

# ISPO Brandnew. Awardees 2019.



Presented by

**YKK**  
*Little Parts. Big Difference.*

Partner

**ROICA**

**SHIMA SEIKI**

**NILIT**

**TENG FEI**  
— TECHNOLOGY —

**BREDDY'S**

**MOVESENSE**  
BY SUUNTO

airboard

*Microline*

**ISPO**  
**Brandnew**  
Presented by YKK



# ISPO Brandnew.

In this year, the winners of ISPO Brandnew 2019 impress with product innovations in fields that seemed virtually unchanged for decades. For more than 17 years, ISPO has been searching for the top 50 newcomers of the sporting goods business with ISPO Brandnew. 421 applications from 37 countries were entered for this season's edition of the world's largest platform for sports-related start-ups companies.

ISPO supports all awardees with a solid service package that facilitates the market entry. At ISPO Munich, the ISPO Brandnew Village is the place to make all the essential contacts. It's a strong center of attraction and a popular hub for retailers and media representatives. In addition, ISPO organizes the ISPO Brandnew Academy, an event that invites the awardees to acquire important and international sports business know-how. Experts reveal helpful advice and tricks for retail, marketing and media affairs.

The list of former award winners – meanwhile established brands in the sports business – is proof for the success of the ISPO Brandnew concept. This list includes brands such as GoPro, Nixon, Maloja, POC, Naish Kites, or On.

The independent international jury comprising former ISPO Brandnew awardees and some experts from the sports business decided upon the following awards:

ISPO Brandnew Overall Winner – for the best brand out of all.

ISPO Brandnew Winner – for the best brand within a category.

ISPO Brandnew Finalist – for additional award-worthy brands within a category.

The awardees will present themselves and their products at ISPO Munich. You can find them February 02 – 06, 2019 in Hall B4.



*ISPO Brandnew Overall Winner  
for the best brand out of all.*



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*ISPO Brandnew Finalist  
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brands within a category.*

**Jury.**





**Andreas Szcakalla**  
YKK Europe



**Atle Engberget**  
Sweet Protection



**Barbara Klein**  
Flexi-Bar



**Bene Seitz**  
evalu



**Markus Hefter**  
ISPO



**Hiroaki Shinohe**  
ROICA



**Reinhard Pascher**  
Pascher+Heinz



**René Wegner**  
Headis



**Thorsten Schwabe**  
INDIGO



**Tim Krieglstein**  
leAD Sports Accelerator

Every year, ISPO invites former ISPO Brandnew awardees and partners to join the jury panel. They all benefit from the vast ISPO network and find out how valuable it is to have the chance to present their selected start-up companies in the ISPO Brandnew Village. Their extensive experience enables them now to judge the latest generation of newcomers. And this is what it's all about: To appoint the brands with the largest potential and innovation character.



**Wim Ouboter**  
Micro Scooter



**Wioletta Godek-Derejski**  
LYO Food

**Awardees.**





Overall Winner 2019

YKK

YKK Overall Award

### ORIGINAL+ Austria, 2016

ORIGINAL+ specializes in the production of customized alpine skis. By interpreting biometrical data and other inputs like skiing style and terrain preferences, the company's proprietary software, based on artificial intelligence, helps to craft a ski personalized to the needs of each customer. Made in Salzburg, Austria, ORIGINAL+ skis are sold direct-to-consumer.

[www.original.plus](http://www.original.plus)





Winner 2019

Accessories

## Bluebird Mountain

Germany, 2017

PowderBee supports the rescue of avalanche victims. The small, lightweight and portable drone uses the same signal as the manual method, knows the search pattern and moves ten times faster than humans. It is ready in seconds, defies wind, cold and snow, and starts with the simple push of a button. Once it indicates the victim's location, the human searchers continue with the manual fine search.

[www.bluebirdmountain.de](http://www.bluebirdmountain.de)



Finalist 2019

Accessories

## adamsfour.

Austria, 2017

The RSP protector enables natural, controlled movements, but prevents rotations that would result in injuries.

