

ATHLETE PERFORMANCE & TRACKING

WELCOME

Welcome to the inaugural Sports Tech Annual, brought to you by Sports Tech World Series (STWS).

The Sports Tech Annual is an industry research publication that brings together the most comprehensive and complete directory of companies in the global sports tech landscape. Each Chapter features interviews with industry experts sharing their insights on the current challenges, innovative use-cases, industry trends and future predictions in sports technology.

STWS Sports Tech Annual is your resource to navigate the revolutionary impact technology is having on how sports are played, administered and consumed around the world.

SPORTS TECHNOLOGY INDUSTRY FRAMEWORK

The 2020 Sports Tech Annual is divided into eight chapters reflecting the eight categories in the STWS Sports Technology Framework, highlighted below. This Framework was developed to give structure to the amorphous term "sports technology" and provides an exhaustive overview of the ecosystem.

Although the Framework provides an exhaustive overview of the sports tech ecosystem, each category is not mutually exclusive. There will inevitably be companies that fit amongst several categories.

Categorizations are therefore based on the company's primary function and area of product/service expertise. If a company is not present in a chapter it may be because they are better suited to another chapter/category.

This chapter focuses on companies working within Athlete Performance & Tracking, including Devices and platforms used to measure or track athletes with the purpose of testing and improving performance such as GPS, activity trackers and sensors.



ATHLETE PERFORMANCE & TRACKING

Devices and platforms used to measure or track athletes with the purpose of testing and improving performance such as GPS, activity trackers and sensors.



ATHLETE, TEAM & EVENT MANAGEMENT

Solutions that support the management of athletes, teams, leagues and events, with a focus on improving overall efficiencies at an individual and organisational level.



BETTING & FANTASY SPORTS

Solutions focused specifically on the unique challenges of betting and fantasy sports.



DATA CAPTURE & ANALYSIS

Data processing, capture and analysis solutions that support insights and decision making for a variety of sports related organizations.



ESPORTS

Solutions focused specifically on the unique challenges of Esport and gaming.



FAN & SPONSOR ENGAGEMENT

Solutions designed to enhance and improve the experience of the fan, or increase the value for the sponsor, including memberships and social media engagement.



MEDIA & BROADCAST

Solutions that enable and enhance the sharing and distribution of sports content such as streaming platforms, automated broadcast graphics and online content publishers.



STADIUMS & VENUES

Solutions designed to improve the efficiency and customer experience in stadiums and venues. From base level technology infrastructure, such as internet connectivity, to match-day fan experience platforms.

ABOUT STWS

Sports Tech World Series (STWS) is the global community for people at the intersection of sports, digital, and technology. Our mission is to be the trusted resource in helping companies, teams, and individuals excel

in the global sports technology community. Founded in 2015, STWS work with our community to bring people together through our global network of physical and digital activities and services.

OUR SERVICES & ACTIVITIES

STWS CONSULTING

Consulting for Sports Tech, to find out more contact us at consulting@sportstechworldseries.com

STWS RESEARCH

Sports Tech Industry Research and Insights, enquire with us at research@sportstechworldseries.com

STWS INVESTOR NETWORK

Online platform connecting sports tech startups and investors (sportsinvestornetwork.com)

STWS SPORTS TECH FEED

The Global Sports Technology Podcast (sportstechfeed.com)

STWS NEWSLETTER

Weekly digest of the top news, content and industry deep dives in sports technology

STWS CONFERENCE

Global Conference Series (sportstechworldseries.com/events)

ANZSTA
ANZ SPORTS TECHNOLOGY AWARDS

Sports Tech Industry Awards (anzsta.com.au)



EXECUTIVE SUMMARY

The variety of tools available to track athletic performance, both on and off the field, is only increasing. The growth in tools is also matched by the depth of data that these tools can generate. The widespread adoption of performance and recovery wearables such as WHOOP and Oura are

prime examples of this trend. However out of this a major challenge for high performance coaches, data scientists and trainers is aggregating and integrating all these different data streams to form actionable insights.



DAVID TENNEY
AUSTIN FC



STUART MORGAN
AUSTRALIAN INSTITUTE OF SPORT

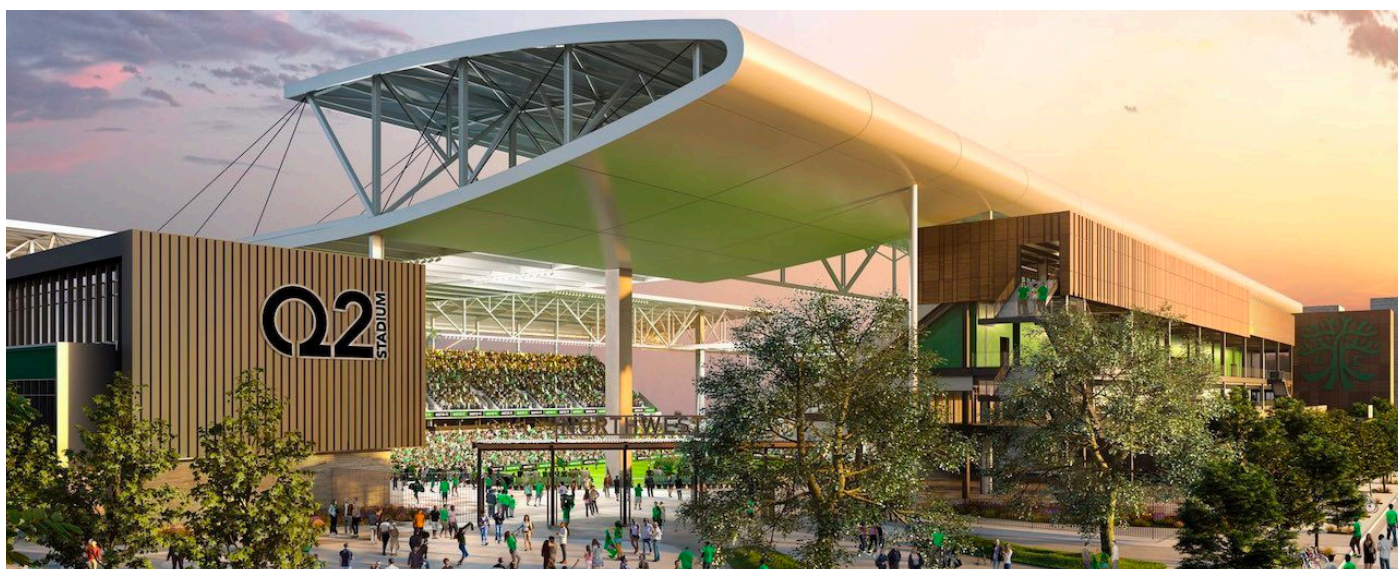
Artificial Intelligence (AI) is a key solution to making sense of this new wave of athlete performance and tracking data. AI can assist in the triage and processing of data to enable coaches and analysts to derive the meaningful insights they need in a timely manner.

Computer vision and optical tracking systems is another emergent area in athlete tracking and performance. Although optical tracking is unable to completely replace wearable tech, the unobtrusive and automated nature of video has obvious benefits for capturing performance data over applying physical devices to the athlete. Furthermore, the recent advances in the use of smartphone cameras, instead of traditionally expensive and cumbersome fixed camera systems, as well as 5G internet connectivity is a breakthrough in the democratization of this tech. It enables more people, especially at the youth and grassroots levels, to access performance coaching and talent scouting only recently available to the pros.

Although there's a great deal of promise, optical tracking systems still have a long way to go before becoming ubiquitous, especially with their ability to integrate to existing systems. The ability to capture performance in a training environment with multiple camera whilst automatically integrating with an intelligence system to process the data inputs is still an unmet need for sport.

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INDUSTRY EXPERT INSIGHTS

These Experts represent professionals from some of the world's most innovative and renowned sporting properties. We would like to thank their contribution to the Annual and for their part in moving the industry forward.

DAVID TENNEY HEAD OF HIGH PERFORMANCE AUSTIN FC

David is the inaugural High Performance Director of Major League Soccer Expansion club Austin FC. David joins Austin FC after three years as the first High Performance Director for the NBA's Orlando Magic. During David's stewardship of the Magic's high performance department, the team made back-to-back playoff appearances for the first time since 2012.

Prior to this David spent nine seasons with the Seattle Sounders. While with the Sounders, the team won MLS Cup (2016), the U.S. Open Cup four times, and made the MLS Playoffs in nine consecutive years.

David also serves on the Advisory Board of Sports Innovation Texas a new initiative realising the potential of Austin and Central Texas to be a leading global hub for sports innovation and technology.



Key challenges: What are the key challenges you're facing and what role can technology play in solving them?

Data aggregation and integration. We're getting an increasing number of data streams from different tech so being able to merge the different data from all the different providers into one place and then make sense of it is still the biggest challenge. There's a huge role that tech and data can have in solving a problem of its own creation.

Innovative Use-Cases: What is the best or most innovative application of technology you've seen in the industry this year?

I thought it was really innovative how the Oura Ring was used to systematically track HRV (Heart-Rate Variability) for illness detection for everyone that went into the NBA bubble. There's WHOOP and some of the other HRV companies like Omegawave and Firstbeat. But the work that Oura has done, especially in the last 12 months, to create awareness around their product I think has really opened up everyone's eyes to the benefits of HRV.

You can see on Twitter weekly comparisons of night-time versus daytime HRV, WHOOP versus Oura, and what's more meaningful. We now know what happens to someone's heart rate over time, HRV and heart rates, we know over the course of a night and the difference of HRV and resting heart rate at night and sleeping six hours versus eight hours versus nine hours. Personally, I've started using it every day and I find that it had definitely created this awareness around night-time HRV for the first time. That has been super interesting to work with and something I've seen in the last 12 months more than I ever have before.

Trends: What major trends have emerged in the last 6-12 months in the application of technology, digital and data?

Optical tracking is still on an accelerating expansion into the sports performance industry with companies like Second Spectrum being used in the NBA and MLS. This ability of computer vision to be able to provide player tracking data using a normal TV feed is really interesting. It's more than just aggregated running stats now, it's quantifying things like defensive and offensive metrics. Applying computer vision to a normal broadcast feed could be a potential game changer in how we're quantifying and looking at the game and improvements.

Improvements: What technology would you like to see developed or adopted over the next one to two years?

EMG (Electromyography - electrodiagnostic medicine technique for evaluating and recording the electrical activity produced by skeletal muscles) is going to come to the forefront more. The industry is looking at activity within the muscles and realizing there is something there but we're still not at that phase where we're 100% sure of what it's telling it and how to best use it. So I'm interested to see how the application of EMG together with GPS and other performance tracking systems. I think that's when we'll be able to get the best out of it.

INDUSTRY EXPERT INSIGHTS

**STUART MORGAN
LEAD MACHINE LEARNING, ARTIFICIAL
INTELLIGENCE AND DATA INNOVATION
AUSTRALIAN INSTITUTE OF SPORT**

Stuart Morgan currently leads the AIS Applied Technology and Innovation's Machine Learning, Artificial Intelligence and Data Innovation department. Stuart completed his PhD in sensory neuroscience at Swinburne University of Technology (SUT), in 1999, and became a Research Fellow at SUT in 2000. He worked as a performance analyst at the Victorian Institute of Sport for 6 years, developing next-generation game analysis techniques, before joining the AIS in 2007.

Stuart has worked with numerous high profile international teams including the Australian Hockey team at the 2008 Beijing Olympic Games. His current work focuses on research and development in computer vision for sports, including using data mining and machine learning techniques to gain competition and training insights.

**Key challenges: What are the key challenges you're facing and what role can technology play in solving them?**

For us, I think the key challenges are not so much technical. It's been such an exponential rate of capability growth from a technical point of view, that the real challenge from our perspective has been a human challenge. It's been understanding the relationship and the role of technology and data in high performance sport, and particularly with coaches and athletes.

I think technology, certainly the kind of technology we're interested in, has its natural place in answering questions, meaningful questions that our coaches, athletes and sports scientists have. Rather than necessarily providing additional data beyond what was already being collected. So we're primarily interested in what is a coach's game plan; How do they see themselves manipulating their opponent? How do they seem to see themselves preparing optimally for certain range of conditions? And those game plans are the driver for the technology that we're interested in.

"This whole idea of being able to capture performance in a training environment with multiple camera systems and having some kind of intelligence embedded in it is a really unmet need for sport."

And in instances where it's not possible to practically or efficiently, or in a timely way, gather that information, then that's the go-ahead for us to invest in or develop technology. So the key challenge in my mind is by a significant margin, understanding that dynamic with the coaches and the sports and finding ways to inform the coaches in practical and actionable ways without overwhelming them with new data or irrelevant data.

Innovative Use-Cases: What is the best or most innovative application of technology you've seen in the industry this year?

I think probably the most innovative areas that we're focusing on is really the mobilization of AI drivers. So in particular mobile apps, we leveraged the new neural compute engines and the new mobile AI-based computational resources in smart devices, that's a particular area of interest for us and we're certainly working in iOS space. We've been focusing on the latest offerings from Apple in high quality camera, high speed camera chip sets that are capable of doing quite fast deep-learning inference, and then neatly packaging that inside of a mobile device that has a convenient user interface.

I think an important feature for us is that we use video a lot. High performance sport in particular, and it's not always possible or practical to do our computation on the cloud. So we need to figure out ways of deploying the deep learning and the AI-based projects that we work on pitch-side or court-side or pool-side or track-side. So we're certainly making use of the innovations in the mobile computing space. Tony Scofield who runs our software development team has been doing a lot of work with Google at the moment with some of their edge computing capabilities, and we're also building our own Nvidia based systems that enclose a camera and a high-performance computing device, that is modular and portable.

Trends: What major trends have emerged in the last 6-12 months in the application of technology, digital and data?

I'm pretty excited by some of the development and wearables. We're obviously doing a lot of work with Apple at the moment and their Apple health platform and the lack of in-person training due to the pandemic has definitely accelerated that side of things. It's certainly useful for a whole range of levels for us from athlete management and athlete wellbeing through to explicitly high performance and sports analytics kinds of applications. So there's certainly development in the wearable space that I think is an interesting and ongoing training.

As we spend a lot of time on vision, we do a lot of counting of events. So another trend that has really continued I think in the last 12 months has been the increasing sophistication of platforms that are capable of understanding things that are happening in video. Whether it's competition or training, focusing on things like counting swimming strokes, or counting high jumps, or counting javelin throws and measuring the features of performance, I'm seeing an increasing number of commercial offerings in that space.

One of the big trends generally has been in natural language processing. We're getting to see a really good exploitation of these new architectures in sport. And it'll be interesting to see where clever startups might take some of these ideas and create a real game changer in the sports data

processing space at that granular level. It's not something we've done a lot of work in ourselves, but it's certainly one of those trends in, AI that's really turning heads.

Improvements: What technology would you like to see developed or adopted over the next one to two years?

If there were commercial investments in integrated camera systems, we'd be really excited. One of the really prevailing needs for sport is multi-camera integrated systems that have smart camera rays that have the capacity for real time inference, a good user experience, minimal human input and minimal human processing. This whole idea of being able to capture performance in a training environment with multiple camera systems and having some kind of intelligence embedded in it is a really unmet need for sport.

We still have sports that package-post hard drives from one side of the country to the other. And it's, it's still kind of the standard method for sharing video data. And we certainly will need over the next five years have some kind of national video data repository at two levels, one in a, in a capacity where sports can share vision, and secondly, where we can explore it and harvest. So, that's the AI piece, integrating some kind of inference capability over large scale vision. And currently we're not aware of any commercial providers that offer that, but we don't see too many technical barriers to doing it either.



COMPANY LISTINGS

ZEBRA SPORTS



CHALLENGING THE STATUS QUO WITH PARADIGM-SHIFTING, PLAYER TRACKING SYSTEM

HEAD OFFICE: Lincolnshire, United States**EMPLOYEES:** 5,001-10,000**ESTABLISHED:** 1969**WEBSITE:** zebra.com**EMAIL:** contact.apac@zebra.com**KEY CLIENTS:** NFL**RELEVANT SPORTS:** Applicable across all sports**TAGS:** GPS Tracking, Performance Data Analytics, Video Analytics**SUMMARY**

Zebra solutions can be found working behind the scenes in many industries around the world - we empower the front line of business to achieve a performance edge. Building on the company's rich foundation, Zebra has boldly challenged the status quo in sports by introducing patented RFID technology to deliver a paradigm-shifting, player tracking system in professional sports. Zebra MotionWorks™ Sport enables a trove of data for real-time insight.

WHAT'S EXCITING

New player tracking insights will change how fans relate to sports through cross-channel engagement and forever transform coaching and player personnel evaluations. As "The Official On-Field Player Tracking Provider" of the NFL, Zebra is committed to supporting the league's Next Gen Stats initiative by enabling the NFL to collect real-time location data that captures the speed and acceleration of every player and every play on every inch of the field

FITBIT



COMPACT, WIRELESS, WEARABLE SENSORS THAT TRACK A PERSON'S DAILY ACTIVITIES IN

HEAD OFFICE: San Francisco, United States**EMPLOYEES:** 1,001-5,000**ESTABLISHED:** 2007**WEBSITE:** fitbit.com**EMAIL:** info@fitbit.com**KEY CLIENTS:****RELEVANT SPORTS:** Applicable across all sports**TAGS:** Data Analysis and Reporting**SUMMARY**

Fitbit is a market leader in fitness tracking wearables, with a range of products designed to help people lead healthier, more active lives.

We are geared towards helping individuals reach fitness goals through developing everyday activity, encouraging healthy habits and competition with friends.

WHAT'S EXCITING

We're always updating our functionality to innovate and offer genuine insights to our users. Our recent hardware developments include tools to analyse heart health, stress management, skin temperature trends and more.



HUDL

VIDEO ANALYSIS TECHNOLOGY

HEAD OFFICE: Lincoln, United States

EMPLOYEES: 1,001-5,000

ESTABLISHED: 2006

WEBSITE: hudl.com

EMAIL: bizdev@hudl.com

KEY CLIENTS: English Premier League & The FA, Golden State Warriors, South Africa Springboks, Borussia Dortmund, Stamford University

RELEVANT SPORTS: Applicable across all sports

TAGS: Performance Data Analytics, Video Analytics

SUMMARY

Hudl is a leading performance analysis company revolutionizing the way coaches and athletes prepare for and stay ahead of the competition. Founded in 2006, Hudl offers a complete suite of products that empower more than 160,000 global sports teams at every level to gather insights with video and data. Hudl's products and services include online tools, mobile and desktop apps, smart cameras, analytics, professional consultation and more.



WHAT'S EXCITING

Hudl continues to develop tools for all areas of video analysis and recently joined forces with Wyscout, the leading scouting company, who host thousands of player profiles as well as video, data, stats and reports from matches analyzed every week. Our market-leading Hudl Sportscode, continues to develop at rapid pace - the code is more powerful and intuitive with better scripting, faster interactions and easier integrations with team's custom workflows.

POLAR

LEADING THE WAY IN TECHNICAL INNOVATION AND HEART RATE MONITORS SINCE 1977

HEAD OFFICE: Kempele, Finland

EMPLOYEES: 1,001-5,000

ESTABLISHED: 1977

WEBSITE: polar.com

EMAIL: info@polar.com

KEY CLIENTS: N/A

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), Fan Analytics, Video Analytics

SUMMARY

Polar is a heart rate monitor and sports watch company founded in Oulu, Finland: a region renowned for technological research and surrounded by challenging environments, the perfect setting to test Polar's pioneering products. Polar launched the first ever wireless, wearable heart rate monitor, changing forever the way that athletes trained. Polar remains a world leader in sports heart rate monitor technology thanks to a clever combination of sports, physiology and electronics expertise.



WHAT'S EXCITING

This desire to be the best is made possible by ambitious and highly talented professionals who still believe as passionately in what we do today, as we did over 30 years ago. And our success is clear to see. Today, Polar employs 1200 people worldwide, has 26 subsidiaries globally and manages a distribution network supplying over 35,000 retail outlets in more than 80 countries. Now that's what we call the power behind Polar.

CATAPULT

PERFORMANCE PLATFORM OF SOLUTIONS FOR SPORT

HEAD OFFICE: Melbourne, Australia

EMPLOYEES: 251-500

ESTABLISHED: 2006

WEBSITE: catapultsports.com

EMAIL: enquiries@catapultsports.com

KEY CLIENTS: Real Madrid, Denver Broncos, Milwaukee Bucks, French Football Federation, Boston Bruins

RELEVANT SPORTS: Applicable across all sports

TAGS: AMS (Athlete Management System), Video Analytics, Wearables / Smart Devices

SUMMARY

Catapult is the world leader in sports performance technology, working with over 3000 teams in 39 sports in 137 countries worldwide. Catapult products are designed to optimise performance, mitigate the risk of injury, and quantify return to play. These products include wearable technology, video analysis, and athlete management solutions, all supported the company's industry-leading team of sports scientists.



WHAT'S EXCITING

Catapult is engineering the platform of solutions for sport, creating seamless integrations across every touchpoint for the betterment of teams and athletes. With a blossoming consumer business, Catapult is also taking strides to connect the data of aspiring young athletes with elite teams to better understand the potential and "blueprint" of athlete performance.

TEMPO

SMART HOME GYM BUILT WITH 3D SENSORS.

HEAD OFFICE: San Francisco, United States
EMPLOYEES: 251-500
ESTABLISHED: 2015
WEBSITE: tempo.fit
EMAIL: hello@tempo.fit
KEY CLIENTS: N/A
RELEVANT SPORTS: Applicable across all sports
TAGS: Athlete Empowerment / Promotion, Fitness Tech, Video Analytics

SUMMARY

The first in home fitness to understand what you're doing right and wrong, with personalised feedback to help you see progress. See instant feedback through a detailed 3D model to perfect your technique and make your workout safer. Tempo makes recommendations based on your goals, counts your reps, corrects your form and shows how much you've progressed.



WHAT'S EXCITING

We completed our Series B funding round in 2020 led by General Catalyst and Norwest Ventures to fuel our growth into 2021 and beyond.

TRACKMAN

RADAR-BASED PERFORMANCE ANALYTICS

HEAD OFFICE: Copenhagen, Denmark
EMPLOYEES: 251-500
ESTABLISHED: 2003
WEBSITE: trackman.com
EMAIL: sle@trackman.com
KEY CLIENTS: All MLB Teams
RELEVANT SPORTS: Golf, Baseball
TAGS: Official Data Provider, Performance Data Analytics, Video Analytics

SUMMARY

Since 2003, TrackMan has been on the forefront of providing reliable performance data solutions and industry-leading innovation to customers all over the world. Trackman's products are used by professional and amateur athletes in a broad spectrum of sports including golf, baseball, and tennis.

TRACKMAN

WHAT'S EXCITING

Trackman has made great technological advancements within golf and baseball through a strong emphasis on product development. This has helped us become the choice of the golf industry's top players, coaches, club fitters, and equipment manufacturers. Within baseball, we are proud of working with the best, including every MLB team, many of the top Japanese and Korean professional teams, and dozens of the best NCAA teams.

WHOOOP

HEALTH & FITNESS WEARABLE

HEAD OFFICE: Boston, United States
EMPLOYEES: 251-500
ESTABLISHED: 2011
WEBSITE: whoop.com
EMAIL: contact@whoop.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Applicable across all sports
TAGS: Fitness Tech, Health / Med Tech, Wearables / Smart Devices

SUMMARY

WHOOOP is the performance optimization system that helps elite athletes and teams win. WHOOOP provides a continuous understanding of strain and recovery to balance training, reduce injuries, and predict performance. The system is currently being used by professional and collegiate athletes, Olympians, and the United States military. At WHOOOP our mission as a culture and workplace mimics our mission as a product and service.



WHAT'S EXCITING

We are creating a product that makes individuals and teams perform at a higher level through a deeper understanding of their bodies and daily lives. Our mission: Higher performance through accountability and knowledge. We are a team that owes it to our customers, but even more so to ourselves, to be accountable.

EDGE10

HUMAN PERFORMANCE SAAS

HEAD OFFICE: London, United Kingdom
EMPLOYEES: 101-250
ESTABLISHED: 2009
WEBSITE: edge10.com
EMAIL: how@edge10group.com
KEY CLIENTS: NHL, MLB, CFL, AHL, ATP
RELEVANT SPORTS: Applicable across all sports
TAGS: AMS (Athlete Management System), Fitness Tech, Performance Data Analytics

SUMMARY

EDGE10 Group brings together the market leaders in performance & analytics, sports medicine and physical testing SaaS to create a one-of-a-kind integrated provider, ready to elevate your team from great to extraordinary. EDGE10 is a data management system that allows you to centralise, analyse and visualise your data to improve communication and informed decision making. Easy to use online and offline, their software works across multiple devices including laptops, mobiles and tablets.

EDGE10

WHAT'S EXCITING

E10 Performance - Industry leading performance & analytics solution that enables organizations to centralize, analyze and visualize their data. Athlete RMS - The world's most advanced Electronic Medical Records (EMR) solution for human performance industries. Primco Testing System - The largest Physical Testing & Benchmarking solution in the industry.

FUSION SPORT

HUMAN PERFORMANCE OPTIMIZATION

HEAD OFFICE: Brisbane, Australia
EMPLOYEES: 101-250
ESTABLISHED: 2003
WEBSITE: fusionsport.com
EMAIL: info@fusionsport.com
KEY CLIENTS: Australian Institute of Sport, Netherlands Olympic Committee (NOS*NSF), United States Special Operations Command (USSOCOM), Sacramento Kings (NBA), Dallas Cowboys (NFL)
RELEVANT SPORTS: Applicable across all sports
TAGS: AMS (Athlete Management System), Health / Med Tech, Performance Data Analytics

SUMMARY

Fusion Sport is the world leader in human performance optimization systems and the developer of Smartabase and Smartspeed. Our customers include sporting federations, Olympic committees, military organizations and sport teams. Smartabase is a highly configurable platform for human performance solutions; customisable without any programming knowledge and applicable to all areas of human performance. Smartabase provides a combined solution for both your Athlete Management and Electronic Medical Records.



