



CITRIN COOPERMAN®
Accountants and Advisors



SPORTS TECH

Focused on Optimizing Performance

Over the last few years, the sports technology industry has been characterized by rapid growth, innovation, and the emergence of early stage, disruptive companies ready to take the industry by storm. Even now, everything continues to move at the speed of light. Today's sports tech companies need to be open, responsive, and most importantly, ready to capitalize on opportunities that present themselves. It's an exciting time in a growing industry for disruptive, groundbreaking companies with big ideas and management teams ready to execute. Growth and opportunity may come from expansion into a new sales channel, acquisition of talent in a new region or by pivoting on an overall business model. Internal and stakeholder reporting, state and local tax, and possibly international reporting, become critical paths to success and finding an advisor, who understands the industry and the unique challenges these companies face will be vital.

Related Practices

- International Tax Services
- High Net Worth Individuals
- Private Equity and Capital Markets
- Risk Advisory
- State & Local Tax (SALT)
- Technology and Risk Advisory Consulting (TRAC)
- Transaction Advisory Services
- Valuation Advisory Services

A great deal of capital is circulating through the marketplace, but the bar has been raised for sports tech start-ups because investors want more – they want results, information, and a plan to deliver. Today, successful entrepreneurs move quickly through different ideas over the span of months instead of years. Developing a winning business model that can stand the test of time is essential. Sports tech companies must be more nimble than ever, as they master the art of the pivot. Delivering solid returns for investors against plan is critical, in a much shorter timeframe.

How Citrin Cooperman Can Help

Our dedicated sports tech professionals bring to the table the right mix of experience and skills unique to the industry, and an understanding of the entrepreneurial spirit embodied in sports tech companies. We provide our clients with actionable advice through custom, realistic, and scalable solutions while staying on top of developments that impact our clients in order to offer fresh ideas geared towards helping them through various stages of maturity. Our team is ready to roll up their sleeves and get to work. They're trained to adapt when new challenges arise – bringing a level of realism and pragmatism to the advice they offer and able to customize solutions to fit your specific needs. We believe this blend of technical and operational experience sets us apart and affords our clients high-quality results.

Whether you need traditional accounting and tax support, or guidance on developing business and financial plans, on business execution, obtaining early-stage financing, or strategizing on and executing strategic mergers and acquisitions, we can help.

Related Services

- Strategic planning and structuring including exit strategy planning, business plan development and budgeting
- State and local tax (SALT) planning
- International tax consulting
- Valuation for tax, compensation, and transactional purposes
- Assistance with complex accounting and reporting issues including revenue recognition, software development, R&D, compensation arrangements, business combinations and complex debt and equity securities
- Internal controls consulting
- Assistance with M&A including deal structuring and due diligence, including quality of earnings analysis
- Guidance throughout the financing and funding process including investor presentations
- Intellectual property valuation and litigation services
- Identification of tax credits
- Bookkeeping, accounting, and financial reporting assistance and oversight
- Cybersecurity best practice assessments
- Strategic planning