

NORTHRIDGE
TRACK

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SANTOS 9

The sports and entertainment industries are becoming increasingly

DRIVEN BY TECHNOLOGY.

On the pitch, in commercial deals and to engage with fans.



Teams are turning to technology for competitive edge, broadcasters are looking for new ways to create content, marketing agencies are searching for innovative ways to activate and track sponsorships, participants are tracking their rides and runs, and rightsholders are seeking ever-greater insights into their fanbases.

Standing out in the market

We recognise the challenges for high-potential technology companies seeking to stand out and grow within this competitive industry.

They need to know who to talk to and how to present their proposition, they need professional advice but their funds need to be concentrated on growing their business and they may need help raising additional capital.

That's why we
have launched
NORTHRIDGE TRACK.

A club aimed at growth stage technology companies that want to build their business within the sports and entertainment market.

Introducing NORTHRIDGE TRACK

NORTHRIDGE TRACK combines:

- > Industry leading legal advice with a flexible approach to pricing to match your growth curve
 - > Access to Northridge's extensive network of athletes, teams, leagues, governing bodies, sponsors, agencies, investors and advisors
 - > Participation in our range of events attended by industry executives and other club members
-

We are not an accelerator or an incubator programme, but rather an on-going provision of **HIGH QUALITY SUPPORT** to the very best companies.

Join NORTHRIDGE TRACK

NORTHRIDGE TRACK is a club consisting of
THE VERY BEST HIGH-POTENTIAL
technology companies, with an interest
in the sports and entertainment market.

Our team are constantly scouting the market looking for, and meeting with, those businesses. We are present at the leading sector events across the world and our team work with many of the leading accelerator programmes.

There are no membership fees, long application forms or a formal pitch-style presentation to join the club.

If you are interested in NORTHRIDGE TRACK and our team think that membership of the club would help your business, then they will make the case to the NORTHRIDGE TRACK steering group (consisting of our team, the Northridge partners and external experts).

Become a member

What do we
LOOK FOR?

NORTHRIDGE
TRACK



What do we look for?

Members who will get the most out of NORTHRIDGE TRACK will have at least some of the following **CHARACTERISTICS.**

- > A product on the market and generating revenues
- > Demonstrable traction with customers or users
- > Want help accessing key decision makers in the sports or entertainment industry and we can see interest from our network
- > A strong management team that will impress the market and can follow-up on introductions
- > Seeking additional capital or advice to help grow the business
- > "Mentorable" – open to the advice that Northridge and our network can offer
- > Considering international expansion into the UK market

How do our clients and network benefit?

Sports teams, governing bodies, agencies, sports and entertainment businesses, and investors benefit from NORTHRIDGE TRACK by having first sight of the

MOST EXCITING GROWTH BUSINESSES

in this space.

- > These businesses have been identified as leaders in the sports / entertainment technology landscape
- > The introductions that we make are based upon our understanding and knowledge of your business, strategy and priorities. Introductions are only ever made with your approval and on occasions where we think the company concerned can add genuine value to your business
- > For sports and entertainment organisations, NORTHRIDGE TRACK can deliver a pipeline of potential partners – whether sponsors, suppliers, or for joint ventures
- > Provides first look at growth stage investment or acquisition targets to suit your funding or acquisition range

About Northridge

NORTHBRIDGE

A Tier 1 independent law firm
with a particular focus on the
sports, entertainment and
technology sectors

NORTHBRIDGE
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About Northridge

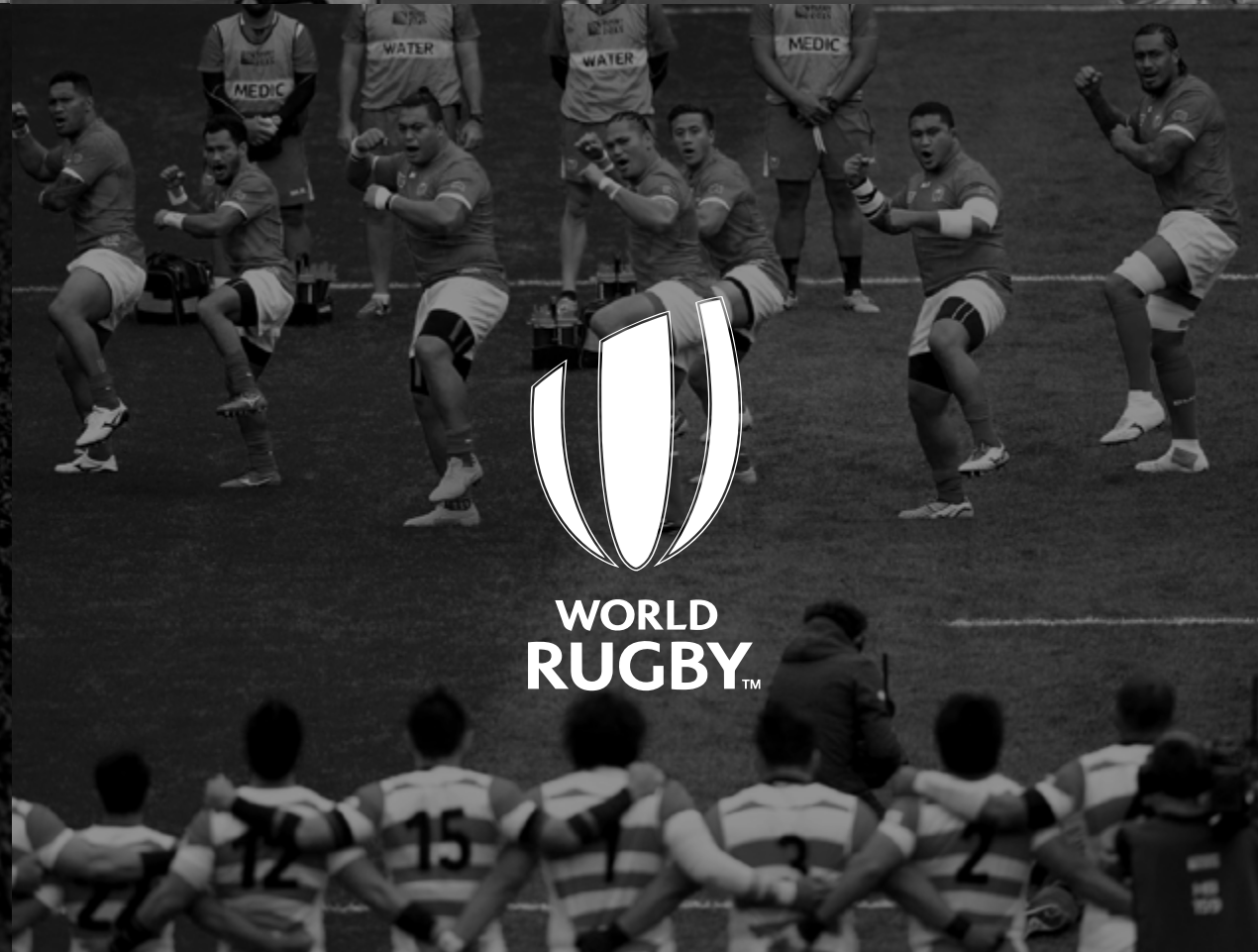
Launched in October 2017 by a team of leading sports lawyers and has grown rapidly to become **THE LARGEST SPORTS LAW PRACTICE IN EUROPE.**