WHAT'S EXCITING

Smartabase is playing a key role in the furtherment of human performance, working with the likes of USSOCOM, USAF, Naval Health Research Center and the ADF. We continue to work with Olympic committees around the globe including the AIS and the Netherlands Olympic Committee to help optimize performance in the lead up to 2021.

KINEXON SPORTS & MEDIA

REAL-TIME SPORTS PERFORMANCE TECHNOLOGIES & ANALYTICS

HEAD OFFICE: Munich, Germany
EMPLOYEES: 101-250
ESTABLISHED: 2014
WEBSITE: kinexon.com
EMAIL: maximilian.schmidt@kinexon.com
KEY CLIENTS: Houston Rockets, Philadelphia 76ers, Bayer 04 Leverkusen, FC Bayern Munich Basketball, European Handball Federation
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Performance Data Analytics, Wearables / Smart Devices

SUMMARY

KINEXON Sports & Media is one of the global market leaders in the real-time collection and processing of sports performance data, with offices in Munich (HQ), Chicago, and New York. The multi-award-winning company counts more than 70 percent of the NBA franchises and multiple top clubs from top US and European leagues among its customers. KINEXON offers fully automated live performance data for clubs as well as leagues, media and sponsors.

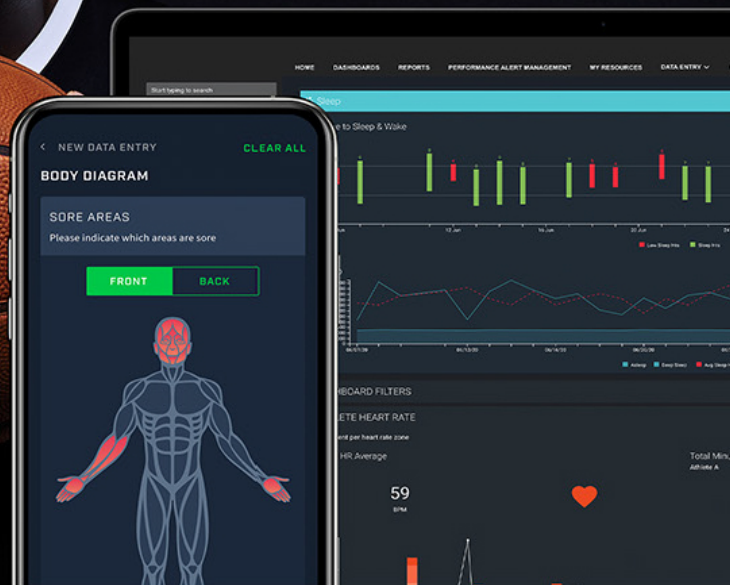
KINEXON

WHAT'S EXCITING

We provide comprehensive and precise performance data in real time. A customizable mobile application ensures user-friendly use, with one main principle: compatibility with all common third-party tools - KINEXON aims at being an open platform. The centerpiece is the UWB-based sensor network; precision without delay and free from interference. Solutions come from ultra-light sensors integrated with athletes and game balls, particularly useful in complex, fast-moving sports.

UNLEVEL THE PLAYING FIELD

Smartabase is used across professional sport, the military and performing arts to help innovators like you solve the most challenging human performance problems.



Flexibility and the ability to adapt to future needs are important, so choosing a configurable platform is critical. Smartabase was one of the first 'no code' platforms in the world and is still the only no code platform built specifically for the human performance industry.



Collect

Collect data from wearables, third-party platforms, via the Smartabase Athlete App and from performance, coaching and medical staff entered directly into the platform.



Analyze

Automate your data analysis to easily review athlete availability, individual and team performance load, injury risk and more all in real time.



Report

Visualize your data with fully customized dashboards and reports for all departments, from coaches to general managers and medical staff.



Inform

Harness the power of your data to make more informed decisions about individual performance, training programs and game strategy.

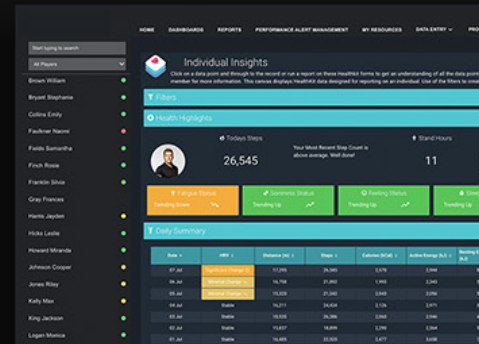
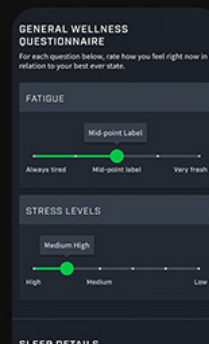
"We use Smartabase because the flexible and integrative platform allows us to aggregate all our data sources into one holistic view of our athletes, providing real time information for staff to action in a timely manner."

Dr. Josh Hagen, PhD | West Virginia University

YOUR DATA, YOUR PLATFORM, YOUR WAY

Your models should be based on your data specific to your sport, your environment and your training methods.

Visit fusionsport.com/STWS to book a demo with one of our human performance experts today.



RUNKEEPER

TECHNOLOGICAL SOLUTIONS FOR THE SPORTS AND MAJOR EVENTS

HEAD OFFICE: Boston, United States

EMPLOYEES: 101-250

ESTABLISHED: 2008

WEBSITE: runkeeper.com

EMAIL: support@runkeeper.com

KEY CLIENTS: N/A

RELEVANT SPORTS: Applicable across all sports

TAGS: Athlete Empowerment / Promotion, Fitness Tech, GPS Tracking

SUMMARY

Reach your running goals with the ASICS Runkeeper™ app. Track exercise, set measurable goals and see progress along the way—whether you're just getting into running, training for a race or trying to reach a new personal record, we can help. Track workouts, set goals, listen to audio, follow a plan, stay motivated and see progress. Sync with ease across your devices. Rated 4.8 on the App Store from 265,000 happy reviews!



WHAT'S EXCITING

We're continuing to improve the virtual race experience: now, you can see your virtual race results right after you finish your activity.

SOLOS

CREATING VALUE FOR BRANDS AND CONSUMERS THROUGH SMART APPAREL TECHNOLOGY

HEAD OFFICE: Sydney, Australia

EMPLOYEES: 101-250

ESTABLISHED: 1984

WEBSITE: solos.io

EMAIL: media@clearme.com

KEY CLIENTS: Adidas, D&G, Uniqlo, NFL, GAP

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), Fan Analytics, Video Analytics

SUMMARY

For over 25 years, SOLOS has produced labels for many of the world's most recognised brands. Our textile embedded technologies deliver brand protection through authentication, identification, and track and trace capabilities. We work to combat counterfeiting, partnering with some of the biggest names in world-class scientific research and development. Our partners include La Liga, Melbourne Renegades, GWSG.



WHAT'S EXCITING

Serving a large blue-chip client base across a multitude of industries, we are the first in the market to offer a completely wireless, integrated, smart modular system for inventory tracking, retail stock management, marketing, and security, making more than 500 million labels per year.

STATSPORTS

GPS PLAYER TRACKING AND ANALYSIS EQUIPMENT

HEAD OFFICE: Newry, United Kingdom

EMPLOYEES: 101-250

ESTABLISHED: 2007

WEBSITE: statsports.com

EMAIL: info@statsports.com

KEY CLIENTS: Liverpool FC, Arsenal FC, PSG, Juventus, The FA, USA Soccer

RELEVANT SPORTS: Football, Basketball, AFL, Rugby, Athletics

TAGS: Fitness Tech, GPS Tracking, Video Analytics

SUMMARY

The STATSports APEX System is a customer driven platform. The unique, user-friendly interface was designed and shaped alongside some of the world's top strength coaches, medics and sports coaches. It is the only system to offer sports specific software for Football, Basketball, American Football, Rugby and Athletics.



WHAT'S EXCITING

Our Pods have been tried and tested by many of the top teams and research facilities the world over and time and again results prove our system to be the most accurate, reliable and consistent device on the market. Whatever your sport, whatever your location.

STRAVA

CONNECTING MILLIONS OF RUNNERS AND CYCLISTS AROUND THE WORLD

HEAD OFFICE: San Francisco, United States
EMPLOYEES: 101-250
ESTABLISHED: 2009
WEBSITE: strava.com
EMAIL: info@strava.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Applicable across all sports
TAGS: Fitness Tech, GPS Tracking

SUMMARY

Strava develops and operates mobile and online applications for runners and cyclists worldwide. It offers an online community of athletes, who track and analyze, compare and compete, filtered leaderboards, and progress goals features. Enjoy suffer scores, training plans, power analysis, fitness and freshness for power meter users, personal heatmaps, real-time segments, training videos, race analysis and more. Find apparel, devices, and accessories through the online store.



WHAT'S EXCITING

We are always listening to user feedback and implementing your most requested features. In 2020 we introduced Local Legends, a completely overhauled Route planning feature, improved analysis, statmaps and more!

BEPRO

ALL-IN-ONE FOOTBALL ANALYSIS PLATFORM

HEAD OFFICE: Hamburg, Germany
EMPLOYEES: 51-100
ESTABLISHED: 2015
WEBSITE: bepro11.com
EMAIL: contact@bepro11.com
KEY CLIENTS: Real Sociedad, Bologna F.C., FC Koln, Eintracht Frankfurt, The Korean Football Association
RELEVANT SPORTS: Soccer
TAGS: AI (Artificial Intelligence), Performance Data Analytics, Video Analytics

SUMMARY

We help 700+ football clubs to better understand the game and uncover a winning edge. We are an agile, innovative analysis provider and our bespoke camera system captures a panoramic view of the pitch from which AI creates a scouting feed, following all outfield players. Bepro analysts capture event data, whilst computer vision technology collects positional and physical tracking data from this feed. On our platform we offer interactive data reports, an advanced editor and communication tools.



WHAT'S EXCITING

Tracking data represents the future for football analysis. We are heavily invested in developing our tracking data capabilities, having built technology that utilises AI to detect player positions and a range of physical parameters. As a business, we are focused on increasing the accuracy of this tracking data to provide greater tactical insights alongside rich physical data, without the need for wearables. Our data science team is creating advanced models to uncover performance insights.

EMPIRICS

DERIVING THE MAXIMUM ONGOING VALUE FROM YOUR DATA

HEAD OFFICE: Melbourne, Australia
EMPLOYEES: 51-100
ESTABLISHED: 2004
WEBSITE: empirics.com.au
EMAIL: Ajones@empirics.com.au
KEY CLIENTS: Carlton Football Club, St Kilda Football Club, Port Adelaide Football Club
RELEVANT SPORTS: Applicable across all sports
TAGS: Business Intelligence, Performance Data Analytics

SUMMARY

Empirics focuses on four main pillars:

1. Data Platforms: Assisting clients to build; Athlete Data and Modelling, Reporting & Analytics, Consulting.
2. Client Innovation Areas: Providing clients with the ability to ETL/Code against their productionised datamodel using their own software, for faster data analytics
3. Next Best Interactions: Building decision engines which can assist in selecting the next step
4. Attribution: To understand the journey towards an event and its consequences.



WHAT'S EXCITING

Link Group/Empirics and Microsoft Azure partnership: More effectively leverage data-driven insights and use capabilities such as machine learning/AI to deliver industry-leading customer service. Athlete Data Platforms: Continuously evolving ADP's which can be hosting by Empirics or implanted into client environments. Continuing to build our Connector Suite to clients applications and environments.

KINDUCT

CONSOLIDATING ATHLETE PERFORMANCE AND INJURY DATA AND OPTIMIZING PERFORMANCE

HEAD OFFICE: Halifax, Canada

EMPLOYEES: 51-100

ESTABLISHED: 2010

WEBSITE: kinduct.com

EMAIL: info@kinduct.com

KEY CLIENTS: Los Angeles Dodgers, Golden State Warriors, Tampa Bay Lightning, Michigan University, NFLPA

RELEVANT SPORTS: Applicable across all sports

TAGS: AMS (Athlete Management System), Health / Med Tech, Performance Data Analytics

SUMMARY

Kinduct's Athlete Management System is used by 500+ teams, leagues and organizations globally and have supported world champions across the MLB, NHL, NBA, NFL, and NCAA. Through its secure, cloud-based AMS, Kinduct consolidates athlete performance and injury data, improving workflow and optimizing performance for coaches, trainers, and athletes. Kinduct is integrated with many world-leading wearables, assessment and data collection technologies, turning rich data into powerful insights..



WHAT'S EXCITING

Continued expansion of our platform to support larger organizations from leagues to Olympic organizations that better service athletes from grassroots to the podium. We are focusing upon athlete-centric features and medical capabilities so that practitioners and coaches can further empower, engage and monitor athletes. In support of our global expansion, we are adding more languages to the platform as well as more integrations with world-class performance and injury technologies.

NEUROTRACKER

ASSESSMENT AND ENHANCEMENT OF ATHLETIC PERFORMANCE

HEAD OFFICE: Montreal, Canada

EMPLOYEES: 51-100

ESTABLISHED: 2010

WEBSITE: neurotracker.net

EMAIL: sales@neurotracker.net

KEY CLIENTS: Atlanta Falcons, Manchester United, NASA, Red Bull Racing, Vancouver Canucks, US Airforce

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), Athlete Empowerment / Promotion, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY

NeuroTracker is a Montreal-based neurotech company owned by Nothing Artificial, specializing in assessing and enhancing cognitive functions for human performance and wellness. Developed by Professor Jocelyn Faubert, with 40+ peer reviewed studies demonstrating its efficacy. NeuroTracker is used in the NFL, NHL, EPL, NBA, and MLB, as well as elite military groups, F1 and eSports.. NeuroTracker is a member of the Digital Therapeutics Alliance, and recently won partnerships with the US Airforce and Bayer.



WHAT'S EXCITING

NeuroTracker research has evidence of far transfer to sports performance, including reducing decision-making errors in competitive soccer play by almost half, with just 3 hours of training. Dubbed 'the most successful brain training in sports' by the New York Times. This includes vanguard studies such as testing jet pilots during live flight, eye tracking work with NASA, frontier research in eSports, and a landmark Nature paper showing that elite athletes have extremely plastic brains.

PLAYERMAKER

TECHNICAL AND PHYSICAL TRACKING SOLUTION

HEAD OFFICE: Tel Aviv, Israel

EMPLOYEES: 51-100

ESTABLISHED: 2016

WEBSITE: playermaker.com

EMAIL: steve.barrett@playermaker.com

KEY CLIENTS: Argentina FA, LA Galaxy, Harvard University, Norwich City, Hull City

RELEVANT SPORTS: Soccer

TAGS: AI (Artificial Intelligence), Wearables / Smart Devices

SUMMARY

PlayerMaker is an Israeli-British company providing two inertial measurement devices, placed in a silicone strap around a players footwear. Along with AI and ML algorithms, PlayerMaker aims to provide both technical and physical insights into an athletes training programme, from possession data, gait analysis, release velocity and automated video tagging exports. With no reliance on GPS, the system can be used in both indoors and outdoors environments within multiple aspects of training.



WHAT'S EXCITING

Our remote coaching solution (Remote), allows clubs and organisations to monitor their athletes from anywhere in the world. Alongside an increased analysis of an individual's gait and technical actions in multiple sports, we are aiming to provide further individual solutions and professional services.

VALD PERFORMANCE

HUMAN MEASUREMENT TECHNOLOGY

HEAD OFFICE: Brisbane, Australia

EMPLOYEES: 51-100

ESTABLISHED: 2015

WEBSITE: valdperformance.com

EMAIL: info@valdperformance.com

KEY CLIENTS: 20 EPL Teams, 26 NBA Teams, 22 NFL Teams, 20 MLB Teams, 16 NRL Teams, 70+ Governing Bodies, 120+ UEFA Teams, 85+ NCAA teams

RELEVANT SPORTS: Applicable across all sports

TAGS: Performance Data Analytics

SUMMARY

VALD provides innovative technology to over 800 elite sporting teams, universities, hospitals and defence departments. Driven by multidisciplinary teams, VALD products offer unparalleled insight into human movement, performance, injury risk and rehabilitation. The VALD product suite includes ForceDecks Dual Force Plate System, NordBord Hamstring Testing System, ForceFrame Strength Testing System, AirBands Blood Flow Restriction Cuffs, HumanTrak Movement Analysis System and TeleHab Exercise Prescription Platform.



WHAT'S EXCITING

Since bringing the revolutionary NordBoard Hamstring Testing system to market, VALD Performance has built out athlete testing and data capture technologies into a comprehensive physical testing suite. We have introduced VALD Hub, a single and centralised platform that brings together the data from all of your VALD Performance systems. Using VALD Hub you can quickly, simply and easily review, manage & monitor your team's physical testing performance.

WATTBIKE

INDOOR BIKE TRAINERS FOR IMPROVING PERFORMANCE

HEAD OFFICE: Nottingham, United Kingdom

EMPLOYEES: 51-100

ESTABLISHED: 2008

WEBSITE: wattbike.com

EMAIL: info@wattbike.com

KEY CLIENTS: Chloe Dygert, Hilton Hotels, New Zealand All Blacks, British Army, David Lloyd

RELEVANT SPORTS: Applicable across all sports

TAGS: Fitness Tech, Performance Data Analytics

SUMMARY

Since the launch of the iconic Wattbike Pro/Trainer in 2008, Wattbike has been at the forefront of indoor cycling. Developed in partnership with British Cycling, the Wattbike has been embraced by elite athletes and teams across the globe. An obsession to improve has led to numerous new technologies to ensure the most accurate and realistic indoor bike. Adopted by premier health and fitness providers, personal trainers, and cycling studios, Wattbike provides riders with an unrivalled 1000+ metrics.



WHAT'S EXCITING

In 2019, Wattbike launched the Wattbike AtomX and Icon. In 2020, Wattbike being installing these in facilities across the world, covering markets from health and fitness to the uniformed services. We aim to support as many teams and athletes as we can with world-class products and training content across sport; Chloe Dygert; Brad Riddell; and numerous football teams. Wattbike also announced a partnership Intelligent Cycling in 2020, to bring smart training into the gym.

2020 ARMOR

ELECTRONIC SCORING VEST FOR MARTIAL ARTS; BRINGING STREET FIGHTER TO REAL LIFE

HEAD OFFICE: Toronto, Canada

EMPLOYEES: 11-50

ESTABLISHED: 2016

WEBSITE: 2020armor.com

EMAIL: ali@2020armor.com

KEY CLIENTS: Taekwondo Canada, World Rank #1 Yvette Yong - Team Canada, Olympian Stephen Lambdin - Team USA, Largest martial art clubs in the world, Jaouad Achab - Olympic Gold Medalist

RELEVANT SPORTS: Martial Arts

TAGS: Fitness Tech, Performance Data Analytics, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY

2020 Armor is a company that develops martial art scoring equipment and software, with vision to be the standard of impact measurement and the official scoring system of the Olympics. The company's flagship product tracks impacts through a vest, showing the score on the vest like scoring from video games. The Founders are former professional martial art players, investors include LeAD Sports and customers include the largest martial art clubs in the world.



WHAT'S EXCITING

We launched a worlds first concept called "In Game Reality" where we transport players into a video game. We are releasing a head gear and also just launched the LIVE mode where we record your training and overlay real metrics on top of it. Please see our YouTube channel for demonstrations!

AIROFIT

FIRST DATA-DRIVEN RESPIRATORY TRAINING SYSTEM

HEAD OFFICE: Copenhagen, Denmark

EMPLOYEES: 11-50

ESTABLISHED: 2016

WEBSITE: airofit.com

EMAIL: info@airofit.com

KEY CLIENTS: Frederik Aegidius

RELEVANT SPORTS: Applicable across all sports

TAGS: Fitness Tech, Health / Med Tech, Wearables / Smart Devices

SUMMARY

Airofit is the world's first data-driven respiratory training system. Spending 5 minutes, 2x a day will significantly improve breathing muscle strength, physical performance and well-being. Airofit does not interfere with any ongoing training protocols. Airofit measures your respiratory strength and vital capacity, tailors all future training to your abilities, age, size, and sex. Airofit's training programs and sessions have been designed and developed by world's leading breathing experts.

AIROFIT

WHAT'S EXCITING

Airofit is currently working on an Expert module that will allow coaches, physiotherapists, and other experts to have a full overview of their athlete's training progress, stats, and compliance. Airofit was originally designed to be a medical aid for those who suffer from asthma and COPD, so we are currently working on entering the market as an approved and certified medical device for respiratory illnesses.

ATHLETE INTELLIGENCE

HEAD IMPACT MONITORING & PERFORMANCE TRACKING SOLUTIONS

HEAD OFFICE: Kirkland, United States

EMPLOYEES: 11-50

ESTABLISHED: 2015

WEBSITE: athleteintelligence.com

EMAIL: agolden@athleteintelligence.com

KEY CLIENTS: University of Washington, Marshall University, Virginia Tech, Central Washington University

RELEVANT SPORTS: Applicable across all sports

TAGS: GPS Tracking, Performance Data Analytics, Wearables / Smart Devices

SUMMARY

Athlete Intelligence specializes in head-impact monitoring and performance tracking solutions, providing actionable data. Athlete Intelligence devices can help teams track the location, count, and severity of each head-impact sustained during games and practice. Data is relayed in real-time or post-event through automated reports and an analytics dashboard. From this, identification of training opportunities arises such as technique work and where to manage head-impact exposure.

ATHLETE INTELLIGENCE

WHAT'S EXCITING

Constant company growth and new features. The latest device will incorporate a helmet temperature module and GPS player tracker. The temperature module will allow us to notify an Athletic Trainer or Coach if an athlete is entering into a concerning high temperature heat zone. The GPS Player tracker will allow us to provide performance based analytics on athletes.



BALLJAMES

AUTONOMOUS OPTICAL FOOTBALL TRACKING

HEAD OFFICE: Enschede, Netherlands

EMPLOYEES: 11-50

ESTABLISHED: 2015

WEBSITE: balljames.com

EMAIL: info@balljames.com

KEY CLIENTS: N/A

RELEVANT SPORTS: Soccer

TAGS: AI (Artificial Intelligence), Computer Vision, Video Analytics

SUMMARY

BallJames is a data delivery company, converting video into tracking data covering players football matches 25 times per second. Used by clubs and academies for performance and tactical analyses, and media companies in fan applications. The solution is highly scalable, cloud-based, fully autonomous and built on the latest research in deep learning and computer vision. Product lines are PRO; real-time 3D data from proprietary cameras and SMARTL 2D data from static high-resolution analyst feeds.



WHAT'S EXCITING

Many exciting new features are planned in the upcoming year. Some examples: More granularity options in data we provide to our customers, adding 3D pose data as well as several event types. Adding more input video sources to our SMART proposition. Integration with more video and data analysis platforms.

COACHMEPLUS

HELPING COACHES AND ATHLETES WORK TO ACHIEVE THEIR PERFORMANCE GOALS.

HEAD OFFICE: Buffalo, United States

EMPLOYEES: 11-50

ESTABLISHED: 2012

WEBSITE: coachmeplus.com

EMAIL: info@coachmeplus.com

KEY CLIENTS: Chicago Bulls, Buffalo Bills, Chicago White Sox, Department of Defence

RELEVANT SPORTS: Applicable across all sports

TAGS: Athlete Management System, Data Analysis

SUMMARY

We passionately believe that the whole is better than the sum of its parts. As such, CM+ exists to help coaches and fitness experts favorably effect the performance of their athletes, in turn increasing the productivity and talent of the "parts" of their organization. Our services are built for champions by strength coaches, personal trainers and sports scientists, offering a full workout app and data analysis suite. We work with teams including the Chicago Bulls and White Sox.



WHAT'S EXCITING

CoachMePlus won't necessarily reduce the number of hours that you work, but it can improve the quality of those hours. We're constantly working on expanding our functionality, improving our feature set and working with our industry partners to bring genuine solutions to their needs.

CONTEMPLAS

VIDEO ANALYSIS (2D & 3D) IN HIGH PERFORMANCE SPORTS

HEAD OFFICE: Kempten, Germany

EMPLOYEES: 11-50

ESTABLISHED: 2005

WEBSITE: contemplas.com

EMAIL: info@contemplas.com

KEY CLIENTS: FC Bayern Munchen, Bundesliga - Soccer, Nano M, Dubai, Auckland Raiders, NFL - Football, Olympic Training Centre, Berlin

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), Performance Data Analytics, Video Analytics

SUMMARY

CONTEMPLAS provides individual solutions in 2D and 3D analysis in combination with external devices (force plate, EMG, pressure plates, OptoGait, accelerometers) and application & artificial intelligence. Customers come from the areas of high performance sports, universities, clinics and rehabilitation facilities all over the world. The team of sports scientists provides comprehensive advice on the practical use of sports data.



WHAT'S EXCITING

CONTEMPLAS just released its new technology MARKERLESS TRACKING based on artificial intelligence, available for 2D and 3D analysis in any kind of sports and movements. Save valuable time and resources by skipping the step of complex marker clicking. Get your results directly after your recordings by the simple and long-desired workflow: START - STOP - REPORT!

