DATA CAPTURE & ANALYSIS

STWS SPORTS TECH
WORLD SERIES

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

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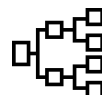
ATHLETE, TEAM & EVENT MANAGEMENT
Solutions that support the management of athletes, teams, leagues and events, with a focus on improving overall efficiencies at an individual and organisational level.

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

Recognizing the immense value created by effectively utilizing data capture and analysis tools to improve performance, both on and off the field, is an indisputable fundamental tenet of modern, successful sporting organizations.

The industry has seen rapid technological advances in the variety and volume of data organizations and individuals are able to accurately capture. A key development for athletic performance is applying computer vision and artificial intelligence (AI) to unobtrusively and automatically gather player tracking data. By using camera systems, coaches can gain important insights without having to touch or interrupt the athlete as they perform their movement or skill. Another growth area in performance

data capture is the ubiquity of personalized wearable health and fitness trackers. For off-field applications, computer vision and AI are also making a great impact through providing sports properties and their sponsors meaningful ways to track exposure and engagement from fans.

However, data is not inherently valuable. Collecting more and more data does not in and of itself deliver better and better results. Whether that is for athletic performance or revenue generation. Our experts identified a new challenge created by this data capture boom and noted the ultimate need to turn these various data inputs into something meaningful and insightful that a coach or the key stakeholder can actually work with.

MAX MÉTRAL
F1

JOCELYN MARA
UNIVERSITY OF CANBERRA

With this in mind they identified key areas for future innovation and improvement.

Sports Performance: Although computer vision is advancing there is still a great need for integrated multi-camera systems that have the capacity for real time inference whilst also delivering a good user experience with minimal human input and processing. Time spent waiting for systems to produce visualizations or insights is wasted time that can be better spent directly coaching the athlete.

Sports Business: Integrating various data sources across social media and broadcast data to be able to understand a "reach" metric that will indicate how many people have consumed a sport property's content through all available channels (linear broadcast, digital and social media). This will also then enable them to understand fan preferences to drive content to where and how fans are interacting with it the most. Another key area for improvement is ensuring that sports teams

and leagues have a better understanding of their fans and their needs through the capture of first party data. The evolution of owning the fan data is then being able to provide them a

We would like to thank our Industry Experts for their contribution to the Annual and for their part in moving the industry forward. They represent the professionals, with the help of their technology partners, from some of the world's most innovative and renowned sporting properties.

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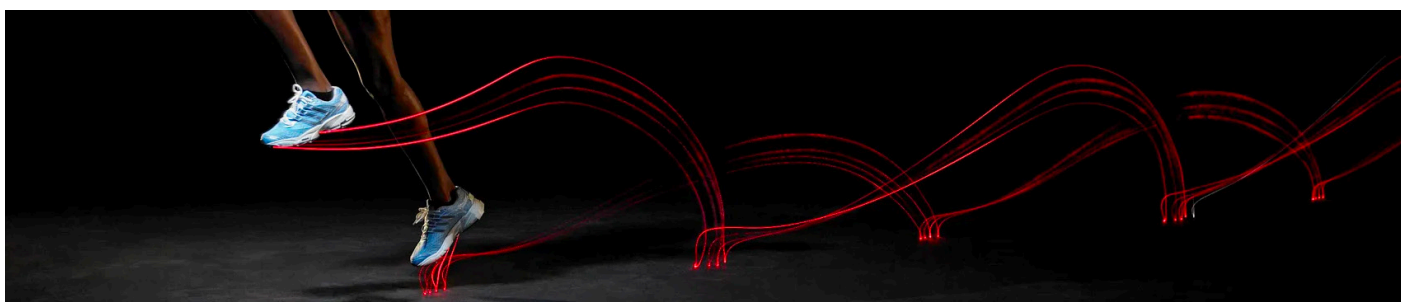
INDUSTRY EXPERT INSIGHTS

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.

MAX MÉTRAL
SENIOR ANALYTICS MANAGER
F1

Self-motivated professional with a successful track record in Data Science and Analytics cross-functional roles for worldwide organizations, Max loves to solve complex problems as much as taking up new challenges. Max is passionate about the Sports Industry and its constantly evolving paradigms.

The real challenge with Data Analytics is to ask the right question(s) and to translate the answers into actionable insights and recommendations. Max sees analytics as a way to support strategic decision-making, and the truth is that it outperforms human intuitions in a wide variety of circumstances.

Max has led projects and teams across broad and varied verticals such as CRM, Sales, Strategy, Marketing, Ticketing, Sponsorship, Social and Digital Media and Consumer Research.

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

Sponsorship data was for me, was one key challenge.

From a sponsorship perspective, we have some contracts we need to deliver on in terms of exposure into seconds of exposure. We didn't know how many Grands Prix we would get to, so were stuck asking, "How the hell are we going to do this?"

A project that we ended up running is computer vision to analyse seconds on screen for partners. And the idea has been done by a lot of companies and there's nothing "engine breaking" about it, but this idea for us was crucial in order to plan ahead and know how we need to lay out our sponsorship because it was going to be very different.

Depending on how you put your signage around the track, you're going to generate different ranges of seconds. There was that the first challenge, and then on top of that due to health and safety protocols, we have to reduce number of people going to the track. And so we also had to reduce the number of cameras we could rely upon.

We needed to make sure that it's still a very entertaining experience, we didn't want the viewer to realize that we're actually either five less cameras around the track, but we wanted to make sure we are also consistent of a partner's exposure. So we went on this project with a company called Flamingo.

With Flamingo, we took all the data we had from 2019 for the races that we had announced for the calendar, in a certain example we had two races at Silverstone. So we had to ask questions like "How can we change the layer from one piece of concrete to the other? How many seconds will the system need to regenerate is that enough for our partners?" And

then there's also obviously a bit of an uncertainty and unpredictability, because if there is a crash around certain turn, it's going to boost the exposure of a certain brand. You cannot calculate for this, but at least you can trend forecast and see how you do. And that was very, very instrumental for us.

Another challenge that is a bit more long-term, but it's a very prevalent question in the industry is how the ticketing demand is going to react when everything goes to back to normal?

How are we going to get back to normal? Is it going to be 50/75/90% capacity? How long it would take for us to get to 100% capacity? And even when we get there, what is the willingness to pay from a fan perspective vs. feeling safe enough? Are they going to be willing to pay the same amount?

Are we going to have to increase the price to ensure health and safety protocols? How the fans are going to react to this? These are all the things that need the data perspective, but we're going to have to measure as we go. A big question in the industry is can we account for these future ticketing revenues when we get there, depending how long it goes.

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

We're not really doing this, but the idea of micro-transactions. Giving an alert to some fans like; "Oh, this is a close game, you can pay $1 to see it" etc. or to just tune in for the fourth quarter. I found that super interesting because we obviously know that everyone's talking about short attention spans. People don't want to spend two hours seeing something, but if you get into these people that are interested in short-form entertainment, there's a market for these people that are not bothered watching the first three quarters.

The NBA has been doing it, I'm pretty sure there's some others as well, but I really like this. It's obviously from a OTT platform perspective, it is a technological challenge to get the platform to do it, and some would say there's a risk of cannibalization. What if someone who used to be an NBA League Pass purchaser, and switches to this and you're going to lose a lot of money, but that's what I find super interesting is that you're likely to still bring in more members.

And once you have their information, and know them better you can provide them with more services. And maybe by doing these things, someone's going to buy a cap for the week for the Wizards or for the Warriors or for whoever they support and you can upsell and cross sell. That's what I find really interesting from a CRM perspective.

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

So one trend that was true before the pandemic was everyone was plugging themselves into the open API from Facebook, Twitter, and so on, and would try to sell you the aggregated numbers that you could do yourself, but you couldn't be bothered to do. Now. I feel like all these companies are now pushing for paid API. They're reducing the amount of data that you can get for free on open API's, and then they making you pay for more access.

Another trend with OTT specifically in lots of entities, is the willingness to sell rights versus just trying to do it yourself, or at least having part of your inventory that you can do yourself rather than outsource. An example is FIFA getting into OTT, the idea is once they have the product ready, they can use it as a leverage in a negotiation for their rights. And that's kind of a trend across the board. Lots of companies are either thinking about it or doing it. We started in 2018, but we're not even the first ones in the market and it's going to get even bigger and bigger, and it's been only increasing with a pandemic. Um, they are maybe too general, but I think that's a big, big trend.

Stemming on from broadcasting rights and OTT, as much as we try to collect fan data and so on, and as much as important as that is, you sell TV and in turn sponsorship. But as that is mainly B2B, you do have shift to direct-to-consumer streaming instead of TV that's only increasing. And that had started way before the pandemic, with direct to consumer having a bit more of that consumer and fan data in your own backyard, because it's obviously very important to know how you're doing with your consumers.

And we've already seen this in entertainment, as Disney stopped putting their things on Netflix, because you don't want someone knowing your fans better than yourself. The sports industry is trending very much the

> "There's a bit of an uncertainty and unpredictability, because if there is a crash around certain turn, it's going to boost the exposure of a certain brand. You cannot calculate for this, but at least you can trend forecast and see how you do. And that was very, very instrumental for us."

same. If you ended up always giving this information to other entities, they're not going to replace you where Netflix could have replaced Disney, but still is very dangerous from a long-term perspective. So that direct CRM increase and making sure you collect as much data as possible, and that you understand your fans so that you don't lose sight of them is a big trend.

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

So I'd say something that has been asked a lot at work and its just technically impossible right now, I'm not sure if it will ever be possible, but the idea is. We're trying to marry up the TV numbers and the social/digital numbers in TV. You mainly have two things; One is the reach, which is the unique number of people that have seen your content across the year or the season, in which you count unique individuals. And the second one is community viewing doing in which they add up all the people that watch at once at several specific times.

In digital, it's just impossible. There's so many channels to track. You can count the page views, but depending on how the timeframe you put on pages on the website, how the many people access the app, the social media account video views, digitally it's all so different.

Things are all over the place. If someday, somehow someone can manage to give me a reach metric that can tell me how many people have seen F1 content through digital and social media across the year I would pay for this. You can put estimations, but we want this to be as accurate as possible. And this is very difficult because these are different companies (Facebook, Google) that don't want to work together and communicate to provide these insights, and it's just super, super difficult.
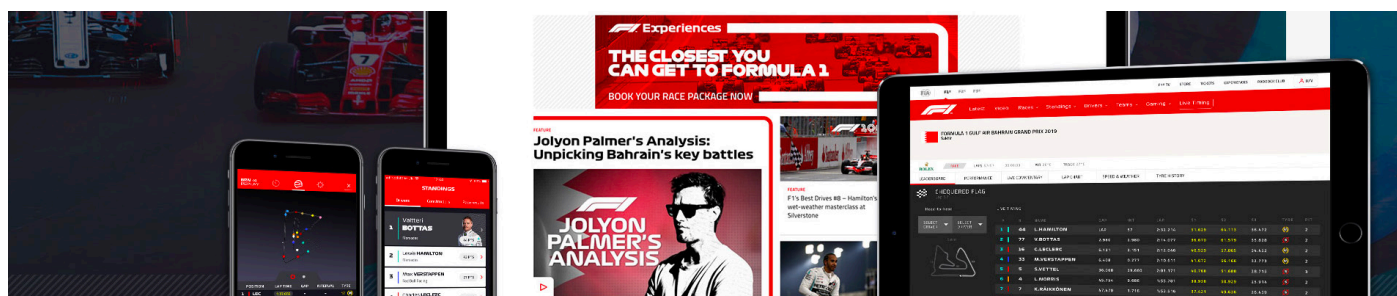
INDUSTRY EXPERT INSIGHTS

**JOCELYN MARA
ASSOC PROFESSOR ,SPORTS ANALYTICS
UNIVERSITY OF CANBERRA**

Jocelyn is an Assistant Professor in Sports Analytics at the University of Canberra, working with the Discipline of Sport and Exercise Science (Faculty of Health), and the Research Institute for Sport and Exercise (UC-RISE). She is the course convenor for the Graduate Certificate in Sports Analytics, and teaches across several units at the post-graduate and undergraduate level including Applied Data Analysis in Sport, Athlete Monitoring, Performance Analysis in Sport, and Sport Informatics and Analytics.

Jocelyn earned her doctoral degree at the University of Canberra in 2016, and was awarded the UC-RISE higher degree research student award. Her PhD research focused on performance analysis and physiology of elite female soccer players. Since then, Jocelyn's research has mainly focussed on performance analytics of team invasion sports including Australian Football, Hockey, Rugby Union and Rugby League.

Jocelyn is a self-proclaimed nerd, and is passionate about using data science to answer questions that can provide insight and inform decision-making, both on and off the sporting field. Jocelyn speaks R fluently, and can speak conversational Python, HTML and SQL. If she is not playing with data or watching Marvel movies, Jocelyn is probably mountain biking or being walked by her labrador.

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

My challenge that I originally thought of was actually a challenge that technology had caused, and it's that we're now generating quite a lot more data than we did in the past. That in itself has kind of created this challenge where if you're a performance analyst or anyone really using that type of technology, you now need to know how to handle and manage it and analyse that data and visualize it and turn it into something meaningful and insightful that a coach or the key stakeholder can actually work with.

So, I think that has been a challenge that has been identified and we've needed to change the way that we teach performance analysis or sports analysis to be able to handle that amount of data. I think that's a really good challenge to have because it makes people use technology and think a bit more like a data scientist, and when you're approaching it in that mindset, you need to know how to handle it and how to analyse it and then turn it into meaningful insights. So from my perspective the key challenge is actually upskilling these areas to then be able to teach my students how to think more like a data scientist when they're capturing and processing data.

We've hit a point where technology is now processing more data than ever before, and unless you think like a data scientist and have a cleaning process in place, it can be an extremely overwhelming task to handle all this data, so it's very important that we are teaching the next generation of people working in these fields ways to handle so much data.

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

I originally found it on twitter, but it's a AI computer vision project that utilizes computer vision for player tracking, which isn't ground-breaking as this tech has been around for a while, but what I found innovative about it was that it's actually open-source. So all the python scripts to run it are freely available and you're able to access it on GitHub's site. So, what made this so innovative to me is that it's a realisation and a statement that you don't need to be Real Madrid to be able to afford and use a tracking system for your team or league.

Especially coming from academia and also working a lot in women's sport where there's not the resources that other teams have, it's just such a useful thing to be able to do and be able to implement in areas where this technology hasn't been able to be so freely available before. The flip side obviously is that people working in those teams have to be able to use it and know what they're doing, but it's such a fantastic thing to see and has a lot of potential to help build even better computer vision systems.

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

I don't think I can answer any of these questions without ignoring that COVID-19 played a huge role in the past year. And in turn the focus in sport turning more towards health and the use of things like wearables for contact tracing and proximity alerts and things like that. Because sport has already doing a lot of in terms of tracking, we've now been applying that type of technology to help get people back together again. One of the major problems created by COVID was people not being able to go to the gym to train, and so we've seen a lot of gym-based apps. So apps like Nike training club made it free for their existing users. And people made a lot of money creating gym-based apps for that type of thing as everyone was so restricted.