[www.adamsfour.at](http://www.adamsfour.at)



Finalist 2019

Accessories

## Domio

Canada, 2016

First-class audio system for helmets with surround sound, voice communication and Hear-It-ALL™ external perception.

[www.domiosports.com](http://www.domiosports.com)



Finalist 2019

Accessories

## Flexi-Hex

UK, 2018

Eco-friendly cardboard honeycomb sleeves that enhance board protection, reduce packaging time and avoid single-use plastics.

[www.flexi-hex.com](http://www.flexi-hex.com)



Finalist 2019

Accessories

### HappyNorwegian™ Norway, 2016

Portable, stable ski tuning stand made of recyclable plastic that makes ski tuning easy anywhere, at any time.

[www.happynorwegian.com](http://www.happynorwegian.com)



Finalist 2019

Accessories

### TOGS USA, 2015

Thumb grips made of a light weight flexible resin with a rubber overlay providing additional hand positions on a bicycle.

[www.togs.com](http://www.togs.com)



Finalist 2019

Accessories

### SPRYNG Sri Lanka, 2018

Lightweight compression wraps revolutionizing accessibility and delivery of compression to a broader athletic audience.

[www.spryngme.com](http://www.spryngme.com)



Finalist 2019

Accessories

### TORPEDONETS UK, 2016

New training device with unlimited range of small-sided training environments for the modern football trainer.

[www.Torpedonets.com](http://www.Torpedonets.com)



Finalist 2019

Accessories

### THEMAGIC5 USA, 2017

Custom-made swimming goggles with improved peripheral vision, developed using 3D scanning, robotics and 3D printing.

[www.themagic5.com](http://www.themagic5.com)



Finalist 2019

Accessories

### Turtle Pack UK, 2015

Turtle Pack is a fun, arms-free swimming aid designed to make learning to swim faster, more effective and more enjoyable.

[www.turtlepack.com](http://www.turtlepack.com)





Finalist 2019

Accessories

**UNIT 1**  
**USA, 2016**

Winter sports helmet with detachable wireless headphones, built-in microphone and sports-specific interface.

[www.unit1gear.com](http://www.unit1gear.com)



Finalist 2019

Accessories

**VERTICAL UNIT**  
**Switzerland, 2017**

The polarized, magnetic goggle combines all features of modern goggles with first-class quality and an attractive price.

[www.vertical-unit.com](http://www.vertical-unit.com)



Winner 2019

Apparel

## Hero Water Wear

Australia, 2018

HERO is a multifunctional rash guard featuring a built-in inflation chamber that expands on both sides of the chest and across the shoulders. For on-water activities, the shirt automatically inflates in an emergency activation using a small CO2 cartridge. For activities in the water, the cartridge-powered inflation is triggered manually; optionally the HERO can also be inflated orally.

[www.herowaterwear.com](http://www.herowaterwear.com)



Finalist 2019

Apparel

## CAREYDESIGN

China, 2017

Functional and purist urban apparel made of a new Nano RGO-blended fabric with additional temperature control via app.

[www.careydesign.world.taobao.com](http://www.careydesign.world.taobao.com)



Finalist 2019

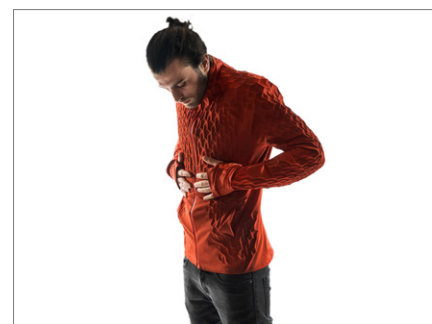
Apparel

## MAAREE

UK, 2016

High-impact sports bra with Overband® technology providing extra support and reducing upward motion during exercise.

[www.maaree.com](http://www.maaree.com)



Finalist 2019

Apparel

## PATRONACE

Germany, 2018

Functional and lightweight fashion wear with an abrasion-resistant skin protection system designed for urban mobility.

