



Sports Innovation Lab Enters into Global Partnerships with leAD Sports and Le Tremplin by Paris&Co to Support Sports-Tech Growth Through Market Research

BOSTON -- Sept. 27th, 2018 -- Sports Innovation Lab, a software powered market intelligence group, is today announcing global partnerships with European leaders leAD Sports and Le Tremplin, the sports innovation platform of Paris&Co, to support sports innovation. The three organizations will work together to identify and support emerging sports-tech companies that will address the needs of global sports fans. Through the partnerships, startups that are a part of leAD Sports and Le Tremplin will access Sports Innovation Lab's software platform and expert analysts to obtain objective data and insights, alongside participating in joint webinars and events to educate sports-tech leaders about emerging trends.

leAD Sports is a global powerhouse for sports tech entrepreneurship and investment. Based in Berlin, the leAD Sports Accelerator has kicked off its second program in early September, which runs until the end of November.

Le Tremplin, the sports innovation platform of Paris&Co that launched in 2014, is currently mentoring more than 60 sports-related startups and works with 27 partners from the private and the public sector in Paris, France.

In addition to accessing Sports Innovation Lab's software, leAD and Le Tremplin will contribute valuable local insights and data to ensure global trend-spotting is more accurate and complete. Each partner appreciates that the global sports-tech market has strong potential to act as a testing ground and influence adjacent markets like healthcare, smart cities, and media.

"We founded Sports Innovation Lab because the sports-tech market is complicated, expansive, and growing rapidly," said CEO and co-founder of the Sports Innovation Lab, Angela Ruggiero. "This collaborative effort will bring clarity and focus to the global market, helping us provide the world's most trusted and comprehensive source of data on sports technology and the future of sport."

"At leAD, we're committed to building the future of sports," said co-founder & CEO of leAD Sports Christoph Sonnen. "Our goal is not only to nurture remarkable sports startups but also identify market trends and new technologies, making this partnership extremely valuable. We're looking forward to working with Sports Innovation Lab and Le Tremplin."

“Le Tremplin by Paris&Co was created with global ambitions. In 2015 we had 6 percent of foreign startups incubated at Le Tremplin and we now have over 10 percent,” said Omar El Zayat, the director of Le Tremplin. “Working hand in hand with Sports Innovation Lab and leAD will help our organizations get a better understanding of the rapidly changing global sports market’s expectations and how to best meet them collaboratively.”

#

About The Sports Innovation Lab

The Sports Innovation Lab evaluates and identifies the technology products and services that will power the future of sports. The Boston-based, market research and advisory firm uses data analysis from its software platform to reveal compelling stories that mobilize global partnerships among startups, investment capital firms, and corporate influencers. The Sports Lab derives additional insights from a world-class network of international advisors across a wide range of industries and through strong partnerships with leading universities. With a deep focus on the ever-changing world of sports technology and innovation, the Sports Lab showcases what is possible today so its clients move with clarity and confidence into the future.

www.sportsilab.com

About leAD Sports

leAD is a global powerhouse for sports tech entrepreneurship and investments. It was initiated by the grandchildren of Adi Dassler together with a unique group of shareholders who are experts in the fields of venture capital, business, sports business and tech. It consists of the following elements:

The leAD Sports Accelerator targets seed stage companies with innovative products, services and business models in or applicable to the realm of sports. This next-generation accelerator model with tightly aligned support for entrepreneurs and a linked fund that will capture value from the accelerator’s leading companies creates an unprecedented ecosystem for sports technology value-creation.

The leAD Business Builder manages all the leAD portfolio investments into the companies that come through the leAD Sports Accelerator. The team not only provides the direction and guidance for the follow-on investments but also helps the companies tackle tricky issues that come up at the crucial development stage of the startups.

The ADvantage Sports Tech Fund intends to invest in early stage technology companies aimed at reshaping how we play and experience sports. Backed by leAD Sports and OurCrowd, the leading global equity crowdfunding platform, ADvantage, a 50 million \$ fund, will leverage a strong global network to source leading opportunities in the spaces of fan engagement and experience, connected athletes and communities, and derivative sports.

About Le Tremplin by Paris&Co

Le Tremplin - "springboard" in French - is a Sports Innovation platform launched by Paris&Co in 2014 in Paris, France. Le Tremplin has since grown into a dynamic hub which brings together more than 60 sports-related startups, 27 large corporate and institutional partners around mentoring, workshops, conferences and events. Its goal is to help startups grow while instilling innovation into its partners core strategy. Le Tremplin contributes into developing a true culture of open innovation, closely monitoring disruptive changes and new client expectations in the field of sports.

The founding partners of Le Tremplin are: NIKE, PwC, Société Générale, MAIF, Française des Jeux, CMG Sports Club, LEPAPE, Amaury Group, Neones and the major institutional partners are: The City of Paris, The French Ministry of Sports, The French National Olympic and Sports Committee and the National Institute of Sport Expertise and Performance.

Paris&Co is the economic development and innovation agency of Paris. With a mission to support the innovation ecosystem, it's involved in the incubation of more than 400 startups per year, the experimentation of innovative solutions, organising national and international events and identifying and assisting the relocation of foreign startups. Paris&Co carries this out in an open-innovation dynamic, working closely with more than 120 major corporations and institutional partners.

PRESS CONTACTS:

Hela Sheth for Sports Innovation Lab
hela@katalystcomms.com

Fernanda Bartels for leAD Sports
fernanda@leadsports.com

Anne-Charlotte Alfonsi for Paris&Co
contactpresse@parisandco.com

Maryline Ottmann for Le Tremplin
maryline.ottmann@parisandco.com