



*For anyone with a passion  
for sports innovation*

# ENTREPRENEURSHIP & INNOVATION BOOTCAMP



**9am Tuesday 15th October**  
Moonee Valley Racing Club  
Gate 1/McPherson St  
Moonee Ponds, Melbourne

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# THE PROGRAM

| TIME  | SESSION  | SPEAKER / ORGANISATION   |
|-------|--|--|
| 9:00  | <b>SESSION 1A: MEETING PLACE ROOM</b><br><b>Keynote Address: Intra-Preneurship - How To Launch A Sports Start-Up Within Your Organisation</b><br><br><i>Dr Morag speaks about the unique role of "intrapreneurship" within an organisation, and why start-ups within a larger business increase innovation, customer loyalty, and the bottom line. Combining academic knowledge with his extensive practical experience, he guides the audience through the key steps to taking a strong idea and turning it into a successful innovation reality.</i>                                 | <b>Dr. Erez Morag:</b> Nike Game-Changer & Innovation Expert   |
|       | <b>SESSION 1B: VALLEY VIEW ROOM</b><br><b>Case Study: AFL - Understanding The Potential Technology Needs Within A National Sporting Organisation</b><br><br><i>National sporting organisations provide an important platform for innovation. By understanding the challenges and opportunities of a sport, innovators can develop solutions that meet the specific needs of that sport. In this session AFL executives across high performance, game development / participation and commercial operations provide insights into potential future technology needs of their sport.</i> | <b>Andrew Dillon:</b> General Counsel — Australian Football League<br><br><b>Patrick Clifton:</b> Football Research Analyst — Australian Football League<br><br><b>Dino DiPierdomenico:</b> Managing Director — DMC Sport (Licensee of Auskick AFL Program)  |
| 10:30 | <b>MORNING TEA</b>   |  |
| 11:00 | <b>SESSION 2A: MEETING PLACE ROOM</b><br><b>Innovation &amp; Speed: Faster, Smarter, Better!</b><br><br><i>Just as athletes in the world of sport have become faster and more competitive, so has the world of business. Dr. Morag takes a truly global perspective on how to be faster and more competitive in the international marketplace through innovation, training, and a continual focus on improvement.</i>  | <b>Dr. Erez Morag:</b> Nike Game-Changer & Innovation Expert   |
|       | <b>SESSION 2B: VALLEY VIEW ROOM</b><br><b>Investment Fundamentals For Sports Technologies Development</b><br><br><i>In this session we will reveal what it takes to develop and monetise business opportunities involving sports technologies. The session will briefly cover the fundamentals of assessing an opportunity, market research, product development, business models, intellectual property, financing and investment pitching.</i>   | <b>James Demetriou, Russell Morris &amp; Guy Bracher:</b> Directors — Australian Sports Technology Ventures<br><br><b>Bob Beaumont:</b> Case Manager — Commercialisation Australia<br><br><b>Steven Wulff:</b> Trademark Attorney — K&L Gate<br><br><b>Brendan Denning:</b> CEO — Albion Sports (Case Study) |

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# THE PROGRAM

| TIME  | SESSION  | SPEAKER / ORGANISATION   |
|-------|--|--|
| 12:30 | LUNCH  |  |
| 1:30  | <b>SESSION 3A: MEETING PLACE ROOM</b><br><b>High Performance Lessons In Business &amp; Sport</b><br><br><i>There are many similarities between world-class athletes and top business executives. Using examples from his specialized experience at Nike working with the world's best athletes, Dr. Morag offers a fascinating presentation of lessons about excellence that are inspired by athletes, embedded in science and applied to successful business initiatives.</i>                               | <b>Dr. Erez Morag:</b> Nike Game-Changer & Innovation Expertt  |
|       | <b>SESSION 3B: VALLEY VIEW ROOM</b><br><b>Creating Future Opportunities For The Sports Tech Industry</b><br><br><i>This session will explore some of the key initiatives that will help unlock opportunities for industry participants. What would a successful ASTN-led Sports Technologies Precinct mean for the industry? What is the AIS Collaborative Innovation Fund and how can ASTN members leverage off this fund? What other Programs are available to support innovation within the industry?</i> | <b>James Demetriou &amp; Craig Hill:</b> Chair and Executive Director — Australian Sports Technologies Network<br><br><b>Nick Brown:</b> Deputy Director — Sports Science & Innovation — Australian Institute of Sport<br><br><b>Buzz Palmer:</b> General Manager — Small Technologies Cluster (Technology and Innovation Voucher Program)<br><br><b>Kevin Thomson:</b> Researchers in Business Facilitator — Enterprise Connect (Commonwealth Government) |
| 3:00  | AFTERNOON TEA  |  |
| 3:30  | <b>SESSION 4A: MEETING PLACE ROOM</b><br><b>What Do We Need To Do To Create A Globally Competitive Sports Tech Industry?</b><br><br><i>The Bootcamp will close with a panel and open floor discussion. James Demetriou and Erez Morag will share their observations on Australia's sports innovation system, and what our industry participants need to do to create a globally competitive industry.</i>  | <b>Dr. Erez Morag:</b> Nike Game-Changer & Innovation Expert<br><br><b>James Demetriou:</b> Chair — Australian Sports Technologies Network   |
| 4:30  | CLOSE  |  |





Australian Sports Technologies Network  
C/O Level 2, 10 Moorabool St,  
Geelong VIC 3220

[www.astn.com.au](http://www.astn.com.au)



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