

**2024
REPORT**

SPORTS & ENTERTAINMENT STARTUPS TO FOLLOW IN 2024

INTRODUCTION

Building on the success of our very first edition in January 2023, it is with great enthusiasm that we present the second edition of our **Sports Tech Startup Report**. For the past four years, our dedication to catalysing change within the sports industry has driven us to support some high-potential startups in their development. Drawing on our expertise in digital transformation, new technologies, and agile processes, we have collaborated with sports organisations to propel them into a future defined by efficient collaborations with the most promising solutions in our industry.

In our initial report, we started by recognising the challenges faced by sports organisations in navigating the ever-expanding landscape of new technologies, trends, and new value propositions. Indeed, the complexities of staying informed, making informed decisions amidst competing priorities, and ensuring the longevity of chosen technology stacks weighed heavily on industry leaders.

The amount of positive feedback from our first report was not just a testament to our efforts but also a testament to the industry's hunger for a comprehensive and accessible resource. Fueling our passion and commitment, we embark on this second edition, introducing a new cohort of startups set to continue the journey we initiated. This second edition is a continuation of a collective effort to drive innovation in the sports tech sphere. In addition to the 40 new startups of this edition, we have also seamlessly integrated the success stories and progress updates of the first edition's featured startups. This not only offers a glimpse into their evolution but also reinforces the enduring impact of our mission.

We extend our appreciation to all the startups that have applied, making this ongoing initiative possible. The Sports Tech Startup Report, second edition, is an affirmation of our commitment to fostering innovation, showcasing the evolution of the industry, and sustaining the collaborative spirit that propels us forward. Together, let's build on the foundation we laid in the first edition, shaping a future where technology and sports seamlessly converge.

WHAT TO EXPECT?

See this as a door opener!

- **You are a start-up**

make sure you are identified by industry professionals and get the opportunity to benchmark your market space. Access different trends, potential future partners and competitors to better leverage joint opportunities and long-term success.

- **You're a sport organisation**

identify how the ecosystem is evolving, learn about current and upcoming trends while accessing concrete solutions to answer your business needs today. And if you want to go a step further, do not hesitate to reach out to any start-up to try it out...Proof of Concepts and trials are not that complex in the end and can drive enormous value for your organisation and your projects!

- **You're an investor**

Consider this report as a strategic compass in the ever-evolving landscape of sports tech investments. This document can provide you with a comprehensive overview of emerging startups, industry trends, and potential investment opportunities. While it can serve as a valuable resource to help you identify promising ventures and benchmark their positions in the market, there is no better alternative than sharing and discussing directly with us our deal flow and due diligence process. Please feel free to reach out!

And..., for other readers, as Alistair Cooke said, curiosity is free-wheeling intelligence.

REPORT STRUCTURE

In our rapidly-evolving sports industry, startups and new technologies play a key role in driving innovation and business growth. And this will only continue to grow in the years to come, becoming a central and vital component. They offer various services and tools to help sports organisations succeed on and off the field, in every area of the game.

This report has compiled a list of 50+ promising startups in the sports industry, covering many different business, operational and performance areas. Our methodology has been to divide all of these solutions into 2 main categories: **off-the-pitch** and **on-the-pitch** products.

Off-the-pitch products are those making a direct impact on the non-sporting side of the organisation, and so which focus on the business and organisation side of sports, such as marketing, sponsoring, merchandising, ticketing, etc.

[LET'S GO](#)

On-the-pitch products are those making a direct impact on the sporting side of the organisation (individually and collectively as a team), and so which focus on performance, including training, injury prevention, fitness apps and wearables that track athlete performance and health.

[LET'S GO](#)

By providing a comprehensive overview of the startups in these two categories, we hope to help you easily identify and consider the product and solutions that are most relevant to your needs and goals.

Last but not least, the report is **fully clickable**.

On each of the startup pages, you will have the possibility to go directly to the startup website by clicking on the logo. Also and starting from here, You will be able to come back to this page by clicking on « Back to Report Structure » and to the two main startups pages by clicking on « Back to Startups Page ». Both navigation buttons will be in the footer of the pages.

SPORTS MARKET DYNAMICS

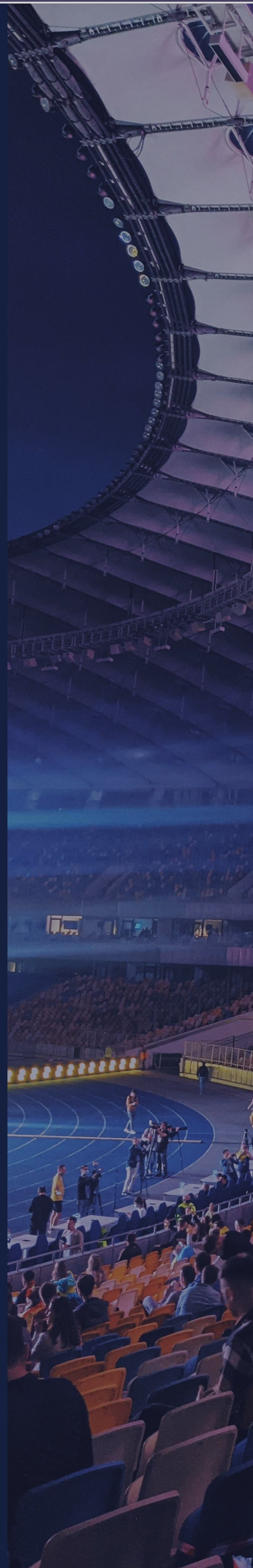
Navigating Sports Tech Investment Shift

After a whirlwind of 2–3 dynamic years in the sports tech investment landscape, we find ourselves navigating a new terrain characterised by more conservative funding levels. The exuberance that marked the previous years has settled, and it's not without reason. The market experienced a notable bubble, compounded by shifts in economic dynamics such as inflation and higher interest rates, leading to a recalibration of investment norms.

In this post-bubble era, startups are grappling with a stark reality—raising capital has become significantly more challenging. The altered market conditions have induced a sense of caution among investors, prompting a retreat to prioritise existing portfolios and conserve cash reserves. This strategic shift reflects a collective effort to safeguard prior investments rather than actively seeking new opportunities.

What was once a fervent pursuit of new and groundbreaking ventures has now transformed into a more risk-averse landscape. Many funds and investors, once eager to take the lead in deals, have assumed the role of cautious followers. This shift is not merely a change in strategy, but a response to the prevailing market dynamics, where diminished liquidity and restricted access to debt have reshaped the investment landscape.

Survival in this evolving environment demands resilience and adaptability from startups. The ability to secure funding has become a litmus test for viability, underscoring the importance of sustainable business models and strategic financial planning. As we navigate these nuanced shifts, our commitment to supporting sports tech startups remains unwavering. In this recalibrated investment landscape, we see an opportunity for startups to not only weather the storm but to emerge stronger, armed with innovation and strategic resilience.



SPORTS MARKET DYNAMICS

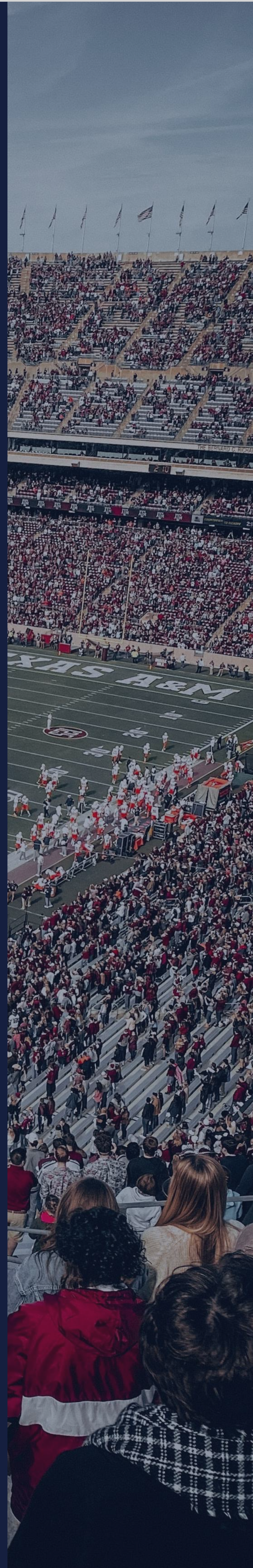
Adapting Dynamics for Sustainable Growth

Sport, undeniably, remains a robust and compelling asset, offering a high return on investment and a remarkable yield. The allure of the sporting world, however, is not immune to the winds of change. Adaptation has become the watchword for sports organisations as they grapple with challenges that, if left unaddressed, may intensify.

Media rights, once a revenue juggernaut, find themselves at a crossroads, confronting stagnation in the face of evolving consumer behaviours. The landscape has shifted from a singular focus on revenue and customer acquisition to a more nuanced consideration of costs and profitability, probing the bottom line of the profit and loss statement. As sponsors and partners demand ever-stronger returns on investment, the game is changing. The metrics of success are no longer solely measured by the roaring crowd in stadiums or in platforms but by insights offering unparalleled views into conversion, retention, and profitability.

In response to these seismic shifts, sports organisations are not merely weathering the storm; they're welcoming funds that bring both cash and a commitment to professionalising their prized products and assets. This infusion of capital is more than financial support; it's a lifeline for a sector navigating uncharted waters.

Moreover, the sports landscape is evolving, witnessing the emergence of new sports with innovative structures designed to maximise ecological considerations. From the rise of organisations like PTO to the growing popularity of Padel, the impact of these shifts is palpable. Sports, as a domain, is not just adapting; it is transforming. It's a testament to the resilience of the industry, where strategic investments and innovative structures are redefining the game, ensuring that the spirit of competition not only endures but flourishes in the face of change.



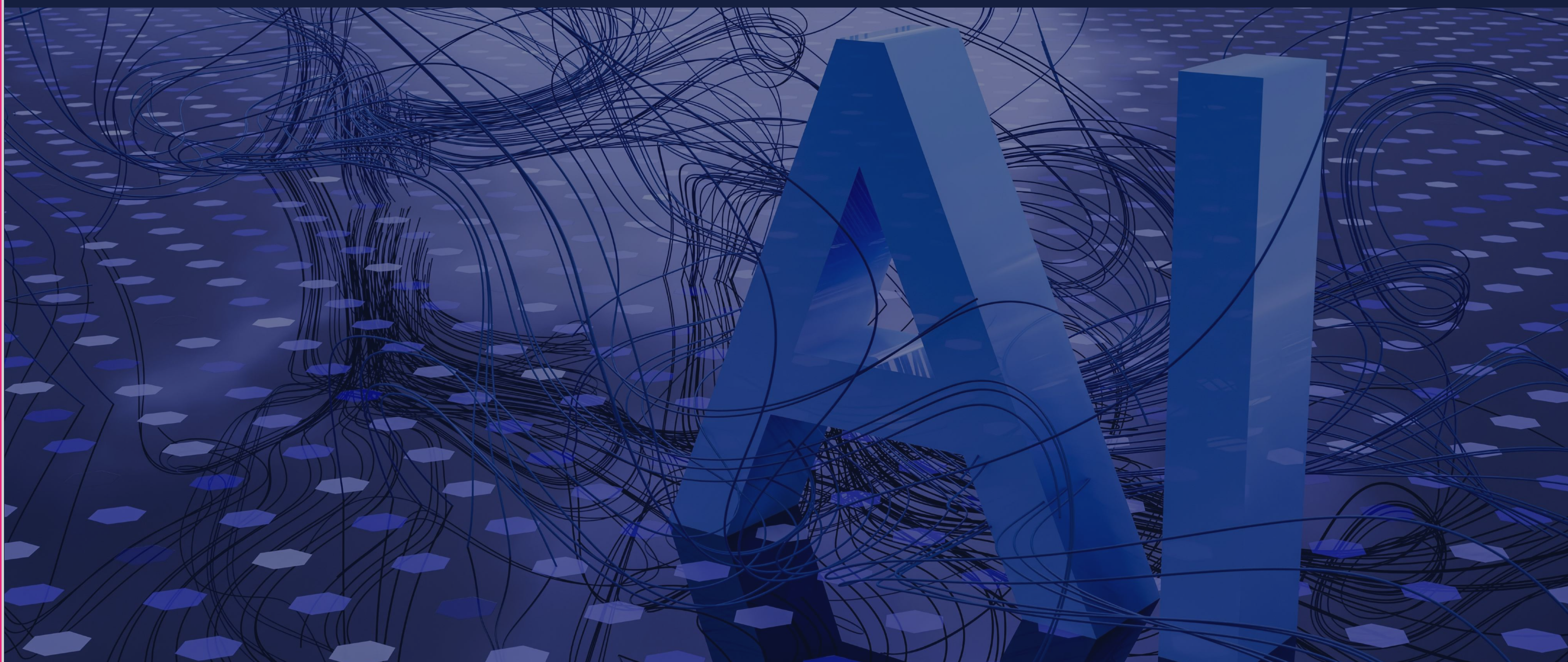
SPORTS MARKET DYNAMICS

A raising Game: AI Dynamics

In the dynamic landscape of 2023, AI stands as the ubiquitous buzzword permeating every facet of our lives, and sports is no exception. The surge of new businesses championing AI as their core has become a prevailing trend, emphasising the technology's transformative potential. However, it is crucial to discern between leveraging existing AI tools and crafting a bespoke AI tailored to a specific business. The nuances between these approaches can redefine the impact AI has on a given industry.

In the realm of sports, the integration of AI brings both promise and challenges. On the positive side, AI enhances performance analysis, player training, and even fan engagement. Its predictive capabilities offer strategic insights, revolutionising game strategies and player management. However, like any technological advancement, AI introduces its set of challenges, including concerns about data privacy, ethical considerations, and the potential for bias in decision-making.

As we stand at the forefront of this AI revolution in sports, it is imperative to navigate these intricacies judiciously. The line between the hype and the tangible impact of AI is a fine one. By understanding the nuances and weighing the pros and cons, the sports industry can harness the true potential of AI to elevate the game, enrich fan experiences, and usher in a new era of innovation and excellence.



UPDATES FROM THE 2023 REPORT

Where are they now?

Before embarking on the presentation of the start-ups in this 2024 report, we thought it was important to take an update on the start-ups listed in the 2023 report. In an endeavour to highlight new initiatives, we have chosen not to include any start-ups from 2023 in this new edition.

As one of our main missions is to support startups & sports tech companies in their development, particularly in terms of their business strategy and the acquisition of new clients, sourcing them is only the first step. It's just as important to observe their development, year after year, and identify certain key moments and achievements that can play a major role in their life.

Below and on the next pages, you'll find a non-exhaustive list of exciting news and updates for some of the start-ups that were part of the 2023 report. These updates will be around new client additions, fundraising, market and/or territory expansion, product enhancements, etc. If you want to skip this part, you can click

Baseline.

Baseline Vision has been named the Official Technology Partner of Tennis Europe, with its technology set to be utilized across all 48 active member nations during Junior Tour events.



BeONE Sports launched its application on the IOS to connect athletes, coaches and parents around the globally with performance training insights.

BUZZER

Buzzer is no longer operating their activities.

UPDATES FROM THE 2023 REPORT



Fimily launched a new digital collectibles feature to enhance their fan engagement solution for sports.

FOOTBAR

FOOTBAR launched a co-branded sensor in December 2023 with Red Star FC as part of their ongoing partnership.



GrAlg unveiled its updated 'AI-generated training analysis' feature enabling enhanced insights, interactivity & personalised greetings for session achievements.

HIT

HIT Brought on as a World Taekwondo champion Jaouad Achab and a top combat sports coach Philippe Pinerd as advisors.



i-Brain Tech won the 'Innovation of the Year' Award with Juventus Football Club at the Social Football Summit in Rome /& launched their Instagram page to engage larger audiences on cognitive training.

UPDATES FROM THE 2023 REPORT



Greenfly acquired Miro in July 2023 to enhance short form content creation for the California based company



LiveLike's solutions gained significant traction throughout the year, with notable collaboration such as TFI, Euroleague, YES Network, or LOCO.



[minute.ly](#) raised \$8million in a funding round led by Ansonia Holding and Infront to expand the company international presence.



The French based startup has continued its expansion in North America, powering an AR for the Canadian Formula 1 Grand Prix.



Oliver partnered with FC Barcelona through Barca Innovation Hub, aiming to expand its data tools globally.

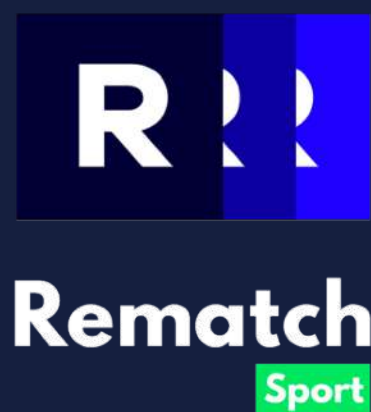
UPDATES FROM THE 2023 REPORT



Peyce, the French startup raised €3,000,000 in a seed funding round in March 2023.



Ready Player Me has partnered with Rovio Entertainment Corporation and Hiber to enhance its avatar platform.



Rematch crowdfunded on Crowdcube, allowing individuals to become shareholders for 15€. They raised over 200K€, hitting 134% of their target.



Sponix Tech was awarded the 'Sports Technology of the Year' award for #SPboard — a virtual advertising innovation, at the BroadcastPro awards.



33 new clubs and partners have collaborated with StadiumGO to promote carpooling among the fan communities.

UPDATES FROM THE 2023 REPORT

TRENDEX

Karim Benzema made his inaugural tech investment through a partnership with Trendex as he seeks to support young talents' careers through the Trendex application.

videocites

follow your videos, everywhere.

Videocites has raised a total of \$10M in funding over 1 round. This was a Series B round raised on Mar 1, 2023.