EQUILAB

ELEVATES THE EQUESTRIAN LIFE

HEAD OFFICE: Gothenburg, Sweden

EMPLOYEES: 11-50

ESTABLISHED: 2016

WEBSITE: equilab.horse

EMAIL: team@equilabapp.com

KEY CLIENTS: Pavo, Agria, Casio, Apple, Google

RELEVANT SPORTS: Equestrian

TAGS: AI (Artificial Intelligence), AMS (Athlete Management System), Fitness Tech

SUMMARY

Today Equilab is the world's leading equestrian app with a community of over 500,000. Our core value is a way for equestrians to automatically log rides and keep track of multiple horses. With the app you can track GPS values such as speed and distance together with advanced equestrian specifics such as gait and turns distribution. You can also use safety tracking to share your location, organize your riding life with a specialized equestrian calendar and share your rides with friends.



WHAT'S EXCITING

In 2021 we will remain focused on our mission to make equestrian sport and lifestyle even more enjoyable for riders all over the world.

EUPHORIA

ATHLETE MANAGEMENT SYSTEM PROVIDER

HEAD OFFICE: Tokyo, Japan

EMPLOYEES: 11-50

ESTABLISHED: 2008

WEBSITE: eu-phoria.jp

EMAIL: info@eu-phoria.jp

KEY CLIENTS: JRFU

RELEVANT SPORTS: Applicable across all sports

TAGS: AMS (Athlete Management System), Health / Med Tech

SUMMARY

Founded in 2008 and a trusted partner of many sports teams in Japan from youth academies to professional and national teams. We have been providing the sports science service via our Athlete Management System, One Tap Sports.



WHAT'S EXCITING

Even though Tokyo 2020 is postponed to 2021, our software is used by over 20 Japanese national teams to support their athletic endeavors, especially for female athletes. Also, because many have realized the importance of their own wellness and well-being, we have increased clients during the pandemic.

FORM

SMART SWIM GOGGLES

HEAD OFFICE: Vancouver, Canada

EMPLOYEES: 11-50

ESTABLISHED: 2016

WEBSITE: formswim.com

EMAIL: info@formswim.com

KEY CLIENTS: Lionel Sanders, Sarah Crowley, Brent Hayden

RELEVANT SPORTS: Swimming

TAGS: Fitness Tech, VR (Virtual Reality) / AR (Augmented Reality), Wearables / Smart Devices

SUMMARY

In August '19, FORM launched their FORM Smart Swim Goggles with a built-in display. These track you while you swim, showing swimmers performance metrics in real time like split times, stroke rate/count, pace, distance, calories, and even heart rate. Since launching, we have established partnerships with Olympic medalists and pro triathletes, and have created a worldwide swim community that now #swimwithform. We see the value of seeing swim metrics at the moment the data is most relevant.



WHAT'S EXCITING

In Summer '20 FORM is launching its Open Water swim features for their FORM Smart Swim Goggles in partnership with Garmin and Apple. Swimmers will be able to access Open Water GPS metrics such as real-time distance and pace, as well as see their live heart rate while swimming in the ocean, lakes, and rivers..

GOLEE

DIGITALIZATION IN SPORTS

HEAD OFFICE: Milano, Italy
EMPLOYEES: 11-50
ESTABLISHED: 2018
WEBSITE: golee.it
EMAIL: info@golee.it
KEY CLIENTS: Atalanta, Monza, Como, Lecco, Vis Pesaro
RELEVANT SPORTS: Soccer
TAGS: Marketplace, News / Content, Sports Officiating Tech

SUMMARY

Golee aims to digitize sports by offering services capable of improving management efficiency and stakeholder organization, from amateur clubs to coaches. The Golee platform is unique to extent to which we are able to digitize operations; from financial, administrative, sports and social. With the back-end developed in microservices, you will be able to expose the API in order to facilitate integration with other products present in the market.

WHAT'S EXCITING

We strive to organize everything remotely in a more streamlined way of tracking deadlines and automating processes. Agreement with federations solidifies our advantage as Golee is the only communication tool between ASD, SSD and the federation - resulting in widespread platform use. Competitive advantage comes not only from the highly innovative platform that allows you to store in data in a streamlined way but also from the founder team and potential network.



GRINTAFY

FOOTBALL AMATEURS SOCIAL PLATFORM & TECHNOLOGIES

HEAD OFFICE: Jeddah, Saudi Arabia
EMPLOYEES: 11-50
ESTABLISHED: 2018
WEBSITE: grintafy.com
EMAIL: info@grintafy.com
KEY CLIENTS: Al Wehda Football Club, Jeddah Pro Football Academy, Ensan Academy
RELEVANT SPORTS: Soccer
TAGS: Athlete Empowerment / Promotion, Grassroots / Youth, Performance Data Analytics

SUMMARY

Grintafy combines football and technology to create opportunities for those who dream to play professionally. Grintafy displays the player's football profile on the palm of the biggest scouts and clubs by providing connections, exposure, and the platform to make your football dreams come true. In Grintafy we are providing a specialized football community by bringing all footballers, scouts, and clubs, together. We are eagerly driven to achieve our motto - "All Eyes on You".

WHAT'S EXCITING

Grintafy has successfully sealed a 7-figure investment by Aramco Wa'ed to contribute more to the football community. We plan to utilize this to educate players on how to reach the top and invest in our technological projects. An upcoming project is GrintaLive, a fully integrated system that will add live streaming to amateur football to allow more audience exposure.



HIDRATE

SMART WATER BOTTLE TECHNOLOGY

HEAD OFFICE: Minneapolis, United States
EMPLOYEES: 11-50
ESTABLISHED: 2015
WEBSITE: hydratespark.com
EMAIL: please@hydrate.me
KEY CLIENTS: University of Arkansas
RELEVANT SPORTS: Soccer
TAGS: AI (Artificial Intelligence), Fitness Tech, Wearables / Smart Devices

SUMMARY

The HidrateSpark smart water bottle tracks your water intake and lights up to remind you to drink through our free Hidrate App powered by Bluetooth. Choose from three glow modes for extra motivation every day. Throughout each day a personalized hydration goal is calculated based on your body and activity level. The sensor inside the bottle records how many ounces or millimeters you drink and then records it via the app on your smartphone.

WHAT'S EXCITING

Hidrate Health Team Monitoring - a group monitoring platform for performance hydration and behavior modification. Begin working out in a well-hydrated state, maintain hydration throughout practice and training followed with a reminder to replenish fluids lost post-practice.



HITIQ

HEAD IMPACT TECHNOLOGY

HEAD OFFICE: Melbourne, Australia

EMPLOYEES: 11-50

ESTABLISHED: 2015

WEBSITE: hitiq.com

EMAIL: tom@hitq.co

KEY CLIENTS: AFL, NRL, University of South Carolina, University of Nevada, Brigham Young University

RELEVANT SPORTS: Applicable across all sports

TAGS: AMS (Athlete Management System), Health / Med Tech, Wearables / Smart Devices

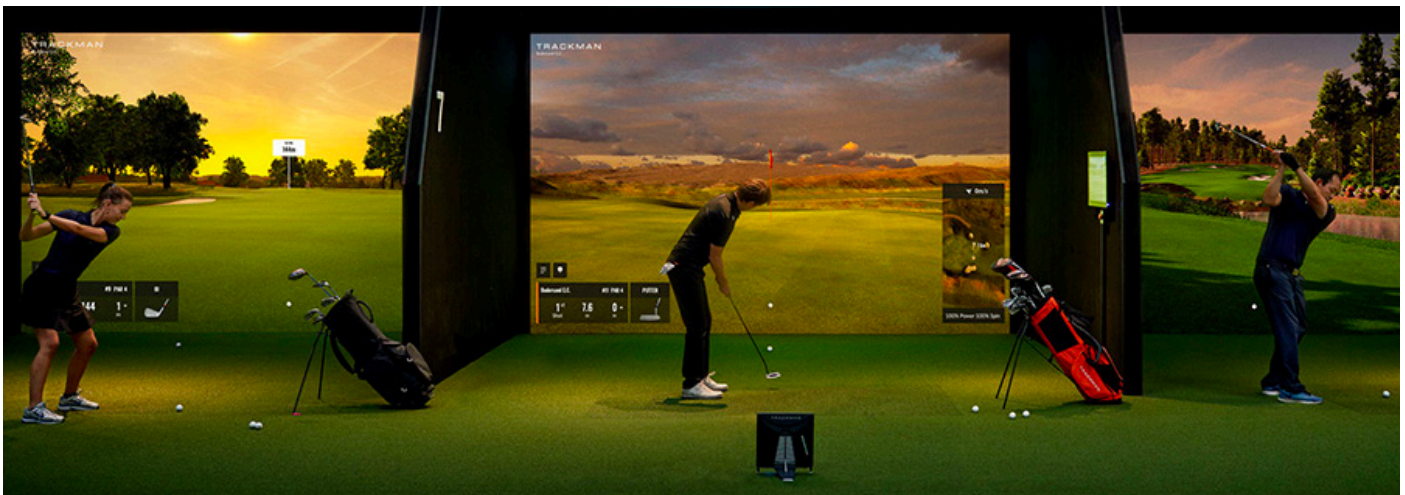
SUMMARY

hitIQ is an Australian company that manufactures technologies to assist in the detection of sports related brain injuries. hitIQ has developed the Nexus A9 Mouthguard, a custom fit smart mouthguard to measure athlete head kinematics. Currently being used in the Australian Football League, the National Rugby League and US Collegiate Football, the technology allows industry stakeholders to make more informed decisions in regards to athlete welfare through the use of objective data.

WHAT'S EXCITING

With the return of elite sports, hitIQ will deploy hundreds of mouthguards across world sport. hitIQ technology is currently being trialled in professional combat sports with a goal to broadcast data, providing audience insights and new narratives for commentators. hitIQ is partnering with Atavus in tackling performance analytic leading to tailored defensive programs that maximise player safety.

hitIQ



ICAROS

EXERGAMING AND VIRTUAL REALITY

HEAD OFFICE: Munich, Germany

EMPLOYEES: 11-50

ESTABLISHED: 2015

WEBSITE: icaros.com

EMAIL: info@icaros.com

KEY CLIENTS: RedBull, BMW, Lanserhof, CocaCola, Airbus, Lufthansa, Telekom

RELEVANT SPORTS: Action Extreme

TAGS: Fitness Tech, Health / Med Tech, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY

ICAROS fuses health-science and gaming technology to enhance body and mind performance. Our vision is to provide the most motivating and health-promoting training experiences to combat sedentary lifestyles. Our interdisciplinary team includes sports scientists, software developers, engineers and industrial designers, aiming for the most effective and entertaining workout experiences. We make you fly!

WHAT'S EXCITING

ICAROS professional systems are installed in fitness and rehabilitation facilities, hotels and entertainment venues around the globe. In 2018, we launched the consumer model ICAROS Home, and ICARACE, the global online multiplayer platform for Virtual Reality E-Sports. The ICAROS Cloud is the innovative, inflatable and digitally connected training device, designed to provide full-body workouts at home, boutique studios and for group workouts at the gym for all.

ICAROS

IMEASUREU

LOWER LIMB LOAD MONITORING

HEAD OFFICE: Oxford, United Kingdom

EMPLOYEES: 11-50

ESTABLISHED: 2013

WEBSITE: imeasureu.com

EMAIL: james.grant@imeasureu.com

KEY CLIENTS: NBA, NFL, MLB, Texas Tech Basketball, Australian Institute of Sport

RELEVANT SPORTS: Applicable across all sports

TAGS: Health / Med Tech, Performance Data Analytics, Wearables / Smart Devices

SUMMARY

Remove the guesswork from an injured athlete's return-to-play journey with IMU Step. IMU Step is a lower limb load monitoring tool that delivers external & internal workload metrics for practitioners and athletes. It enables precise, actionable insights captured via small, ankle-worn, high-frequency sensors supported with beautiful mobile and desktop apps. Capture data at the source of your athlete's load to make better decisions and understand exactly how they are responding to training.



WHAT'S EXCITING

IMeasureU has a new flagship metric, Impact Load - a simple, easy to use metric that can be used to compare outcomes between limbs, drills, activities, sessions, and athletes. This metric can quickly categorize a session as hard or light, and whether the athlete loading symmetrically or not. IMU has also released the ability to monitor lower limb impacts in real-time, ideal for rehab sessions and enabling practitioners to make immediate interventions when their athletes need it.

INMOTIO

ULTIMATE SPORTS PERFORMANCE ANALYSIS WITH LPM TECHNOLOGY

HEAD OFFICE: Zeist, Netherlands

EMPLOYEES: 11-50

ESTABLISHED: 2005

WEBSITE: inmotio.eu

EMAIL: info@inmotio.eu

KEY CLIENTS: KNVB (Dutch FA), AFC Ajax, PSV Eindhoven, Red Bull Salzburg (Football & Ice Hockey), University of Vienna

RELEVANT SPORTS: Applicable across all sports

TAGS: GPS Tracking, Performance Data Analytics, Wearables / Smart Devices

SUMMARY

The Inmotio system is applied to professional sports for tactical and physical performance monitoring. Based on real time precise position and heart rate data, player and team performance is measured and stored. The Inmotio system AI has been used by top-tier sports institutes and clubs across the premier European soccer leagues, BASPO (multiple indoor sports including hockey and outdoor sports) with further adoption in handball, speed skating, ice hockey and skiing.



WHAT'S EXCITING

The system is based on state-of-the-art RFID-technology. The IMO client is used for the recording of the session when the LPM system is in use. All features of the IMO client are related to the capturing of the data from sessions, organized by exercises and parts and including markers. All athletes are recorded and (filter) settings are stored to ensure consistent, reliable and accurate data. The analysis can be performed in real-time, using the client software or the IMO Tablet.

JOHAN SPORTS

GUIDING TEAMS BY IMPROVING SPORTS PERFORMANCE AND PREVENTING INJURIES.

HEAD OFFICE: Delft, Netherlands

EMPLOYEES: 11-50

ESTABLISHED: 2014

WEBSITE: johansports.com

EMAIL: info@johan-sports.com

KEY CLIENTS: Feyenoord, JNHB

RELEVANT SPORTS: Applicable across all sports

TAGS: GPS Tracking, Performance Data Analytics

SUMMARY

We serve a wide variety of sports teams with a clear company focus on making GPS technology affordable and easy to use for sports teams on all levels. Most clubs can't afford or don't have the knowhow to work with a GPS Tracking System. That's why JOHAN guides all teams with in-house Sports Science service and makes it accessible from Elite to Amateur teams! Now working for more than 110+ teams across the world and active in more than 24 countries worldwide.



WHAT'S EXCITING

JOHAN serves ambitious field sport teams, both coaches, trainers, players and club management. We focus on teams with a medium to small staff, which generally have little to none scientific staff like data analysts and sportsscientists. Although we provide all the raw data and statistics, most of our users need the relevant context of this data such that they can put it into practice. This way complex science and technology becomes available to every type and level of trainer.

JUST FOOTBALL

GAMIFICATION OF SOCCER



HEAD OFFICE: Stockholm, Sweden

EMPLOYEES: 11-50

ESTABLISHED: 2016

WEBSITE: justfootball.app

EMAIL: kasper@justfootballapp.com

KEY CLIENTS: Unisport, InterSport, Stadium, Cruyff Foundation, DGI

RELEVANT SPORTS: Soccer

TAGS: AI (Artificial Intelligence), Health / Med Tech, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY

Just Football connects real football challenges to a digital career - players strive to climb leaderboards, unlock achievements, and show off their best skills. With our AR/AI technology we track the speed and accuracy of shots while adding visual effects to open up opportunities for brands and clubs to reach young audiences in an innovative way, creating a healthy balance between physical activity and digital consumption. Our users often describe it as PokemonGo for football or real-life Fifa.

WHAT'S EXCITING

This year we have further developed our AI/AR technology - with new unique game modes and challenges in the apps. We will enter new markets in Europe by partnering with major football clubs, with Celtic and Hannover 96 showing interest. We are about to partner with a club in Arizona that will help us grow in the US. It is exciting for us to work with brands and clubs that share our values of getting young people more physically active through innovative gaming.

KINETIC PERFORMANCE

VELOCITY BASED TRAINING



HEAD OFFICE: Canberra, Australia

EMPLOYEES: 11-50

ESTABLISHED: 2002

WEBSITE: kinetic.com.au

EMAIL: office@kinetic.com.au

KEY CLIENTS: Milwaukee Bucks, Boston Red Sox, Los Angeles Rams, Golden State Warriors, Anaheim Ducks

RELEVANT SPORTS: Applicable across all sports

TAGS: Fitness Tech, Performance Data Analytics

SUMMARY

For more than 15 years GymAware has been trusted by World Champions, Olympians, Pro Athletes and those who prepare them. The GymAware PowerTool is the gold standard in velocity based training in elite team environments. Our latest product, FLEX, is perfectly suited to individual training scenarios. Our company pursues innovation fuelled by genuine passion and is in-tune to the demands of the strength and conditioning world. We are athletes. We understand the problems. We deliver real solutions.

WHAT'S EXCITING

In late 2019 we launched the world's first laser based barbell sensor, FLEX - wireless, highly accurate and affordable. Individuals get precision and performance previously restricted to the elite. FLEX measures barbell velocity, power, range of motion, bar path and bar movement. Our proprietary lift intelligence captures every rep and recognises movement patterns with real-time performance feedback on the FLEXStronger app. Optimised for self or remotely coached athletes and players.

KITMAN LABS

USING ARTIFICIAL INTELLIGENCE TO INCREASE ATHLETE PERFORMANCE & HEALTH

KITMAN LABS

HEAD OFFICE: Dublin, Ireland

EMPLOYEES: 11-50

ESTABLISHED: 2012

WEBSITE: kitmanlabs.com

EMAIL: info@kitmanlabs.com

KEY CLIENTS: LA Galaxy, Saracens, Buffalo Bills, Chicago Cubs

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), Fitness Tech, Performance Data Analytics

SUMMARY

Driven by a mission to enable winning by increasing player availability through injury reduction. We believe that winning has as much to do with science as it does with desire. By accurately capturing relevant athlete data and applying algorithms grounded in scientific research, Kitman's products and services provide actionable insights. Kitman Labs serves the elite athlete marketplace providing accurate, marker-less motion capture and delivering real-time alerts.

WHAT'S EXCITING

Your performance solution should be as unique as you are. We take the time to understand everything about you - your goals, your challenges, your philosophy, your data. From there, we deliver a Bespoke High Performance Model that fits your team's style and puts you on the fastest path to success.

KOROYD

THE ULTIMATE DAMAGE CONTROL SYSTEM

HEAD OFFICE: Monaco, Monaco

EMPLOYEES: 11-50

ESTABLISHED: 2010

WEBSITE: koroyd.com

EMAIL: info@koroyd.com

KEY CLIENTS: Smith, Endura, Alpina, Head, Nitro

RELEVANT SPORTS: Action Extreme

TAGS: Fitness Tech, Protection / Concussion

SUMMARY

Koroyd is dedicated to creating better products. Advanced breathability and cooling. Ultralight feel and exceptional styling. But above all, products that protect you better.

WHAT'S EXCITING

Our mission is to redefine safety standards and evolve impact protection technology with the aim of reducing the chance of suffering a life-affecting injury.



KYMIRA

SMART GARMENTS FOR BIOMONITORING AND CAREER ENHANCEMENT

HEAD OFFICE: Reading, United Kingdom

EMPLOYEES: 11-50

ESTABLISHED: 2013

WEBSITE: kymira.co.uk

EMAIL: info@kymira.co.uk

KEY CLIENTS: University of Texas, European Space Agency, 2x Top 3 World Rugby Teams, Teams throughout the EPL

RELEVANT SPORTS: Applicable across all sports

TAGS: Health / Med Tech, Performance Data Analytics, Wearables / Smart Devices

SUMMARY

KYMIRA produce smart textiles and garments that enhance performance and recovery at a biological level, enabling biomonitoring to empower staff and athletes to maximise their performance while reducing injury risk. Our products are used globally by Olympians, World Champions and Weekend Warriors alike. Our infrared apparel range features performance, recovery and travel products. New products include EC(K)G smart shirts, IMU smart outfits and a host of other sensory technologies.

WHAT'S EXCITING

Our portfolio is rapidly expanding - trusted by teams and athletes in the EPL, World Rugby, NFL, NBA, MLS, NCAA and Olympic organisations. KYMIRA are on the brink of releasing a universal production technique to embed electronics into garments, and a host of resulting products. These will enable wireless monitoring of key sporting and medical biometrics from anywhere in the world. Our software enables contextualised insights or for data to be exported into existing infrastructures.

MAXONE

VIRTUAL COACHING FOR EVERY ATHLETE

HEAD OFFICE: Grand Rapids, United States

EMPLOYEES: 11-50

ESTABLISHED: 2016

WEBSITE: maxone.ai

EMAIL: jason@gomaxone.com

KEY CLIENTS: CoachUp, PGC Basketball, True Lacrosse

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), AMS (Athlete Management System), Performance Data Analytics

SUMMARY

MaxOne.ai is the market leader in Virtual Coaching with a focus on the \$20B youth and amateur sports industry. We currently have two product lines: A Virtual Coaching Platform (VCP) in high demand as coaches are adopting and leveraging digital tools at a very fast pace. MaxOne has recently engaged with channel partnerships that could grow their market share to over 80% in the next 6 months. Next, SmartCoach uses AI and Computer Vision to automatically coach youth athletes in their sport.

WHAT'S EXCITING

Since the global pandemic has hit, the future of virtual coaching is being adopted at an incredibly fast pace. We are in the process of launching channel partnerships globally and anticipate over a 10x growth in our business over the next 6 months.



MX3 DIAGNOSTICS

RAPID HYDRATION MONITORING FOR OPTIMAL PERFORMANCE



HEAD OFFICE: Austin, United States

EMPLOYEES: 11-50

ESTABLISHED: 2017

WEBSITE: mx3diagnostics.com

EMAIL: support@mx3diagnostics.com

KEY CLIENTS: Carlton Football Club, Sweden National Football Team, US Air Force, UCLA Bruins, St. Louis Cardinals

RELEVANT SPORTS: Applicable across all sports

TAGS: Fitness Tech

SUMMARY

MX3 was founded to make it easier for people to measure and manage their personal health. Our global team includes engineers, medical professionals, researchers, and professional athletes. Our relevant expertise includes electrochemistry, biomedicine, microfluidics, product engineering and design, signal processing, and machine learning. This breadth of experience makes it possible for MX3 to deliver new products that can transform rapid diagnostics for fitness and overall health.

WHAT'S EXCITING

MX3 continues to develop and integrate rapid testing for biomarkers related to sports, performance, health and wellbeing. Our first product is our revolutionary hydration testing system that utilizes salivary osmolality (SOSM) and sweat sodium assessment to allow users to monitor hydration status and develop personalized rehydration strategies. Currently partnered with Ironman Oceania and pro sports teams, military and large mining companies.

MYONTEC

SMART CLOTHING BASED SOLUTION TO MEASURE ATHLETES' MUSCLE ACTIVATION



HEAD OFFICE: Kuopio, Finland

EMPLOYEES: 11-50

ESTABLISHED: 2008

WEBSITE: myontec.com

EMAIL: info@myontec.com

KEY CLIENTS: FIFA, Hertha BSC Berlin, Colo-Colo, CCC cycling team, Spanish Cycling Association

RELEVANT SPORTS: Applicable across all sports

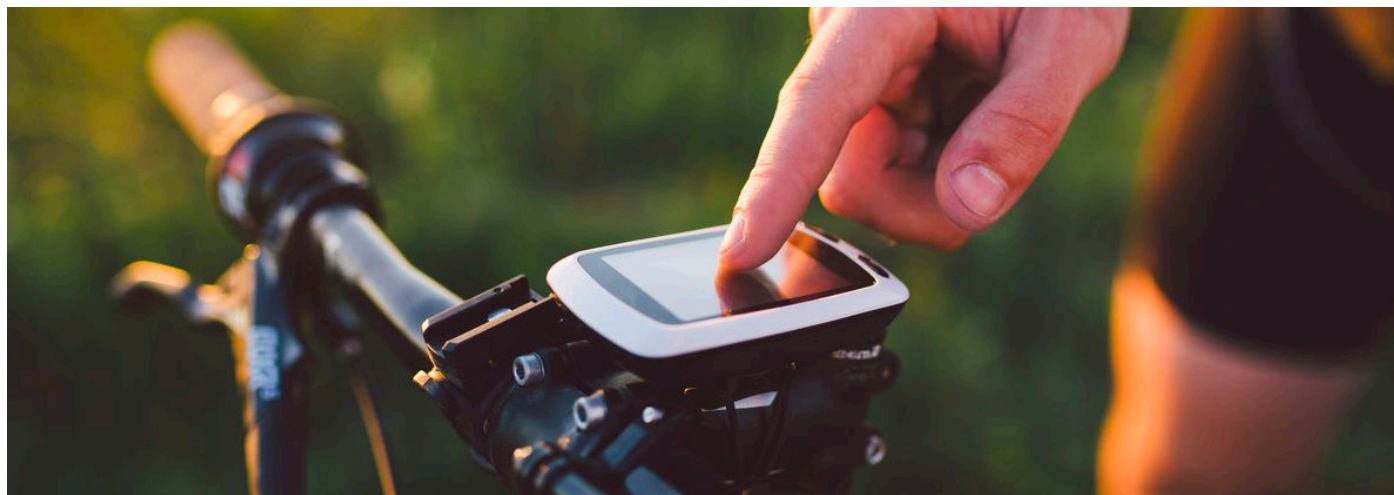
TAGS: Fitness Tech, Health / Med Tech, Wearables / Smart Devices

SUMMARY

Myontec is a muscle activation analytics company manufacturing smart clothes embedded with muscle activation (electromyography, EMG) sensors with data analytics. Mbody Smart Shorts (2014) focused on pro sport and research. Our main segments are team and endurance sports, S&C and sport science. ErgoAnalysis (2019) is our solution for ergonomics and human factors professionals. We hold 4 patents, scientifically proven by ~ 60 articles and our products are used by the sport industry globally.

