

ASTN Accelerator Cohort #7

Applications now open!

The ASTN is to host a Sports Tech Start-up Accelerator Program in Melbourne. The program enables the ASTN to provide free guidance & advisory for suitable start-ups.

We invite sports technology startups (e.g. sports digital, advanced material and sports performance & wellness suitable for athletes of all abilities) to apply for one of four placements available for the 7th intake of the Program over the February – June 2020 period.

Applications are now open for Intake #7 and close on **Tuesday the 21st of January 2020.**

The ASTN has unmatched knowledge of the sports tech industry in Australia and this is complimented by an extensive network/connections and entrepreneurship education.

The Program focuses on;

- improving investment and market readiness;
- assist in developing a business model that is innovative, financial sound & prepares for scalability and;
- accelerating time-to-market to better take advantage of opportunities.

Criteria for selection – Scalable Startup

Applicants are required to demonstrate that the start-up:

- has been established for a minimum of 12 months,
- has a minimum of 2 full-time equivalent team members in the business,
 - has established a scalable business model, and is
 - a company registered in Australia.

What do you get?

- A dedicated advisor, and access to a broader ASTN expert pool

- A total of approximately 40 hours free advisory from an experienced sports technology advisor over a 16-20 week period (av. 3hr per week).

The advisory program is flexible to the needs of the start-up and may include a combination of:

1. Assistance in validation of market opportunity.
2. Application 'Lean Launchpad' methodology as a tool to develop a minimum viable product
3. Market research / intelligence gathering
4. Introductions and meeting with aligned organisations in the sports eco-system (as possible partners, customers and service providers)
5. Assistance in preparation of pitch decks for investor presentations
6. Development of strategic action plan on what can be reasonably achieved over the Advisory program period.

Key dates

- 21 January 2020 – First round applications by close of business
 - 24 January 2020 – Shortlisting of candidates
- 28-31 January 2020 – Meetings / discussions with shortlisted candidates
 - 5 February 2020 – Appointment of new cohort
 - 10 February 2020 - Commencement of program

Applicants will be required to prepare a pitch deck and return to john.danaher@astn.com.au by 5pm. Tuesday 21 January 2020.

The following provides a guide on the themes that need to be addressed in the pitch deck:

- Elevator Pitch
- Traction / Validation
- Market Opportunity
 - Target Market
- The Problem (being solved)
 - Product / Service
 - Competition
 - Business Model
 - Revenue Model
- Marketing & Growth Strategy
 - Team
 - IP Position
- Investment 'Ask' (as a guide only)

Applicants may attach the following if it assists explaining the business further (optional);

- Up to two (2) pages of pictures, diagrams and / or flow charts.
- A video of no more than three (3) minutes.

Any questions regarding the opportunity should be addressed to:

john.danaher@astn.com.au