

## Sports Tank creates platform for sports technology startups

Building on the success of the previous four years, TPG Sports Group has expanded its program significantly to continue its commitment to enhancing sports innovation. In its evolution, Sports Tank Innovation Studio will provide a year-round development platform offering mentorship, resources and exposure to sports technology startups.



Designed as an ongoing initiative, Sports Tank Innovation Studio will help startups achieve breakthrough growth by focusing on three key areas:

- Exposure: Showcasing startup companies at the NBA All-Star Weekend Demo Day
- Resources: Connecting startups with influencers, investors and industry experts
- Mentorship: Hands-on advising and boot camp style training retreat

A major highlight of the program includes the Sports Tank Innovation Studio Demo Day which will take place during NBA All-Star Weekend in Charlotte, North Carolina. TPG is excited to partner with SportTechie, a global resource devoted to the intersection of sports and technology. At this invite-only event, participants will gain access and exposure to the sports industry's biggest executives, athletes, brands and investors.

As a key partner of Demo Day, SportTechie will provide industry programming to the event. SportTechie CEO, Taylor Bloom, will facilitate an insightful discussion with a special guest soon to be announced.

In addition to exposure, startups will be provided with hands-on advising and consulting on business development, partnerships and market strategy. Program participants will receive monthly mentorship in addition to an intensive boot camp retreat at the culmination of year one. Companies will also have access

the Sports Tank network of investors, industry executives and events. Business development will be supported by connecting and exposing startups to influencers (industry experts, athletes) who align with a shared vision.

Startups of any stage and geographic location are strongly encouraged to apply. The deadline to apply is December 2018. Startups will be selected in January 2019 and will not have to relocate to participate in the program.

To apply for Sports Tank Innovation Studio, go to <http://tpgsportsgroup.com/sportstank>

For more, visit: <https://www.bizcommunity.com>