

## **John Elway, Mayor Michael B. Hancock, and Congressman Jared Polis to address Sports Innovators**

On June 15, 2016, sports innovators, professional athletes, and the investment community will gather at Sports Authority Field at Mile High, the home of the Denver Broncos. The Innovation in Sports Competition will highlight 10 startups from around the USA. Each company will pitch in front of professional athletes, venture community, and competition judges.

Mayor Michael B. Hancock will kickoff the event and John Elway will speak about his experiences and his view on the future of sports innovation. "This is a rare opportunity to hear John Elway talk about football, Super Bowls wins, visiting the President, technology, innovation, and startup investment strategies," said JP O'Brien, CEO of Black Lab Sports. Those in the Denver community that wish to participate in the event can find tickets through EventBrite.

Black Lab Sports, a Sports Accelerator based in Boulder, CO, has teamed up with HYPE Foundation, an international business acceleration platform, to launch the first global innovation in sports program alongside the Rio 2016 Olympic Games.

The goal is to create the world's first wide-scale platform for groundbreaking innovation in sports, focusing on wearable technology, sporting goods products, broadcasting technologies, and apps for athletes, coaches, and fans.

Amir Raveh, CEO of the HYPE Foundation: "The market for innovation in sports is currently estimated at \$250 billion and compared to other markets is still in its infancy. The goal is to provide the first ever international exposure for innovations that will revolutionize the world of sports as we know it."

Looking towards Rio Olympic Games in August, the HYPE Foundation has launched an international startup competition. There are eight regional competitions that will be held around the world: Israel, Italy, Denver, Greece, Kenya, San Francisco, London, and Sao Paulo. At each regional competition, 10 startup finalists will be selected to appear before a senior panel of judges.

The winner of each region will win a ticket to Rio and compete against the other regional winners in front of a panel of international experts at the grand finale. The winning start-up in Rio will receive 100,000 Euros from the owner of Disruptive Technologies Fund.

The Denver judges will include: Nicole Glaros, CPO at Techstars, Chris Sword, prior President of DynaFit, Adam Baker, CEO at SodaPup, Justin Bannan, co-Founder of Black Lab Sports, Eric Worthan, CEO at Panorama Orthopedics, and Troy Taylor, High Performance Director at USSA (U.S. Ski and Snowboard Association).

The Denver finalists come from all over the United States: ENERGYbits (energybits.com), LUNA WEAR (lunawear.com), Lumenus (lumenus.com), BraceUnder (braceunder.com), Stationfy (stationfy.com), Recoup Fitness (recoupfitness.com), YourSports (yoursports.com), Game Time Giving (gametimegiving.com), TeamSnap (teamsnap.com), and STRYD (stryd.com).

JP O'Brien, CEO of Black Lab Sports: "The heart of what we do at Black Lab Sports is to unleash the greatness of the entrepreneurs and company teams in which we invest. I believe the goals of the Rio 2016 Innovation in Sports Program are strongly aligned with our focus. We are honored to be hosting this event."

For tickets to the Denver, CO – USA Finals on June 15th, register at:  
<https://www.eventbrite.com/e/24477412600>

For more information about Hype Foundation and their Program:  
<http://rio2016.hype-foundation.org/usa.html>

For more information about Black Lab Sports:  
<http://www.blacklabsports.com>

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