WHAT'S EXCITING

Myontec Mbody can be used in improving athletic performance, problem detection, return-to-play, rehabilitation and recovery monitoring. With muscle level data we are able to provide highly accurate and individual fatigue threshold, biofeedback, recovery, activation order analysis and stride analysis. We have API for GPS tracking vendors enabling to monitor internal load together with external (GPS) load. Myontec technology can be licensed as well.



NAVATICS TECHNOLOGY

UNDERWATER DRONE TECHNOLOGIES

HEAD OFFICE: Shenzhen, China

EMPLOYEES: 11-50

ESTABLISHED: 2017

WEBSITE: navatics.com

EMAIL: info@navatics.com

KEY CLIENTS: HK custom, US wildlife and services

RELEVANT SPORTS: Applicable across all sports

TAGS: Drones

SUMMARY

An underwater drone was created to enhance underwater observation, MITO can relay real-time information to the users on the surface. Appealing to fishermen who want to locate their catch and boaters who want to explore the underwater ecosystem. Companies can use MITO to inspect their underwater assets without needing a dive team. The Navatics app assists underwater explorations as the only drone app that eliminates color deviation in underwater videos for those who love underwater images.



WHAT'S EXCITING

We expect accessories to enhance MITOs performance and the user experience. Navatics App is developing a GPS locating function and an intelligent dive log, aiming to keep records of dive locations for the safety in locating the drone and the user. This summer, we are going to partner with the Guardian, engaging an underwater exploration. In the future, we want to look into industrial drones; going deeper, faster, with application for professional work.

NEUROPEAK PRO

BRAIN AND LIFESTYLE TRAINING FOR PEAK PERFORMANCE

HEAD OFFICE: Grand Rapids, United States

EMPLOYEES: 11-50

ESTABLISHED: 2004

WEBSITE: neuropeakpro.com

EMAIL: neuropeakmedia@gmail.com

KEY CLIENTS: Bryson Dechambeau, Kirk Cousins, Tucker West, NFL teams

RELEVANT SPORTS: Applicable across all sports

TAGS: Athlete Empowerment / Promotion, Fitness Tech, Wearables / Smart Devices

SUMMARY

Neuropeak Pro optimizes human performance. This means more wins for a team, higher productivity for a business, or increased recovery, focus, and creativity for an individual. We work to promote balance within the autonomic nervous system. Utilizing a range of interventions including heart rate variability and neurofeedback training, Neuropeak Pro is able to develop training programs that help individuals reach their full potential.



WHAT'S EXCITING

In addition to our fully remote training program, we offer in-person evaluations, meetings with brain coaches, as well as full brainroom training facilities, depending on your unique need. Furthermore, we're expanding into the corporate wellness sector with a mobile app currently being developed.

NEUROVINE.AI

AI DRIVEN CONCUSSION RECOVERY SOLUTIONS

HEAD OFFICE: Ottawa, Canada

EMPLOYEES: 11-50

ESTABLISHED: 2019

WEBSITE: neurovine.ai

EMAIL: info@neurovine.ai

KEY CLIENTS: Carleton Raven's Varsity Athletes

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), Health / Med Tech, Wearables / Smart Devices

SUMMARY

Neurovine is digitally transforming brain health in the sports world. The first product to be released combines data from the brain with advanced machine learning techniques to create real-time feedback to optimize the concussion recovery process, making the invisible nature of concussion visible and measurable to athletes and clinicians. With real-time feedback, this technology allows athletes to push themselves physically and mentally and warns them when they are working too hard.



WHAT'S EXCITING

Neurovine is developing a deep-learning approach to brain health. This technology is opening the door to many tools that will change the way concussions are diagnosed and the way that athletes heal.

PHYSIOLAB

TARGETED CRYOTHERAPY TECHNOLOGIES

HEAD OFFICE: Milton Keynes, United Kingdom
EMPLOYEES: 11-50
ESTABLISHED: 2012
WEBSITE: physiolab.com
EMAIL: customerservices@physiolab.com
KEY CLIENTS: British Olympic Association, English Institute of Sport, Manchester United, Isokinetic London
RELEVANT SPORTS: Applicable across all sports
TAGS: Health / Med Tech

SUMMARY

PHYSIOLAB is a medical devices manufacturer headquartered in Milton Keynes who produce cryo-pneumatic devices that naturally and effectively reduce pain and swelling in post-surgical, acute injury and chronic pain cases. We have a single product on the market, the S1 Portable, which has been developed to incorporate unique selling points that resonate with key audiences in elite sports, orthopaedics and physiotherapy.



WHAT'S EXCITING

Following years of working with some of the top sporting organisations in the UK, we are proud to supply Team GB with our products ahead of the Tokyo 2021 Olympics. In addition to this, we are in the process of working with leading UK orthopaedic surgeons and groups to produce a series of clinical studies, examining the impact of PHYSIOLAB on patient pain scores and AVLOS (Average Length Of Stay).

PKRS.AI

AI DRIVEN COACHING APP FOR ATHLETES

HEAD OFFICE: Los Angeles, United States
EMPLOYEES: 51-100
ESTABLISHED: 2018
WEBSITE: pkrs.ai
EMAIL: sdj@pkrs.ai
KEY CLIENTS: IRONMAN, Jan Frodeno (4-time World Triathlon Champion), Leanda Cave (4-time World Triathlon Champion), Haute Route
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Fitness Tech, Health / Med Tech

SUMMARY

PKRS.AI is the future of personal coaching, providing custom and daily adapted training, recovery and nutrition. Built with Olympic Gold medalists, world champions and their teams, PKRS.AI delivers the most scientifically sound and progressive coaching. Myra, our AI, analyses, updates and adapts the daily masterplan so that users get the optimal training, supported by a team of certified human coaches. We are currently focused on the endurance markets of Triathlon, Cycling and Running.

PKRS.AI

WHAT'S EXCITING

As we expand we believe that our approach and technology is also perfectly suited to the mass market of fitness enthusiasts and envision a day when the app will be free to everybody - elevating the quality of human existence across our planet. We are building the new human race and driving global solutions for a better world. We are partnered with IRONMAN in the Triathlon community and Haute Route, who offer peak cycling experiences through their global events.

REZZIL

COGNITIVE PERFORMANCE PLATFORM FOR ATHLETES

HEAD OFFICE: Manchester, United Kingdom
EMPLOYEES: 11-50
ESTABLISHED: 2018
WEBSITE: rezzil.com
EMAIL: andy@rezzil.com
KEY CLIENTS: Manchester City, Liverpool, Manchester United, Philadelphia Union, Club America
RELEVANT SPORTS: Soccer
TAGS: Computer Vision, Fitness Tech, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY

Rezzil is a unique contextual cognitive performance platform that measures player capabilities, helping develop the traits seen in the world's best players. Rezzil uses a drills to simulate extreme game pressure and elicit responses appropriate to the type of characteristics seen in elite players. Rezzil is also a unique rehabilitation tool, mitigating the effects of long-term injuries on neuroplasticity; players can train in game style environments with zero impact and a tailored load level.



WHAT'S EXCITING

The Rezzil platform is the world's leading sports VR technology, with unrivalled levels of immersion and the widest range of applications in the market. Rezzil Analysis will soon be available on all platforms as a way to gain greater game insights without the need for bulky equipment. In Q4 2020 Rezzil will expand its offering into sports other than soccer, including services for basketball, tennis and NFL.

ROCKDAISY

THE LEADER IN CUSTOMER FACING AND SQL REPORTING

HEAD OFFICE: New York, United States
EMPLOYEES: 11-50
ESTABLISHED: 2014
WEBSITE: rockdaisy.com
EMAIL: info@rockdaisy.com
KEY CLIENTS: NFL, National Geographic, NGL, Cognosante
RELEVANT SPORTS: Applicable across all sports
TAGS: Data Analysis and Reporting

SUMMARY

Create, deploy, and manage mobile and browser-based reports on-premise or in the cloud with a range of ready-to-use tools and services that RockDaisy provides. RockDaisy transforms disparate data sets into clear, interactive report visualizations. Powerful enough for SQL developers to create data experiences. Straightforward enough for executives and managers with no IT background to view and manage reports.

WHAT'S EXCITING

We at RockDaisy have worked with some of the most recognizable brands in the world, including the Nat Geo, Cognosante Health, the NFL, NHL and the NBA. Come see what we can do for your business.

ROCK
DAISY

SABEL LABS

ENABLING TECHNOLOGIES FOR SPORTS AND HEALTH

HEAD OFFICE: Darwin, Australia
EMPLOYEES: 11-50
ESTABLISHED: 2014
WEBSITE: sabellabs.com
EMAIL: hello@sabellabs.com
KEY CLIENTS: Charles Darwin University, NT Department of Education, Ergon Energy, National Science Week
RELEVANT SPORTS: Applicable across all sports
TAGS: Fitness Tech, GPS Tracking, Wearables / Smart Devices

SUMMARY

SABEL Labs is an internationally distributed enterprise and research consultancy group currently headquartered at Charles Darwin University. We have over a decade of experience in developing sports technologies - particularly wearables. Our technologies are used to enhance sports performance, conduct collaborative cross disciplinary research and as B2B consultancy for product and business development. We also offer SABEL Sense and tools for those wanting to dip their toe into wearables.

WHAT'S EXCITING

Recently we have partnered with Charles Darwin University and the NT Department to create STEMfit. STEMfit combines physical activity with wearable technologies to create a fun learning experience in schools that meets national curriculum learning objectives. Our program starts with running, jumping and throwing in the playground, before heading to the classroom to find out how our bodies move and how they might compare with your favourite athlete.



SENSORIA

SMART TRAINING APPAREL POWERED BY YOUR REAL-TIME PERSONAL TRAINER

HEAD OFFICE: Redmond, United States
EMPLOYEES: 11-50
ESTABLISHED: 2011
WEBSITE: sensoriafitness.com
EMAIL: info@sensoriainc.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Running
TAGS: AI (Artificial Intelligence), Fitness Tech, Wearables / Smart Devices

SUMMARY

The Garment is the Computer. We are leading developers of the 'Internet of Me' wearables and AI software solutions to improve people's lives. Our smart sock v2.0 have 3 proprietary textile pressure sensors which, when coupled with our Sensoria Core microelectronics, informs how far, fast and well you run. Our Sensoria Run v2.0 iOS app features Mara, our AI coach, providing feedback on foot landing, cadence, CGT, impact score in real time.

WHAT'S EXCITING

Sensoria Core is our revolutionary platform that can IoT enable any smart garments and footwear, allowing you to measure performance with extreme precision. It is the only non-mission specific device with mission-specific adapter. It can connect up to 8 sensors natively out-of-the-box. It has a 9-axis IMU (accelerometer, gyroscope and magnetometer). Our Sensoria Developer Kit (SDK) enables brands and developers to build solutions that leverage our platform and improve their products.

sensoria®

SINA VOETBALLAB

TESTING AND REHAB CENTRE FOR SPORT PERFORMANCE

HEAD OFFICE: Beverwijk, Netherlands

EMPLOYEES: 11-50

ESTABLISHED: 2015

WEBSITE: voetballab.com, SIMUST.com

EMAIL: siamak@voetballab.com

KEY CLIENTS: FFIRI, The Dutch Soccer Academy

RELEVANT SPORTS: Soccer

TAGS: Health / Med Tech, Performance Data Analytics

SUMMARY

With over 20 years of experience, SINA Voetballab is a multi-discipline organisation where health and performance experts work together to be sure that athletes are able to maximise performance.

SINA VOETBALLAB

WHAT'S EXCITING

The main product of SINA Voetballab is SIMUST, a multi-dimensional soccer testing and training system. SIMUST has been designed and developed to determine real-time correlation between the physical, psychological, neuromuscular and cognitive changes during a soccer match simulation. Once you enter the SIMUST arena, nothing will remain unseen or unnoticed. SIMUST challenges your brains processing limits, becoming a faster, more agile and smart machine.



SOCCKERLAB

FOOTBALL INTELLIGENCE PLATFORM LINKING ALL DEPARTMENTS



HEAD OFFICE: Hasselt, Belgium

EMPLOYEES: 11-50

ESTABLISHED: 2004

WEBSITE: soccerlab.com

EMAIL: sales@soccerlab.com

KEY CLIENTS: PSG, AZ Alkmaar, Parma Calcio, PSV Eindhoven, FC Bruges, Rapid Wien, Shakhtar Donetsk, LA Galaxy

RELEVANT SPORTS: Soccer

TAGS: AMS (Athlete Management System), Performance Data Analytics, Video Analytics

SUMMARY

SoccerLAB is a secure club management application that allows you to centralize, analyze and visualize all internal and external data related to players, teams, games and training sessions in order to develop better players: To collect data from different sources and to centralize this data in one single environment. To visualize the data and use advanced analytics to create insightful analysis. To facilitate communication and sharing of documents across the entire club in a secure way.

WHAT'S EXCITING

We provide one platform that can be used across the entire club and by all management, coaching staff, medical staff, scouting, administration. A secure platform, every club has its own environment that can be installed at the club or in the cloud combining publicly available (Weltfussball, WyScout, InStat) with club specific data (GPS, performance testing, scouting, video analysis). We are active in the football industry, building experience since 2004.

SONDA SPORTS

GPS PERFORMANCE MONITORING SYSTEM FOR TEAM SPORTS

HEAD OFFICE: Wrocław, Poland

EMPLOYEES: 11-50

ESTABLISHED: 2014

WEBSITE: sondasports.com

EMAIL: hello@sondasports.com

KEY CLIENTS: Lech Poznań Zagłębie Lubin, GKS Jastrzębie, Górnik Zabrze, Women's Polish National Team in Rugby

RELEVANT SPORTS: Applicable across all sports

TAGS: GPS Tracking, Performance Data Analytics, Wearables / Smart Devices

SUMMARY

Sonda Sports was founded in 2014 by a group of sports and technology enthusiasts, whose mission was to empower athletes and their coaches to become better versions of themselves. We are provider of GPS tracking system for team sports based in Poland. We are focused on outdoor team sports; especially soccer, but also rugby, american football, field hockey. Currently we support the best football academies in Poland, while preparing to acquire clients around the world.



WHAT'S EXCITING

At the end of the year we will have version 2.0 of our product: nimble technology, smart gear and new tracker. Powerful hardware & analytical tools available for every team, anywhere, on any device, for every budget.

SPARTA SCIENCE

THE INDUSTRY'S ONLY MACHINE LEARNING FORCE PLATE DATABASE.

HEAD OFFICE: Menlo Park, United States

EMPLOYEES: 11-50

ESTABLISHED: 2007

WEBSITE: spartascience.com

EMAIL: info@spartascience.com

KEY CLIENTS: NFL, College Sport, Medical Facilities, Militaries

RELEVANT SPORTS: Applicable across all sports

TAGS: AMS (Athlete Management System), Athlete Empowerment / Promotion, Fitness Tech

SUMMARY

Sparta Science is the industry's gold standard for Force Plate Machine Learning that predicts, improves, and validates individual and team availability. With a simple, self-serviceable two minute scan per person, organizations increase fitness levels, prevent injuries, and accurately predict team readiness using the world's largest machine learning force plate database. Organizations rely on Sparta Science for musculoskeletal injury risk evaluation, team readiness and increasing physical fitness.



WHAT'S EXCITING

We continue to push boundaries with our partners in the sports, military, industrial and research fields.

"Sparta provides actionable insight that they can use in a way that uniquely fits into their overarching training philosophy. The online platform makes the organization and dissemination of athletic information simple so all key people within the organization are aligned." - Forbes

STEPUP AIR

PERFORMANCE TRACKING WEARABLE SOLUTION

HEAD OFFICE: Copenhagen, Denmark

EMPLOYEES: 11-50

ESTABLISHED: 2017

WEBSITE: stepupair.com

EMAIL: info@stepupair.com

KEY CLIENTS: University of Copenhagen (Partnership for scientific purposes)

RELEVANT SPORTS: Ice Hockey

TAGS: Health / Med Tech, Performance Data Analytics, Wearables / Smart Devices

SUMMARY

StepUp Air is a wearable improving training efficiency up to 20% by precisely monitoring breathing. Combining a chest strap that measures breathing frequency and volume and heart rate with a dashboard for real-time monitoring of performances and fatigue and a smartwatch app. StepUp Air's algorithms detect individual performance zones and limits in real-time. Coaches get informed when athletes are over-exerting, so they can adapt their accordingly to avoid injuries or burnout.



WHAT'S EXCITING

We are in the process of getting ready for our first clinical trial with our wearables. We expect these to happen once the teams start training again in Scandinavia. We expect to write a scientific study based on the data which we gather by measuring players' internal load in a completely different way.

SVEXA

EXERCISE INTELLIGENCE FOR OPTIMIZED TRAINING AND PERFORMANCE

HEAD OFFICE: Menlo Park, United States
EMPLOYEES: 11-50
ESTABLISHED: 2018
WEBSITE: svexa.com
EMAIL: info@svexa.com
KEY CLIENTS: Olympians, Pro Soccer Clubs, At-home fitness equipment, Swedish National teams in Swimming and Orienteering
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Fitness Tech, Performance Data Analytics

SUMMARY

An exercise intelligence company developing products and algorithms to optimize training, recovery, performance and improve public health. We incorporate multiple data streams; subjective, objective, biological, or physiological data, manual or via tracking equipment/wearables. Our IP analytics provide actionable insights, while accounting for physical and mental health status. Our products provide individual profiles, daily readiness and optimized long-term planning for timing peak performance.



Silicon Valley
Exercise Analytics

WHAT'S EXCITING

Our work started elite athletes, creating individualized profiles to boost performance. Our solutions can now be applied to anyone. Our exercise intelligence combines analytics, human and AI to enable decision aid for training and performance. We are a science driven company at the intersection of data, sports and physiology. Current developments include detection of overtraining using a combination of metabolomics and subjective ratings, and AI-based training.

TENNISLIFE

TENNIS INTELLIGENCE PLATFORM

HEAD OFFICE: Hasselt, Belgium
EMPLOYEES: 51-100
ESTABLISHED: 2011
WEBSITE: tennislife.online
EMAIL: info@quesd.com
KEY CLIENTS: KNLTB - Dutch National Tennis Federation
RELEVANT SPORTS: Tennis
TAGS: AMS (Athlete Management System), Performance Data Analytics, Video Analytics

SUMMARY

TennisLife is a secure academy management application that allows you to centralize, analyze and visualize all internal and external data related to players, teams, games and training sessions in order to develop better players. To collect data from different sources and to centralize this data in a single environment. To visualize the data and use advanced analytics to create insightful analysis. To facilitate communication and sharing of documents across the entire club in a secure way.



WHAT'S EXCITING

We provide one platform that can be used across the entire academy by management, coaching staff, medical staff, and administration functions. A secure platform, every academy has its own environment that can be installed at the club or in the cloud. A platform that combines publicly available objective data and academy specific subjective data (GPS data, performance test data, video analysis). We are active in the tennis industry since 2011.

TRACK160

AUTOMATED OPTICAL TRACKING FOR FOOTBALL

HEAD OFFICE: Tel Aviv, Israel
EMPLOYEES: 11-50
ESTABLISHED: 2017
WEBSITE: track160.com
EMAIL: info@track160.com
KEY CLIENTS: TSG Hoffenheim, FIFA, Japan National Team, Philadelphia Union, Maccabi Tel-Aviv
RELEVANT SPORTS: Soccer
TAGS: AI (Artificial Intelligence), Athlete Empowerment / Promotion, Computer Vision

SUMMARY

Track160 is making optical tracking in football affordable and accessible. Track160 Optical Tracking System is the only solution that generates accurate and reliable 3D positional data automatically from video cameras located in a single viewpoint. Without any human operator, utilizing Deep Learning techniques by creating 3D skeletons and virtual fingerprints, enabling player and ball tracking and providing accurate performance and tactical analysis to staff.



WHAT'S EXCITING

Limb tracking and Deep Learning provide us the capability of training our system on what football action looks like, enabling automatic tagging of events. Analytics including parameters such as space control and torso orientation provide an automated video gallery, with easily accessible clips. The solution will reduce the manual tagging of matches, freeing up the team analysts to focus on the actual insights, improving the players and team.

TRAINERIZE

MAKING FITNESS ACCESSIBLE

HEAD OFFICE: Vancouver, Canada

EMPLOYEES: 11-50

ESTABLISHED: 2012

WEBSITE: trainerize.com

EMAIL: info@trainerize.com

KEY CLIENTS: MusclePharm, Born Fitness, Angela Hauck, Adam Collard Fitness, Dianna Dahlgren

RELEVANT SPORTS: Applicable across all sports

TAGS: E-Commerce, Fitness Tech, Wearables / Smart Devices

SUMMARY

Trainerize is the fitness club software empowering fitness businesses worldwide to reach, engage, and motivate. Clubs and coaches can spark member engagement, build online communities, and tap into the growing market of digital fitness enthusiasts by combining workout/nutrition tracking, meal planning, habit coaching, client communication, in-app payments. Trainerize is the all-in-one fitness software that allows fitness businesses to extend the experience beyond the gym.



WHAT'S EXCITING

Trainerize is constantly releasing new features and upgrades, expanding the app's already powerful capabilities and helping fitness businesses and professionals engage their clients in new and impactful ways. Among our most recent releases are new habit coaching features, integrations with Apple Health, MyFitnessPal, and Fitbit, and updates to our e-commerce add-on: Trainerize Pay.

TRITONWEAR

PERSONALIZED TRAINING INSIGHTS FOR BETTER SWIMMING

HEAD OFFICE: Toronto, Canada

EMPLOYEES: 11-50

ESTABLISHED: 2015

WEBSITE: tritonwear.com

EMAIL: info@tritonwear.com

KEY CLIENTS: Swimming Australia, France Federation du Natation, Swimming Canada, Penn State University, Georgia Tech University

RELEVANT SPORTS: Swimming

TAGS: AI (Artificial Intelligence), Performance Data Analytics, Wearables / Smart Devices

SUMMARY

TritonWear is a sports wearable helping swimmers from beginners to Olympic Champions harness the power of analytics. TritonWear combines 3 scores to help athletes and coaches execute flawless Focused Iterative Training (FIT) cycles. Focus aids in skill development, Intensity maximizes gains and Readiness minimizes injury risk. TritonWear also provides elite physiology and biomechanics tools to help advanced athletes pinpoint how every minute movement in the water impacts their velocity.



WHAT'S EXCITING

We're on the cutting edge of technology, harnessing backgrounds in engineering, digital signal processing, and athletics. We have several huge projects in development, most notably we are expanding the metrics we provide from 13 to over 40 and enabling open water support. One of TritonWear's guiding principles is allowing our customers to have an impact on our products - your success drives our success!

UPLIFT LABS

ANYTIME, ANYWHERE, ELITE MOVEMENT INTELLIGENCE FOR EVERYONE

HEAD OFFICE: Palo Alto, United States

EMPLOYEES: 11-50

ESTABLISHED: 2017

WEBSITE: uplift.ai

EMAIL: info@uplift.ai

KEY CLIENTS: 3 MLB teams, world's largest golf instruction company, 3 elite and youth sports organizations

RELEVANT SPORTS: Soccer

TAGS: AI (Artificial Intelligence), Fitness Tech, Performance Data Analytics

SUMMARY

Uplift Lab's (Palo Alto) AI-powered software digitizes human movement to improve athletic performance and reduce injuries using off-the-shelf cameras such as phones and high-speed cameras. Our proprietary and patent pending technology automatically tracks and analyzes performance in real-time without wearables geared for in-person and remote training. Client engagements include the world's largest golf instruction company, global sports athletic brands, and pro and youth sports organizations.

uplift

WHAT'S EXCITING

Lots under the hood and as we like to surprise and delight, please inquire directly.

VKTRY GEAR

THE WORLD'S FIRST CARBON FIBER PERFORMANCE INSOLE

HEAD OFFICE: Milford, United States

EMPLOYEES: 11-50

ESTABLISHED: 2016

WEBSITE: VKTRYgear.com

EMAIL: info@VKTRYgear.com

KEY CLIENTS: Boston Red Sox, LSU, Cleveland Browns, University of Iowa, Harvard Mass General

RELEVANT SPORTS: Applicable across all sports

TAGS: Fitness Tech, Health / Med Tech, Protection / Concussion

SUMMARY

VKTRY Gear makes the only sport insoles which are scientifically proven to help athletes run faster, jump higher and reduce injuries. Our patented VKTRY Performance Insoles are proudly made in the USA from aerospace-grade carbon fiber and come in five levels of custom flexibility based on athlete size. There is no insole on the market which has the same athletic propulsion (proven +9.3% more explosiveness) and injury protection due to full foot length support, stability and shock absorption.



WHAT'S EXCITING

Athletes at 300+ pro and college teams are now using VKs. The improvement in performance is immediate and injury protection is now proven. Field testing from 2017 (263 football players at 4 different D1 universities) showed athletes wearing VKs reduced foot & toe injuries by 41% and knee & ankle injuries by 22%. A clinical study by the Korey Stringer Institute confirmed that VKTRY Insoles improve the stability of the lower leg and increase shock absorption by +10%.

