



Eight QLD startups selected for 2025 NRL Magic Round Tech Sprint

Queensland-based startups team up with the NRL to solve some of their biggest challenges, in an open innovation program, delivered by Advance Queensland and facilitated by ASTN

MELBOURNE – WEDNESDAY, 19 FEBRUARY 2025: The Australian Sports Technologies Network (ASTN) in collaboration with National Rugby League (NRL) and Advance Queensland (AQ) is proud to announce that eight Queensland-based startups have been selected for the 2025 NRL Magic Round Tech Sprint. These businesses will collaborate with the NRL to refine and adapt their technologies to meet some of their biggest business challenges.

The Queensland-based startups will help to solve seven key priority areas by piloting technology solutions and products. In return, they will have the opportunity to validate, test and/or integrate their solution with the NRL.

Nikita Vogel, Queensland Manager and Program Lead, ASTN, says this program goes beyond workshops and one-on-ones, and offers a rare chance to step inside one of the best sporting organisations in the country and gain invaluable insights.

“The calibre of companies selected is a testament to Queensland’s thriving innovation ecosystem. The pitches we’ve seen so far have been exceptional, demonstrating innovation and forward-thinking solutions. We have no doubt that they will successfully tackle the business challenges proposed by the NRL,” said Vogel.

“There are 12 NRL staff who are directly contributing to the program. This is a great opportunity for the SMEs to collaborate with some of the best and brightest in professional sport,” added Vogel.

The eight successful recipients include:

- **Crowd Canvas:** A real-time customer engagement platform for event-based industries.
- **Myriad Studios:** Specialising in LiDAR, Cyber Scanning, Texturing, Photogrammetry, and Drone Capture for VFX, film, and game applications.
- **Talk All Sport:** Bringing innovation and technology to the world of sport through a speech command device, and foldaway trailer mounted LED scoreboards.
- **WearOptimo:** Next-gen wearables, improving the future of personal health.
- **Imagine Realities:** Innovating through AR, VR, and game development solutions for enterprise.
- **Cool Beans Underwear Pty Ltd:** The world’s first scientifically designed medical device underwear, optimising men's health.
- **Fempro Armour:** Protection gear for injury prevention for impact sports, high-risk frontline and healthcare.
- **Cérge:** A set of companion technologies delivering societal change ensuring we are all more welcoming and inclusive of disability.



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The eight recipients will receive \$25,000 each (excluding GST) in funding to participate in the program over 10-weeks , ending in a showcase event during the 2025 NRL Magic Round in May.

A selection panel consisting of Advance QLD, NRL, and ASTN shortlisted candidates based on their alignment with NRL priority areas and the level of innovation in their technology.

“We’re looking forward to facilitating this program and working closely with the selected companies and the NRL to help pilot their ideas, provide mentoring, and offer our expertise in terms of helping these businesses to scale.”

“It’s also great to see that several of the recipients are ASTN alumni, including Fempro Armour, Cool Beans Underwear, Talk All Sport and Myraid Studios – having participated in ASTN’s programs, events and initiatives. This highlights the quality of our activities in terms of cultivating top-tier startups,” concluded Vogel.

For more information, please visit [HERE](#).

Read more here: [ASTN kicks off 2025 NRL Magic Round Tech Sprint](#)

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Media Enquiries

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About Australian Sports Technologies Network Ltd

Australian Sports Technologies Network (ASTN) provides leadership in the commercialisation, development, and promotion of Australian-inspired Sports Technologies. Established in 2012, ASTN is today a world-leading pioneer with over 750 organisations in its national network across the landscape of Sports Digital, Sports Research, Stadium/Venues, Media, Entertainment, eSports, Human Performance, Fan Engagement, Sports Data, Artificial Intelligence in Sports, Sports Equipment, Sports Smart Apparel and Sports Universities. For more information, please visit www.astn.com.au.

About Advance Queensland

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