[www.patronace.de](http://www.patronace.de)



Finalist **2019**

Apparel

**RYZON**  
Germany, 2017

Triathlon suit made of a hydrophobic teflon fabric with friction-free seams and aer-sleeves for optimized aerodynamics.

[www.ryzon.net](http://www.ryzon.net)



Finalist **2019**

Apparel

**StandOut SUP Wear**  
Slovenia, 2016

A lightweight, breathable and flexible neoprene shirt, allowing standup paddlers to move freely on the water.

[www.standout-sport.com](http://www.standout-sport.com)



Finalist **2019**

Apparel

**SAOLA**  
France, 2018

Sustainably produced, light and comfortable outdoor shoes. Every pair sold supports wildlife preservation projects.

[www.uk.saoloshoes.com](http://www.uk.saoloshoes.com)



Finalist **2019**

Apparel

**SKAPYA®**  
UK, 2016

Convertible jacket with a patented pocket system that fits the jacket itself while maintaining access to small items.

[www.skapya.com](http://www.skapya.com)



Winner 2019

Hardware Summer

**INOBO**  
France, 2017

INOBO offers a modular kiteboard design combining a carbon exoskeleton with an exchangeable deck. This evolutionary setup can be adapted to spot conditions, riding level, and riding style. The carbon exoskeleton ensures the rigidity of the board; the different decks range from cozy and quiet to playful and dynamic handling, in size, shape, and material (transparent, wood, or carbon).

[www.inobo-kiteboarding.com](http://www.inobo-kiteboarding.com)



Finalist 2019

Hardware Summer

**awake**  
Sweden, 2017

Electric surfboard with a streamlined, hydrodynamic carbon body, capable of speeds up to 30 knots (35 mph).

[www.awakeboards.com](http://www.awakeboards.com)



Finalist 2019

Hardware Summer

**convert**  
Germany, 2017

Bicycle that easily and safely converts from a trekking to a mountain or road bike in only five minutes.

[www.convert.bike](http://www.convert.bike)



Finalist 2019

Hardware Summer

**GEOS**  
Germany, 2017

Lightweight e-bike with rear hub motor and a two-piece battery for optimal integration into the nickel-coated frame.

[www.geos.de](http://www.geos.de)



Finalist 2019

Hardware Summer

**kruschhausen**  
Germany, 2016

Fusion of a full-size stylish urban bike and a functional folding bike with a low-maintenance and lubricant-free belt drive.

[www.kruschhausen-cycles.de](http://www.kruschhausen-cycles.de)



Finalist 2019

Hardware Summer

**CAPSULE**  
Cyprus, 2015

Impact-absorbing skateboards made from high-end aerospace materials for maximum stiffness, absorption and eco-consciousness.

[www.capsuleskateboards.com](http://www.capsuleskateboards.com)



Finalist 2019

Hardware Summer

**SAMAYA**  
France, 2018

Ultra-lightweight and ultra-packable four-season, 2.5-person tent with air-inflated arches, made from sustainable materials.

[www.samayaequipment.com](http://www.samayaequipment.com)



Finalist 2019

Hardware Summer

**SUR-RON**  
China, 2015

Lightweight e-bike with rear hub motor and a two-piece battery for optimal integration into the nickel-coated frame.

[www.geos.de](http://www.geos.de)



Winner 2019

Hardware Winter

## SPLIT SKI

Poland, 2018

The Split Ski is a foldable ski with an easy-to-use cascade connection plate. The innovative design does not restrict the ski's flex. The product is dedicated to touring, climbing and mountaineering. Due to its compact size when folded, the patent-pending Split Ski is perfect for ski touring enthusiasts traveling by plane, small car, or bike.

[www.splitski.pl](http://www.splitski.pl)



Finalist 2019

Hardware Winter

## BBoard

Switzerland, 2015

Customized, handmade snowboards made from the finest raw materials and produced in Switzerland.

