



**Rohn Malhotra**  
Co-Founder

SportsTechX is a leading source for data & insights about Sports Tech startups and the surrounding ecosystem, with the overall goal to promote and grow the international ecosystem. SportsTechX supports selected startups and works with investors and organisations in sports and adjacent industries, offering services in the fields of innovation strategies, market intelligence and startup initiatives.

## **Five reasons why European Sports Tech rocks;**

### **1. Investments growing Year on Year**

- Investment is growing every year in Sports Tech at a steady pace, with 2019 reaching over EUR500m.
- Number of funding rounds is decreasing, but speaks to the fact that there are larger amounts being invested per round. The landscape is maturing, and with that maturation, the investors are making much larger, but more calculated decisions when it comes to investment.
- North America and China often dictate the investment market, but had a low year in 2019, with Europe experiencing a significant increase.

## **2. UK/London are important global markets**

- UK contains the second highest amount of startups, with 11% of the global share, double that of everyone below them except for Australia (7%).
- London is the largest city of sports tech in Europe.

## **3. Multiple Hubs across the region**

- The eco-system is very spread out, there's over 10 countries who have funded more than EUR25m in the last 4 years
- The Nordic region is steadily increasing its investment in sports tech and is an area to watch.
- Only two nations (Germany & France) have multiple cities in the top 15 most funded in the last 4 years, indicating the spread of wealth throughout the countries of Europe.

## **4. Great companies meeting global trends**

- Three major trends; Fitness, Content & ESports
- Investment in Europe is mainly in Fitness category, but there is a major trend towards Fans & Content.
- 7 in the top 10 funded companies are in these three trends.

## **5. Well supported & maturing ecosystem**

- There is an abundance of innovation initiatives and accelerators already growing around Europe

### **One key challenge; Lack of dedicated funds for sports**

#### **technology**

- USA has over 20 dedicated VC's to sports tech, as well as a strong cohort of current and former athletes as founders/co-founders in sports technology initiatives.
- Europe lacks in this area and would benefit greatly from dedicated funding from the likes of athletes or sports technology specific funds.