VOLT ATHLETICS

AI POWERED FITNESS APP FOR INDIVIDUALS & TEAMS



HEAD OFFICE: Seattle, United States

EMPLOYEES: 11-50

ESTABLISHED: 2011

WEBSITE: voltathletics.com

EMAIL: sarah@voltathletics.com

KEY CLIENTS: Philadelphia Eagles, University of Michigan, United States Air Force, Clemson University, University of Nebraska

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), AMS (Athlete Management System), Fitness Tech

SUMMARY

Volt makes delivering and tracking quality training programs easy, letting coaches create and customize workouts. Cortex, Volt's proprietary performance training AI, adjusts workouts in real-time to evolve and adapt an athlete's program and is founded on decades of sport-science research. Instruction and resources help users execute workouts safely, including 3,000+ exercises. The Volt app makes it easy for users to stay accountable, no matter where they're training.

WHAT'S EXCITING

With change in the way teams and athletes are preparing for sports, the need for increased flexibility has allowed Volt to introduce new features like equipment settings. These allow an individual to toggle fitness equipment on/off, and Cortex adapts their program to only program exercises the athlete can complete. This feature, along with the introduction of new body-weight programs, allows teams of all types to continue preparing for sport in new ways.



VR MOTION LEARNING

MOTION LEARNING TECHNOLOGY AND TENNIS ESPORTS



HEAD OFFICE: Vienna, Austria

EMPLOYEES: 11-50

ESTABLISHED: 2019

WEBSITE: vr-motion-learning.com

EMAIL: info@vr-motion-learning.com

KEY CLIENTS: Simi Motion Reality - Full body motion tracking, Tennis Academy Vienna

- Performance tracking, Smashing Fun

- Performance tracking, Red Bull - Tennis

eSports, A1 Austria Telekom - Tennis eSports

RELEVANT SPORTS: Esports

TAGS: VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY

We have developed technology that learns body motion. Our international partners of experienced tennis coaches will help develop the product at tennis clubs, and later launching. The applied technologies cover immersive VR, haptic feedback, full-body motion tracking and modelling, machine learning and AI. The new VRML platform provides powerful and universal solutions to enable multiple B2C and B2B products and to significantly improve quality and effectiveness of motion procedures.

WHAT'S EXCITING

Our tennis application is so authentic that playing real tennis games and training from home becomes possible. Realistic Tennis eSports becomes reality! We offer individual training and you will be able to perfect your technique in the most efficient and precise manner. Tennis games for players located at anywhere will be possible. A first showcase between two top players will be the start of international eLeagues and Grand Slams.

WIKILOC OUTDOOR

MILLIONS OF OUTDOOR TRAILS AROUND THE WORLD



HEAD OFFICE: Girona, Spain

EMPLOYEES: 11-50

ESTABLISHED: 2006

WEBSITE: wikiloc.com

EMAIL: sales@wikiloc.com

KEY CLIENTS: Governmental & private organisations

RELEVANT SPORTS: Cycling

TAGS: GPS Tracking, Wearables / Smart Devices

SUMMARY

Wikiloc is a community of 5.8m outdoor enthusiasts, sharing 16m outdoor trails globally for hiking and cycling. Our goal is to help people have better experiences; we help people find inspiration among trails shared by other users. The app guides via GPS along the trail (free offline maps available) and can share recorded trails with the community. Available on website, Android & iOS, and via app for GPS devices such as Garmin and Apple Watches.

WHAT'S EXCITING

We believe in a future where humanity spends more time enjoying and preserving the outdoors. Therefore, we give 1% of our global revenue to grassroots environmental groups who work to protect our planet through 1% for the Planet.

XSENSIO

LAB-ON-SKIN, SENSING PLATFORM FOR ENHANCED HEALTH TRACKING



HEAD OFFICE: Lausanne, Switzerland

EMPLOYEES: 11-50

ESTABLISHED: 2014

WEBSITE: xsensio.com

EMAIL: info@xsensio.com

KEY CLIENTS: Pharmaceutical companies as research partners

RELEVANT SPORTS: Applicable across all sports

TAGS: Fitness Tech, Health / Med Tech, Wearables / Smart Devices

SUMMARY

Xsensio develops the unique Lab-on-Skin platform to sense real-time biochemical information at the surface of the skin, providing unprecedented real-time information about our health and wellness in a simple and non-invasive way. Our sensing chip relies on a unique, highly-miniaturized sensing platform developed at Swiss Federal Institute of Technology Nanolab. By leveraging semiconductor properties, our sensing platform unleashes a whole new set of possibilities in continuous health monitoring.

WHAT'S EXCITING

Xsensio has developed a unique wearable sensing platform, with a prototype currently under testing. Several sports teams have expressed interest in testing the technology. The company received the CES Innovation Award 2020, in the wearables category.

AI SPOTTER

CUSTOMISABLE TELESTRATION TOOLS IN A USER-FRIENDLY INTERFACE

HEAD OFFICE: Oulu, Finland

EMPLOYEES: 1-10

ESTABLISHED: 2018

WEBSITE: aispotter.com

EMAIL: timo@aispotter.com

KEY CLIENTS: N/A

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), Video Analytics

SUMMARY

AISpotter is a cloud-based video analysis and intelligent highlight production service powered by AI. By utilizing our own AI models, we can analyse video content, locate desired events, generate video highlights (e.g. 30-60 seconds long clips), and combine them with various numerical data. It all started with a project at the University of Oulu, where we studied the research work that had been done in Machine Vision technology for over 30 years.



WHAT'S EXCITING

By combining state-of-the-art machine learning and computer vision in a unique way, we achieved a breakthrough in video analysis. Today we bring advanced video analysis to companies, teams, and clubs of all sizes and levels.

ANGLR

DISRUPTING SPORT FISHING WITH DATA AND TECHNOLOGY

HEAD OFFICE: Pittsburgh, United States

EMPLOYEES: 1-10

ESTABLISHED: 2015

WEBSITE: anglr.com

EMAIL: Landon@anglr.com

KEY CLIENTS: Abu Garcia, 13 Fishing, Mercury Marine, Vibe Kayaks, Lowrance

RELEVANT SPORTS: Action Extreme

TAGS: Business Intelligence, GPS Tracking, Wearables / Smart Devices

SUMMARY

SaaS and IoT company disrupting the \$48bn sport fishing industry with integrated technologies and a data platform serving needs through utility, entertainment, and product/customer intelligence. B2C revenue streams; premium subscriptions, gear sales, and fishing reports. B2B revenue streams; embedded tech and SaaS platform for manufactures to connect with their most loyal anglers. Three patents issued encompassing sensor technology on or in fishing rods and reels paired to mobile applications.



WHAT'S EXCITING

User acquisition and core activities up 500% over last season. Signed partnership with Abu Garcia to embed ANGLR technology into the Virtual Rod powered by Anglr. ANGLR branding on 10k boats in 2020 at retail and marketing initiatives with manufactures to motivate customers to join Anglr. Signed agreements for our new B2B SaaS product, a brand engagement platform. Recently released Fishing Challenges.

ARCHINISIS

SOFTWARE FOR ELITE SPORTS PERFORMANCE ANALYSIS

HEAD OFFICE: Fribourg, Switzerland

EMPLOYEES: 1-10

ESTABLISHED: 2018

WEBSITE: archinisis.ch

EMAIL: contact@archinisis.ch

KEY CLIENTS: Finnish National teams in Cross-Country Skiing, Biathlon, Alpine Skiing, French Ski Federation, Team BSV IBEX, Switzerland, On Your Marks, Switzerland

RELEVANT SPORTS: Applicable across all sports

TAGS: GPS Tracking, Performance Data Analytics, Wearables / Smart Devices

SUMMARY

Archinisis transforms athlete's raw motion data into precise KPIs to be immediately analysed through an easy-to-use tool. Our solution is based on a single sensor worn on the athlete's upper back, coupled with algorithms developed for elite sports. We use biomechanical models and motion constraints to automatically monitor athletes. Coaches obtain highly accurate data within seconds to fully realise the athlete's potential, avoiding tedious data review and video analysis.



WHAT'S EXCITING

With our solution, any coach can obtain in-depth athlete performance data that is normally only found in expensive and well-equipped research centres. We are currently the leaders for cross-country skiing and want to become the same for track and field sports. This new solution will be launched in June '20 and will provide the extra input athletes need in gap in postponed competitions until the 2021 Olympic Games.

ATHLETE FOUNDRY

BUILDING ROADS WITHOUT INEQUITIES

HEAD OFFICE: Austin, United States

EMPLOYEES: 1-10

ESTABLISHED: 2015

WEBSITE: athletefoundry.com

EMAIL: contact@athletefoundry.com

KEY CLIENTS: We are B2C, B2B, and B2G

RELEVANT SPORTS: Applicable across all sports

TAGS: Athlete Empowerment / Promotion, Grassroots / Youth

SUMMARY

We give parents of middle & high school student athletes a 6th -> 12th grade roadmap that lets them build a comprehensive ATHUMADEMIC resume (athletic + human + academic). We improve their odds of becoming a collegiate athlete, increase their college financial assistance potential, and help prepare them to be successful in life after sports, regardless of current ability or zip code.

ATHLETE FOUNDRY

WHAT'S EXCITING

Partnerships with public and private secondary school districts across America!

ATHLETE MONITORING

THE WORLDS MOST INTUITIVE ATHLETE DATA MANAGEMENT SYSTEM

HEAD OFFICE: Moncton, Canada

EMPLOYEES: 1-10

ESTABLISHED: 2000

WEBSITE: athletemonitoring.com

EMAIL: info@athletemonitoring.com

KEY CLIENTS: Norwegian Olympic / Paralympic Program, German Track & Field Association, USA Field Hockey, University of Alberta, CSKA Moscow

RELEVANT SPORTS: Applicable across all sports

TAGS: AMS (Athlete Management System), Health / Med Tech, Performance Data Analytics

SUMMARY

AthleteMonitoring.com is the most versatile athlete data management solution available to sport organizations. Trusted by academies, universities, professional teams, performing arts, Olympic programs, NSOs and research institutes worldwide. AthleteMonitoring simplifies the remote monitoring of athlete's training, health, well-being and testing data, and the optimization of athletes' performance and health wherever they live and train.

AthleteMonitoring

WHAT'S EXCITING

In the upcoming months, many exciting features will be added to AthleteMonitoring, including an automated integration with the Oura ring, a complete menstrual cycle monitoring system, a seamless integration with Datalys (NCAA's injury surveillance database), and the latest IOC injury surveillance methodology, illness and injury codes and definitions.

AUTO COACH

WIRELESS SPORT TIMING. TRAINING AND RACING SOLUTIONS

HEAD OFFICE: Melbourne, Australia

EMPLOYEES: 1-10

ESTABLISHED: 2011

WEBSITE: autocoach.com.au

EMAIL: enquiries@autocoach.com.au

KEY CLIENTS: Swimming Australia, British Swimming, Canada Swimming, Singapore Swimming, Japan Swimming

RELEVANT SPORTS: Swimming

TAGS: Wearables / Smart Devices

SUMMARY

AutoCoach was founded in 2011 with the goal of utilizing technology to improve coaching. Starting in swimming, our multi-disciplinary team including Olympians and engineers have used a comprehensive understanding of training, coaching and wireless networked technology to create systems and automate mundane tasks; starting, timekeeping and data collection. With sales in 25+ countries and customers including Swimming Australia and British Swimming. Our pioneering product is the AutoCoach One.

autocoach:

WHAT'S EXCITING

Currently AutoCoach is working with Techdyne International on networking the AutoCoach Manager race meet system so data is shared worldwide, allowing clubs and coaches detailed performance data and race results.

B-GRAFFOS INTERNATIONAL

IMPROVED MENTAL PERFORMANCE



HEAD OFFICE: Santa Cruz De La Palma, Spain

EMPLOYEES: 1-10

ESTABLISHED: 2015

WEBSITE: graffos.es

EMAIL: graffos@graffos.es

KEY CLIENTS: MotoGP Riders, Guatemala Olympicomite, Gisela Pulido from Kyte Surf

RELEVANT SPORTS: Applicable across all sports

TAGS: Health / Med Tech, Performance Data Analytics, Wearables / Smart Devices

SUMMARY

Graffos work in any modality and category of the sports industry. Our specialization is emotional management in situations of stress or crisis, and as valuable help for the technical body. Know in advance the strengths and weaknesses of athletes or teams, so you can adjust physical, technical and tactical training plans. Training the mind will be the fourth pillar in training the athlete of the future. We have obtained parallel benefits with students, who have improved their academic results.

WHAT'S EXCITING

Our iOS app is coming soon to Android. We are incorporating motor graph neurological stimulation; the psychology of color allows us to add value in the analysis of big data regarding mood. We have closed a strategic alliance with a coach training specialist to impart the methodology of mental skill analysis. We will grant analysts Master Certification; demonstrating how to use the graphic profile of mental skills in application to design of the physical, technical and tactical training plans.



BARIN SPORTS

ATHLETE PERFORMANCE TRACKING AND ENHANCEMENT



HEAD OFFICE: Sofia, Bulgaria

EMPLOYEES: 1-10

ESTABLISHED: 2015

WEBSITE: barinsports.com

EMAIL: office@barinsports.com

KEY CLIENTS: PFC Beroe, PFC Slavia, PFC Chernomorec

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), Performance Data Analytics, Wearables / Smart Devices

SUMMARY

We provide the most integrated real-time AI-driven multi-sport athlete performance tracking system in pro sports: Real-time live data and actionable insights to support in-game management. Fully mobile system with private cloud and autonomous offline operation. Complete player-tracking history and ability to receive input from other data sources. Smooth system adaptation across sports with player customization and AI powered pattern recognition and predictive analytics.

WHAT'S EXCITING

Barin Sports Pro is not just a tracking system but a data platform, which allows a "360 degrees" team management. The system already provides complete physical condition and performance tracking with tactical insight in real-time. Additionally, we are embedding Artificial Intelligence to power vision and medical modules as well as third party data sources integration.

BARRAGE

TRAINING TECHNOLOGY FOR COMBAT SPORTS



HEAD OFFICE: Tempe, United States

EMPLOYEES: 1-10

ESTABLISHED: 2018

WEBSITE: barragetrainingtech.com

EMAIL: barragetrainingtech@gmail.com

KEY CLIENTS: N/A

RELEVANT SPORTS: Martial Arts

TAGS: Fitness Tech, Performance Data Analytics, Wearables / Smart Devices

SUMMARY

The Barrage Striking Sleeve is designed to wrap around a hanging or freestanding punching bag. Embedded LED zones and pressure sensors provide visual cues indicating where to punch or kick the heavy bag. Through this, users mix up their striking combinations as if a coach was telling them which combinations to execute. Through the app, coaches and fighters can develop workouts routines to follow. Additionally, reaction time statistics can be viewed once the user has completed their workout.

WHAT'S EXCITING

Barrage Striking Sleeve is right around the corner. We have been working with some of the best Boxing, MMA, Taekwondo, and Karate schools in Arizona to refine the product into a top-notch training device for combat sports. We recently added the ability to view reaction time statistics from workouts. This new feature has allowed users to accurately gauge progress in reaction time and striking accuracy, and also identify areas for reaction time improvement within their fighting style.

BLACK-LINE

A NEW VISION OF RIDING

HEAD OFFICE: La Cadière-d'Azur, France

EMPLOYEES: 1-10

ESTABLISHED: 2017

WEBSITE: black-line.co/en

EMAIL: contact@blacklinefrance.fr

KEY CLIENTS: N/A

RELEVANT SPORTS: Snowsports

TAGS: Disability / Mobility, Health / Med Tech, Marketplace

SUMMARY

A story of passion and two brothers; Rémi and Sylvain Garnerone. Lovers of snow-capped peaks and extreme sports. With his experience in design, Rémi is the creative. He imagines and designs products adapted to the specific needs of extreme sportsmen. Sylvain knows how to spread the good word. Since the end of his business studies, he has done everything to develop the image of the Black-Line brand. The idea? The QuickSett, the first rotative & connected snowboard binding.

BLACK-LINE

WHAT'S EXCITING

The QuickSett is a rotating disc that fits into your binding for a cruising position on the flats, allowing more comfort in queues and on chairlifts. This disc facilitates the rotation of snowboard bindings via remote locking and unlocking - no more knee pain! Change stance in a few seconds from alpine to freestyle or freeride! After several months of R&D and the filing of a patent, Black-Line has released its first product. We're rethinking the lives of riders to offer new sensations.

BLOCSPORT.ONE

SPORTS. TRANSPARENCY. BLOCKCHAIN. FOOTBALL SCOUTING & SMART CONTRACTS



HEAD OFFICE: Zurich, Switzerland
EMPLOYEES: 1-10
ESTABLISHED: 2019
WEBSITE: blocsport.one
EMAIL: help@blocsport.one
KEY CLIENTS: Bayern Munich
RELEVANT SPORTS: Soccer
TAGS: Athlete Empowerment / Promotion, Grassroots / Youth, Marketplace

SUMMARY

We are the leading pioneers in blockchain-powered biometric player registration for clubs, academies and players. This empowers the sports industry with reliable player performance stats and scouting data in emerging markets. We enable club-to-club connections to sign smart football contracts and tokenize football assets.

WHAT'S EXCITING

Using blockchain in sports elevates player data to the top security level and enables sports club to sign the first digital and paperless smart contracts. We are currently working on our tokenization model for sports cities, clubs and other football assets such as player contract rights.

BO&BO

A LEADING DESIGNER AND MANUFACTURER OF AFFORDABLE TRAINING TECHNOLOGIES



HEAD OFFICE: Rosh Haain, Israel
EMPLOYEES: 1-10
ESTABLISHED: 2015
WEBSITE: bobo-balance.com
EMAIL: info@bobo-balance.com
KEY CLIENTS: Gymna, RehabMedic, Medline, Philadelphia 76ers, Washington Wizards
RELEVANT SPORTS: Applicable across all sports
TAGS: Fitness Tech, Health / Med Tech, Wearables / Smart Devices

SUMMARY

Designed by experienced therapists, Bobo's products are simple and accessible fitness and rehabilitation tools that aspire to our motto of "fun as a method to achieve goals". By turning traditional training products into wireless, interactive and smart training platforms, Bobo's products better motivate people to stick with their training programs, making workouts more challenging, engaging, and fun. We offer 3 different training tech-product categories; wearable, balance, and aerobic.

WHAT'S EXCITING

Price and technology are what make the difference!

BODY ROCKET

REINVENTING ATHLETE PERFORMANCE WITH REAL-TIME AERO TECHNOLOGY



HEAD OFFICE: Brighton, United Kingdom
EMPLOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: bodyrocket.cc
EMAIL: info@bodyrocket.cc
KEY CLIENTS: N/A
RELEVANT SPORTS: Cycling
TAGS: Wearables / Smart Devices

SUMMARY

Body Rocket aims to revolutionise athlete performance by unleashing the power of real-time aerodynamic analysis, in a market set to reach \$780M by 2026. Body Rocket shrinks a man-sized wind tunnel sensor to fit discreetly on your bike, a world-first. Now raising capital to finalise development. UK and US patents issued. Industry-first sensor technology validated against wind tunnel. A proven team with a combined 50+ industry years of experience.

WHAT'S EXCITING

Body Rocket is the world's first on-bike device capable of offering wind-tunnel-precise measurement directly integrated into our smart stem, handlebar and pedals, allowing aero to move out of the wind tunnel. Body Rocket makes aero accessible by bringing new tools and insights. In Dec 2019, our patented system was validated in the University of Southampton wind tunnel - an industry first. We've attracted interest from industry press, pro teams, university researchers and beyond cycling.

BOX ALTITUDE

ALTITUDE SLEEPING AND TRAINING ENVIRONMENTS



HEAD OFFICE: Melbourne, Australia

EMPLOYEES: 1-10

ESTABLISHED: 2014

WEBSITE: boxaltitude.com

EMAIL: info@boxaltitude.com

KEY CLIENTS: Victorian Institute of Sport, Athletics Australia, New South Wales institute of Sport, AIS track cycling team

RELEVANT SPORTS: Applicable across all sports

TAGS: Health / Med Tech

SUMMARY

Box Altitude has become a front-runner in the high-performance altitude space. With our sleek design matched with high-end technology, we have redesigned altitude sleeping and training equipment to ensure greater comfort, with monitoring technology that can be controlled remotely by an app. Box Altitude services both residential and commercial environments, offering a range of systems from portable and personal use, through to large rooms in sporting facilities.

WHAT'S EXCITING

We are currently working on some exciting new features for our app, some of which we can't mention here as they are works in progress... One of the new updates will be a scheduling feature, which enables the user to schedule their altitude system to reach altitude at any desired time of day. We are also working on making the set-up of our systems even more user-friendly.

BOX2BOX TECH

E-COMMERCE PLATFORM DELIVERING THE BEST IN SPORTS TECHNOLOGY



HEAD OFFICE: Toronto, Canada

EMPLOYEES: 1-10

ESTABLISHED: 2019

WEBSITE: box2boxtech.com

EMAIL: info@box2boxtech.com

KEY CLIENTS: Beyond Pulse, Blazepod, Playermaker, Sonda Sports, Elite Skills Arena

RELEVANT SPORTS: Applicable across all sports

TAGS: E-Commerce, Health / Med Tech, Wearables / Smart Devices

SUMMARY

Box2Box Tech Solutions is an E-commerce Platform designed at getting innovative sports technology into the hands and onto the feet of teams, industry professionals and everyday athletes. Our mission is to equip teams and aspiring athletes with the latest and best technology has to offer, closing the margins between winning and losing.

WHAT'S EXCITING

Box2Box is expanding our product line into health wearables. Athletes don't just need to be tracked on the field. But it is important for their sleep, breathing, diet and other major activities to be recorded as well. We are introducing many other products and partnering with leading tech companies to bring these products to athletes everywhere.

CAPE BIONICS

PRESCRIPTION CUSTOM-FIT COMPRESSION



HEAD OFFICE: Camberwell, Australia

EMPLOYEES: 1-10

ESTABLISHED: 2017

WEBSITE: capebionics.com

EMAIL: info@capebionics.com

KEY CLIENTS: Port Adelaide FC, Hawthorn FC, St Kilda FC, Essendon FC, Melbourne Rebels

RELEVANT SPORTS: Applicable across all sports

TAGS: Fitness Tech, Health / Med Tech, Wearables / Smart Devices

SUMMARY

CAPE brings reliable, proven, custom-fit compression from the aerospace and medical industries to sport. We have designed compression for 2 decades, including NASA and MIT, and astronauts use our compression on the Space Station. We 3D scan players to make the garments from scratch, accredited by the FDA as Class 1 medical devices, to apply optimal compression regimes for travel, performance, recovery or rehabilitation. We can bring 5% performance improvement, and 20% faster recovery.

WHAT'S EXCITING

Port Adelaide Football Club: Cape Bionics have helped us meet the needs of our player's unique shapes and sizes. The customised fit of the recovery sleeves helps take our level of care to the players to the next level. The players love the custom fit and have worn them everywhere. St Kilda Football Club: CAPE provide a medical-grade custom product with optimum wearing protocols and exemplary after sales support. Essendon Football Club: CAPE made us re-think compression.

CHAMPION'S MIND

MENTAL SKILLS TRAINING FOR COMPETITIVE AMATEUR ATHLETES

HEAD OFFICE: Dublin, Ireland

EMPLOYEES: 1-10

ESTABLISHED: 2019

WEBSITE: champsmind.com

EMAIL: info@champsmind.app

KEY CLIENTS: B2C

RELEVANT SPORTS: Applicable across all sports

TAGS: Health / Med Tech

SUMMARY

Champion's Mind gives athletes and coaches all the tools they need to train their mental toughness for their chosen sport. It has been developed based on over 15 years experience working with Olympic gold medalists, the San Francisco Giants, Arizona State University and other top performing athletes and organisations.

WHAT'S EXCITING

We're excited to launch the Champion's Mind Coach edition, containing unique, coach-specific resources to enable any coach to incorporate best in class mental skills training into their weekly team meetings.



CHRONO EYEWEAR

PROPEAQ LIGHT GLASSES

HEAD OFFICE: Tilburg, Netherlands

EMPLOYEES: 1-10

ESTABLISHED: 2016

WEBSITE: propeaq.com

EMAIL: info@propeaq.com

KEY CLIENTS: Rana Reider, Victor Campenaerts, Alyson Annan, Christian Taylor, Anika van Emden

RELEVANT SPORTS: Applicable across all sports

TAGS: Wearables / Smart Devices

SUMMARY

The wearable light therapy glasses from Propeaq is based on years of scientific research and patented technology. Just 30 minutes of daytime or blue light is often enough for new energy or to influence the sleep-wake rhythm.

WHAT'S EXCITING

Athletes can shift their biological peak performance by using the Propeaq Light Glasses and our method, to the moment they need to perform their best performance such as matches, series and finals. Besides shifting your peak performance, the Propeaq Light Glasses also allows you to prevent jetlag during traveling through different timezones.



CLIM8

INTELLIGENT THERMAL TECHNOLOGIES FOR TEXTILE

HEAD OFFICE: Lyon, France

EMPLOYEES: 1-10

ESTABLISHED: 2016

WEBSITE: myclim8.com

EMAIL: contact@myclim8.com

KEY CLIENTS: Odlo, Fusalp, The North Face, Ixon, Gore-Tex

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), Wearables / Smart Devices

SUMMARY

Founded in 2016, Clim8 engineers smart and thermo-regulating textile technologies that integrate into the premium and technical clothing. With multiple patented innovations, Clim8 technology controls heating elements in real time to maintain the thermal comfort, based on user profile, environment and physical activity for unequalled performance. Our algorithms allow intelligent heat for users in gloves, baselayers and midlayers. Our premium partners include Odlo, Gore, Burton and The North Face.



