



Australian Sports  
Technologies Network

**ASTN**  
**GSIC**

**PRE ACCELERATOR  
PROGRAM**  
*The Business of Sport*  
**COHORT 1**

**GSIC**  
Global Sports Innovation Center  
Powered by  Microsoft



launchvic

**'The Business of Sport' Pre Accelerator Program  
is proudly supported by *LaunchVIC***



The Australian Sports Technologies Network (ASTN) in partnership with Global Sports Innovation Center (GSIC) powered by Microsoft is to deliver 'The Business of Sport' Sports Tech Pre Accelerator Program in Melbourne. The program will be delivered in the period 29 September - 9 December 2020.

This Pre Accelerator is Cohort 1 of 4 Cohorts to be conducted in the period September - December 2022.

### **WHO CAN APPLY**

This Pre Accelerator Program is targeted at Start-up Entrepreneurs and founders who have a technology-based idea and consider to establish a business developing a Minimal Viable Product.

Suitable applicants from Victoria will have priority access to this program, but applications from interstate-based entrepreneurs are also welcome.

### **APPLICATIONS**

Applications are now open for Cohort 1 and close at midnight on Sunday 20th of September 2020

Click the link below for the ASTN-GSIC Pre Accelerator Application Form:

[ASTN-GSIC Pre Accelerator Application](#)



## The Program

The program will be a 10-week cohort based pre accelerator educational program consisting of 6 modules. Two sessions will be conducted each week for a total of 20 sessions.

*A core focus of the program will support Startup Entrepreneurs to validate their on or off-field sportstech business idea against competitors, vendors and VC.*

A course overview is included below. For specific questions, please contact John Danaher via email [john.danaher@astn.com.au](mailto:john.danaher@astn.com.au) or call on **0400 113 375**.

## Program Delivery

Cohort 1 will be delivered online and continue to be presented in accordance with the COVID19 restrictions in place during the period of the program. Each selected participant will have access to the Microsoft TEAMS platform for mentor interaction, content and program delivery as well as for an additional period after the program is completed. In addition to ASTN's domain experts other specific industry specialists include GSIC powered by Microsoft, Pitcher Partners (Finance), Madgwicks (Lawyers), Mik and Joe Creative (Marketing), Sports Tech World Series (Market Research and Validation) and VARCIS Group Ltd (Investment and Asia Market Entry Partner) who actively support program delivery.

## Program Fees

A nominal fee of \$500 plus GST will be charged to each participant that is accepted into the program.

Payment details will be provided once the Cohort has been selected and an offer of a place has been accepted.

## Actual Course Program

The course program will be released to applicants on request.

