

**ENTRIES NOW OPEN FOR BASECAMP OF INSPIRATION
BY ISPO BRANDNEW IN COOPERATION WITH GLOBETROTTER**



- **Calling all innovative start-ups in the outdoor industry**
- **Globetrotter as official Partner**
- **Online entries incl. submission of products open until May 14, 2021**

Basecamp of Inspiration by ISPO Brandnew in cooperation with Globetrotter is taking place in 2021. The competition is open to start-ups working in the outdoor industry that have developed innovative products. 10 shortlisted start-ups will be given the opportunity to make their pitch for first place live during OutDoor by ISPO from July 6 to 8, 2021. The winner will receive a “Globetrotter Innolab Scholarship”. The outdoor retailer is the Basecamp’s official partner. The competition entry process has already been successfully launched and will remain open until May 14, 2021.



Credit: © KontraPixel | Jana Erb

The format for start-ups, which is based on a long tradition spanning 20 years, is being slightly reworked this year: the jury, consisting of industry experts, will shortlist the 10 best entries after which the relevant entrants will be invited to make their pitch for the scholarship and other prizes live on stage at OutDoor by ISPO.



Winners will benefit from global reach and communications strategies

The winner of the top spot will receive a Globetrotter Innolab Scholarship: the winning product will be included in Globetrotter’s range and prominently showcased and advertised in the Globetrotter Innovation Lab in Berlin for an entire season. The winning start-up will also be given the golden opportunity to present the product or service in the Globetrotter online store and in selected retail spaces. Finally, the Globetrotter Innolab Scholarship will also involve inclusion in the outdoor retailer’s communications and content strategy. Globetrotter will promote the winning product via various different digital channels, including newsletters, social media platforms, blogs, and the Globetrotter magazine. The winner may also benefit from support in terms of subsequent marketing as well as joint further development of the product.

Outdoor and adventure photographer Jana Erb from KontraPixel will shoot a video for the runner-up about the brand, including interviews and a tour of the company. Both the product and the start-up involved will therefore benefit from professional production. The third-placed start-up will win exclusive PR material from KontraPixel, including photos of its products.

Jana Erb is thrilled about the partnership with Basecamp: “Prizes like these firstly enable fledgling brands to network with the industry’s big hitters and secondly provide them with a unique opportunity to present their new products to a diverse audience.”



Globetrotter as solid partner for Basecamp of Inspiration by ISPO Brandnew

Globetrotter has its finger firmly on the pulse in terms of the industry’s latest developments and trends. The Globetrotter Innovation Lab has been a feature of the Berlin store since fall 2020. This area’s sole purpose is to showcase innovative developments in the outdoor re-

tail industry. As such, Globetrotter is offering the Basecamp winner an unbeatable environment in which to present both itself as a newcomer and its award-winning product.

Franziska Zindl, Head of ISPO Awards & Innovations: “Not only does the cooperation demonstrate retail’s huge interest in and commitment to the summer format of ISPO Brandnew but the extensive service package is also set to provide the smallest players in our industry with yet another incredible springboard for gaining a solid foothold in the market.”

Andreas Vogler, CEO Globetrotter: “We are truly thrilled to be able to work together with the ISPO Brandnew team to offer up-and-coming new start-ups the benefit of our marketing expertise. We are proud of the fact that we are passionate about innovation and are now perfectly positioned to offer our services as a sales and launch partner. And, for us, ISPO is a partner with vision and a seemingly infinite network.”



Source: Messe München GmbH