WHAT'S EXCITING

Our Series A fundraising round will soon close. As R&D is one of our cornerstones, the goal is to improve and consolidate existing technologies and develop new solutions to stay at the forefront of the thermal textile technologies, with new products embedding Clim8 technology. We are currently reinforcing our salesforce and signing new key partnerships across various industries.

CYCL

SAFER URBAN MOBILITY

HEAD OFFICE: London, United Kingdom

EMPLOYEES: 1-10

ESTABLISHED: 2014

WEBSITE: cycl.co.uk

EMAIL: marketing@cycl.bike

KEY CLIENTS: N/A

RELEVANT SPORTS: Cycling

TAGS: Marketplace, News / Content

SUMMARY

Cycl is a Dragon's Den backed company on a mission for safer and greener urban mobility. Passionate about getting people into cycling and ensuring they feel safe and confident when they take to the streets. WingLights are our indicators that fit into handlebars ends, designed to make your directional intentions clear to others and increasing visibility. Our range has expanded to include a wide variety of safety accessories to help cyclists and road users.



WHAT'S EXCITING

Our latest product, FaceGuard, is a pollution tube scarf with an integrated nanofiber membrane able to filter out 99.5% of PM 0.1 - making it perfect for commuting around town in confidence. Helping protect the wearer from pollen, allergens, pollution while protecting others if the wearer is sick. Due to the success of our first line of production, we will soon be expanding into different colours and designs while still using the nanofiber filter for optimal air filtration.

DOMIO SPORTS

HELMET AUDIO AND COMMUNICATION TECHNOLOGIES

HEAD OFFICE: Toronto, Canada

EMPLOYEES: 1-10

ESTABLISHED: 2015

WEBSITE: domiosports.com

EMAIL: help@domiosports.com

KEY CLIENTS: Arnav Energy Ltd, Gokada

RELEVANT SPORTS: Applicable across all sports

TAGS: E-Commerce, Wearables / Smart Devices

SUMMARY

Domio Sports began as a wearable technology company headquartered in Canada with a mission to enhance the fun and safety of motorcycling by bringing cutting edge solutions for music and communication while riding. Now, Domio Sports' products have moved beyond motorcycling to now include all motorsports, snow sports and will soon encompass action sports as well.



WHAT'S EXCITING

Helmet communications typically rely on bluetooth mesh networking and are limited a range of 1000 meters at best. We are currently working on a new model of our core product, the MotoPro, that will break free of the limitations of bluetooth mesh networking and allow users to connect over a range far beyond 1000 meters.

EARTHLING

PERFORMANCE ENHANCING EARTHING STRAPS

HEAD OFFICE: Adelaide, Australia

EMPLOYEES: 1-10

ESTABLISHED: 2010

WEBSITE: earthling3.com

EMAIL: omad@me.com

KEY CLIENTS: N/A

RELEVANT SPORTS: Applicable across all sports

TAGS: Fitness Tech, Health / Med Tech, Wearables / Smart Devices

SUMMARY

We are a next generation sports company focused on enhancing athletic performance. Our grounding performance straps are the culmination of a decade of R&D combined with the very latest materials to offer the only product on the market that can electrically reconnect you to earth on any shoe application. We are particularly active in USA, Europe and Asia/Pacific. We have developed a range of patents and specialise in industrial design and next generation materials.



WHAT'S EXCITING

Our latest nano technology earthing strap is a significant advancement and ready for commercial scale production. It represents the 11th generation of earthing performance straps and a decade of research and development. After 10 years we have a product set to create a positive movement in the field of earthing science and offers our most durable yet lowest resistance performance strap ever!

ERGATTA

PREMIUM CARDIO EQUIPMENT WITH COMPETITIVE, GAME-BASED WORKOUTS

HEAD OFFICE: Brooklyn, United States

EMPLOYEES: 1-10

ESTABLISHED: 2019

WEBSITE: ergatta.com

EMAIL: info@ergatta.com

KEY CLIENTS: Water Rower

RELEVANT SPORTS: Rowing

TAGS: AI (Artificial Intelligence), Athlete Empowerment / Promotion, Fitness Tech

SUMMARY

Ergatta offers personalized competitive workouts that put users in control, and motivated to reach their fitness goals. Ergatta's Connected Rower features an elegant cherrywood design, coupled with the efficiency and full-body impact of rowing-based workouts, and enhanced with data-driven personalization. The Connected Rower is just the beginning of Ergatta's gaming-inspired fitness equipment, as we look to expand to other forms of cardio machines in the future.



WHAT'S EXCITING

A few exciting things that are coming in the next few months: integration with Strava, a 'Race the Celebs series' in which you can compete against celebrities and athletes, as well as live races and events.

EVERSLEEP

WE HELP YOU SLEEP!

HEAD OFFICE: Golden Colorado, United States

EMPLOYEES: 1-10

ESTABLISHED: 2017

WEBSITE: GetEverSleep.com

EMAIL: admin@GetEverSleep.com

KEY CLIENTS: US Olympic Training Center

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), Fitness Tech, Health / Med Tech

SUMMARY

EverSleep brings sleep-lab technologies directly to the consumer, with the most advanced sensors and a patent-pending sleep analysis engine to coach you to better sleep. The sleep analysis brings measurement, aggregation, and correlation to over 15,000 individual pieces of data each night. EverSleep then delivers plain-English coaching to tell you exactly WHAT happened during your sleep, WHY it happens to people, and HOW to fix it!



WHAT'S EXCITING

Many have sleep problems and don't know how to solve them. EverSleep is the only consumer sleep device with continuous blood oxygen and pulse rate measurement, snore monitoring, and wake-sleep detection to calculate your nightly quality sleep time. We coach you to better sleep, with specific lifestyle tips and product recommendations.

FASTPONG

INTERACTIVE SPORT TRAINING SYSTEM

HEAD OFFICE: Seoul, South Korea

EMPLOYEES: 1-10

ESTABLISHED: 2019

WEBSITE: fastpong.ai

EMAIL: team@fastpong.ai

KEY CLIENTS: NEXY, tak9

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), Performance Data Analytics, Wearables / Smart Devices

SUMMARY

Our patented technology is revolutionizing table tennis. We have developed hardware that tracks and improves performance for professionals, while gamifying the sport for others. The FastPong board provides a variety of training, while the app collects data to identify strengths and weaknesses. The app talks to you while you train to teach you how to overcome your errors and motivate you to do better - we want FastPong to turn your mobile phone into your personal coach!



WHAT'S EXCITING

We are working closely with our distributors to make sure we can jump-start sales in 7 countries. We will finalize our contracts and get ready for large scale production. We've been invited to the 2020 World Table Tennis Championship to present our technology. We plan to have our first profitable year at FastPong in 2020. We will also actively look for investors to join us in our series A round, to expand FastPong's AI and 3D motion feedback that can apply to other sports.

FREEBOWLER

CRICKET'S 1ST NON-ELECTRIC AND PORTABLE BALL THROWER

HEAD OFFICE: Bengaluru, India

EMPLOYEES: 1-10

ESTABLISHED: 2017

WEBSITE: freebowler.com

EMAIL: admin@freebowler.com

KEY CLIENTS: Southern Australian Cricket Association (SACA), Kopojis, Matrix Sports, Guide Social, Sportingo Sports Facility

RELEVANT SPORTS: Cricket

TAGS: Athlete Empowerment / Promotion, Grassroots / Youth

SUMMARY

Freebowler is a sports innovation brand specializing in designing and developing accessible training aids for all cricketers to train like pros. The flagship product, Superthrower, solves some limitations with existing ball throwing aids regarding cost, portability, use of machine balls and electricity. With R. Ashwin as our brand ambassador, we have a shared vision to enable grassroots development of the sport and use it as an eco-friendly and inexpensive alternative training aid.



WHAT'S EXCITING

We have 315+ buyers in 14+ cricket playing nations from all levels. We have secured a partnership with SACA under the cricket governing body, Cricket Australia. We are onboarded with SG (Cricket's largest equipment manufacturer) and their trading unit Kopojis as a part of a global sales and distribution engagement. We are deep in discussion with prospective investors for raising our first round of funding for strategic investment with one of the cricket business's most prominent stakeholders.

GLOBAL WELLNESS TRACKING

RELIABLE HUMAN PERFORMANCE AND WELL-BEING TRACKING SOLUTIONS

HEAD OFFICE: Melbourne, Australia

EMPLOYEES: 1-10

ESTABLISHED: 2014

WEBSITE: globalwellnesstracking.com

EMAIL: team@globalwellnesstracking.com

KEY CLIENTS: Victoria University, Vicsport, NFL, Hawthorn Football Club, Primitive Sports - India Project

RELEVANT SPORTS: Applicable across all sports

TAGS: AMS (Athlete Management System), Business Intelligence, Performance Data Analytics

SUMMARY

Creating exceptional well-being through positive habitual change in active living and education. Over a decade of expertise in human performance data collection, we are leaders in the space with the worlds only quality assured & accredited process (GPTQA). This has evolved from testing of elite athletes for talent ID to high scale assessment. We give federations and schools the ability to track and assess their athlete development pathways and coach development strategies.



WHAT'S EXCITING

The 2019 launch of TRACK AMS has proven to be a significant platform for users to plan professional development strategies at scale. Our partnership with Victoria University continues to provide excellent depth to our research and validity including access to IHeS. 2020 has seen us accelerate our education platform with resources in all areas of human performance including deep video content and the completion of the GPTQA Flow, Physical Literacy Simplified platform.

GOFISH CAM

ADVANCED UNDERWATER WIRELESS FISHING CAMERA

HEAD OFFICE: Austin, United States

EMPLOYEES: 1-10

ESTABLISHED: 2016

WEBSITE: gofishcam.com

EMAIL: scott@gofishcam.com

KEY CLIENTS: Ronnie Green

RELEVANT SPORTS: Applicable across all sports

TAGS: Marketplace, Social Media

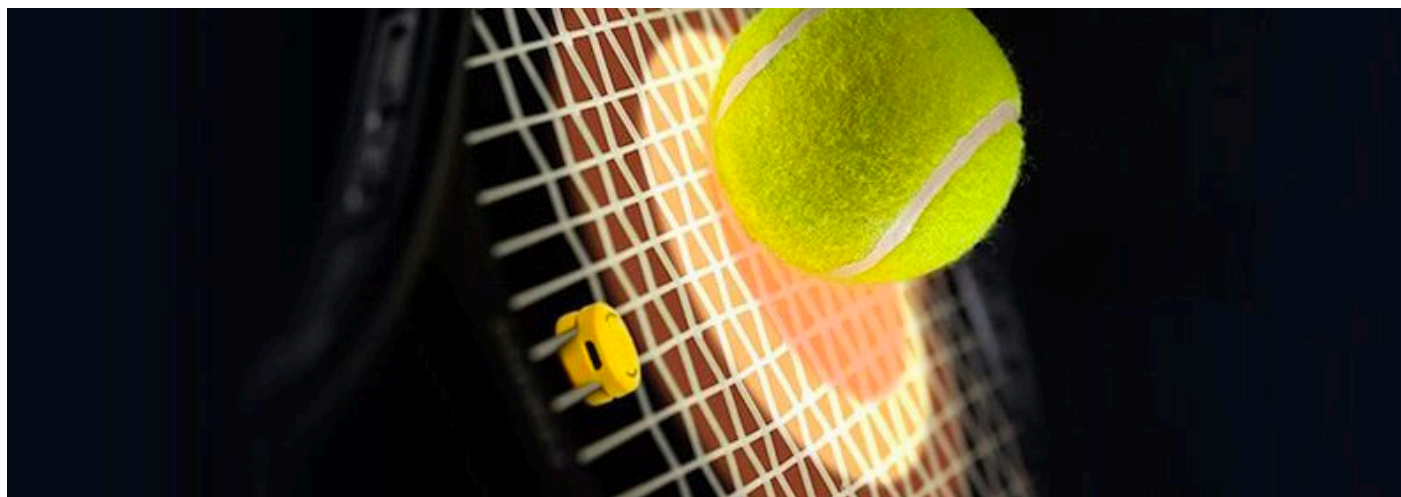
SUMMARY

Fishing happens below the surface, and for most anglers, there's no way to see, share or learn from that part of the experience. GoFish products take the frustrating guesswork out of fishing, making it easier and more fun for newcomers and lifelong enthusiasts alike.



WHAT'S EXCITING

GoFish Cam's customer ambassadors frequently share the many ways they've changed how they fish after viewing our camera's footage. From the choice of lure and bait to how to better prepare for tournaments, GoFish Cam customers always gain an edge.



GROOVE WATERSPORTS

WATERSPORT IMPACT VEST WITH SPEAKERS

HEAD OFFICE: Bend, United States

EMPLOYEES: 1-10

ESTABLISHED: 2018

WEBSITE: groovewatersports.com

EMAIL: Gus@GrooveWatersports.com

KEY CLIENTS: Direct to customer, E-commerce

RELEVANT SPORTS: Action Extreme

TAGS: Athlete Empowerment / Promotion, E-Commerce, Wearables / Smart Devices

SUMMARY

The Groove Vest is a high-performance impact (NON CGA) vest with integrated speakers, music controls, 8hr battery life, and capacity for 2000+ songs so you can listen to your favorite music, loud & clear, every session! Key markets include wakeboarding, wakesurfing, kiteboarding, surfing, and jet skiing.

GROOVE
WATERSPORTS

WHAT'S EXCITING

The Groove Vest is working it's way through our first production run. Estimated delivery August 2020.

HEALABLES

FASTER HEALING - INJURY PREVENTION - EXTENDED CAREERS

HEAD OFFICE: Jerusalem, Israel

EMPLOYEES: 1-10

ESTABLISHED: 2017

WEBSITE: healables.io

EMAIL: info@healables.io

KEY CLIENTS: Wolfson Medical Center, Holon, Israel, Hadassah Medical Center, Jerusalem, Israel, X10 Capital

RELEVANT SPORTS: Applicable across all sports

TAGS: Fitness Tech, Health / Med Tech, Wearables / Smart Devices

SUMMARY

Integrating the latest advances in AI, Healables.io makes clinically effective cognitive training and electrotherapy treatment. ElectroGear smart clothing is quarterbacked by our drug-free treatment wearable that speeds the healing process to get back in the game faster. Athletes can use solo or trainers can remotely adjust in real-time. This allows physical therapists and practitioners to increase the number of players under their care, while enabling personalized attention to every one.



WHAT'S EXCITING

We are currently accepting applications from individuals and teams to our beta testing program. Contact Shaya Moskowitz to apply at ydmosk@healables.io. Our platform technology has also been selected for clinical trials with the Wolfson Medical Center in Holon, Israel and the Hadassah Medical Center in Jerusalem, Israel.

HIRIDE SUSPENSION

SMART ADAPTIVE SUSPENSIONS FOR BIKES AND E-BIKES

HEAD OFFICE: Milan, Italy

EMPLOYEES: 1-10

ESTABLISHED: 2017

WEBSITE: hiride.bike

EMAIL: info@hiride.bike

KEY CLIENTS: Cicli Pinarello, FOCUS Bikes, BMC SWITZERLAND, F.I.V. E. Bianchi

RELEVANT SPORTS: Cycling

TAGS: AI (Artificial Intelligence), Fitness Tech, Performance Data Analytics

SUMMARY

HiRide Suspension developed the first electronic adaptive suspension system (front and rear) that automatically adapts its stiffness based on riding style and road condition, maximizing performance, comfort and increasing safety. Initially developed for racing bicycles and professional teams, HiRide is entering the consumer all-road bike segment. We are a B2B business, selling suspensions to manufacturers.



WHAT'S EXCITING

HiRide has been selected by Team Sky for the last 3 years, providing its smart suspensions on Pinarello bikes for the toughest races of the season. In addition to Pinarello, pluriannual supply agreements have been signed with 3 major bike brands, starting 2020.

To augment rider experiences, Hiride is transforming suspension into an IoT device, capable of providing value-added digital services to cyclists and businesses.

I-LAPS

ARTIFICIAL INTELLIGENCE DIGITAL COACHING FOR EVERYONE

HEAD OFFICE: London, United Kingdom

EMPLOYEES: 1-10

ESTABLISHED: 2016

WEBSITE: i-laps.com

EMAIL: support@i-laps.com

KEY CLIENTS: hrv4training.com

RELEVANT SPORTS: Cycling

TAGS: AI (Artificial Intelligence), Performance Data Analytics, Wearables / Smart Devices

SUMMARY

i-Laps mission is to help teams and individuals achieve their goals by providing real-time coaching and analysis with sports analytics and technology. Using machine learning and neural networks (UK Patent no. 1721984.1), i-Laps aims to make people better through a relentless pursuit for innovation.



WHAT'S EXCITING

Get immediate feedback and real-time voice coach entries from a built-in voice-to-text AI-powered technology. i-Laps allows individuals to assess their performance in real-time and make changes during a training session. Immediate feedback prevents incorrect behaviour from becoming a habit. It contributes to an individual's well being along with good nutrition, physical activity and increasing maximum physical capacity and performance.

IDRO

REAL-TIME LACTATE SENSING SMART PATCH



HEAD OFFICE: Brussels, Belgium

EMPLOYEES: 1-10

ESTABLISHED: 2020

WEBSITE: idro.world

EMAIL: info@kinetic-analysis.com

KEY CLIENTS: Swedish Olympic Committee, Sport Vlaanderen, University of Amsterdam

RELEVANT SPORTS: Applicable across all sports

TAGS: Fitness Tech, Health / Med Tech, Wearables / Smart Devices

SUMMARY

IDRO is a spin-off born in 2020, supported by EIT Digital, KTH and Kinetic Analysis B.V. Disrupting the field of biochemical sensing, IDRO's smart patch is the must have for elite athletes. Defining training intensity was never more accurate than now. IDRO measures your personal lactate levels from sweat, resulting in an accurate foundation to plan your training on.

WHAT'S EXCITING

Defining training intensity is a challenge. Dynamic lactate monitoring while exercising is a key parameter to optimize training programs, define intensities, alert when over-exhaustion and thus avoid inefficiency. Co-created with elite athletes, this product will also be available for amateur runners and cyclists in 2022/23. IDRO provides a smart patch that uses biochemical analysis to assure dynamic personalized coaching, helping athletes to progress and optimize sports performance.

INDIVIDUAL SPORTS SOLUTIONS

WEB-BASED TRAINING AND GAME PREPARATION TECHNOLOGY



HEAD OFFICE: Vienna, Austria

EMPLOYEES: 1-10

ESTABLISHED: 2008

WEBSITE: trayn.com

EMAIL: office@trayn.com

KEY CLIENTS: Winnipeg Jets, FC Red Bull Salzburg, Olympic High-Performance Center Austria, Jokerit Helsinki, Pomona College

RELEVANT SPORTS: Applicable across all sports

TAGS: AMS (Athlete Management System), Fitness Tech

SUMMARY

We build custom solutions for sports to organize, cooperate and create training programs for athletes. Our technology lets coaches and therapists prepare athletes on several aspects of performance. They can create and deliver fully individualized training programs and customize feedback questionnaires and evaluation protocols. Our partners from North America and Europe are pro teams, high-performance centers, sport academies, coach education institutions, and sports federations.

WHAT'S EXCITING

Our business model is based on a scalable, and fully customizable web-based technology, including data integration. We built a custom chatbot for an insurance company and a stand-alone training system for a leader in training runners. Upcoming development: Technology for a full service sports community platform, a "Functional Athlete/Patient Screening" solution with focus on total integration of performance.

INJURYMAP

TREAT YOUR PAIN WITH INJURYMAP



HEAD OFFICE: Copenhagen, Denmark

EMPLOYEES: 1-10

ESTABLISHED: 2015

WEBSITE: injurymap.com

EMAIL: ulrik@injurymap.com

KEY CLIENTS: Dansk Sundhedssikring

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), Fitness Tech, Health / Med Tech

SUMMARY

Injurymap is the exercise app that helps you recover from muscle & joint pain - adjusting your exercise plan according to your specific needs.

WHAT'S EXCITING

We have recently seen a big increase in users!

IPOS TECHNOLOGY

HORSE SPORTS TECHNOLOGIES

HEAD OFFICE: Eindhoven, Netherlands
EMPLOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: ipostechnology.com
EMAIL: info@ipostechnology.com
KEY CLIENTS: Imke Schellekens Bartels, Royal Dutch Equestrian Federation, International Society for Equitation Science, Melbourne Race Track
RELEVANT SPORTS: Equestrian
TAGS: Health / Med Tech, Performance Data Analytics, Wearables / Smart Devices

SUMMARY

IPOS technology is an IoT company in the horse industry. We introduce a sports app for horse riders and a wearable device that measures rein tension, helping riders better plan and balance training load for their horses, prevent overloading, and build muscles and stamina. The rein sensors provide insight into the communication between horse and rider, possible asymmetries and injuries in the horse. This patented technology is a valuable tool to keep horses sound or assist in rehabilitation.



WHAT'S EXCITING

IPOS is one of the first in the world to introduce technology in the horse industry. For this, we have been awarded the Dutch Sports Innovation Award and the World Game Changer in Sport in 2018. Olympic Medallist Imke Schellekens Bartels is our brand ambassador and she feels that our technology is of great benefit to the sport, both for improving performance as for the wellbeing of the horse.

KANGATECH

KANGATECH IS THE WORLD'S MOST ADVANCED INJURY PREVENTION PLATFORM

HEAD OFFICE: Melbourne, Australia
EMPLOYEES: 1-10
ESTABLISHED: 2014
WEBSITE: kangatech.com
EMAIL: how@kangatech.com
KEY CLIENTS: LA Galaxy, Toronto Raptors, Red Bull Performance, LA Angels, Ottawa Senators
RELEVANT SPORTS: Applicable across all sports
TAGS: Fitness Tech, Health / Med Tech, Performance Data Analytics

SUMMARY

KangaTech is the world's most advanced injury prevention platform. Born out of 10+ years of R&D in elite sport and collaboration with AI specialists. The global customer base consists of early adopters globally. KangaTech's 2nd-gen 'KT360' was launched in 2019 and is now used by 50+ of the world's highest-profile sporting teams with high praise throughout the industry, including Adam Waterson (Head of Fitness at LA Galaxy) and Gerry Townend (Head of Sports Medicine at Ottawa Senators).



WHAT'S EXCITING

The KT360 Testing and Training platform is a portable, adaptable, fixed-frame dynamometry system that allows accurate and reliable measurement of isolated neuromuscular strength, endurance, and control. The advanced software analytics allow sport-specific athlete profiling to understand injury risk and guide appropriate interventions.

KLIPDRAW

ENHANCES YOUR VIDEOS THROUGH DRAWINGS

HEAD OFFICE: Gran Canaria, Spain
EMPLOYEES: 1-10
ESTABLISHED: 2016
WEBSITE: klipdraw.com
EMAIL: media@klipdraw.com
KEY CLIENTS: Arsenal FC, Liverpool FC, England Rugby, All Blacks, Football Italia
RELEVANT SPORTS: Applicable across all sports
TAGS: Video Analytics

SUMMARY

Powerful graphics on videos to improve sport analysis, Klipdraw is easy and intuitive while delivering professional results. Accessible to anyone, we enable you to illustrate your ideas with solutions available for all teams in all sports.



WHAT'S EXCITING

Our feature set is expanding all the time: Sequenced graphics, virtual movements. We are working with our partners across sport to bring your most desired functionality.

LIGHTWEAVE

VIRTUAL AND AUGMENTED REALITY ELITE-ATHLETE TRAINING AND SIMULATION SYSTEMS

HEAD OFFICE: Brisbane, Australia

EMPLOYEES: 1-10

ESTABLISHED: 2016

WEBSITE: lightweave.co

EMAIL: hello@lightweave.co

KEY CLIENTS: Swimming Australia, Brisbane Heat

RELEVANT SPORTS: Applicable across all sports

TAGS: VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY

Lightweave are an extended reality (XR) development studio specialising in virtual and augmented reality and other new and emerging technologies. Lightweave have worked with sports teams and authorities to develop tailored solutions for immersive elite athlete training, as well as fan engagement.



WHAT'S EXCITING

We've worked in partnership with Swimming Australia to develop an immersive coaching application to prepare Australia's Olympic athletes for the next Olympic Games. In collaboration with Tennis Australia and Victoria University, we've developed a cutting-edge prototype immersive Virtual Reality training simulator that is currently being tested by elite athletes.

LUDIMOS

INTELLIGENT ONLINE CRICKET COACHING PLATFORM & ATHLETE MANAGEMENT SYSTEM

HEAD OFFICE: Amsterdam, Netherlands

EMPLOYEES: 1-10

ESTABLISHED: 2019

WEBSITE: ludimos.com

EMAIL: hello@ludimos.com

KEY CLIENTS: Netherlands Cricket Association, Irish Cricket Association, Bloemendaal Cricket Club, The Cricket Academy, Cricket Mentor by Dave Nosworthy

RELEVANT SPORTS: Cricket

TAGS: AI (Artificial Intelligence), AMS (Athlete Management System), Marketplace

SUMMARY

Ludimos is the world's first AI-powered cricket coaching platform to help coaches gather, analyse, track and manage player progress. Our Ludimos AI automatically identifies key actions and highlights from cricket training videos, saving coaches time. Ludimos also provides tools and features to monitor and track progress of athletes over a period of time enabling data-driven long term player development possible. We are targeting every cricket playing nation.



WHAT'S EXCITING

Ludimos will be releasing both iOS and Android native mobile applications in Q2 2020. We are piloting with top associate cricket nations, if successful we will roll out to all clubs in those nations. We are constantly improving our AI models to offer deeper and accurate insights to coaches and players.