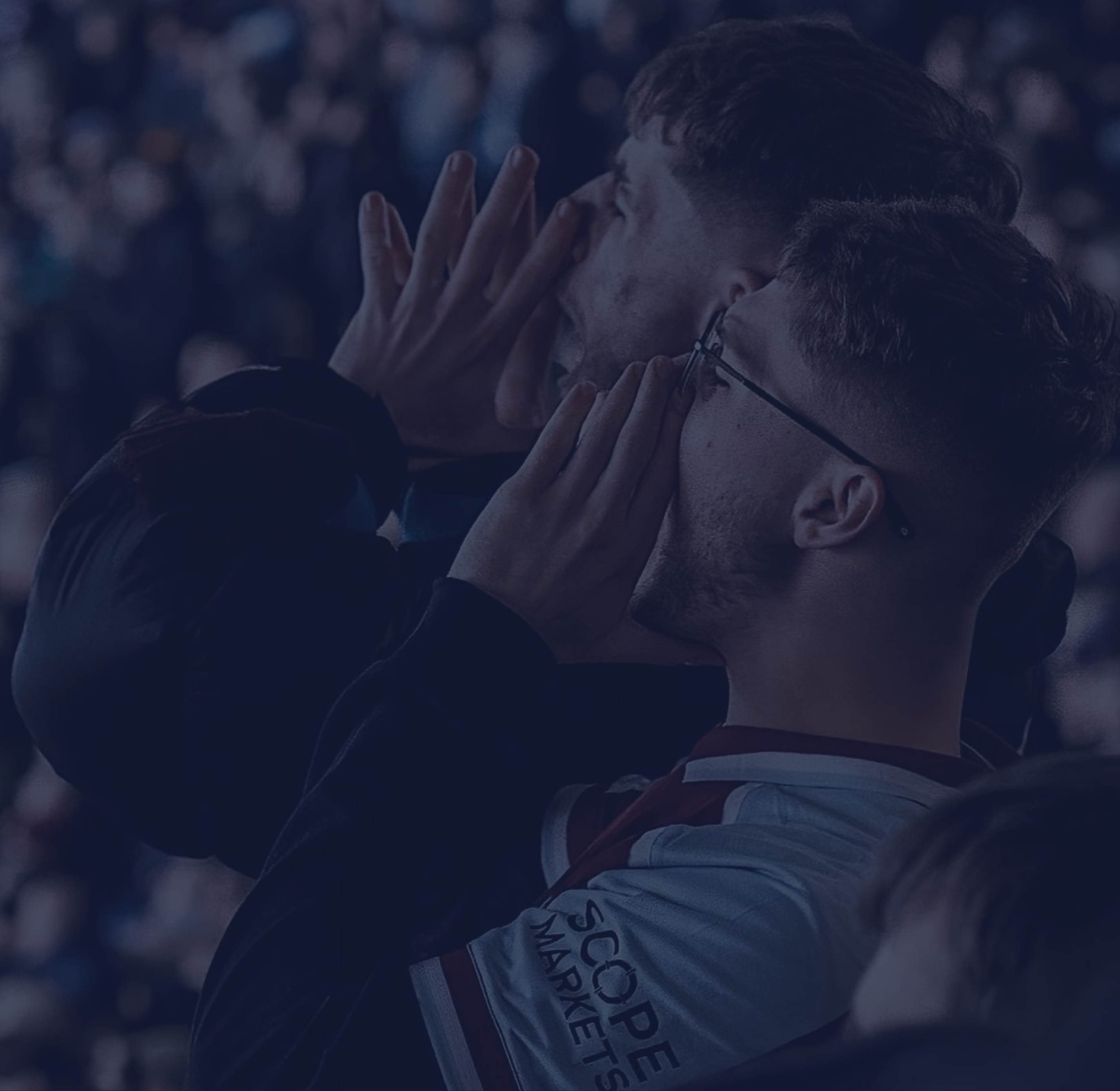
VIRTEX

S T A D I U M

In 2023, Virtex entered into license agreements with Valve and Riot Games, enabling the company to showcase the world of Counter-Strike, Valorant, and League of Legends esports as immersive virtual fan experiences.



WHAT'S GOING ON OFF THE PITCH?



NEW TECHNOLOGIES IMPACT ON BUSINESS

Off the pitch, new technologies are one of the key drivers of the sports business. With recent and significant improvements in IoT, machine learning, artificial intelligence, mixed reality, and so on, sports organisations can now further rely on new solutions to save costs, increase revenues – whether they already exist or by creating new ones – and even create new innovative and attractive experiences.

SAVING COSTS

New technologies can help sports organisations save costs in several ways, mainly by automating and streamlining workflows and processes which enable them to allocate and manage their existing resources more effectively. It can also help to optimise the use of facilities (stadiums) and coordinate travel and logistics more efficiently.

INCREASE NEW REVENUES

Sports organisations can increase existing revenues by using new technologies to enhance sponsoring activities, expand merchandising efforts, improve the ticket-buying experience, reach specific audience segments through targeted advertising, and gather more analytics and data about their fans to inform marketing efforts.

CREATE NEW INNOVATIVE EXPERIENCES

With new technologies, sports organisations can generate new revenue streams through new and innovative digital activations, enhanced live streaming, and powerful branded content. They can also tap into new markets and reach new audiences with virtual experiences involving ticketing, merchandising and other new sponsoring opportunities.

THE STARTUPS

Here is a 2024 non-exhaustive list of prominent new technologies that are actively shaping the sports business industries. Unlike last year, we have decided not to divide the start-ups into categories. So you'll find them listed in alphabetical order. Instead, for each startup, you'll find a tag system so you can quickly find out in which area/vertical the startup provides its product.



botBrains

DIBZ



FULL VENUE



TENNI



TRACK TITAN



TRICKSHOT



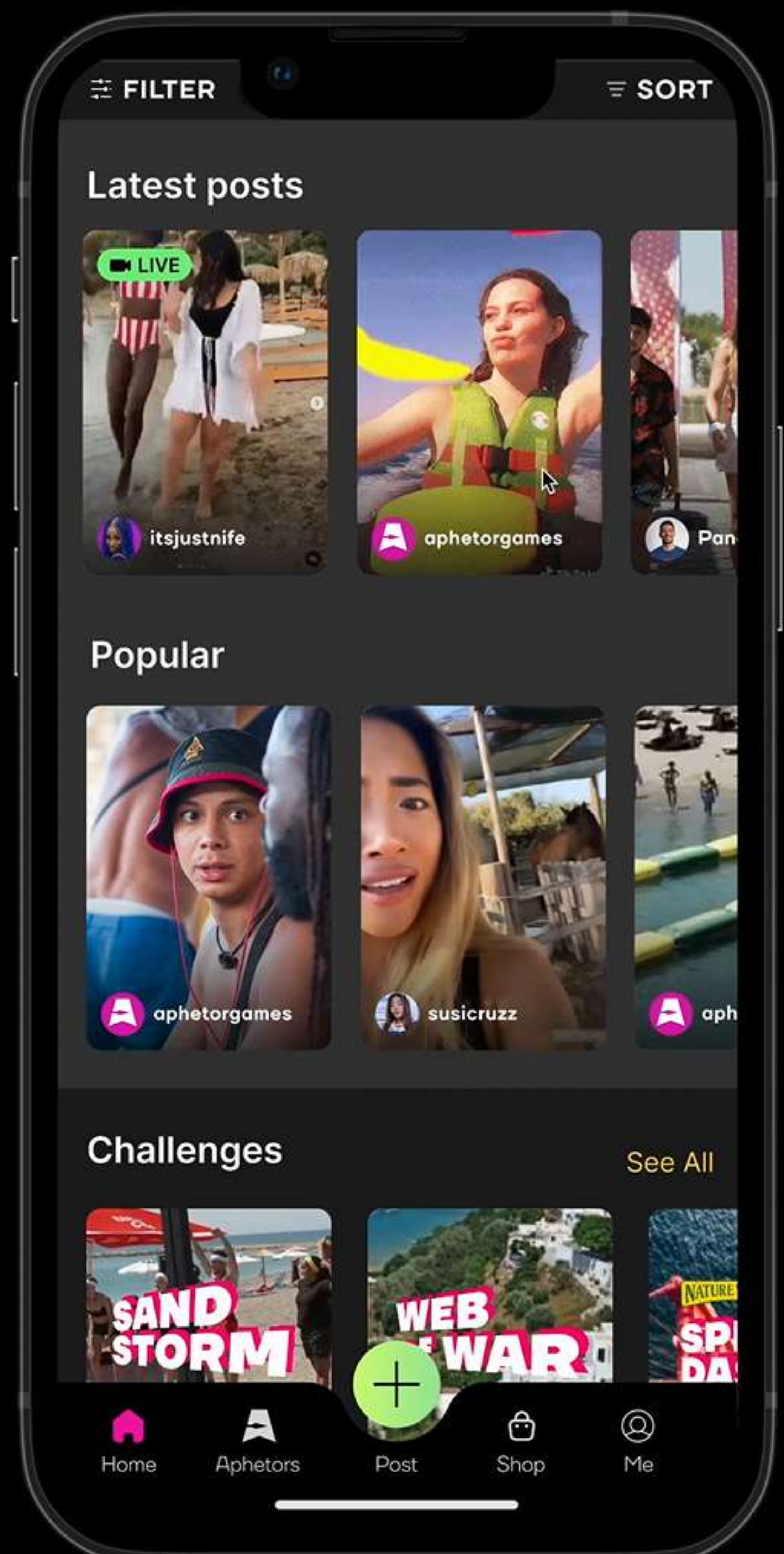
Competitive Platform for Sports Content Creators.

Aphetor is a media platform tailored to empower Gen Z fan communities with sports content on their terms. The platform orchestrates multi-challenge competitions, featuring content creators globally as competitors. The Aphetor platform provides these creators a stage to craft their content, sharing stories and experiences with millions of fans across their channels. Aphetor curates this Creator content, enhancing it with live-streamed Challenges, and introduces interactive features to boost engagement.

Value Proposition

Young audiences today have varying preferences and multiple devices at their disposal. Aphetor facilitates rights holders to connect with a youthful audience through valued content formats, catering to their preferred devices and channels, while delivering the interactivity they demand. By utilising its distinctive "Real Time Social" content production process, rightsholders are enabled to create, distribute, and monetize always-on, high-performing social content.

Aphetor enables sports rights holders to authentically engage a vast, youthful audience through engaging content formats, catered to their preferred devices and channels.





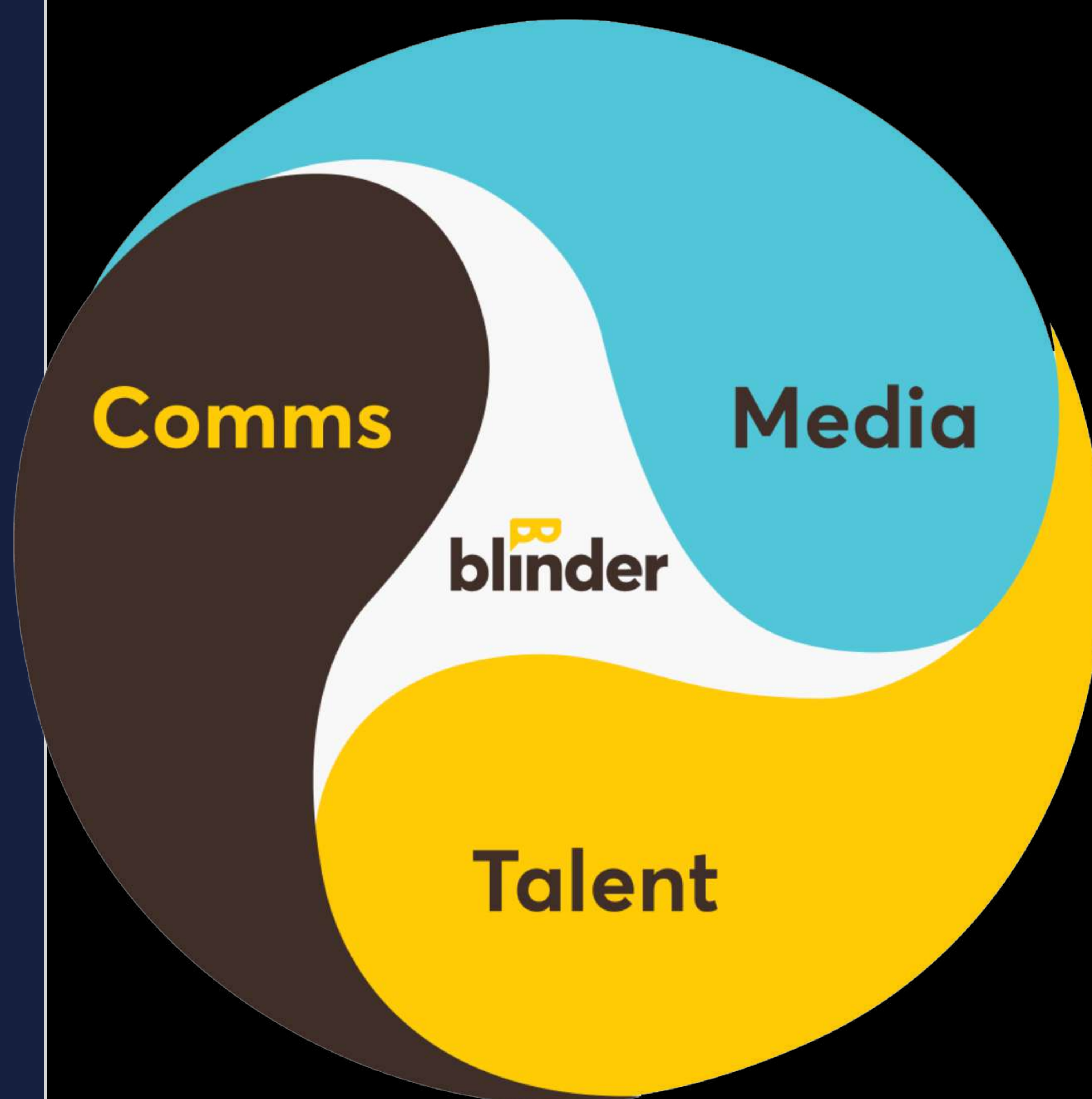
Intertwined Cohesion of Talent, Media & Communications.

Blinder is a media management platform that gives sports organisations the confidence and control to shape their narrative. Its media interview system empowers teams and leagues not only to share their stories and expand their audience but also to navigate the delicate balance of safeguarding their people and brand.

Value Proposition

The communications department of a club is often responsible for liaising with the athletes and the media to coordinate interviews and other obligations. Blinder streamlines this process by tapping into the storytelling potential of rights holders through facilitation of direct, one-on-one conversations between Talent and Media outlets. Simultaneously, it acts as a safeguard, enabling the communications department to eliminate restrictive or imprudent practices, fostering an environment where athletes can feel secure with their respective media duties.

Blinder's media management tool seamlessly coordinates communications between the sports organization's talent, communications department, and the media.





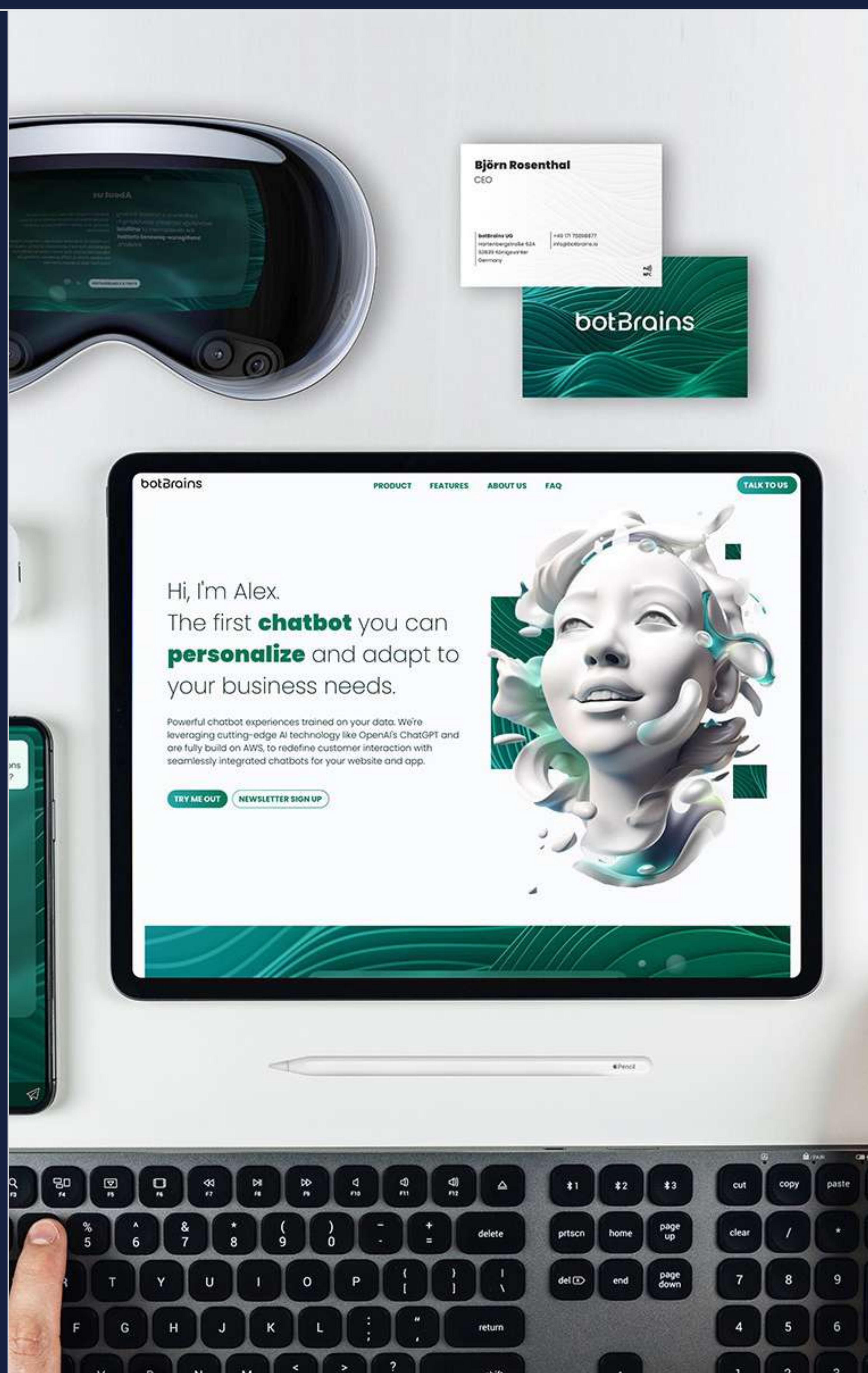
AI-powered chatbot solutions.

botBrains is a German technology company that offers a suite of AI driven solutions including AI Chatbots, Mailbots, and the Live Ticker Solution. Tailored for modern customer service and sports media needs, these solutions provide precise responses and dynamic reporting, capturing the essence of stadium atmosphere

Value Proposition

Personalisation has emerged as one of the key facets to modern day fan engagement. Botbrains utilises its AI Chatbots and Mailbots to modify traditional customer service means with accurate and efficient responses. The Live Ticker Solution addresses the challenge of scaling sports media content globally, breaking language barriers, and offering tailored narratives based on team loyalty and fan demographics. This solution reduces reliance on manual, labor-intensive content creation processes.

botBrains AI Chatbots and Mailbots address the challenge of scaling sports media content by offering tailored narratives based on team loyalty and fan demographics.





