

REPORT

SPORTS & ENTERTAINMENT STARTUPS TO FOLLOW IN 2023

INTRODUCTION

Over the last 4 years, we have been supporting startups which are vectors of change in the sports industry. Utilizing our expertise in digital transformation, innovative technologies and agile processes we have been able to help sports organisations including clubs, leagues, federations and media to transform and develop their business through efficient collaborations with the most promising solutions of our industry.

While we have worked with many organisations on integrating new startups' products, we have realised how complicated it is for anyone - and especially in leading sports organisations - to find the time to analyse every new technology, trend, and new value proposition.

How to remain constantly up to date while you also need to focus on delivering events and several projects? How do you find the time to analyze multiple start-ups, answering very different needs and

strike the right balance to understand the “must haves” for your strategy against the “nice to have”? How do you ensure the technology stack you are using and aim at implementing will no longer be outdated once it is operational by integrating new products, apps and services?

These questions are the reason why we decided, a few months ago, to create this report, compiling all relevant start-ups and classifying their solutions/products according to different themes. And to help navigate through this complicated landscape, we decided to open this report to any start-up interested in highlighting its mission and core value proposition.

We hope this report and other excellent ones produced in our industry will greatly help us and leading professionals understand and anticipate emerging trends for the coming years.

So, what to expect in this document?

See it 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!

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.



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.

MAIN TRENDS

Before chiming in the different technologies and startups presented in the following pages, we believe it's important to highlight some of the main trends we identified in the sportstech ecosystem.



The future of content creation and distribution looks bright

Machine learning and artificial intelligence will enable and empower more automated and near-live content while 4D and mixed reality will help create more immersive ones.



Sport is more and more community-driven

Virtual Reality, gamification and live streaming technologies enable more engaging experiences for fans and create a culture of fandom, at the heart of communities today.



A shift toward D2C strategies (B2B2C) and first-party data

IoT products, marketing software and even more complex algorithms will enable more direct interactions and a better relationship with fans, creating more value for organisations with essential first-party data.



Web3 to power new digital experiences

Blockchain, DApps and NFTs can enable new entertaining and rewarding experiences, better management of Intellectual Property and more transparency in asset ownership.

THE STARTUPS

Here is a non-exhaustive list of prominent new technologies that are actively shaping the sports business industries. We have decided to put them into different categories highlighted below, but keep in mind that they can have an impact in several categories and it may evolve with time.

CONTENT, BROADCAST & SOCIAL MEDIA



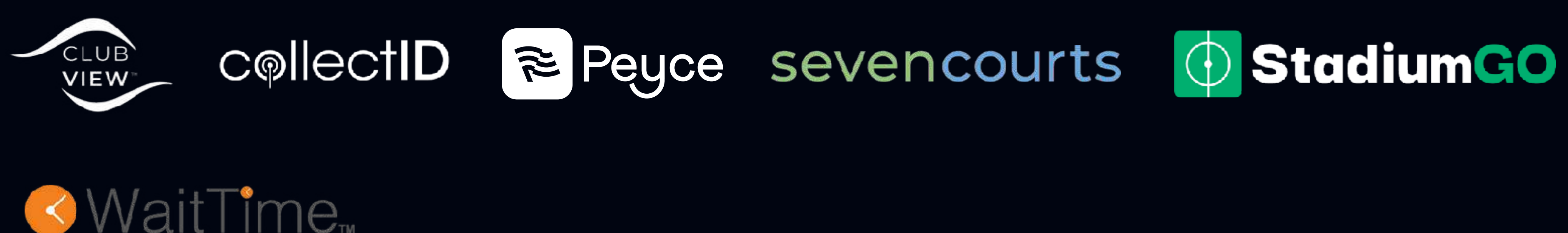
GAMIFICATION & LOYALTY



WEB3 & VIRTUAL WORLDS



IN-STADIUM & OPERATIONAL MANAGEMENT



OFF-THE PITCH

CONTENT, BROADCAST & SOCIAL MEDIA



BUZZER

 **egoli**


 **filmily**

 **greenfly**


GROUND SUPPORT
LABS

IMAGINE 

 **immersiv.io**

 **minute.ly**

 **miro**

 **MOVE**

PLAIVIEW

 **Rematch Sport**

 **ScorePlay**

 **SLATE**

 **SPONIX**

 **videocites**
follow your videos, everywhere.

BUZZER

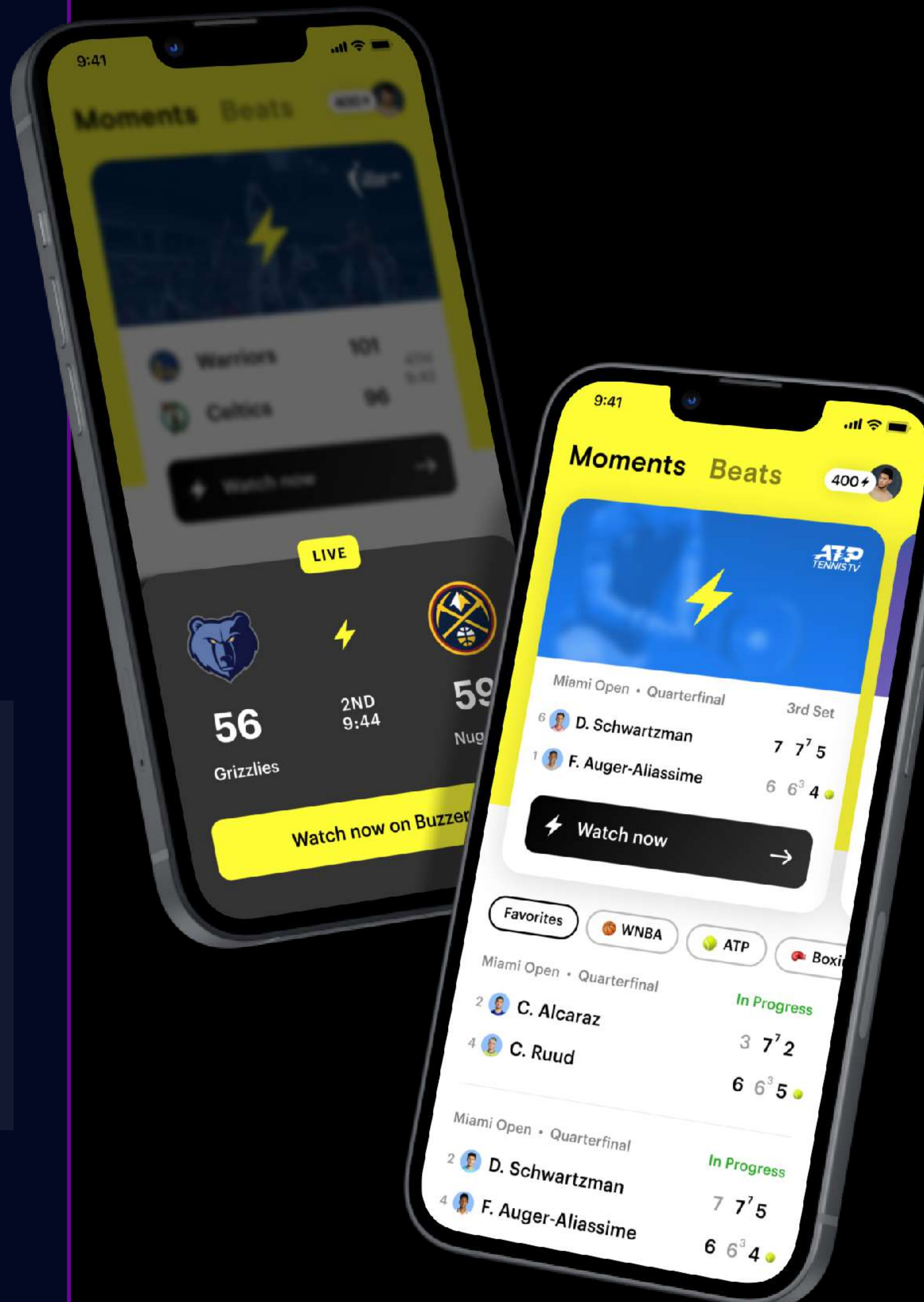
Must-see Live Sports Moments Easily Accessible

Buzzer simplifies the discovery and viewing experience of live sports in a short-form live format, providing curated and personalized access to live sports on mobile and creating exciting tune-in opportunities tied to player milestones and close games, as well as prop bets and other incentive-driven methods. The platform was developed with younger fans' evolving consumption habits in mind, serving as the last mile technology that connects sports fans to live and ephemeral moments.

Value Proposition

The next-gen sports fans are mobile-first, consuming highlights and clips which has become the fastest growing sports consumption sectors. They have diverse interest and are always looking for personalization & discovery. Buzzer has created an opportunity for a new “short-form live” category through simplified access, curated content and enhanced discovery through hyper-personalized notifications and a frictionless viewing experience.

Buzzer focuses relentlessly on sports fans' unique interests and makes it easier to discover and watch the live sports moments they care about most.



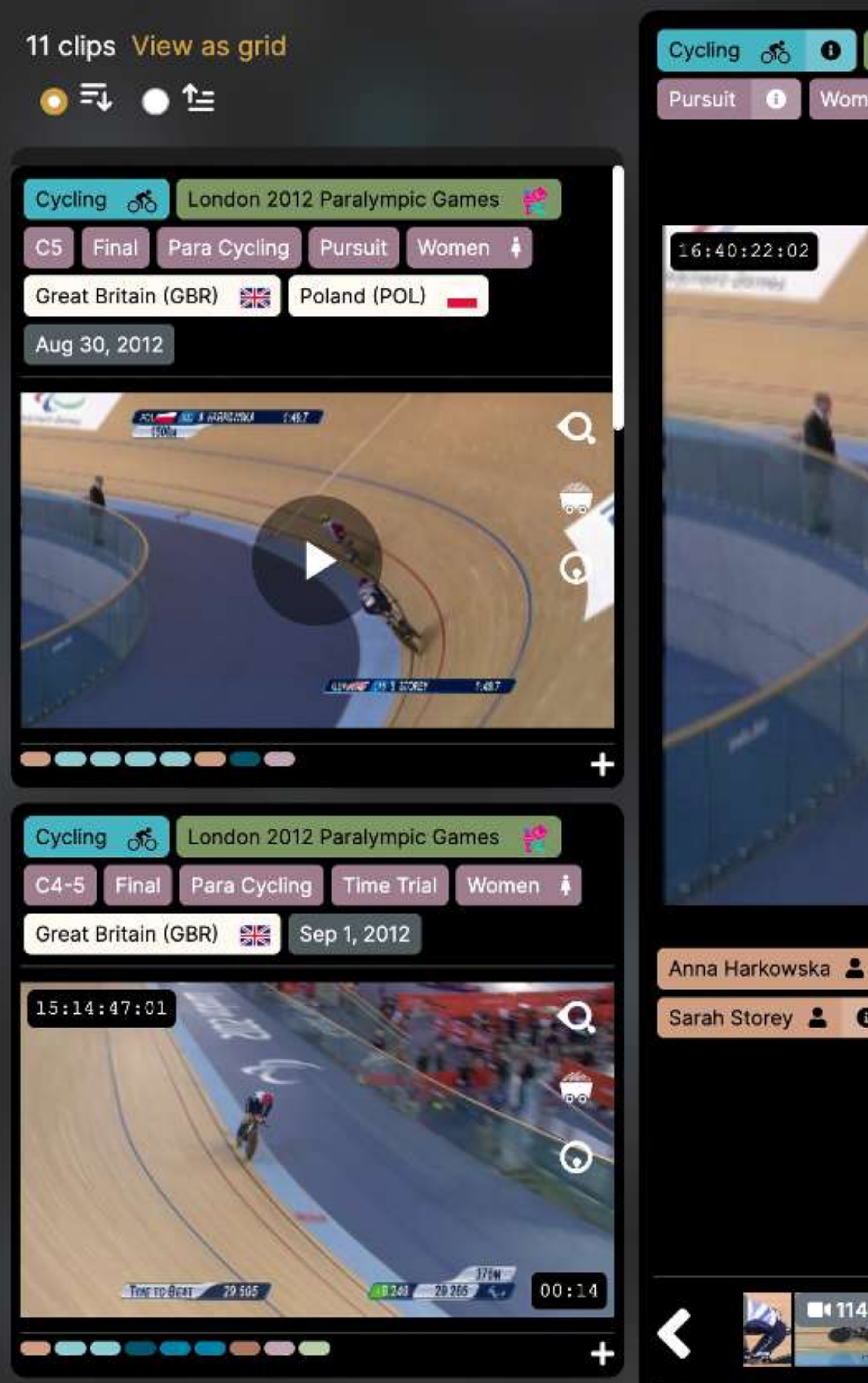
Automated Digital Content Management and Licensing

Egoli is an automated digital content platform which allows rights holders and content creators to monetize video and photographic content. Egoli computer vision and AI automatically logs and tags video to unearth the value of those assets through proprietary automated organization, powerful search, immediate distribution and online licensing.

Value Proposition

Every 3 days, the equivalent of 200 years of video content is created. Most of it is not used properly and can even be lost. Egoli enables all rights holders and content creators to get the most out of it. Egoli's patented annotation and insight engines require minimal human interaction to mine live video and archival content, which make it easier for organisations to store and commercialize or monetize them.

Egoli processes video to secure cloud storage, automatically log and tag it, connect it with related data & images and make millions of clips searchable in granular detail.



UGC Fan Engagement Platform

Filmily is a fan engagement solution designed to deliver highly valuable insight and data into a sports club's global fanbase. Filmily platform uses UGC to enhance the in-arena experience and connect remote fans to make them feel a greater part of the matchday experience. Through a sophisticated set of AI, the platform analyzes every second of data received to provide clubs meaningful insights about their fanbase.

Value Proposition

Fans are used to seeing sport as a social interaction and not being able to share the experience with friends and family, which can make the viewing experience isolated and lonely. Filmily connects fans together and engages with remote fans, enabling to record reactions; commentaries, stories and fun clips from home as they follow the game on their screens.

Filmily provides a greater understanding of the fans, making them more valuable to the club and its commercial partners.



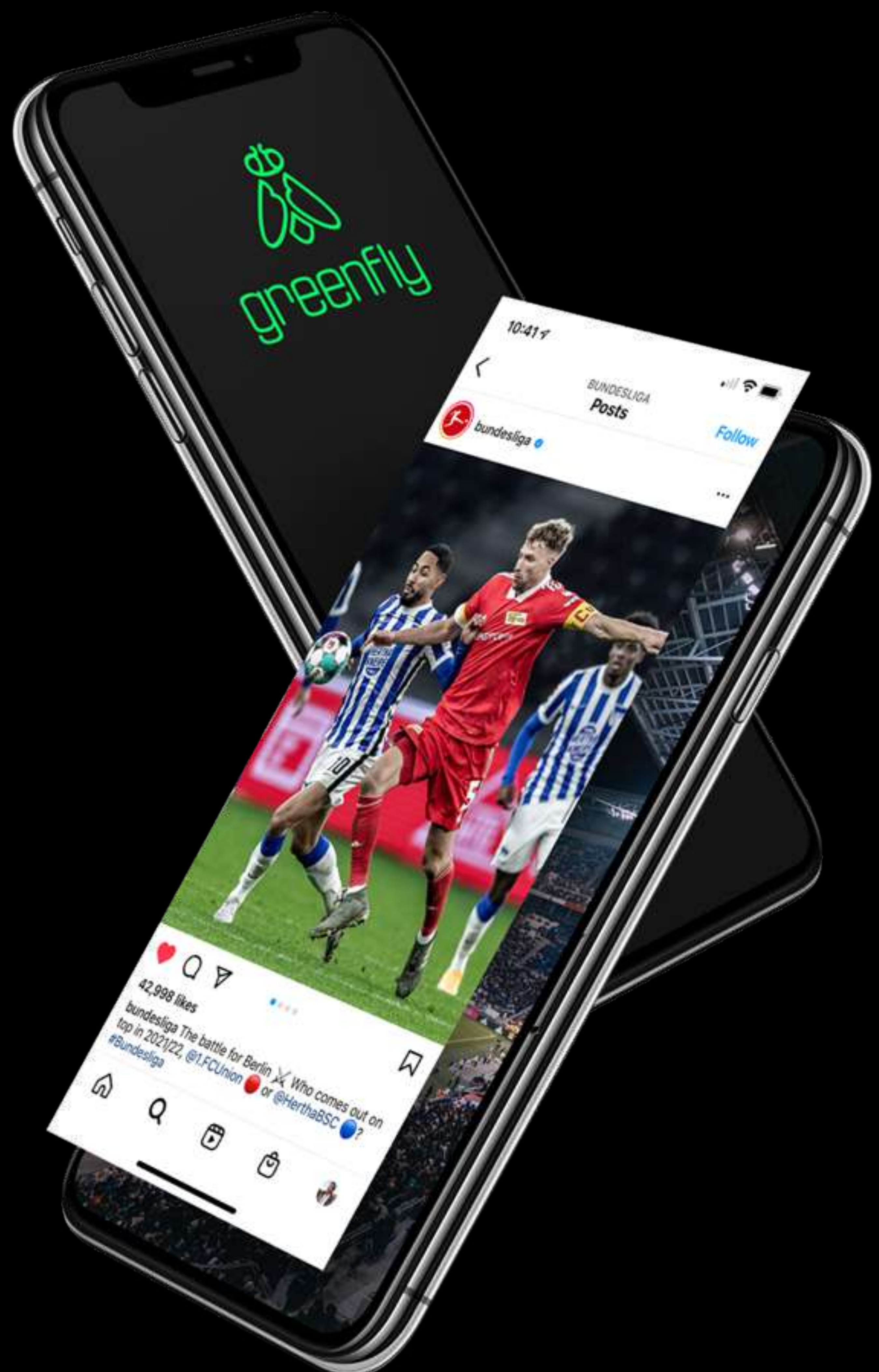
Automate the Flow of Digital Media

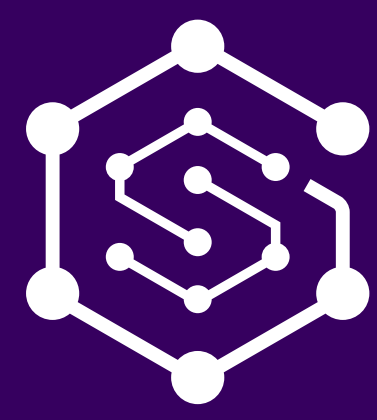
Greenfly is a SaaS software platform that enables the collection, organization and distribution of short-form digital media — from anywhere to anyone in real-time. It centralizes digital asset organization as well as communication with dozens or thousands of end users who can access media galleries on their mobile devices. Users can share the content they receive from their team or league on their social media accounts, as well as capture original photos & videos for their organization. Assets can also be delivered directly to the organization's mobile app and website.