> "So from my perspective the key challenge is actually upskilling these areas to then be able to teach my students how to think more like a data scientist when they're capturing and processing data."

Off of the field, there's been studies into people wearing smart bracelets or badges that track you at concerts to give proximity alerts and they were able to understand what the behaviours of those people. However, the problem becomes when you're in a pandemic, it's easy to get someone to maybe agree to have themselves tracked while they're moving around, but if you're just doing it for more of a, "Hey, we want to improve your experience (and ultimately, we want to make more money)", it's a little bit harder to do that. So, I think the trend of tracking in sport moving more towards the spectator as well as the athlete is an overall innovative use case that will have a lot of knock-on effects for years to come.

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

I'm worried about athletes brains quite a lot. The more I watch contact sport in particular, the more I really worry about the return to play protocols that are currently in place. It often just seems so quick that they are back after they've had a terrible concussion or a head injury, and I'd like to see some further developed concussion detection technology implemented and used so we can say with a lot more confidence that these players are actually okay to get back into the field.

Another improvement I'd love to see is just to make processes a lot more efficient and reproducible, I'd like to see some sort of technology that adopts a reproducible approach to the point from which you capture the data all the way through to like the final graphics that you are creating that you're communicating to coaches, so you're not having to do all of this sort of manual work in between. If you can reduce that manual process, that potentially brings down the cost to use some of those technologies, because it's less labor involved.

UNIVERSITY OF CANBERRA

RESEARCH INSTITUTE FOR SPORT & EXERCISE

COMPANY LISTINGS

SPORTRADAR

LEADING GLOBAL PROVIDER OF SPORTS DATA INTELLIGENCE

HEAD OFFICE: St Gallen, Switzerland
EMPOYEES: 5,001-10,000
ESTABLISHED: 2001
WEBSITE: sportradar.com
EMAIL: comms@sportradar.com
KEY CLIENTS: National Premier League, Tennis Australia, K League, FIFA, Asian Football Confederation
RELEVANT SPORTS: Applicable across all sports
TAGS: Official Data Provider, OTT, Performance Data Analytics

SUMMARY
Established in 2001, Sportradar occupies a unique position at the intersection of the sports, media and betting industries, providing partners with a range of solutions to help grow their business. We are the trusted partner of more than 1,000 companies in 80+ countries and official partner of the NBA, NFL, NHL, MLB, NASCAR, FIFA and UEFA. We monitor, analyse and deliver insights from more than 400,000 matches annually across 60 sports. Sportradar also safeguards sport through its Integrity Services division.

WHAT'S EXCITING
Our simulated reality products use historical data to predict scores based on real data, giving betting operators and media companies a product that accurately simulates real time sport. Sportradar's OTT and International distribution networks are leading the way. Our integrity services partners with some of the biggest federations to ensure the game is kept in check with our machine learning and experienced investigation teams.

GENIUS SPORTS

INNOVATE TECHNOLOGY PROVIDERS TO UNLOCK THE TRUE VALUE OF DATA

HEAD OFFICE: London, United Kingdom
EMPOYEES: 1,001-5,000
ESTABLISHED: 2000
WEBSITE: geniussports.com
EMAIL: contactus@geniussports.com
KEY CLIENTS: FIBA, EPL, ATP, WTA, NCAA, Bet365
RELEVANT SPORTS: Applicable across all sports
TAGS: Business Intelligence, Data Capture, Content and Technology distribution, Sports Betting, Sports Media

SUMMARY
Genius Sports is a global leader in sports data technology, distribution and commercialisation, providing innovative and data-driven solutions to leagues and federations. Founded on integrity, Genius Sports has become the trusted partner of hundreds of sporting bodies. Going beyond delivering profitable and technical solutions for their partners, we understand that the protection, integrity and successful commercialisation of sports data is fundamental to the continued success of the industry.

WHAT'S EXCITING
Genius Sports is excited to continue expanding its collaboration and partnership with stakeholders across the sports industry globally.

STATS PERFORM

SPORT TECHNOLOGY COMPANY PROVIDING ADVANCED TO INDUSTRY

HEAD OFFICE: Chicago, United States
EMPOYEES: 1,001-5,000
ESTABLISHED: 1981
WEBSITE: statsperform.com
EMAIL: info@statsperform.com
KEY CLIENTS: ESPN, Google, William Hill, La Liga, Sports Illustrated, Bet365
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Business Intelligence, Fantasy Sports, Statistics and Data

SUMMARY
Stats Perform brings unmatched data, sports research, news and video content, and unrivaled AI-powered solutions to sports media and broadcasters, technology companies, global brands, sportsbooks, teams and leagues. Stats Perform unlocks what was once immeasurable in sport by combining trusted sports data and storytelling capabilities with our AI innovation center; providing insights for meaningful fan experiences, improved analysis and decision-making and trusted sports betting and fantasy experiences.

WHAT'S EXCITING
Stats Perform is anticipating a return to live sport in 2021, working alongside trusted industry leaders to deliver data-driven storytelling to new audiences.

VIZRT

VISUALLY IMMERSIVE, DATA-DRIVEN GRAPHICS AND ADVANCED ANALYSIS

HEAD OFFICE: Bergen, Norway
EMPOYEES: 500-1,001
ESTABLISHED: 1997
WEBSITE: vizrtgroup.com
EMAIL: support@vizrt.com
KEY CLIENTS: ESPN, FOX Sports, Sky, FIFA, Riot Games
RELEVANT SPORTS: Applicable across all sports
TAGS: Video Analytics, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY
Vizrt specializes in solutions for live sports graphics creation, playout and real-time data visualization within broadcast, OTT, and in-venue environments. Vizrt sports solutions, including Viz Arena virtual ad insertion, Viz Libero telestrator, and Viz Eclipse virtual overlay perimeter board replacement solutions are used by leading sports broadcasters, teams and leagues, and media rights holders every day and across every continent.

WHAT'S EXCITING
Vizrt Group recently launched Vizr.tv and NewTek.tv, our new digital platform from Vizrt Group that allows the broadcast technology industry to keep informed about our latest updates, talk to our experts, share ideas, and see live demos. Both online channels will enable the group's three brands to communicate their key product innovation messages by utilizing the power and flexibility of IP-based, software-defined visual storytelling on a global basis.

CHAMPION DATA

THE STORY BEHIND THE GAME

HEAD OFFICE: Melbourne, Australia
EMPOYEES: 101-250
ESTABLISHED: 1995
WEBSITE: championdata.com.au
EMAIL: info@championdata.com.au
KEY CLIENTS: AFL, Foxtel, Racing.com, Telstra, ESPN
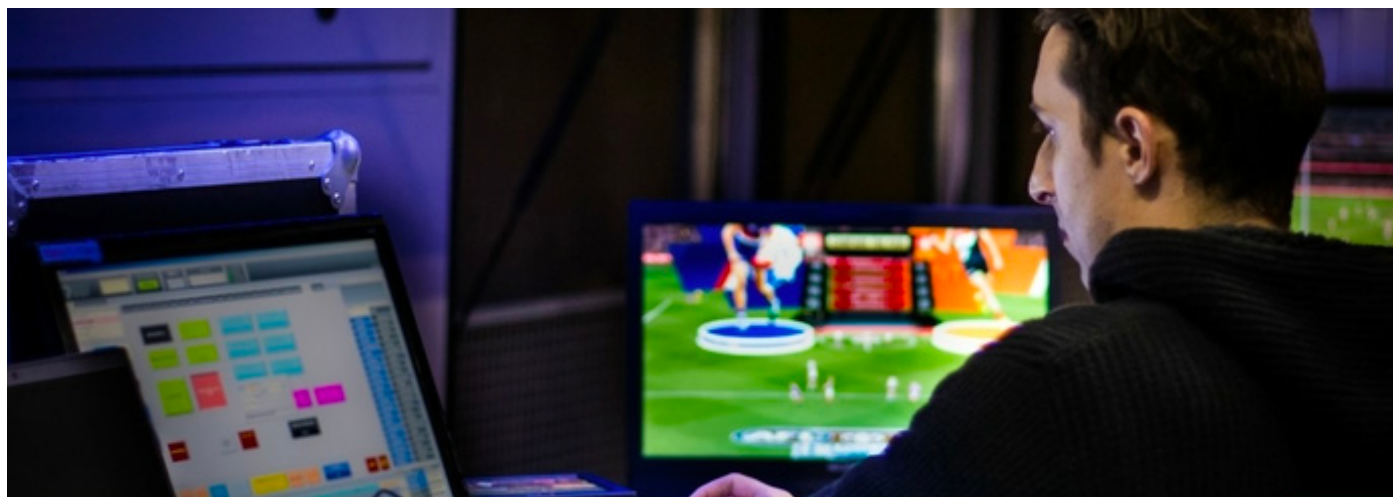**RELEVANT SPORTS:** Applicable across all sports
TAGS: Business Intelligence, Data and Statistics Provider, Broadcast package and graphics, Sports Betting

SUMMARY
Champion Data has delivered Sports data for over 20 years. We have an unsurpassed record across elite performance in sport, media and broadcasting. We understand the game and also the business of sport. We translate numbers into leading performance by harnessing the latest technology, to capture and integrate the richest, most precise data in every moment of the game. Champion Data creates truly collaborative and enduring relationships with Sports' governing bodies, broadcasters, digital stakeholders and agencies, on a domestic and global stage.

WHAT'S EXCITING
Across Sport globally, the data distribution model is rapidly evolving and in 2021 Champion Data will be focused on building for the future and anchoring our role in this space. We will continue to work closely with our partners and harness the latest technology to capture and integrate data, to deliver an industry leading agile service. Our sophisticated sports data analysis will continue to produce exciting digital and graphical content and highly engaging media solutions.

EXASOL

IN-MEMORY ANALYTICS DATABASE

HEAD OFFICE: London, United Kingdom
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ESTABLISHED: 2000
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RELEVANT SPORTS: Applicable across all sports
TAGS: Business Intelligence, E-Commerce, Performance Data Analytics

SUMMARY
Exasol is an analytics database company. Our high-performance in-memory analytics database offers unrivalled performance. We give organizations the power to be ambitious with their data and transform the way they work, whether it be on-premises, in the cloud or both. Operating in a landscape where data has fast become the most valuable asset to driving business success, Exasol helps businesses adopt a data-driven culture so that they can maintain competitive advantage regardless of the industry.

WHAT'S EXCITING
Exasol has recently signed to become a partner of Stats Perform: Sports Partner Intelligence Network and we're very excited about this. We are aready working with several sports teams, including world-class Champions League football clubs and rugby federations. Exasol's in-memory analytics database enables sports teams to run analytics and data science queries on their data, no matter how much of it there is or where it is coming from.

ISPORTS API

SPORTS DATA PROVIDER

HEAD OFFICE: Hong Kong, China
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EMAIL: isportsapibd@gmail.com
KEY CLIENTS: SINA, QIHU, V1.CN, All Football
RELEVANT SPORTS: Applicable across all sports
TAGS: Official Data Provider, Performance Data Analytics

SUMMARY
iSports API provides fast and reliable football, basketball and esports data services to empower your application.

WHAT'S EXCITING
We are in the process of providing more products like historical data, live animation, etc. More sports are also under development, including tennis and American football.

NACSPORT AMERICA

SPORTS VIDEO ANALYSIS SOFTWARE COMPANY

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ESTABLISHED: 2006
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EMAIL: arka.majumdar@nacsport.com
KEY CLIENTS: Atletico Madrid, Liverpool, Sevilla, Arsenal, PSG
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Grassroots / Youth, Performance Data Analytics

SUMMARY
A leading and a long-time player in the field of video analysis, our software is intuitive, powerful and effective. We have a product which is suitable for any sport at any level, from rank amateur to top professional. We also have plans to suit every wallet, from our entry level Basic package to our top-flight Elite package.

Designed for mobile, low internet environments, it works anywhere, on any device.

WHAT'S EXCITING
Please check www.nacsport.com for more info about our latest endeavours.

SEQUOIA FITNESS AND SPORTS

FITNESS & PE ASSESSMENT, INTERVENTION & MONITORING

HEAD OFFICE: Gurgaon, India
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ESTABLISHED: 2010
WEBSITE: seqfast.com
EMAIL: sujit@seqfast.com
KEY CLIENTS: Sports Authority of India, Khelo India, Fit India, Kendriya Vidyalaya Sangathan, Star Sports
RELEVANT SPORTS: Field Athletics
TAGS: Fitness Tech, Grassroots / Youth, Performance Data Analytics

SUMMARY
Sequoia Fitness and Sports Technology is India's largest fitness & PE assessment, intervention & monitoring company. We work with 3.7 million children and have done more than 7.7 million fitness assessments, covering more than 13,500 schools.

We work with Fit India to promote fitness for all age groups: 5-18 years, 18-65 years and 65+ years. We also work on talent identification using data analytics, National Sports Repository System and Games Management System.

WHAT'S EXCITING
We are looking for partnerships in areas of
- Talent Identification in Sports
- Athlete Management
- Fitness Assessment
- Timing, Scoring and Results
- Games Management System

STATSBOMB

GAME CHANGING SPORTS DATA AND ANALYTICS EXCELLENCE

HEAD OFFICE: Bath, United Kingdom
EMPOYEES: 101-250
ESTABLISHED: 2017
WEBSITE: statsbomb.com
EMAIL: sales@statsbomb.com
KEY CLIENTS: Teams from the Premier League, English Championship, Serie A, MLS & Europe Federations
RELEVANT SPORTS: Applicable across all sports
TAGS: Computer Vision, Official Data Provider, Performance Data Analytics

SUMMARY
StatsBomb create sports data and analytics using advanced Computer Vision technology and machine learning. Our SAAS based business model currently focuses on Football across the team, federation, media and gambling spaces in Europe and the US.

Our event tagged data is the most granular available in the industry, available for 70+ leagues worldwide. Coupled with our analytics platform, StatsBomb IQ, we generate analytics and data visualisations that give insight from the pitch to the boardroom.

WHAT'S EXCITING
StatsBomb have a rich productipeline that includes advanced Computer Vision technology to develop new capability in creating detailed and advanced data tagging in real time. We are advancing features in our analytics platform to enable detailed insight and comparisons of players, teams and leagues.

XSENS

MOTION CAPTURE FOR SPORT

HEAD OFFICE: Enschede, Netherlands
EMPOYEES: 101-250
ESTABLISHED: 2000
WEBSITE: xsens.com
EMAIL: remco.sikkema@xsens.com
KEY CLIENTS: English Institute of Sport, Exeter Chiefs, Team Sunweb
RELEVANT SPORTS: Applicable across all sports
TAGS: Health / Med Tech, Performance Data Analytics, Wearables / Smart Devices

SUMMARY
Xsens MVN Analyze gives you lab-quality motion capture data in field conditions. Xsens MVN Analyze can be used anywhere; in the lab or on the field and Is immune to magnetic distortions, even in the most challenging environments. The system is quick and easy to setup and gives consistent and validated data.

WHAT'S EXCITING
Xsens is developing a cloud based platform for generating automated assessment reports using Xsens motion capture data captured with MVN Analyze. Making an easy and fast Xsens workflow from attaching sensors, calibrating, HD reprocessing and creating reports available in minutes.

