Athletz Platform Goes Live - World's First Subscription Platform For Sports Entrepreneurs

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Sports, including esports, have only just started to tap the significant potential of commercialisation. Alongside the appeal to passionate fans, the next 5 years will also define sport as a business sector that's the equal of the tech or natural resources sectors. Indeed, sport & tech will be increasingly intertwined. Against this backdrop, the business in sport community is the catalyst to sport becoming a mainstream business. It is a vibrant, global & diverse selection of mostly smaller enterprises albeit often with big brands who have the opportunity to shape how we view, analyse, merchandise, attend & commercialise all sports. But in common with all sectors at the start of a paradigm shift, sport is a cottage industry often operating without efficient access to capital, adaptation & transformation advice.

That's where Athletz comes in. Founded in 2020 to disrupt & democratise how sports entrepreneurs and organisations obtain access to sponsorship, capital & business transformation solutions. Traditionally analogue, the sports sector has lagged behind many professional service peers who digitized their business models enabling scalability, globalization & exponential growth.

The arrival of a COVID impacted global economy means those digital solutions that mitigate the need for long-distance travel or face to face contact have moved from 'nice to have' to 'must-have', and Athletz was established to take full advantage of this 'new world'.

Chris Dixon and Simon Davies lead a seasoned team who have been incubating, empowering & accelerating entrepreneurs with capital, advice & transformation solutions for over 25 years. The team has prospered through many business cycles across 4 continents & in at least 10 languages. Over 20 colleagues and partners have been involved in making Athletz happen, the majority of whom are based in the UK & Europe.

Athletz today announced the launch of the new platform, a new digital SaaS (Subscription as a Service) platform built specifically for sports entrepreneurs located anywhere in the world. The platform is available on all devices 24/7 and offers a new way for sports entrepreneurs & the business-in-sport community to obtain fast, affordable access to financial, sponsorship & transformation solutions via price plans with a user-friendly set of user terms and conditions. Given the challenges facing most sports as they come to terms with the longer-term impact of COVID and the limitations on travel & personal contact, the platform is ideally suited to empower subscribers to find new commercial partnerships, create more revenue, access advice & reduce operating costs. Athletz backs this by providing 24/7 chat, email or phone support.

"Sports entrepreneurs can be found right across the business-in-sport community: in agencies, federations, teams, associations, rights holders & in those brands that partner with sport. As sport restarts after lock-down with a packed calendar for 2021, budgets are tight & digital solutions become even more important for all of us. Athletz is uniquely positioned to help the sports community transform business models, train staff, cut costs & bring in new commercial deals without the need for all the international travel or the same amount of face to face contact," says Chris Dixon at Athletz. "Think of us as the folks who provide a sports organization (all the way from startup to global federation) with diverse services such as access to sponsorship, project finance, growth advice, cost savings & professional education"

The top 5 benefits of the platform for subscribers are:

1. Connect sports organizations to sponsors & financial partners
2. Help entrepreneurs start-up, merge, buy or sell their sports business
3. Access to verified, discounted business solutions and products
4. Weekly webinar program covering interviews, training & panel discussions
5. Thought leadership via blogs and podcasts

After booking a demo, all subscribers are offered a choice of 2 paid price plans: Pro or Expert plus 1 free option. For a limited time, all subscribers will receive their first month free. For more information, visit https://www.athletz.org/

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