Value Proposition

Creating and sharing short-form content in real time is challenging, complex and time-consuming for sports rights holders. Whether it is public or internal, capturing content during live events requires efficient and seamless workflows and a way to organize thousands of assets automatically. Greenfly automates this end-to-end process from media collection (live events, archives, UGC) to media distribution (sponsors, broadcasters, teams, athletes, influencers). The platform enables you to save time, deliver more value, and engage younger fans on digital platforms.

Greenfly helps brands sharing short-form digital media seamlessly to boost revenue from partners and media rights holders.





**GROUND SUPPORT
LABS**

A Digital Display Software

Ground Support Labs provides GSL XEN, a platform that allows sports organisations to utilise all kinds of existing and new display technologies to improve audience engagement. The platform incorporates advanced content management, network operations, interactivity, proactive monitoring as well as engagement insights and analytics.

Value Proposition

Doing display ads and promotion is time consuming and requires maintenance. In addition, it is more and more complicated to drive significant revenue from partners through display advertising. Ground Support Labs has set up XEN, a platform that uses programmatic systems to significantly reduce service call costs and improve performance for marketing and promotion. The platform can integrate multiple hardware and software systems to drive more revenue over traditional methods.

XEN from Ground Support Labs enables organisations to maximise marketing display through programmatic systems.



An Augmented Reality Self-Publishing Platform

Imagine AR enables sports teams and leagues to create and implement their own instant AR campaigns with no programming or technology experience. Every organization can develop interactive AR campaigns that blend the real and digital worlds. Sports Fans simply point their mobile device at logos, signs, buildings, products, landmarks and more to instantly engage videos, information, advertisements, coupons, 3D holograms and any interactive content all hosted in the cloud and managed using a menu-driven portal.

Value Proposition

Fan engagement and how sports teams and leagues drive new revenue streams is evolving. In 2022, sports teams and leagues are now testing new dynamic immersive strategies to lure fans back to live competitions in stadium, spend money on team merchandise, and provide team sponsors a measurable ROI. Imagine AR provides a platform that embraces this new trend of providing fans with immersive content and experiential engagements.

Imagine AR helps sports organisations to create new immersive content for fans that consume sports digitally through mobile devices.





immersiv.io

Reinventing the Sports Fan Experience with Augmented Reality

Immersiv.io specializes in providing Augmented Reality solutions to sports rights owners (federations, leagues, teams, broadcasters, stadiums, sponsors, agencies,...). With Immersiv's white-label solution, ARISE, sports organizations can enhance the watching experience, whether it is in-stadium or at home, with an interactive and personalized live experience for each fan, thanks to augmented reality!

Value Proposition

As recent studies have shown, only 25% of GenZ say they are interested in live games. Fans don't want to sit back and be passive anymore. Today, fans want to get personalized information about the game to better understand it. They want to take part in the game and feel closer to the action. They want to share their experience with their friends or with other fans over social media. With Immersiv's solution "Arise", the fan experience is fully personalized, interactive, and immersive.

Immersiv provides sports rights owners with Augmented Reality solutions to give their fans full control over their live experience.



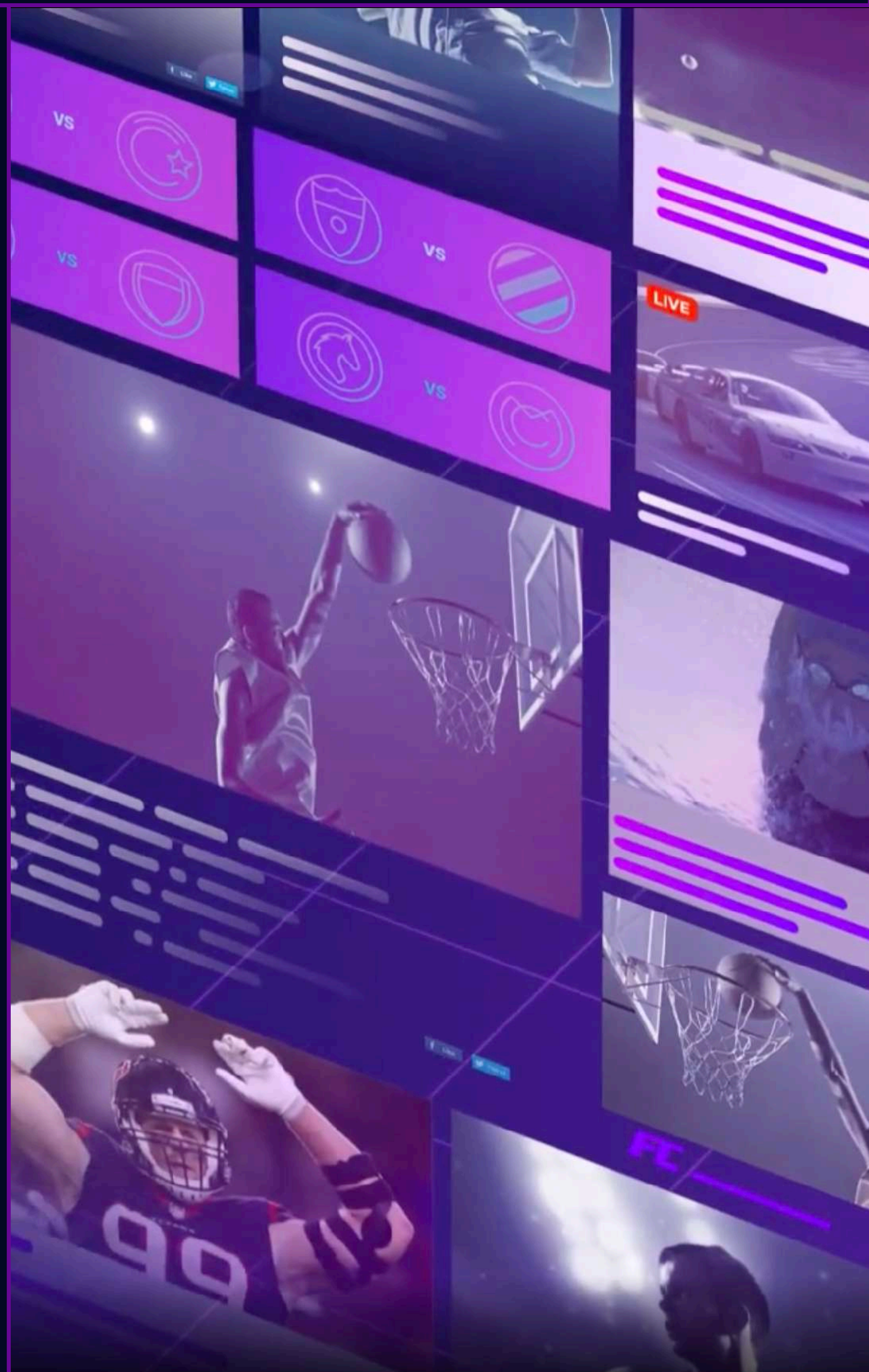
Increase Video Content Performance

Minute.ly's AI based technology helps publishers to increase video content profitability, performance and overall ROI. Using AI and machine learning minute.ly's software is able to index all native video content and identify the peak engaging/most captivating moment turning it into engaging video teasers/ highlights. All done automatically.

Value Proposition

Video is a one of the most expensive content mediums. Digital publishers are often seeing negative ROI because users simply are not clicking enough. By automatically creating video highlights and teasers, minutely increases user engagement and clicks, provides new opportunities to monetize while offering new ways to house video content, without spending time and money on in house resources.

The minute.ly solution includes dynamic video thumbnails, top videos, mobile web stories and dynamic previews from live streamed content.



Automated Tagging Platform

Miro AI is an automated tagging platform for images and videos with an AI/computer vision solution custom made for each sport. Miro's primary focus is identifying athletes through a combination of jersey/bib number recognition and face recognition, but its capabilities extend beyond that to provide context on the scene and key actions being performed by the athletes.

Value Proposition

Photos and videos need to be tagged with valuable meta-data, such as the athlete name or number, in order to be actionable. Miro AI's computer vision solution enables real-time workflows that routes media content to the desired athlete or organization. It also saves organizations a lot of time when they are searching for archive media.

Miro AI's automatic tagging solution simplifies classification and access to content for sports organisations.



#24 Micah Filer

On Court

#15 Jalen Dunlap

Celebration

NCU Rams

Basketball Hoop



A Markerless Motion Capture Software

Move patented software extracts natural human motion from video using advanced AI, computer vision, biomechanics and physics, automatically retargeting the data to a character rig. Using Move you can capture motion anywhere and commercialise it in any game engine, NFT and virtual world.

Value Proposition

Traditionally, motion capture is expensive and difficult to produce as it requires suits and studios. Move enables this only with a few iPhone cameras. The technology allows for the mass automation and scale of high quality movement assets that can be licensed across any digital platform for billions of fans. Right-holders can use it to create a new asset class for sponsorships and merchandising and for developing a new set of tv rights: 4D rights, eg metaverse rights. Mobile App is available on the stores.

High quality motion capture isn't restricted to studios. Move aims at unlocking human motion for millions of people using standard cameras in any environment.



PLAIVIEW

A Computer Vision Technologies Tool

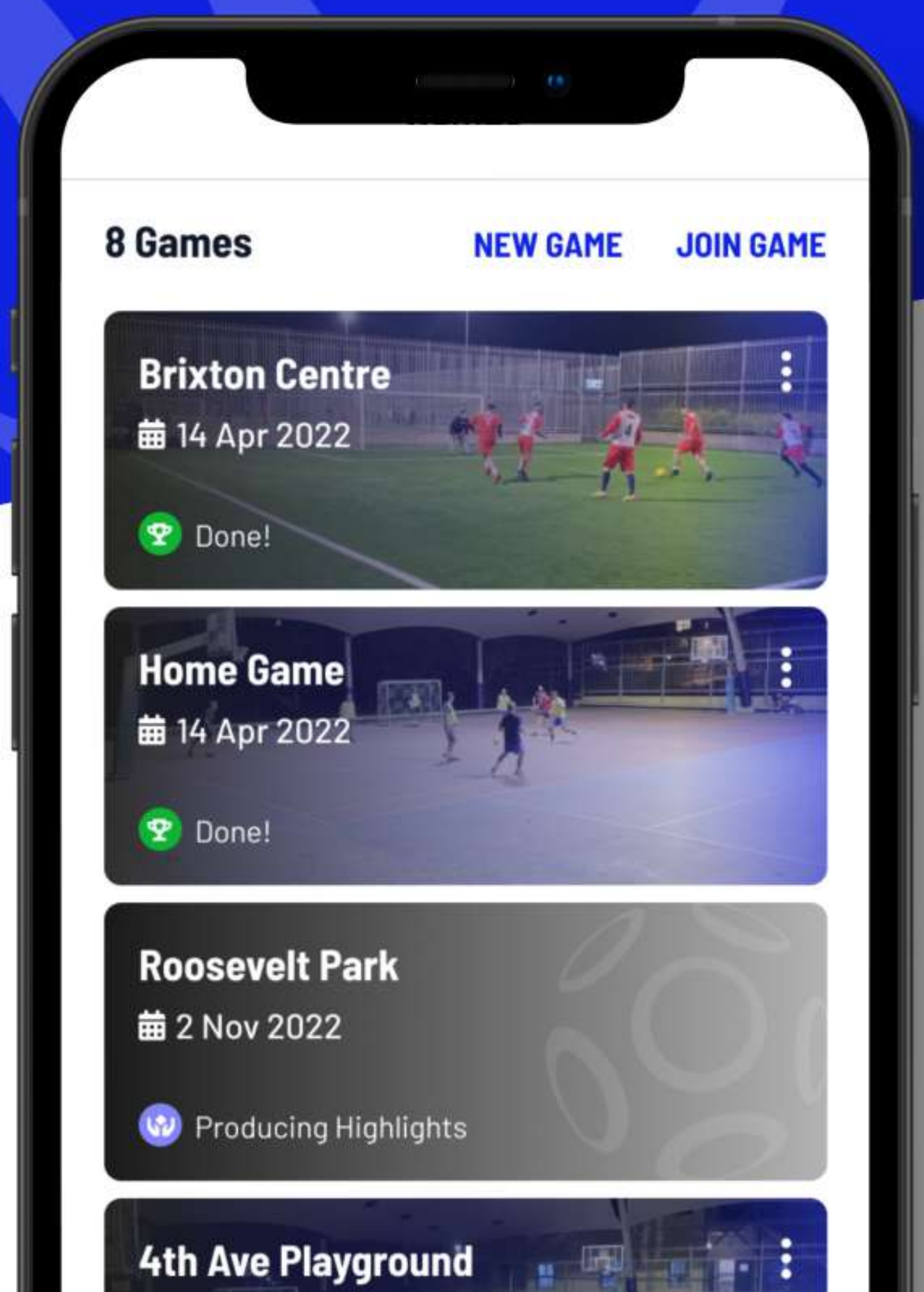
Plaiview is a platform allowing amateur sports players to record their full-length games anywhere and with their mobile device and get short highlight clips using AI, computer vision and machine learning technology. Players have to put a smartphone on a tripod, use a clip or balance it anywhere pointed to where the game takes place.

Value Proposition

Most sports players need, but don't have, an affordable and straightforward way to re-watch their training and games' memorable moments. It is available only for professional players in pro courts or with pro cameras/equipment, which are expensive. With Plaiview, players use smartphones to record their football game and easily create a summarised highlights video. The company gives all players tools to understand better how to improve their skills for the next round.

Plaiview is an AI company combining mobile, AI, and computer vision technologies to record full-length games.

CREATE YOUR OWN HIGHLIGHTS VIDEO!





Rematch
Sport

Amateur Sport Video Highlights

Rematch is a platform that provides sports organisations such as national federations the ability to capture the best moment in amateur sports. Thanks to the people on the pitch who pull out the Rematch app to capture the highlights of matches, videos can then be shared by players, clubs, leagues, federations and media.

Value Proposition

As right owners fight for the few hundreds of top professional teams in top sports that make millions of views each, Rematch aims at opening another market to enable the millions of amateur teams and players in all sports to be viewed a few hundreds times. With more videos and highlights created, it brings more visibility to the clubs and can further drive additional revenues

Rematch helps federations and amateur clubs to generate content not captured to date and tap into thee strong communities.



All-in-one AI-powered Media Solution

Using Artificial Intelligence ScorePlay automatically ingests live video and photo content onto club and league platforms, and then tags the digital assets with key metadata such as event facts (through calendar integration), players (facial recognition) and partners (text and logo recognition). These assets are then distributed automatically to the relevant athletes and partners.

