

## INVESTOR'S DAY

# The Sports & Well-Being Growth Catalyst by ASICS

Inspiring movement through innovation, for a Sound Mind in a Sound Body

**31 de Gener de 2019**  
**09.00h-12.00h**

**ASICS Innovation Hub EMEA**  
**Carrer del Doctor Ferran, 25**  
**08034 Barcelona**

[www.tenkan-ten.com](http://www.tenkan-ten.com)



# ASICS INVESTOR'S DAY

## What?

**Networking session to connect Startups and investors from Barcelona's ecosystem.**

## For Who?

**Business angels and VCs willing to invest in sports and wellbeing Technology related startups.**

## When and where?

**January 31st, at ASICS Barcelona  
(carrer Doctor Ferran, 25)**

# THE PROGRAMME

**9:00h Registration**

**9:15h Welcome and Programme Presentation**

**9:30h Startup Pitches (5min each)**

**10:00h Questions and Answers**

**10:30h 1-on-1 Meetings Investors – Startups**

# THE STARTUPS

## A-Champs.

The startup A-Champs focuses on getting kids moving and enabling them to live healthier lifestyles. A-Champs is a real-life gaming system. The attractive products offer app-lead competitions, games and activities and does not only animate children to be active, yet involves and motivates entire families to participate and get moving. The products have currently gone into their first mass production round.

## Pyrates.

Regina Polanco has travelled around the globe to find the most specialized cashmere weavers to make her visions come to life and produce the garments through their unique weaving techniques, is making a change and disrupting the athleisure industry by envisioning fairness, sustainability and comfort. The 2-way business of Pyrates, the athleisure wear and Pyratex, the fibers, is set out to create a (comfortable) uniform of a new generation.

## Entrenarme.

Entrenarme, founded by Diego Moya and Sebastien Borreani, is a booming global marketplace enabling its users to find the ideal coach and studio to train in. Entrenarme gets people moving through its easiness and functionality that has highest priority on tailor-matching everything from training to nutrition to rehabilitation to the customer's needs. It's simple - users search for trainers and centres near them, compare prices, hours and availability, read reviews and chose the best suitable option - and empowers the vision and mission of ASICS completely.

## Curv.

Shea Balish, PhD in Sports and Exercise and dedicated his entire career in studying sports, a Banting Fellow at the University of Toronto, an expert in kinesiology as well as sports psychology has developed an app named Curv in Toronto, which transforms the cameras of regular mobile devices into motion capture tools (to capture running, shooting, pitching and performing other sporting movements) to use as a versatile diagnostic tool that recognizes areas of skill improvement and identifies potential injuries. Curv gives everyday athletes - specifically young athletes - advanced AI tech and 3D modelling to understand, track and share their process.

## Runnin' City.

The idea of Running City came when Olivier Lebleu had the spark of the idea during one of his many business trips. He faced the following problem over and over again, which was to not want to ignore his daily exercise routine and to be able to run without getting lost while wanting to use it to also discover a new city. Runnin' City works like that, it lets users discover over 150 cities worldwide while running and/or walking by using their offered vocal GPS and audio guide, for anyone to enjoy, not have to look down at their mobile devices to find their way and to move seamlessly through new and exciting places.

## MORE INFO AND CONTACT

More info about the Programme:

<https://tenkan-ten.com/>

Click [here](#) to register

Contact person from ACCIÓ:

Rocio Flor

[rflor@gencat.cat](mailto:rflor@gencat.cat)

93 567 49 38