

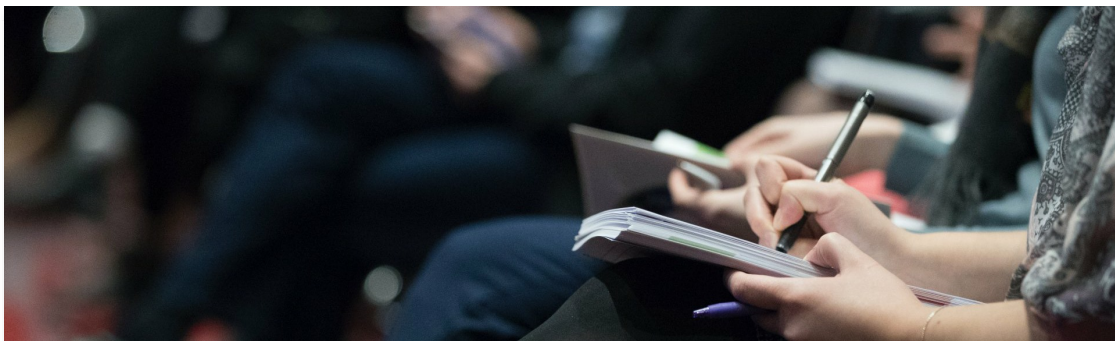
## Harvard i-lab: The Power of Wearable Technology in Sports

BOSTON, MA

Harvard i-lab welcomes Isaiah Kacyvenski, former 8-year NFL veteran and Head of the Consumer Business and Chairman of the Sports Advisory Board at MC10, to discuss the opportunities new and emerging technology provide to Innovate in Sports. Mr. Kacyvenski will be giving his perspective about how electronics and their interaction with the human body can change the way athletes prepare to perform as well as how fans consume sports content. In other words, how can we use technology to take the guesswork out of preparation and performance and create even more engaging, truly unique content?

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APRIL 18–19, 2024

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