



2025

TRANSFORMING THE WORLD OF SPORTS THRU TECH

We are on a quest to discover initiatives that will revolutionize the sports industry.

Comcast SportsTech is a premier innovation hub that bridges the gap between emerging companies and the sports industry, facilitating the integration and adoption of new technologies within CNBCU and its affiliates. Our network includes prominent Comcast NBCUniversal brands such as NBC Sports, SKY Sports, Peacock, and Xfinity, along with renowned sports organizations like the Premier League, PGA Tour, WWE, and NASCAR. Each year, we select 10 innovative companies, providing equity in return for customized strategies aimed at boosting their market success. These companies benefit from deep, strategic access to our partners and receive ongoing advisory and business development support.

Together, we can innovate and transform the sports landscape!

Are you ready to join the game?

PARTNERS



As part of our program, you will gain access to:

- An elite sports tech platform that pairs pioneering founders with top-tier sports partners.
- A tailored experience aimed at accelerating your company's development through direct access to industry decision-makers.
- Selected experts who will act as advisors, guiding you through the complexities of the sports ecosystem.
- Personalized support and customized advice offering unique insights into navigating the intricate sports business landscape.
- Connections to our extensive network of investors from leading tech companies and sports organizations.

Priority Areas



Fan & Player Engagement



Athlete & Player Performance



Media & Entertainment



Venue & Event Innovation



Team & Coach Success



Business of Sports



Fantasy Sports & Betting



Esports

Apply Now for Our 2025 Class

Next Class Starts: **March 2025**

Applications Close: **July 15, 2024**

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