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New Sport Tech Hub aims to put London at the centre of FitTech Innovation

Sport Tech Hub, London's first incubator programme dedicated wholly to innovation in SportTech, to launch in House of Sport.

Backed by London Sport, [Sport Tech Hub](#) will offer support to start-ups focused on improving wellbeing through technology designed to increase levels of participation in physical activity and sport.

Based at House of Sport, London Sport's new collaborative co-working space for the sport sector, Sport Tech Hub will offer start-ups access to a bespoke

24-week incubation programme providing commercial and creative guidance, as well as access to market through tailored introductions to other House of Sport residents including London Sport, [Invictus Games Foundation](#), [Street League](#) and [Rugby Football League](#).

Sport Tech Hub's incubation programme is supported by partners and mentors including [Sponge Marketing](#), [Crowdcube](#), [RLC Ventures](#), [London & Partners](#), [Fieldfisher](#) and [Sport Industry Group](#).

Alex Zurita, Specialist Advisor – Technology for Participation, London Sport said:

“SportTech is one of the most exciting frontiers for physical activity and sport, and we are excited to be able to offer tech start-ups in this space the opportunity to thrive at the heart of London's sport sector.

“As so many other sectors have demonstrated, technology-led innovation offers a real opportunity to build stronger relationships with people and influence their behaviours.

“If that potential can be harnessed to drive people towards being more physically active, the positive impact on people's physical and mental wellbeing could be transformative for London.”

Andrew Cooke, Acting CEO, London & Partners said:

“As a leading global centre for both sport and innovation, London is the perfect place to house Sport Tech Hub.

“London's tech sector has thrived on a culture of collaboration and sharing ideas, and the programme behind Sport Tech Hub will allow the capital's best SportTech start-ups to help drive the next phase in sporting innovation.”

Russ Shaw, Founder of Tech London Advocates, said:

“Across London, we have seen tech innovation create new and exciting opportunities across a range of sectors. From FinTech to TravelTech, London enjoys a global reputation for producing new, game-changing technology.

“The opening of Sport Tech Hub is an exciting step, not just for tech entrepreneurs, but for London as a whole.

“This is a new frontier for tech innovation in the capital, and will play a vital role in supporting this burgeoning part of the tech ecosystem.”

About London Sport

London Sport aims to make London the most physically active city in the world. Supported by the Mayor of London and Sport England, our target is to get 1,000,000 Londoners more physically active by 2020.

For more information on London Sport, visit www.londonsport.org

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