DATA SPORTS GROUP

DIGITAL SPORTS DATA & STATISTICS

HEAD OFFICE: Berlin, Germany
EMPOYEES: 51-100
ESTABLISHED: 2015
WEBSITE: datasportsgroup.com
EMAIL: sales@datasportsgroup.com
KEY CLIENTS: Werder Bremen, Harman International, ESPN, 1. FC Magdeburg
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), News / Content, Performance Data Analytics

SUMMARY
DSG provides live sports content services to a range of partners, covering 35+ sports tracking over 5,000 competitions. Having a broad data catalogue, DSG provides real-time game info, in-depth statistics, advanced metrics and covering multiple data points for global sport. Data is syndicated via an API datafeed, backed with technical documentation to integrate the services. DSG also supplies Widgets & fully Hosted Solutions where design, development, and hosting services are provided as a plug and play service.

WHAT'S EXCITING
DSG produces eSports a data catalogue tracking the most popular game titles and more. DSG will deliver a full sports catalogue with athlete performance statistics & country medals tables for the Olympics. DSG partners with leading AI platforms to use DSG's in-depth data and performance stats for top football competitions to gain valuable insights.

FANHERO

A WHITE LABEL, ALL-IN-ONE, LIVE STREAMING, OTT SOLUTION

HEAD OFFICE: Orlando, United States
EMPOYEES: 51-100
ESTABLISHED: 2015
WEBSITE: fanhero.com
EMAIL: Diana@Fanhero.com
KEY CLIENTS: Orlando City FC
RELEVANT SPORTS: Applicable across all sports
TAGS: Marketplace, OTT, Video Analytics

SUMMARY
FanHero is a live-streaming and VoD platform that allows creators to publish varied content. The company has invested in our platform which uses OTT technology to deliver HD Quality to users; popular in sports, games and music shows. Our partners want to structure their community, share information, and have user data for promotions, monetization, or new engagements. The U.S. Academy of Interactive and Visual Arts awarded the 2018 W3 award to FanHero for providing the best streaming services on the market today.

WHAT'S EXCITING
FanHero allows live broadcasts anywhere at any time, with the option to run simultaneously on multiple channels (Multi-Streaming). Videos can be saved as a post on your feed and viewed on demand. Real-time interaction is also possible through the use of live chat, with the participation of up to 1 million users. Users can pause and resume playback from the point where it was stopped (Playback Progress).

FISHBRAIN

SOCIAL NETWORK AND MARKETPLACE FOR ANGLERS

HEAD OFFICE: Stockholm, Sweden
EMPOYEES: 51-100
ESTABLISHED: 2010
WEBSITE: fishbrain.com
EMAIL: nick@fishbrain.com
KEY CLIENTS: Casio, Google, Apple, Florida Fish & Wildlife Commission, US Fish & Wildlife Service
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), E-Commerce, Social Media

SUMMARY
Fishbrain is the leading social network for people who love to fish. Bringing fishing into the digital age, the free-to-use app, with 9 million+ users worldwide helps create the best possible fishing experience by providing everyone with the tools, insights, and support to enjoy the world's most popular sport.

Fishbrain recently tapped into the $48 billion US fishing retail sector with the launch of its Shop, an in-app and on-web marketplace which hosts the best fishing gear from the most respected brands.

WHAT'S EXCITING
Fishbrain will continue to further develop its social commerce capabilities, and will continue to help anglers through the use of data.

GUMGUM SPORTS

AI-POWERED SPONSORSHIP ANALYTICS

HEAD OFFICE: Santa Monica, United States
EMPOYEES: 51-100
ESTABLISHED: 2017
WEBSITE: gumgum.com/sports
EMAIL: sportsinfo@gumgum.com
KEY CLIENTS: Maple Leaf Sports and Entertainment, Scout Sports and Entertainment, New York Life, Glasgow Warriors
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Business Intelligence, Sponsorship Analytics

SUMMARY
GumGum Sports is an AI-powered sponsorship analytics solution that delivers timely data and insights to help our partners contextualize the value of their sponsorships.

A division of computer vision pioneer GumGum, the company captures the full media value of sports sponsorships across live broadcasts, social media, and digital streaming, enabling rights holders to retain and grow partner revenue and giving sponsors the ability to track and optimize media value across a portfolio of sponsorships.

WHAT'S EXCITING
Our partnership with Winmol marks a key milestone in arming stakeholders with the intelligence they need to secure the most effective partnerships by helping identify and strategize brand partnership opportunities. Our continued growth has seen a recent partnership with a top football league, who will use the platform for sponsorship analysis and optimization to stimulate future growth, standardize best practices, and uncover and value new sponsor assets for the future..

BEYOND SPORTS

VIRTUAL VISUALIZATION & DATA ENHANCEMENT

HEAD OFFICE: Alkmaar, Netherlands
EMPOYEES: 11-50
ESTABLISHED: 2014
WEBSITE: beyondsports.nl
EMAIL: info@beyondsports.nl
KEY CLIENTS: English Premier League, NFL, NHL, Sky Sports, Fox Sports
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Computer Vision, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY
Beyond Sports simulates live sports matches in virtual 3D environments. Even just single point positional tracking data is enough to power rich simulations, due to Beyond Sports' AI enhancing everything that is not included in the received data such as player orientation, fitting animations, ball behavior and more.

Our outputs are a natural looking simulation that stays close to reality, with applications in player development, broadcasting, match analysis, gamification & content creation.

WHAT'S EXCITING
The simulations can be used to view the match from any perspective or interact with the action on the field like never before. Accessible from a web or mobile app environmentl, therefore not only limited to enterprise clients. Being a simulation, it also offers the possibility to change the entire look of the environment, for example from a humanoid look a 'lego' or 'minecraft' look.

CARDIO PHOENIX

A STEP AHEAD IN HEART DISEASE DETECTION.

HEAD OFFICE: Ontario, Canada
EMPOYEES: 11-50
ESTABLISHED: 2003
WEBSITE: cardiophoenix.com
EMAIL: info@cardiophoenix.com
KEY CLIENTS: CADECI
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Business Intelligence, Health / Med Tech

SUMMARY
Over 12 years in the making, Cardio-HART, a breakthrough AI-powered heart diagnostic device for the early detection of cardiovascular disease. It has one of the most advanced AI to help understand innovative new bio-signals which when combined with ECG are able to detect and diagnose up to 94% of all common heart diseases by prevalence in primary care.

Expands patient care in remote locations by enabling powerful Cardiac-Telemedicine tools while continuing to deliver the best of cardiac care.

WHAT'S EXCITING
In early 2020 Cardio Phoenix had the opportunity to participate at the Congreso Anual de Cardiología Internacional (CADECI) in Mexico, where during 4 days demo tests the effectiveness of our medical device was proven to the medical community. Physicians, GPs and Cardiologists witnessed how Cardio-HART, can help to improve cardiac care in Mexico.

CRICHEROES

YOUR CRICKET NETWORK

HEAD OFFICE: Ahmedabad, India
EMPOYEES: 11-50
ESTABLISHED: 2016
WEBSITE: cricheroes.in
EMAIL: abhishek@cricheroes.in
KEY CLIENTS: Cricket Sri Lanka, Cricket Afghanistan, Cricket Association of Bengal, Baroda Cricket Association, Vidarbha Cricket Association
RELEVANT SPORTS: Cricket
TAGS: Grassroots / Youth, Marketplace, News / Content

SUMMARY
CricHeroes is a mobile-first platform organising global grassroots Cricket all, bridging the gap between passionate amateur and international cricketers with the help of technology. It provides a platform for millions to showcase their talent, get recognition for their achievements and become better cricketers with the help of data. It also builds an ecosystem (sports shops, academies, grounds, umpires, scorers, commentators) around grassroots cricket and enables e-commerce on top.

WHAT'S EXCITING
This has never been done before, so the whole idea of bringing together the stakeholders of grassroots cricket closer is exciting. We are not only making cricketers better with data and increasing business for the professionals but also creating workflow software for businesses around cricket, to help organize their operations. Connecting every stakeholder digitally and meaningfully is the most exciting part of this journey.

CRICVIZ

CRICKET ANALYSIS IN BROADCAST, MEDIA AND PERFORMANCE

HEAD OFFICE: London, United Kingdom
EMPOYEES: 11-50
ESTABLISHED: 2015
WEBSITE: cricviz.com
EMAIL: hello@cricviz.com
KEY CLIENTS: Sky Cricket, ICC, Fox Cricket, Cricket West Indies, Cricket Australia
RELEVANT SPORTS: Cricket
TAGS: AI (Artificial Intelligence), News / Content, Performance Data Analytics

SUMMARY
CricViz is setting the agenda in cricket analytics. Combining the world's most extensive cricket database and unique predictive models with the expertise of our diverse team, CricViz provides unrivalled analysis and insight to clients globally. Working alongside teams such as the Australian national side, Rajasthan Royals and Multan Sultans, Sky Sports and Fox Sports and the wider media, CricViz offers an analytical service to inform elite level decision-making and tell data-driven stories.

WHAT'S EXCITING
We have been using the break in cricket to increase the scope of our database, models and products. New data sources via wearables and camera tracking means new analysis for broadcasters and other clients. We will soon release the new CricViz impact system, an enhanced measurement of player performance in every format.

DARTFISH

VIDEO PERFORMANCE AND DATA ANALYSIS SOLUTIONS

HEAD OFFICE: Fribourg, Switzerland
EMPOYEES: 11-50
ESTABLISHED: 1999
WEBSITE: dartfish.com
EMAIL: info@dartfish.com
KEY CLIENTS: German Ice Hockey Federation (DEB), French Handball Federation (FFHB), More than 50% of the Ice hockey teams in Scandinavia and Switzerland.
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Computer Vision, Performance Data Analytics

SUMMARY
Dartfish is a Swiss-based company providing video-based solutions to support performance analysis across industries such as sport, education, and healthcare. Dartfish proposes a full end-to-end opened ecosystem starting with the capture of images and data for analysis.

Dartfish then proposes a full range of quantitative and qualitative analysis tools either on Mobile platforms or on PCs. Finally, Dartfish has developed a cloud-based sharing platform for the sharing of video analysis.

WHAT'S EXCITING
We have recently launched a new service allowing clients to maximize ticketing revenues while maintaining distancing rules when stadiums reopen following COVID-19.

Venue Business Intelligence (VBI) has been unveiled as a tool to help stadium and arena management teams achieve maximum efficiency when seating their clients while maintaining the safety distances.

DATAPOWA

SPORTS AI SPONSORSHIP VALUATION & DIGITAL BENCHMARKING

_POWA INDEX

HEAD OFFICE: London, United Kingdom
EMPOYEES: 11-50
ESTABLISHED: 2017
WEBSITE: powaindex.com
EMAIL: hello@powaindex.com
KEY CLIENTS: English Football League, Leicester City FC, Wasps RFU, Dentsu, The Coca-Cola Company
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Fan Analytics, Sponsorship Analytics

SUMMARY
DataPOWA is a business offering specialist marketing and data services to sports rights holders, brands and agencies. In November 2018 it launched AI software POWA index, a measurement of power, AI valuation, prediction and ranking system. POWA index has data from over 3,000 teams, leagues and events from around the globe and provides a transparent view of the market by incorporating traditional media, social, digital and fan platforms.

WHAT'S EXCITING
POWA index is in a constant state of development via enhancements to the rights holder dashboard module. Exciting upcoming developments include being able to view localized data (City/State/Region), more opportunities for users to interrogate the search engine & social media data and even more geographic and demographic data.

ESPORTS CHARTS

ESPORTS AND STREAMING ANALYTICAL AGENCY

ESPORTS CHARTS

HEAD OFFICE: Kyiv, Ukraine
EMPOYEES: 11-50
ESTABLISHED: 2016
WEBSITE: escharts.com
EMAIL: team@escharts.com
KEY CLIENTS: Team Liquid, Fnatic, Astralis Group, G2 Esports, WePlay! Esports
**RELEVANT SPORTS:** Esports
TAGS: Business Intelligence, Computer Vision, Fan Analytics

SUMMARY
Esports Charts is the multi-sense big-data-mining and analytical agency for esports, traditional sports and entertainment and one of the largest public sources of streaming analytics in the world. The agency collects, researches, processes and analyzes data and statistics of live tournaments, real-time in-game events, players/teams performance, and even spectator reactions and emotional contexts.

WHAT'S EXCITING
By understanding local markets, we increase coverage through establishing partnerships and launching new language versions of the website. In 2020, Japanese and Korean and Turkish versions were launched. New products and services are to be launched by the end of this year including Streamers Wiki, strengthening the leading position of Esports Charts.
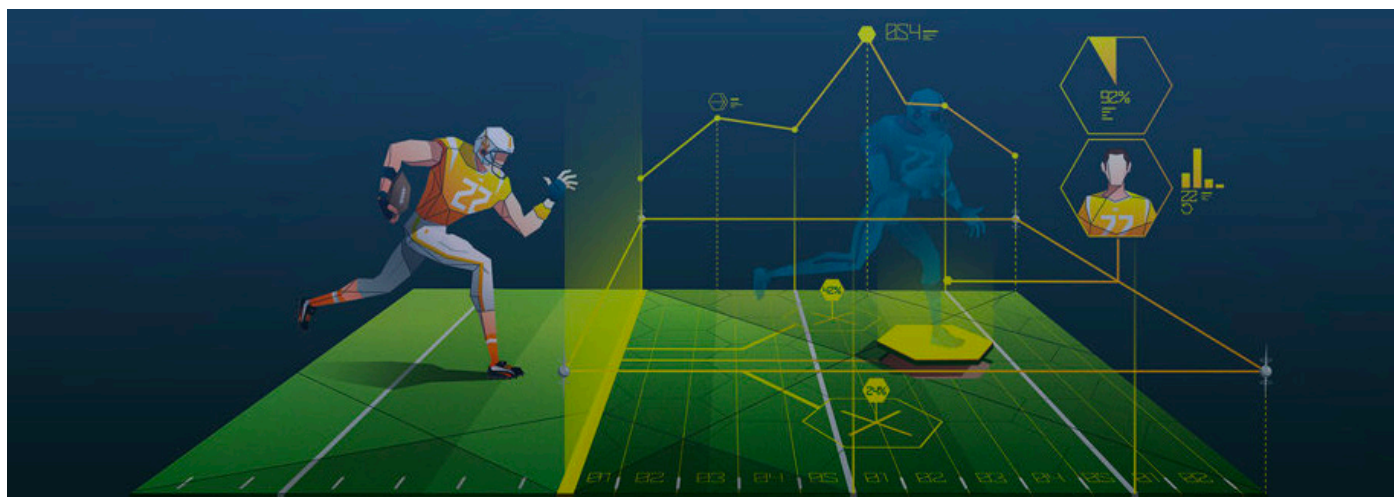
FOXTENN TECHNOLOGIES

WE BRING REVOLUTIONARY ACCURACY AND DATA TECHNOLOGY TO SPORTS MARKETS.

