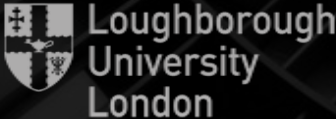




**SPORT
TECH
HUB**

SPORT TECH HUB

Cohort 3 application pack



**Embedding and
accelerating
innovation in
physical activity
across
London.**

**SPORT
TECH
HUB**

Overview of London Sport & Sport Tech Hub

Physical inactivity is a worldwide epidemic. Across the globe, insufficient activity is one of the leading risk factors for death, with one in four adults failing to be sufficiently active. London is by no means immune from this, with 23.7% of the capital's population classed as inactive.

London Sport exists to make London the most physically active city in the world, and has a long-standing track-record of backing pioneering solutions that work to support Londoners to be more active. This is achieved and supported through key partnerships with the Mayor's Office, Sport England and London's 33 boroughs.

London Sport's Sport Tech Hub is a 24-week programme that looks to accelerate the most promising physical activity innovations from across the European capital of sport tech, London.

The Sport Tech Hub programme connects startups directly to the London Sport network, helping them develop and grow their product.

The programme has been designed by industry specialists to provide startups with actionable insights and knowledge to accelerate businesses in their first three years of operation. This includes a series of workshops, structured mentor relations, events and access to London Sport's expertise.

Find a summary of our 2018/19 programme, including what to expect this year [here](#).

Programme Overview

We're looking for startups in the following categories.

**Not sure where you fit it in? Book a call to discuss your application [here](#)*



1. Children, young people and families

We're looking for the most innovative solutions that get children and families more active. From working with schools to helping children be more active throughout their school life, and solutions that enable the whole family to enjoy being active.

2. Active ageing, social prescribing and managing long-term conditions

Healthy living is at the forefront of the London agenda. Data shows that healthy life expectancies in the capital vary enormously, from among the country's highest in some areas to almost its lowest in others. We're after solutions that enable more Londoners to live active lives regardless of their ability.



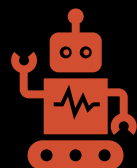
3. Creating an urban playground

Building on work that London Sport has conducted in different areas and communities across London, we're looking for approaches that enable Londoners to get outside and be more active. This can be solutions that remove active travel barriers through to approaches that enable and incentivise the population to use local parks and facilities.



4. Re-imagining physical activity

London is at the forefront of technology, with innovative startups transforming the property and financial sectors. We're looking for businesses that are applying the most exciting technology (AI, mixed reality, geospatial, blockchain, biometric, deep tech) to transform how people get active.



Partners



Collaborators



Testimonials

Sport Tech Hub has brilliantly combined hands-on practical support, advice and connections with a strong peer-to-peer and alumni ethos. Sessions are focused and structured around a well-rounded, clearly-defined programme. Engagement from London Sport's wider team, not least its Relationships Managers, as well as its public and private sector partners mean this is a hugely effective way of testing and iterating your value proposition and gathering applied, real-world learning. I cannot recommend it highly enough.

Scott Cain, Founder and CEO, RunFriendly

The London Sport Sport Tech Hub was invaluable for growing our business. Weekly, day-long workshops provided the 101 knowledge in each of the key areas of setting up a business. The team at London Sport have a black book that can connect you with everyone you need to know to grow your business. Most importantly, the ethos behind the hub encouraged each of the 12 startups to truly, consistently and effectively collaborate. We were continually reminded. It's going to be the ability to build mutually beneficial partnerships that is going to determine the success of each of our startups and most importantly for sport & activity to be able to make a significant contribution to the health and happiness of London in the face of competition from other leisure opportunities.

Matt Willcocks, Founder and CEO, Deuce Tennis

Benefits of Sport Tech Hub

Education

Development Workshops

Tailored sessions designed to provide you with the skills you need to grow.

Strategic Mentoring

A London Sport account manager and access to a pool of external mentors.

Industry Insights

Access to the latest sector research.

Network

Investors

We'll help you get investor ready and meet leading investors in the sport, health, tech and fitness space.

Industry experts

1:1 sessions with industry experts spanning both the public and private sector.

