

# SPORTSTECH DENMARK



Idrættens  
Innovationslab



Dansk Industri

Dansk  
Design Center

INDUSTRIENS  
FOND  
FREMME  
DANSK  
KONKURRENCEVNE  
The Danish Industry Foundation

## SportsTech Denmark: Kick-Off Meeting 2 December 2019 14:00-17:30, Industriens Hus

Registration deadline: 25 November 2019

**Calling** all companies and start-ups working within Sports Technology. Dansk Industri, Dansk Design Center, and Idrættens Innovationslab invite you to take part in the launch of the new network for Sports Technology: SportsTech Denmark.

The launch takes place on 2 December 14:00-17:30 at Industriens Hus.

We are very proud to announce that HE The Crown Prince of Denmark will participate in the launch of the network.

### SPORTSTECH DENMARK

SportsTech Denmark is a new network for all companies, start-ups, and stakeholders working with solutions for sports. When being a member, you can participate in 3 annual network meetings focusing on different topics relevant to the industry as the latest trends, sports data or export tools. The network meetings' focus will differ from event to event.

You will also get the opportunity to meet stakeholders, companies, and start-ups within sports and sports technology, share knowledge and experiences while hopefully paving the way for new collaborations across sports and business.

Eventually, you will be able to access commercial guidance as a member of the network.

### STAY UPDATED ON LINKEDIN

You can join our group on LinkedIn, where we hope to create a common platform for all relevant actors.

Here, we will share the latest news and events in the SportsTech Denmark network — we do also encourage members to share news, facts, and trends relevant for enthusiasts in the Danish SportsTech community.

You can join the group by following this [link](#).

### TENTATIVE PROGRAMME

We will provide a full programme later on, but we do already know that HE The Crown Prince of Denmark will participate in the launch.

### PRICE: FREE OF CHARGE

It is free of charge to be a member of SportsTech Denmark giving you the opportunity to participate in events, get commercial guidance, and a strong network consisting of stakeholders, companies, and start-ups within sports.

### REGISTRATION

To register for the event, please use this link:  
[event.dif.dk/SportsTech](http://event.dif.dk/SportsTech)

The network is organized by Idrættens Innovationslab in cooperation with Dansk Industri and Dansk Design Center. SportsTech Denmark is co-funded by Industriens Fond.

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### WHAT IS SPORTSTECH?

Sports Technology (SportsTech) is a broad sector consisting of companies serving different parts of the sports value chain. While there is a large focus on traditional sports in leagues, teams, and advertising, niches in the sports technology sector are developing rapidly. Thus, the SportsTech sector spans from the more traditional solutions for athletes, arenas, and sports events to solutions within

- Social & Fan engagement
- Internet of Things (IoT)
- Data analytics
- E-sports
- Virtual reality / augmented reality
- E-sports
- Security
- E-commerce

On a global level, the SportsTech industry has an expected valuation of approx. 80 million US dollars in 2020. In the industry, there are 5200 SportsTech-start-ups registered globally, while 1500 of the start-ups are located in Europe.

### SPORTS IN DENMARK & IDRÆTTENS INNOVATIONSLAB

Denmark has a strong facilitation of sports. DIF represents 1.9 million members, 345,000 volunteers and several events for both professional and amateur sports. In relation to this, Idrættens Innovation-lab aims to support innovation collaborations between businesses and sports, strengthening both growth and employment among Danish companies and Danish sports.

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### CONTACT

If you want to learn more about SportsTech Denmark, please contact one of the organizers.

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