



## ASICS CALLS ON GLOBAL SPORTS & WELL-BEING START-UPS TO APPLY FOR THEIR TENKAN-TEN GROWTH CATALYST

The exclusive start-up program aims to revolutionize the Sports & Well- Being sector and is the first project from the ASICS EMEA'S New Business & Innovation Division located in Barcelona

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ASICS, the true sport performance brand, announces the official call for applications of its TENKAN-TEN Growth Catalyst – a start-up acceleration program for the Sports and Well-Being segment with a focus on sustainable growth.

With the launch of the call for applications that will remain open until 30th of June, ASICS is looking for initiatives that fit under the scope of the brand's Anima Sana In Corpore Sano philosophy (A Sound Mind in a Sound Body) to support, engage and cultivate. Accelerated startups will encompass different fields from Digital Platforms and Wearables; Sports & Wellness and Training & Health to new materials and new forms of consumer interaction.

The aim of the program is to find opportunities which can help ASICS to encourage the world to move in line with its 'I MOVE ME' brand campaign, to empower personal movement through sport and well-being.

The ASICS TENKAN-TEN Growth Catalyst offers the acceleration to start-ups that have already passed the MVP phase, market validation and have certain traction. Kicking off a four-month program in mid-September, and finishing in January 2019 with a Demo Tour, which passes through some of Europe's leading and innovative cities; Berlin, Paris, London and Barcelona.

### Where CEOs are getting their hands dirty, working with start-ups on their growth strategy

What differentiates the TENKAN-TEN initiative from other acceleration programs is that the selected start-ups will have direct access to C-level executives offering them intensive and insightful mentorship during, but also after the duration of the program.

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Anima Sana In Corpore Sano, meaning "A Sound Mind in a Sound Body," is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of running shoes, as well as, other athletic footwear, apparel and accessories. For more information, visit [www.asics.com](http://www.asics.com).



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Alistair Cameron (CEO of ASICS EMEA), Carsten Unbehaun (CEO of Haglöfs) and Dan Smith (President and GM of ASICS Digital and formerly CEO & COO of Runkeeper), along with a diverse list of high ranking executives, will work hand in hand with innovative entrepreneurs transforming and redefining the Sport & Wellness industry.

Emilio Risques, VP of New Business and Innovation of ASICS EMEA, emphasizes the importance of human resources during the growth acceleration process. "In the growth phase the team is very important and therefore, we will put a lot of focus on helping the start-ups in this area where we have a great expertise," says Risques, who adds: "Our mission is to get the world moving by offering the highest quality products and services. Sport, well-being and health are very important pieces to achieve it."

Daniel Dümig, New Business and Innovation Manager of ASICS EMEA and person in charge of the TENKAN-TEN program, adds: "By uniting the speed, creativity and ambition of start-ups with the knowledge, resources and connections of ASICS, we can create a sustainable business for both sides in the long term. In this sense the TENKAN-TEN approach perfectly combines the creative spirit and drive of external innovators with the scale and expertise of ASICS."

The companies joining the program will receive €30,000 in financial support in benefit of their project, access to a global network of retail distribution and a wide range of high level executives, industry experts, venture capitalists, successful founders and media contacts. Alongside this and as a commitment to ASICS' 'Sound Mind, Sound Body' philosophy, all applicants will also have access to a complementary wellbeing services including personal trainer sessions and nutrition plans.

As of January, the start-ups will join the ASICS Alumni Membership Program which then continues supporting their growth thanks to the ASICS partnerships with ACCIÓ, RCD, Barcelona Tech City and the Global Sports Innovation Centre powered by Microsoft.

ASICS Ventures, the global investment subsidiary which recently invested in the start-up Ai Silk Corporation, is working very closely

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with the project in order to pursue future innovations and business opportunities for ASICS.

### **New ASICS EMEA Business and Innovation HUB (Barcelona)**

The TENKAN-TEN program is a key part of the New Business and Innovation Division and an important step for ASICS to continue leading the industry in technical innovation. The aim of the department is to drive growth and innovation across EMEA with the focus on new services, products, technologies, methodologies, business models and experiences for the consumer.

The division will see the team and the selected start-ups operating out of the newly opened ASICS HOUSE Barcelona, a building of 2500 m<sup>2</sup> with four floors which stands out due to the integration of innovative concepts such as free-seating, multi-screens, ergonomic furniture, personalized and soundproof work areas which also offers two 200 m<sup>2</sup> healthy-corners, a brainstorming area, a 200m<sup>2</sup> gym and a physiotherapy area.

**For further information or to apply: [tenkan-ten.com](http://tenkan-ten.com)**

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