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**Press release**

**ISPO Brandnew 2020**

**A fresh breeze for the industry: sports start-ups convince with new, smart ideas**

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- Eight winners selected from 400 applications
- Brandnew Village filled with 50 selected members at ISPO Munich
- Live pitch for the “Overall “inner” during the trade show

**The winners of ISPO Brandnew 2020, the leading startup competition of the sports industry, have been selected. An independent jury of experts evaluated the entries in eight categories, drew up an initial list of 50 selected brands and then picked out one winner in each category from this list. The victors won over the jury with their sustainable, customizable concepts and products that have a huge fun factor. For the award-winning startups, ISPO Brandnew creates a powerful springboard into the modern sporting goods business with its customer-focused mission. All winners and selected brands will present their solutions at ISPO Munich (January 26-29, 2020) in the Brandnew Village in Hall B4.**

As a way of addressing the changing demands of the sports business, [eight new categories](#) that are based closely on market needs were created for ISPO Brandnew 2020. “In times when consumers are increasingly searching for solutions that facilitate a sense of the body, attentiveness and sustainability in the best-possible way, we have recognized startups that will bring new energy into the sports business and satisfy customer needs,” said David Badalec, the head of ISPO Brandnew.

The eight winners cover the broad spectrum of the sporting goods industry, from outdoor and water sports, digital tools, apps and mobility to fitness, and team and winter sports. The jury consisted of an interdisciplinary group of industry insiders: Finalists from previous years, journalists and other industry experts offered their wide-ranging points of view.

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### **Roadmap for ISPO Brandnew 2020**

The "Overall Winner" 2020 has not been chosen yet. On Sunday, January 26, the eight winners will make their pitches for the top overall award starting at 4.30 p.m. at the ISPO Brandnew Village in hall B4 during ISPO Munich. Directly following the award ceremony will take place, which then turns into the Networking Night, including all winners, selected brands, former award winners and industry experts.

General information about ISPO Brandnew and details about the exhibited products in the ISPO Brandnew Village at ISPO Munich 2020 can be found [online](#).

**Here is an overview of the ISPO Brandnew “Winners” who have already been determined:**

#### ***Winner Outdoor Adventure: KEEGO***

Austria, 2018, [www.keego.at](http://www.keego.at)

KEEGO unites the best of two worlds: the moldability and the lightness of a plastic bottle with the hygiene and durability of a metal container. The multi-layer KEEGO bottle has inner surface made of titan that protects water from plastic particles, prevents the formation of mold and fights corrosion. The polymer exterior provides elasticity and grip. The dirt-repelling titan surface makes cleanup a breeze and increases the bottle's durability in the process.

#### ***Winner Urban Outdoor: mvdham***

Germany, 2018, [www.mvdham.com](http://www.mvdham.com)

Inspired by extreme outdoor clothing, the Berlin label mvdham is aimed at active city residents – and uses exclusively natural fibers. The products include the company's very own LAPALUE creation, a padded, two-layer fabric made of silk and wool. The jackets and coats should look good, be wide enough to accommodate a number of layers worn beneath them and provide protection from the wind and weather during bike rides. The aim is to meld function, design and sustainability. As part of the company's sustainability philosophy, mvdham strives to use as many local producers and suppliers as possible.

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**Winner Matchtime: SensuSport**

Germany, 2017, [www.sensusport.com](http://www.sensusport.com)

World-class athletes are known not simply for exceptional technique and their specially trained bodies. They also have a feel for the right form of movement. This is exactly what **SensuGlasses** are designed to train. Feel, not sight, is really what golf is all about. The idea: As the player swings the club, the lenses of SensuGlasses turn black. The idea is for the golfer to concentrate completely on the response of the club and learn to feel the ball and motion of the swing.

**Winner Slopes&Parks: Switch Boards**

Poland, 2017, [www.switch-boards.com](http://www.switch-boards.com)

Park skis, jibbing boards, training bindings or trampoline skis – with Switch Boards' equipment, winter freestylers and halfpipe cracks have an opportunity in the summer to work on their moves and tricks on kicker and big airs. The Polish startup focuses primarily on professional operations like parks and training halls as well as on end consumers. Designed to function on all trampolines, the boards and skis offer plenty of flexibility, minus the sharp edges of normal skis. The company also has special training bindings which users can wear with shoes or barefoot.

**Winner Body&Mind: Enda**

Kenya, 2018, [www.endasportswear.com](http://www.endasportswear.com)

After producing a multitude of fast runners, Kenya has come up with its first running shoe, the Enda Lapatet. The training shoe is designed to take on the giants of the industry – and is beaming with self-confidence: Enda plans to present the lightest, most comfortable and most affordable shoe in its class. Designed in cooperation with Kenyan athletes, the Lapatet provides support to the natural mid-foot motion – the typical Kenyan running style. Enda Running also plans to be an economic-development factor. This is why the shoes are produced only in Kenya.

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***Winner Future Mobility: COWBOY***

Belgium, 2018, [www.cowboy.com](http://www.cowboy.com)

With its 2019 model, Cowboy sets out to take the next step towards creating a connected bicycle. The purpose of the logically designed e-bike for the city is not just to get the rider quickly and comfortably from one place to the next. What's more, all functions of the bike – from theft protection through to the activation of the integrated lights – can be controlled and monitored via an app. The smartphone keeps the rider up to date on the battery's state of charge, assists with navigation and alerts the rider about necessary maintenance work with the help of remote diagnosis.

***Winner Offshore: EXOlung***

Austria, 2018, [www.exolung.com](http://www.exolung.com)

The mission of the startup EXOlung is to change shallow water diving for recreational and utility purposes and to create new channels into the underwater world. The light and compact diving device uses the diver's leg movements to transport air up to five meters below the water's surface. Divers can remain underwater for as long as they want. The addition to the typical set of mask, snorkel and fins is designed to be uncomplicated, robust and affordable. Little maintenance or care is required, and no tanks must be loaded or refilled.

***Connected Sports: Awayco***

United States, 2018, [www.awayco.com](http://www.awayco.com)

Awayco is determined to bring new energy to the rental business for high-quality bicycles, winter sports equipment and surfing gear, to sustainably fight waste and overconsumption – and to lure more customers into sporting goods stores. The app is designed to help users find more than 20,000 high-quality brand products at specialty retailers in over 150 locations. The booking and payment process is done in advance via the app. The stores profit from the integration of store websites, platform marketing, local marketing support and intuitive in-store booking software.

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### **About ISPO**

ISPO is the world's leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an integrated range of industry-related analog and digital services under the ISPO family brand name. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai as well as OutDoor by ISPO, the online news portal ISPO.com, and the business solutions ISPO Digitize, ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide.

### **Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.