

The logo for leAD, featuring the lowercase letters 'leAD' in a white, sans-serif font on a green background.

SPORTS ACCELERATOR

Press release

Partnership Announcement StartupCon and leAD Sports Accelerator

Berlin and Cologne, Germany – On October 11, 2017 [StartupCon](#) is opening its doors for their fourth edition of their largest founder fair and conference taking place in Cologne. [leAD Sports Accelerator](#), the program focused on funding and supporting innovative early-stage startups from the broad commercial universe of sports, and StartupCon today announced their commercial partnership. At this year's StartupCon the 15 startups that will be chosen at leAD's Selection Days in July 2017 will not only get the chance to pitch in front of a top-level audience but also to present their business at their own exhibition booth. The decision which 10 startups will continue their journey in the leAD accelerator program until December 2017 and will get a 25.000 Euro investment will depend on their so far achievements and engagement as well as on their performance at the conference itself.

Timeline leAD Sports Accelerator:

The leAD process is different to that of other accelerator programmes: leAD is set up like a sports tournament with different phases leading up to the finale. On the "Selection Days", known as "quarter-finals" at leAD, 15 start-ups will be chosen for the programme from a total of 30. And out of these, around five teams will be eliminated on 12th October in the semi-final. The remaining ten start-ups will each receive financial support of 25.000 Euro. The "Demo Day" is called the "finale" at leAD. While all ten teams will be leaving the playing field as winners with follow-up funding, there will be another top prize awaiting the winner in the finale.

About StartupCon:

StartupCon is one of the leading conferences and fairs in Germany focussing on all aspects of entrepreneurship and recent economical startup trends. Professionals as well as new talents gather here. Nearly 800 pitches, 300 investors and 200 speakers will elaborate their ideas and about 50 content rich workshops will take place. Furthermore, 500 startups will present their ideas, technology and innovations to a broad audience of investors and other interested parties at the Expo and thousands of founders at the entire event.

leAD Sports Accelerator Management UG
Senefelder Strasse 16
10437 Berlin, Germany
Company Registry Amtsgericht Charlottenburg HRB 182524 B
Managing Director / Geschäftsführer Tim Krieglstein

The leAD Sports Accelerator is run by leAD International Sports Accelerator Ltd., Winterbotham Place, Marlborough & Queen Streets, P.O. Box N-3026, Nassau, The Bahamas, who is also responsible for this press release.

leAD



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For more information about leAD please contact:

Philipp Skroblin, PR & Communications, email: philipp@leadsportsaccelerator.com

If you want to learn more about the StartupCon 2017 please get in touch with:

Ralf Bruestle, Media24All UG, email: r.bruestle@media24all.de

Passion for sports – leAD Sports Accelerator: www.leadsportsaccelerator.com

Video – leAD Sports Accelerator – the Legacy: <https://vimeo.com/202071653>

Social channels

Follow us on Twitter: www.twitter.com/leADsports

LinkedIn: www.linkedin.com/company/lead-sports-accelerator

Become a fan on Facebook: www.facebook.com/leadsportsaccelerator

For more information and pictures in high resolution please get back to us.

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