Value Proposition

Sports organisations do not have a media solution dedicated to sports. They waste time sorting thousands of assets, content gets lost, archives lose their value, and they cannot monetise their content. ScorePlay not only helps in every operational aspect to make the lives of internal teams at sports organisations more efficient, but gives them new opportunities to take advantage and monetise the content they already have in their archives.

Scoreplay saves sports organisations countless hours of classification, and accelerates distribution processes through automation.



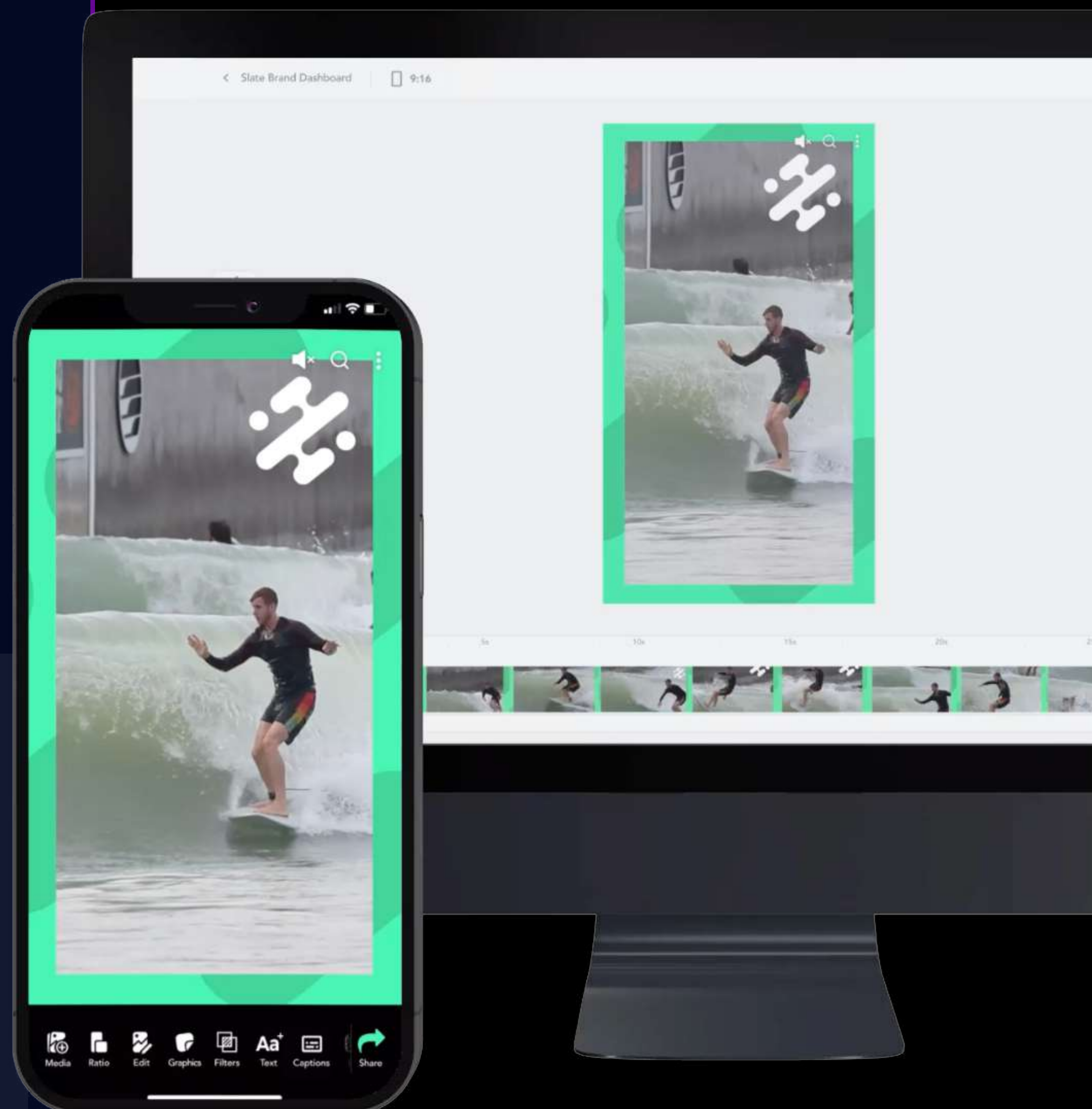
A Mobile-first Social Media Content Creation Hub

Slate is a mobile-first content creation plus asset management platform that allows sports, entertainment and media organisations to create on-brand social media content in seconds. Users can create social content via the Slate web or mobile app, and set their brand strategy through the web-based Brand Portal. Slate was started by social media managers & executives that worked at the San Francisco 49ers, Kansas City Chiefs, and the NFL.

Value Proposition

Remaining on brand and consistent when creating content is a true challenge that faces sports organisation, especially when it comes to cover live events. The Slate platform gives social marketing teams the ability to seamlessly create, edit and design, with brand assets any content to share in real-time. This leads to increased brand quality and output on social media.

Slate gives social teams the tools to quickly prepare content for Stories and Feed without having to get their computers out or send media back to a designer.



Immersive Replays and Virtual Advertisement

Sponix Tech is a technology company that provides solutions and services which help leagues, clubs, and broadcasters, increase their revenues and enhance the fan experience. Through their 'Immersive Replay technology' and their 'Advertisement technology', Sponix helps rights holders create new attractive content and develop and enhance sponsorship by localizing the advertisements for different regions.

Value Proposition

Today, the production of similar outputs requires huge investment in infrastructure installed within the stadiums, including special cameras, sensors, servers, and billboards. Sponix Tech has developed purely software-based technologies that can produce these outputs, remotely, without even single hardware installation in stadiums. The solution is scalable across different sports, different regions, different arenas, and channels without any need for physical installation or any engagement with production.

Sponix aims to help organizations create new attractive content by using immersive replay technology and redefine sponsorship through virtual advertisement.



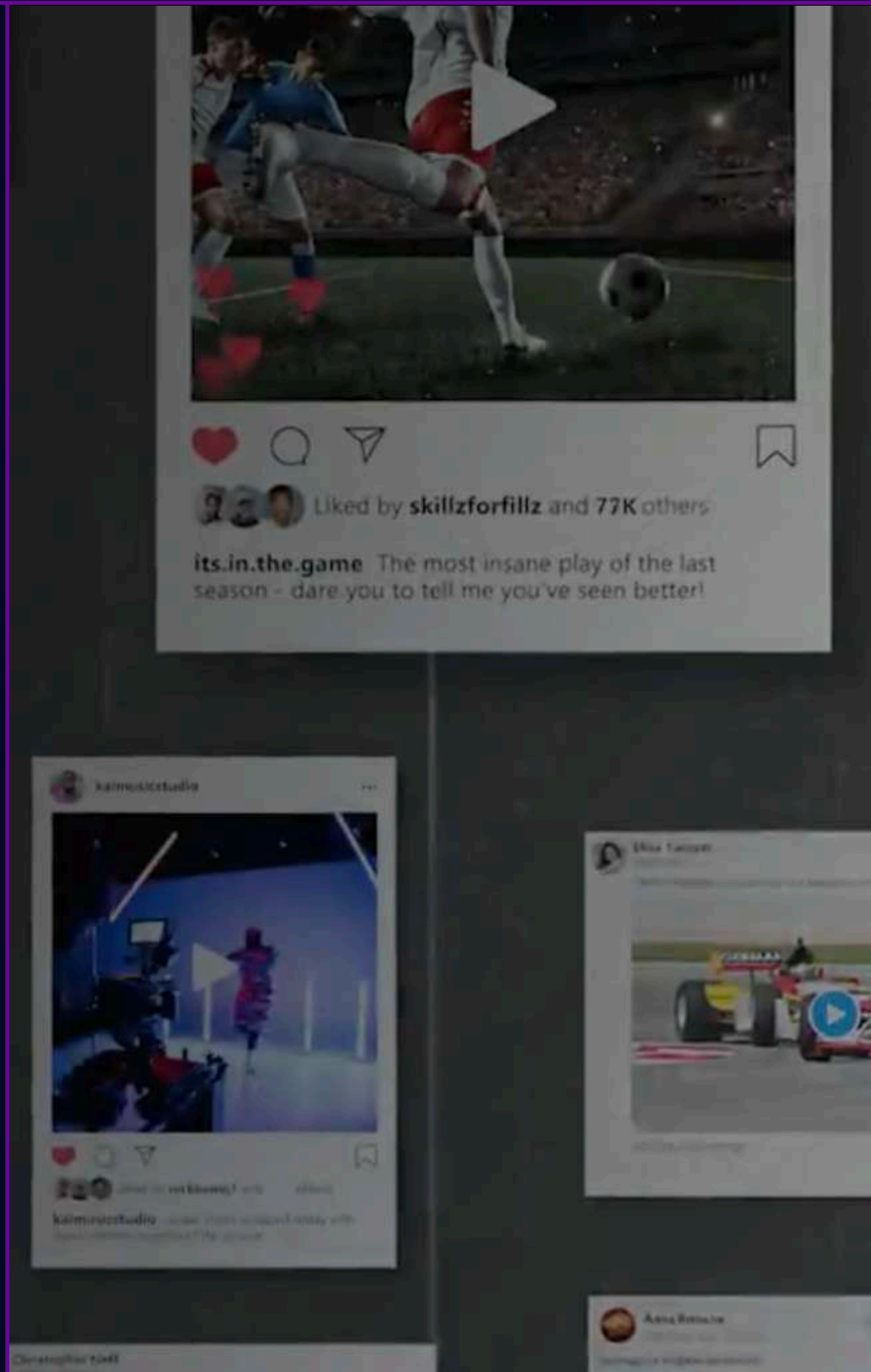
Video Tracking & Audience Measurement Tool

Videocites developed a video-AI fingerprinting technology that enables tracking of all videos around every event across Social Media platforms. Live, VOD, short and long forms, User Generated Content (UGC), and every imaginable piece of content can now be tracked in the right context.

Value Proposition

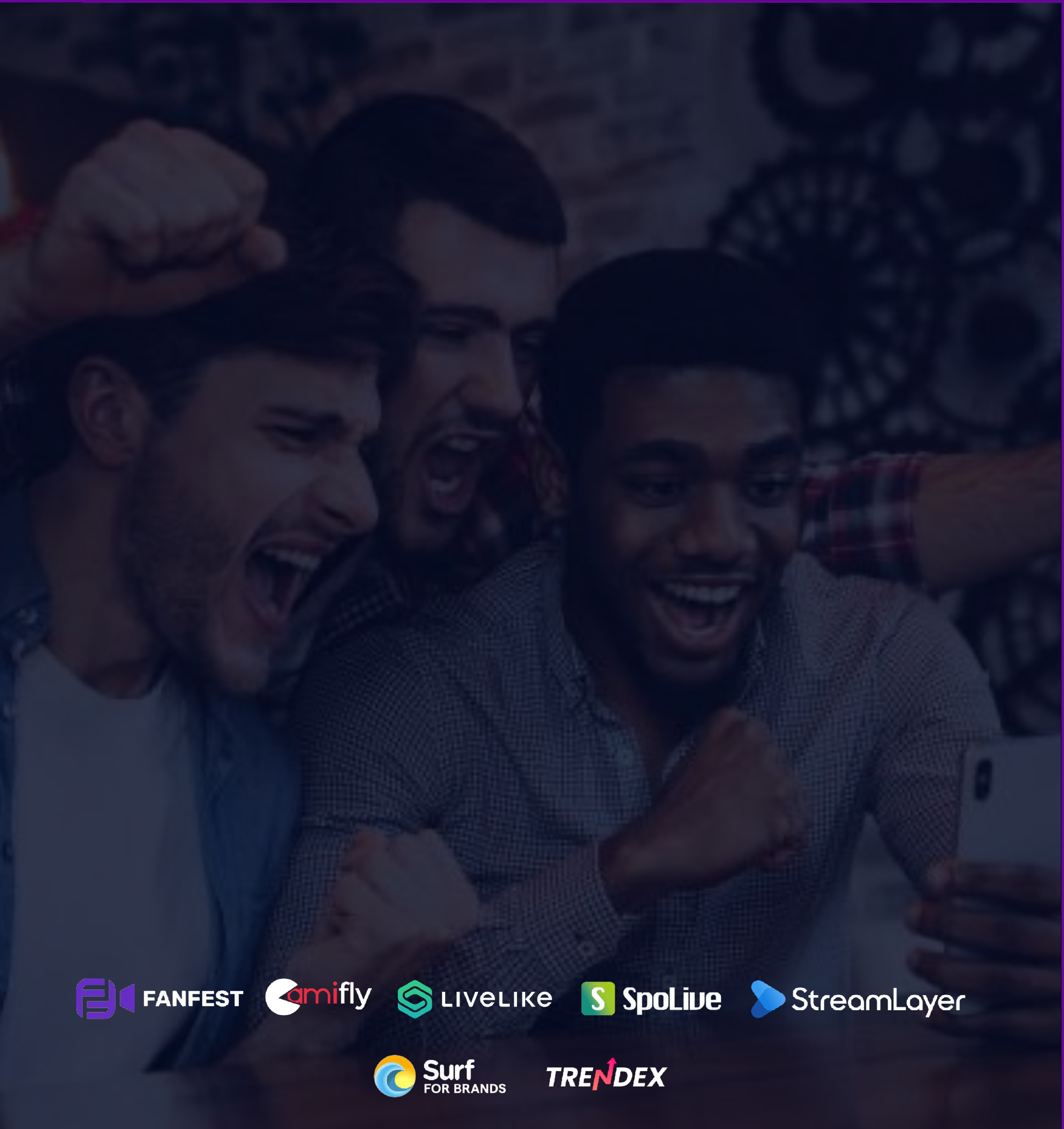
From fighting Social piracy, providing Content Protection and Media Monitoring for Live and VOD content, to revealing true media value and opening new revenue channels, transparency between broadcasters and content creators, value of Influencers and potential collaborations- Videocites shows content owners where their content is and what is the true Media Value of this content over Social Media.

Videocites technology enables content owners to follow their content everywhere- on Social Media while basing this journey on data and analytics.



OFF-THE PITCH

GAMIFICATION & LOYALTY



FANFEST



amifly



LIVE LIKE



Spolive



StreamLayer



Surf
FOR BRANDS

TRENDDEX

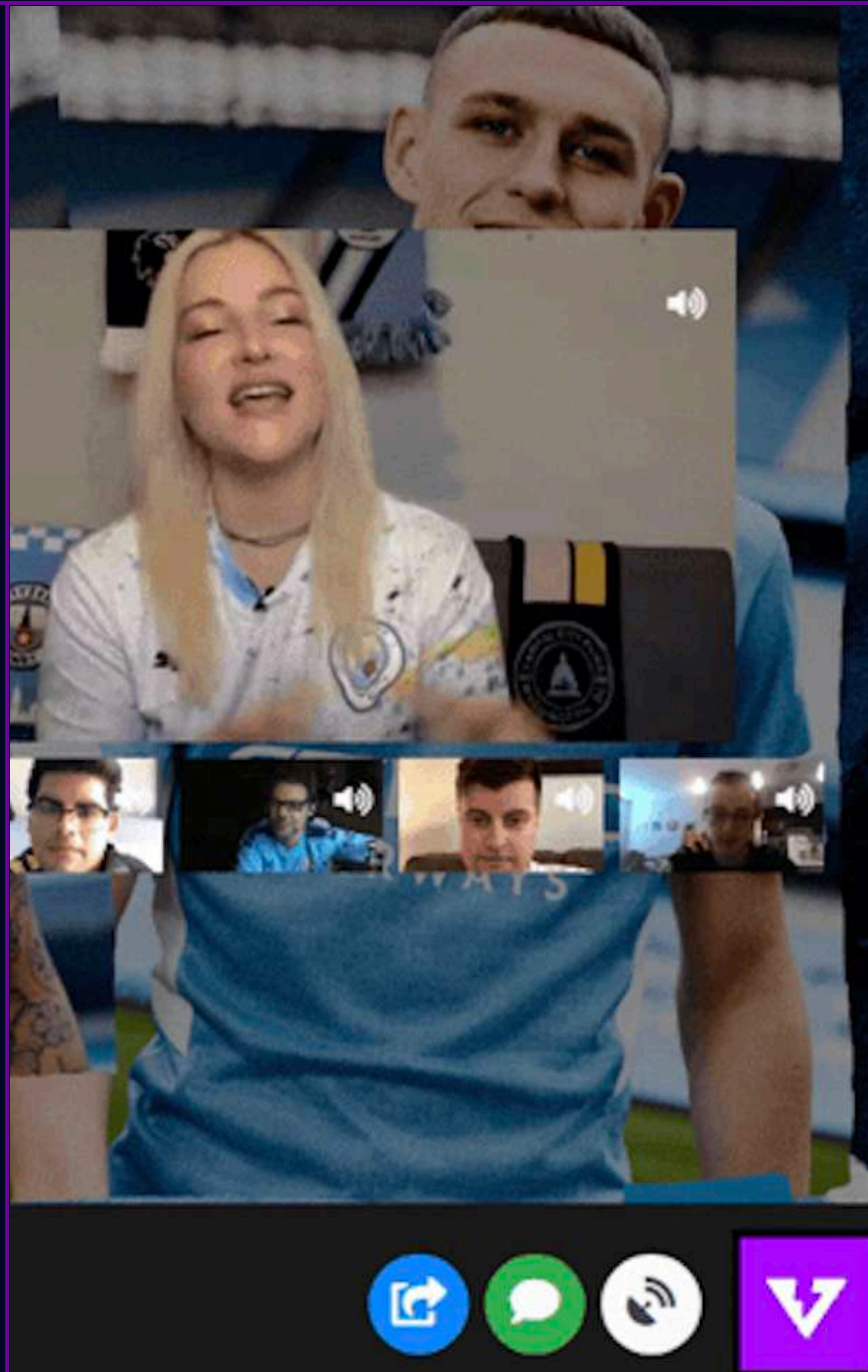
Virtual Live Fan Experiences

Fanfest creates live interactive experiences for fans such as charity events, VIP Contest and Fan Meet ups. Once plugged into your platform, fans anywhere in the world can watch live shows or can be part of it. Live shows are streamed from your website and app to every social media.