HEAD OFFICE: Barcelona, Spain
EMPOYEES: 11-50
ESTABLISHED: 2012
WEBSITE: foxtenn.com
EMAIL: info@foxtenn.com
KEY CLIENTS: Davis Cup Finals by Rakuten, ATP500 Tokyo, ATP500 Rio Janeiro, WTA Premier 5
RELEVANT SPORTS: Tennis
TAGS: Fan Analytics, Performance Data Analytics, Sports Officiating Tech

SUMMARY
We are a unique, cutting-edge tech company dedicated to high precision sports analysis with leading products patented worldwide. Our mission is to bring revolutionary accuracy to sports markets, providing unprecedented technology for referees, players and tv analysts while thrilling sports fans as never before. We are also experts in thorough data analysis and capture and our technology can be already found all around the world in the professional ATP, WTA and ITF tours.

WHAT'S EXCITING
We are the unique technology approved to use IN/OUT technology in tennis clay tournaments. Clay is a "living" surface and therefore the most demanding one in terms of accuracy. Foxtenn has also developed a data platform for players, coaches and also fans.

HEADCHECK HEALTH

CONCUSSION MANAGEMENT SOFTWARE

HEAD OFFICE: Vancouver, Canada
EMPOYEES: 11-50
ESTABLISHED: 2015
WEBSITE: headcheckhealth.com
EMAIL: info@headcheckhealth.com
KEY CLIENTS: Canadian Football League, Trek Factory Racing, Volleyball Canada, University of British Colombia, Canadian Junior Hockey League
RELEVANT SPORTS: Applicable across all sports
TAGS: AMS (Athlete Management System), Health / Med Tech, Protection / Concussion

SUMMARY
At HeadCheck Health, our goal is simple: we want to improve outcomes for athletes by preventing mismanaged head injuries. Our tools are designed to help all those involved in the identification, management, and care of a suspected concussion. Whether at the amateur or professional level, HeadCheck's end-to-end solutions enable organizations of all types and sizes to execute their current concussion protocols, support athlete recovery, and mitigate risk.

WHAT'S EXCITING
We have recently and successfully onboarded our largest client, one of the top professional sports leagues in North America. We've also launched a new product, HeadCheck Manager, to help everyone in amateur sports follow safety protocols and report injuries.

iON SPORT

CLOUD-BASED COACHING, VIDEO AND DATA FUSION TECHNOLOGIES

HEAD OFFICE: Sydney, Australia
EMPOYEES: 11-50
ESTABLISHED: 2010
WEBSITE: ion-sport.com
EMAIL: info@ion-sport.com
KEY CLIENTS: Sydney Roosters, NSW Waratahs, Marconi Stallions FC, Bucharest United Football Club, FairBreak
RELEVANT SPORTS: Applicable across all sports
TAGS: Grassroots / Youth, Performance Data Analytics, Video Analytics

SUMMARY
iOn Sport delivers sporting technology solutions for both elite-level and pathways to provide actionable insights for coaching, player and sporting development. Products include: iOn Coach, a fully managed service providing video capture, stats coding, cloud-based coaching and collaborative analysis platforms; SportsFocus, a data capture, analysis and sharing platform for training and match facilities; EquiOn - a data fusion and analysis solution for equine training and racetrack facilities.

WHAT'S EXCITING
The transition from high performance analysis for the elite level to providing fully managed services for pathways represents a key pivot in the iOn Sport journey. Our cloud-based coaching platform is ready to go and is built around coaching and player development processes and outcomes. iOn Coach facilitates optimized workflows around coaching, talent development and ID, scouting, coach education and more. The platform also features a VoD and live streaming functionality.

KICKS N STICKS

GAMIFICATION OF SPORTS (SOCCER & FIELD-HOCKEY)

HEAD OFFICE: Oisterwijk, Netherlands
EMPOYEES: 11-50
ESTABLISHED: 2015
WEBSITE: kicksnsticks.eu
EMAIL: bartjan@kicksnsticks.eu
KEY CLIENTS: NAC Breda, HC Oranje Rood, HC Rotterdam, HC Tilburg, Smart Goals
RELEVANT SPORTS: Applicable across all sports
TAGS: Grassroots / Youth, Performance Data Analytics, Wearables / Smart Devices

SUMMARY
To inspire and challenge kids to play more sports with a focus on Soccer and Fieldhockey. Our gamification platform "No stats No Glory" has a connection to several proprietary tools: Kicks N Sticks Smart Ball, The Dashtag, The Smart Eye and Smart Goals. To activate and test our products we also provide camps & Clinics, toddler lessons, training sessions - train the trainer and youth coordination, winter and summer courses. Based in The Netherlands and Belgium.

WHAT'S EXCITING
The Smart Eye is under development. Partnerships with Smart Goals andwith C-sign. Starting in Chicago, USA from September 2020.

LVISION

AI-BASED TECH SUPPORTING SPORTS MEDIA & BETTING INDUSTRIES

HEAD OFFICE: Ashkelon, Israel
EMPOYEES: 11-50
ESTABLISHED: 2018
WEBSITE: lvision.io
EMAIL: sales@lvision.io
KEY CLIENTS: Dafabet, Sportsbet.io, TennisOne
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Computer Vision, OTT

SUMMARY
We collect and generate sports data & digital content to help athletes, sports teams, bookmakers and media services gain an edge over the market. A number of innovative products offer large-scale solutions using our advanced computer vision & artificial intelligence algorithms. Examples include transforming single angled sports video streams to high-quality visualization, analyzing historical data on over 15 sports and producing highly-accurate insights, and creating our own player props markets.

WHAT'S EXCITING
We're developing computer vision and AI technology aimed to break down every action made on a Basketball court, producing high-quality visualization. From a single-angled video, we can identify the players, ball, and their position. We know how much they ran, distance between them, ball passes, shots made. Alongside to the visualization, we produce in-depth analytics, insights, and betting oriented features tailored to customer needs.

MAPLYTIKS

ENABLE RIGHTS HOLDERS AND BRANDS TO MAKE COMMERCIAL SPONSORSHIP DECISIONS

HEAD OFFICE: Chennai, India
EMPOYEES: 11-50
ESTABLISHED: 2017
WEBSITE: maplytiks.com
EMAIL: info@nanoyotta.com
KEY CLIENTS: Turnstile, Cricket Ireland, International Hockey Federation, DHL, Kansas City Chiefs, City Football Group
RELEVANT SPORTS: Applicable across all sports
TAGS: E-Commerce, Marketplace, Ticketing

SUMMARY
Maplytiks is a real-time brand analytics startup that implements proprietary neural networks, advanced Deep Learning and Computer Vision frameworks to enable stakeholders in the sports and entertainment industry to make informed and intelligent commercial sponsorship decisions.

Maplytiks tracks the holistic brand performance across media platforms, providing measurable metrics and deep-data insights to unlock new and optimize existing sponsorship assets.

WHAT'S EXCITING
We're excited by real-time granular analytics, data-science focused on sponsor assets and commercial optimization.

MESHH

SPATIAL ANALYTICS + RESEARCH PRODUCTS FOR LIVE EXPERIENCES

HEAD OFFICE: London, United Kingdom
EMPOYEES: 11-50
ESTABLISHED: 2015
WEBSITE: meshh.com
EMAIL: info@meshh.com
KEY CLIENTS: Formula 1, Live Nation Entertainment, London Marathon, Sportradar, Verizon
RELEVANT SPORTS: Applicable across all sports
TAGS: Business Intelligence, Fan Analytics, Sponsorship Analytics

SUMMARY
Meshh's product suite provides event producers, brands, venues and rights holders tools to develop granular insights around footfall and visitor engagement. Active in the sports, entertainment and exhibition spaces, Meshh's team of research and data analysts provides bespoke analysis to help stakeholders better understand consumer behavior and provide actionable insights for the future.

WHAT'S EXCITING
Fortunate to work with some of the worlds leading sport and entertainment properties as well as brands and agencies, Meshh has broad cross-discipline experience providing insight into live experiences. Currently Meshh is adding additional capacity / threshold monitoring capabilities to its product suite. This tool will allow event staff to monitor patron / staff capacity in key areas throughout an event in real-time using our up-to-the-minute analytics dashboard.

MIRO AI

AI FOR SPORT PHOTOS & VIDEO

HEAD OFFICE: Chicago, United States
EMPOYEES: 11-50
ESTABLISHED: 2017
WEBSITE: miro.io
EMAIL: team@miro.io
KEY CLIENTS: Photoshelter, MYLAPS, Adidas, Gannett, Asics, PLL
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Computer Vision, Video Analytics

SUMMARY
Miro builds one-of-a-kind AI to describe sports photos & video and unlock instant athlete identification, brand recognition & gear using computer vision. Launched in 2017, Miro rose to become #1 in the running/active sports market and has successfully brought much-needed AI innovation to team sports in 2020. More than 800 events around the world have tapped Miro's APIs to deliver instant athlete analysis to their participants & fans. Please see our YouTube channel for more info.

WHAT'S EXCITING
2019 Partnerships:
1. MYLAPS, to deliver athlete & brand insights for elite endurance events.
2. EnMotive/Gannett, to deliver instant participant identification across 500+ active events in USA. 2020
3. Photoshelter, to deliver athlete & brand analysis to a significant segment of professional team sports.

QCUE

DATA DRIVEN PRICING AND TICKETING TECHNOLOGY COMPANY

HEAD OFFICE: Austin, United States
EMPOYEES: 11-50
ESTABLISHED: 2007
WEBSITE: qcue.com
EMAIL: info@qcue.com
KEY CLIENTS: San Francisco Giants, Chicago Cubs, Los Angeles Clippers, St Louis Blues, Atlanta Falcons
RELEVANT SPORTS: Applicable across all sports
TAGS: Business Intelligence, Marketplace, Ticketing

SUMMARY
Qcue's Pricing Modules provide data driven dynamic pricing for all of your daily events into a single intuitive interface for both the primary and marketplace sales channels. Designed to empower our partners to manage pricing and yield management efficiently utilizing automation and fewer staffing resources. The Qcue proprietary algorithms and our partners customized strategies enable teams and organizations to execute pricing and sales strategies while maximizing their opportunity.

WHAT'S EXCITING
Qcue continues to innovate industry changing technologies including the Qchange season ticket application; the ticketing industry's first data-driven and value-based season ticket customization tool. Qchange changes the way season ticket packages are created and allocated using proprietary algorithms and state of the art integrations.

RSPCT BASKETBALL

BASKETBALL SHOT PRECISION TRACKING FOR ALL LEVELS

RSPCT
Basketball Shooting, Perfected

HEAD OFFICE: Tel Aviv, Israel
EMPOYEES: 11-50
ESTABLISHED: 2015
WEBSITE: rspctbasketball.com
EMAIL: info@rspctbasketball.com
KEY CLIENTS: 14 NBA teams
RELEVANT SPORTS: Basketball
TAGS: Grassroots / Youth, Performance Data Analytics, Wearables / Smart Devices

SUMMARY
We're the leading shot tracking solution in the NBA (14 teams) but also to kids' academies and private coaches, improving player's shooting and team decisions. RSPCT tracks shots in high precision - FG% is not a good enough metric and we track the shot's exact hit location, its arc, origin and more in high resolution in real time, without interfering with the game. Since shooting quality is a key in basketball, we also offer tools for fan engagement, betting, officiating and more.

WHAT'S EXCITING
The potential for improvement everywhere is amazing. We've use cases demonstrating the value at each level. The validation and data provided by our NBA leadership are unmatched. The combination of fun, results and connectivity that the system provides will make it a part of every basketball experience, on every basket, everywhere.

SALTED CO.

SMART INSOLE FOR GOLF AND PERSONAL TRAINING SOLUTION

SALTED

HEAD OFFICE: Seoul, South Korea
EMPOYEES: 11-50
ESTABLISHED: 2015
WEBSITE: salted.ltd
EMAIL: cs@salted.ltd
KEY CLIENTS: Golf Academy, Golf Coach, Fitness Coach, Rehabilitaion Hospital
RELEVANT SPORTS: Golf
TAGS: Performance Data Analytics, Video Analytics, Wearables / Smart Devices

SUMMARY
SALTED is an IoT based digital healthcare solution company, aiming to make a healthier life. Embedded foot pressure sensors in insole assess body balance, walking pattern & gait. Then the solution application provides the corrective exercise plan and training solution based on individual body balance data. Our product range includes SALTED Golf (swing optimisation feedback), SALTED Training (form analysis) and SALTED Balance (corrective exercises).

WHAT'S EXCITING
Salted provides digital healthcare solution to help customers find and accept more easily. We are updating our smart insole continuously and developing the app. We have concentrated on the institutions so far but we will create new contents for end users. We will further our existing relationship to golf academies, coaches and distributors. Also, we will make a partnership related to our business activity.

SBG SPORTS SOFTWARE

REAL-TIME INTEGRATED ANALYSIS SOLUTIONS FOR SPORTS

HEAD OFFICE: London, United Kingdom
EMPOYEES: 11-50
ESTABLISHED: 2008
WEBSITE: sbgsportssoftware.com
EMAIL: catherine@sbgsportssoftware.com
KEY CLIENTS: Eintracht Frankfurt, FIA, Leicester City Football Club, Mercedes AMG Petronas Motorsport, Porsche Motorsport
RELEVANT SPORTS: Applicable across all sports
TAGS: Performance Data Analytics, Sports Officiating Tech, Video Analytics

SUMMARY
SBG Sports Software develops award-winning decision support products. From Formula 1 to the Premier League, SBG applications process and synchronize multiple sources for precision prediction, planning, analysis and review. RaceWatch is the flagship solution for strategy, modelling and review; MatchTracker delivers team/player analysis to coaches; Focus provides side-line multi-channel recording, instant replay and tagging for all sports; SBG Hub app specializes in collaborative sharing.

WHAT'S EXCITING
SBG is FIA Exclusive Official Supplier for 'Race Control Systems' providing award-winning RaceWatch solutions, joining the FIA Industry Working Group in leading development of race management and safety technology for circuits worldwide. Continued growth with new operations in North America focusing on MLS, NBA and motorsport.

SCISPORTS

FOOTBALL DATA INTELLIGENCE

HEAD OFFICE: Amersfoort, Netherlands
EMPOYEES: 11-50
ESTABLISHED: 2013
WEBSITE: scisports.com
EMAIL: info@scisports.com
KEY CLIENTS: Royal Dutch Football Association (KNVB), VfL Wolfsburg, Olympique Lyonnais, AFC Ajax, Leeds United
RELEVANT SPORTS: Soccer
TAGS: AI (Artificial Intelligence), Performance Data Analytics

SUMMARY
SciSports is a leading provider of football data intelligence for professional football organisations, football players, media and entertainment. We use data intelligence to understand football with the goal of improving the game on the pitch and enriching the experience of billions of fans around the globe. Therefore we continuously create and develop new tools and metrics.

WHAT'S EXCITING
We support football professionals to stay ahead of the game by providing the leading data intelligence platform that delivers personalized, actionable insights via a multitude of interfaces. We created the eQuality Index algorithm with the Royal Dutch Football Association (KNVB) to enrich Dutch amateur football, support professional football clubs in their player recruitment strategy and helped Memphis Depay in finding a suitable club for the next-step in his career.