Local Authorities and National Governing Bodies

Our network consists of London and UK-wide Local Authorities and National Governing Bodies. We'll help you secure commercial opportunities with them.

Resources

Workspace

Access to the House of Sport and Sport Tech Hub co-working space.

Alumni Support

Ongoing promotion and networking support post programme.

Events

*Sport Industry Group brunches and involvement in events such as **Active London** and **Elevate**.*



A Successful Candidate

We're after startups that have been founded within the past three years and have a product that can get Londoners healthier and more active.

You must have a product (hardware or software) that has been launched or that you are planning on launching by the end of 2019.

Adaptable

You must be adaptable as a founder and willing to learn.

Scalable

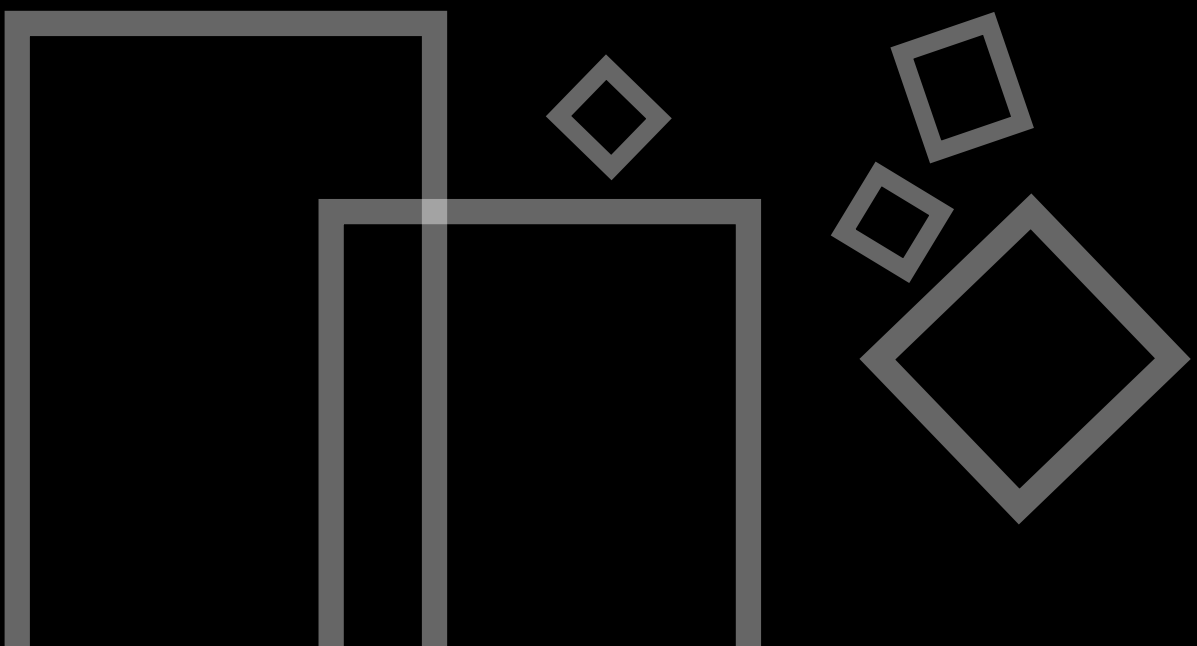
Your product may not have been tried or tested yet, but you must be ready to run pilots and trials across the capital.

Impactful

At the core of your proposition must be the desire to get people to be more active.

Tech based

Your product must include tech elements.



Application Process

20 May

Applications open

1

Application form

Complete the Sport Tech Hub application form which can be found [here](#)

Please complete the application form with as much detail as possible, considering what Sport Tech Hub looks for in a successful applicant (as outlined above).

Your written application will be used during the shortlisting and judging processes.

The application form provides an opportunity to attach your pitch deck, and a visual opportunity to present your product / service.

The whole process should take no longer than two hours if answered in detail.

If you have any queries regarding the Sport Tech Hub application process please email patrick.colbeck@londonsport.org.

All applicants will receive notification of shortlisting by 10 July.

7 July

Applications close

10 July

Shortlisting confirmed

18 July

Judging day
Category 1 & 2

2

Judging panels for shortlisted entrants

20 applications will be shortlisted for the Sport Tech Hub judging panels. Five applications per category.