[www.bboard.ch](http://www.bboard.ch)



Finalist 2019

Hardware Winter

## DRIFT

USA, 2017

Snow travel product made combining the simplicity of snowshoes, the speed of XC skis, and the grip of touring skis

[www.drift-products.com](http://www.drift-products.com)



Finalist 2019

Hardware Winter

## GRIZZLY.SKI

Slovakia, 2018

Ultralight ski touring binding made of recyclable materials, weighing in at 45 g and compatible with all tech/pin ski boots.

[www.grizzly.ski](http://www.grizzly.ski)



Finalist 2019

Hardware Winter

**SNO-GO™**  
**USA, 2015**

Snow trike with three skis and synchronized lateral articulating technology offering maximum control and stability.

[www.sno-go.eu](http://www.sno-go.eu)



Finalist 2019

Hardware Winter

**snowfeet**  
**Czech Republic, 2017**

A new on- and off-piste winter sport somewhere between skiing and skating. Light, small, one size fits all winter boots.

[www.snowfeetstore.com](http://www.snowfeetstore.com)



Winner 2019

Wearables

### diPulse Sweden, 2017

diPulse is a smart-tech garment brand offering fully integrated intelligent clothing for neuro-muscular electrostimulation (NMES) that tracks performance, stimulates specific muscle areas from warm-up to recovery, and allows Social Media interaction. The associated app creates a highly adaptable support platform for combined muscle training that enables NMES during all stages of the workout.

[www.dipulse.com](http://www.dipulse.com)



Finalist 2019

Wearables

### Norm Germany, 2018

Magnetic connectors on a conductor track system allow easy installation of e-modules, turning the jacket into a smart jacket.

[www.fahrentrapp-stuesser.com](http://www.fahrentrapp-stuesser.com)



Finalist 2019

Wearables

### plankpad. Germany, 2016

Interactive, effective bodyweight trainer combining a fitness device with games and workouts on the smartphone or tablet.

[www.plankpad.com](http://www.plankpad.com)



Finalist 2019

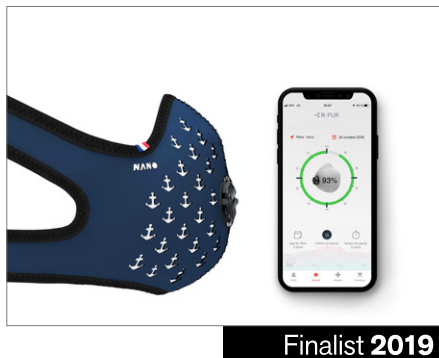
Wearables

### snowcookie Switzerland, 2016

Smart skiing system that tracks body and ski movements independently of each other with sensors on the chest and the skis.

[www.snowcookiesports.com](http://www.snowcookiesports.com)





Wearables

## **R-PUR** **France, 2016**

The world's first premium anti-pollution mask designed specifically for runners, motorcyclists and bicyclists.

[www.r-pur.com](http://www.r-pur.com)



Winner 2019

Fitness

## YoRoller

Austria, 2017

The YoRoller is a portable workout station based on flywheel energy. Due to their price and weight, traditional flywheel devices are currently used only by top athletes, whereas the modular, compact and innovative YoRoller is very light, affordable and installed within seconds. The use is intuitive and empowers users to increase their performance in any sports through simply imitating movements.

[www.yoroller.com](http://www.yoroller.com)



Finalist 2019

Fitness

## AUGLETICS

Germany, 2015

Smart rowing ergometer with built-in virtual coach analyzing the training in real time for a healthy and efficient workout.

[www.augletics.com](http://www.augletics.com)



Finalist 2019

Fitness

## BANALE.

Italy, 2015

All-natural travel yoga mat made from sustainable materials that shrinks to the size of a 64oz water bottle.

[www.banale.com](http://www.banale.com)



Finalist 2019

Fitness

## Betterguards

Germany, 2016

Intelligent protection device against joint injuries for shoes, socks, gloves, protectors, braces and other products.