Value Proposition

While physical events are limited in capacity and have been hit hard by the latest pandemic, Fanfest offers the creation of virtual events that can reach millions of fans worldwide. These events enables sports organisations to boost fan engagement, unlocking new revenues for clubs by turning their superfans into superstars.

FanFest empowers superfans with interactive shows gated by digital memberships and tokens on sports organisations digital channels.





Interactive and Fan Engagement Solutions

Gamifly is a tech start up expert in fan experience that develops various interactive and innovative solutions based on gamification mechanisms to increase engagement and multiply interactions with fans. Gamifly's SaaS platform enables sports, esports and entertainment companies to quickly deploy gamified and personalized activations to animate, engage and monetize their audiences. Gamifly is easily embeddable in various ecosystem (app, website, in stadia, OTT...)

Value Proposition

In an industry that requires a lot of attention from its audience and fans, Gamifly allows clubs and brands to attract the younger generation, collect data to better know the fans while offering innovative activations to their partners and create new revenue channels.

Gamifly SaaS software creates innovative and interactive fan engagement solutions for fans.



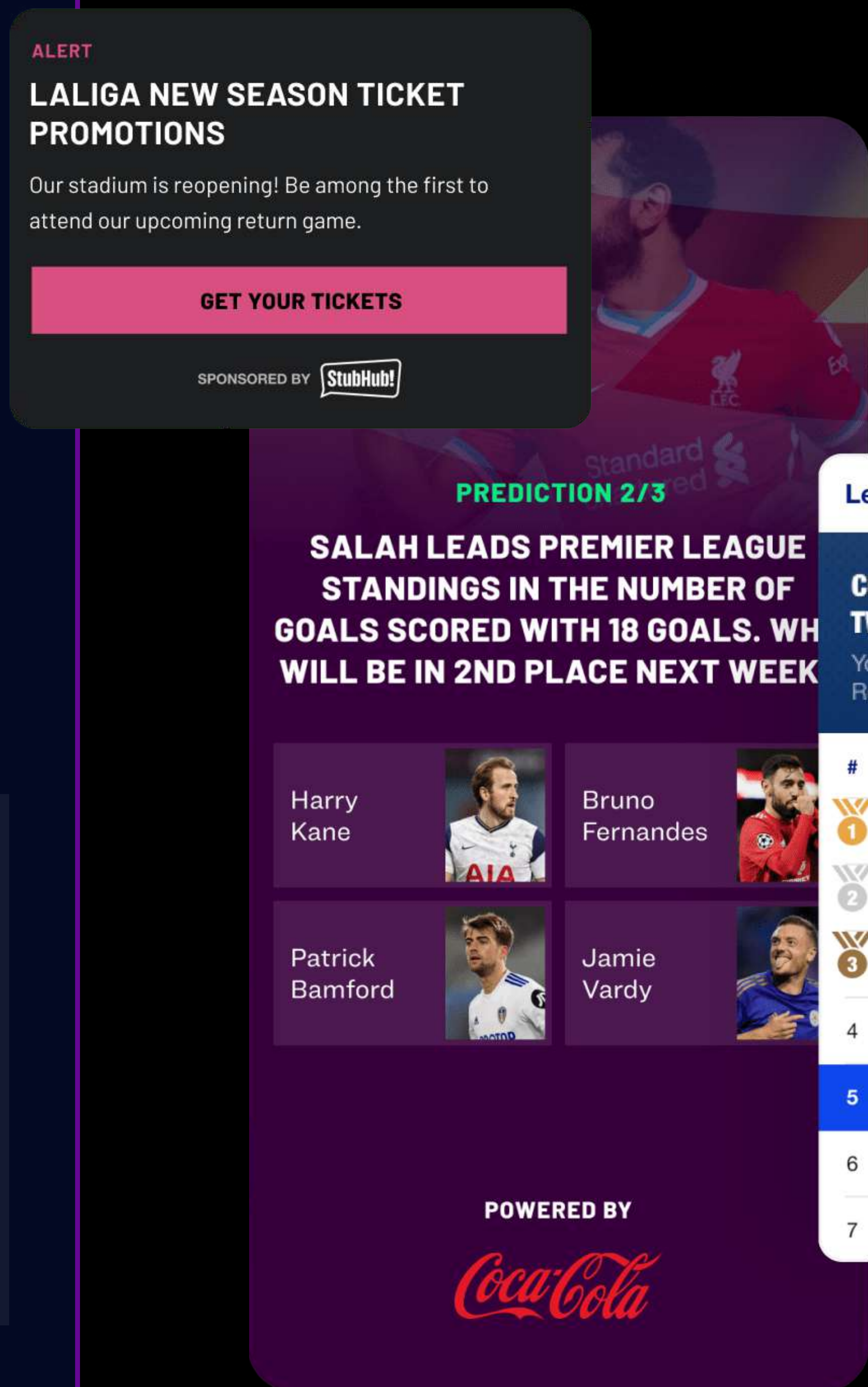
An Audience Engagement Suite


The LiveLike Audience Engagement Suite is a 360° platform that powers engaging experiences through interactive widgets (quizzes, polls, cheer meters, emoji sliders), live chat rooms (public, private, influencer), and a full loyalty and rewards system with points, badges, leaderboards, NFTs and more.

Value Proposition





Instead of losing fans to third-party platforms such as Twitch, Discord, Instagram, etc, LiveLike brings that interaction and sense of community to sports platforms. This allows organizations to get the most out of their customer base by reducing churn, increasing session lengths, and collecting important first-party data.


LiveLike brings interaction and a sense of community to sports proprietary platforms in a seamless and modular manner.




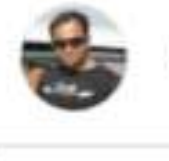
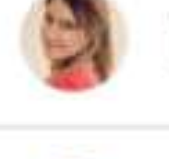
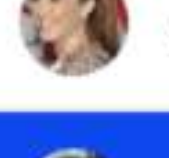



ALERT
LALIGA NEW SEASON TICKET PROMOTIONS
 Our stadium is reopening! Be among the first to attend our upcoming return game.
 GET YOUR TICKETS
 SPONSORED BY 

PREDICTION 2/3
SALAH LEADS PREMIER LEAGUE STANDINGS IN THE NUMBER OF GOALS SCORED WITH 18 GOALS. WHO WILL BE IN 2ND PLACE NEXT WEEK?

Harry Kane		Bruno Fernandes	
Patrick Bamford		Jamie Vardy	

POWERED BY 

Leaderboard
CONGRATS ON WINNING TWO FREE TICKETS
 You are on the top 5 this week. Redeem your free tickets now.

#	USERNAME
1	 Adam Green
2	 Omar Saris
3	 Mira Stanton
4	 Ann Baptista
5	 Me (Andrew Hart)
6	 Ann Vetrovs
7	 Kierra Mango

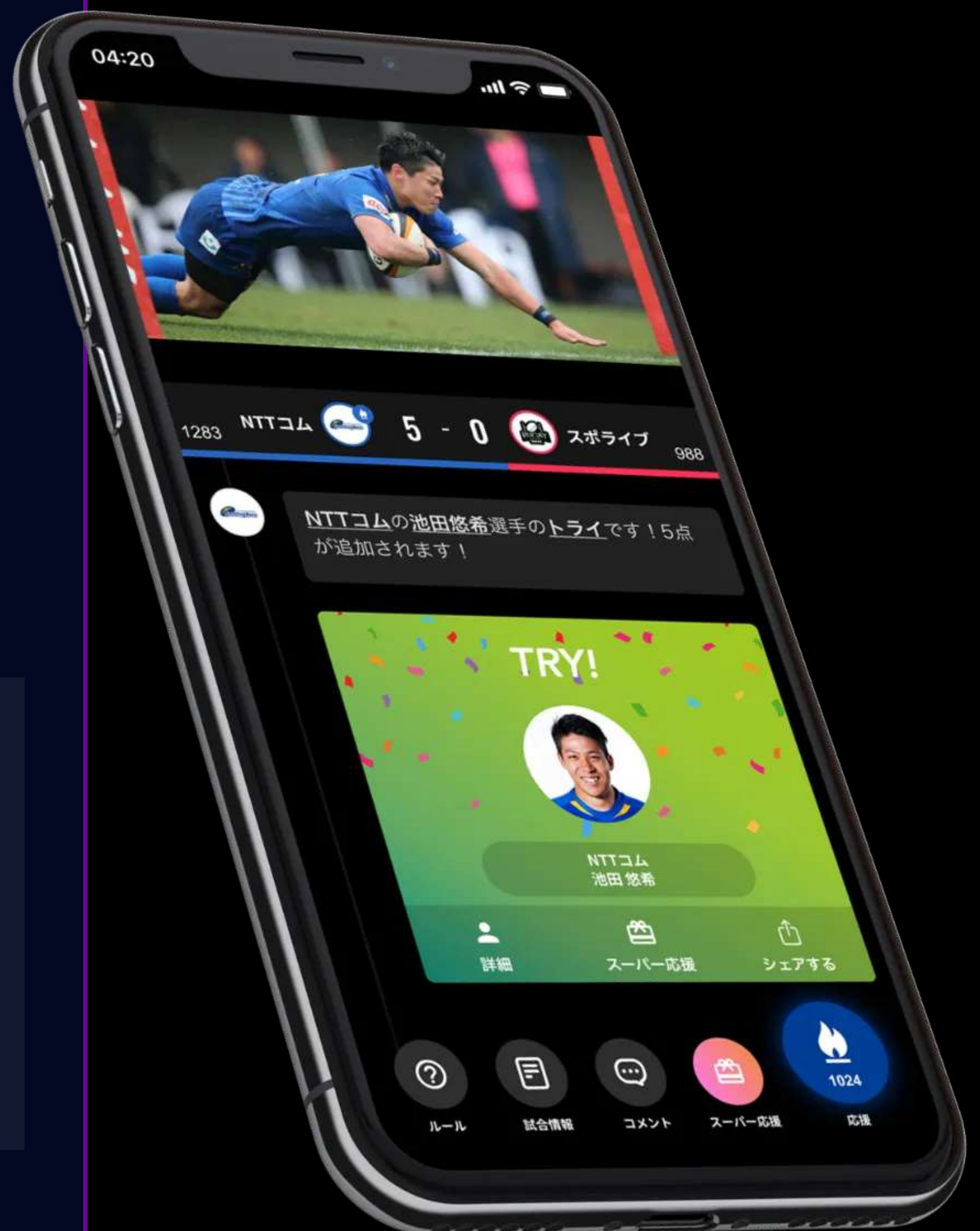
Sports Data Management & Fan Engagement Platform

SpoLive creates a platform for data-driven fan communication for sports organizations. It enables sports organisations to stream game stats and video simultaneously with ultra-low latency, creating real-time interaction between fans and teams and allowing fans to cheer remotely and feel a sense of unity and participation like in a stadium. The platform is also a tool for teams to collect and manage online data to improve their marketing activities.

Value Proposition

Not every sports organisation have the capacity to develop one-of-a-kind digital products. Without requiring any upfront investments, SpoLive helps sports organisations that do not have enough internal resources to build their own fan engagement platform to fully automate operations for game-linked content, and manage game stats data via cloud-based software.

SpoLive has been creating a place where fans and teams unite with real-time interaction, remote cheers and participation like in a stadium.



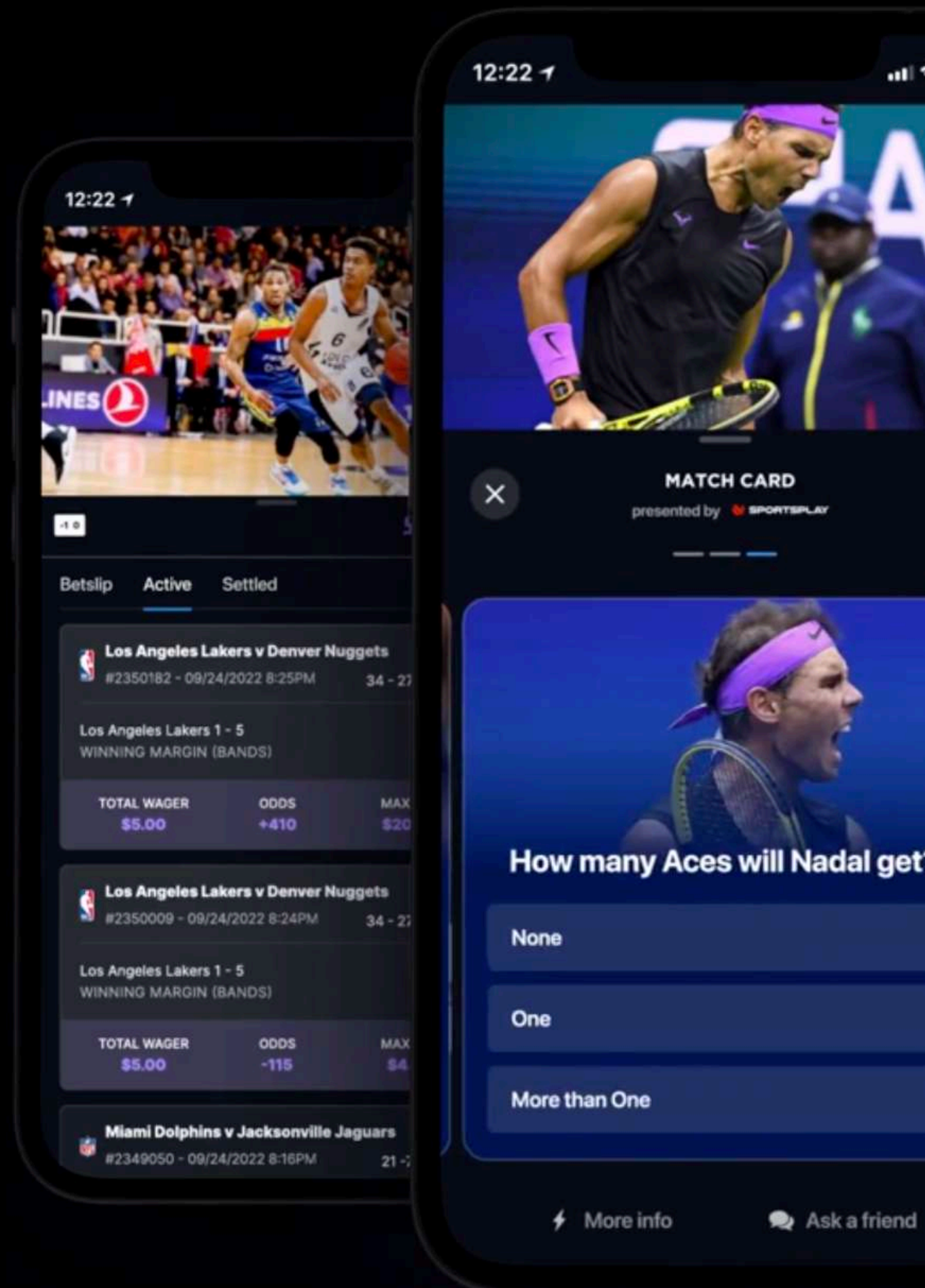
Audience Engagement platform

StreamLayer is an audience engagement platform redefining how viewers experience live video. StreamLayer's proprietary Video Engagement Operating System (VEOS) enables content programmers and broadcast rights holders to transform linear streaming video feeds into personalized interactive viewing experiences, from private watch parties and real-time statistics and social media, to e-commerce and in-play sports betting.