Experience and capability to offer the full range of legal services for the life cycle of growth phase businesses including:

- Fundraising
- Acquisitions, joint ventures and shareholding arrangements
- Commercial contracts
- Specific regulatory advice in the sports and media sectors
- Dispute resolution
- Founder, employee and adviser arrangements

Our Network

A selection of **OUR CLIENTS**



STATSPORTS

- > STATSports is the world leader in GPS player tracking
- > Its client list includes the majority of Premier League clubs, Barcelona, Juventus, England Rugby and teams in the NBA, NFL and MLS
- > We have worked with the team at STATSports to help meet each challenge they face including advising on their ground-breaking partnership with US Soccer (valued at US\$ 1.5 billion)
- > Northridge has taken an equity stake in STATSports





“ The greatest compliment I can pay the team at Northridge is that they aren’t like other lawyers.

They understand our business and our industry. They don’t tell me the law, they tell me what to do. ”

Alan Clarke,
Co-Founder and CEO of STATSports

FUNDER

- > A tech company rethinking mass charitable fundraising through its platform delivering lotteries, raffles and games to the communities and fan bases of sports teams, celebrities and charities
- > Clients using the platform include Chelsea FC, Help Refugees, the RFU and parkrun
- > Currently undertaking a Series A fundraise
- > Northridge provides the full range of legal support on contractual and corporate issues





// Northridge have provided invaluable support to Funder, both on our commercial negotiations and through introductions to their network.

We view them as a genuine business partner, not just our lawyers. //

Cody Hoffman,
Co-Founder and CEO of Funder

Case Study

SPORTLOGiQ

- > SPORTLOGiQ is an AI-powered sports analytics company
- > Named amongst the World's Most Innovative Companies in CB Insights 2018 (AI 100)
- > Provides fully automated, real time data insights for teams and broadcasters
- > Northridge is assisting SPORTLOGiQ with its expansion into Europe and introductions to potential customer teams and governing bodies

Case Study

“ Coming from a North American hockey focus into Europe and soccer, Northridge have provided invaluable support.

Their knowledge of the market has been first class and their industry connections have been superb ”

Craig Buntin,
CEO of SPORTLOGiQ

MEUNIER
298,361
KAGAWA
205,623

DE BRUYNE
644,610

RECEPTION

SHOJI
101,407

YOSHIKAWA
694,512

H. SAKAGUCHI
478,412

CHADLI
511,837

HAZARD
769,224

**SPORT
LOGiQ**



OUR TEAM

Our Team

JON WALTERS

Partner

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- > Founding Partner and Head of NORTHRIDGE TRACK
- > Mentor on Dentsu's Sports Tech Tokyo accelerator program
- > A "real go-to adviser" (Legal 500, 2018)

IAN LYNAM

Partner

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- > Founding Partner
- > Non-executive director of STATSports
- > "One of the country's foremost experts in commercial sports matters" (Legal 500,2018)

MIKE HERBERT

Associate

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- > Broad Sports Tech experience
- > Particular focus on fundraisings, shareholding arrangements and acquisitions
- > Associate lead on NORTHRIDGE TRACK

CHARLIE GREENWOOD

Consultant

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- > Sports Tech Advisor to Northridge
- > Previous roles at Nike & AEG and consulting clients include FA, Premiership Ruby, LTA, Vauxhall, Adidas & M&C Saatchi
- > Advisor to Sports Tech investors and accelerator programmes in Europe and US
- > Advisor to high growth sports tech companies in US, UK, Canada and Israel



Northridge Year One:
(Video via Vimeo)



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