



How It Works

We're looking for driven entrepreneurs who are changing the landscape of the sports and fitness industry with their product, technology, or idea.

01

Applications Open

Competitor & judge applications open to anyone to apply until July 31st

02

Semi-Finalists Selected

15 semi-finalists will be selected, by August 30th, to pitch virtually

03

Virtual Pitch

15 semi-finalists will pitch virtually to a panel of 80+ judges in September for the final 5 in-person pitch spots

04

Finalists Selected

80+ judges will evaluate the virtual pitches & select the 5 finalists to pitch in-person

05

In-Person Pitch

5 finalists will pitch in-person to a panel of 5 judges and an audience in November