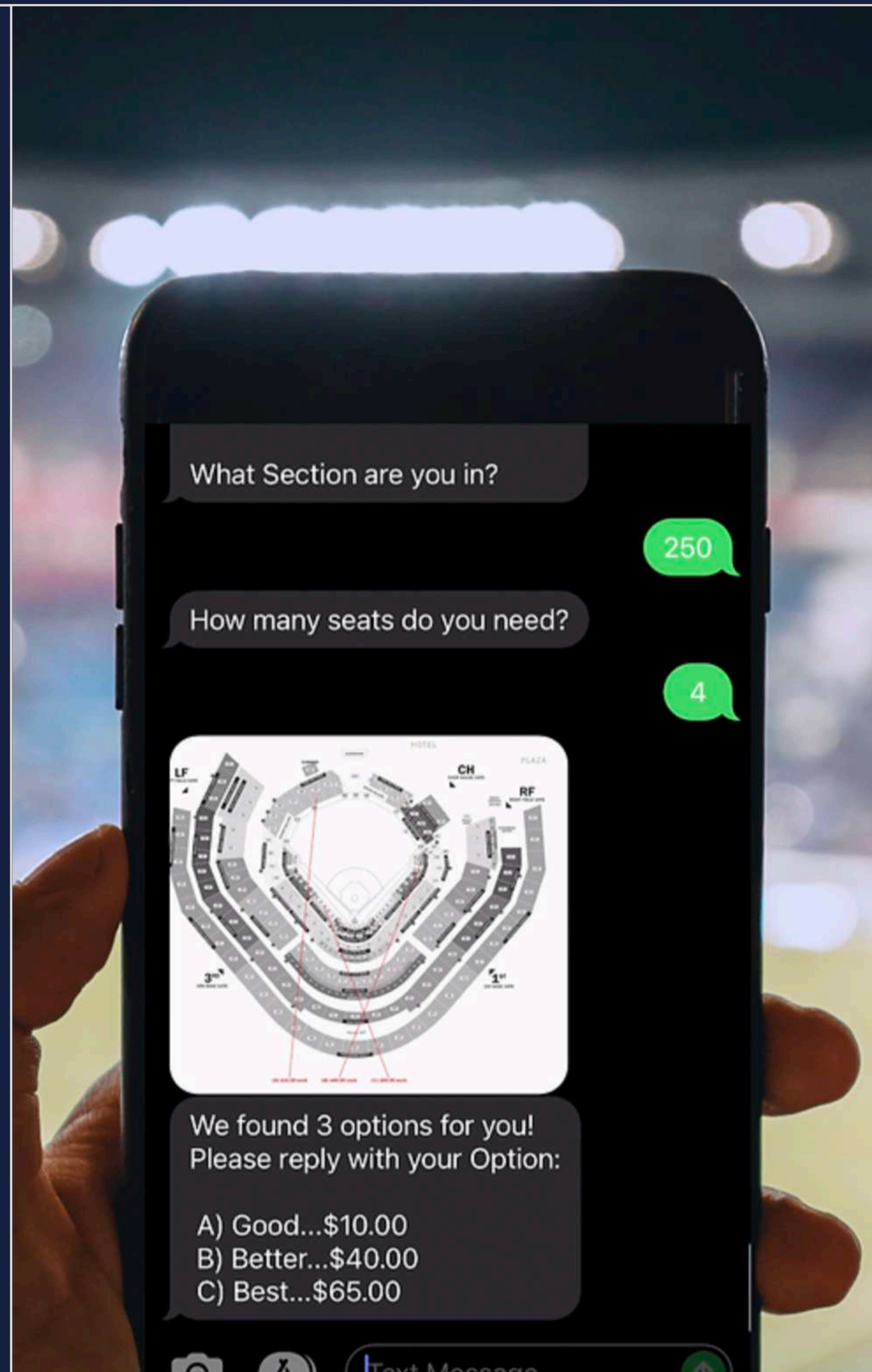
Upgrading In-stadia experiences.

DIBZ is a London & Atlanta based tech startup that is a full-service texting engagement platform for Professional Sports. It provides seamless seat upgrade service through text messaging, eliminating the need for dedicated apps.

Value Proposition

Sports venues often face the unsold inventory situation close to the game. On the other hand, fans often have to go through multiple intermediaries to upgrade their seats. DIBZ addresses this challenge by looking at the ability to upgrade seats in real time, close to the game, close to the event and take advantage of open seating. The real-time text alerts offer app-free convenience and boost team revenue.

DIBZ seizes last minute-opportunities to monetise unsold seats via real-time text alerts providing app-free convenience boosting team-revenue in the process.



AI Quiz Generator.

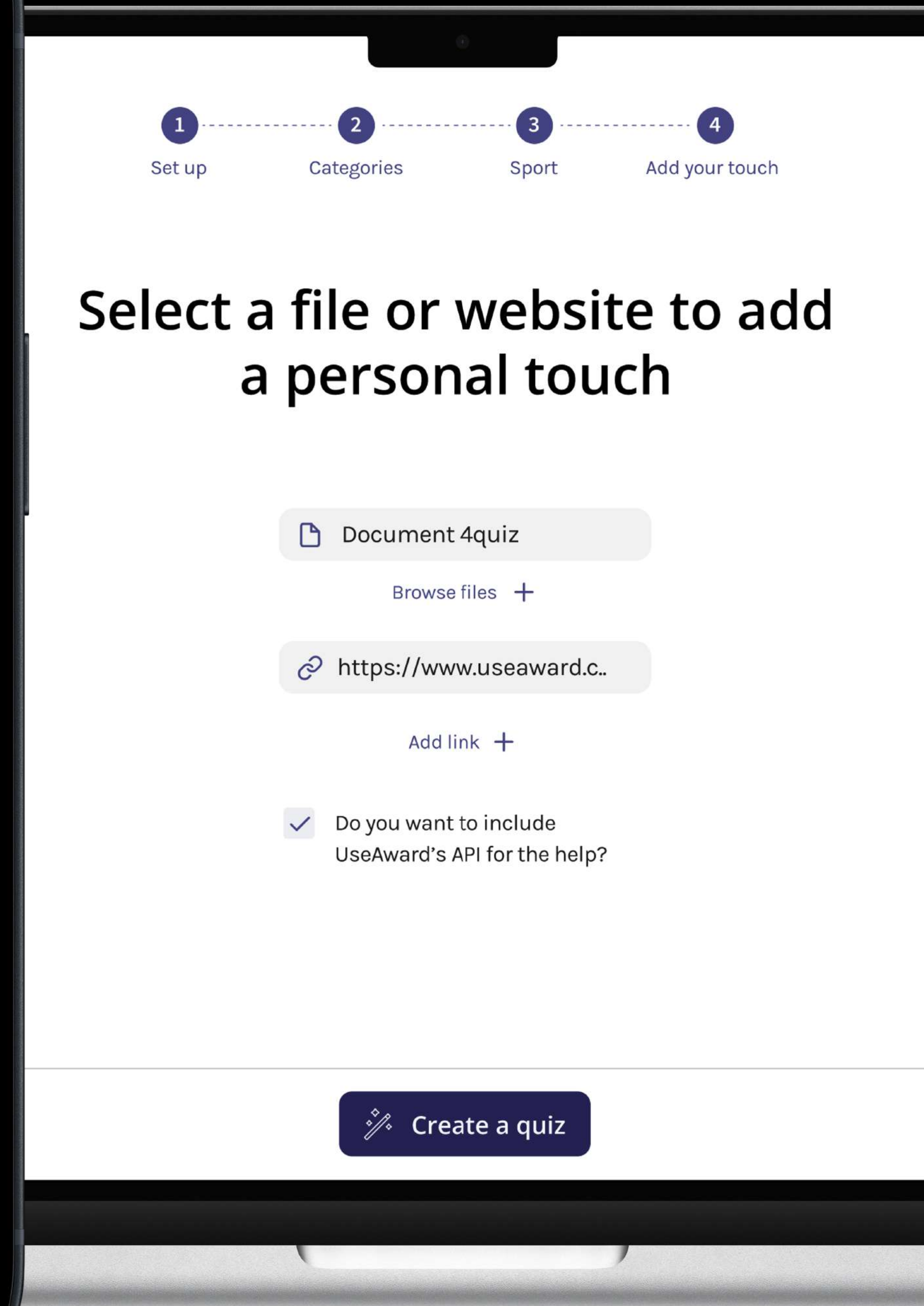
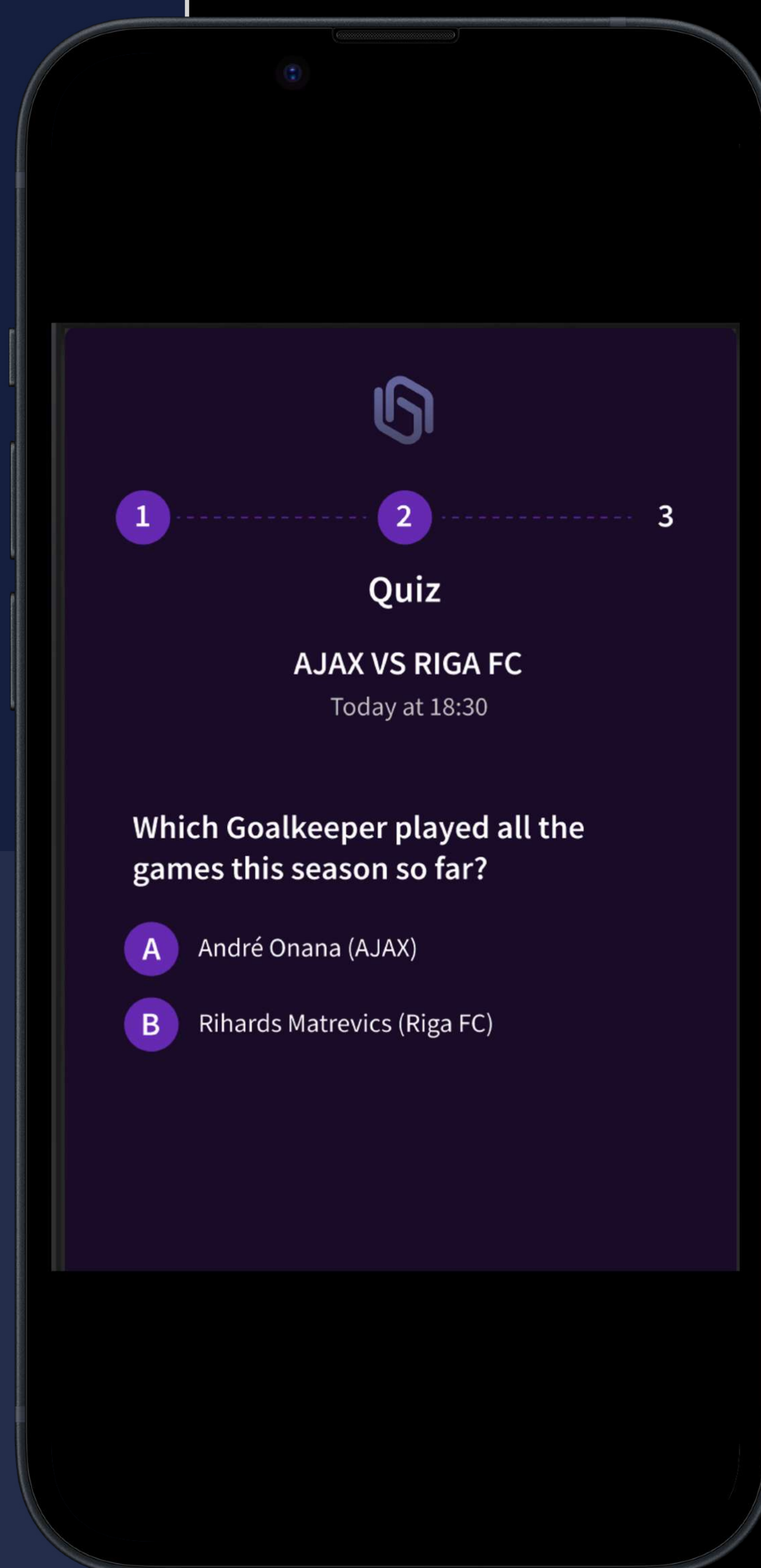
Fan Apps creates tailored mobile apps for fans.

In essence, the company crafts an AI quiz generator that simplifies quiz creation with just a few clicks. Users provide the AI with a document or instruct it to fetch information from the web on a specific topic. The AI processes the input, generates a quiz, and allows users to publish it effortlessly. Quiz winners can be rewarded by using an integrated personalized dashboard.

Value Proposition

Developing quizzes to engage fans through interactive methods is a time-consuming manual process. Fan Apps automates this process through its AI-driven content research, ensuring relevance and accessibility. The platform's democratised quiz creation process maintains consistency across quizzes, while the streamlined publishing feature enables users to promptly share their engaging content.

Fan Apps automates the process of quiz creation through AI driven content research ensuring relevance and accessibility.





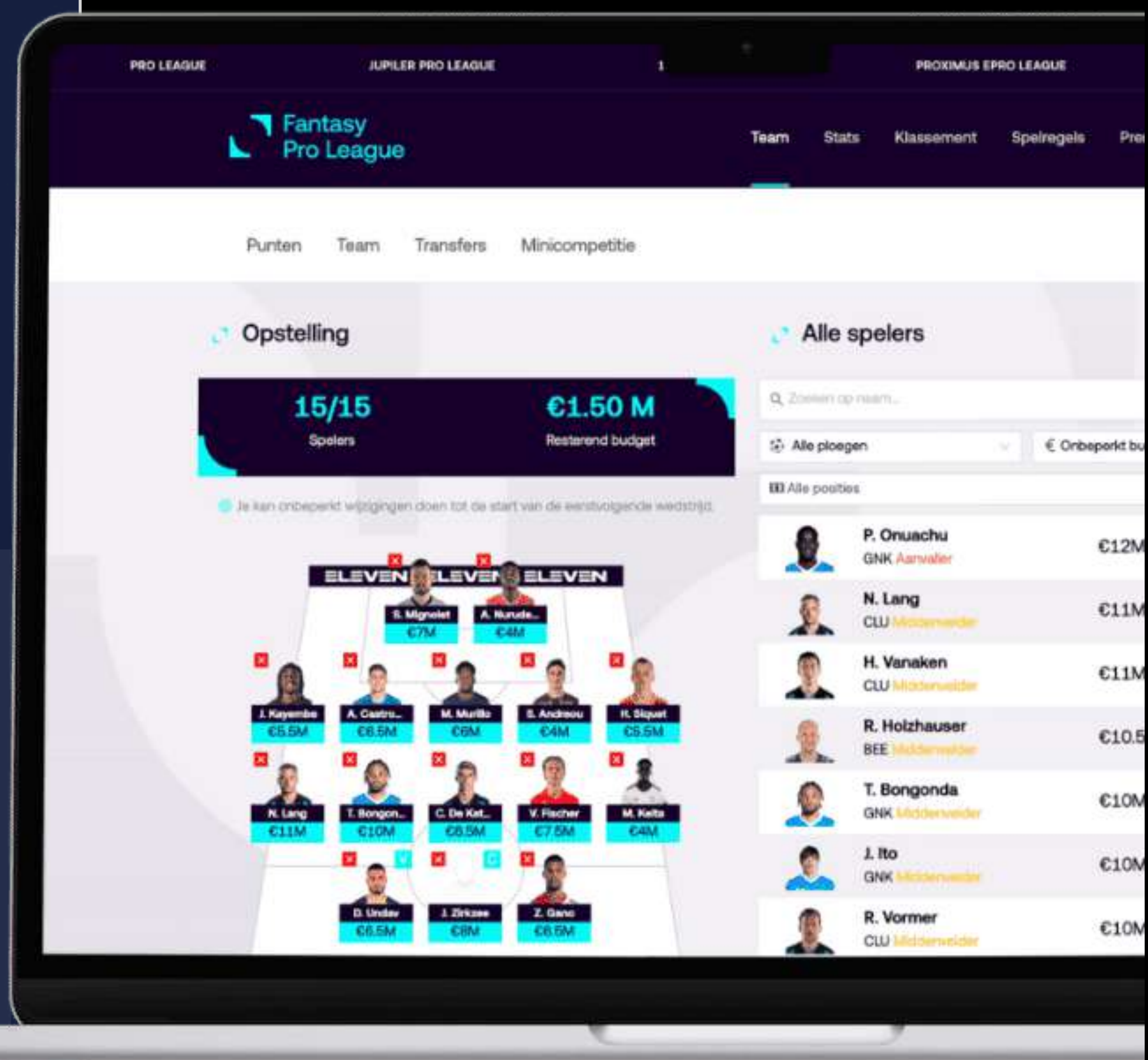
Fantasy sports games for sports organisations.

Fan Arena is a B2B Fantasy sports provider for sports leagues and media companies. Its turnkey approach provides ready-to-launch games along with key marketing insights to help sports organisations attract a broad and engaged audience. Additionally, Fan Arena guides rights holders on incorporating fantasy into their overall fan engagement strategy.

Value Proposition

Fantasy sports games are a crucial touchpoint in sports marketing. As the habits of sports fans rapidly change, the business model of sports organisations must adapt to shifts in media consumption and intense competition for attention. Fan Arena provides custom gamification avenues for sports organisations to engage fans and generate additional revenue.

Fan Arena offers sports organisations custom gamification solutions to engage fans and drive additional revenue through fantasy sports games.



Smart and eco-friendly solution for catering in stadiums and events.

Flycup is a packaging company that operates in the food and beverage industry (F&B). It offers its customers intelligent and environmentally friendly packaging solutions. Through its practical handling of packages, the company ensures that fans always have one hand free whilst commuting with their food and beverages to enjoy the moment. On top of being convenient and sustainable, Flycup also helps stakeholders earn more money, upselling in menus and beverages. It is also an efficient advertising space for sponsors.

Value Proposition

Flycup addresses the environmental impact of sports events in France, tackling the annual generation of 10,000 tons of waste, equivalent to 5 Olympic-size swimming pools. With the upcoming 2024 Olympic Games in Paris serving 13 million menus, Flycup provides a sustainable solution for waste management through its smart and eco-friendly food and beverage packaging. The packaging, designed for easy, one-handed use, enhances the fan experience with reusable plastic alternatives.

Flycup offers a 100% recyclable cardboard for an eco-friendly alternative to food and beverage packaging and reusable plastic for a zero-waste solution.



