

DATA LABS SHORTLISTED FOR MIT SPORTS ANALYTICS TRADE SHOW AND BLITZ COMPETITION

Tuesday 15th December 2015: Human capital technology company Data Laboratories Limited have been selected to feature at the MIT Sloan Sports Analytics Conference in March 2016.

The Startup Trade Show and Blitz Competition provide an opportunity for selected startups and small companies to showcase their innovations in the fields of sports-related devices and services. This year, 12 startups and small companies will be selected by the SSAC committee to present their products and/or services to potential customers, business partners, investors, and employees.

The conference goal is to provide a forum for industry professionals (executives and leading researchers) and students to discuss the increasing role of analytics in the global sports industry. MIT Sloan is dedicated to fostering growth and innovation in this arena, and the conference enriches opportunities for learning about the sports business world. The conference is open to anyone interested in sports.

Speakers at the 2016 event will include NBA Commissioner Adam Silver, NHL Commissioner Gary Bettman, Michael Lewis and Billy Beane, author and subject of best selling book *Moneyball: The Art of Winning an Unfair Game*.

"For a company like ours who specialize in people analytics and visualization, there is no greater stage than this. The sports industry leads the way in using player data to drive decision-making. It is an honour to be featuring at this event and have a chance to present to the largest sports leagues in the world, and share how we are adapting our Talent Lab platform to be used in the world of sport." Sam Jones, CEO of Data Labs.

Talent Lab Software enables the transformation of human capital data into actionable insights through interactive visualization and is available as an on-premise or hosted solution with clients receiving several days of training at point of go-live. Clients typically sign a 12-month subscription agreement with full payment received in advance.

For more information please contact:

Sam Jones, Data Labs
sam@data-labs.com
+65 9060 8151
<https://talent-lab.com>

MIT Sloan Sports Analytics Conference:

<http://www.sloansportsconference.com/>

Media enquiries:

Matthew Wright, NWR Communications
matt@nwrcommunications.com.au
+61 451 896 420