

[www.ispo.com/en/brandnew](http://www.ispo.com/en/brandnew)

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**Press release**

**Wanted: innovative young entrepreneurs in the sports business  
ISPO Brandnew supports start-ups by offering funding  
packages worth a total of €400,000**

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- **The world's largest and oldest international start-up competition in the sports business marks its 20th anniversary**
- **Nominations for ISPO Brandnew 2020 are being accepted now**
- **Start-ups with a chance to obtain one of 50 ISPO support packages worth up to €25,000**

The nomination period for [ISPO Brandnew](#) 2020 is now open: The world's largest and oldest international platform for start-ups in the sports industry has been recognizing innovative young entrepreneurs and their products since 2000. Any entrepreneur interested in winning one of the 50 coveted support packages worth a total of €400,000 can register [online](#) free of charge until October 11, 2019. All sports business brands that will have been in business no longer than four years at the time of ISPO Munich 2020 and that have not been listed before as an ISPO Munich exhibitor are eligible to compete.

From useful apps to new sports equipment: Young entrepreneurs from the sports business can nominate both physical products and digital services that facilitate access to sports, support the sports experience or simplify it – for individuals or groups – for ISPO Brandnew. An independent jury of professionals will select the winners from the nominations. It will be composed of successful entrepreneurs and former participants in ISPO Brandnew. Up to 50 companies will win the extensive support package that will be worth up to €25,000 each.

**An award with many benefits**

The support package awarded by ISPO Brandnew will include booth space in the Brandnew Village of ISPO Munich 2020 and exclusive access to the global [ISPO Network](#) with all of its services – from access to the open innovation community

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for crowdsourcing and market-research projects to preparation programs for entering the Chinese market and coverage in ISPO's own media channels. Another new addition is the Networking Night. During this event, start-ups will have an opportunity to personally talk with investors, partners and former winners. "These discussions and the opportunity to make global contacts will open many doors for the award winners," said David Badalec, the head of ISPO Brandnew.

### **Trends and public pitch are decisive**

The jury will select the winners at the end of October 2019. Unlike past years, there will be no categories for nominations this time. During their meeting, the jurors will develop a range of categories based on the nominations themselves as a way of highlighting industry trends and topics.

Nominees will be informed about the results at the beginning of November. The winners will then be directly incorporated into planning for ISPO Munich 2020 with the ISPO Brandnew team. During the public pitch at the trade fair, all winners will make a live presentation to the jury and battle for the title of overall winner.

You will find all information about the competition, the nomination process and registration [online](#).

### **About ISPO Brandnew**

ISPO Brandnew has been an important competitive event for founders in the sports industry since 2000 and offers promising newcomers the chance to successfully enter the business. "ISPO Brandnew played a leading role in the first chapter of the Maloja success story in addition to passion. Young companies profit from the attention, the application disciplines and motivates. Everything is geared towards being among the best," reports Peter Räuber of Maloja, ISPO Brandnew Winner 2005. ISPO Brandnew has also been an important accelerator for other internationally renowned brands such as GoPro, NaishKites and ON Running.

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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.