MIOMOVE

SMART INSOLE FOR FOOTSTEP PRESSURE ANALYSIS



HEAD OFFICE: Slavicin, Czech Republic
EMPLOYEES: 1-10
ESTABLISHED: 2016
WEBSITE: miomove.com
EMAIL: b.malanikova@miomove.com
KEY CLIENTS: Invent Medical, Milos Skorpil's Running school, International shoemakers, Honeywell
RELEVANT SPORTS: Applicable across all sports
TAGS: AMS (Athlete Management System), Fitness Tech, Health / Med Tech

SUMMARY

We are developers of technology for active lifestyle support and our smart insole with pressure sensors helps people to run and walk better by measuring the force of their steps. Our unique technology is based on our own in-house SW, HW and sensoric system that could be implemented anywhere to measure pressure or tensile. We believe in great international potential and scalability of our product. We focus on the B2B market and are searching for partners who want to make their products smart.

WHAT'S EXCITING

Run and walk better with miomove Smart insole for footstep pressure analysis - your personal trainer, leading you on every step, anytime, anywhere!. Thanks to our mobile app we can visualize the most loaded areas of your foot and alert you to errors caused by incorrect movement habits. We can improve your posture, body-weight distribution and use the correct muscles of your feet - a great preventor of unpleasant pains and injuries caused by incorrect movement habits.

NEWSTREAM

REMOTE BASKETBALL COACH ASSISTANT FOR PLAYER SOLO WORKOUTS



HEAD OFFICE: Kfar Saba, Israel
EMPLOYEES: 1-10
ESTABLISHED: 2019
WEBSITE: newstream.ai
EMAIL: dave@newstream.ai
KEY CLIENTS: Rishon LeZion basketball youth club, Kfar Tavor basketball youth club, Naot Hagalil basketball youth club, Yokneam basketball youth club.
RELEVANT SPORTS: Basketball
TAGS: AI (Artificial Intelligence), Fitness Tech, Video Analytics

SUMMARY

Our product uses AI and machine learning to analyze users' performance. Coaches and trainers tailor workouts for players to use when working out alone. Analyzes, provides real-time feedback and sends video reports for tracking. For fitness, sport, or other physically-oriented activity. Currently in the pilot phase, with mass-marketing and sales planned to begin within the next 6 months.

WHAT'S EXCITING

nt pilots, we intend on fine tuning the product and going global. We intend on reaching an MRR of \$75K within the next 24 months. Basketball is first, with other sports to follow. Integration with AR elements will be added soon.

NIVO PERFORMANCE

HORSE MEASUREMENT TECHNOLOGIES



HEAD OFFICE: Høje-Taastrup, Denmark
EMPLOYEES: 1-10
ESTABLISHED: 2019
WEBSITE: nivo.nu
EMAIL: kudeservice@nivo.nu
KEY CLIENTS: N/A
RELEVANT SPORTS: Equestrian
TAGS: Fitness Tech, Performance Data Analytics, Wearables / Smart Devices

SUMMARY

Many other elite sports use technology for training, injury prevention, communication. Our stated goal is to bring equestrian sport to the same level. We have two key areas, injury prevention and training where NIVO is a tool to optimize training. By using the latest sensor technology, we give riders, trainers and veterinarians an unprecedented insight into the performance and well-being of horses.

WHAT'S EXCITING

NIVO is a constantly evolving system and we work hard to be at the forefront with new products and functionality while ensuring that all our products are backwards compatible so that future products build on the existing ones. NIVO HUB is the foundation of the system and is the horse's new best friend, joining for all training sessions. In the future more products will come, able to have even more data and measurement from different places on the horse.

NOTCH INTERFACES

SENSOR-POWERED MOTION ANALYSIS PLATFORM

HEAD OFFICE: New York, United States
EMPLOYEES: 1-10
ESTABLISHED: 2013
WEBSITE: wearnotch.com
EMAIL: founders@wearnotch.com
KEY CLIENTS: 4D motion Sports
RELEVANT SPORTS: Applicable across all sports
TAGS: Fitness Tech, Health / Med Tech, Wearables / Smart Devices

SUMMARY

Notch is a motion capture and analysis product for sports, wellness, and healthcare. The wearable sensor network reconstructs 3D avatars of users on their smartphones. The AI engine handles motion processing, developed by Notch Interfaces and third parties. The Notch platform has the tools to rapidly prototype and launch full-fledged motion analysis products. Used by researchers, developers, and scientists from Fortune-500 companies, top universities, healthcare institutions and sports teams.



NOTCH

WHAT'S EXCITING

Yoganotch is our product, a personal yoga assistant that gives audio feedback on yoga form in real-time. Yoganotch uses smartphone app, and Notch sensors that analyze the body's position in 3D during yoga practice while providing video yoga classes. Example feedback is to "square your hips" if it senses that your Warrior I alignment could be improved. Yoganotch works for people of all levels and the feedback is focused on safety and takes the practitioner's anatomy into account.

ORB

REAL-TIME CAPTURE & ANALYSIS OF BIOMETRIC DATA

HEAD OFFICE: London, United Kingdom
EMPLOYEES: 1-10
ESTABLISHED: 2017
WEBSITE: orbinnovations.com
EMAIL: info@orbinnovations.com
KEY CLIENTS: London Scottish FC - Mens Pro Team, Wasps FC Ladies
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Protection / Concussion, Wearables / Smart Devices

SUMMARY

ORB is a health, wellness & performance data platform, offering insights into physiology captured non-invasively. Our custom mouthpieces contain health and performance-monitoring sensors, and the unique biometric data captured is able to provide deep insights, enabling informed decisions to be made and analysis of direct physiological effects. Tested in professional sport and valued globally by partners in the Health, Wellness, Dentistry, Sport, Broadcasting, Military and Research sectors.

ORB

WHAT'S EXCITING

We have developed prototypes of both the proprietary data platform and smart-mouthguards, testing with professional rugby teams. In the last 18 months we have won a national innovation award (MIAT 2019) and been finalists in Alibaba Jumpstarter. We have had interest from a national sports broadcaster and are setting up a Knowledge Transfer Partnership with Leeds University. All development is in house, meaning all IP is owned by ORB.

PASSOSYNC ANALYTICS

3D MOTION KINEMATIC ANALYTICS TECHNOLOGY

HEAD OFFICE: Delhi, India
EMPLOYEES: 1-10
ESTABLISHED: 2019
WEBSITE: passosync.com
EMAIL: rd@passosync.com
KEY CLIENTS: MS Dhoni Cricket Academy, Daryll Cullinan, Biju George
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Performance Data Analytics, Wearables / Smart Devices

SUMMARY

We are a 3D motion analytics company, developing a next-generation sporting and gaming experience. We have a product for Horse analytics in South America, with over 16 sets of solutions for more than 75 clients. From the feedback we are developing a solution for Cricket bowling which has received pre-orders from top academies and interest from BCCI coaches and international players. We are currently now in the beta launch state and ready to roll out the solution.

PASSOSYNC
Wear • Train • Compete

WHAT'S EXCITING

In the wake of the impact left by the pandemic on athletes, we are bringing a virtual sports training academy for athletes. Our 3D motion tracking system combined with VR technology can provide a virtual on-field experience with proper physical training. Our aim is to achieve market domination in India by promoting data-centric coaching culture.

PLATYSENS

SPORTS SENSORS AND ANALYSIS TECHNOLOGIES

HEAD OFFICE: Shatin, Hong Kong

EMPLOYEES: 1-10

ESTABLISHED: 2014

WEBSITE: platysens.com

EMAIL: sales@platysens.com

KEY CLIENTS: Swim Smooth, Enrique Planelles Marcos, Team Marauders (Timothy Calver and Peter Taylor)

RELEVANT SPORTS: Applicable across all sports

TAGS: GPS Tracking, Performance Data Analytics, Wearables / Smart Devices

SUMMARY

Platysens is a company focus on design and production of sports sensors and analysis products to help monitor performance, enhance training methods and enjoyment of sports. We currently have 3 products in market: Marlin - individual swim training device. Penguin - team swim training system. Marlin-X - individual/team rowing analysis system with telemetry. Our key markets are open water and pool swimmers, triathletes, and swimrun athletes in the UK, Europe and US.



WHAT'S EXCITING

In 2020, we are launching the, Seal Swim Stroke Analyzer. It allows visualization of swimming force in water to understand efficiency and areas for improvement. Instant coach instruction and feedback is our value of proposition. Our goal is to build a Virtual Coaching System for the Learn to Swim Market. We will build an easy-to-use system for adult to learn swimming by oneself and enhance the swimming learning experience of children.

PLF TEAMSPORT

DIGITAL ANALYST OF PHYSICAL PERFORMANCE IN FOOTBALL

HEAD OFFICE: Troyes, France

EMPLOYEES: 1-10

ESTABLISHED: 2019

WEBSITE: plfteamsport.net

EMAIL: l.fabre@plfteamsport.com

KEY CLIENTS: ESTAC FOOT

RELEVANT SPORTS: Soccer

TAGS: Fitness Tech, GPS Tracking, Performance Data Analytics

SUMMARY

PLF TeamSport is a Web Application to manage and analyze GPS data in football.



WHAT'S EXCITING

We are developing a new module to predict training load of the session.

PROJECT MVP

HUMAN PERFORMANCE AND DATA ANALYTICS

HEAD OFFICE: London, United Kingdom

EMPLOYEES: 1-10

ESTABLISHED: 2017

WEBSITE: performwithmvp.com

EMAIL: hello@projectmvp.co.uk

KEY CLIENTS: UK Sport, Volt Athletics, Bodypower Expo, Scottish Rugby Union

RELEVANT SPORTS: Applicable across all sports

TAGS: Athlete Empowerment / Promotion, Grassroots / Youth, Performance Data Analytics

SUMMARY

MVP is a human performance company specialising in health and fitness data analytics. From decades of expertise we can assess, educate and develop a road map for people to be the best version of themselves. We specialise in performance and health assessments for athletes, teams and people in the workplace, striving to help people achieve their goals and unlock potential. By blending sports science, industry experience and a unique database, MVP is the intelligent choice for human performance.



WHAT'S EXCITING

We have recently pivoted to purely concentrate on providing a remote training application during the coronavirus epidemic and develop a customer-facing SAAS product for teams to assess and manage player data once they return to work. We have partnered with leading technology platforms and are developing our analytics and machine learning capabilities to be able to take our offering to the next level. Our partnerships with leading sports organisations are growing.

PUML BETTER HEALTH

EARN REWARDS FOR COMPLETING FITNESS CHALLENGES



HEAD OFFICE: Palm Beach, Australia

EMPLOYEES: 1-10

ESTABLISHED: 2018

WEBSITE: puml.io

EMAIL: hello@puml.io

KEY CLIENTS: Service.com.au, Cake Equity, AuraEve

RELEVANT SPORTS: Applicable across all sports

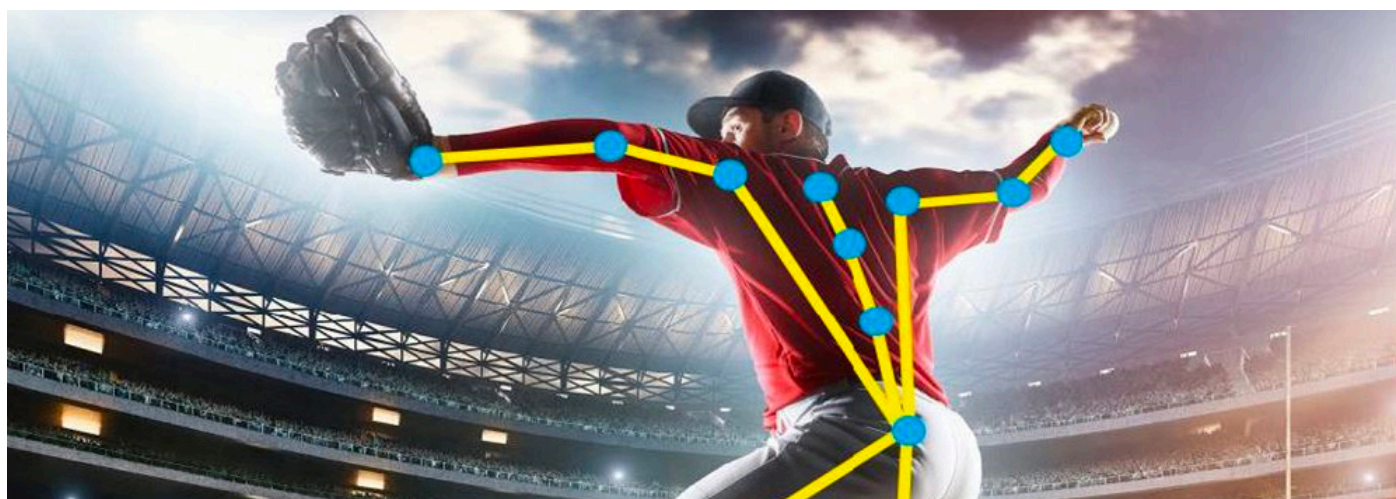
TAGS: Fitness Tech, Performance Data Analytics

SUMMARY

PUML Better Health rewards users for completing fitness challenges. Join challenges in app, check leaderboards and start earning PUML coin which can be redeemed for gift cards, bitcoin or other merchandise. PUML also supports live streaming for workouts and other wellness content, in addition to pre-recorded videos. Companies and gyms are able to set up challenges for their employees, divisions or members to compete between themselves or against each other.

WHAT'S EXCITING

Currently PUML supports step and distance challenges for its users, but soon we will be offering heart rate and hours of sleep challenge capabilities to the platform as well.



RACEGORILLA

SPORTS TIMING SOFTWARE FOR TRAINING AND COMPETITION



HEAD OFFICE: Nijmegen, Netherlands

EMPLOYEES: 1-10

ESTABLISHED: 2018

WEBSITE: racegorilla.com

EMAIL: info@racegorilla.com

KEY CLIENTS: VKKF Flamish canoe association, WSV Dutch watersports association, NTFU Dutch cycling association, Latvian Canoe Association

RELEVANT SPORTS: Applicable across all sports

TAGS: Official Data Provider

SUMMARY

RaceGorilla (formerly CloudTimer) provides sports timing software. The RaceGorilla app enables the timing of up to 15 athletes, showing live on a laptop. RaceGorilla Competition provides a full race management platform; timing, race dashboard, multiple result screen layouts and photocell connections. We provide live results at any race, even by volunteers using their own phone - no need to invest in expensive hardware. Sports include: cycling, triathlon, canoeing, marathon, skiing, rally cross.

WHAT'S EXCITING

The software is cloud-based, so it is possible to get the results out live. This works at multiple locations or when the finishing density is too high for one person.. A full triathlon with all transition times and multiple splits can be run with just a handful of volunteers. RaceGorilla has been used in 500+ events globally. In 2019 the Jumbo-Visma team won the time trial stage in the Tour de France using RaceGorilla to get split times on 10 split points from all the teams.

RESISTANCE SPORTS SCIENCE

PROVIDING ATHLETIC REHABILITATION AND PERFORMANCE SOLUTIONS

RESISTANCE
SPORTS SCIENCE

HEAD OFFICE: Brisbane, Australia

EMPLOYEES: 1-10

ESTABLISHED: 2019

WEBSITE: resistancess.com

EMAIL: Info@resistancess.com

KEY CLIENTS: Clara Smith, Sarah Riordan, Lucas Deer, Natasha Purontakanen, James O'Connor

RELEVANT SPORTS: Applicable across all sports

TAGS: Athlete Empowerment / Promotion, Grassroots / Youth, Performance Data Analytics

SUMMARY

RSS works with athletes to improve their physical performance and return them to sport after injury. We use state of the art technology and world class coaching techniques to give our athletes Australia's best care.

WHAT'S EXCITING

RSS has recently been recognised as the Exercise Association of Australia leading education provider for Australian Coaches. Alongside this we are launching athlete packages designed to give our athletes better care, allowing RSS to take athlete performance into our own hands.

RTLOC

ATHLETE TRACKING & MEASUREMENT SOLUTION PROVIDER



HEAD OFFICE: Merksplas, Belgium

EMPLOYEES: 1-10

ESTABLISHED: 2014

WEBSITE: rtloc.com

EMAIL: info@rtloc.com

KEY CLIENTS: UConn Athletics

RELEVANT SPORTS: Applicable across all sports

TAGS: GPS Tracking, Sponsorship Analytics, Video Analytics

SUMMARY

RTLOC is a solution provider (to integrators), for position tracking and data communication over ultra-wideband.

WHAT'S EXCITING

Our solution has been used at the Diamond League and Olympic Games to track athletes in multiple disciplines including running, ski jumping, short track speed skating, horse jumping and volleyball.

RYPT

COACHING PLATFORM FOR PERFORMANCE COACHES



HEAD OFFICE: Dublin, Ireland

EMPLOYEES: 1-10

ESTABLISHED: 2018

WEBSITE: rypt.app

EMAIL: hello@rypt.app

KEY CLIENTS: Swim Ireland, Kerry GAA, GNS Fitness, Aspire Sports Performance Ireland

RELEVANT SPORTS: Applicable across all sports

TAGS: AMS (Athlete Management System), Fitness Tech, Performance Data Analytics

SUMMARY

RYPT is a coaching platform for performance coaches providing a digital channel to connect with clients and prospects. It simplifies the creation and delivery of individualized fitness programs and takes the pain out of data collection, so time-poor coaches can offer a better service to a greater number of clients.

WHAT'S EXCITING

In response to the current pandemic, we're expanding our platform to include new ways for coaches to engage their clients and athletes remotely and monetize remote coaching opportunities. Also, with a return to a restricted form of on-premises or in-person coaching, we're developing tools to help coaches plan and manage their sessions more effectively.

SCORCHED ICE

SENSOR BASED ICE HOCKEY SKATING ANALYTICS

HEAD OFFICE: Calgary, Canada
EMPLOYEES: 1-10
ESTABLISHED: 2015
WEBSITE: scorchedice.ca
EMAIL: john@scorchedice.ca
KEY CLIENTS: N/A
RELEVANT SPORTS: Ice Hockey
TAGS: Fan Analytics, Performance Data Analytics, Wearables / Smart Devices

SUMMARY

Scorched Ice has partnered with a global skate manufacturer to create the world's first sensor based skating diagnostic system for hockey skates. The initial version will fit on any brand of skate and will be deployed globally in 2021. The system will measure the basic mechanics of skating, give you a score in each area, let you know where you are today and where you need to improve. You will be able to compare yourself to your peers and the pros.

WHAT'S EXCITING

Our partners include a global skate manufacturer, a global sensor manufacturer and a global electronics supplier. The team includes two NHL captains, 6 Stanley Cups, 2 Women's Olympic Gold Medals and 6 World Gold Medals. Once the system is deployed we will integrate additional sensor products in the equipment along with bio-metrics such as heart monitoring and respiration.



SHAPEHEART

SMARTPHONE ACCESSORIES WITH A DETACHABLE MAGNETIC SLEEVE

HEAD OFFICE: Paris, France
EMPLOYEES: 1-10
ESTABLISHED: 2016
WEBSITE: shapeheart.com
EMAIL: antoine@shapeheart.com
KEY CLIENTS: FNAC, AS ADVENTURE, QOQA, GOSPORT, MIGROS
RELEVANT SPORTS: Running
TAGS: Disability / Mobility, Fitness Tech, Wearables / Smart Devices

SUMMARY

We have developed a unique range of smartphone accessories for sport and mobility with a patented detachable magnetic sleeve. Products include an armband, sport belts, and smartphone mounts for a range of vehicles. It allows the user to access their smartphone at all times, making it easy to check pace, the itinerary, GPS, or switch between music.



WHAT'S EXCITING

2 and a half years after having launched our Kickstarter campaign, we are distributed in more than 1000 stores in Europe, across 6 countries. We have succeeded in developing a range of more than 10 different and unique products and accessories. The most important validation for us? Thousands of reviews that love how great our products are.

SIDELINESDR

DIGITAL DATABASE FOR MANAGEMENT OF SPORTING INJURIES

HEAD OFFICE: Sydney, Australia
EMPLOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: sidelinesdr.com
EMAIL: support@sidelinesdr.com
KEY CLIENTS: Super W- NSW Waratahs, NRC NSW Country Eagles.
RELEVANT SPORTS: Applicable across all sports
TAGS: AMS (Athlete Management System), Health / Med Tech

SUMMARY

A digital database which includes patients/ players information such as sporting injuries and a concussion assessment. This includes baseline injury and concussion risk assessments. Players past history and emergency information to ensure availability when it is most vital. The goal of SidelinesDr is to provide continuity of care when it matters most. Our key markets are schools and sporting organisations across all sports and ages.



WHAT'S EXCITING

Future planning is around developing further concussion assessments and developing a database to assess longitudinally investigating the proposed association of concussion and its link to neurodegenerative disease. Addressing the link between injuries and overuse consideration of links to existing AMS systems to reduce injuries related to chronic overuse and load.

SIMPLIFASTER

HELPING COACHES USE TECHNOLOGY TO IMPROVE THE PERFORMANCE OF THEIR ATHLETES

HEAD OFFICE: Pleasanton, United States
EMPLOYEES: 1-10
ESTABLISHED: 2011
WEBSITE: simplifaster.com
EMAIL: christopher@simplifaster.com
KEY CLIENTS: Atlanta Braves, San Diego Padres, Clemson University
RELEVANT SPORTS: Applicable across all sports
TAGS: AMS (Athlete Management System)

SUMMARY

SimpliFaster is a commitment to speed and power, to better tools, methods and technologies for developing explosive athletes. A commitment to a high-performance model spanning sports rehab to elite competition, empowering coaches, trainers, and performance professionals. A commitment to educational resources and an open platform for coaches to share best practices and firsthand insights. A commitment to our customers: providing peerless technology, equipment, and service. Simply. Faster.



WHAT'S EXCITING

SimpliFaster publishes articles daily by the world's leading coaches, sport scientists, sport psychologists, and physiotherapists.

SMARTGOALS

TRAINING TECHNOLOGY AND SOFTWARE FOR A SMARTER GENERATION OF PLAYERS

HEAD OFFICE: Eindhoven, Netherlands
EMPLOYEES: 1-10
ESTABLISHED: 2015
WEBSITE: smartgoals.nl
EMAIL: info@smartgoals.nl
KEY CLIENTS: Manchester United, Ajax Amsterdam, PSV Eindhoven, Philadelphia Union
RELEVANT SPORTS: Soccer
TAGS: Performance Data Analytics, Wearables / Smart Devices

SUMMARY

Our flagship product, SmartGoals is an interactive cone system that creates endless opportunities for training. SmartGoals improves skills and performance in the following areas: agility, endurance, passing, cognitive skills, awareness, possession, decision making and reaction. SmartGoals records data captured during training and quantifies them into a FIFA-like profile for every user, from kids to professionals. This data can be further analyzed and interpreted by coaches, scouts and parents.



WHAT'S EXCITING

We have developed a new SaaS platform, SmartGoals: SkillGames that augments the experience of our training technology allowing for the quantification of real player performance data into FIFA-like skill cards. With this element of gamification, we not only push kids to give their best during training and score the best skill scores, but also allow clubs, academies, coaches, scouts, and parents to monitor performance based on real metrics and results.

SOLO WORKOUT

MAKING GYM EQUIPMENT SMART

HEAD OFFICE: Wolsztyn, Poland
EMPLOYEES: 1-10
ESTABLISHED: 2017
WEBSITE: soloworkout.com
EMAIL: info@soloworkout.com
KEY CLIENTS: Benefit Systems
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Fitness Tech, Performance Data Analytics

SUMMARY

SOLO Workout is a cloud-based data collection system consisting of sensors paired with gym equipment and an app. SOLO Workout enables real-time workout tracking to monitor your progress and performance, create personal training plans. SOLO Workout goes to the heart of the \$11b active market's unmet needs - delivering accurate, real-time data tracking to gym owners, fitness clubs, members and trainers. The product we created is a game-changer in fitness and is universal and scalable.



WHAT'S EXCITING

SOLO Workout technology currently supports stack weight machines, free weights and cardio. Barbells and plate-loaded machine sensors are in development. We working on AI-driven personal trainer connected to our sensors with accurate and affordable dynamic data. We are a part of HYPE Sports Accelerator. We partner with Western Sydney and Loughborough Universities.

SPOBI (SPORTSBEINGINTELLIGENCE)

DATA CENTERED TEAM MANAGEMENT APP. WE EXIST TO MAKE YOUTH SPORTS BETTER



HEAD OFFICE: Frankfurt, Germany

EMPLOYEES: 1-10

ESTABLISHED: 2018

WEBSITE: spobi.net

EMAIL: info@spobi.net

KEY CLIENTS: Hellenic Basketball Federation, Olympiacos FC, Panathinaikos BC, AEK Athens FC, Nicolas Tesla University of Sports Science

RELEVANT SPORTS: Applicable across all sports

TAGS: Athlete Empowerment / Promotion, Grassroots / Youth, Marketplace

SUMMARY

SPOBI is a sports management app optimizing youth sports. We surpass organizational, monitoring and coaching needs by addressing motivational needs. Our ethos is built upon the philosophy of better never stops. We utilize advanced mobile software and a unique reward mechanism to create a high quality application at no cost. A passion for innovation, with specialist features to help to optimize athletic performance and translate the data into profit for our users and sales for our partners.

WHAT'S EXCITING

Development of SPOBI V_2 with improved & new features. Alliances with top-tier partners. Partnership with a major EU Technological institution (iti.gr) for SPOBI development. Strong position in regulated markets in South East Europe (Greece, Cyprus, Serbia) and Russia.

