

**MEDIA RELEASE:**

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## **ASTN LAUNCHES EXPRESSION-OF-INTEREST TO ACCESS SEED INVESTMENT**

The Australian Sports Technologies Network (ASTN) is delighted to announce that it is continuing its partnership with The Australian Sports Tech Company (TASC) as a key investor into the Australian sports technologies industry.

TASC is an Australian-based investment company with strong global links in sports and technology. It has significant global connections, footprint and expertise at its disposal in fulfilling its charter and in supporting and mentoring its investee companies.

“The ASTN continues to provide a fantastic connection into the sports tech start-up landscape. We also continue to see some tremendous opportunities that are being developed by Australian sports tech entrepreneurs.” says Mr John O’Connor, Director of TASC.

“Over the past year, TASC has demonstrated an active interest in investing into Australian-based sports tech companies which has resulted in the achievement of excellent validation in the Australian market”

“At TASC, we are looking to expand our seed investment portfolio up to 10 companies within the next 12 month period. We have a real focus on ensuring investor value and the demonstrable ability for investee companies to quickly grow to global scale.” concludes Mr O’Connor.

“The ASTN is excited to continue its partnership with TASC” says Craig Hill, Executive Director of the ASTN.

“At this stage we see TASC as the only company in the Australian market that is exclusively dedicated to investing in and supporting sports tech start-ups on their journey. TASC, through its early-stage investment, is an important part of the jigsaw in supporting the development of Australia’s sports tech eco-system.”

An ongoing expression-of-interest is open to Australian start-ups (or individuals) that would like to apply for seed funding for their sports tech business. Investment by way of seed funding will indicatively be offered for an amount of up to A\$ 100,000 for up to 15% equity stake. Selected start-ups may also have the opportunity to secure follow-on funding from the investor in the future.

All information relating to the seed investment opportunity is available at <http://astn.com.au/key-activities/startup-investment-eoi/>