[www.betterguards.de](http://www.betterguards.de)



Finalist 2019

Fitness

**BlackBoard**

Germany, 2017

Feet instability and mobility training device that strengthens neuronal connections and reintegrates them into everyday life.

[www.blackboard-training.com](http://www.blackboard-training.com)



Finalist 2019

Fitness

**PRAEP®**

Germany, 2017

Hybrid device, inspired by motoX and mountain biking, for highly efficient coordination and strength training.

[www.praep.com](http://www.praep.com)



Finalist 2019

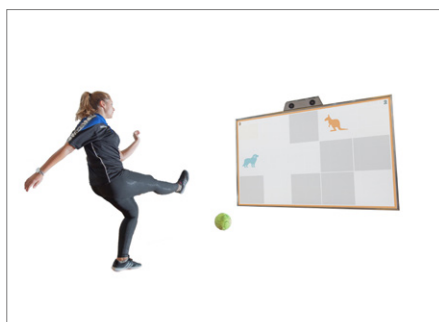
Fitness

**FROZEN POWER**

Austria, 2016

High-protein, low-fat ice cream topped on gluten-free cookie, coated with sugar-free chocolate and crispy topping.

[www.frozenpower.eu](http://www.frozenpower.eu)



Finalist 2019

Fitness

**multiBALL**

Germany, 2018

The multiBALL technology turns any smooth wall into a smart gaming platform with digital interactive functionality.

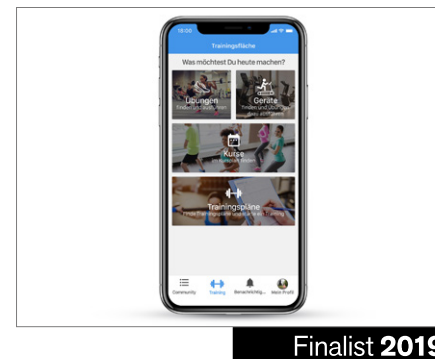
[www.multi-ball.com](http://www.multi-ball.com)

## New category: Digital

Winner 2019

### ISPO Brandnew Digital Award

The new category Digital is ISPO's way of showcasing apps, websites, platforms and software solutions that are related to sports. In the next step, the finalists will go for gold by giving elevator pitches on February 4th at ISPO Munich 2019.

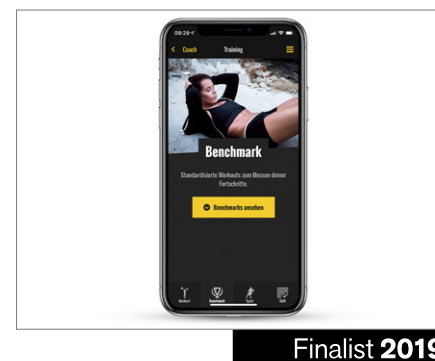


Digital

**actinate**  
Germany, 2018

Fitness studio app that connects members, digitizes the business, analyzes usage, and increases productivity.

[www.gym.actinate.com](http://www.gym.actinate.com)

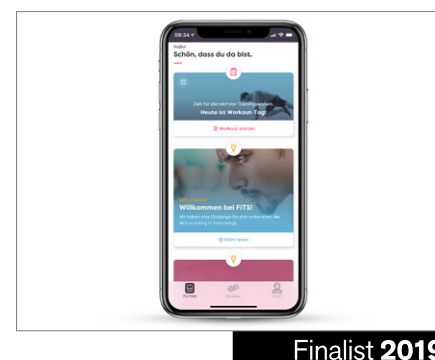


Digital

**KERNWERK**  
Germany, 2017

The Kernwerk app calculates the perfect workout for individual goals at any time and delivers it directly to the smartphone.

