



# ASICS TENKAN-TEN GROWTH CATALYST PROGRAMME TO DRIVE SPORTS AND WELL-BEING INNOVATION

**Accelerator programme returns for a second year with  
IESE Business School partnership**

ASICS has today reopened applications to TENKAN-TEN, a unique, global growth catalyst programme to support sports and well-being start-ups reach their full potential. The programme will accept applications from growth stage start-ups who share ASICS' commitment to get the world moving through innovation, in line with the company's founding philosophy of Anima Sana In Corpore Sano – A Sound Mind in a Sound Body.

TENKAN-TEN (Japanese for tipping point) will give selected start-ups unparalleled access to ASICS executives and industry mentors, as well as support from the internationally renowned IESE Business School. The programme will connect each business to a global network of retail distributors, venture capitalists and industry experts, as well as provide founders with leadership development and a Sound Mind, Sound Body programme to support both their physical and mental fitness.

In 2018, five start-ups from across the globe were selected to be part of the first TENKAN-TEN programme. From smart fabrics to artificial intelligence and motion capturing apps, all five start-ups have accelerated their growth through the programme.

Alistair Cameron, Executive Officer of ASICS Corporation said, "We are delighted to reopen applications to TENKAN-TEN and support the founders of innovative start-ups to take their businesses to the next level."

## THE 2019 TENKAN-TEN PROGRAMME

TENKAN-TEN will support selected start-ups with 30,000 EUR and access to ASICS executives and high-profile mentors, such as Sébastien Lefebvre, former Director of Growth at Twitter, during an intensive four-month period.

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As part of the programme, each start-up founder will benefit from leadership development with a focus on mental and physical health, as well as company culture. Each founder will receive a personalised Sound Mind, Sound Body plan, including coaching, psychologist and personal trainer sessions, in addition to a nutritional plan and access to ASICS' gym and sports facilities.

The programme will start in September 2019 and will take place in the ASICS Innovation Hub in Barcelona and the newly opened EMEA Headquarters in Amsterdam.

#### **PARTNERSHIP WITH IESE BUSINESS SCHOOL**

A new partnership between ASICS and IESE Business School will give founders access to extra, high-level resources to work on real-life challenges and live business cases as part of the acceleration process. IESE MBA students will gain hands-on experience by working alongside the founders, allowing them to put their knowledge into practice.

For more information on the programme, visit <https://tenkan-ten.com/>. This year's application window is now open until June 9th 2019. To apply, businesses can go to <https://tenkan-ten.com/application/>

**-ENDS-**

#### **Notes to Editors**

##### **THE 2018 TENKAN-TEN STARTUPS**

Regina Polanco, founder of Pyrates Smart Fabrics, who participated in the 2018 TENKAN-TEN programme said: "Having the opportunity to work hand-in-hand with an inspiring big corporation like ASICS is a dream come true. The TENKAN-TEN programme is amazing, it really takes you to the next level as a startup in terms of business strategy and growth as well as developing great team management skills."

Shea Balish, CEO & founder of Curv.ai adds: "Without a doubt, this programme has been a phenomenal experience and I would highly recommend it to any growth stage company. If you're at that stage where you really need to find product market fit, it's a superb opportunity."

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