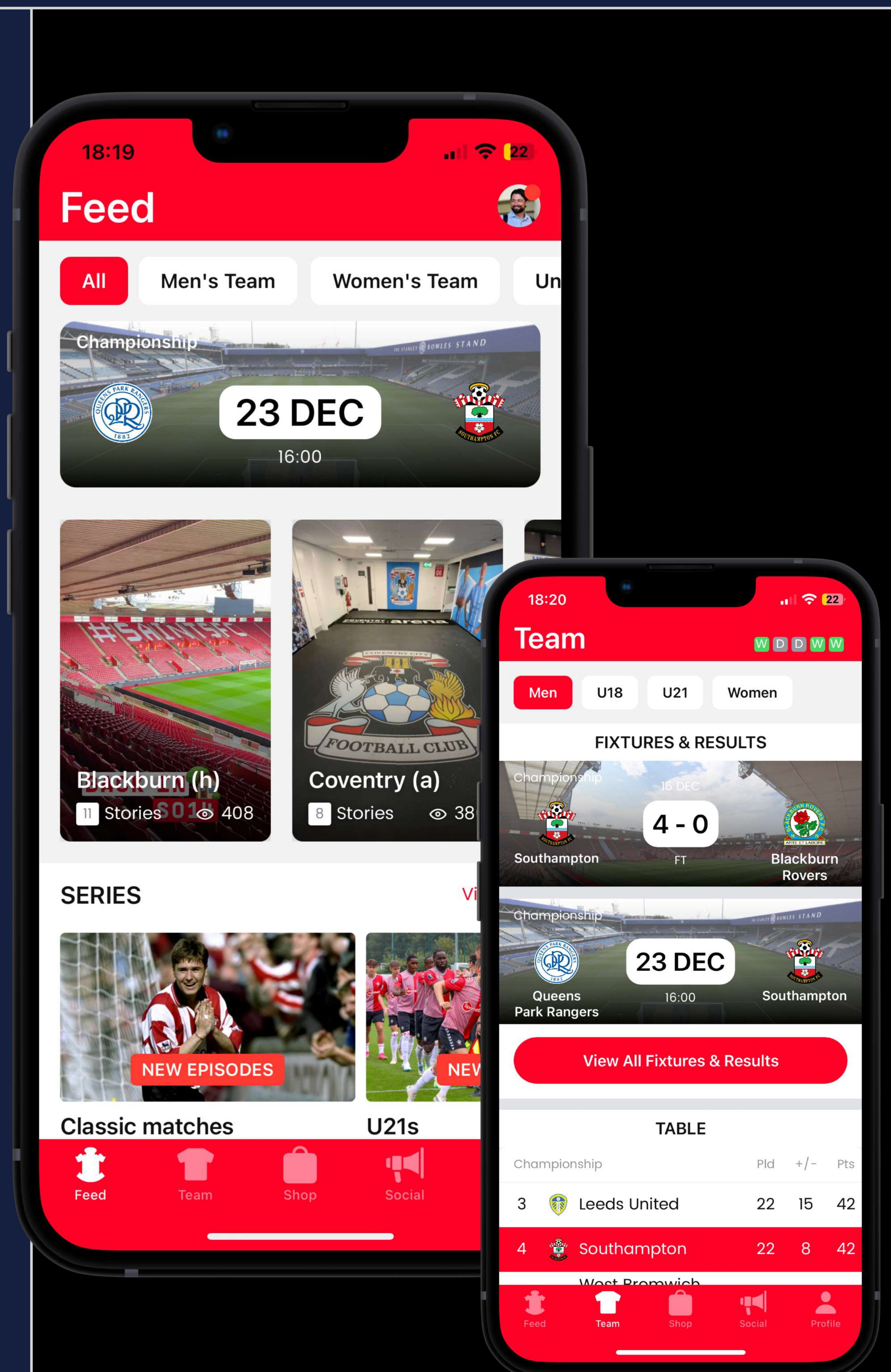
Fan Relationship Platform for Sports Teams.

Forza FC empower sports organisations to elevate their performance in fan engagement, digital revenue generation, ticket and merchandise sales, and sponsorship negotiations. Its strategy revolves around developing bespoke mobile applications, crafted for each club the company collaborates with. This involves seamlessly integrating feature modules from its extensive library, offering clubs the flexibility to customise their apps to align precisely with their individual objectives and strategic goals.

Value Proposition

Sports organisations face several challenges, including a significant gap in verified fan data. This limitation hampers the potential for targeted engagement. Additionally, there is a notable deficiency in digital revenue, reflecting a missed opportunity in monetizing the digital space effectively. Forza FC's mobile applications empower sports organisations worldwide to drive fan engagement, increase digital revenue, enhance ticket and merchandise sales, and negotiate higher sponsorship deals.

Forza Fc develops bespoke mobile applications, crafted for each club the company collaborates with based on their individual objectives and strategic goals.



FULL VENUE

In-Stadium and Operational Management



AI powered audience segmentation platform.

Full Venue is an AI platform that predicts the exact likelihood that a potential customer will make a purchase, allowing sports, retail, and events industry properties to increase their online sales at a lower cost through high-propensity buying audiences.

Value Proposition

Full Venue tackles the challenge of generating additional revenue and engagement by targeting the right audiences. Through its AI driven platform, Full Venue drives an increased lifetime value and reduces the churn of the current customer base, and at the same time, looks to reach out to new clientele for the business to continue to grow with new audiences.

Full Venue addresses the challenge of generating additional revenue and engagement by leveraging its AI-driven platform to target the right audiences effectively.

FULL VENUE



The AI Platform that predicts the exact likelihood of a potential customer to make a purchase

Use machine learning algorithms in **Advertising** around the world

SALES

Up to 15x more sales

Increase your sales by targeting high performing segments.

SPONSORSHIP ROI

ROAS up to 3x higher

Augmented revenues through audience-led strategies.

E-MAIL

50 % Higher Open Rate on Mail Marketing

Send the right message to right person, at the right time.

CUSTOMER ENGAGEMENT

CTR up to 100% higher

Drive more impressions and clicks by creating personalized communications.



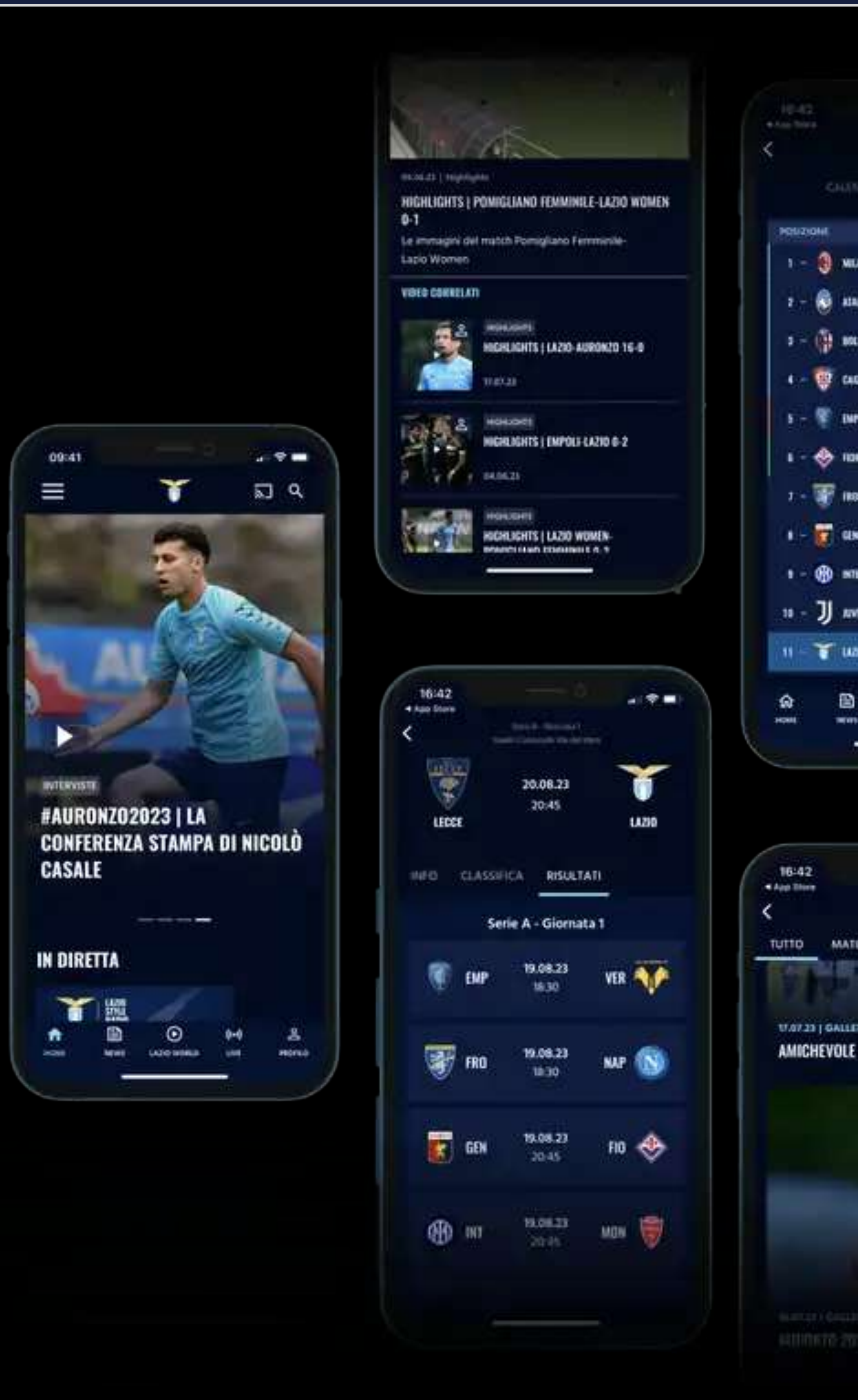
Cloud based digital assets management platform.

HiWay Media is a digital boutique company that has established itself in the entertainment industry. They specialize in creating and developing digital ecosystems tailored to their clients' needs. These ecosystems aim to build memorable experiences for everyone involved. HiWay Media's expertise lies in offering end-to-end solutions that span the entire life cycle of video content, which includes production, transcoding, digital asset management, distribution, and the development of OTT (over-the-top) platforms."

Value Proposition

Launching an OTT platform poses challenges like seamless content distribution, effective monetization, and user engagement. HiWay Media addresses these concerns with PIVOT, a unified system merging Headless CMS, DAM, and VMS. PIVOT streamlines 360° management of digital assets, optimizing workflows for content publishing across multiple platforms from a centralized point of control.

HiWay Media's PIVOT Solution provides an end-to-end solutions covering connectivity, production, management, distribution and consumption of multimedia content.



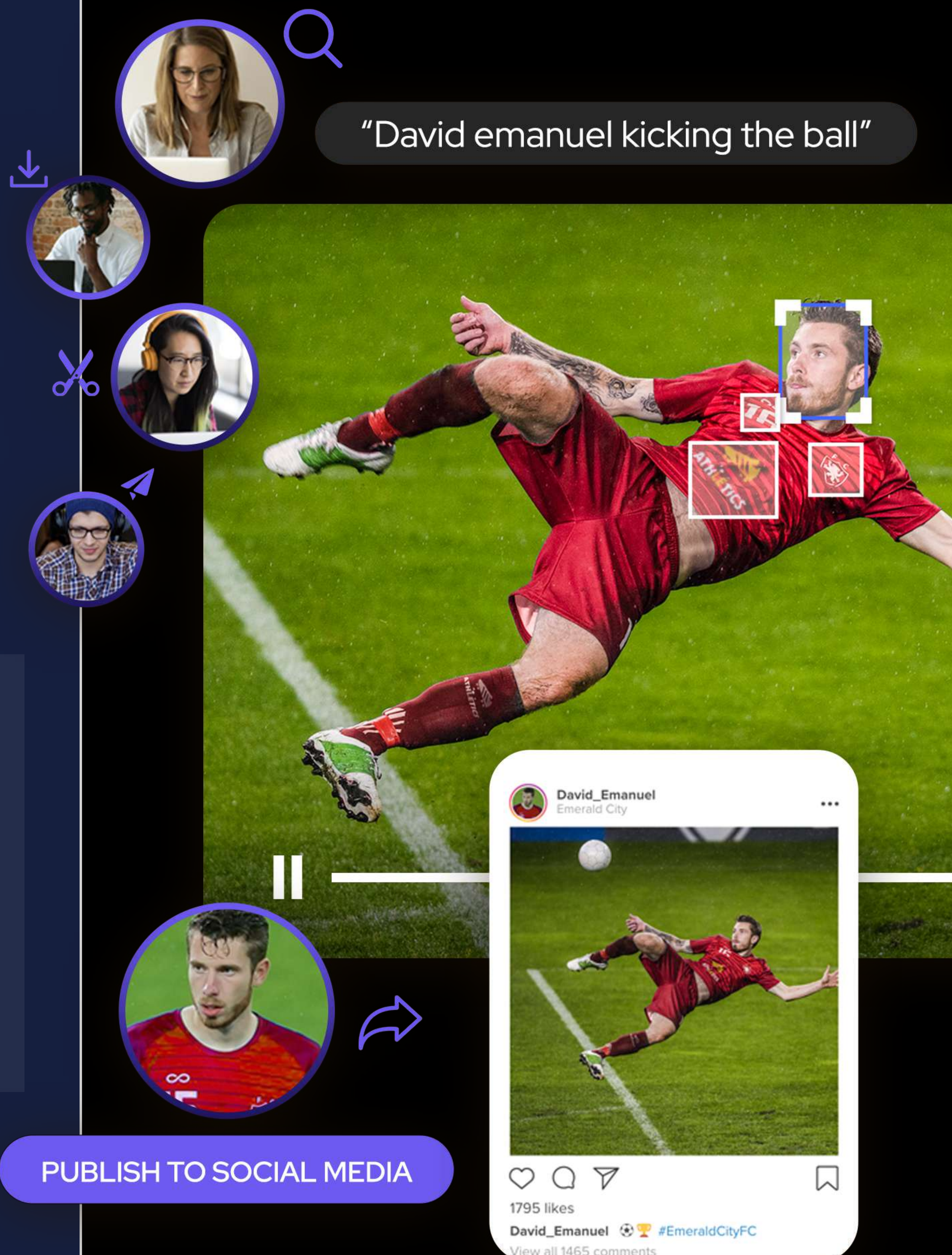
Media Hub for live and archived content powered by AI.

Newsbridge is a cloud media hub platform for live and archived content. Powered by MXT-1 generative and multimodal AI indexing technology its solution offers access to audiovisual content by generating detailed natural language descriptions and automatically detecting faces, objects, logos, landmarks, texts, audio transcripts, and semantic context.

Value Proposition

Tackling the video searchability problem, Newsbridge's Media Hub offers secure 24/7 remote access to centralised live and archived content, eliminating manual logging with MXT-1 AI for automatic real-time indexing. The semantic search bar ensures rapid content retrieval, while accelerated workflows allow faster retrieval of archived assets. Its white label Media Marketplace opens new revenue streams for sports content rights-holders.

Newsbridge's Media Hub uses AI to automate content indexing, eliminating manual logging for sports rights-holders and offering an efficient, revenue-generating solution.





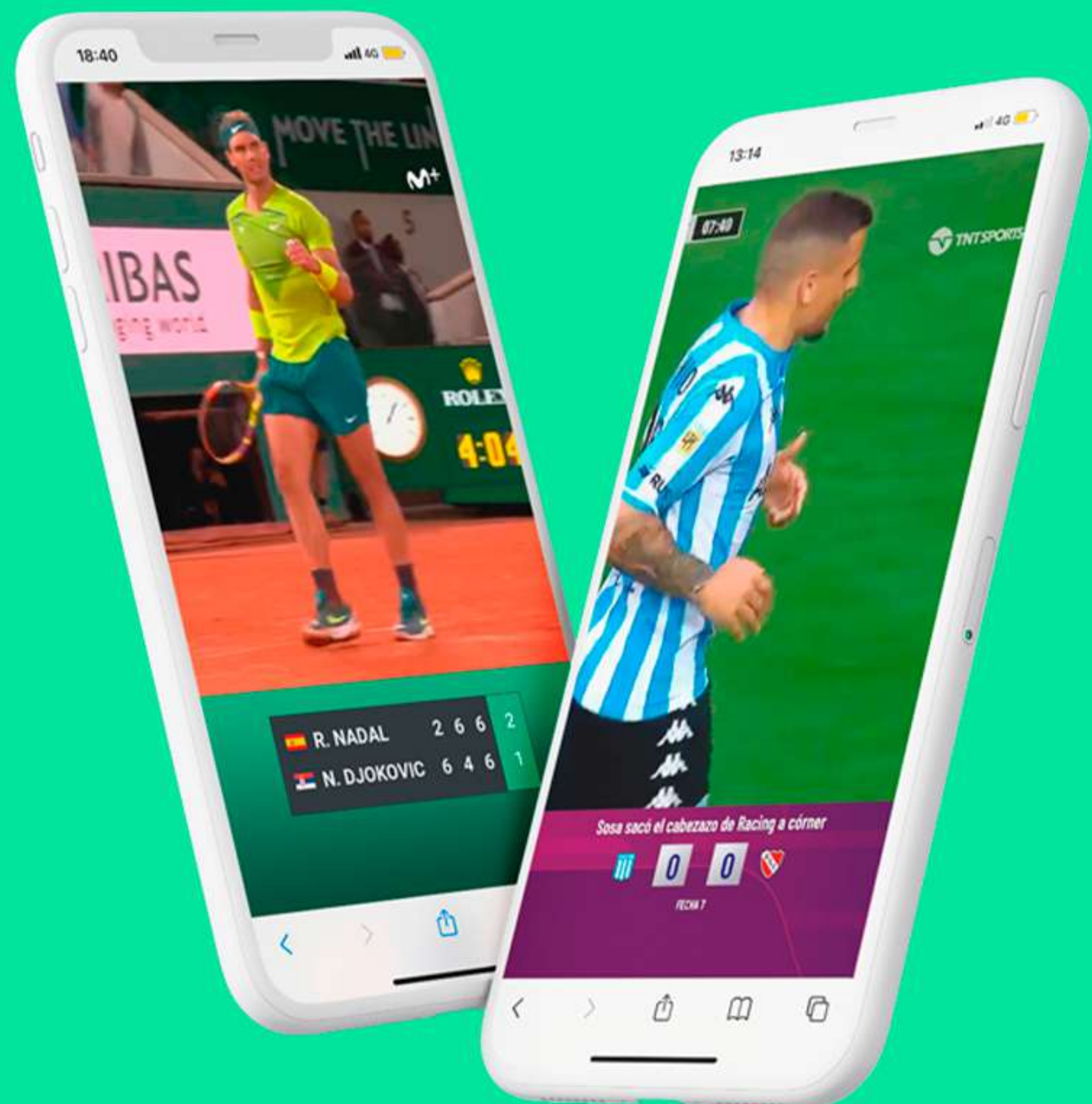
AI-driven sports highlights in real time.