[www.kernwerk.de](http://www.kernwerk.de)

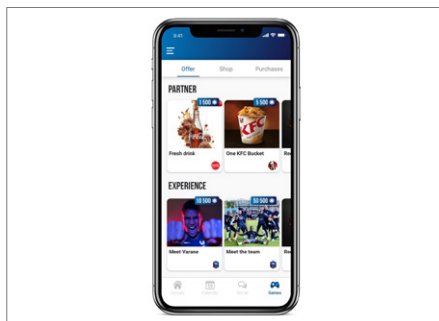


Digital

**FiTS**  
Germany, 2017

FiTS is an adaptive motivation program with individual training plans, recipe videos, and real-time voice guidance.

[www.joinfits.com](http://www.joinfits.com)



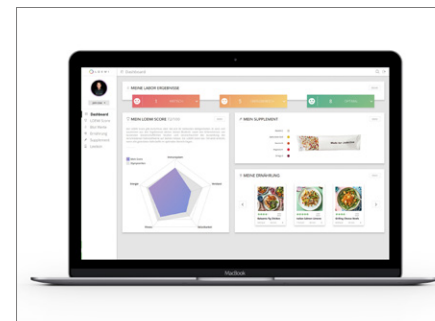
Finalist 2019

Digital

**bFAN Sports**  
France, 2018

Digital platform for sports clubs and events with modern marketing tools to engage fans and grow revenue.

[www.bfansports.com](http://www.bfansports.com)



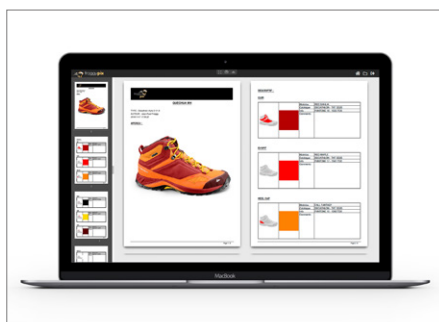
Finalist 2019

Digital

**LOEWI**  
Germany, 2019

Blood-based nutrient analysis for competitive athletes and personalized dietary supplements.

[www.loewi.com](http://www.loewi.com)



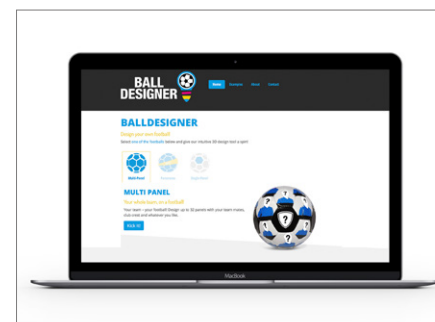
Finalist 2019

Digital

**FroggyPIX**  
France, 2018

Fast and easy-to-use image processor software that limits prototyping, saves time and delivers final product appearances.

[www.froggypix.com](http://www.froggypix.com)



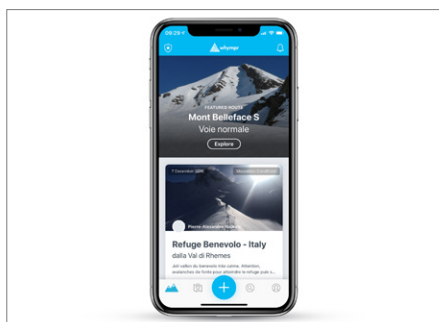
Finalist 2019

Digital

**BALLDESIGNER**  
Austria, 2017

B2B and B2C online football design platform for sports shops, designers or agencies.

[www.balldesigner.com](http://www.balldesigner.com)



Finalist 2019

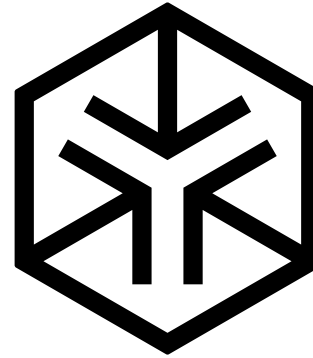
Digital

**Whympr**  
France, 2016

Mobile app that helps mountaineers to find and share all the necessary information.

[www.whympr.com](http://www.whympr.com)

**ISPO**  
**Brandnew**  
Presented by YKK



Presented by



Partner

