

KWM ADVISES VALENCIA CF ON A STRATEGIC ALLIANCE WITH DEMIUM

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King & Wood Mallesons (**KWM**) has advised **Valencia Club de Fútbol** on its strategic alliance with the management company Demium for the investment in sports startups. The agreement between the football club and the venture capital firm aims at positioning the VCF Innovation Hub in the field of sports tech.

Demium has set up through this alliance Matchday Innovation, an investment fund endowed with 5 million euros to promote startups with innovative ideas in the sports field. This vehicle will invest in projects born in the VCF Innovation Hub, from the last edition of its Innovation Program, which started last April, and will involve the creation of a new area of specialization of Sports Tech added to the four existing ones: Fan Engagement, Medicine and Sports Sciences, Smart Stadium and Academy.

The team of KWM lawyers that have participated in this deal is formed by Funds partner **Isabel Rodríguez** and associate **Enrique Torné**.