Pendular, an automatic content generation technology based in Madrid, creates real-time sports highlights for leagues, broadcasters, and clubs, empowering sports organisations to showcase their content on Google, reach new audiences, and unlock additional revenue streams. The technology operates by automatically generating clips, match recaps and Web Stories during live sports events.

Value Proposition

Producing quality, tailored content to engage fans can be cost inducing and time consuming for sports organisations. Pendular addresses this need by enhancing the quality of sports content creation by capturing real-time highlights and viral clips during games, seamlessly crafting Google Web Stories, match recaps, and compilations. This approach not only enhances fan engagement but also reduces content production costs for sports rights holders.

Pendular elevates sports content creation by capturing real-time highlights, to enhance fan engagement, reduce production costs, and seamlessly deliver tailored video at scale





A digital guide to understand sports events.

PenseBet is a statistics platform that democratizes sports statistics, offering a dashboard that goes beyond mere data provision to foster learning, discovery, and sharing. Its streamlined approach simplifies the analysis process and extends to all individuals, regardless of their sports knowledge, aiming to enhance their understanding of the game.

Value Proposition

PenseBet's sports statistics platform offers efficient analysis with a nearly 50% reduction in time-consuming tasks, catering to journalists, stats enthusiasts, bettors, and fantasy fans. Going beyond data provision, PenseBet integrates real-time updates, AI, and its own API, offering a comprehensive solution. The platform eliminates headaches by providing intuitive access to all stats in one place. PenseBet's vision emphasizes scalability, catering to diverse leagues, disciplines, languages, and sports.

Pensebet is a « cheatsheet » focused on data visualisation and analysis, providing ready to use sports data for journalists, fantasy players or a sports bettors.





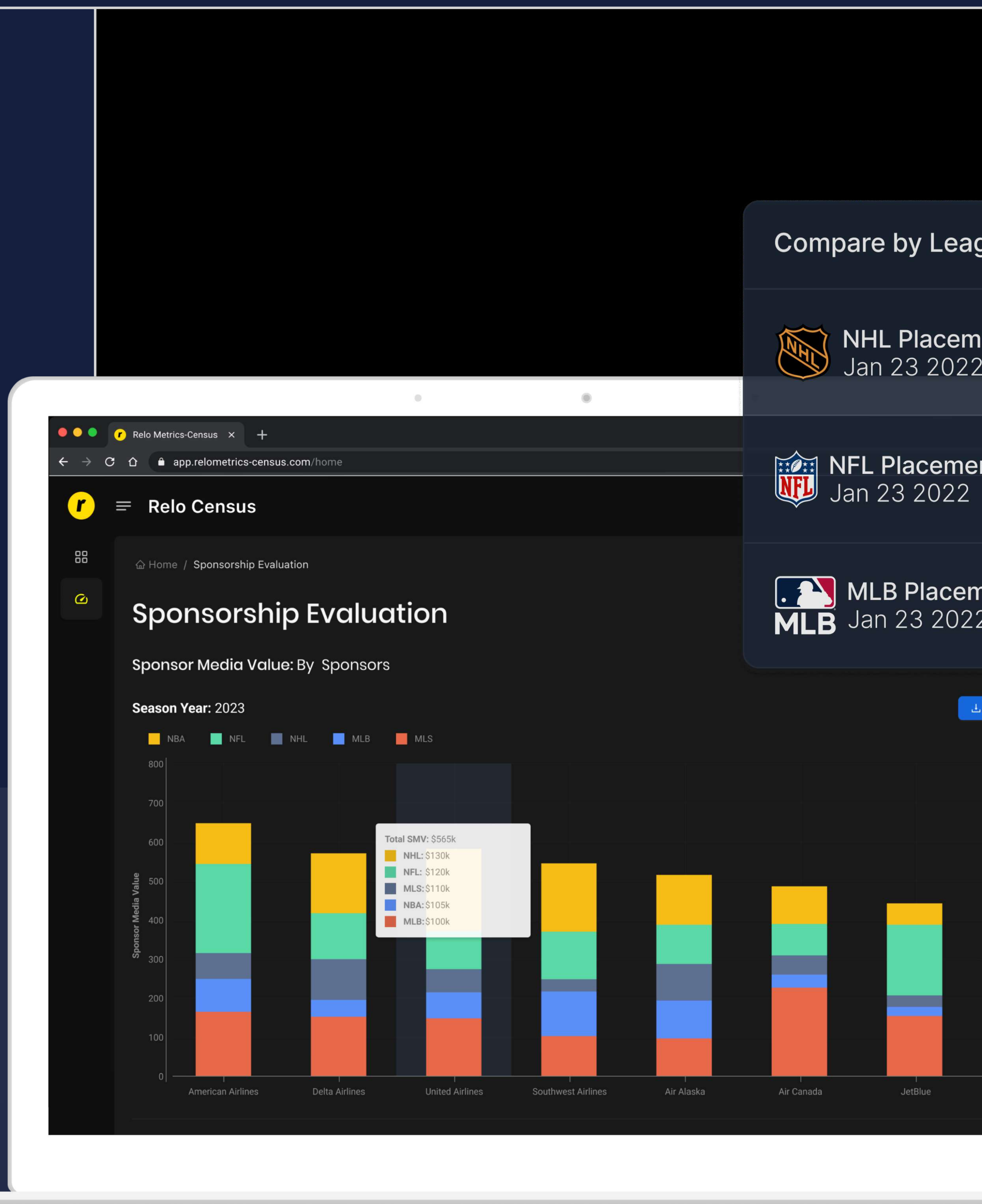
Sponsorship Intelligence Platform.

Relo Metrics is an AI-powered sponsorship analytics platform that transforms the way the sport industry measures and values sports sponsorships. Designed for real-time data decisions, the platform depicts the valuation of sponsor exposure across diverse channels, including live broadcasts, social media, and streaming platforms. The company ensures a comprehensive omnichannel and unified view across various international markets.

Value Proposition

With multiple stakeholders, partners & diverse groups of fans, measuring the value of each sponsor can prove to be abstract sometimes. Relo Metrics sponsorship analytics platform overcomes this and other data fragmentation challenges by providing an overview of partnership value across broadcast and social media. Powered by computer vision (CV) technology, Relo Metrics provides accuracy and granularity in sponsorship data, addressing inconsistencies and enhancing precision in logo detection.

Relo Metrics ensures accuracy and granularity in assessing sponsorship data, addressing inconsistencies and enhancing precision in logo detection globally.



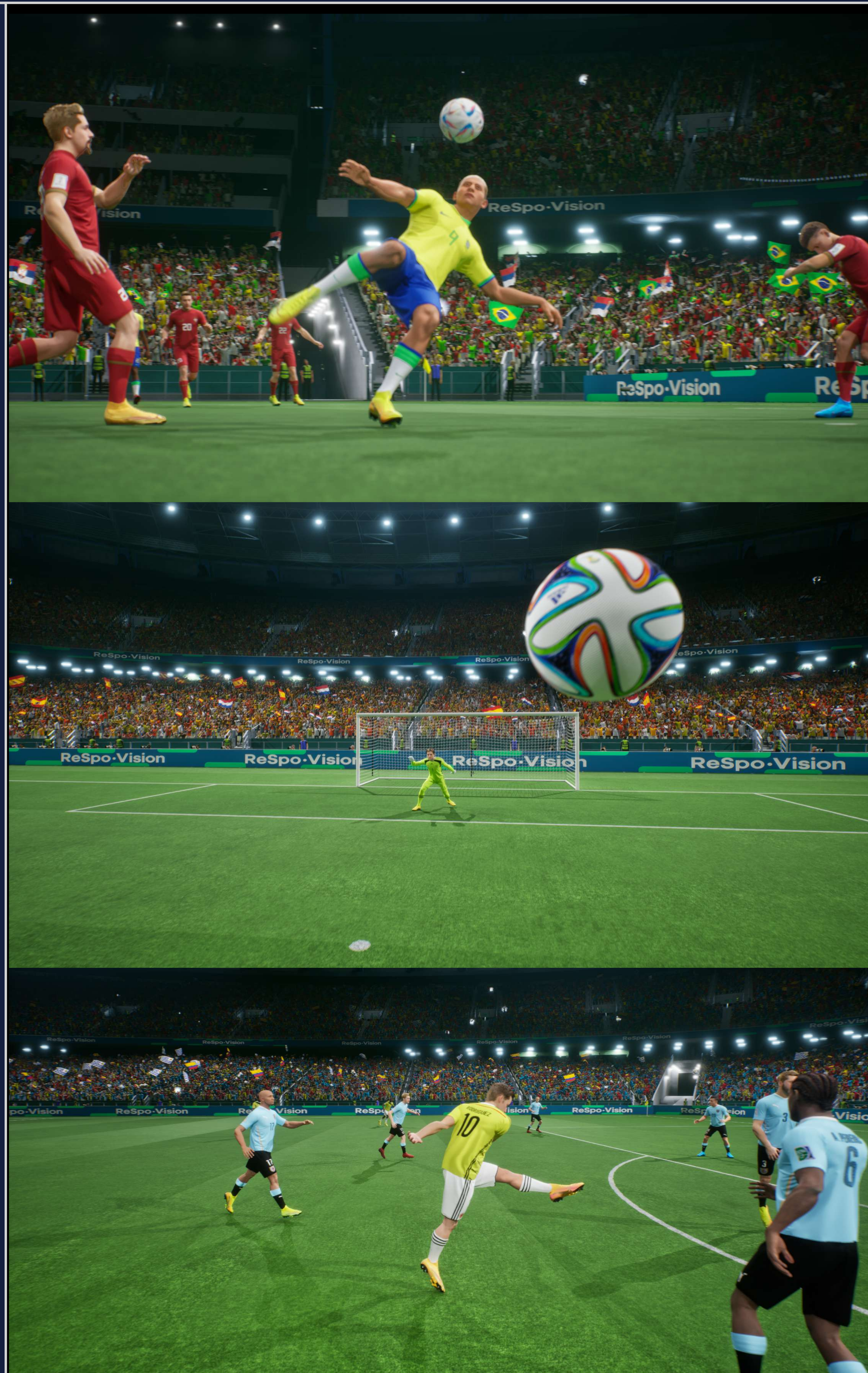
3D Sports Tracking Data.

ReSpo.Vision is a DeepTech startup that has developed a 3D optical tracking system to capture detailed 3D player and ball position data from any single-camera game footage. Its solution provides sports teams, leagues & federations with performance, tactical, or scouting insights. Additionally, Respo.vision immerses fans in 3D recreations of sports matches, offering varied perspectives, including the player's POV.

Value Proposition

In a constantly evolving sports and media landscape, ReSpo.Vision provides sports rights holders, broadcasters & OTT platforms a product that increases fan engagement and time spent with sports content along with dedicated fan apps and social media accounts, thereby increasing monetization potential and media rights value enabling sports fans to immerse themselves in any sport of their choice.

ReSpo.Vision's AI optical tracking system offers sports organizations advanced insights for enhanced performance and immersive entertainment experiences.





A Tennis Companion App.

Tenni aims to democratize and modernize the tennis experience globally for players and fans, while providing brands with a platform for direct engagement with their audiences. Tenni's vision is a global tennis companion app, fostering a vibrant, inclusive community that makes tennis more accessible and appealing across generations. Tenni serves as a hub for a multitude of real-life tennis communities, connecting them around their mutual passion, helping them achieve their goals, and boosting their overall experience. Focused on fostering social engagement, motivation and competitiveness, Tenni provides gateway for brands to directly engage with highly focused audiences.

Value Proposition

Tenni aims to streamline and modernize the tennis experience globally by addressing the challenge of the fragmented tennis ecosystem. It solves the complexity of finding a suitable playing partner, coordinating each game, tracking personal progress, and more, enhanced with layers of immersive gamification and engagement.

The Tenni app brings together local communities with AI-driven real-world tennis gamification.



An Online Ticketing Platform.

Tickets for Good is an online platform where live event partners can conveniently donate their tickets to a closed community of people – including NHS workers and charities. The platform enables synergies between (sports) events & new audiences.

Value Proposition

Ticket for Good addresses accessibility and affordability challenges by providing a platform that not only fills venues and boosts revenues but also gives back to NHS and charity workers. Through the platform, these workers can access a variety of live events across music, theatre, comedy, sports, and attractions, receiving free tickets with a booking fee. This not only offers affordable entertainment for NHS and charity workers but also supports the live events industry by fostering audience growth and sustainable revenues in the live and night-time economies.

The platform offers free tickets (with a booking fee) to a wide range of live events, spanning music, theatre, comedy, sports, and attractions.



Mosaic Multiview Streaming Solution.

Tiledmedia's Mosaic Multiview streaming solution delivers a customisable, immersive experience, allowing users to play multiple video streams on one screen simultaneously, tailoring their view by adjusting the size, number of feeds, and incorporating additional features like graphics and statistics. With no per-user encoding or cloud processing, Mosaic Multiview is highly scalable across mobile devices, web, and select TV platforms, supporting both live and on-demand streams with low-latency mode.

Value Proposition

Overcoming common issues like buffering and audio discontinuities, tiledmedia offers an immersive and sticky viewing experience. Their solution make users watch longer and churn less, by letting them add their own storyline to the director cut. The startups aims at increasing the number of ad impressions and grow subscription revenue by offering a more engaging service. Their Multiview technology redefines scalable multiview distribution, enabling sports rights holders to deliver, e.g., multi-camera racing or multi-game tournaments - without any additional cost.



Tiledmedia Multiview lets sports rights holders engage their fans with a sticky, efficient, and scalable solution, easy to integrate into existing distribution ecosystems.





Racing Insights & Analytics Platform

Track Titan is an ultra-personalized insights platform for motorsports enthusiasts worldwide. Their mission is to elevate the motorsports experience by delivering tailor-made insights, keeping fans engaged, informed, and connected to the world of racing in a multi-faceted way.

Value Proposition

Track Titan offers a comprehensive solution that caters to both – virtual racers and enthusiasts. Its platform empowers racers to enhance their driving skills through personalised coaching and analysis. Meanwhile, motorsports fans enjoy a tailored experience with personalised news and insights, precisely curated based on their preferences, including championships, teams, drivers, and individual areas of interest and expertise."

Track Titan is an automated insights & analytics platform that caters to virtual racers and enthusiasts to enhance their driving skills through personalised coaching and analysis.



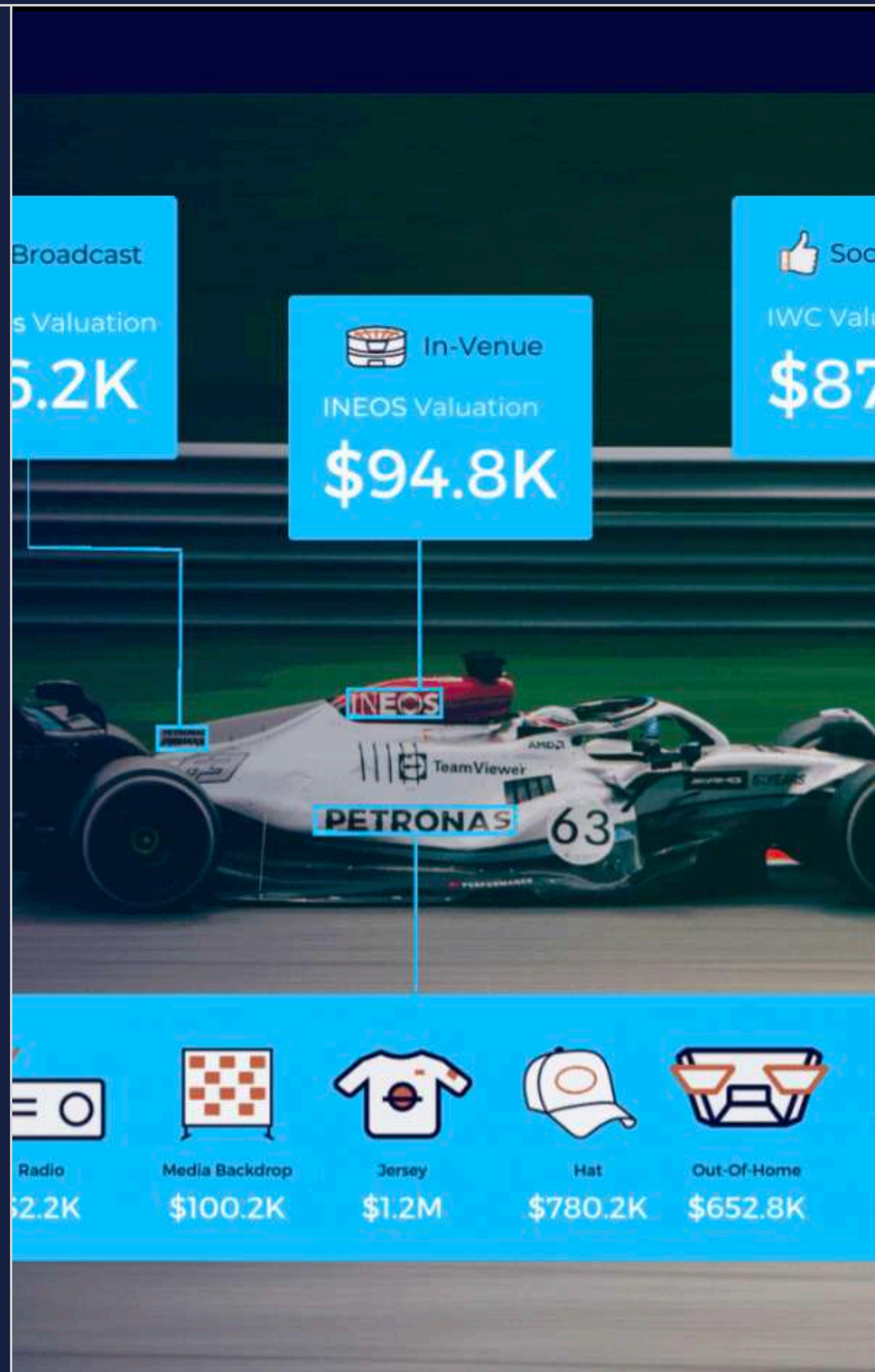
Title

Trajektory is a digital and non-digital partnerships data platform for sponsorship reporting. It offers teams and brands a comprehensive view beyond digital assets. Unlike conventional methods, Trajektory provides real-time reporting on a spectrum of sponsorship channels—from LEDs and static signs to web, mobile, radio, and television. With intuitive dashboards, Trajektory turns complex data into a compelling narrative, facilitating revenue growth, time savings, and enhanced partner understanding.

