

More information about the SportUp Boost Program!

Do you have a concept or prototype within the sports and health sector that you want to level up? With the SportUp Boost program, we support you in concretizing your business model and provide access to a broad network of knowledge and industry partners where you can test your concept or prototype within the sports and health sector.

The SportUp Boost program

The SportUp Boost program is the first step to bring your sports or health initiative to reality. We provide essential guidance and promote networking opportunities through AISS to nurture this.

- ✓ Specific support: Making the product-market fit by focusing on the sports and health niche.
- ✓ Startup workshops: a series of workshop days to accelerate your development and that of the concept.
- ✓ Coaching: practical and personal feedback from experts in the sports, health, and entrepreneurial fields.
- ✓ 3 months: a 3-month program to ensure guidance and validation.
- ✓ Validation time: between workshop days, there is time to further refine the business model and concept.
- ✓ Participation in an extensive network through AISS."

For whom is the SportUp Boost program?

For entrepreneurs with a focus on innovation in the field of sports and/or health! The program is designed for entrepreneurs who have a passion for innovation within this sector.

- Growth ambition: a clear demonstration of the ambition to grow your startup and make an impact within this niche.
- Diverse and complementary team: ideally a team consisting of at least 2 participants. However, incomplete teams are also welcome to apply.
- Based in the Netherlands.
- Market-driven: the product or service is driven by the wishes and needs of the specific market.
- Concept or prototype phase: within the program to further validate these.
- Initial business model: an early stage of the business model where thinking has been done about revenues and value creation within the market.
- Full ownership (or striving towards it).

Why SportUp Boost Amsterdam?

The Amsterdam Institute of Sport Science (AISS), the innovation center in the Amsterdam region, has a strong connection with knowledge centers and practical partners in the field of sports and health, such as knowledge centers, sports federations and associations, businesses, potential investors, and governments. Participation in the SportUp Boost program provides access to a broad network at AISS. The initiative can be validated with the right knowledge, test and/or field labs, and practical applications.

Upon completion of the program, you, with your start-up, will have access to the AISS network and may qualify for acceleration programs or funding.

Participating in SportUp Boost - How does it work?

- Throughout the year, participation in the program is possible. To participate in the March 2024 program, you can register until the end of January 2024.
- There is always an opportunity to have an initial intake interview to explore whether the SportUp Boost program could be beneficial for you.
- Review Panel and Selection
- At the beginning of February 2024, a team of experts will review the applications to determine which teams will participate in the 3-month program.
- Program Start
- If you are selected, the real work begins. The chosen startups receive personal coaching and participate in workshops to help them achieve success.



Register

Register for the program via the following official link!

Applications are processed through the Innovatrix platform. Below are the steps to sign up.

- 1) Create an account / log in.
- 2) Conform via e-mail
- 3) Log in and sign up for the SportUp Boost NL AISS – Pilot edition 2024.
- 4) Follow the steps and complete the registration."

The AISS network

