



# FACULTY RESEARCH TALKS

LISTEN. LEARN. COLLABORATE.

Zoom talk | Friday, March 4, 2022 | Noon to 1 p.m.

## PARTNER SPOTLIGHT:

*leAD Sports & Health Tech Partners*



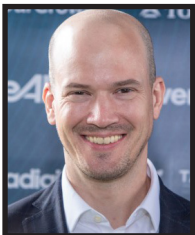
CO-PRESENTER 1:

### **NATHALIE SONNE**

Program and  
Marketing Director  
leAD Sports & Health  
Tech Partners

## **Building the Silicon Valley for Sports and Health Tech in Central Florida**

leAD Sports & Health Tech Partners sources, funds and drives growth of early-stage sports and health technology startups globally. leAD was founded in 2016 and was inspired by sports industry legend Adi Dassler. Since its inception, leAD has taken on new companies into its business every year. With more than 40 companies around the globe under its portfolio, leAD is constantly empowering founders to create their own legacy. leAD works with groundbreaking solutions across the verticals of fan engagement, connected athletes, and health and well-being, and focuses on driving growth through smart investment, premier network access, and expert training. leAD has three investment vehicles – the Academy, the Lake Nona Fund (Seed Stage), and ADvantage Fund (Series A stage) – and commercial partnerships with Tavistock Group, OurCrowd, Verizon, Inseego and Lake Nona to further support portfolio growth. In this session, leAD will give an overview of its global investment and entrepreneurship platform, and will explain the reasoning behind expanding to Lake Nona in 2020. Their presentation will be followed by introductions from two of their Lake Nona portfolio companies: NESTRE and Oxiwear.



CO-PRESENTER 2:

### **THOMAS RUDY**

Principal  
Lake Nona Sports and  
Health Fund

After a brief trip into the agency world, Nathalie soon immersed herself in the founders' scene to live her passion for fast-paced environments and strategy in unfamiliar terrain by working for startups both in the U.S. and Germany. As program and marketing director at leAD, she gets to combine her personal interest in sports with this diverse experience and leverage it to help promising early sports startups grow and succeed.

Prior to joining as principal, Thomas Rudy had been a mentor to leAD since 2017. He is the co-founder of WhiteRock, a sports and entertainment M&A advisory firm. In 2020, he was voted one of the top 25 experts in SportsTech in the North American SportsTech Report. Furthermore, he is the co-founder and managing partner of New York-based venture capital fund Elevate Innovation Partners. Rudy's career in sports investment banking started at Citigroup assisting owners in buying and selling professional teams. He graduated from the College at Columbia University in New York City in 2006 with a B.A. in economics.



UCF

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PRESENTER 3:  
**SHAVINI FERNANDO**  
Founder and CEO  
OxiWear

## OxiWear: An Innovative Ear-Wearable Pulse Oximeter for Continuous Oxygen Monitoring

OxiWear is an ear-wearable pulse oximeter for continuous oxygen monitoring and low oxygen alerting. While the initial focus of development was for medical applications, the extreme and professional sports world has shown increased interest in the ability to accurately monitor oxygen levels while training and during high-intensity exercise to prevent hypoxic injuries and conduct safer training. Ms. Fernando's presentation will address hypoxia and the importance of oxygen monitoring, especially for extreme sports and athletic training.

Ms. Fernando holds a B.S. in computer science from the University of Portsmouth in the UK, an MBA from Edith Cowan University in Australia, and an M.A. in communication, culture, and technology from Georgetown University. Diagnosed with severe pulmonary hypertension (PH) due to Eisenmenger's syndrome, a congenital heart defect, Ms. Fernando has experienced multiple situations in which her heart has stopped as a result of a sudden drop in oxygen levels, necessitating self-CPR to revive her heart. After several near-death experiences, she invented OxiWear as a tool for herself and the larger PH community. OxiWear was founded in 2019 and closed a pre-seed funding round in 2021. The company will begin beta testing in March and plans to launch in July 2022.



CO-PRESENTER 4:  
**TOMMY SHAVERS**  
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Founder and CEO  
NESTRE Health & Performance

## NESTRE Health & Performance

NESTRE Health & Performance was founded in Orlando, Florida in 2018 by Dr. Tommy Shavers and later joined by co-founder and Chief Innovative Health & Performance Officer Julius Thomas. Dr. Shavers created a model of self-recovery and successfully healed himself from a decade-long mental and cognitive impairment and decline after suffering career-ending concussions as a collegiate football player. Once he achieved what doctors deemed impossible, he aimed to create an efficient and scalable model to help others get better in the areas of brain health, mental wellness and human performance. Dr. Shavers and the team at NESTRE are on a mission to change the narrative around mental health and cognitive performance and build a better world with the human in mind. Its solutions include in-person neuro-strength training rooms, the NESTRE Mindset Profile and the NESTRE mobile app that will use neuroscience and AI/machine learning technology for personalized mental and cognitive training. For more information, visit NESTREperformance.com.



CO-PRESENTER 5:  
**TJ HARNDEN**  
Head of Growth and Partnership  
NESTRE Health & Performance

Dr. Shavers, a three-year letter-winner and football team captain at UCF, has more than 10 years of organizational leadership and high-profile behavioral training experience. He is the Sports and Health Chair of the Global Health Catalyst and an advisory board member of the Society for NeuroSports. He received his B.S. in organizational communication and M.S. in interpersonal and organizational communication from UCF.

TJ Harnden has more than 10 years' experience as an intrapreneur, in fundraising, and in developing partnerships. He has 10 years' experience in business management and sales strategy with a focus on leadership and growth. He is a former UCF linebacker and has been honored with a post-graduate Order of Pegasus award from UCF.