Value Proposition

As interactivity and Engagement are key in the sports industry, Streamlayer helps rights-holders and media companies attract and engage with younger audiences. Its platform keeps users in the media apps longer by giving them interactive features and watch-together functionality that helps grow the audience. These features unlock new revenue for partners and help them reduce churn, as well as extend view time.

Streamlayer aims to transform linear streaming video feeds into personalized interactive viewing experiences.





Surf FOR BRANDS

An Audience Intelligence Platform

Surf for Brands is an audience intelligence platform that offers insights, ethical data generation and audience activation. The platform is composed of two main pillars. Surf Analytics which allows brands to generate, segment and activate social and first-party data to better understand any audience and Surf Giveways which enables brands to drive engagement through campaigns & rewards.

Value Proposition

Privacy is the biggest disruption to digital marketing since its inception. While consumers are fighting for their right to privacy, brands and creators are fighting for ownership over their audiences. Surf For Brands helps marketers to take back control of their data and use it to empower their business, allowing for more accurate generation, segmentation and activation of audiences.

Surf For Brands provides a combination of services that helps brands get unparalleled insights, ethical data generation, and powerful audience activation.



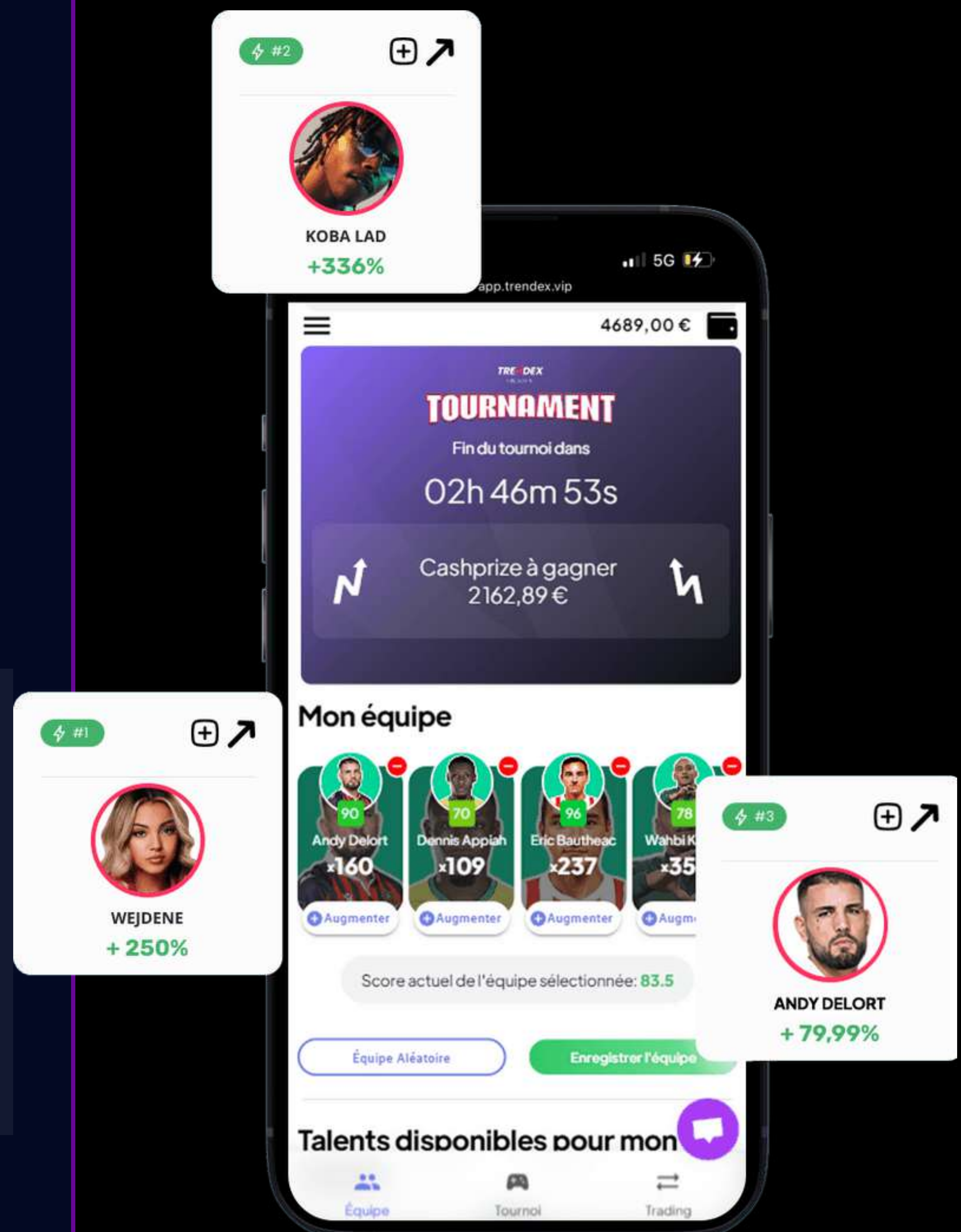
A Platform to invest in Athletes & Celebrities

Trendex is a platform allowing fans worldwide to own unique and limited shares from their favorite celebrities (athletes, musicians, actors, etc.). Those shares are represented as token and linked to the sports and audience performance of the greatest champions. Users can then build a team with your tokens and participate in competitions based on the individual performance of the talents.

Value Proposition

Today's fans want to participate more actively in their passion by helping, owning, and sharing. They want to have more power, because technology gives them more and more access to new means of interaction. By enabling fans to own a share in the success of people they are passionate about, Trendex answers a crucial need of the industry which is that individuals are their own media channels and capitalize themselves with a D2C approach

Through individual shares, Trendex enables any individual to participate in the success and the growth of the athletes they love.



OFF-THE PITCH

WEB3 & VIRTUAL EXPERIENCES





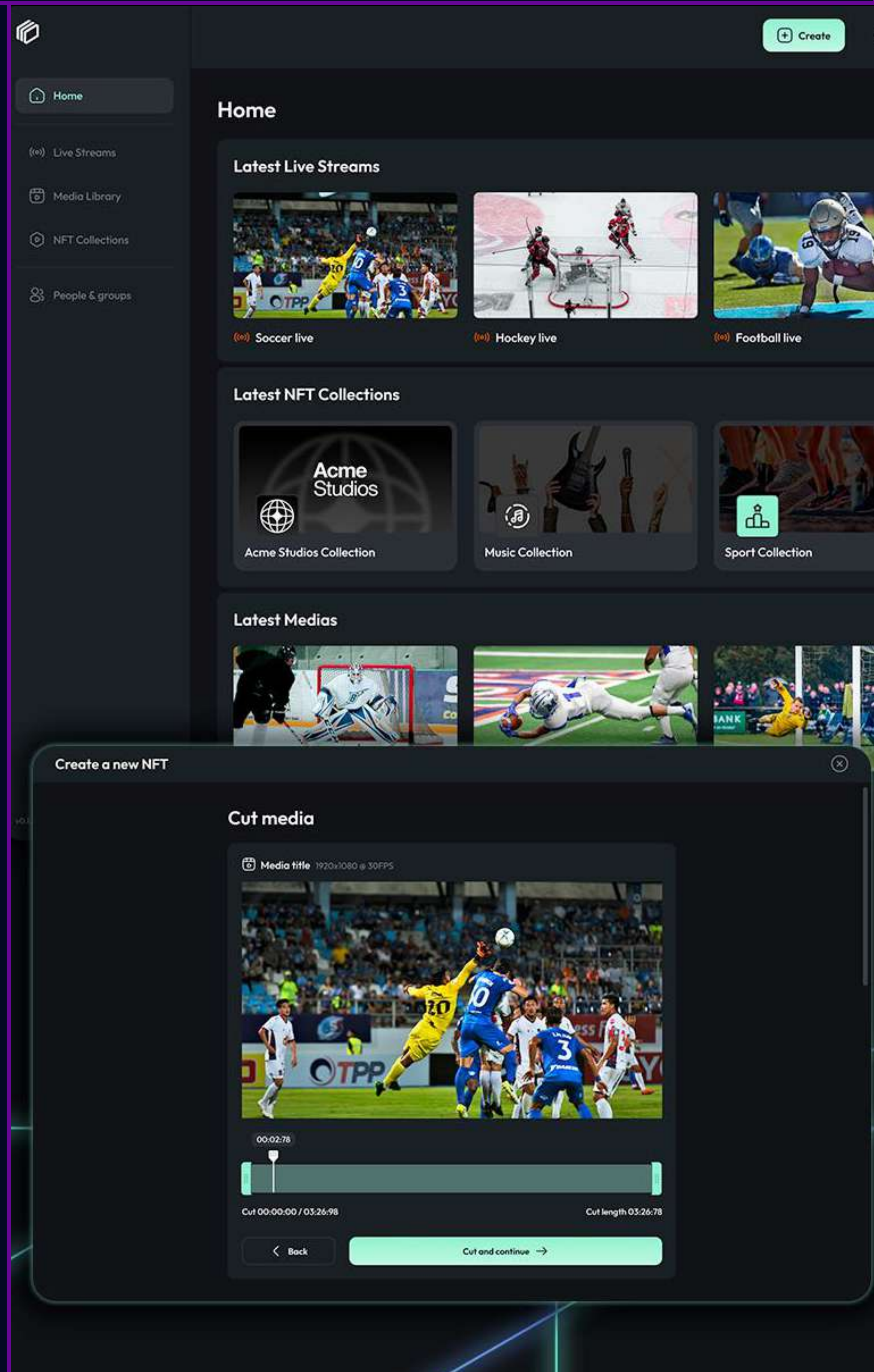
Real-Time NFT Maker for Sports, Media & Entertainment.

eShot Labs reinvent the idea of IP ownership, collaboration empowerment & fan engagement by providing a global asset management platform based on WEB3 technology. eShot Labs enables sports organisations, broadcasters and content owners to create a full fan experience with Live content NFTs.

Value Proposition

Sports organisations already have audience and content. They all want to move forward with Web3 but they need a proper strategy and the right set of tools to move forward. With eShot Labs, they can use the blockchain to secure all their assets and create real-time digital collectibles with activation.

The eShot platform offers the possibility for any right holders to use WEB3 tech to create digital media content.





METASPORT ARENA

A Sports and Entertainment Metaverse

Metasport Arena is the company behind Sam Arena, the first sports and entertainment Binance blockchain-based metaverse. A virtual place where sports and entertainment fans, brands, and sports entities become self-governed community members. Virtual neighbours. All with unique capabilities to build, share and earn native SAM token and real estate.

Value Proposition

With the recent COVID pandemic and with rising costs, international fans have been left in a gap where they can't support their teams at their fullest. In addition, Metasport Arena allows all fans around the world to converge and support their teams, visit virtual stadiums, dressing rooms and more while sharing their passion with millions of other fans.

Metsport Arena brings novel capabilities to the traditional ways sports teams, entertainers, brands and fans interact with each other.





Ticketing protocol for large-scale events

NFT Ticket Pass is a self-service platform bringing together ticketing in blockchain and a focus on users' experience in the web3 space. With a strong belief in simplicity and utility, the startup helps event organizers issue access tickets which are also tradable digital collectibles (NTPs). The solution immediately benefits from transparency, security and secondary market activation with fair royalty distribution, besides opening up marketing and membership opportunities for artists and fans.

Value Proposition

In live events of all sizes, especially in sports and music, organisations face one of their most recurrent problems with access tickets such as fraud, scalping, and resalability. With a wealthy of features and smart contract developments, NFT Ticket Pass provides sports and music events with memorable ticketing experiences. Organizers can control and retrieve insights over the primary & secondary market while fans have a digital asset that retain value even after the concert.

NTP NFT Ticket Pass offers a ticketing solution using blockchain as backbone to deliver all expected benefits.

DIGITALDUBS - A ÚLTIMA DE 2022

Dia de Final! Dia de celebração! Dia de começar a temporada do Eterno Verão do Dub 2023!

[NFT TICKET PASS](#)

[Detalhes](#)

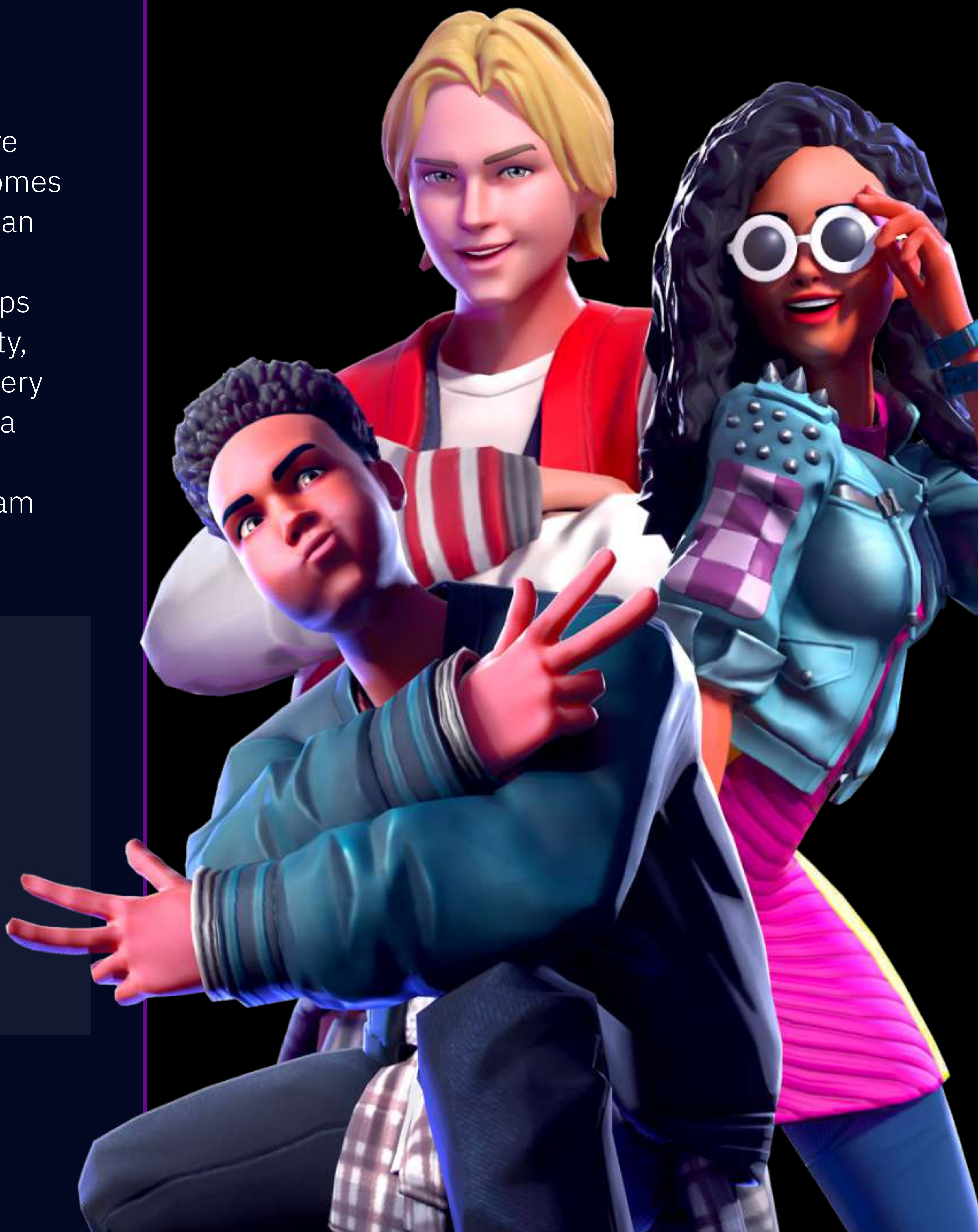
Cross-game Avatar Platform

Ready Player Me is a cross-game avatar platform for the metaverse. It lets you create a 3D avatar with a selfie and use it in 5,000+ compatible apps and games. You can explore virtual worlds in VRChat, join meetings in MeetinVR, or stream to your fans using LIV – all with your personal avatar that represents you in virtual worlds.

Value Proposition

In a world where our digital presence is growing, personalisation is becoming more and more important, especially when it comes to our identity. Ready Player Me provides an interoperability layer for the metaverse, allowing users to explore thousands of apps and games with a consistent digital identity, solving the need to create an avatar for every virtual world you visit. Ready Player Me is a free and easy-to-integrate avatar system, saving valuable development time and team resources.

Ready Player Me aims at democratising 3D Avatars to reinforce our digital identity across many virtual worlds.



VIRTEX

S T A D I U M

3D live entertainment experiences

Virtex develops 3D live entertainment experiences for esports and sports, leveraging new technology including unreal engine 5, XR, AI/ML, and more. Virtex' first esports-focused app, fans jump into a large-scale virtual stadium to experience gameplay live and in full 3D in the center of the stadium together with friends and fans from all around the world.

