

# **Australian Sports Technologies Network (ASTN) Accelerator Cohort 9 Applications now open!**

Applications are now open for the Australian Sports Technologies Network (ASTN) Accelerator Cohort 9 supported by LaunchVIC!

This is the chance for your start-up to access free guidance and advisory from industry experts within and associated with the ASTN. The program has already accelerated 32 companies over the last 4 years, raising USD \$5.8 million and combined revenue of USD \$50 million offshore and locally; your company could be next!

---

## **Why should you apply?**

The ASTN has unmatched knowledge of the Sports Tech Industry in Australia and this is complimented by an extensive network / connections and entrepreneurship education both within Australia and overseas.

The program will help you to:

- Assist in developing an innovative business model, that is sound & prepares your company to scale,
- Improve the market readiness of your company,
- Accelerate your companies time to market, and or
- If your company already has a product and market, assist in your ongoing development and expansion with Australian and overseas.

During the program you will receive:

- A dedicated advisor, and access to the broader ASTN export pool.
- Up to approximately 40 hours free advisory from an experienced sports technology advisor over a 16–20 week period (2 hours per week).

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

1. Development of a strategic action plan on what can be reasonably achieved over the advisory period.
2. Assistance in validation of market opportunity.
3. Application of the “Lean Launchpad” methodology as a tool to develop a minimal viable product.
4. Market research / intelligence gathering.
5. Access to ASTN’s training and educational material.
6. Validation of your technology product/service/platform/hardware.
7. Introductions and meetings with aligned organizations in the sports tech eco-system (as possible partners, customers, and service providers).
8. Assistance in preparation of pitch decks for investor presentations.
9. Facilitating presentations to VC and possible investors

---

### **Criteria for Selection**

If you are a sports technology start-up (means a technology-based business with high impact potential, that uses innovation and or addresses scalable markets, and your product / service / platform / hardware is driven by technology)

- (a) Is a Sports Tech Business.
- (b) Has been established for at least 12 months.
- (c) Has a minimum of 2 full time equivalent team members in the business,
- (d) Is a company registered in Australia, and
- (e) Is assessed by the ASTN as having established a scalable business model.

---

### **How to Apply**

Applicants will be required to prepare a pitch deck and return to [john.danaher@astn.com.au](mailto:john.danaher@astn.com.au) by midnight **Sunday the 31<sup>st</sup> of January 2021.**

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

- Elevator pitch
- Business Model
- Traction / validation
- Revenue Model
- Market opportunity
- Market & Growth Strategy
- Target market
- Team
- The Problem being solved
- IP Position
- Product / Service / Platform / Hardware
- Competition
- Investment “Ask” (as a guide only)

Applicants may attach up to two (2) pages of pictures, diagrams and flow charts and a video of no more than three (3) minutes if it assists explaining the business further (this is optional).

We invite sports technology start-ups or companies that wish to focus on specific aspects of their development (e.g. sports digital, advanced materials, sports performance & wellness applications suitable for participants and all abilities, and that your product/service/platform/application is driven by technology) to apply for positions available for the 9<sup>th</sup> intake of the Accelerator Program over the **period 8 February – 25 June 2021**.

Applications are now open for Cohort 9 and close **midnight Sunday the 31<sup>st</sup> of January 2021**.

---

### Key Dates

- **Monday 11 January 2021** – Applications open.
- **11-31 January 2021** – Applications to be assessed and followed up as required.

- **2 to 5 February 2021** – Cohort 9 selected and applicants notified.
- **8 February 2021** – Cohort 9 commences
- **25 June 2021** – Estimated completion date

Any questions regarding this opportunity should be addressed to:  
[John.danaher@astn.com.au](mailto:John.danaher@astn.com.au) or call on 0400 113 375.

Successful applicants will have to hold an up to date ASTN membership during the period of the program.

The ASTN does not provide successful applicants with financial support as part of this program nor does the ASTN seek equity from any successful applicant that participates in the program.