SIGHTCORP

AI BASED HUMAN MEASUREMENT TECHNOLOGIES

HEAD OFFICE: Amsterdam, Netherlands
EMPOYEES: 11-50
ESTABLISHED: 2013
WEBSITE: sightcorp.com
EMAIL: info@sightcorp.com
KEY CLIENTS: NEC Displays, Scarabee, Daifuku, Focal Media, Heineken
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Computer Vision, Video Analytics

SUMMARY
Sightcorp is an AI spin-off of the University of Amsterdam, specialized in creating easy-to-use software to analyze & recognize faces in real-time. We use Computer Vision and Deep Learning to provide commercial solutions that give our clients accurate insights. Our Science Centre of Amsterdam HQ is where the team works on the development of our state-of-the-art AI software solutions that are being used all around the globe. Mainly used in Retail, Digital signage/DOOH, Security; access control, loyalty programs

WHAT'S EXCITING
Our solutions can already aggregate information on; demographics, face recognition (1:1, 1:N and Liveness detection) and more! The first week of June 2020 we will release "Face Mask detection" on top of our product line; Deepsight. We have many more affordable COVID Prevention solutions coming up!We are proud partners on Intel and are part of the Intel IoT Alliance and AI builders Members programs.

SIMI

AWARD WINNING MARKERLESS MOTION CAPTURE TECHNOLOGY

HEAD OFFICE: Unterschleissheim, Germany
EMPOYEES: 11-50
ESTABLISHED: 1992
WEBSITE: simishape.com
EMAIL: sales@simi.com
KEY CLIENTS: MLB teams, various universities, P3 in Santa Barbara, Peak Performance Pitching
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Computer Vision, Performance Data Analytics

SUMMARY
SIMI is a technology company with internationally renowned image-based Motion Capture and Analysis Systems. We offer the most unique markerless motion capture technology on the market; Simi Shape silhouette tracking opens up unprecedented opportunities for the world of sports. This unique solution allows biomechanical in-depth analysis of real competition performance with no touchpoint whatsoever to the athlete's body and routine. Simi has been able to equip sport arenas, stadiums and gyms around the world.

WHAT'S EXCITING
To further develop the market Simi is offering cloud solutions. Also we are working on different approaches to include machine learning technology and AI to the world of sports performance analytics. Since 2019 Simi is part of ZF Group. This step allows us to take our technology to the field of autonomous driving..

SKIOO

REVOLUTIONARY POST-PAYMENT SKI PASS

HEAD OFFICE: Lausanne, Switzerland
EMPOYEES: 11-50
ESTABLISHED: 2012
WEBSITE: skioo.com
EMAIL: info@skioo.com
KEY CLIENTS: Davos Klosters, Crans-Montana, Sierra Nevada, Vallnord, Arosa
RELEVANT SPORTS: Snowsports
TAGS: E-Commerce, Ticketing

SUMMARY
Hitting the slopes without queuing at the cash desk, and without buying a ski ticket in advance, at Skioo we want every skiing experience to be as smooth as fresh powder snow. Thanks to the Skioo Pass skiers have instant access to a large network of ski partner resorts in Switzerland and around the world. Moreover, the Skioo App creates a community of snow lovers and offers additional information and other features to fully enjoy the ski experience. Skioo is a Skitude company since 2019.

WHAT'S EXCITING
The network of partner ski resorts will increase globally for ski season 2020/2021 and an exclusive member club will be launched "Skioo Club" to allow more skiing for less money through a cashback system, offer exclusive deals with our partner brands and resorts and premium Skioo app features such as 3D GPs tracks and 3D resort maps.

SKITUDE

DIGITAL SOLUTIONS FOR THE SKI INDUSTRY

HEAD OFFICE: Girona, Spain
EMPOYEES: 11-50
ESTABLISHED: 2012
WEBSITE: skitude.com
EMAIL: hello@skitudeservices.com
KEY CLIENTS: Grandvalira, Madonna Di Campiglio, Ski RCR, Valle Nevado, Elan, Salomon
RELEVANT SPORTS: Snowsports
TAGS: E-Commerce, GPS Tracking, Official Data Provider

SUMMARY
Skitude's mission is to connect skiers and mountain enthusiasts, giving them convenience, safety and fun when they visit any ski resort or mountain destination through a network of full-featured mobile apps and a post-payment ski pass called Skioo.

In addition, Skitude connects resorts and brands to mountain enthusiasts, to enhance user experience and maximize online sales through mobile marketing services.

WHAT'S EXCITING
Skitude is a network of 100+ apps (Skitude + Official ski resort apps) compatible with tracking and gamification via 'Skitude profile', catering to a community of more than 1.8 million skiers. Skioo, a Skitude company since 2019, offers a unique post-payment ski pass that enables direct access to the slopes to 35+ resorts in Europe, without having to stand in line nor to book online in advance - a revolutionary and convenient solution for skiers that helps to increase social distancing.

SPEKTACOM

TRANSFORMING CRICKET THROUGH POWER BAT TECHNOLOGY

HEAD OFFICE: Bangalore, India
EMPOYEES: 11-50
ESTABLISHED: 2019
WEBSITE: spektacom.com
EMAIL: info@spektacom.com
KEY CLIENTS: Star Sports, several IPL teams
RELEVANT SPORTS: Cricket
TAGS: AI (Artificial Intelligence), Performance Data Analytics, Wearables / Smart Devices

SUMMARY
Spektacom's vision is to revolutionize the sporting experience by creating an engaging ecosystem through state-of-the-art smart products and technologies. Our Power Bat technology uses an ultra-lightweight sticker to get real time data on batting performance; including bat speed, impact location, twist, launch angle, and power. The technology brings a new dimension to performance enhancement, to how fans can engage with the game, and how broadcasters can transform their content to make it much more relevant.

WHAT'S EXCITING
Exciting roadmap of products based on sensors/IoT, machine learning, computer vision, and AI- for both the broadcast and consumer markets across multiple sports. Partnerships include: Official Technology Partner - Microsoft, Official Broadcast Partner - Star.

SPORTSKPI

SPORTS ANALYTICS FOR DRIVING PERFORMANCE

HEAD OFFICE: Bangalore, India
EMPOYEES: 11-50
ESTABLISHED: 2015
WEBSITE: sportskpi.com
EMAIL: info@sportskpi.com
KEY CLIENTS: All Indian Football Associations, ProKabaddi Teams, Reliance Academies, Fancode
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Business Intelligence, Grassroots / Youth

SUMMARY
SportsKPI is an organisation which enables sports teams, clubs and federations to drive performance by providing end-to-end solutions by leveraging analytics, tech and knowledge of sports. We provide performance analysis using video and data analysis and build metrics and algorithms. Football and Kabaddi are major sports we are working on and plan to expand to other sports as well. We also offer courses on sports analytics and are helping build the sports analytics community.

WHAT'S EXCITING
Our Sports Data scientist are working on the best models to predict win probabilities and are also developing expected goal model for Indian Super League. We are researching on expansion to other sports and also expanding our business to other countries as well.

STATORIUM

SOCCER DATA

HEAD OFFICE: Minsk, Belarus
EMPOYEES: 11-50
ESTABLISHED: 2019
WEBSITE: statorium.com
EMAIL: sales@beardev.com
KEY CLIENTS: Intikkertje, Bwin Interactive Entertainment AG, FC Dynamo Breste
RELEVANT SPORTS: Soccer
TAGS: AMS (Athlete Management System), Official Data Provider, Performance Data Analytics

SUMMARY
Statorium Football API feeds allows you to build Mobile Apps or create sports news sites with the live supported football data for many public soccer leagues.

WHAT'S EXCITING
We offer deep integration with WordPress or Joomla CMS, JoomSport mobile App that can be delivered as white label solution and predictions gamification software.

STT SYSTEMS

HIGH-END MOTION ANALYSIS SOLUTIONS

⊛STT™

HEAD OFFICE: San Sebastian, Spain
EMPOYEES: 11-50
ESTABLISHED: 1998
WEBSITE: stt-systems.com
EMAIL: info@stt-systems.com
KEY CLIENTS: Adidas, Harbour-UCLA Medical Center, Decathlon, Trek Bikes, BH Bikes
RELEVANT SPORTS: Applicable across all sports
TAGS: Performance Data Analytics, Video Analytics, Wearables / Smart Devices

SUMMARY
STT is a leading company in the development of inertial & optical mocap systems. From our first product, a golf swing analyzer, we started gathering experience in optical motion capture. We would soon learn to integrate various cameras, to calibrate them and to synthesize clean, accurate 3D points based on marker tracking. An efficient pipeline, combined with a careful software design and a constant interaction with the end-users, would allow us to offer innovative products in the field of biomechanics.

WHAT'S EXCITING
STT is working in three type of technologies: Video based motion analysis (2D), comprehensive solutions for 3D motion analysis and flexible IMU configurations for fullbody kinematic analysis.

STUPA SPORTS ANALYTICS

DATA & VIDEO ANALYTICS IN RACKET SPORTS

STUPA
SPORTS ANALYTICS

HEAD OFFICE: Delhi, India
EMPOYEES: 11-50
ESTABLISHED: 2019
WEBSITE: stupaanalytics.com
EMAIL: meghagambhir@stupaanalytics.com
KEY CLIENTS: International Table Tennis Federation, USA Table Tennis, Ultimate Table Tennis, GoSports Foundation, Table Tennis Federation of India
RELEVANT SPORTS: Tennis
**TAGS:** AI (Artificial Intelligence), Performance Data Analytics, Video Analytics

SUMMARY
Stupa is working in data and video analytics for racket sports, starting with Table Tennis. The product is designed to help athletes and coaches to analyze their competitive matches and practice sessions. We offer numerous services; Match Analysis, Practice Analysis, Athlete Profiling, Opponent Analysis, Broadcasting stats and Social Media creative. Table Tennis alone has 300 million players across the world, and we look forward to expanding into the wider racket sport market.

WHAT'S EXCITING
We are working on Artificial intelligence and Machine Learning to bring the analysis to real time. The proof of concept is ready and we are working on making it live by end of September 2020. We have 35 World ranked users (from World Top 100 in multiple categories) Table Tennis players using this application, and have the International Table Tennis Federation, USATT and Ultimate Table Tennis as key clients.
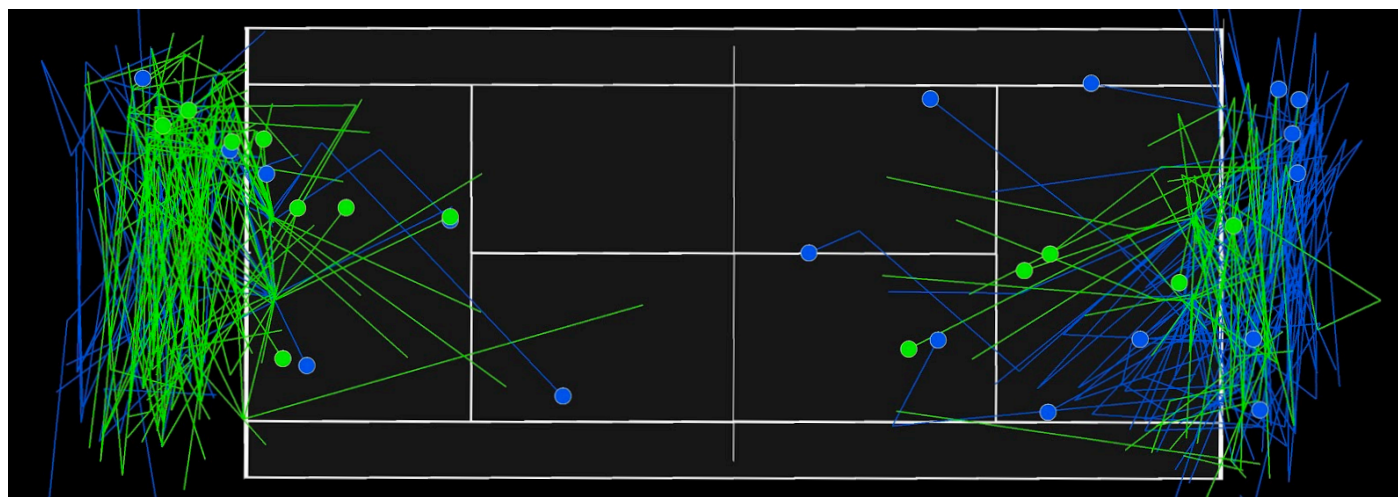
SYNCTHINK

OBJECTIVE BRAIN HEALTH ASSESSMENT AND TREATMENT

HEAD OFFICE: Palo Alto, United States
EMPOYEES: 11-50
ESTABLISHED: 2009
WEBSITE: syncthink.com
EMAIL: Info@syncthink.com
KEY CLIENTS: Premier Lacrosse League, Pac 12 Conference, Atlanta Hawks, Washington Wizards, Massachusetts General Hospital
RELEVANT SPORTS: Applicable across all sports
TAGS: Health / Med Tech, Protection / Concussion, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY
We are a neuro technology startup focused on bringing objective measurement to common neurological and other conditions such as fatigue. We utilize VR with high fidelity eye tracking cameras and emitters to rapidly quantify the brains performance over a series of 60 second assessments. Currently we work with sports, healthcare, and military populations.

WHAT'S EXCITING
We are in process of migrating to a new Augmented Reality platform, paving the way for more robust and specific assessments of brain performance. We have over 1,500 trained users and are closing in 100,000 patient assessments.

TRUFAN

AUDIENCE ANALYTICS FOR BUSINESSES OF ALL SIZES

HEAD OFFICE: Toronto, Canada
EMPOYEES: 11-50
ESTABLISHED: 2018
WEBSITE: trufan.io
EMAIL: info@trufan.io
KEY CLIENTS: NBA, NFL, PUMA, Turner Sports, Bleacher Report
RELEVANT SPORTS: Applicable across all sports
TAGS: Fan Analytics

SUMMARY
Trufan empowers businesses to make smarter marketing decisions using data. Audience analytics platform SocialRank helps businesses identify and segment, reach new audiences, understand what resonates with their target and offers a database of over 2 billion social profiles and 10 million audience reports. The Toronto based company is backed by some of the world's biggest names in the world of sports, media and venture capital and works with brands including Samsung, Netflix, NBA, and NFL.

WHAT'S EXCITING
To help small businesses and athletes during this tough time, Trufan released an offering where any SMB or athlete under 25K followers could get 45 day free access to SocialRank. Trufan is releasing website changes for the Trufan and SocialRank sites, part of these include releasing a free plan that anyone in the world can sign up for. We also rolled out a pricing plan that is conducive for small businesses with transactional plans starting at $24/month.