Value Proposition

Trajektory tackles the challenge of accurately valuing diverse sponsorships across numerous channels in the sports industry. In a saturated landscape of advertising avenues, teams and brands grapple with compiling comprehensive valuations efficiently. Trajektory's solution streamlines the reporting process, saving clients hours and empowering teams and brands to enhance revenue while promoting sponsor retention. The platform offers flexible data retrieval, allowing clients to generate detailed reports at any time interval.

Trajektory's solution offers flexible data retrieval, allowing sports organisations to generate detailed sponsorship evaluation reports at any time interval.



3D Data for Fan Engagement.

Trickshot utilises the power of 3D data, offering sports clubs a self-service tool to craft engaging fan experiences. By creating immersive 3D content showcasing key moments from games, Trickshot enables clubs to engage with new fans, regularly achieving up to 7 times more engagement compared to traditional highlights. A recent partnership with a tennis tournament in Melbourne has pushed the platform even further.

Value Proposition

Trickshot addresses the growing challenge for sports rights holders to connect with younger audiences using traditional mediums. Immersive formats offer a significant opportunity, but the complexity and cost of creating these experiences are barriers. Recognizing the struggles of sports social content teams, Trickshot help leveraging untapped 3D data to empower content teams in engaging a new generation of fans seeking innovative ways to connect with their favourite stars and teams.

Trickshot provides a no-code, self-service platform for easy 3D content creation based on live sports action.



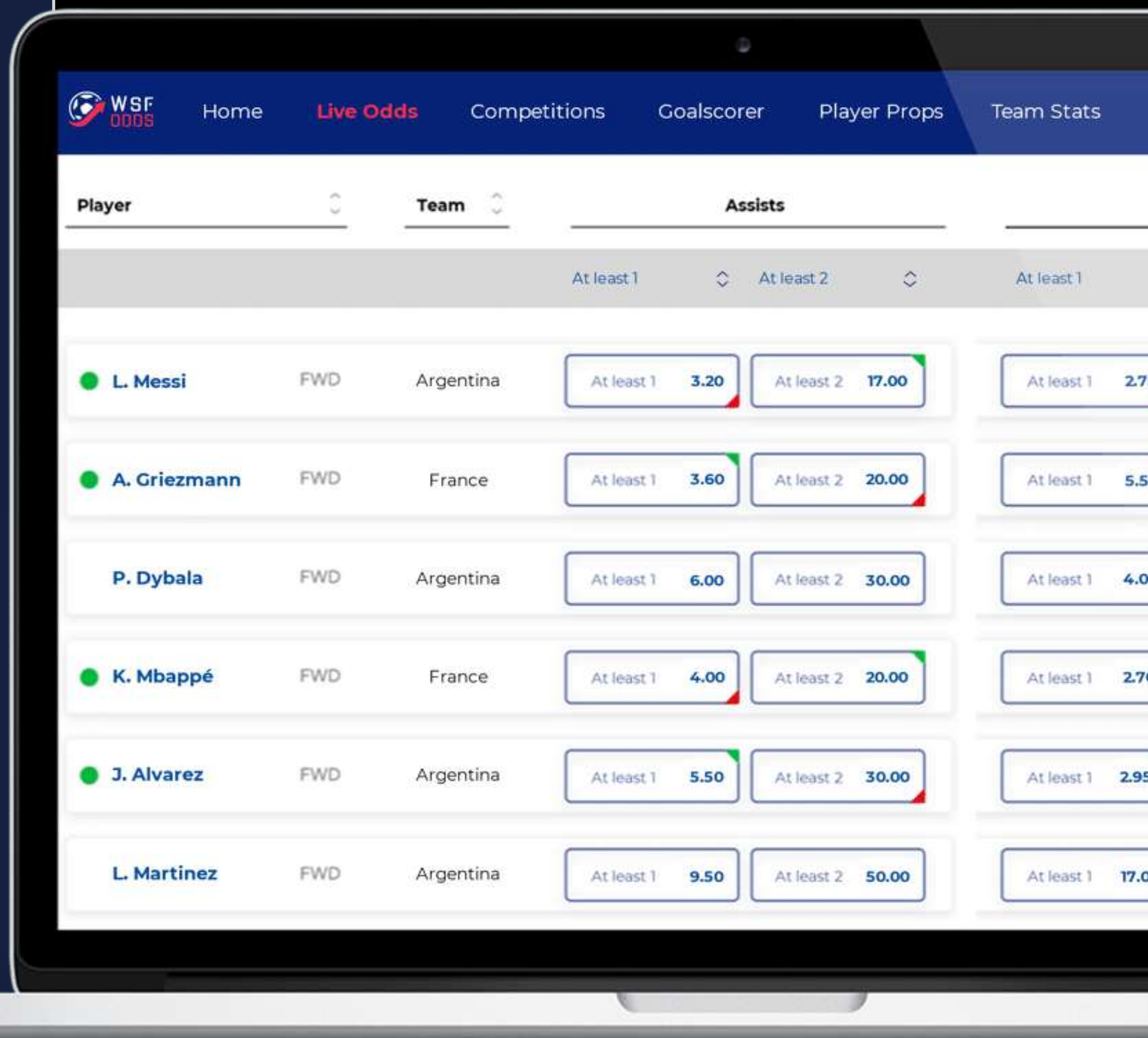
Machine learning for Performance Prediction.

Wall Street Football is a forecasting algorithm and machine learning platform designed to offer precise predictions regarding football players' actions and match statistics. With applications spanning across diverse industries, its technology is harnessed by the betting sector to deliver live odds to bookmakers. In the media industry, Wall street football provides infotainment and gaming solutions, creating an immersive experience for their extensive community of football fans.

Value Proposition

In a landscape where fans often favour footballers over teams, a noticeable gap exists in the availability of betting games and media coverage focused on individual players. The Wall Street Football solution addresses this by analysiing the historical performance of each football player and providing accurate forecasts of their future actions. Moreover, the company caters to the distinct preferences of fans, offering a comprehensive platform that enhances the experience of following and engaging with specific players in the world of football.

The Wall Street Football solution analyses the historical performance of each football player and provides accurate forecasts of their future action to enhance fan engagement.



| Player | Team | Assists |
|--------------|-----------|-------------------------------------|
| L. Messi | Argentina | At least 1: 3.20, At least 2: 17.00 |
| A. Griezmann | France | At least 1: 3.60, At least 2: 20.00 |
| P. Dybala | Argentina | At least 1: 6.00, At least 2: 30.00 |
| K. Mbappé | France | At least 1: 4.00, At least 2: 20.00 |
| J. Alvarez | Argentina | At least 1: 5.50, At least 2: 30.00 |
| L. Martinez | Argentina | At least 1: 9.50, At least 2: 50.00 |



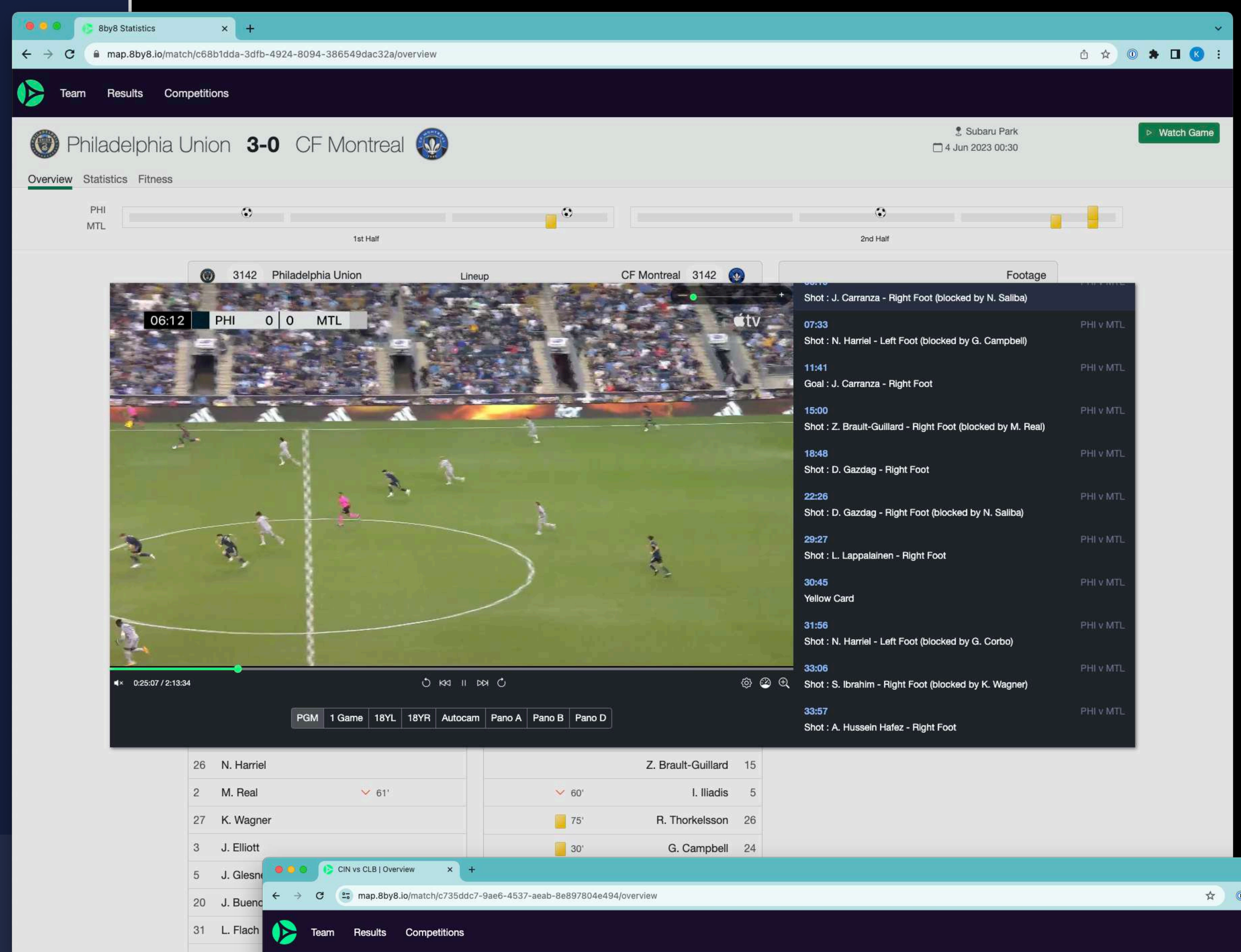
Video infrastructure for sport.

8BY8 is a platform that is building the video infrastructure in sport. They help get the right video to the right people at the right time. The platform powers data driven video workflows for officiating organisations, teams, league administrators and everyone in between.

Value Proposition

Getting access to the right video is important and can be complicated for sports stakeholders in different ways. 8BY8 focus on the details of video flows, so sports organisations can focus on what's most important to them. So analysts can focus on match analysis rather than worrying about how to get a live video feed to the bench. So matches can be assessed and monitored centrally, and nobody has to worry about how to combine video and data from different sources.

8BY8 focuses on the details of video flows, taking pride to free up sports stakeholders so they can get access to the content they need to do their job more effectively.



CONCLUSION

This first section of this report has highlighted a wide range of both promising and established startups in the sports industry that offer off-the-pitch solutions for sports businesses.

As you have gone through the solutions, you might have realised how diverse it was, with so many different value propositions and benefits for sports organisations. Talking about sports organisations, it can be hard for them to navigate through all these available options and identify the right one that will perfectly meet with the expectations.

This is where our agency comes in. Our deep understanding of the industry combined with our strong expertise in new technologies enable us to navigate this complex market and provide guidance on choosing the right solution for each organisation's need. If you want to know more about it, you can meet us [here](#) or contact us at marketing@lasource.io, we are always happy to have a discussion about it!



WHAT'S GOING ON ON THE PITCH?

NEW TECHNOLOGIES IMPACT ON PERFORMANCE

In the sports tech space, sports performance is often overshadowed by the business side of sports and how to reinvent the fan experience (what we call the “off the pitch” technologies) Sales cycles take longer time and such a market requires heavy investments (largely made of grants with a fierce competition) and a very strong need for scientific validation with robust peer review and academic labs endorsements. All these factors makes it less attractive for investors compared to fan experience solutions.

However, these “on-the-pitch” technologies are still a core pillar of the industry as they are a key component to the sport product itself (performance of athletes and teams) while being the entry door to many innovations applied later on for fan experience purposes, especially around the use of data for broadcast and storytelling. On top of that, many sports organisations such as clubs and federations are still fully driven by sporting results and rely heavily on them to increase revenues considering the little influence and say they have over media rights deal centralised at league levels. Athletes remain their main assets beyond sponsoring, merchandising & other business activities; and this is no surprise that 50% (for the best performing football club) to 70% and even 80-90% of total revenues are spent on players wages.

In a nutshell, new technologies in the sports performance space are essential as they allow to increase revenues and optimise costs. Yet they can also question key fundamentals of the sports economics such as competitive balance and competition integrity but this is for competition organizers to assess (and certainly another report to deal with).

THE STARTUPS

Here is a non-exhaustive list of prominent new technologies that are actively shaping the sports performance in our industry. The solutions listed in the next pages are ranked in alphabetical order.

Armony™

 akapass

bion

ElectroGear

FOOTki

foot**o**VISION

**GAIN
GUARD**

KAMA.


mingle sport

PIQLE

SPORTLIGHT

SUPERSAPIENS

 turfcoach

VICTORIOSO

vive
tennis

A Coach-Player Communications Solution.

Armony is a sports tech startup that has developed a wireless electronic communication system for made specifically for the use of football teams in games and training session.

Value Proposition

With soccer players spread across the field and fans roaring in the background, effective and instantaneous communication with players evades even the top coaches in the world. The Artemis system creates a direct connection between coaches and their players, simultaneously transmitting coaches' instructions and eliminating the need for coaches to yell to their players. With Artemis, coaches can provide immediate feedback, precise instructions to their players, optimising player development and team performance

Artemis by Armory is a system establishes a direct link between coaches and players, facilitating the transmission of instructions without a need to shout them out.



Digital Passport to Multisport Statistics.

SportsSyncTech is a sports technology company that has developed AkaPass, a multisports digital statistics passport for amateur athletes for all sports and e-sports. The application provides athletes access to their present and previous sports stats.

Value Proposition

The solution addresses the challenge of providing user-friendly statistics for both amateur sports and esports in a gamified environment, featuring elements such as trophies and challenges. Furthermore, it empowers brands and sponsors to enhance the precision of their targeting for offerings, communication, and messaging, while offering progress tracking and a comprehensive dashboard to monitor results effectively.

Akypass enables sports organisations to access user-friendly statistics for sports and e-sports.



A Digital Platform to source Football Players.

Bion is a digital platform with the ambition of enhancing the performance and visibility of football players. Through a model similar to Uber, players have the ability to request a Scout for any game of their choice, receiving a performance report and a personalised follow-up session. Subsequently, their profiles on the platform can be viewed by clubs, agents, or federations, increasing the players' chances of success and opening doors to new opportunities.

Value Proposition

The Bion platform merges two crucial aspects of success for athletes. Firstly, it provides athletes with invaluable insights into their performance, allowing them to gauge their strengths and areas for improvement. This personalised performance analysis enables athletes to refine their skills and reach their full potential. Secondly, the platform enhances athletes' visibility in the market by combining performance insights with increased market exposure, ensuring that their achievements and capabilities are effectively showcased.

Bion's performance analysis empowers athletes to enhance their skills while simultaneously boosting their visibility in the market through performance insights and exposure

The screenshot displays the Bion platform interface. At the top, there is a navigation bar with the 'bion' logo and menu items: Dashboard, Scouts, Ranking, Desafios, and Calendário. The main content area is divided into several sections:

- Player Profile:** A card for Francisco Machado, a Midfielder (MC) with an overall rating of 80. His stats are: 95 OFF, 70 DEF, 85 TEC, 91 FIS, 93 MEN, 99 FPL.
- Club Profile:** A card for SL Benfica, Liga NOS 21/22. The player's position is listed as MD (Midfielder). Stats include: PAÍS: POR, NASCIMENTO: 27 yrs, MELHOR PÉ: Direito, PESO: 73kg, ALTURA: 180cm.
- Performance Report:** A table showing various attributes and tactical/mental skills with their respective values and trends.

| ATRIBUTOS | | RELATÓRIOS | | | |
|------------------|----|---------------------|----------------|----------------|----|
| Técnicos | | Táticos | Mentais | | |
| Remate | 14 | Jogo pos. ofensivo | 18 | Maturidade | 12 |
| Finalização | 10 | Antecipação | 11 | Comunicação | 14 |
| Cabeceamento | 20 | Desmarcação | 14 | Liderança | 10 |
| Passe curto | 13 | Jogo defensivo | 19 | Concentração | 20 |
| Passe de rotura | 16 | Visão de jogo | 13 | Agressividade | 11 |
| Primeiro toque | 8 | Organização | 9 | Int. emocional | 8 |
| Cruzamento | 18 | Imprevisibilidade | 16 | Motivação | 13 |
| Controlo de bola | 9 | Inteligência tática | 19 | Decisões | 12 |

ElectroGear



Personalised & Wearable Electro-Rejuvenation.

ElectroGear is a hi-tech wearable sport gear brand that helps athletes and other people recover and get back in the game, faster and better than before. It does so with a microcurrent electron pulse stream developed by the Healables company, that works anywhere remotely and is painless, comfortable and convenient. ElectroGear is currently being commercialized through its first sports, fitness and wellness product line in three verticals: Sports, Automotive and Military.

Value Proposition

ElectroGear reduces the time it takes for athletes and other people to recover from physical exertion. ElectroGear does so by providing a solution that is accessible to anyone, anywhere, at any time. And for the practitioner (physical therapist, coaches, fitness trainers, etc), ElectroGear provides a recurring revenue model through reselling, leasing and rental options to their clients. This model also helps the practitioners to free up time on their calendar to help more people, and it frees up space in their clinics.

ElectroGear reduces the time it takes for athletes and other people to recover from physical exertion by providing a solution that is accessible to anyone, anywhere, at any time.



An Amalgamation of Sports.

Footki is an emerging sport linked to football. This game also functions as a technical agility tool for football schools, as well as an engaging game for companies involved in sports events/team building, multi-sports/football complexes and hotels. The footki product allows for optimum playability on different types of surfaces.

Value Proposition

Footballers often challenge their accuracy by placing bottles or objects at a distance, aiming to strike them. Footki is a mix of football, tennis and molkky, a game of skill played with the feet, aspiring to stand out amongst other sports.

FOOTKI is a mixture of several sports: football for its playability, tennis for its face-to-face exchanges and molkky for the objective of aiming for pins.



