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RELEASE DATE:

October 28, 2024

PRESS RELEASE

AI SPORTS-TECH COMPANY SENSSCORE DIGITAL JOINS PASCO COUNTY EDC'S SMARTSTART BUSINESS INCUBATOR

Wesley Chappell, Fla. (October 25, 2024)— Renate Bachmann, Founder of SensScore Digital, announced that her company will be joining the SMARTstart Pasco Business Incubator Program to develop SensScore's sports performance and networking engine, Athletes' Cloud.

"She had heard many great things about the innovative approaches the SMARTstart program was taking to assist young companies and help them grow," said Bachmann. "The access to information, resources, and support, along with the mentorship and encouragement from the programs staff and start-up community, made it easy to conclude that SMART start was the right place for SensScore to develop our Athletes' Cloud platform. "

Athletes' Cloud is a comprehensive sports performance engine that aggregates training statistics, science-based information, and a global support network to create a single-point resource where athletes can access resources to help maintain health and improve performance throughout their sports journey. By joining the SMARTstart Incubator Program, the SensScore team will have access to the many business development tools and opportunities provided by the program.

"We're thrilled to welcome SensScore to the SMARTstart family," said Dan Mitchell, SMARTstart Program Director at the Pasco Economic Development Council. "The collaboration between our sports and tech ecosystems is one of the things that sets Pasco County apart, and SensScore's innovative Athletes' Cloud platform exemplifies the forward-thinking spirit we nurture here. SensScore's decision to launch here not only strengthens our community's position as Florida's Sports Coast but also continues to build Pasco as the most competitive environment for businesses and innovation."

The SMARTstart Pasco Business Incubator Program currently provides business coaching, assistance and training to over 50 on- and off-site member businesses at its three entrepreneur centers across Pasco County. Members are given the opportunity to work in a collaborative environment with other small businesses, gain access to technical support and one-on-one mentoring, network with other business leaders and community partners, and attend classes and seminars held at the SMARTstart West Pasco, Wesley Chapel and Dade City Incubators. Members also receive 24/7 access to the incubator facilities, free WiFi, free parking, available co-working space, a post office box, and access to conference and meeting rooms.

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About SensScore Digital

SensScore Digital is an AI sports-tech company charting a new path in athlete development, health management and recruiting. We strive to provide players with the tools and information they need to take control of their growth and compete at their highest level by combining a holistic approach to athletic development and data analysis with a platform for players to showcase their performance and progress. Our mission at SensScore is to democratize sports data to unlock hidden talent and level the playing field for athletes, parents, and teams globally. More information: <https://www.sensscore.com/>

About SMARTstart Pasco Incubators

The SMARTstart Pasco Incubators are part of Pasco EDC's SMARTstart Small Business Program. Incubators are in [three mixed-use entrepreneur centers](#) around Pasco County that help entrepreneurs take their business to the next stage of success. The SMARTstart team assesses the needs of entrepreneurs and connects them with local resources needed to improve viability and strengthen start-ups.

About Pasco Economic Development Council

The Pasco Economic Development Council is committed to developing Florida's most competitive climate for business growth by providing businesses, that seek to start, move, or grow in the North Tampa Bay area, a comprehensive suite of programs that can help them to reach their full economic potential. Since 1987, Pasco EDC has fostered a strong partnership funded by corporate and public investors focused on the economic vitality of Pasco County. Discover more at www.pascoedc.com.

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