Value Proposition

Nothing gets close to fans' entertainment experience when going to the real-world event/ venue. 2D video broadcasts are a very significant downgrade in terms of content experience, but also in terms of social experience. Virtex uses game engines and new technologies to bridge the gap and get closer to the real world, providing fans with new amazing experiences that wouldn't even be possible in the real world.

Virtex aims to prove long term sustained adoption of 3D virtual worlds which remains a major challenges for the Metaverse opportunities to come true.



OFF-THE PITCH

IN-STADIUM & OPERATIONAL MANAGEMENT



collectID



Peyce

sevincourts



StadiumGO



WaitTime™



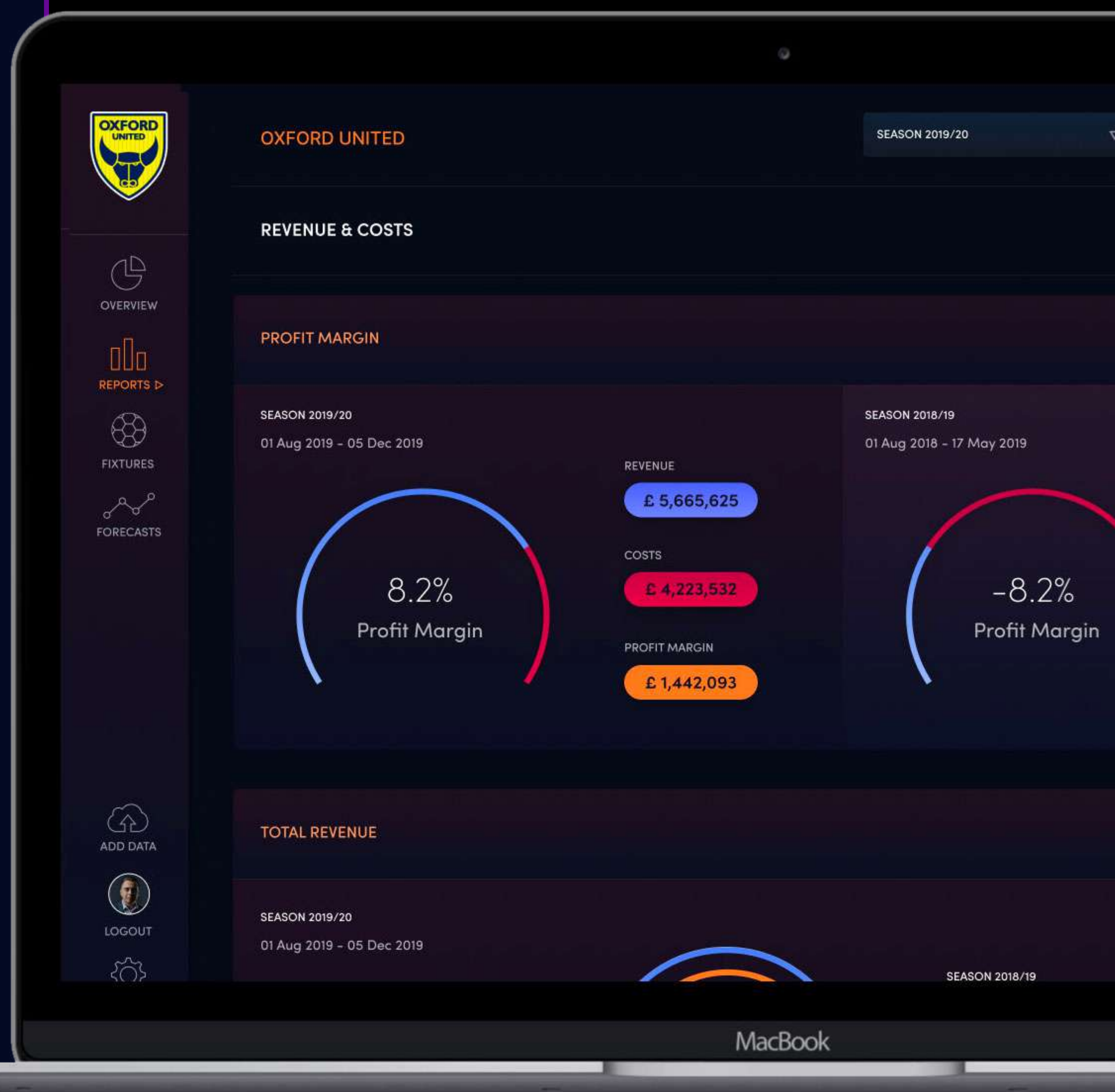
Financial Intelligence for Sport

ClubView is a tech product that is empowering club and league executives to take actionable commercial and financial decisions throughout the season with real-time, independent financial benchmarking. The solution provides them with actionable insights based on the latest club data, without sharing sensitive information between clubs. ClubView currently offers this across modules including Matchday Revenue & Cost, Reach, Commercial, Retail and Streaming with the platform being adaptable according to the priorities in each territory.

Value Proposition

Traditionally, league and club data is disjointed, and if collated centrally, this is often using online forms or spreadsheets, leading to different data pots across each organisation. Data or reports are often provided to different departments and in different formats. ClubView solves this by offering centralised and secure data management for leagues, allowing clubs to provide financial information securely and accurately.

Clubs are rewarded with real-time rankings and benchmarks so they can understand their performance against the market.



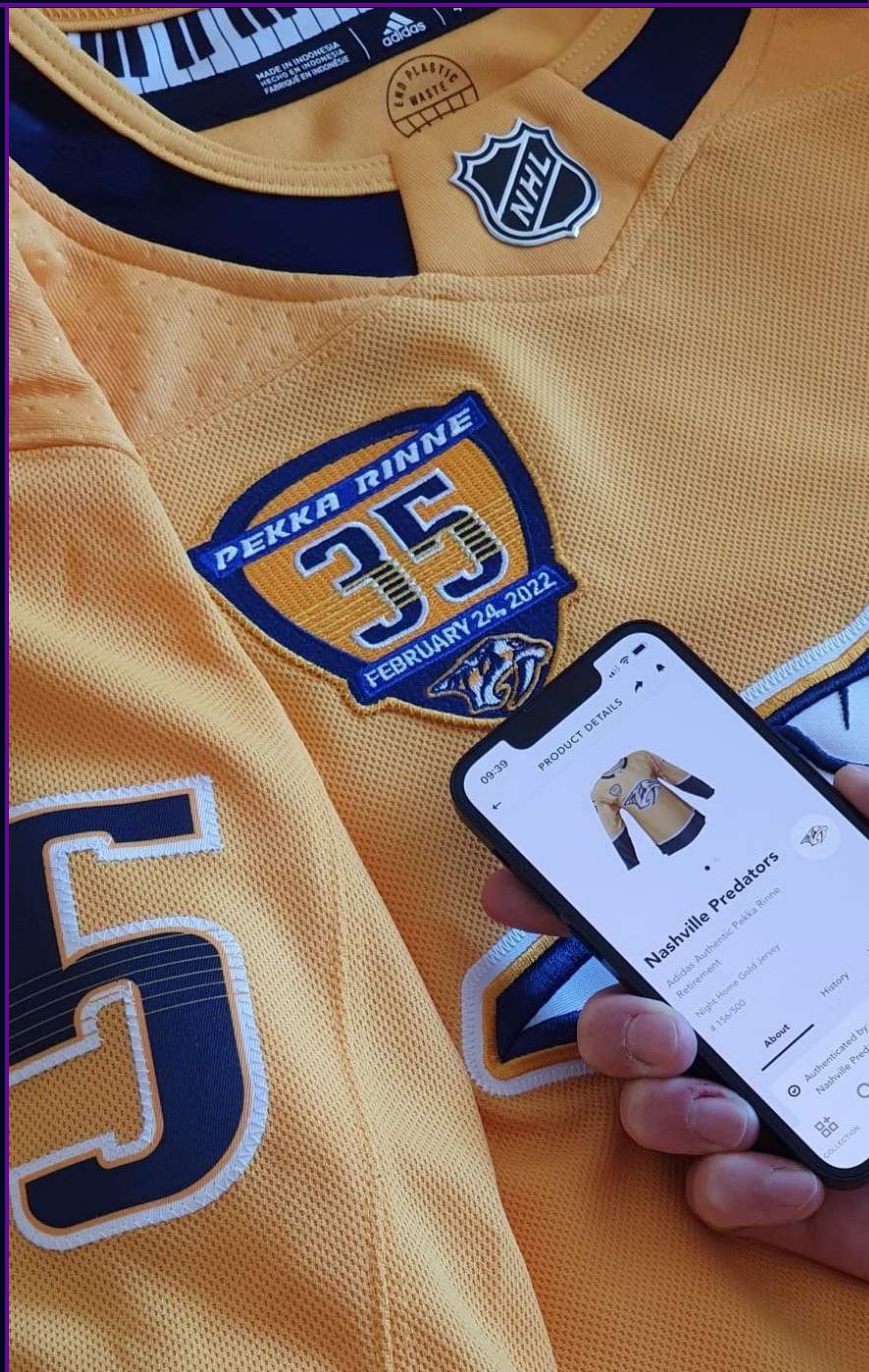
A product authentication ecosystem

collectID provides end consumers with a technology that easily verifies the authenticity of a product by holding the smartphone next to it. Products get equipped with secure collectID NFC tags that provide a unique message. Dynamic encryption makes it impossible to duplicate the tag. Blockchain technology makes it impossible to fake the content. Additionally, brand and customer are connected directly to each other, bringing interaction and consumer experience to a new level.

Value Proposition

Almost three trillion dollars (OECD) worth of goods are being counterfeited every year and customers are increasingly facing the risk of buying fake products instead of authentic ones. CollectID solves this problem for both brands and customers by combining blockchain and IoT technology, providing a secure product authentication ecosystem. Brands can then place their messages directly on the product and increase customer engagement by extending the shopping experience.

collectID uses blockchain, NFC and NFT technology to ensure each product has its digital ID and uniqueness, increasing their value while protecting them.



A Sports Event Registration Platform

Peyce offers races to athletes and athletes to organizers. Whatever the level, Peyce allows users to easily find and register for sports experiences in France and soon elsewhere. As an event organizers, you can use peyce to let thousands of sportsmen and women find your event on the platform.

Value Proposition

Only 20 % of the races are sell out and the main registrations tunnel is the organizer's website. Registering for a race is a hassle, you have to find each event website between incomplete calendars and non-relevant results. When you're on the race's website the UX can be very poor and the registration funnel is very unclear. Peyce aims at providing race organisers with a tool and an actual e-commerce solution to manage their event and registrations while giving athletes a seamless experience.

Peyce offers sports organisations with a platform to manage their events, from the communication to the registration.



Cabourg half-marathon

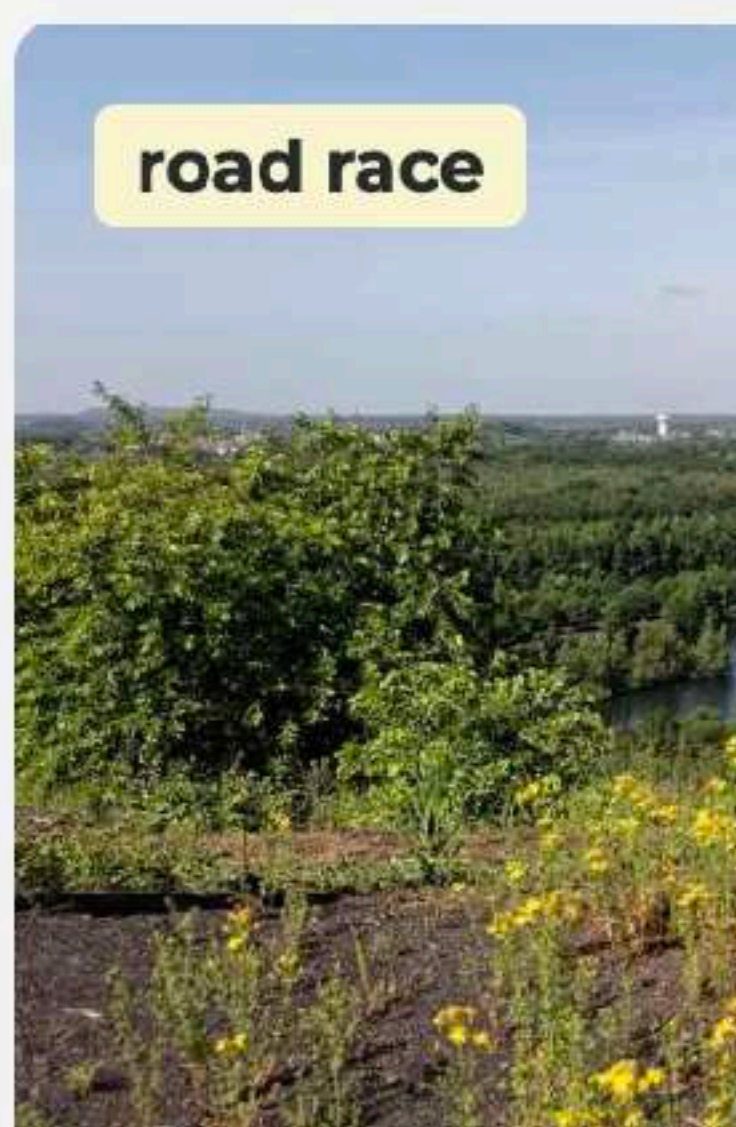
Cabourg (14)

From **32 €**

21,097 km

MARCH 12 , 2023

CONFIRMED DATE



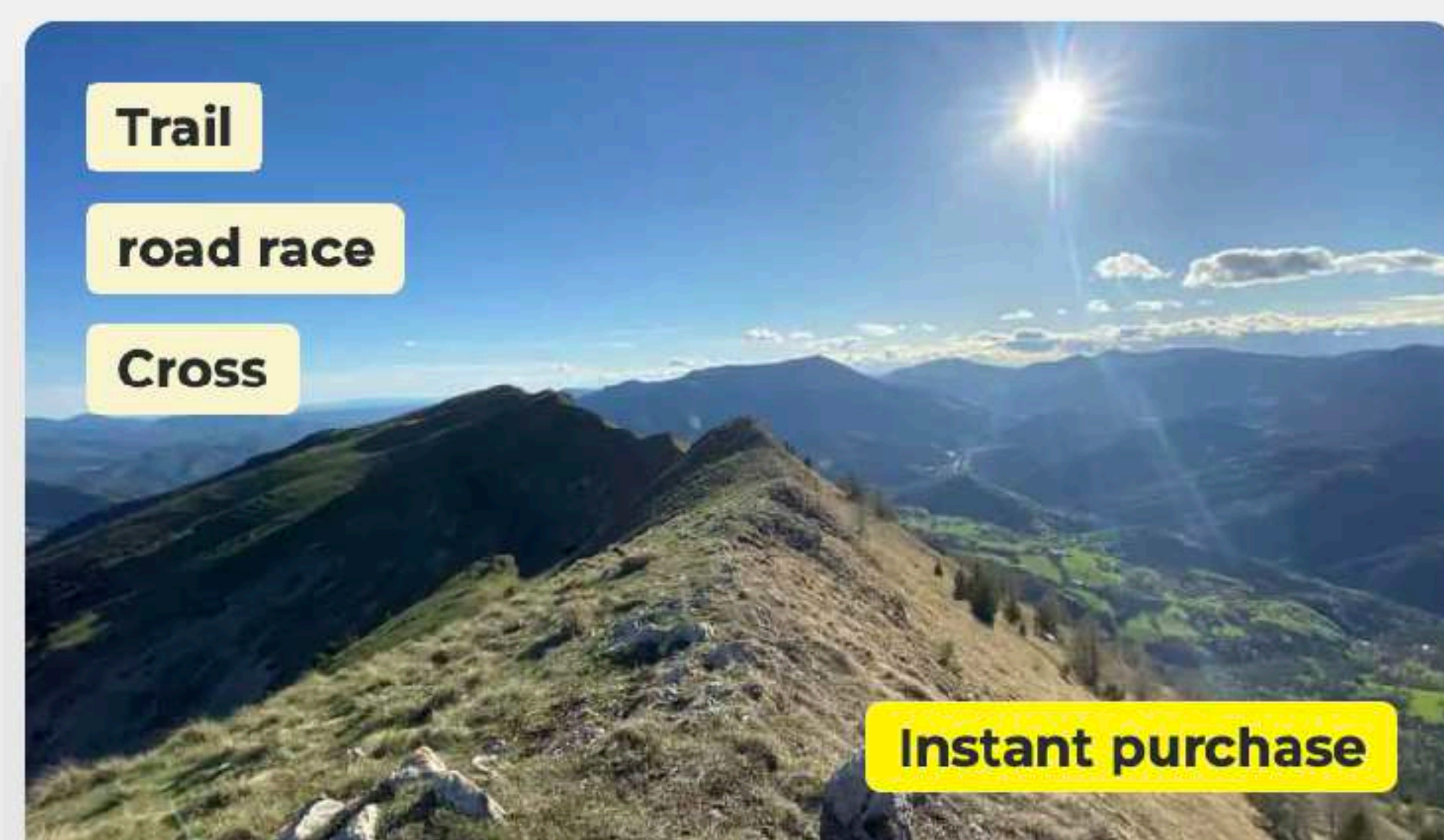
Kerquois el

Coudekerque-B

From **€ 6**

10km _ 5km _

MARCH 19 , 2023



Around the Vernet

Le Vernet (04)

From **€ 5**

40.6km _ 21km _ 12km _ + 2

See in detail



Hiking trail

Monts-de-Rand

From **€ 7**

25km _ 12km _

MAY 14 , 2023

sevendcourts

An Interactive Infoboards

SevenCourts is a manufacturer of interactive infoboards. The boards display the score, time, players, ads, sponsor logos and come with well-established mobile apps that support versatile scoring rules for tennis, padel, and pickleball. In addition, club can broadcast the score online and integrate it with other software via open API.