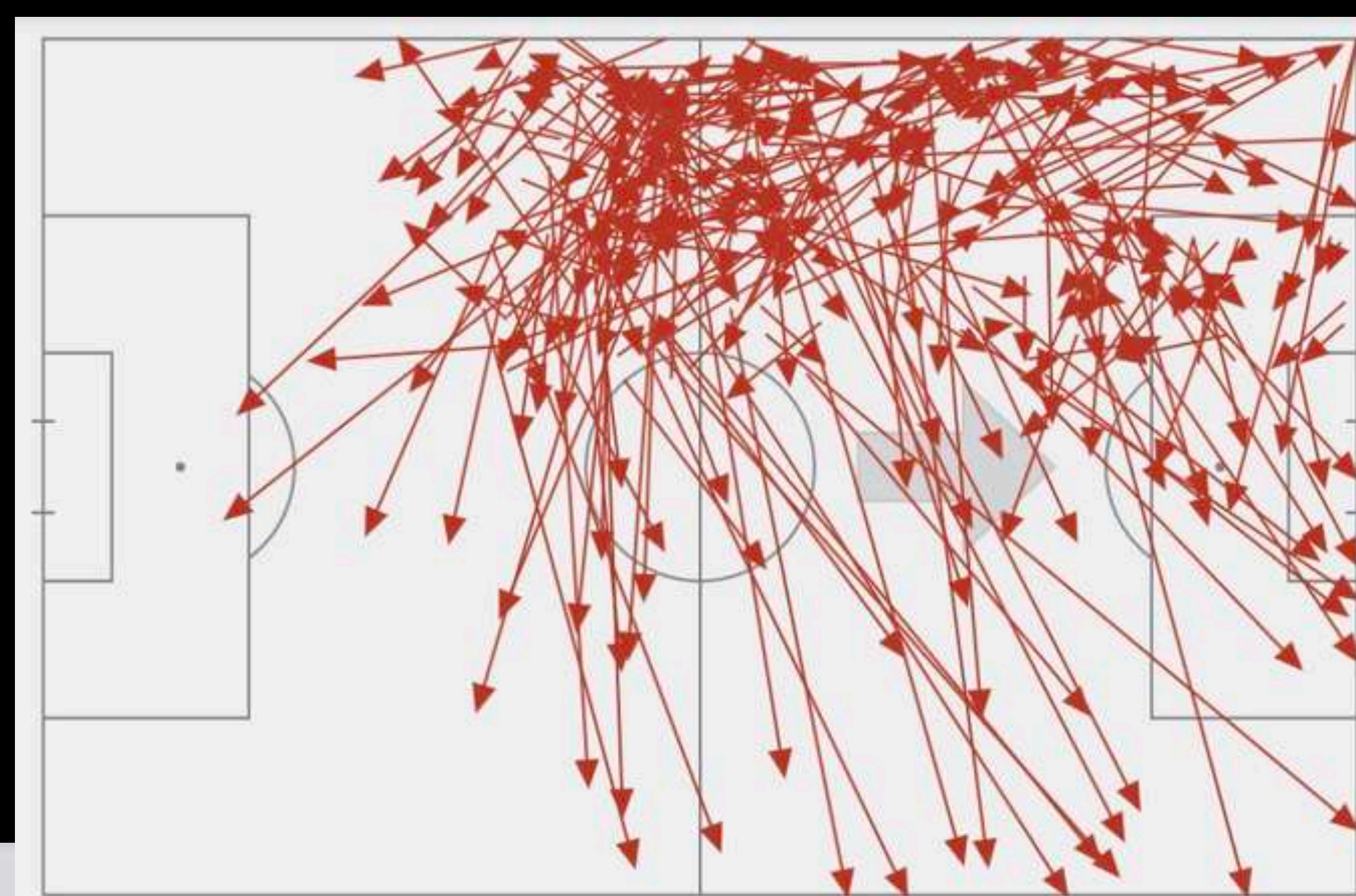
Immersive Insights & Analytics for Football.

Footovision, powered by AI and Computer Vision, harnesses soccer match data from simple video streams, gathering 3.2 million certified data points per match and generating over 1,200 indicators. This encyclopaedia of information is seamlessly imported into Coachvision, an interactive platform tailored for individual and team performance analysis linked to video. Specifically designed for analysts in football clubs, leagues, and national teams, Coachvision facilitates efficient decision-making by providing insightful graphics, advanced metrics, and the ability to create custom reports.

Value Proposition

Traditional stadium devices like GPS or optical cameras have been around for a while. Footovision leverages Computer Vision and AI for streamlined data collection from standard video streams. Its Coachvision analysis platform not only saves valuable time for analysts and club staff with pre-designed customizable reports, but also facilitates integration of event and tracking data from external providers, providing a comprehensive and efficient solution for soccer match analysis.

Footovision provides an affordable soccer match analysis solution by integrating Computer Vision and AI for seamless external data integration.



| | | Time played | Total distance | High Intensity (HI) | | |
|--|---|-------------|----------------|---------------------|------------------|------------------|
| | | | | Dist. >24 km/h | Dist. 21-24 km/h | Dist. 14-21 km/h |
| | Birkir Bjarnason MIDFIELDER (ICL) GER-ICL Mar 25, 2021 | 94 mn | 10958 m | 184 m | 278 m | 2029 m |
| | Kari Arnason MIDFIELDER (ICL) GER-ICL Mar 25, 2021 | 94 mn | 9901 m | 91 m | 215 m | 1357 m |
| | Aron Einar Gunnarsson MIDFIELDER (ICL) GER-ICL Mar 25, 2021 | 94 mn | 11434 m | 107 m | 131 m | 2118 m |



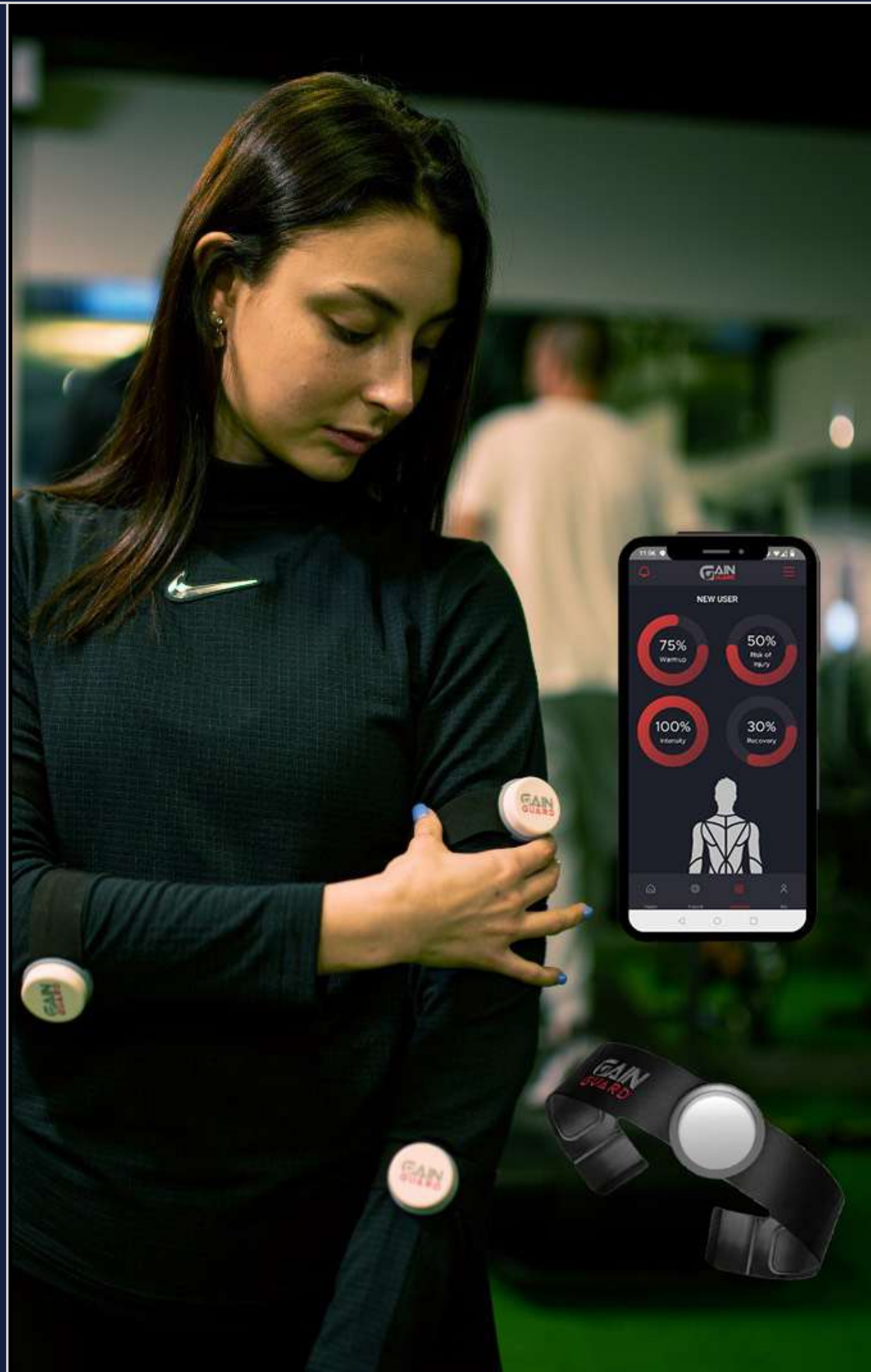
Workout Management System.

GainGuard is a real-time injury prevention and workout enhancement system. Through its AI based wearable, it offers teams, coaching staff, trainers and trainees alike, real-time insights on injury prevention and personal progress with previously professional exclusive technology.

Value Proposition

The current challenges in the fitness industry revolve around the absence of real-time, continuous monitoring during workouts and the existence of overly complex interfaces for end customers. GainGuard tackles these challenges by offering progress tracking, adequate workout regimens based on preconditions & rehabilitation insights.

The Gainguard application enables real-time, continuous monitoring during workouts through a seamless interface for customers.



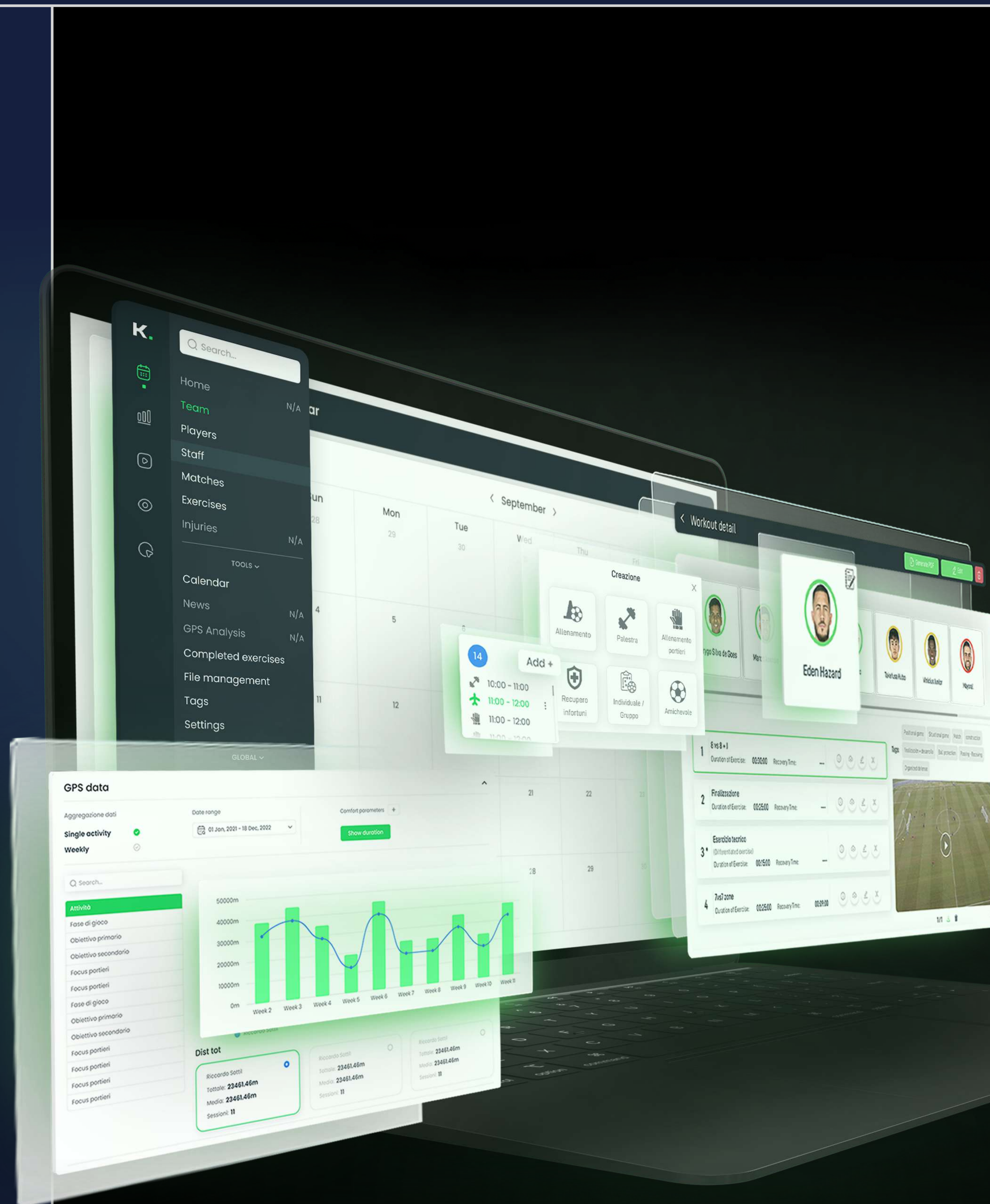
Performance intelligence platform.

Kama is a software and data science company, offering technology solutions to improve decision-making processes for the sports sector. Kama's software enables clubs to seamlessly consolidate, integrate and manage their operations in a single tool. Its customisable dashboards and widgets allow for the instant creation of automated match highlights, post-match reports and performance insights.

Value Proposition

The Kama platform tackles the disparity between data availability and effective utilisation by sports organisations by integrating and aggregating all data sources into a single platform, streamlining operations and ensuring a higher level of efficiency. Its solutions allow staff to manage their daily processes, analyse players and oversee their entire scouting operation from a single working space. Kama Game Sense allows for the automatic visualisation of custom game scenarios based on the requirements and inputs of analysts.

Kama.Sport enables sports and media organisations to streamline operations and data aggregation to achieve their strategic objectives.



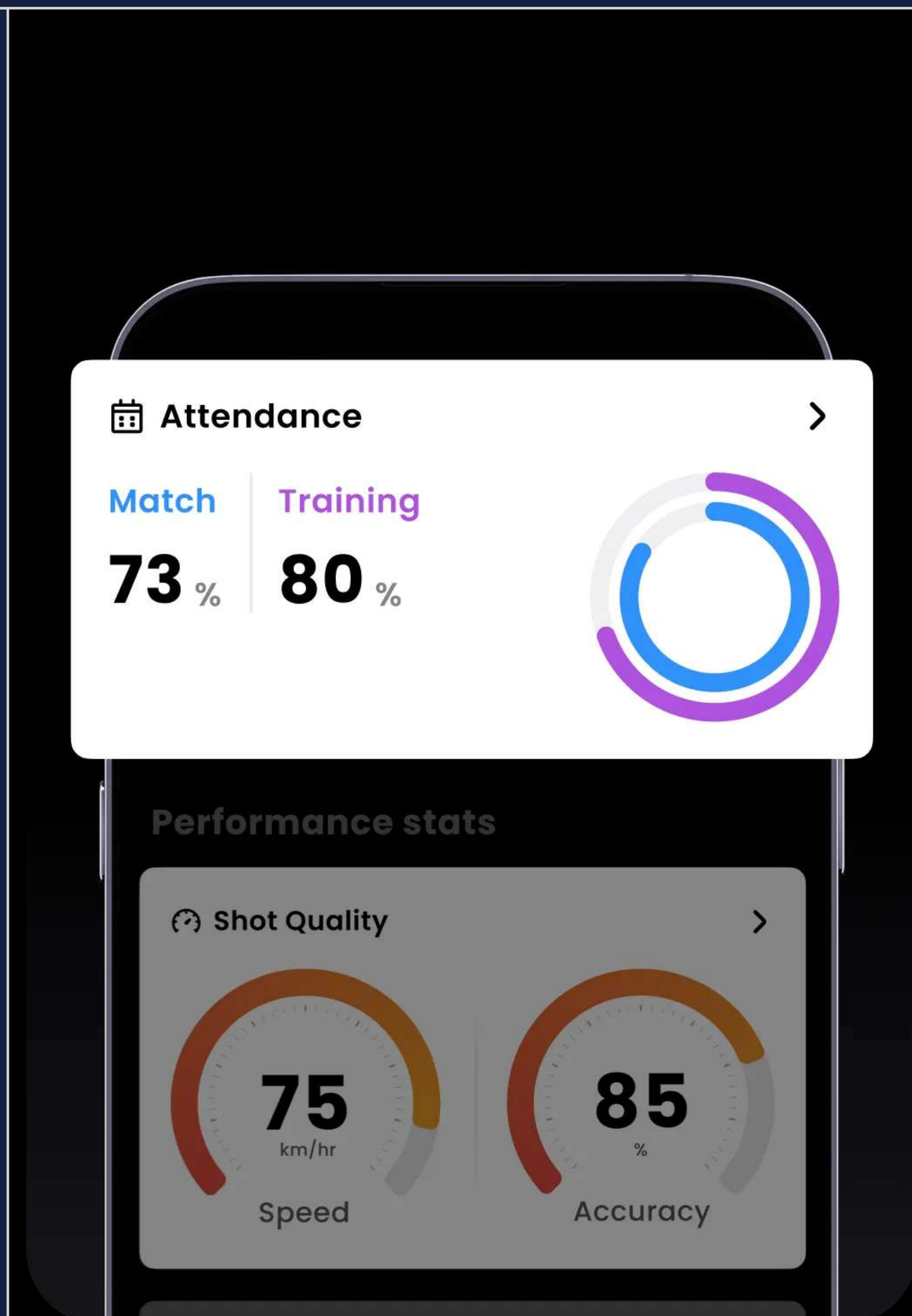
A social app for grassroots ball sports.

Mingle Sport is a social app for grassroots ball sports (players, trainers, fans) that allows users to track their performance, enjoy the game with fellow players and enables coaches to manage their team more efficiently.

