



PRESS RELEASE

etrainu and ASTN create exclusive on-demand content for new wave of sportstech entrepreneurs

MELBOURNE – 13 APRIL 2023: Australian Sports Technologies Network (ASTN), the leading industry body for sports technology and innovation, has partnered with etrainu to offer three key ASTN pre-accelerator eLearning modules to Australia's newest sportstech entrepreneurs – allowing them to tap into a rich ecosystem of world-class industry backed and endorsed content, from anywhere at any time.

etrainu are world leaders in the eLearning industry, dedicated to making a real impact on a community level, through the power of education. Founded in 2007, etrainu has grown to over two million learners benefitting from hundreds of industry tailored courses.

ASTN's pre-accelerator program supports start-up entrepreneurs to validate their on or off-field sports and technology business idea against competitors, vendors and VCs or simply gain an introduction to innovation processes within sportstech.

ASTN launched the 'Business of Sport' Pre-Accelerator Program in 2021 to meet widespread interest from applicants who applied for ASTN's well-established accelerator but who were deemed 'too early'. The ASTN program has been the first and only sportstech industry-specific program in Australia and in the APAC region.

The new eLearning modules will be available to sports entrepreneurs including researchers, athletes, sports industry managers, practitioners and administrators from national and state sporting organisations or corporates who prefer self-paced learning. The modules will include learning content, videos including interactive knowledge questions and multiple-choice reviews and will be available to past-program participants wanting to refresh their knowledge.

Through the etrainu platform, ASTN learners can consume content anywhere, at any time, and on any device. Through a sophisticated learning management system and engaging online courses, etrainu is changing the way we learn.

Until now, the ASTN Pre-Accelerator has have been offered as a 10-week program over 20 sessions. ASTN recognises that on-demand content will give more people access to the programs, without any time or location constraints – giving participants the opportunity to access these programs in their own time and the ability to revisit valuable information.

"Participants will be able to start their innovation journey by tapping into a rich ecosystem of world-class content, mentors, and industry connections. Our programs have proved to save entrepreneurs time, reduce effort and build new pathways. And we're looking forward to giving more people access to these programs through digital training, to further support and build Australia's \$3.1bn sportstech industry," said Dr Martin Schlegel, Chair, ASTN.



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“At ASTN we’re always looking to innovate and find new ways to engage and connect with entrepreneurs that have a passion for sports technology and innovation. Our new eLearning modules for our pre-accelerator programs will enable us to tap into a new pool of talent that can’t commit to a 10-week program, and we’re looking forward to seeing what opportunities that will bring,” added Dr Schlegel.

“We’re excited to work closely with ASTN to deliver on-demand training for pre-accelerator participants, and we are proud to give more people access to a program that is so highly regarded in the industry. This will be a world first for the sportstech industry and we look forward to seeing a new wave of talent and innovation come out of this partnership,” said Cam O’Riordan, VP Sales & Revenue, etrainu.

The ASTN pre-accelerator on-demand e-learning modules will be available in FY24, and will cover three modules including, Cluster of Innovation, Research to Innovation and Promoting, Leading and Financing. More information will be posted on the ASTN etrainu Education page once available: <https://www.astn.com.au/education>

ENDS

MEDIA ENQUIRIES

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ABOUT ASTN

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 500 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 ETRAINU

etrainu are leaders in community education solutions. Through a sophisticated learning management system and engaging online courses, etrainu is changing the way we learn. Founded in 2007, etrainu has grown to over 2 million learners benefitting from hundreds of industry tailored courses. etrainu have partnered with some of the largest sports organizations in the world, including US Youth Soccer (USYS), American Youth Soccer Organization (AYSO), PGA Tour, Gymnastics Australia, Hockey Australia and Surf Life Saving Australia.