



## Sports Tech Startup Day: Pitching Your Company

Australia Sports Tech Startup and Investor Day is designed to give innovative grassroots businesses an opportunity to showcase their product to the broader sports tech industry. This can help to identify partnerships, clients, investors and more.

The 2025 Sports Tech Startup Day will give founders the opportunity to pitch their company via a short two-and-a-half-minute video. This video is **not** expected to be a slick highly produced promo video, it can be a simple smartphone recorded video of you explaining your product. You can choose what you'd like to include in your video pitch, however we encourage you to touch on the following:

- What you do and who it's for?
- Why is it important?
- What stage are you at and what your future looks like?

### Video Requirements

- No longer than 2min 30sec (longer videos will be trimmed)
- Landscape format (16:9) with captions preferred

### Submission and Deadline

- Videos are to be submitted to [startups@stws.co](mailto:startups@stws.co) (a transfer / download link is preferred for large files)
- One video per company
- Deadline: **3pm Friday 24<sup>th</sup> October**

Any questions, please contact [info@stws.co](mailto:info@stws.co)