Sport Tech Hub judging panels include three industry leaders in their fields, providing all shortlisted applicants the opportunity to get their products / services in front of key industry stakeholders.

All shortlisted applicants will be required to attend the judging panel in person for a three-minute pitch and 15-minute Q+A session with the judges.

19 July

Judging day
Category 3 & 4

22 July

Acceptance
notification

3

Accepted startups

Out of these 20 applicants, a maximum of 12 will be selected to join the programme.

All applicants will receive notification of acceptance by 22 July.

4 August

Acceptance deadline

You will then be shared a contract to confirm your acceptance on to the programme and shared more details about the programme. The programme will commence on 4 August.

Key Dates and Info

**Make sure to save
these dates**

07/07/2019
Applications close

10/07/2019
Shortlisting confirmed

18/07/2019
Judging panel day 1

19/07/2019
Judging panel day 2

22/07/2019
Offer shared

04/08/2019
Offer deadline

25/09/2019
Launch day

26/09/2019
Mentor match day

11/12/2019
Partner day

25/03/2020
Demo day

APPLY HERE

Programme fee £140 + VAT
per month

**Unsure which category
to apply for? [Book a
call here](#)**

**Sport Tech Hub
sessions occur every
Wednesday from
25/09/2019 –
25/03/2020**

Terms and conditions

1.Application: applications must be submitted via the **F6S platform** and completed in full. Incomplete applications forms could result in disqualification.

2.Entries: entries are limited to one per business

3.Application closing date: the Sport Tech Hub accelerator programme is open for application until 23:59 GMT, 7 July 2019. Entries after this time and date will not be counted.

4.Notifications: by entering an application and providing a contact email address, entrants opt in to receive future email alerts Sport Tech Hub and any further iterations of it. Email addresses will only be used for communications about Sport Tech Hub and will NOT be shared with other organisations, unless clearly stated within the application form. More information about London Sport's privacy policy can be found **HERE**. Both successful and unsuccessful applicants will be notified of the status of their applications via email.

5.Support: equal support for all applications will be given if requested via email.

6.Shortlisting: 20 applications (five applications per Sport Tech Hub category) will be shortlisted for the Sport Tech Hub judging panels to be held w/c 8 July 2019. Shortlisting will be based on information provided via the application process only.

7.Acceptance: successful applicants will be notified via email and requested to join a call with the Sport Tech Hub team to discuss their involvement with the accelerator programme.

8.Attendance: successful Sport Tech Hub applicants are strongly expected to attend all Sport Tech Hub workshops.

11.Press: successful Sport Tech Hub applicants will be required to take part in promotional activities before, during and after the Sport Tech Hub accelerator programme. Specific communications advice will be given to ensure every participant is comfortable in their communications involvement.

9.Intellectual property: the intellectual property included in any application will remain with the applicant and any arrangements they have made with their group or previously involved parties. It is the responsibility of the entrants to confirm that they have the right to exploit the intellectual property contained in their application and to take appropriate steps to protect it. London Sport is not liable for any entrant's breach of a third party IP.

10.Programme cost: Sport Tech Hub is an equity free programme. However, the programme costs £140+VAT per month.

11.Costs incurred: London Sport will not reimburse the costs associated with taking part in the Sport Tech Hub programme (such as travel expenses).

12.Rejections: London Sport reserves the right to reject any application

13.Confidentiality: submitted applications and the content they contain will remain confidential throughout the shortlisting and judging process. Judges involved in the Sport Tech Hub judging process will be required to sign non-disclosure agreements to ensure the confidentiality of all information shared in applications.

14.Copyrights and permissions: if an entrant uses copyrighted materials and/or images from a third-party in their application, they must obtain permission and authorization in advance from the owners to use this material.

15.Changes: London Sport reserves the right to make any changes to the important dates and terms and conditions of the challenge. Finalists will be sent electronic notification of any changes within at least 48 hours of them being made.

16 Confirmation of understanding: application submission implies acceptance of these terms and conditions. London Sport reserves the right to refuse to award acceptance onto the Sport Tech Hub programme to anyone found to be in breach of these terms and conditions.