ACTIVINSIGHTS

LIFESTYLE MEASUREMENTS & BEHAVIOURAL INSIGHTS

HEAD OFFICE: Cambridgeshire, United Kingdom
EMPOYEES: 1-10
ESTABLISHED: 2010
WEBSITE: activinsights.com
EMAIL: info@activinsights.com
KEY CLIENTS: Confidential
RELEVANT SPORTS: Applicable across all sports
TAGS: Health / Med Tech, Performance Data Analytics, Wearables / Smart Devices

SUMMARY
Activinsights is a digital healthcare business. We provide professional insight into lifestyle and behaviour. We measure, manage and analyse behavioural data to build digital wellness services. We have industry-leading capabilities & infrastructure including:
- Specialist wearables
- Privacy-by-design data architecture
- Expertise in study design & data flows
- Deep understanding of real-world systems
- Analysis of objective lifestyle data
- Enhanced data capture through apps
- Flexible & enterprising ways of working

WHAT'S EXCITING
We provide full hardware deployment & bespoke data analysis services for clients. We also develop open-source analysis tools for the academic research community in the statistics environment R with packages on CRAN. We have experience in working with leading sports bodies across the global to enhance professional athletes training, performance & recovery.

ADVANCE PRO BASKETBALL

BASKETBALL FRAMEWORKING & ANALYTICS BASED CONSULTANCY

ADVANCE PRO
BASKETBALL

HEAD OFFICE: Amsterdam, Netherlands
EMPOYEES: 1-10
ESTABLISHED: 2014
WEBSITE: advprobball.com
EMAIL: info@advprobball.com
KEY CLIENTS: Darussafaka BC, Donar Groningen, Landstede Hammers, Den Helder Suns, New York Knicks
RELEVANT SPORTS: Basketball
TAGS: Business Intelligence, Video Analytics, Wearables / Smart Devices

SUMMARY
Advance Pro Basketball established in April 2014 currently is a niche basketball analytics based consultancy that offers a patent pending framework solution to basketball clubs, players as well as federations. Our major solutions lie in a unique scouting and personnel service all the way to our 360 degree solution surrounding how club and league executives can improve their decision making based on smart solution building.

WHAT'S EXCITING
We are in the process of working on new partnerships including major clubs and federations as well as world class basketball players that will be announced towards the end of 2020.

ANALYTICS FOR SPORTS

DIGITAL PLATFORM WITH DATA AND VIDEO ANALYSIS

AFS

HEAD OFFICE: London, United Kingdom
EMPOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: afs.football
EMAIL: Sid@afs.football
KEY CLIENTS: Unique skills coaching,CFC Combine Club, Ironborn FC, Elite Home Team LLC, Kerela Blasters FC Academy
RELEVANT SPORTS: Soccer
TAGS: Grassroots / Youth, Performance Data Analytics, Video Analytics

SUMMARY
Our online platform offers:
- On-field soccer performance analysis
- Data driven ranking system for players and clubs
- Connect with players, coaches, clubs, scouts.
- Play a game any club in the area can find another club for a friendly or competitive game

WHAT'S EXCITING
1. Building partnerships with local football leagues
2. AI in data and video analysis
3. Sales Representatives in different parts of Europe
4. Browser-based performance analysis tool development and enhancement

BETHENEXT

WORKING TO DETECT THE NEXT SPORTS TALENTS

BeTheNext

HEAD OFFICE: Curitiba, Brazil
EMPOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: bethenext.co
EMAIL: contato@bethenext.co
KEY CLIENTS: Samuel Fuchs, Agatha Rippel, Gabriel Anthony, Rosangela Santos, Fernando Rufino
RELEVANT SPORTS: Applicable across all sports
TAGS: Athlete Empowerment / Promotion, News / Content, Social Media

SUMMARY
BeTheNext is a new sporting environment. A platform that provides the 'match' between athletes, sport clubs, sponsors and agents. In other words: the LinkedIn of Sports.

WHAT'S EXCITING
Through our technology, we make it possible for every athlete to have the same opportunity to be discovered; regardless of modality, gender, locality or social class. We are also a solution for clubs and other sports agents to discover and recruit new talents. We are synonymous with democratization, diversity, inclusion and opportunity in sport!

CAMVISION

AUTOMATED VIDEO SYSTEM SPORT LIVE STREAMING AND ANALYSIS

HEAD OFFICE: Brno, Czech Republic
EMPOYEES: 1-10
ESTABLISHED: 2007
WEBSITE: panoris.com
EMAIL: potucek@panoris.com
KEY CLIENTS: Swiss Football League, Austrian Football Bundesliga
RELEVANT SPORTS: Soccer
TAGS: AI (Artificial Intelligence), Computer Vision, Video Analytics

SUMMARY
Intelligent video-capture systems for sporting events and video analysis used by many professional football clubs and leagues around the world.

WHAT'S EXCITING
With Panoris, you don't need a cameraman, our smart software can pan, tilt and zoom automatically. Panoramic video of entire pitch ensures that you will no longer miss a moment on the pitch.

CHRONOJUMP BOSCOSYSTEM

RESEARCH AND DEVELOPMENT OF TECHNOLOGY APPLIED TO PHYSICAL ACTIVITY AND SPORT

HEAD OFFICE: Barcelona, Spain
EMPOYEES: 1-10
ESTABLISHED: 2014
WEBSITE: chronojump.org
EMAIL: sales@chronojump.org
KEY CLIENTS: Elite teams, Universities & Research Centers from around the world
RELEVANT SPORTS: Applicable across all sports
TAGS: Fitness Tech, Performance Data Analytics, Wearables / Smart Devices

SUMMARY
Chronojump Boscosystem is a non-profit organization. The aim of the associaciation is to develop a set of tools to acquire, manage and analyze sport tests. It is a scientific solution used in the laboratory and in the field. We install our technology at sports clubs, universities and health centers and provide generic and customized training courses.

WHAT'S EXCITING
We perform many other activities. We could highlight: Collaborations in scientific research conducted in world and European athletics championchips, Technology presentations for FIFA, Advice and technological training for clubs with a great international reputation.

COACH LOGIC

COLLABORATIVE VIDEO ANALYSIS PLATFORM

HEAD OFFICE: Edinburgh, United Kingdom
EMPOYEES: 1-10
ESTABLISHED: 2012
WEBSITE: coach-logic.com
EMAIL: info@coach-logic.com
KEY CLIENTS: England Rugby, West Ham United Academy, EHF (Euro Hockey), Leicester Tigers Academy, UK Sport
RELEVANT SPORTS: Applicable across all sports
TAGS: Athlete Empowerment / Promotion, Grassroots / Youth, Video Analytics

SUMMARY
Coach Logic is a collaborative video analysis platform, which puts the review process firmly in the hands of the coaches and athletes. An online platform, Coach Logic utilizes video and communication to develop people in sport, with all content being user generated. A multi-sport platform that is widely used in football, rugby union and field hockey in both player and coach development pathways, and is used by the likes of West Ham United and Leicester Tigers Academy, England Rugby Game Development department and Euro Hockey.

WHAT'S EXCITING
We recently released our community offering, The Clubhouse, which is full of amazing learning opportunities provided by world class coaches, players and match officials.

In less than 2 months since inception, 4,500 coaches and organisations are now connected.

CONNEXI PARTNERSHIPS

A GLOBAL DATA DRIVEN SPONSORSHIP MARKETPLACE

CONNEXI ⇄

HEAD OFFICE: London, United Kingdom
EMPOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: connexi.co
EMAIL: Rory@connexi.co
KEY CLIENTS: Formula 1, Diageo, E Extreme, Deloitte, ESL
RELEVANT SPORTS: Applicable across all sports
TAGS: Business Intelligence, Marketplace, Sponsorship Analytics

SUMMARY
Connexi is a data driven sponsorship marketplace that creates more time efficient and commercially relevant partnerships, without removing any of the control. We work with a large number of Brands, Rights Holders and Agencies across the world and have partnered with market experts in both Africa and Asia, as well as being powered by YouGov Sport. We ensure brands are speaking to their customers through assets, and use a range of first party data, real-time social media data and most importantly consumer profiling data to ensure a stronger ROI.

WHAT'S EXCITING
- Automate the YouGov sport data
- Activating our partnerships in Asia and Africa
- Continue to build on our partnership with iSportconnect
- Continue to onboard assets globally to build on our £450m worth of assets on the platform to date

CROWDIQ

QUANTIFYING CROWDS

crowdiQ

HEAD OFFICE: St Louis, United States
EMPOYEES: 1-10
ESTABLISHED: 2010
WEBSITE: fancam.com
EMAIL: info@fancam.com
KEY CLIENTS: Minnesota Vikings, Jacksonville Jaguars, St Louis Cardinals, Atlanta Braves, Toronto Blue Jays
RELEVANT SPORTS: Applicable across all sports
TAGS: Computer Vision, Fan Analytics, Sponsorship Analytics

SUMMARY
We combine gigapixel photography and computer vision to quantify the composition and behavior of crowds. Our clients in the NBA, NFL, MLB and NHL use this data to improve ticket sales, optimize their game day experience, articulate value to sponsors and future-proof their organizations.

WHAT'S EXCITING
By combining gigapixel photography and computer vision, we're able to deliver per section social distancing metrics in real time, including but not limited to: 1) The percentage of fans wearing masks per section 2) Occupancy level per section 3) The average distance between fans per section 4) Clustering metrics and heat maps for every part of the stands.

CYBERFISHING
ISMART FISHING ROD SENSOR

HEAD OFFICE: West Palm Beach, United States
EMPOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: cyberfishing.com
EMAIL: info@cyberfishing.com
KEY CLIENTS: Distributors are in 15+ countries
RELEVANT SPORTS: Fishing
TAGS: GPS Tracking, News / Content, Performance Data Analytics

SUMMARY
Cyberfishing helps anglers find good fishing spots in a single click, choose the right time and lure to increase their chances of catching a trophy fish and proudly share their triumphs with friends or the wider fishing community.

WHAT'S EXCITING
Started in January 2019. Four international awards, including CES Innovation Award Honoree. Cyberfishing transforms from award winning device to a communicational platform for anglers with specific information they need, to a catch analytical tool and a future fishing forecasting instrument and place to storage angling data.

DATA 4 SPORTS
BIG DATA ANALYTICS FOR ELITE SPORT TEAMS

HEAD OFFICE: Paris, France
EMPOYEES: 1-10
ESTABLISHED: 2017
WEBSITE: data4sports.fr
EMAIL: s.coustou@data4sports.fr
KEY CLIENTS: PSG, AS Monaco, Girondins de Bordeaux, FFF, FFR
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Business Intelligence, Performance Data Analytics

SUMMARY
Data 4 Sports is the flexible, automated and easy way for teams to deal with their data.

Enter the world of 1-click analysis ! Data 4 Sports provides clubs with a big data & analytics platform where they can intgrate all the data they want to analyze performance. From from events to tracking data, from content of training sessions to videos, our platform deals with all the club's data to provide them with custom insights and to automate their reporting, just the way they want to see it.

WHAT'S EXCITING
Our emphasis for the next 18 months is the enhancement of our Machine Learning & Artificial Intelligence engine, to help teams get even faster and better insights.

We're also negociating integrations with different data providers (from feeds to AMS) to give our users the ultimate analytics experience, painless.

EVENTCHAIN
BLOCKCHAIN EVENT TICKETING PLATFORM

HEAD OFFICE: Vancouver, Canada
EMPOYEES: 1-10
ESTABLISHED: 2017
WEBSITE: eventchain.io
EMAIL: team@eventchain.io
KEY CLIENTS: Impact Festival, Northern Lights Festival
RELEVANT SPORTS: Applicable across all sports
TAGS: Social Media, Ticketing

SUMMARY
EventChain SmartTickets incorporates the latest technologies to help you secure and manage your ticket inventory to securely ticket your live and online events. We include selling and tracking tools like promo codes, affiliate links and detailed reporting, as well as blockchain secured tickets to prevent counterfeiting and ticket scalping.

WHAT'S EXCITING
With the shift in the event industry EventChain has been focusing on assisting in the registration of online and 3D virtual events, virtual networking events, and Esports tournaments and events. EventChain has integrated cryptocurrency payments for ticket registration, enabling event creators to accept more than 50 cryptocurrencies including Bitcoin for tickets, as well as PayPal and Credit Cards.

FANSIFTER

FAN DATA MANAGEMENT PLATFORM TO INCREASE REVENUES

HEAD OFFICE: Los Angeles, United States
EMPOYEES: 1-10
ESTABLISHED: 2019
WEBSITE: fansifter.com
EMAIL: hello@fansifter.com
KEY CLIENTS: Music industry clients
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Fan Analytics, Marketplace

SUMMARY
FanSifter is a fan data management platform built to help rights-holders in music, entertainment, and sports increase sales of tickets, music, merch, experiences, and sponsorships.

Our mission is to fix the way audience and event data is used by music, entertainment and sports industries, while also creating new revenue streams from the use of this data in brand advertising.

WHAT'S EXCITING
FanSifter users can better connect with fans, capture audience insights, and enhance digital experiences by turning partial identities into complete customer intelligence.

FOOTYSTATS

SOCCER STATS FOR 750+ LEAGUES

HEAD OFFICE: Vancouver, Canada
EMPOYEES: 1-10
ESTABLISHED: 2017
WEBSITE: footystats.org
EMAIL: admin@footystats.org
KEY CLIENTS: Oracle, Daum (Kakao), SFU
RELEVANT SPORTS: Soccer
TAGS: AI (Artificial Intelligence), Official Data Provider, Performance Data Analytics

SUMMARY
FootyStats is the world's most in-depth Football Stats / Soccer Stats platform. Team stats, League stats, and Player stats are covered. Over/Under, Corners, Match H2H, Tables, Results, HT/FT, Goals, Top Scorers, In-Play & more. We cover 750+ soccer competitions across the globe. Our company's data has been featured by Oracle, Daum, London School of Economics, Bristol Post, and more.

WHAT'S EXCITING
FootyStats also provides a JSON API at https://footystats.org/api/.

We also have mobile apps incoming for both iOS and Android, 2021.

GOALIMPACT

FOOTBALL PLAYER RATING AND PROGNOSIS

HEAD OFFICE: Hamburg, Germany
EMPOYEES: 1-10
ESTABLISHED: 2016
WEBSITE: goalimpact.com
EMAIL: info@goalimpact.com
KEY CLIENTS: Shandong Luneng Taishan, VfB Lubeck, Polish 1s league club, US Private Equity Fund, Turkish Scouting Service
RELEVANT SPORTS: Soccer
TAGS: AI (Artificial Intelligence), Business Intelligence, Performance Data Analytics

SUMMARY
Founded in 2016, Goalimpact serves the needs of football clubs, their owners and stakeholders for strategic player management and squad planning. The services comprise of scouting target check, target generation, prognosis of up to three seasons ahead based on players available.

WHAT'S EXCITING
Everything Goalimpact provides is by design a prognosis. So we do not tell you how a player performed in the past, but how we expect him in the future. The algorithm is completely free of typical criteria used by humans and hence can add a lot of value to your decision by providing a truly independent perspective.

KICKOFF.AI
FOOTBALL MATCH PREDICTIONS

HEAD OFFICE: Lausanne, Switzerland
EMPOYEES: 1-10
ESTABLISHED: 2016
WEBSITE: kickoff.ai
EMAIL: info@kickoff.ai
KEY CLIENTS: EPFL
RELEVANT SPORTS: Soccer
TAGS: AI (Artificial Intelligence), Performance Data Analytics

SUMMARY
Kickoff.ai analyzes historical time series of football match outcomes and computes predictions for future encounters. In addition to providing up-to-date predictions for many football leagues, Kickoff.ai also showcases graphical representations of how the skill of teams have changed over time. Behind the scenes, a novel algorithm developed by EPFL's Information and Network Dynamics (INDY) lab is at work.

