

Early-Stage Pre-Accelerator

No one can pick winners but the ecosystem produces them



The Business of Sport

The Australian Sports Technologies Network (ASTN), in collaboration with the Global Sports Innovation Center (GSIC) powered by Microsoft, is proud to introduce "The Business of Sport" Pre-Accelerator Program. Recognising the gap in support for tech entrepreneurs, students, researchers, and practitioners who are in the early stages of their journey, ASTN has developed this program to address three critical areas that often receive limited attention during the initial phases of development:

1. Customer Discovery
2. Market and Competitor Analysis
3. Business Model Development

Who Can Apply?

This pre-accelerator program is open to startup founders, entrepreneurs with an athlete, practitioner or research background or intrapreneurs of sports organisations or businesses who have a technology-based idea, consider establishing a business or develop a minimal viable product (MVP).

20 SESSIONS

6 MODULES

10 WEEKS



Commercialisation

Turn sports tech ideas into market-ready products.



Translating R&D

Convert R&D insights into actionable business strategies.



Validation of Ideas

Techniques for testing and validating market-fit ideas.



Organisational Ambitions

Align business goals with long-term organisational visions.



Administrative Necessities

Key administrative processes for supporting growth.



Learn from the Best

Insights from industry leaders and successful entrepreneurs.

For further details and to access the application form please visit
www.astn.com.au/early-stage-mentoring

Program Delivery

The program will be delivered online and combined group sessions with one-on-one meetings with a mentor. Each participant will have access to the Microsoft TEAMS platform for mentor interaction, content and program delivery as well as for an additional period after program completion.

Program Structure

The program will be a 10-week cohort-based educational program consisting of six (6) modules. Two sessions will be conducted each week for a total of 20 sessions plus an optional office hour each week. A core focus of the program will be to support startup entrepreneurs to validate their sportstech business idea against competitors, vendors and VCs whilst intrapreneurs gain insights on how to embed such innovation practices into their organisation.

Additional Program Details

In between each module, participants will have the opportunity to 'Learn From the Best' by participating in interactive Q&A sessions with founders and leaders of successful international and Australian sports businesses. Whilst Australian-born sports technology have traditionally focused on human performance technologies related to on-field activities, the 'Business of Sport' program aims to broaden its scope. Based on the idea that sport is an application rather than a sector, technology applications including software/apps, machine learning, artificial intelligence (AI), block chain, advanced manufacturing, robotics, Internet of Things (IoT), big data analytics, augmented /virtual reality, 3D-printing, advanced materials, genomics & life sciences (including biotech & medtech) as well as autonomous systems are welcome to this program.

Priority-access Funding Partners



Department of
Jobs, Tourism, Science
and Innovation



Queensland
Government

Program Fees and Terms & Conditions

A nominal fee of \$500 plus GST will be charged to qualifying participants from VIC, NSW, TAS, SA, NT and ACT that are accepted into the program subject to specific selection criteria. **Startups from QLD and WA enjoy priority access.** For further details on fees for applicants please contact ASTN. Payment details will be provided once the cohort has been selected and an offer of a place has been accepted. **Participants will need to accept the program T&Cs prior to commencement.** ASTN also encourages participants to sign up for an ASTN membership to enjoy continued access to ASTN resources and benefits beyond completion of the program <https://astn.com.au/membership/>

Content Delivery Partner



Venture Capital Partners