Value Proposition

Club owners want to attract members and sponsors, but existing on-court infotainment systems are heavy-weight and not affordable for amateur clubs. Moreover, spectators and players are not correctly infotainment; they never know the latest score and can't see the clock, score, weather, and stats correctly. Thus, SevenCourts' mission is to make digital infotainment luxury affordable for amateur tennis and padel clubs. They bring their IT expertise to create unique products for the racket sports community.

SevenCourts is a lightweight dynamic information system for tennis and padel clubs.



A Carpooling Platform for Sports Events

StadiumGO is the carpooling platform dedicated to sporting events that meets three objectives: reduce the carbon footprint of fan travel, improve accessibility and parking at the stadium, encourage sharing travel amongst passionate fans

Value Proposition

When going to a stadium for an event with your car, it's always difficult to access the stadium and leave it after the event. In addition, going alone to a match can lead to huge CO2 emissions if everyone is going with their personal car. StadiumGO provides a carpooling solution to make the journey to the stadium better while reducing the carbon footprint of the fans.

StadiumGO allows fans to carpool to their favorite sporting events with other passionate fans, while reducing their carbon footprint.



Crowd Intelligence Software

WaitTime is an AI Crowd Management that provides real-time data and historical analytics on crowd behavior. Their patented artificial intelligence gives operations personnel live on crowd movement and density, while providing guests information they need to navigate.

Value Proposition

The in-stadia fan experience is crucial and needs to be seamless in order for fans to come back more often. To do so, managing the crowd is essential. WaitTime helps with crowd congestion by showing fans the wait line for every stand and concession. It also allows better crowd management and a way for companies to understand and improve guest experience, occupancy management, get better reports and ultimately make decisions based on actual occupancy.

WaitTime offers a solution that tackles crowd management, from queue management to occupancy and crowd density.



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.

We have segmented these startups into four main categories (content, broadcast & social Media, Web3 & Virtual experiences, Gamification & Loyalty, and In-Stadium & Operational Management) to bring as much clarity as possible but 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!



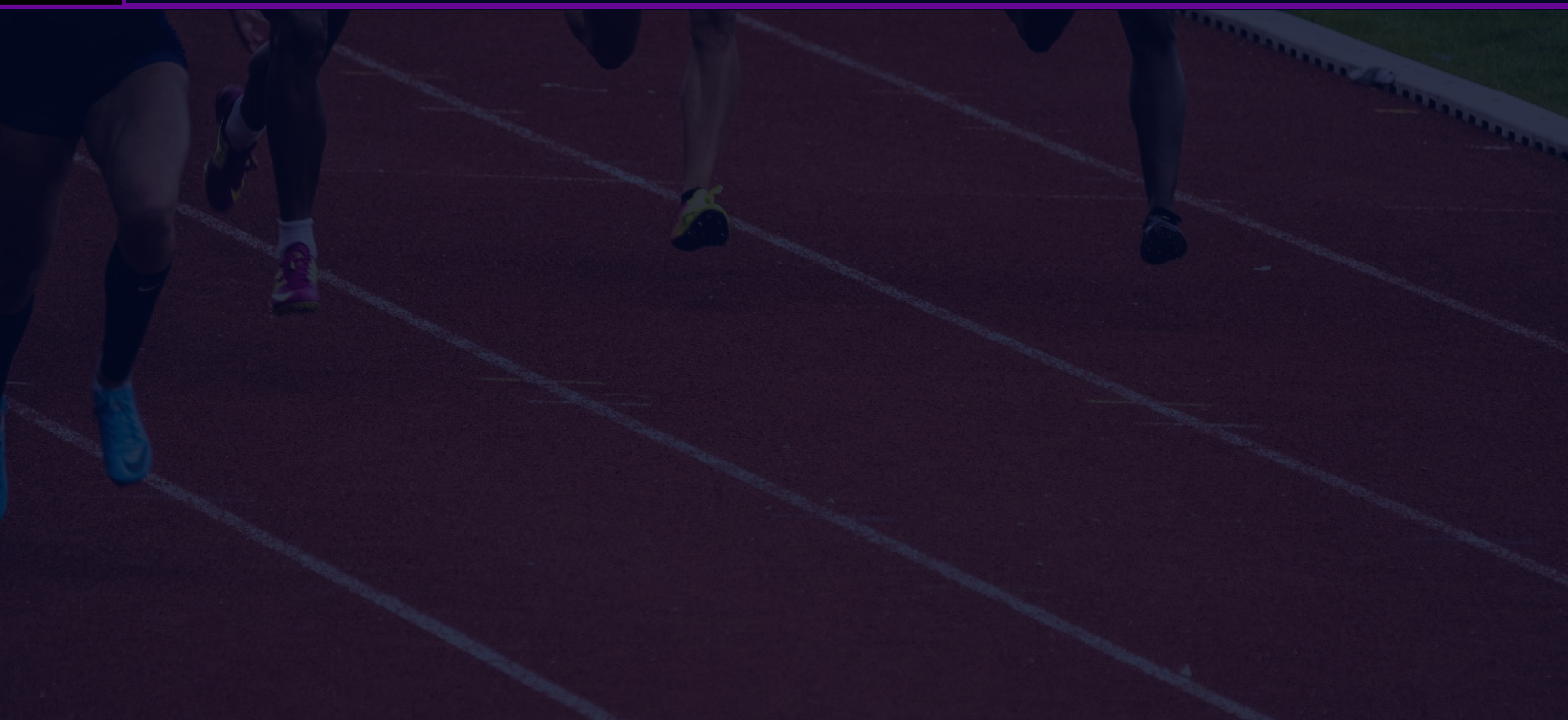
WHAT'S GOING ON ON THE PITCH?

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).



NEW TECHNOLOGIES IMPACT ON BUSINESS

INCREASE REVENUE

New technologies help improve players and teams physical performance, recovery and more broadly well-being and mental health, which are mandatory to optimise the chances of winning on the pitch. It can also limit the number of injuries and so the loss of key performing players throughout a full season. The better the results on the pitch, the higher the sporting prize money and brand reputation of the organisation and/or athlete. This leads to a new brand valuation which can have massive impact and positive outcome (or negative in case of bad performance) with regards to sponsorship deals, merchandising, stadium attendance, etc. This is why sporting performance is so key and no one should disregard it. Yet, it must be based on a proper strategy, efficient and with clear cost control that today's technologies allow to design, implement and assess.

OPTIMISE COSTS

New technologies help improve efficiency, reduce waste, and prevent costly mistakes or injuries. Monitoring athlete performance allows organisations to optimise training programs and reduce unnecessary or inefficient training costs. In addition, performance analysis software can help coaches avoid costly injuries, and advanced data analytics can help sports organisations identify patterns and trends that can inform decision-making and drive cost savings.

MAIN TRENDS



DATA EVERYWHERE

Over the last 25 years, data has become extremely important in the sports industry and especially in the performance side of it. With new technologies enabling data to be retrieved and made available in an understandable way, clubs and athletes have been able to redefine the way they analyse their performance, manage their training and make the right decisions.



WEREABLES

Recent and significant improvements in wearables and trackers provide athletes and sports performance business units with more valuable and real-time data to improve performance. Their compatibility with digital platforms makes them even more usable in day-to-day training and personal lives of athletes.



OPERFORMANCE ANALYTICS SOFTWARE

In line with the wearables, performance analysis software is increasingly used as it enables visualisation of what has been tracked by the athletes on the pitch or through different broadcast feeds. In an industry where competition is harder and harder, such software can provide competitive advantages as it enables coaches and performance staff to identify strengths and weaknesses, set goals, and optimise training programs to prevent injuries.

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.



An Engaging Game Analysis Platform

Baseline Vision brings a stand-alone, easy-to-install, real-time game analytics solution for the net-sports market, starting with tennis. Using a single smart camera device, Baseline Vision unlocks dozens of digital products, from line-calling to performance tracking, on-court gamifications and video feedback.

Value Proposition

Tennis and all other net sports lack a scalable technology capable of truly impacting how the sport is played and experienced at every level. While many other sports have seen scaled solutions emerge for arbitration, performance tracking and experience enhancement, net sports are untapped. Baseline Vision aims to change this by bringing a flexible vision system to "unlock on-court data".

Baseline Vision changes the way players and coaches experience Tennis. Using a smart camera device, Baseline Vision provides line-calling, performance tracking, gamified drills and video feedback.



Advanced Specialised Training

BeONE Sports is a sports tech start-up focused on globalising specialised training for any athlete, anywhere. They have developed "Comparative Training," where College, Olympic or Professional athletes become models for advanced training. Its methodology, supported by a computer vision solution, enables data-driven training for athletes and coaches.

Value Proposition

Utilising computer vision and “on-field” artificial intelligence, coaches and athletes analyse performance in real-time, minimising the gap between action and analysis. BeONE Sports has developed a training where athletes compare their body mechanics and positioning against a proxy for perfect training, and reduce the cost of individual training and technology.

BeONE Sports is focused on globalizing access to specialised training through AI and computer vision.





Dartle

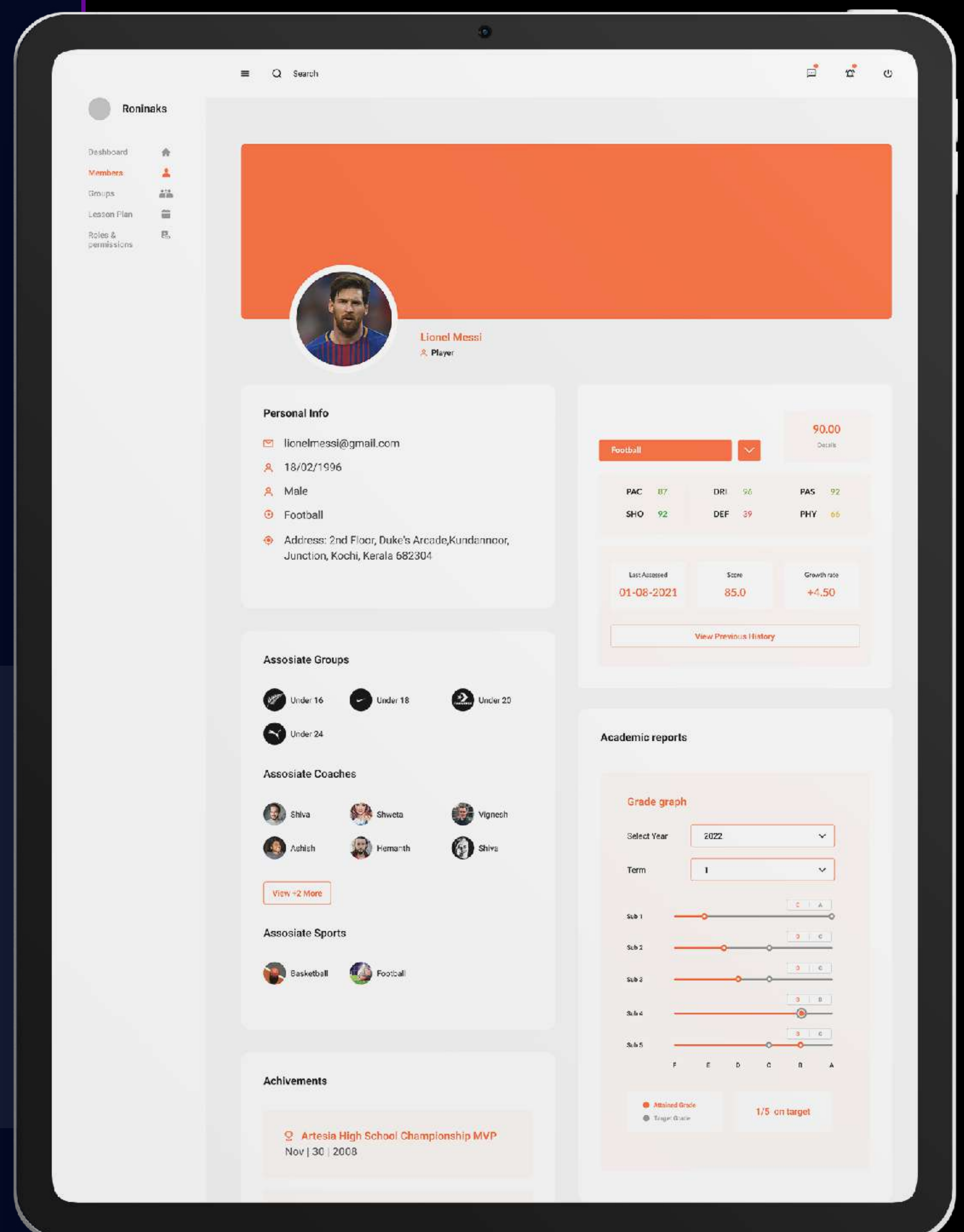
An Athlete Management System

Dartle is a sports performance analysis and talent identification platform. They work with sports academies, providing them with an LTAD program, saving cost through digital transformation, performance analytics, optimisation and prediction. Dartle also uses this data to build a performance portfolio for athletes, which can be used for scouting, talent id and other recruitment opportunities.

Value Proposition

Sports opportunities are not accessible uniformly across the globe, countries like India, China, Uganda, etc., with over 500+ million youth, are overlooked. Sports ecosystems in these countries (often crumble and decline. Dartle offers academies with an Athlete Management System to track, record and monitor player performance and progress. This data is then capsuled as a talent id/player portfolio on a separate public platform.

Dartle provides an athlete management system to track, record and monitor player performance and progress.





Robots & Data for the Pitch

E-Nano is a robotics and AI startup working on enhancing athletes' performance through improved sports surface playability and optimum maintenance. Its mission is to autonomously collect and process soil and environmental data to help groundskeepers reduce costs and increase the performance of their fields.

Value Proposition

There is a lack of resources for turf managers (amateurs to Elite) to maintain sports surfaces at the highest standards effectively. The market best practice consists in manually collecting data (fields sample, measurement results such as moisture & temperature) and reporting it to make maintenance plans. E-Nano provides an autonomous scouting rover that collects soil and environmental data combined with an integrated AI platform to offer turf managers an optimal field management plan.

E-Nano aims to increase athletes' performance and well-being through improved pitch playability.



