

Former NBA all-star and Olympic gold medalist Michael Redd joins the ADvantage Sports Tech Fund

Redd has invested in over 85 companies and will now focus on innovative opportunities shaping the future of sports.

Columbus, Ohio, January 7, 2020 — Former NBA all-star Michael Redd, best known for his tenure as shooting guard with the Milwaukee Bucks and role in the 2008 US Men's Olympic team, is joining the ADvantage Sports Tech Fund as a venture partner. ADvantage is a global sports tech fund backed by leAD Sports and OurCrowd to invest in early stage technology companies aimed at shaping the future of sports. In this capacity, Redd will be sourcing sports technologies with ADvantage and accelerating the introduction of new products and services into the sports world.

Based in Columbus, Ohio, Redd will be covering emerging technologies at the intersection of sports and data, with a focus on the convergence of wellness and athletics. Since retirement in 2013, Redd has been at the forefront of what has become a notable trend: athletes transitioning from their playing days to investing in technology. Over the past six years, Redd has invested in over 85 companies as an angel investor, partner at Third Wave Digital, and through involvement with other funds. Redd is once again pioneering, this time he is focused on innovative opportunities shaping the future of sports globally.

"I'm humbled to join the ADvantage team and excited to be joining Jeremy, Christoph, and Alex investing in the best teams pioneering sports technologies globally," Redd said. "I was blessed throughout my career to tour the world and specifically with Team USA gained exposure to how different cultures form their own sports and technology ecosystems with unique strengths. That's why I'm excited to join the first team that's actively sourcing ideas and talent from ecosystems around the world to advance our industry."

"We're thrilled to welcome Michael to the ADvantage family," said Jeremy Pressman, Partner at ADvantage. "Through his athletic achievements and experience over the last six years in venture investing, Michael has built an extensive global network and deep expertise in the business of sports and technology. We're excited to be working with him to identify and build out the next generation of great sports tech companies that can benefit from his unique perspectives."

Redd, who maintains a passion for improving the overall quality of an athlete's wellbeing, adds, "I reflect on how major injuries ultimately derailed my career. The potential today for the right mix of technologies and data to prolong and enhance the playing days of professionals and amateurs alike, can unlock human potential and underpin an enormous industry."

In line with ADvantage's broader investment theses, Redd will be focused on moving performance technologies down market and expanding their user base.

"The next application of these technologies I see is for the everyday consumer who is looking to improve their overall health and wellbeing," Redd says. "As smartphones & software are beginning to do what formerly took a lab of medical equipment, the benefits and insights that I got from my professional trainers and coaches are going to be eclipsed by what's available to weekend warriors and middle school athletes."

Redd will be participating in the upcoming [OurCrowd Global Investor Summit](#) on February 13, 2020 in Jerusalem.

End of the release

About ADvantage Sports Tech Fund

ADvantage is a global sports tech fund backed by leAD Sports and OurCrowd to invest in early stage technology companies aimed at shaping the future of sports. leAD Sports is a leading sports tech investment platform founded by the family of Adi Dassler, the founder of Adidas, to support and fund the most promising tech companies in sports from pre-seed through growth. [OurCrowd](#) is Israel's most active venture investor and the world's leading equity crowdfunding platform with 1.3b USD committed capital to 200 portfolio companies and 35 exits. This unique partnership allows ADvantage to leverage a strong global network to source leading opportunities in the spaces of fan engagement and experience, connected athletes and communities, and derivative sports (eSports, fantasy, and new sports). The fund is led by serial entrepreneur and accomplished venture builder Christoph Sonnen and venture investor and professional athlete Jeremy Pressman.

For more information visit: <https://www.advantagesportsfund.com>

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