WHAT'S EXCITING
Our algorithm has proven to be accurate in the long run, and it was able to beat the betting odds on some competitions. But applications go beyond merely generating predictions and engaging sports fans. By combining the model‚Äôs predictions with movements on betting markets, it becomes possible to identify potential cases of match fixing. This could help sport associations fight an ever-growing threat.

KINETISENSE
ATHLETE AND HUMAN MEASUREMENT TECHNOLOGIES

HEAD OFFICE: Alberta, Canada
EMPOYEES: 1-10
ESTABLISHED: 2014
WEBSITE: kinetisense.com
EMAIL: david@kinetisense.com
KEY CLIENTS: Miami Heat, Atlanta Braves
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Computer Vision, Health / Med Tech

SUMMARY
Kinetisense has created a proprietary motion capture engine that has been University validated to be one of the most accurate systems on the market.

WHAT'S EXCITING
Kinetisense 360 adds the power of Artificial Intelligence to the already robust Kinetisense platform.

LABBOLA SPORTS
SPORTS STATISTICS AND DATA MANAGEMENT

HEAD OFFICE: Jakarta, Indonesia
EMPOYEES: 1-10
ESTABLISHED: 2012
WEBSITE: labbola.com
EMAIL: info@labbola.com
KEY CLIENTS: Professional Footballers Association of Indonesia, Lapangbola
RELEVANT SPORTS: Applicable across all sports
TAGS: AMS (Athlete Management System), Official Data Provider, Performance Data Analytics

SUMMARY
Labbola Sports provide services in statistics and data management to support sports development with integrated technology approach. Our data collection and analysis products are based on scientifically proven methods and continuous research in sports science.

WHAT'S EXCITING
We are developing research to utilize players' movement tracking data.

MATH&SPORT

SPORTS BIG DATA BECOMES SMART DATA WITH US

math&sport

HEAD OFFICE: Milano, Italy
EMPOYEES: 1-10
ESTABLISHED: 2017
WEBSITE: mathandsport.com
EMAIL: info@mathandsport.com
KEY CLIENTS: Lega Serie A, CONI - Italian Olympic Commitee, Lega Volley Femminile
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Performance Data Analytics

SUMMARY
Math&Sport's mission is to get the most out of big data in professional sport to improve performance and fan engagement.

Through advanced mathematical models, machine learning and HPC techniques we provide specific insights to all the stakeholders in the sport industry. The team works closely with technical staff members to understand every aspect of the game and then translate this knowledge into lines of code.

WHAT'S EXCITING
Math&Sport's goal for the coming months is to expand in the international market . We will keep bringing disruptive innovations in the stadiums and arenas, also by signing partnerships with important players in the data creation/analysis field, to accelerate the growth process and adoption of our tools. The R&D team will stay focused on the development and improvement of data driven real-time analysis solutions that are at the core of our proposition.

MOODMETRIC

SMART RING MEASURING AUTONOMIC NERVOUS SYSTEM

M MOODMETRIC

HEAD OFFICE: Tampere, Finland
EMPOYEES: 1-10
ESTABLISHED: 2013
WEBSITE: moodmetric.com
EMAIL: info@moodmetric.com
KEY CLIENTS: Helsinki University, Aalto University, Tampere University of Technology, HAMK Edu Research Unit
RELEVANT SPORTS: Applicable across all sports
**TAGS:** Performance Data Analytics, Wearables / Smart Devices

SUMMARY
Moodmetric provides individuals, companies, researchers and healthcare professionals with a metric for measuring stress.Our product helps to recognize the stressors and relaxing factors of life. The Moodmetric app shows laboratory level data in real-time and in a user-friendly format. The Moodmetric smart ring is a user-friendly way to capture electrodermal activity (EDA), which tells about the activation of the sympathetic nervous system. It is valid for field research and well suited for long term and continuous testing.

WHAT'S EXCITING
The aim of Moodmetric Measurement is to make us aware of the issues affecting our well-being and encourage everyone to actively seek ways to prevent the build-up of chronic stress. The Moodmetric smart ring measures stress levels „Äì in motion and at rest , with an accuracy of a laboratory device. We aim to provide Moodmetric Measurement more and more largely to athletes, and research on athlete's performance and mental balance.
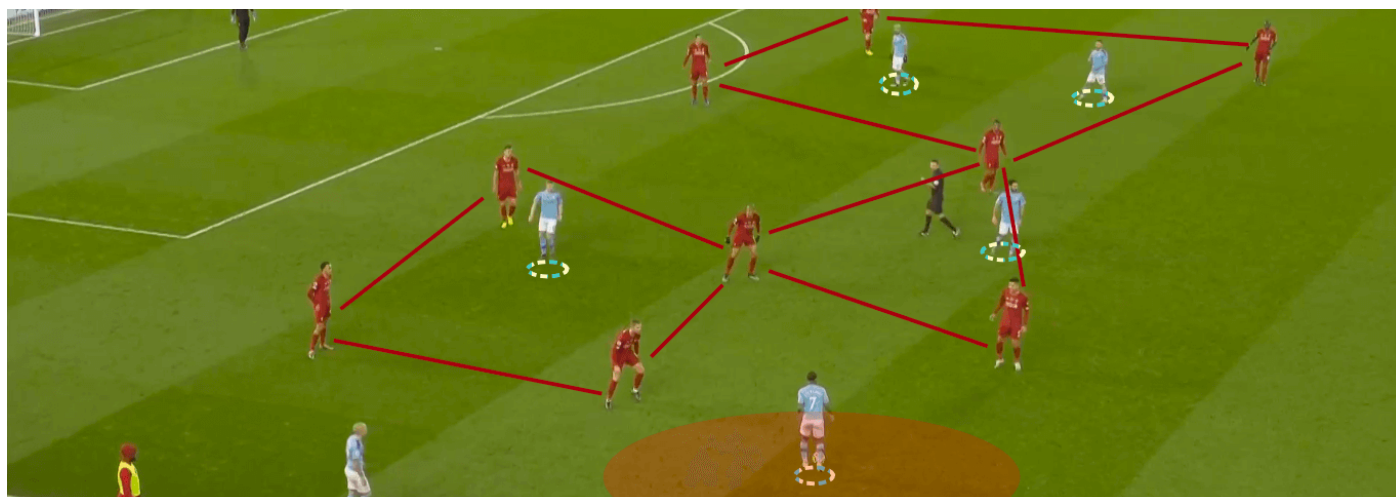
MOTIONMETRIX

MARKERLESS MOTION CAPTURE FOR 3D GAIT ANALYSIS

HEAD OFFICE: Lidingo, Sweden
EMPOYEES: 1-10
ESTABLISHED: 2012
WEBSITE: motionmetrix.se
EMAIL: info@motionmetrix.se
KEY CLIENTS: FC Barcelona, On-running, Charit University Hospital Berlin
RELEVANT SPORTS: Applicable across all sports
TAGS: Computer Vision, Health / Med Tech, Video Analytics

SUMMARY
MotionMetrix develops makerless motion capture and 3D biometric solutions. Our users range from small physio clinics and running retailers to world leading football clubs, shoe manufacturers and research institutes.

WHAT'S EXCITING
We offer custom body tracking, biometric and force sensing solutions.

ONCE FOOTBALL

VIDEO ANALYSIS SOFTWARE WITH BROADCAST QUALITY GRAPHICS

HEAD OFFICE: Zagreb, Croatia
EMPOYEES: 1-10
ESTABLISHED: 2011
WEBSITE: once.de
EMAIL: info@once.de
KEY CLIENTS: Croatian Football Federation (Croatia), Aspire Academy (Qatar), GNK Dinamo Zagreb, Kicker (Germany), Karlsruher SC (Germany)
RELEVANT SPORTS: Applicable across all sports
TAGS: Computer Vision, Performance Data Analytics, Video Analytics

SUMMARY
Once football was founded in 2011 by sports and IT experts and specialized in match analysis and mobile/web app development focused on sports. We have create Once Video Analyser PRO - best software for video analysis with graphics like on television. And affordable also, from 9,99 EUR a month.

WHAT'S EXCITING
We want to provide video analysis with amazing graphics to everyone, not only elite clubs and coaches. Video analysis is essential for providing feedback and for player development and it needs to be used on every level.

ORYX MOVEMENT SOLUTIONS

AI-POWERED CLOUD BASED MOVEMENT ANALYSIS

HEAD OFFICE: Bunnik, Netherlands
EMPOYEES: 1-10
ESTABLISHED: 2015
WEBSITE: oryxmovementsolutions.com
EMAIL: marjolein@oryxmovementsolutions.nl
KEY CLIENTS: UltimateInstability, Running Solutions
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Health / Med Tech, Performance Data Analytics

SUMMARY
Understanding and improving the behavior of a unique machine like the human body requires a novel and unique approach. This is what ORYX has accomplished with ORYX GO: an affordable ai-powered sensor based movement analysis system which converts hard to understand data into meaningful information for use in daily routine. Being trainers ourselves, we understand the importance understanding your data and knowing how to use it. Our concept has proven its effectiveness over thousands of cases, from top level sports to prevent frail elderly of falling.

WHAT'S EXCITING
ORYX will launch its gamechanger ORYX GO in the summer of 2020.

PACE INSIGHTS

MAKE BETTER DECISIONS USING DATA | ANALYTICS CONSULTANCY

HEAD OFFICE: Leamington Spa, United Kingdom
EMPOYEES: 1-10
ESTABLISHED: 2010
WEBSITE: paceinsights.com
EMAIL: info@paceinsights.com
KEY CLIENTS: INEOS, UK Sport, EIS, VIS, BEF
RELEVANT SPORTS: Applicable across all sports
TAGS: Business Intelligence, Performance Data Analytics

SUMMARY
Working with Olympic and Professional sports organisations, Pace Insights builds bespoke tools to help Performance Directors, Coaches and Sports Science practitioners make better decisions using their data.

From a background in Motorsports Engineering, we deliver Business Intelligence solutions for Sports Teams, NGB's and National Sports Agencies.

WHAT'S EXCITING
When you are trying to make history, you need great partners. Samir at Pace Insights repeatedly delivered for our team. He developed the optimal running path, saving Kipchoge over 8 seconds." Robby Ketchall, Performance Lead, INEOS 1:59 Challenge

"Samir and Pace Insights were recommended as experts in data management … We happily recommend Pace Insights." Dave Crosbee, Performance Director, VIS Australia.

POINTONEFOUR.COM

INNOVATIVE ANALYTICS AND INSIGHTS FOR IMPROVED DECISION-MAKING

HEAD OFFICE: London, United Kingdom
EMPOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: pointOneFour.com
EMAIL: info@pointOneFour.com
KEY CLIENTS: FROG.AI, RedZone Sports, Argyll Entertainment, The Cricketer Magazine, Cricket Archive
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Business Intelligence

SUMMARY
We provide bespoke software solutions to solve data analytics challenges for professional and amateur sports organisations and in the sports betting industry. The platforms are designed to highlight key insights within a third-party's data. To date, we have worked with companies associated with professional sports teams and franchises (cricket), companies in emerging sports (action sports), and companies involved with sports betting.

WHAT'S EXCITING
We are in discussions with a number of potential new partners to take the SEER Analytics platform into new markets and jurisdictions, across Europe and into America. On top of the data analytics side of the business, we have also built a unique Natural Language Generation platform that uses the latest machine learning techniques to transform raw data into quality content for end-users.

PROGRESSIVE SPORTS TECHNOLOGIES

SPORTS INNOVATION, RESEARCH, DESIGN & VALIDATION CONSULTANCY

HEAD OFFICE: Loughborough, United Kingdom
EMPOYEES: 1-10
ESTABLISHED: 2001
WEBSITE: progressivesports.co.uk
EMAIL: info@progressivesports.co.uk
KEY CLIENTS: Lululemon, Puma, Asics, Gymshark, Speedo
RELEVANT SPORTS: Applicable across all sports
TAGS: Fitness Tech, Wearables / Smart Devices

SUMMARY
Progressive operates from space in the Advanced Technology Innovation Centre at Loughborough University. Maintaining a small but highly skilled research and development team, we are primed to support your unique project requirements.

Founded in 2001, by Ross Weir and Professor Mike Caine as a commercial B2B consultancy, the team provide validation, research and development support to the international sporting goods market and its related industries

WHAT'S EXCITING
The company has enjoyed working with many of the world's best R&D teams within industry leading brands. With such partners Progressive bolts-on seamlessly to their established in-house teams, as for smaller partners Progressive can be a complete R&D team on tap.

RACKETPAL
THE RACKET SPORTS MATCHMAKING APP

HEAD OFFICE: London, United Kingdom
EMPOYEES: 1-10
ESTABLISHED: 2019
WEBSITE: racketpal.co.uk
EMAIL: hello@racketpal.co.uk
KEY CLIENTS: Confidential
RELEVANT SPORTS: Applicable across all sports
TAGS: Fitness Tech, Marketplace

SUMMARY
RacketPal helps people find racket sports player based on their level, location and availability. The app currently serves the following sports: Tennis, Badminton, Table Tennis, Squash and Padel. The huge potential of the project became clear the moment we reached 5,000 registered users in London only a few months after launch in June 2019, while working at it for 8 months part-time and building the app from scratch. Capturing first the London market and then expanding to the whole of UK is our initial plan before starting to expand internationally.

WHAT'S EXCITING
As we are a B2C product focusing on user engagement has been and will continue to be key to our business. This will be achieved by gamifying the user experience through features such as rankings, badges, groups and leagues. Our vision of becoming The World's Sports Matchmaking Platform can only be achieved through hard work on the development and roadmap implementation side.

REAL METRIC ANALYTICS
TAILORED DATA ANALYTICS SOLUTIONS AND REPORTING PRODUCTS FOR SCOUTING & PER-

HEAD OFFICE: London, United Kingdom
EMPOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: realmetric.co.uk
EMAIL: can.erdogan@realmetric.co.uk
KEY CLIENTS: Google, Borussia Dortmund, Crystal Palace, Sao Paulo FC, Fenerbahce SK
RELEVANT SPORTS: Soccer
TAGS: AI (Artificial Intelligence), Business Intelligence, Performance Data Analytics

SUMMARY
We help Football Clubs with data-driven solutions and products through our fully interactive and customizable reporting platform. Our solution is perfectly engineered with a solid data infrastructure and dynamic features in order to answer the immediate analysis needs, helping Analysts and Coaches with actionable insights. With its potential to be the core reporting system, our clients benefit from event data easy to understand, enriched with data from several sources, meaningful recalculated metrics and advanced algorithms.

WHAT'S EXCITING
Achieving to partner with companies like Google on large-scale data analytics projects in various industries within 2 years of our establishment, our biggest focus is now Football. We confidently claim that our Match Rating Model, our solution's most exciting aspect, is the most sophisticated performance and playing style assessment algorithm in the industry. Taking into consideration 250+ metrics, the model measures everything happening on the pitch.

