

SportsTechX and International Sports Technology Association Partner on Cutting-Edge Sports Tech Research

Have you ever wondered how sports teams understand their fans from season to season? How product teams understand market fit? or How early stage investors hedge their bets on sports technology startups? One word: Research.



Atlanta, Georgia Sep 25, 2024 ([Issuewire.com](https://www.issuewire.com)) - SportsTechX, a leading global research firm specializing in the sports technology sector, is thrilled to announce its new role as the "Official Research Partner" at the International Sports Technology Association. This

landmark partnership marks a significant milestone in both organizations' commitment to advancing the future of sports technology through market leading research.

Through this collaboration, SportsTechX will provide ISTA and its partners with comprehensive custom research services, offer data driven reports, and thoughtful market analysis covering emerging buyer trends, investments, and market dynamics within the expanding sports technology sector. This partnership aims to enhance the technology trade association's knowledge base, services offering, and drive forward-thinking strategies for its corporate and government clients, such as top-tier institutes, economic development offices, technology accelerators, sports organizations, and expert authors.

[Rohn Malhotra](#), CEO of SportsTechX, expressed his enthusiasm about the partnership, stating, "We are incredibly excited to join forces with the International Sports Technology Association as their **Official Research Partner**. This collaboration allows us to leverage our deep industry insights and data-driven research to support ISTA's mission of fostering innovation and excellence in their efforts to formalize sports technology ecosystems. We look forward to working closely with ISTA to drive impactful advancements and provide valuable resources to their market development strategies."

[David Geddes](#), CEO at ISTA, echoed Malhotra's sentiments, saying, "Partnering with SportsTechX represents a significant step forward for our trade association. With our combined market expertise and their cutting-edge research capabilities, together we will help industry partners stay at the forefront of the sports technology landscape. Ideally, we want to flip the buyer side habits from fast followers to lighthouse innovators with better research. We think this research partnership provides the necessary market fidelity to assist investment portfolios, economic development offices, sports accelerators, as well as, budgeting executives with accurate data and expert analysis."

The partnership will kick off with a series of research initiatives and online webinar events marketed through the association designed to address key topics and challenges facing the sports technology sector. Both organizations are committed to delivering actionable insights and fostering a collaborative environment that promotes innovation and excellence across the world.

For more information about the partnership and upcoming initiatives, please visit [\[www.sportstechx.com\]](http://www.sportstechx.com)(<https://www.sportstechx.com>) and [\[www.istassociation.com\]](http://www.istassociation.com)(<https://www.istassociation.com>).

About **SportsTechX**

SportsTechX is the leading market intelligence platform for sports tech and innovation. Based in Berlin, the firm delivers in-depth analysis and insights with a focus on emerging startups, investment trends, and market dynamics. SportsTechX empowers sports business leaders to make informed decisions and drive forward-thinking strategies.

About **International Sports Technology Association**

International Sports Technology Association (ISTA) is the global technology trade organization dedicated to advancing the sports technology sector through services, programs, and accreditations designed to address systemic challenges effecting market stability and innovation channels in sport. Membership is tailored to benefit policy, research, and trade interests while programs target ready-to-scale companies.



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