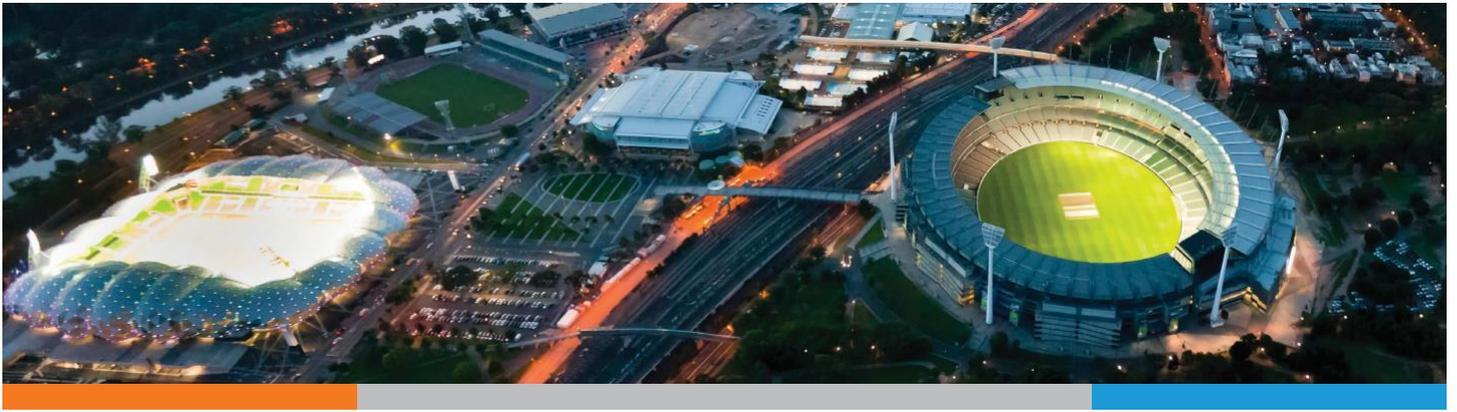
## ASTN Membership

Cohort members will be allocated a twelve-month ASTN membership from the commencement of the cohort.



## Key Dates

<p>1</p> <p><b>Sunday 20 September 2020</b></p> <p>Applications close at midnight Sunday 20 September 2020</p>	<p>2</p> <p><b>Wednesday 23 September 2020</b></p> <p>Cohort selection completed</p>	<p>Applications</p>  <p>Applicants are to apply via the form available at the following link which is also located on the ASTN web site at <a href="http://www.astn.com.au">www.astn.com.au</a></p> <p>Any questions regarding the program should be addressed to: <a href="mailto:john.danaher@astn.com.au">john.danaher@astn.com.au</a> or call on <b>0400 113 375</b>.</p>
<p>3</p> <p><b>Wednesday 23 — Monday 28 September 2020</b></p> <p>Cohort Set-up</p>	<p>4</p> <p><b>Tuesday 29th September — Wednesday 9th December 2020</b></p> <p>Program delivery</p>	



## Pre Accelerator Program Overview

The Australian Sports Technologies Network (ASTN) in partnership with the Global Sports Innovation Center (GSIC) powered by Microsoft will deliver the Pre Accelerator Program 'The Business of Sport'.

Based on fielding a number of applications for its well established accelerator which were deemed 'too early', the ASTN identifies a need to work with tech entrepreneurs, students, researchers and practitioners to address the three common themes that appear to only get limited attention early on:

1. Customer discovery,
2. Market/competitor analysis,
3. Business models.

Therefore, the GSIC-ASTN partnership will facilitate a 10-week cohort based pre accelerator educational group program consisting of 6 modules (modelled on leading global curricula):

- 1 Cluster of Innovation & Commercialisation Process
- 2 Research & Innovation
- 3 Validation of Business Idea
- 4 Organisational Ambitions
- 5 Administrative Necessities
- 6 Learn From the Best

The program will require a 2-session per week commitment from participants.

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 leading international and Australian sports businesses who have 'been there - done that'.

Whilst traditionally, Australian-born sports technology has focused on 'on-the-field' human performance technologies, 'The Business of Sport' attempts to widen the eligibility to include fitness, wellness and health and extend beyond sports performance to off-the-field technologies. 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 the GSIC-ASTN program. As such, 'The Business of Sport' Pre Accelerator Program looks to welcome themes like fin-tech, cyber- security, health-tech, facility & infrastructure, media, broadcasting and government as they find application in sport.

Furthermore, where applicable, applicants will be introduced to the notion of sport as a validation platform with a view to identify opportunities to expand or exit into other verticals. Such opportunity for spill-over or diffusion of knowledge is regarded of particular importance in order to assist more Victorian startups to ultimately embrace the 'Born Global - Die Local' philosophy and benefit from the global GSIC-ASTN partnership as they progress from educational pathways at vocational or tertiary education institutes, via the pre-accelerator to respective GSIC-ASTN accelerators and/or other global expansion programs.

Consequently, 'The Business of Sport' Pre Accelerator Program looks to interlink with local Victorian partners for recruitment and cross pollination, in order to prepare the next generation of founders and tech entrepreneurs for their journeys, with a view to someday create some of the best and most exciting stories in the global sports technology industry.