REFLIVE
REFEREE MANAGEMENT SYSTEM

HEAD OFFICE: Melbourne, Australia
EMPOYEES: 1-10
ESTABLISHED: 2016
WEBSITE: reflive.com
EMAIL: support@reflive.com
KEY CLIENTS: Football Victoria, Nottinghamshire FA, New Zealand Football, AFL, Rugby Australia
RELEVANT SPORTS: Applicable across all sports
TAGS: Grassroots / Youth, Performance Data Analytics, Sports Officiating Tech

SUMMARY
RefLIVE is the cloud based Referee Management System to improve retention, reduce abuse and develop Referees.

Over 50,000 Referees in over 120 countries rely on RefLIVE to manage their match day. Leagues around the world, in a range of sports, depend on RefLIVE to provide accurate insights regarding the well-being of their Referees, the behaviour of teams and the performance of Referees.

WHAT'S EXCITING
RefLIVE now works with some of the best sports organisations in the world to transform the experience for sports officials. We are currently expanding into the UK and North American markets, utilising the demand for RefLIVE in new sports. The RefLIVE team is currently developing automation opportunities for large leagues and associations to understand the culture of the teams in their leagues and make decisions to improve the environment at every match.

ROUTE ANALYTICS

AI POWERED END-TO-END PLATFORM FOR COLLEGE FOOTBALL RECRUITING

HEAD OFFICE: Ashburn, United States
EMPOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: myroute.xyz
EMAIL: info@myroute.xyz
KEY CLIENTS: 5k+ athletes, 300+ high school coaches, 200+ college recruiters
RELEVANT SPORTS: American Football
TAGS: AI (Artificial Intelligence), Computer Vision, Performance Data Analytics

SUMMARY
ROUTE Analytics provides AI powered, real-time college football recruiting via a scalable end-to-end mobile app platform. We change the landscape of college football recruiting by helping athletes make better decisions about where to play. The ROUTE College Football Recruit app delivers predictive analytics through data science and machine learning.

WHAT'S EXCITING
ROUTE has subscribers across all 50 states and Canada, a CMGR of 30%, 96% activation rate, and 63% stickiness. We are the fastest growing and only true data science company focused on the consumer athletic recruiting market. Think of us as the biotic factor in the ecosystem, solving a complex, big data problem. Patent Pending method and approach to data modeling, machine learning, and predictive outcomes for college football recruiting. v4.0 Released March 2020.
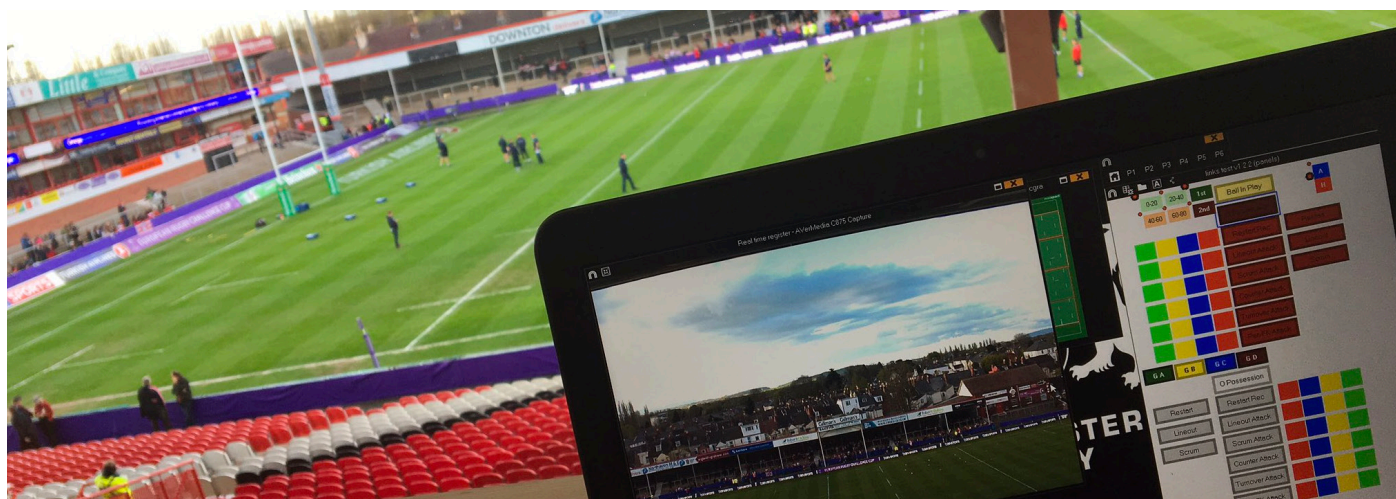
SPORTANALYTIK

DATA CAPTURE AND ANALYSIS

HEAD OFFICE: Prague, Czech Republic
EMPOYEES: 1-10
ESTABLISHED: 2014
WEBSITE: sportanalytik-global.com
EMAIL: brtna@sportanalytik-global.com
KEY CLIENTS: Czech Olympic Committee, President of Czech Kinantropology Association Charles University, School sports federation of Saudi Arabia
RELEVANT SPORTS: Applicable across all sports
TAGS: Fan Analytics, Performance Data Analytics

SUMMARY
Worldwide program HELPING CHILDREN to discover their physical strengths and fall IN LOVE with SPORT through big data. SportAnalytik does not want to accept contemporary negative trends related to decreasing frequency of sport activities of children. Trying to fight this problem, we, in cooperation with the Charles University in Prague, developed a methodology which not only entertains kids, but also helps them and their parents through a sophisticated analysis to find the best way to do sports.

WHAT'S EXCITING
SportAnalytik has become a global organization working in more than 15 countries (e.g. Australia, New Zealand, South Africa, Germany), where already recommended sports more than 500 000 children the right sport to do. Cooperate with Czech Olympic Committee on project which testing physical abilities of children at the schools.

SPORTSCIENTIA

DYNAMIC STRESS LOAD MEASUREMENT FROM AN INSOLE

HEAD OFFICE: Singapore, Singapore
EMPOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: sportscientia.com
EMAIL: connect@sportscientia.com
KEY CLIENTS: Red Bull
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Performance Data Analytics, Wearables / Smart Devices

SUMMARY
A HYPE Foundation top 50 global sports data innovation company, that brings to the world of sports an instrumented technology insole with a unique and fresh approach to measuring an athletes dynamic stress load. The data can be analysed in real-time on the field or through remote monitoring. The information will assess an athletes; metabolic power, fatigue index and dynamic stress load at foot level.

WHAT'S EXCITING
At SportScientia our focus is on building the future not fixing existing problems. The future scalability of our technology is based around an artificial intelligent neural instrument, a network of interconnected layers of algorithms, that will feed and learn from the data it captures. It will change the entire dynamics of how data is read, understood and shared.

SPORTSCUBE

SPORTS SPONSORSHIP MARKETPLACE

HEAD OFFICE: Brisbane, Australia
EMPOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: sportscube.io
EMAIL: info@sportscube.com.au
KEY CLIENTS: CBRE, University of the Sunshine Coast, AFL Queensland, Clubs Queensland, Red Bull
RELEVANT SPORTS: Applicable across all sports
TAGS: Grassroots / Youth, Marketplace, Sponsorship Analytics

SUMMARY
SportsCube is a two-sided marketplace for rights holders and sponsors that helps save valuable time and money by streamlining their sponsorship processes.

From initial prospecting, to negotiation, to management, sponsorship can be an enormous and laborious activity. On SportsCube, rights holders simply list, sell and manage their assets, while sponsors prospect, customize and purchase.

WHAT'S EXCITING
After the COVID-19 devastation to sport in Australia, SportsCube is excited to be adopting great Australian brands and rights holders into our sponsorship ecosystem. The resurgence of sport will provide many new sponsorship listings on the marketplace which presents a great opportunity for brands to secure meaningful partnerships. We will be releasing a new activation software that provides tools to develop creative activations based on several key elements.

STRAFFR

CONNECTED PORTABLE FITNESS DEVICE

HEAD OFFICE: Kassel, Germany
EMPOYEES: 1-10
ESTABLISHED: 2019
WEBSITE: straffr.comm
EMAIL: hello@straffr.com
KEY CLIENTS: DGI
RELEVANT SPORTS: Applicable across all sports
TAGS: Fitness Tech, Health / Med Tech, Performance Data Analytics

SUMMARY
STRAFFRs' patent-pending technology, featuring unique expandable sensors, makes working out smarter and simpler than ever before. Unlike traditional resistance bands, STRAFFR provides live-action feedback and exercise guidance, making sure every work-out counts. The training plans are adapted to the actual fitness level of the user, so there is a truly personalized experience. The STRAFFR App offers over 50 exercises designed by personal trainers and physiotherapists.

WHAT'S EXCITING
After a successful Kickstarter pre-order campaign in the beginning of this year, STRAFFR will be introduced on the market in August 2020. The team will now implement more and more training plans from physiotherapists and personal trainers and is currently scaling up the production of the resistance bands. An additional funding round will be closed this year to prepare for further growth.

TENNIS COMMANDER

PERFORMANCE MONITORING OF ALL LEVELS TENNIS PLAYERS

HEAD OFFICE: Pisa, Italy
EMPOYEES: 1-10
ESTABLISHED: 2017
WEBSITE: tenniscommander.com
EMAIL: info@tenniscommander.com
KEY CLIENTS: WyLab, FIT (Italian Tennis Federation), TPRA (amateur circuit of FIT)
RELEVANT SPORTS: Tennis
TAGS: AI (Artificial Intelligence), Computer Vision, Performance Data Analytics

SUMMARY
Tennis Commander has been established in 2017, and since then is also a spin-off of the university of Pisa. Its main goal is to democratize the analysis of data in sport, starting from tennis. In other words, we want to bring to everyone the analysis of matches that is typically accessible only to professional players.

TENNIS COMMANDER
A watch over your game

WHAT'S EXCITING
We almost completed the development of a version of our solution that relies only on the use of the smartphone to collect data (thus avoiding the use of a smartwatch): less hardware is usually better! Also, we are developing a solution that is tailored to a more and more popular sport quite similar to tennis: Paddle.

TOTAL PERFORMANCE DATA

DELIVERING LIVE IN RUNNING HORSERACING DATA

HEAD OFFICE: London, United Kingdom
EMPOYEES: 1-10
ESTABLISHED: 2013
WEBSITE: totalperformancedata.com
EMAIL: info@totalperformancedata.com
KEY CLIENTS: Sky Sports Racing, Equibase Company, Arena Racing Company
RELEVANT SPORTS: Equestrian
TAGS: GPS Tracking, Performance Data Analytics, Wearables / Smart Devices

SUMMARY
Live. Worldwide. Total Performance Data provides live streaming of horseracing data, direct from the horse.

TPD TOTAL PERFORMANCE DATA

WHAT'S EXCITING
Sectional times, speed, stride and distance for every horse, every second of every race. Broadcasters, bookmakers, in running traders, owners, trainers and racecourses all subscribe to information that has never before been available at this scale.

WETENNIS

A SOCIAL NETWORK FOR TENNIS PLAYERS

HEAD OFFICE: Leeds, United Kingdom
EMPOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: wetennis.app
EMAIL: cameron@wetennis.app
KEY CLIENTS: Confidential
RELEVANT SPORTS: Tennis
TAGS: Grassroots / Youth, Marketplace, Social Media

SUMMARY
WeTennis is a startup based in the UK wanting to give people the best tennis experience possible. Its goal is to help more people, play more tennis, more often and believes the best way to do this is through community. Therefore WeTennis provides a mobile app that helps create an engaged local community of passionate tennis players worldwide.

WeTennis

WHAT'S EXCITING
Having successfully built and tested a beta app in Summer 2019, the next step for WeTennis is to launch an online directory of tennis players in 2020! The company is focusing within the UK first and is working with local city councils, club managers and universities to encourage tennis players to join the directory and become discoverable to others with the aim of encouraging participation.

WHIP

ATHLETE AND HUMAN MEASUREMENT TECHNOLOGIES

HEAD OFFICE: Perugia, Italy
EMPOYEES: 1-10
ESTABLISHED: 2016
WEBSITE: whip.live
EMAIL: hello@whip.live
KEY CLIENTS: Husqvarna, KTM, Cellularline
RELEVANT SPORTS: Applicable across all sports
TAGS: GPS Tracking, Performance Data Analytics, Social Media

SUMMARY
We are an Italian Sport-tech company founded in 2016. We wanted to bring high-end technology to amateur and professionals of the outdoor sports world. After two years of development and beta testing, we came up with a new tracking technology.

We created and patented a data fusion algorithm that can gather high level metrics for action sports, using the data points retrieved from consumers' device sensors.

WHAT'S EXCITING
With WHIP LIVE we have created a global community for runners, cyclists and motorcyclists who use our technology to support,improve and connect their everyday sports experiences.WHIP LIVE analyzes from 4 to 20 times more data points than a common tracking app. We delivered a leading platform for the running, cycling and riding community to track their performance and share it, navigate, plan routes and increase safety.

WYLDATA

ACTION SPORTS PERFORMANCE DATA ANALYTICS

HEAD OFFICE: St. Julian's, Malta
EMPOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: wyldata.com
EMAIL: info@wyldata.com
KEY CLIENTS: World Skate, FMBA (Freeride Mountainbike Association)
RELEVANT SPORTS: Extreme Sports
TAGS: AI (Artificial Intelligence), Official Data Provider, Performance Data Analytics

SUMMARY
In a nutshell, Wyldata collects, standardises, analyses, treats and then licenses Action Sports performance data.

Wyldata is the first to offer an array of data-driven products and services, including Database Management System with custom Dashboards, APIs, Widgets, iFrames, and is planning to roll out predictive analytics and odds built with machine learning models for advertising, betting and gaming markets in 2021.

WHAT'S EXCITING
Wyldata recently signed Olympic skateboarding federation World Skate as a long term partner providing a variety of data driven products.

ZENUS

FACIAL RECOGNITION AND FACIAL ANALYTICS

HEAD OFFICE: Austin, United States
EMPOYEES: 1-10
ESTABLISHED: 2015
WEBSITE: zenus-biometrics.com
EMAIL: info@zenus-biometrics.com
KEY CLIENTS: AMEX GBT, PwC, Keller Williams, Sports Systems, Singularity University
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Computer Vision, Video Analytics

SUMMARY
Our proprietary software detects and analyzes hundreds of faces with a single camera. Some of the analytics provided include headcount, age group, sex, sentiment, and dwell time.

In addition, we have developed one of the world's fastest and most accurate face recognition system. It offers a touch-less identification mechanism to speed up the entry of fans into the stadium and restrict access to private areas.

WHAT'S EXCITING
Before the COVID-19 pandemic we had reached agreements for pilots and deployments with some of the world's largest venues and organizations. What drove this excitement and traction was our edge device which processes video on the edge.

One device can cover up to 6,000 square feet and detect up to 1,000 faces simultaneously.

sportstechworldseries.com

STWS SPORTS TECH WORLD SERIES