors Summit Reception

Presented by

Sports Tech Nation & Sports Tech X

 **SPORTS TECH
NATION 2025**

 **SPORTSTECHX**

14:10 • Investment

Welcome & Investors Spotlight



Presented by

Oren Simanian

Founder & CEO of Sports Tech Nation

Nelly Kranz

Head of Strategic Partnerships & Investors Relations at
Sports Tech Nation

14:15 • Investment

Market data snapshot: State of Global Sports Tech Investing 2025



Presented by

Rohn Malhotra

Managing Director at SportsTechX

14:25 • Investment

Beyond the Game: Koen Bosma's Global Path from Athlete to Investor



Presented by

Nelly Kranz

Head of Strategic Partnerships & Investors Relations
at Sports Tech Nation

Koen Bosma

Partner at APEX



14:45 • Investment

The Rise of the AI Coach: Investing in Sports Tech's \$20B Frontier



Presented by

Joe Chin

CEO at Sparrow

Samir Beg Cerić

Chairman of Cerić&Co

15:00 • Investment

Capital Meets Talent: Start Up Round Tables

15:40 • Investment

The Future of Sports

Presented by

Rohn Malhotra

Managing Director at SportsTechX

Audra Elena Shallal

Board Member at EBAN Sports

Anton Brams

Managing Director Mindspring Padel &
General Partner at Match Ventures

Katharine Curran

Investor at Monarch Collective

Marion Reichel

Founder of Athlete Ventures

**ATHLETE
VENTURES**

 **SPORTSTECHX**





16:10 • Investment

Investing in Sports Entertainment Formats: A Conversation with Ballers League

BALLER LEAGUE

Presented by

Lasse Lehman

Director Sports & Operations at Baller League

16:30 • Investment

Reverse Pitch: Investors Spotlight

**GEKKO
CAPITAL
PARTNERS**



Presented by

Jens Schäperklaus

Partner at Gekko Ventures

David Sargeant

Investor at Sporteva

December 2nd: Program Overview

Rally Stage: Full Day Agenda

09:30 • Fitness

Opening Remarks

Presented by

Antonia Wisgickl

Hostess of Sports Tech Nation

09:35 • Performace

Frozen Frontiers: How Tech Is Redefining Winter Performance



Presented by

Antonia Wisgickl

Hostess at Sports Tech Nation

Gabriel Iobbi

Member Board of Directors at PROVUU

Gernot Nischler

Executive Technical Manager at TechnoAlpin

09:55 • Football & Data Analytics

How Football Changed When the Numbers Arrived: The Rise of Performance Tracking

KINEXON

Presented by

Antonia Wisgickl

Hostess of Sports Tech Nation

Maximilian Schmidt

CEO at Kinexon

Anouk Dekker

Assistant Coach at FC Viktoria Berlin



Download the **d&b Tonio App** and get ready to experience sound innovation live in Munich.



10:15 • Performance

Breaking Limits, Not Bodies: Rethinking Injury Prevention



Presented by

Maria Neugschwender

Co-Founder at NOXON

Cecilie Lea Lisberg

CEO & Co-Founder at Zoles International ApS

10:40 • Performance

Building Breakthroughs together: A Partnership Approach to Sports Tech



Presented by

Juha Villanen

Head of B2B & Partnerships, Emerging Markets and India at Garmin

11:00 • Performance

Next-Gen Fitness Tech: Startup Spotlights

Presented by

Mikhail Haurylchyk

CEO & Founder at Tennis ComStat

Lukas Rodrigues Bjerre

CEO at CarboPlanner



11:20 • Performance

Analytics Drives the Israeli Paralympic Sport

Presented by

Amit David

Israeli Paralympic Committee



11:35 • Football & Data Analytics

Smart Performance: How Data and AI Are Changing the Game



Presented by

Mikkel Dalsager Jungersen
CEO & Co-Founder at Alai

11:45 • Fitness

Building Endurance Tech: From Awareness to Impact to Recovery

HINDSIGHT

Presented by

Benjamin Abitbol
Host of Sports Tech Nation

Thomas Jersild Olsen
CEO at NDure



Alex Macdonald
CEO of Hindsight

Jean-Yves Mignolet
CEO at Myocene

MYOCENE
SPORT TECHNOLOGY

12:10 • Fitness

Coaching 3.0: Building Motivation Through Tech & Community



Presented by

Benjamin Abitbol
Host of Sports Tech Nation

Jens Knudsen
CEO at Vokalo

Gabby Barzilay
CEO at easycoach.club



12:30 • Media & Fan

Opening Remarks



Presented by

Michal Grundland
CBO at i.MGD

Simona Schapiro
Managing Director of M+C Saatchi Group Europe

SAATCHI & SAATCHI

Unmish Parthasarathi
Founder & Executive Board at Picture Board Asia

12:45 • Media & Fan

Converting the Curious: When Every Sport Competes for Attention



Presented by

Chiraag Paul

CEO & Co-Founder of Proem Sports

Pareekshith Shetty

CTO & Co-Founder of Proem Sports

12:50 • Media & Fan

The Business of Personalized Entertainment



Presented by

Trevor Keane

Managing Partner at Feenix Group

Unmish Parthasarathi

Founder & Executive Board at Picture Board Asia



Tom Priscott

Commercial Lead of Amondo

13:20 • Media & Fan

My Play Demo



Presented by

Itai Levy

CEO of My Play

13:25 • Media & Fan

OKTAGON: Fighting for Mass Market Attention



Presented by

Michael Jesswein

Strategic Partnerships Manager at OKTAGON

13:35 • Media & Fan

Beyond the game: Redefining Fan Experience through Sound



Presented by

Andreas "Andi" Gall

Chief Digital Officer of d&b group

13:55 • Media & Fan

The Operational Gap: How Technology Transforms Club Management

Presented by

David Petraz

CSO, Marketing & Communication at EOS Digital



14:00 • Media & Fan

From Vision to Value: Making Media & Broadcasting Innovation Pay Off

Presented by

William Bishop

Senior Director at Comcast

Avneesh Prakash

CEO & Co-Founder at Camb.ai

Jason Huttly

VP Partnerships at PAM Wayfinding



14:30 • Media & Fan

STRV Keynote

Presented by

Karolina Zvolska

EMEA Head of Health, Fitness & Sports at STRV



14:45 • Sports Tech

Communities That Last: Building the Sports Ecosystem

Presented by

Maureen Flores, PhD

Sports, Climate & Innovation
Researcher

Dmitry Navosha

Founder of TRIBUNA

Gustavo Marion

CEO at MyDose

15:15 • Media & Fan

Fan-Centric Monetization Seminar