Value Proposition

Sport drives greater engagement via the social component. Mingle Sport transforms the traditional football experience by introducing this social layer that enhances engagement, making the physical game more enjoyable, shareable, and gamified. Beyond the social aspect, Mingle offers a solution for gaining comprehensive insights into team and player performance—a task traditionally considered challenging and costly. Users can build a personalised portfolio capturing their best moments and performance, creating a lasting record of achievements.

Mingle Sport is a social app for ball sports, connecting fans, athletes, and coaches, offering players access to stats and visuals, and coaches with effective team management tools.



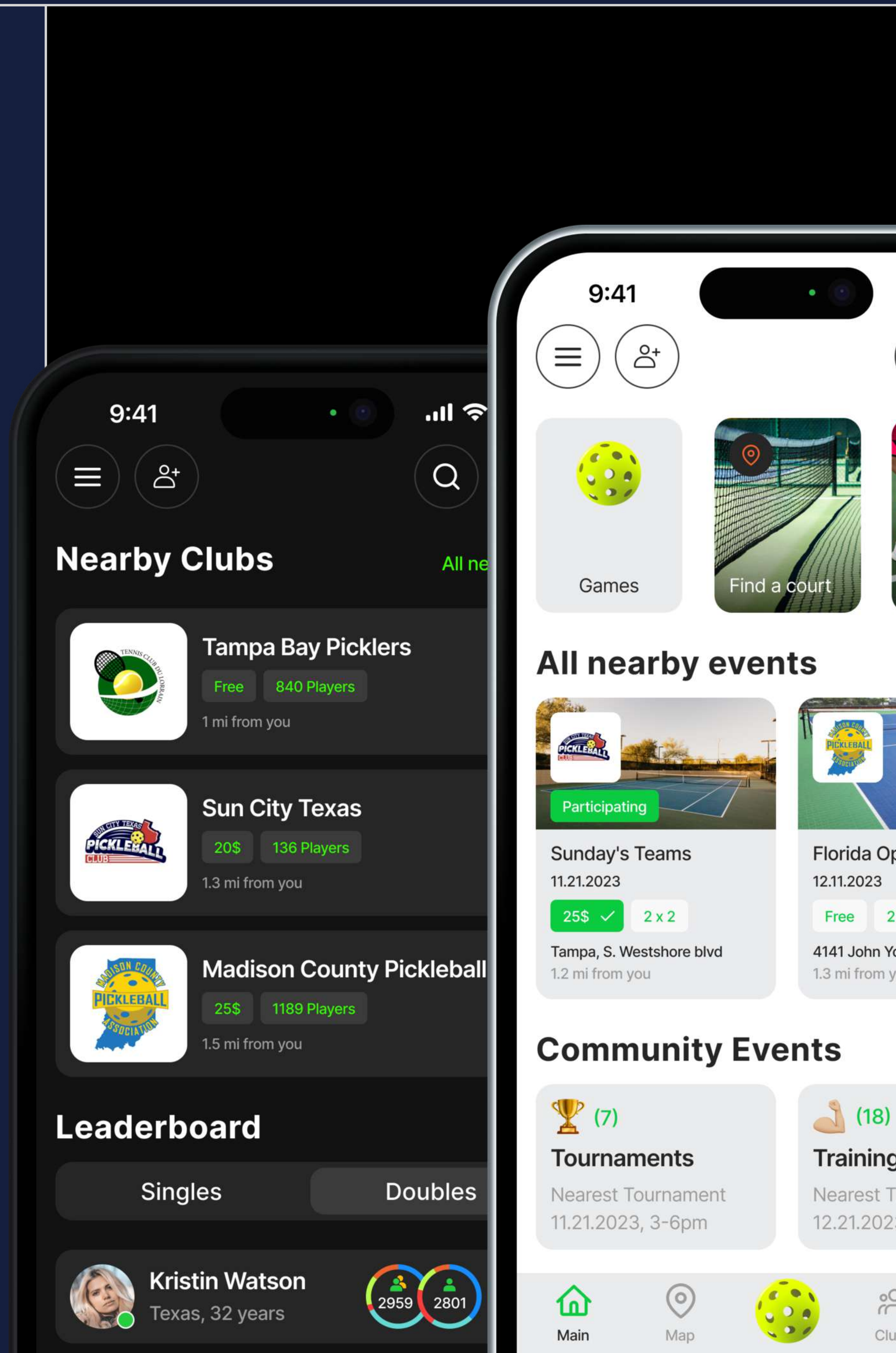
Pickleball community platform.

Piqle serves as an ecosystem designed for pickleball players and communities. This platform enables users to easily find opponents, nearby courts, and clubs. Users can also create their own clubs and effortlessly organize and manage events directly from their mobile phones with just a few clicks.

Value Proposition

Piqle offers a seamless pickleball management solution that eliminates the need for multiple software tools, complicated spreadsheets and event management hassles. Piqle covers all aspects of pickleball, from searching and booking courts to connecting with friends and opponents, running clubs and tournaments, tracking your health, and even delving into e-commerce. The platform aims to prioritise user-friendliness and accessibility as key strengths for a comprehensive pickleball experience.

Piqle offers an all-in-one solution for pickleball, streamlining court bookings, connecting with players, managing clubs and tournaments & tracking health



SPORTLIGHT



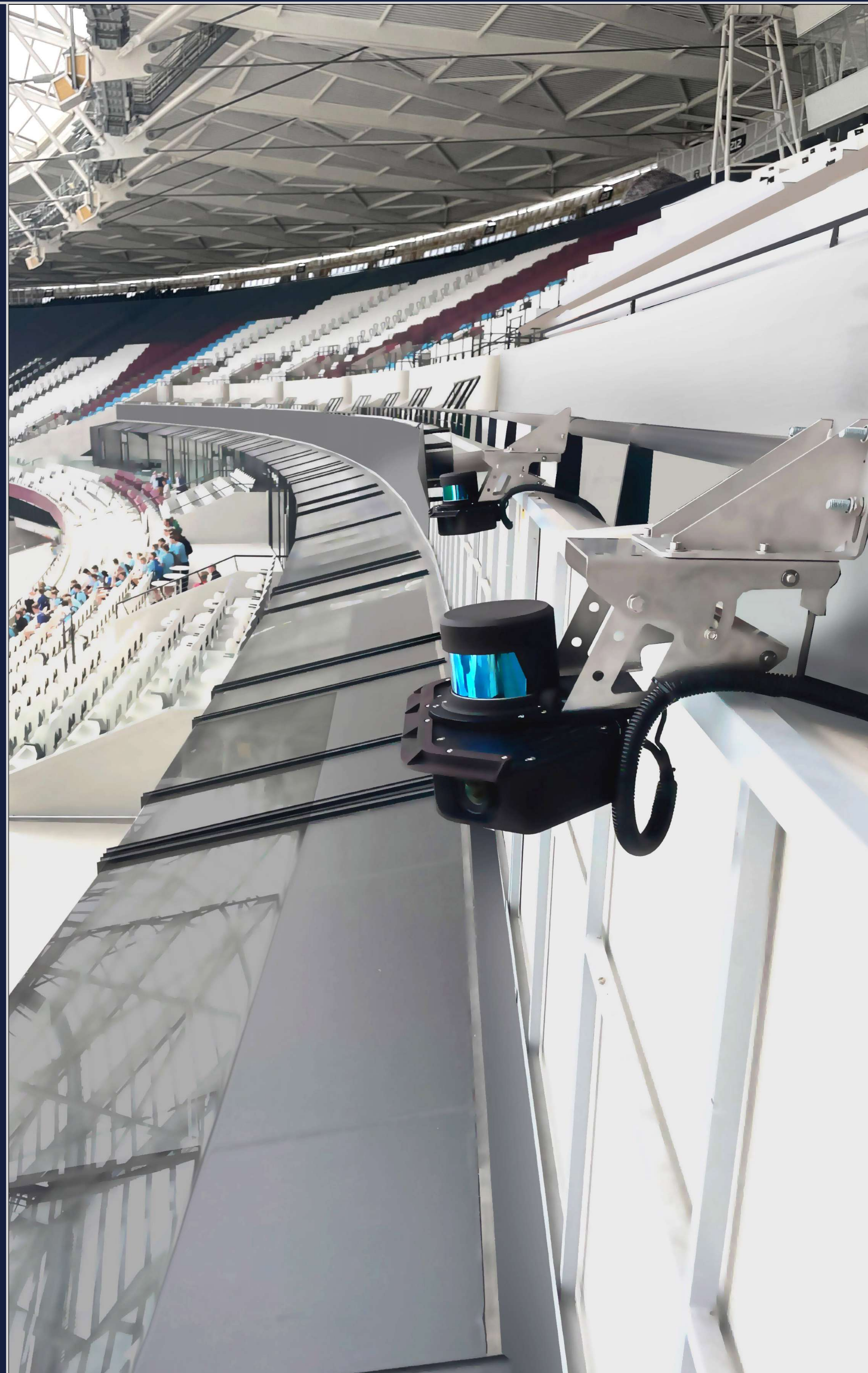
Athlete profiling and deeper performance insights.

Sportlight is an athlete tracking and performance management system, using LiDAR and AI technology to provides hyper-accurate, deep insights into physical performance to professional sports organisations.

Value Proposition

Legacy systems (wearables, optical tracking) are not always reliable and sometimes uncomfortable for athletes. They also are not always capable of providing deeper insights and are sometimes limited to more basic data points (distance covered, average speed). This is where Sportlight steps in with deeper insights such as accelerations, decelerations, change of direction, in situ force-velocity profiling, athlete baselining/benchmarking and provides AI-powered insights into e.g. fatigue, player wellness that are derived from its data.

Sportlight's athlete tracking and performance management system provides advanced AI-powered insights into athlete profiling and benchmarking through data analysis.



SUPERSAPIENS



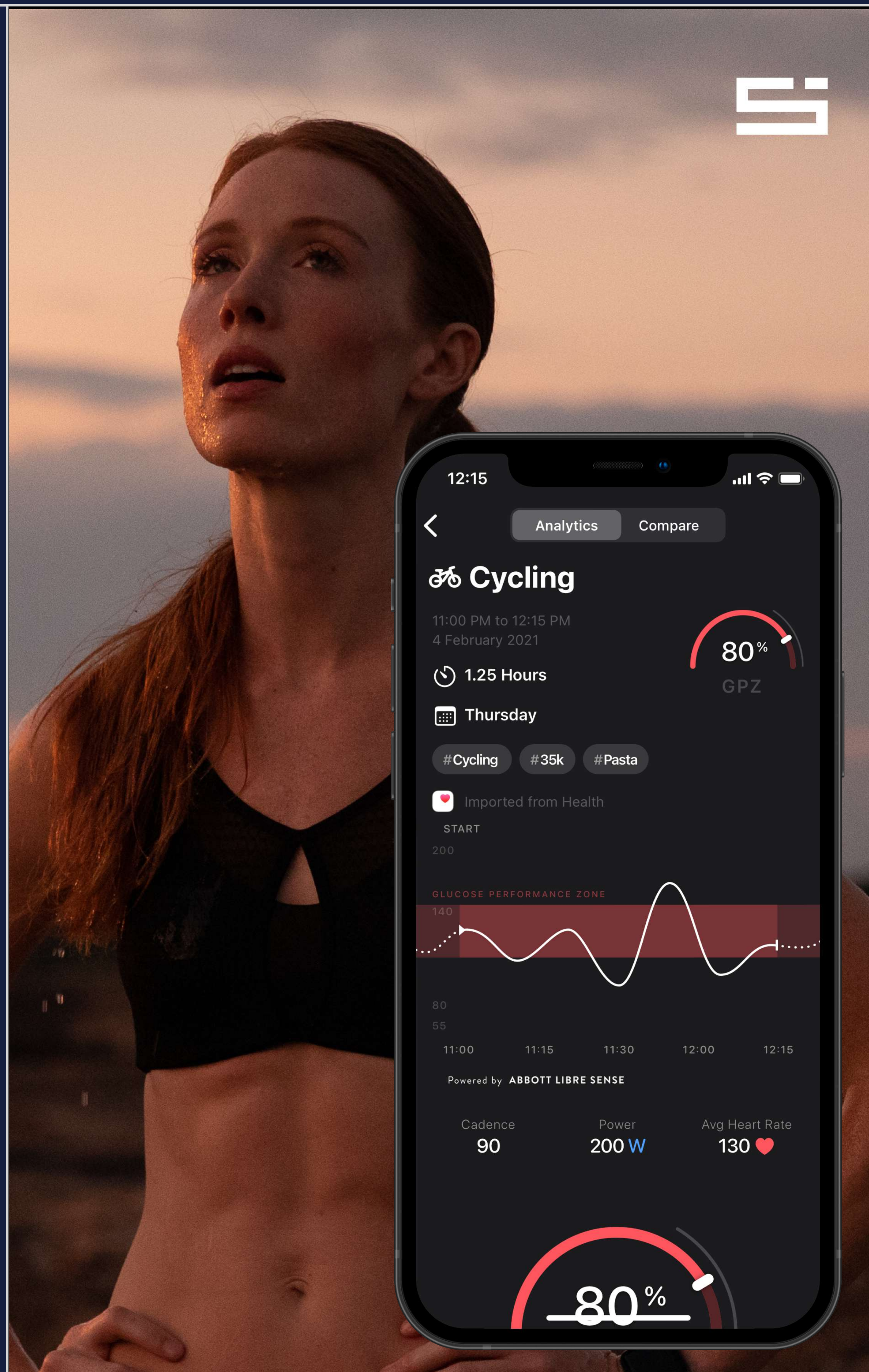
Real-Time Glucose Insights.

Supersapiens is a sports technology ecosystem that provides a window into the body's glucose metabolism — the foundation for human function. The platform provides real-time data and insights to optimize glucose to help athletes, coaches, nutritionists, and trainers make better science-based decisions around nutrition, performance, and recovery.

Value Proposition

While athletes have been unable to measure glucose previously, its mental and physical impact on human performance has not been clearly understood. Supersapiens leverages Abbott's Libre Sense to provide athletes with glucose visibility, allowing for minute-by-minute data analysis. This approach enables athletes, coaches, nutritionists, and trainers to make informed fueling decisions, enhancing both mental and physical performance.

Supersapien's sports technology ecosystem enables athletes, coaches, nutritionists & trainers to make informed decisions based on a body's glucose metabolism.



Data-Driven Turf Management Solution.

turfcoach unveils the effects of turf conditions on sports, offering a full view from above and below the surface. Using Artificial Intelligence, turfcoach provides data-driven insights and recommendations that lead to safer pitches, resource savings and more games for everyone in a sport club.

Value Proposition

A healthy turf reduces risk of injuries, helps an organisation achieve its sustainable goals and elevates the entertainment potential of a football club. By integrating data collection, visualisation, and analysis through artificial intelligence, turfcoach enables organisations to efficiently manage turfgrass. This technology connects performance, grounds management, and operations departments, saving costs, providing match data for fan engagement, and offering players training recommendations based on turf data.

turfcoach's AI-driven software efficiently models weather, maintenance, surface, and performance data for optimal turf management in sports organisations.



Nutrition Supplements for Athletes.

Victorioso Nutrition is a company that produces fast acting nutrition supplements for athletes to overcome performance deficits. Their nutrition supplement enables athletes to understand performance deficits in moments when players go from a performance high to a performance low, such as in football half-time breaks or substitutions.

Value Proposition

Performance deficiencies are a key facet of athlete performance. Victorioso Nutrition helps professional athletes to overcome these deficits as quickly as possible through the use of pouches. The advantage of pouches is based on the form of application because one reason why pouches have become popular in sports is that pouches ensure that the ingredients quickly enter the brain and bloodstream. Besides helping athletes overcome performance deficits, Victorioso helps snus-addicted athletes with a healthy product to reduce their addiction to snus.

Victorioso Nutrition helps professional athletes to overcome performance deficiencies as quickly as possible through nutritional supplements.



Tennis Ball Retriever Robot.

Vive Tennis is a robot caddy designed to assist tennis players. Their technology takes care of collecting tennis balls during a match, allowing players to maintain focus on their game with minimal interruptions. Vive Tennis offers a new level of convenience to the tennis court, enhancing the overall playing experience.

Value Proposition

Vive Tennis' robot caddy is smart, fast and lightweight. Its AI-powered vision engine detects balls and players up to 20 metres away, allowing players to serve fast, minimising the time taken to fetch balls during a practice session. Moreover, the vive robot can conveniently fit in a backpack, permitting tennis players to travel with it to every game or practice.

Vive Tennis' robot has an AI powered vision engine that allows players to serve fast, minimising the time taken to fetch balls during a session.



CONCLUSION

The second section of this report has highlighted a wide range of both promising and established startups in the sports industry that offer solutions for sports performance.

We decided not to segment all these startups into several categories because the ultimate goal remains very similar: optimise the overall performance, from training sessions to injury prevention & recovery.

While some solutions of this section are tailored to one specific sport, others offer global tools and platforms for several sports. For such global services, the level of complexity vary significantly and some may prove harder to integrate than others, especially considering the sport organisation's maturity level and its integration capacity. In addition, similar to the business part, it is often hard for sports organisations to navigate through all these available options and identify the right one that will perfectly meet with their expectations.

This is where our agency comes in. Our deep understanding of the industry combined with our strong expertise in new technologies enable us to navigate this complex market and provide guidance on choosing the right solution for each organisation's need. If you want to know more about it, you can meet us [here](#) or contact us at marketing@lasource.io, we are always happy to have a discussion about it!

AUTHORS

Before highlighting the main contributors to this document on LaSource side, we would first like to thank all the startups that helped to draw up this document by providing the necessary information and visual elements that you may have seen during your reading.

The creation of this document was a collaborative effort in which we asked each start-up to validate the content and the way in which it is presented.



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ABOUT LASOURCE

Created in 2019, LaSource is an agency in the sports and entertainment industry, working closely with high-profile startups, tech companies, and sports and media organisations. Our strong expertise in innovation, digital, new technologies and media rights allows us to create and implement tailored business strategies to accelerate growth.

At LaSource, we believe in innovation. We believe in the power of digital and how it can bring sport organisations to new heights. We put our talent, experience, and passion to boost synergies between the innovative world of startups and the reality of the sport industry. We have the ability of putting together digital strategies and helping leading sports organisations execute and get results with their digital transformation

WHAT WE DO

FOR STARTUPS

From market knowledge to visibility and business development, we provide high-potential startups with a set of services to best penetrate the sports industry and access its decision-makers in Europe. Discover our two different offerings.

FOR SPORTS ORGANISATION

Through our unique expertise and capabilities, we advise and support sports organisations alongside brands and sports-related companies in their various projects: innovation strategy, marketing and business operations, digital transformation, etc.

Contact: marketing@lasource.io

**2024
REPORT**



LaSource