SPORTS DATA SOLUTIONS

TECHNICAL EDUCATION IN SPORT



HEAD OFFICE: London, United Kingdom

EMPLOYEES: 1-10

ESTABLISHED: 2017

WEBSITE: sportsdatasolutions.academy

EMAIL: danstpaul@sportsdatasolutions.co.uk

KEY CLIENTS: Sport Wales

RELEVANT SPORTS: Applicable across all sports

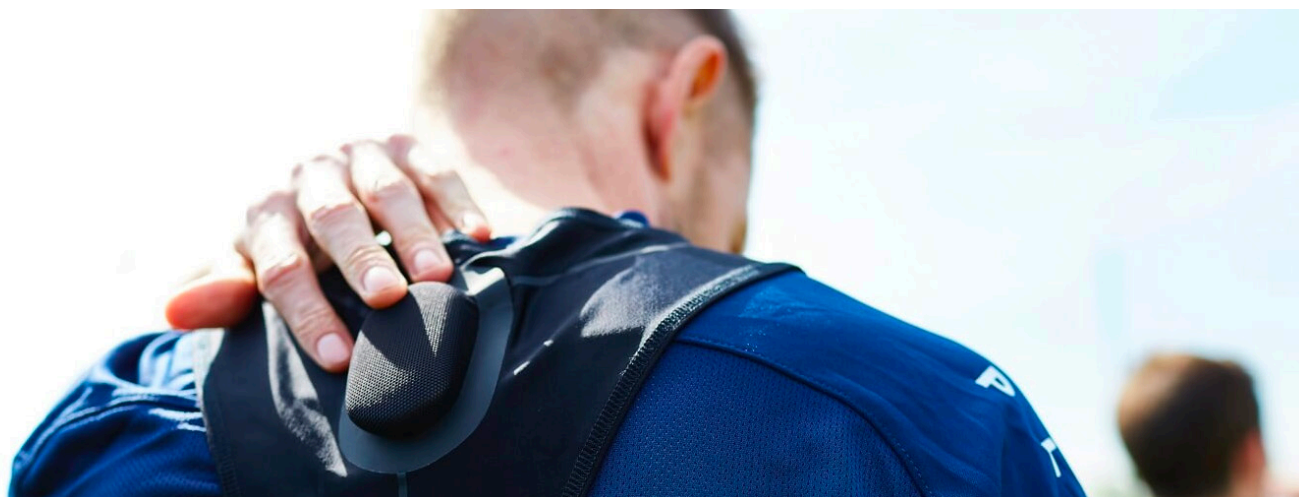
TAGS: AI (Artificial Intelligence), Performance Data Analytics, Video Analytics

SUMMARY

Sports Data Solutions (SDS) is a high performance sport consultancy specialising in web development and technical education. In 2017, Dan St Paul (a sports performance analyst turned software developer) founded SDS off the back of successfully building a tailored Athlete Management System for his previous employer. From there, Dan has had great success consulting for various sporting organisations and has expanded the services of SDS to include technical education in sport.

WHAT'S EXCITING

In 2020, we're looking to create and support a new generation of talent for the sports industry. The Sport x Code (SXC) initiative aims to inspire by unlocking the potential and introducing data and programming techniques, skills and software, for the benefit of sporting teams/ organisations. The aim is to provide their learners with CPD certified and accredited courses. Learners will also gain access to an online community of industry specialists and technical support teams.



SPORTS MENTALYTICS

MEASURING & DEVELOPING ATHLETIC MINDSET

HEAD OFFICE: Ann Arbor, United States
EMPLOYEES: 1-10
ESTABLISHED: 2016
WEBSITE: sportsmentalytics.com
EMAIL: casey@sportsmentalytics.com
KEY CLIENTS: Yale, Syracuse, Towson, VCU, Marquette
RELEVANT SPORTS: Applicable across all sports
TAGS: Performance Data Analytics

SUMMARY

We've taken the latest research from organizational and sport psychology to develop educational software measuring athletic mindset. Upon completing an assessment; we produce an interactive baseline that helps athletes and coaches understand their current mindset, with a personalized plan for 3 Phases (Preparation, Competition, Teamwork), 8 Factors (Workstyle, Coachability, Grit, Team Orientation, Leadership Potential, Focus, Drive and Mental Toughness), 22 Sub-Dimensions, and 7 Unique Situations.



WHAT'S EXCITING

We have some unique partnerships with some mental performance coaches where we are going to build out our mental skills section of the software and connect our athletes to a community of elite performance coaches.

SPORTS PERFORMANCE TRACKING

WEARABLE TEAM SPORT PERFORMANCE TRACKING TECHNOLOGIES

HEAD OFFICE: Melbourne, Australia
EMPLOYEES: 1-10
ESTABLISHED: 2015
WEBSITE: sptgps.com
EMAIL: info@sptgps.com
KEY CLIENTS: Brisbane Lions Academy, Newtown Jets, U.S. National Lacrosse Teams, El Salvador National Football
RELEVANT SPORTS: Applicable across all sports
TAGS: GPS Tracking, Performance Data Analytics, Wearables / Smart Devices

SUMMARY

SPT prides itself on delivering simple, powerful and affordable products. Our key market "The Aspiring", is the large sub-elite and amateur sports sectors. Our flagship product, the SPT2 GPS device, is used in 110+ countries with 50,000+ users. In late 2019, the SPT2 received approval for in-game use by FIFA for Electronic Performance and Tracking Systems (EPTS). Along with this, our analytics software GameTraka, provides analysis of sophisticated GPS data to provides actionable insights.



WHAT'S EXCITING

SPT has launched a new Integrated Heart Rate Vest allowing teams to now measure external and internal load. The team is very excited about our GameTraka software which will provide users with a new and improved dashboard, expanded metric analysis, improved UX and analytics workflows. In a new venture, SPT has partnered with specialists to make AniV8.

SPORTSTRACE

PERFORMANCE TRAINING AUTOMATION WITH VIDEO

HEAD OFFICE: Seattle, United States
EMPLOYEES: 1-10
ESTABLISHED: 2015
WEBSITE: sportstrace.com
EMAIL: emailus@sportstrace.com
KEY CLIENTS: Rice University
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Computer Vision, Fitness Tech

SUMMARY

SportsTrace provides athletes information about their most important asset - their bodies. Through processing cell phone video, we generate 3D body and sports recognition, providing feedback, analysis and recommendations to improve performance.



WHAT'S EXCITING

We provide athletes a low-cost way to get personalized insights and targeted recommendations using only their cell phones. College and professional teams meanwhile are looking to combine all their data streams in one place that provides personalized, comprehensible insights automatically without any manual intervention in order to make the most of packed schedules and short careers. We are looking to partner with video providers and our customer facing application.

STABLEFORM

THOROUGHbred MOVEMENT TECHNOLOGY, HELPING TRAINERS GAIN INSIGHT

HEAD OFFICE: Caulfield, Australia
EMPLOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: stableform.com
EMAIL: info@stableform.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Equestrian
TAGS: GPS Tracking, Performance Data Analytics, Wearables / Smart Devices

SUMMARY

Automated horse analysis detects any change in gait. Through regular use of our smart fetlock guards, we detect change in movement and highlight potential lameness issues. LiveView allows trainers who are unable to attend to view live statistics on horse training sessions such as location, speed and heart rate and post training summary information. Regular analysis of heart rate and sectional speeds allows for long-term trend analysis, helping understand the effectiveness of training programs.



WHAT'S EXCITING

We are talking to leading equine veterinarians across Australia to use our boots in assisting in lameness assessment. Vets will be able to conduct both subjective analysis (watching a horse and listening) and objective analysis (using movement data) to assess the lameness of a horse. This objective analysis will form part of the history of the horse and any major changes in movement can be tracked over time, with any changes being alerted to trainers.

STANCEBEAM

DIGITAL COACHING PLATFORM POWERED BY IOT AND AI

HEAD OFFICE: Bangalore, India
EMPLOYEES: 1-10
ESTABLISHED: 2017
WEBSITE: stancebeam.com
EMAIL: arminder@stancebeam.com
KEY CLIENTS: Kookaburra, Melbourne High Performance Cricket Academy, Melbourne Cutting Edge Cricket, Karnataka Youth Cricket Academy
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Performance Data Analytics, Video Analytics

SUMMARY

StanceBeam is focused on developing our Digital Coaching Platform, leveraging IOT and AI. We launched the worlds first Smart Cricket Bat Sensor in Dec 2018. Shikhar Dhawan is the face of our brand, and Kookaburra our distribution partner for AU, NZ, UK and SA. The team has strong tech backgrounds in the consumer wearable space and understands the nuances associated with sports. Our current focus is Cricket, and we will be multi-product and multi-sport in the next three years.



WHAT'S EXCITING

Due to the current COVID situation, we have launched a remote Coaching Solution, StanceBeam Connect. We are in an advanced stage of onboarding a major Cricket academy group in India, an IPL franchise and a few coaches/academies from Australia and UK.

STRAND SPORTS

FULL GOLF SWING TRAINING AID

HEAD OFFICE: Oceanside, United States
EMPLOYEES: 1-10
ESTABLISHED: 2017
WEBSITE: swingtrainer.com
EMAIL: info@swingtrainer.com
KEY CLIENTS: Devan Bonebrake
RELEVANT SPORTS: Golf
TAGS: Athlete Empowerment / Promotion, E-Commerce, Wearables / Smart Devices

SUMMARY

Strand Sports is the manufacturer and distributor of the Swing Align golf-swing training aid. We are primarily an online business, where we sell the Standard, XL, and Short Game variations of the Swing Align. Our site has a wealth of instructional content to help golfers best utilize the training aid and to learn about the golf swing in a more general sense.



WHAT'S EXCITING

Swing Align started the year with the announcement of the Swing Align Short Game device. We are currently working on bringing a second, putting specific short game device to market as well. Our library of instructional content continues to grow. While we offer shipping to anywhere in the world from our warehouse in California, we also have small distributors in the UK and Korea, and are working to try and bring Swing Align to Japan as well.

STRIVE TECH

INNOVATIVE WEARABLE TECHNOLOGY FOR ATHLETES

HEAD OFFICE: Bothell, United States

EMPLOYEES: 1-10

ESTABLISHED: 2018

WEBSITE: wearstrive.com

EMAIL: info@wearstrive.com

KEY CLIENTS: Utah State University, University of Maryland, Rutgers University, US Military, Mississippi State University

RELEVANT SPORTS: Applicable across all sports

TAGS: AMS (Athlete Management System), GPS Tracking, Performance Data Analytics

SUMMARY

Strive is working to improve athlete performance insights, via a performance monitoring system of EMG sensors built into compression shorts. Measuring internal or muscle load can give better insight to how the body is handling external load. Sense3 is a first-of-its-kind system, with sensors that track muscle output of the quads, hamstrings and glutes to deliver full, real-time data. Reveal how hard athletes are working and use metrics to understand force, fatigue, symmetry and recovery.



WHAT'S EXCITING

We are currently working with NCAA programs, NFL teams and the US military, with projections to grow our partnerships this year. We have worked with football, basketball, soccer, field hockey, baseball and are looking to expand.

SUPERBETTER

AN APP FOR ATHLETE RESILIENCE AND SUCCESS

HEAD OFFICE: Chicago, United States

EMPLOYEES: 1-10

ESTABLISHED: 2015

WEBSITE: superbetter.com

EMAIL: alliances@superbetter.com

KEY CLIENTS: N/A

RELEVANT SPORTS: Applicable across all sports

TAGS: Athlete Empowerment / Promotion, Health / Med Tech, Protection / Concussion

SUMMARY

Created by researcher & world-renowned game designer Jane McGonigal, SuperBetter improves resilience, mental health and success. Nearly a million people have played the app, which works by activating the psychological strengths of game play in real life. Backed by science; published studies show it improves the 7 mental, emotional and social measures scientifically linked to higher resilience and meta-analyses show it to be among the most effective apps for reducing anxiety and depression.



WHAT'S EXCITING

SuperBetter is adding a new 'group play' feature that enables coaches and trainers to create custom games/daily activities for their athletes. An NIH-funded clinical trial at The Ohio State University Wexner Medical Center and Cincinnati Children's Hospital showed that patients recovering from persistent concussion who used the SuperBetter app once a day in conjunction with medical care improved symptoms and optimism more than patients who received only standard medical treatment.

TENNIBOT

AUTONOMOUS ROBOTS FOR TENNIS

HEAD OFFICE: Auburn, United States

EMPLOYEES: 1-10

ESTABLISHED: 2016

WEBSITE: tennibot.com

EMAIL: haitham@tennibot.com

KEY CLIENTS: Har-Tru

RELEVANT SPORTS: Tennis

TAGS: AI (Artificial Intelligence), Computer Vision

SUMMARY

Tennibot is an autonomous tennis assistant, integrating computer vision and AI to save players, coaches and clubs time and effort. Tennibot picks up balls all over the court to allow players to hit more balls instead of picking them up. The net camera (station) detects player's swings and movements on the court. It records matches and creates player heat maps. Basically, Tennibot transforms old tennis courts into a smart court that actually helps your game in every aspect.



WHAT'S EXCITING

We will change the way people have been playing sports for centuries. No more stopping routines to pick up tennis balls, no more wasting the golf club staff time driving around and picking golf balls on the driving range. Tennibot makes sports more efficient and enjoyable by eliminating the tedious parts. It increases the productivity of players and coaches. It adds additional revenue streams to clubs and maximizes the use of their resources.

TRACKENER

HORSE MONITORING TECHNOLOGY



HEAD OFFICE: London, United Kingdom
EMPLOYEES: 1-10
ESTABLISHED: 2015
WEBSITE: trackener.com
EMAIL: contact@trackener.com
KEY CLIENTS: University of Liverpool Vet School, Royal Veterinary College
RELEVANT SPORTS: Equestrian
TAGS: Fitness Tech, GPS Tracking, Wearables / Smart Devices

SUMMARY
Trackener has developed a 24/7 remote horse monitoring technology. It enables horse owners and vets to get peace of mind and to take the best care of the horse thanks to unique insights. The Trackener horse wearable measures a horse's activity, sleep, location and heart rate, alerting the user to signs of a critical problem. Our technology is also used widely in equine science research projects to collect accurate data.

WHAT'S EXCITING
We are constantly implementing more health problem detection algorithms. We want to stay the leaders in equine health problems detection, prediction and prevention with data science.

UBITRACK

SPORTS PERFORMANCE DATA PROVIDER AND EXTRACTION COMPANY



HEAD OFFICE: Sofia, Bulgaria
EMPLOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: ubitrack.eu
EMAIL: info@ubitrack.eu
KEY CLIENTS: FC Levski-Rakovski, Nesebar Cup
RELEVANT SPORTS: Soccer
TAGS: AI (Artificial Intelligence), Computer Vision, Official Data Provider

SUMMARY
Ubitrack provides complete, clean and comprehensive raw data to sports analytics companies. Through automation and high-tech it is our goal to be a one-stop-shop for data acquired through our proprietary optical detection, tracking and ID systems. Utilizing state-of-the-art computer vision algorithms, our system is able to recognize and track everything on the pitch - the players, the ball and even the referees. We are presently servicing the soccer sector and will soon enter other sports.

WHAT'S EXCITING
Ubitrack is in negotiations for its first league-wide contract and is raising capital to facilitate the implementation of our technology. Later this year we are implementing our technology in other pitch-based sports like rugby and american football. Apart from supplying the market with high-quality data, we are implementing AI so new and exciting patterns can be identified, which will further improve the analytics sector and fan-engagement.

UNIT 1

TECH-ENABLED PRODUCTS FOR ACTION SPORTS & URBAN MOBILITY



HEAD OFFICE: Madrid, Spain
EMPLOYEES: 1-10
ESTABLISHED: 2017
WEBSITE: unit1gear.com
EMAIL: contact@unit1gear.com
KEY CLIENTS: Chapelco Ski Resort, Club Med
RELEVANT SPORTS: Action Extreme
TAGS: GPS Tracking, Protection / Concussion, Wearables / Smart Devices

SUMMARY
UNIT 1 is an American Company with our HQ in Madrid. We create hardware, software and tech-enabled products aimed at reinventing action sports and urban mobility experiences. Behind the brand is a team of designers, engineers & business builders determined to make the slopes and streets, safer & smarter.

WHAT'S EXCITING
UNIT 1 is developing the future of head protection on the slopes and streets by combining physical products with a layer of software and a dose of our signature design DNA. The focus: Safety, Communication & Navigation.

USONO

SMART ULTRASOUND SOLUTIONS

HEAD OFFICE: Eindhoven, Netherlands

EMPLOYEES: 1-10

ESTABLISHED: 2016

WEBSITE: usono.com

EMAIL: info@usono.com

KEY CLIENTS: French Army Research Institute, Amsterdam University Medical Center, German Aerospace Institute, Erasmus University Medical Center, Philips

RELEVANT SPORTS: Applicable across all sports

TAGS: Fitness Tech, Health / Med Tech, Wearables / Smart Devices

SUMMARY

Usono is creative sports and medtech company that radically changes the use of ultrasound by developing smart ultrasound solutions. With custom solutions and an established portfolio, we aid in clinical or research applications. Our mission is to improve the use of ultrasound with easy to use products.



WHAT'S EXCITING

Usono has already sold cardiology products to many international hospitals and is now targeting the sports and human performance market. With big players like Philips, universities and sports institutes, Usono creates new methods for muscle imaging with ultrasound.

VAAKA

PERFORMANCE TECHNOLOGY FOR PADDLE SPORTS

HEAD OFFICE: Dunedin, New Zealand

EMPLOYEES: 1-10

ESTABLISHED: 2010

WEBSITE: vaakacadence.com

EMAIL: brendan@vaakacadence.com

KEY CLIENTS: Canoe Racing New Zealand, High Performance Sport new Zealand, New Zealand Waka Ama Elite Mens Team, Paddle California, Think kayak Australia

RELEVANT SPORTS: Applicable across all sports

TAGS: AMS (Athlete Management System), Performance Data Analytics, Wearables / Smart Devices

SUMMARY

Vaaka Limited is a New Zealand based Performance Technology Company. Our main focus is wireless, real-time stroke rate and distance per stroke analysis for paddle sports. Our design and manufacturing expertise supports a network of global dealerships, promoting and selling Vaaka products worldwide.



WHAT'S EXCITING

Vaaka Cadence Sensors - lightweight, wireless sensors give real-time stroke rate feedback and distance per stroke analysis, used by athletes across paddle sports. Stroke rate data is displayed on Bluetooth compatible GPS devices and smartphones. Products are supported by free Vaaka Analytics software, and via the Garmin Connect IQ Vaaka Paddle App for GPS watch compatibility. We have an active R+D program for improved product quality and function and continuous development.

VITRUEVE

ATHLETE AND HUMAN MEASUREMENT TECHNOLOGIES

HEAD OFFICE: Madrid, Spain

EMPLOYEES: 1-10

ESTABLISHED: 2017

WEBSITE: vitruve.fit

EMAIL: contact@vitruve.fit

KEY CLIENTS: Inter of Miami, Deportivo Alavés (LaLiga), Southeastern Oklahoma University, San Diego University, Beimeil Beisbol Athletics

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), Fitness Tech, Performance Data Analytics

SUMMARY

We tap into the full potential of human capability by utilizing wearables and performance enhancement technology, revolutionizing training. Vitruve was born to revolutionize strength training in the gym, measuring the lifts with the most advanced hardware and giving objective data and allowing coaches to make decisions to further improvement. Our target is all athletes whatever their sport is, but have focus in colleges, high schools and high-performance facilities.



WHAT'S EXCITING

We are launching a new coach platform for iOS, where a coach can manage hundreds of athletes while comparing them, and making them compete via a leaderboard. This will increase fun in the weight room and make training more efficient. We are also partnering with exercise equipment distributors in order to reach new clients and expand our company across the US.

WALLABIES

SMART SCOUTING AND PERFORMANCE ANALYSIS



HEAD OFFICE: Milan, Italy
EMPLOYEES: 1-10
ESTABLISHED: 2016
WEBSITE: wallabies.it
EMAIL: info@wallabies.it
KEY CLIENTS: US Sassuolo Calcio, Associazione Calcio Monza S.p.A
RELEVANT SPORTS: Soccer
TAGS: AI (Artificial Intelligence), Business Intelligence, Performance Data Analytics

SUMMARY

We use data science tools in the field of sports data to create and develop systems and algorithms that allow analysis of huge amounts of data in a short time. Wallabies algorithms are distinct in their self-refinement capacity as historical data increases, known in AI as Machine Learning. Given a very large dataset, we extrapolate, gesture, and process football information in order to find comparable players, market values, ranking and predict, where possible, future sports performance.

WHAT'S EXCITING

Thanks to our algorithms, it is possible to compare thousands of players in one click. Wallabies Performance Index is an objective metric extrapolated from 7000+ variables analyzed for each player in every game. We are able to monitor the performance of the players match by match. We can monitor the performance of every single player not only week by week, but also highlight the best position on the field for a player and provide features not directly observable.

WHYMPR

MOUNTAIN COMMUNITY APP



HEAD OFFICE: Chamonix, France
EMPLOYEES: 1-10
ESTABLISHED: 2017
WEBSITE: whympr.com
EMAIL: info@whympr.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Applicable across all sports
TAGS: Disability / Mobility, GPS Tracking, Marketplace

SUMMARY

Whympr is social platform for mountain enthusiasts. From hikers to mountaineers, climbers and ski tourers, Whympr allows users to find the information they need for the mountains.

WHAT'S EXCITING

Whympr has one of the biggest mountain databases in the world with over 240 000 summits and itineraries. It allows users to find mapping information, weather forecast, professional and community feedback and much more to come.

WINMILL

ROBOTS FOR SPORTS PERFORMANCE TRAINING



HEAD OFFICE: Riga, Latvia
EMPLOYEES: 1-10
ESTABLISHED: 2016
WEBSITE: winmill.co
EMAIL: info@winmill.co
KEY CLIENTS: EV Zug, Moscow Spartak, Kazan AK Bars
RELEVANT SPORTS: Baseball
TAGS: AI (Artificial Intelligence), Computer Vision, Wearables / Smart Devices

SUMMARY

Winmill is developing robots for sports skills development. Our first product was an ice hockey training device that can pass and shoot pucks by tracking players with computer vision. Users are able to connect via any smart device, providing feedback on performance. Used in major leagues across Europe and Russia, we will launch in USA Q3 2020. We have expanded our operations to baseball by transferring our core knowledge to build full cycle training tools that provide training and evaluation.

WHAT'S EXCITING

Winmill is working to introduce our baseball product that will be the first full-cycle training device for hitting and fielding, providing training/feedback in the process. A training device capable of recreating real life pitches with accurate characteristics, simulating any pitch that you can imagine. For product development we are working together with an MLB organisation and will have first units in testing with them and couple of NCAA baseball programs beginning Q3 2020.

WORLDWIDE SPORTS SAFETY

YOUTH ATHLETE SAFETY MANAGEMENT SYSTEM



HEAD OFFICE: Rockwall, United States
EMPLOYEES: 1-10
ESTABLISHED: 2016
WEBSITE: teamsafesports.com
EMAIL: drsteve@teamsafesports.com
KEY CLIENTS: Childress Institute for Pediatric Trauma
RELEVANT SPORTS: Applicable across all sports
TAGS: AMS (Athlete Management System), Health / Med Tech, Protection / Concussion

SUMMARY

We all assume that when we drop off our children at sports practice that there is someone present who knows what to do if they get hurt. What if that is not the case? TeamSafeSports is an app and web-based mobile athlete injury response and risk management system designed for youth sports organizations, schools, sports ministries, and recreation programs which understand and are committed the importance of safety, liability, and risk reduction.

WHAT'S EXCITING

We have received grants from the Childress Institute for Pediatric Trauma and a large health system to study youth sports concussions. We have several other grants in the pipeline and have the commitment of a large youth football organization on the East Coast to use our system for the fall season.

XAMPION

FOOTBALL PERFORMANCE TRACKING FROM GRASSROOTS TO PROS



HEAD OFFICE: Kaarina, Finland
EMPLOYEES: 1-10
ESTABLISHED: 2016
WEBSITE: xampion.com
EMAIL: info@xampion.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Soccer
TAGS: AI (Artificial Intelligence), Grassroots / Youth, Performance Data Analytics

SUMMARY

Xampion is a performance tracker for football skill development and makes unique, personal performance data available to all. The Xampion system is based on state-of-the-art motion sensor technology, providing a range of football specific performance data (through sensors placed under Xampion insoles) available for instant analysis on either the mobile or web app. Xampion is designed to make professional level data accessible to youth and amateur players in a motivational and engaging form.

WHAT'S EXCITING

Since launch in Q2 2019, Xampion has raised significant interest and users in 30+ countries. The Xampion system is being used in established youth development clubs around Europe. Our business is based on data that is unique and useful to users and other stakeholders. Xampion is further developing a range of AI-driven capabilities. Xampion can be used indoors and outdoors making it independent of expensive stadium infrastructure.

XTIMER

SPRINT ANALYSING SYSTEM



HEAD OFFICE: Riga, Latvia
EMPLOYEES: 1-10
ESTABLISHED: 2019
WEBSITE: xtimer.eu
EMAIL: info@xtimer.eu
KEY CLIENTS: Sindija Buksa, Janis Leitis, Viktors Lacis, Andis Austrups
RELEVANT SPORTS: Applicable across all sports
TAGS: Performance Data Analytics, Wearables / Smart Devices

SUMMARY

Every sprint tells a story. xTimer empowers athletes to read their full sprint stories, analyze results, and look for improvements.

WHAT'S EXCITING

xTimer is currently used by the best Latvian sprinters while they are getting ready for 2021 Olympics in Tokyo.



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