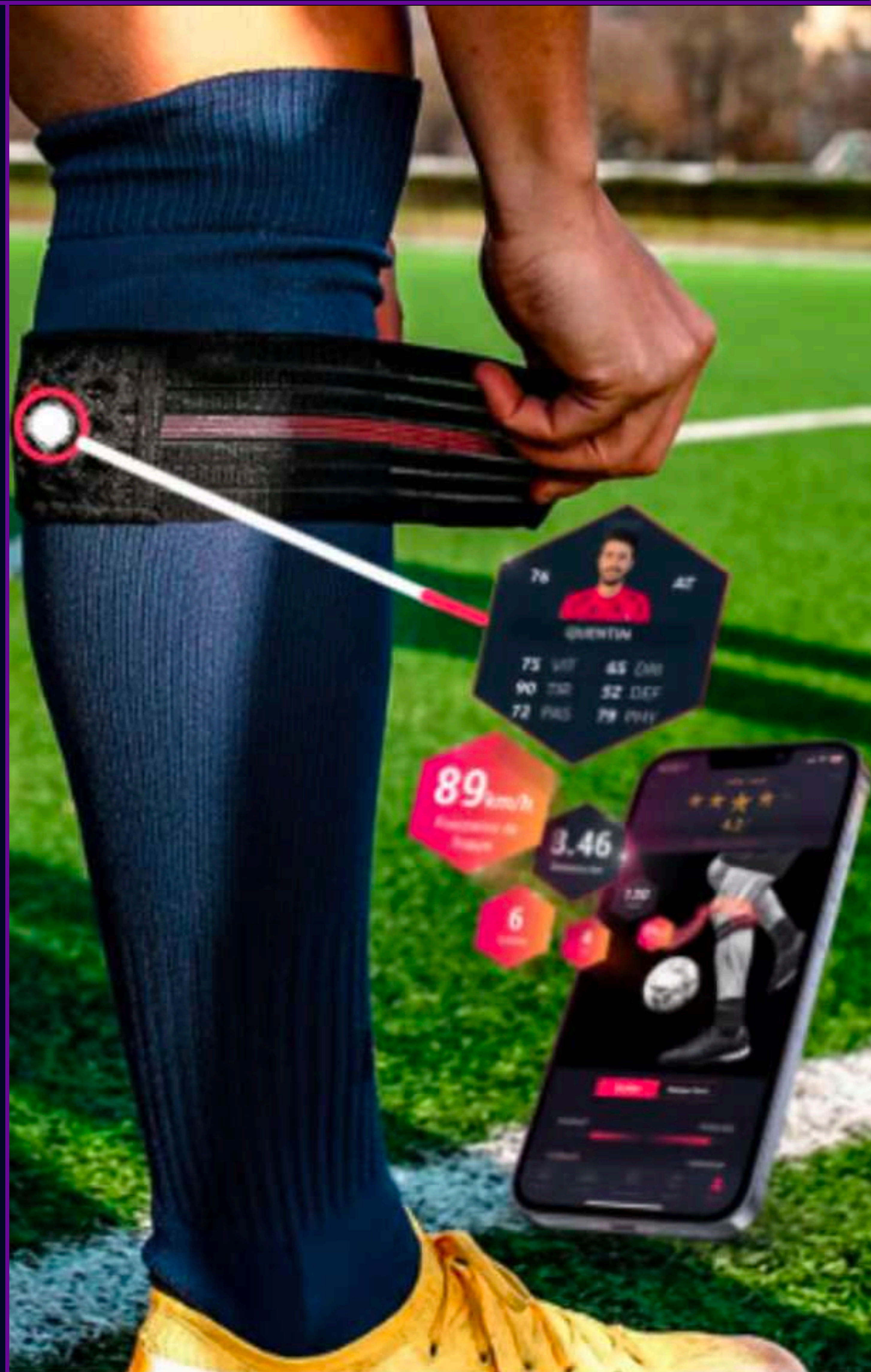
A Tracker to Analyse Matches and Performances

Footbar provides a new playing experience, half-way between sports and video-games, powered by artificial intelligence that understands football from a leg-mounted wearable device. It evaluates soccer players using a small sensor placed behind the player's calf. Footbar combines both sensor and video streams to teach soccer to their algorithm, processing hundreds of games every week.

Value Proposition

Kids are dropping sports, especially football practice in favor of other digital experiences, like playing the FIFA video game. By providing a technical tool able to evaluate the performance of every single player in the world, Footbar makes the practice meets with digital world and makes it competitive again in the entertainment industry.

Footbar developed a tracker to analyse matches and follow the performance on smartphones.





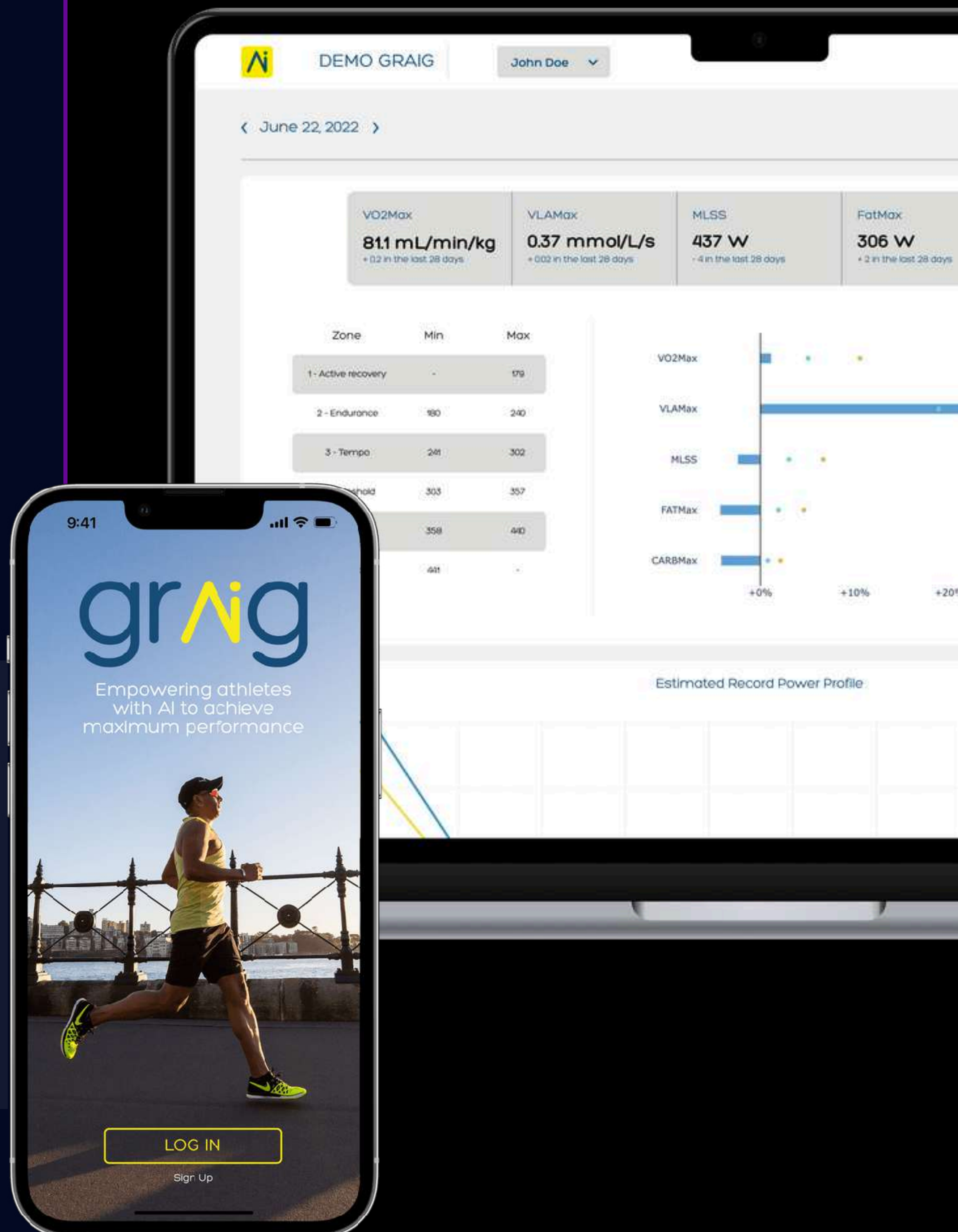
Hyper-Personalized Decisions with AI on Wearable Data

GrAig Studio is an intelligent platform that leverages performance data with AI algorithms. The platform collects wearable data to better understand how athletes' bodies work and to tailor their preparation to their needs to reach new levels of performance. With AI, coaches validate their daily decisions to focus on what they do best and recommend the best action to take to maximise training efficiency.

Value Proposition

Athletes train a lot, and a wrong decision in their preparation can lead to disastrous and irreversible consequences. Conversely, athletes' data is only exploited to the extent of what's visible to the human eye. One's not only unable to measure progress but also cannot quantify the impact of training on performance. GrAig wants to improve how athletes train by leveraging performance data with state-of-the-art AI algorithms.

GrAig aims to empower every athlete with artificial intelligence to help them unleash their full potential.





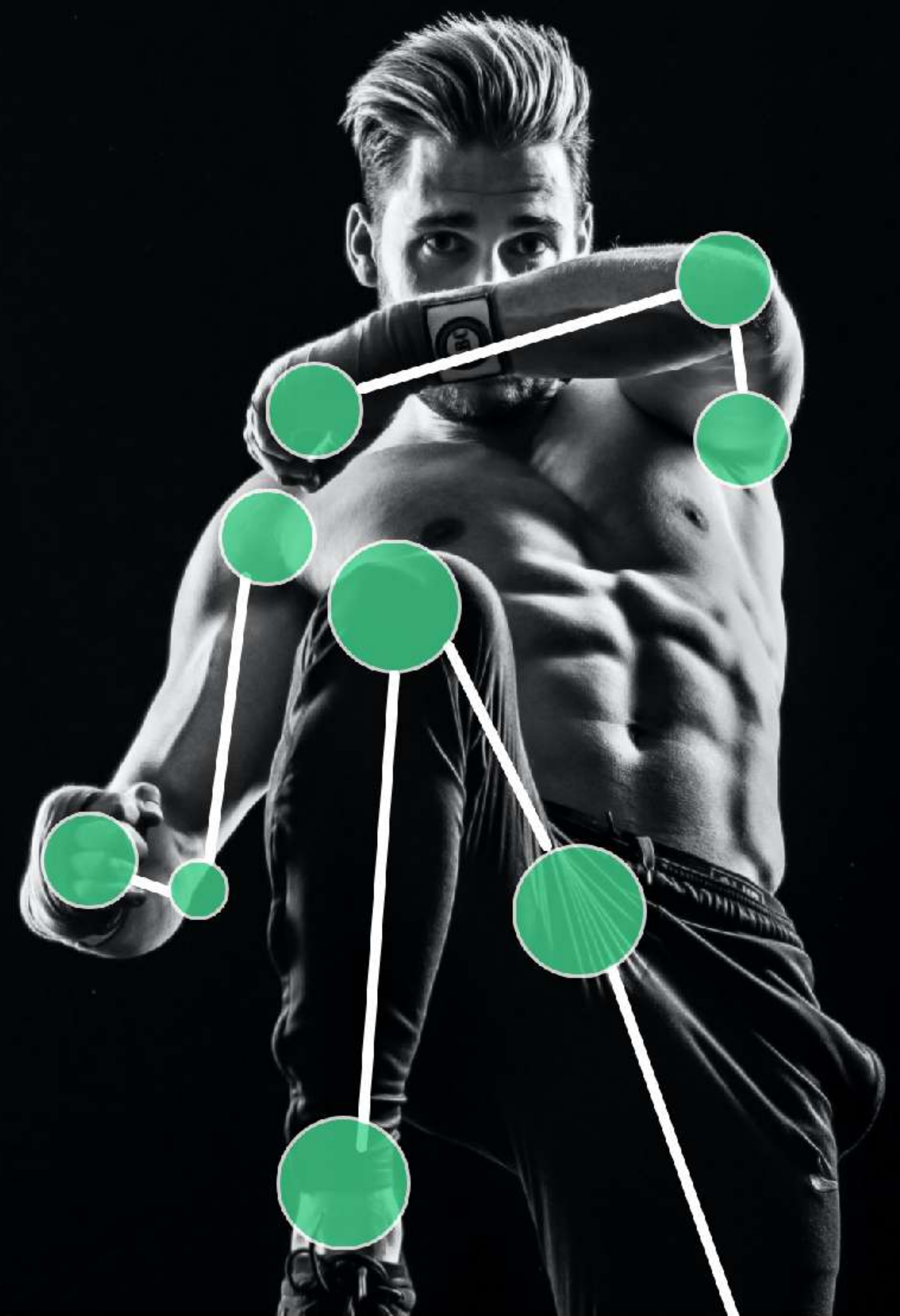
An AI Martial Art Coach App

HIT Coach is a tech startup aiming to improve skills of martial art practitioners and increase their exercise engagement using recent advancements in Computer Vision and Machine Learning. HIT helps fight sports athletes to train whenever and wherever they want and make measurable progress in a fun and engaging way. In practice, HIT Coach use the smartphone camera to analyse the body motion and provide useful metrics, like reaction time, velocity, power, technique correction.

Value Proposition

The way fight sports practitioners train has changed. They are bored with training the old fashion way and have limited or no access to professional training facilities. Last but not least, they want to see results immediately. HIT Coach aims to enable a dynamic and immersive exercise experience by just using a smartphone/tablet device without any need for additional tracking sensors and/or frequent involvement of professional coaches.

HIT is an AI martial art coach app that captures performance and provides guided feedback.



Technic Correction

With AI Coach

10 Technics

Coming soon

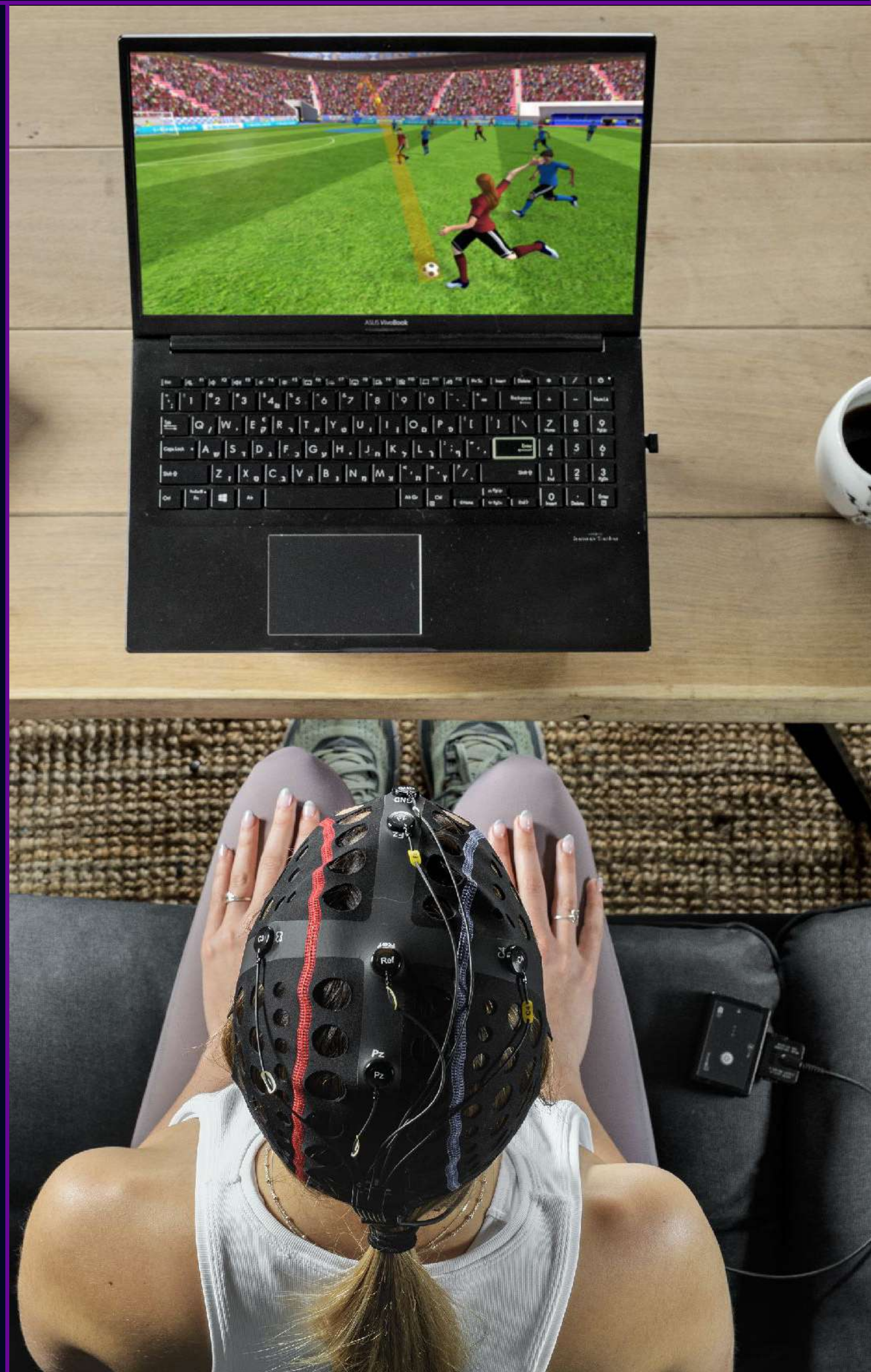
Elevate Athletic Performance with Neurofeedback Training

i-BrainTech develops brain-training technology that improves athletes' performance and enables them to return to play successfully. Driven by advanced neuro-scientific research, the technology enhances athletes' cognitive abilities and execution of key sports actions. The solution is a video game that athletes control with their brain activity only, powered by visualisation.

Value Proposition

Exceptional gains in physical conditioning have been made over the years, but this progress hasn't been matched on the mental side, while 90% of sports performance is dependent on the brain. Our current inability to measure and directly train the brain sets an artificial limit to the level we scout, manage and improve player performance. Through its game, i-BrainTech provides a unique solution to elevate athletic performance with neurofeedback training.

Designed for players and coaches, the i-BrainTech solution improves athletes' physical performance and assists in a successful return to play.



Inspire.

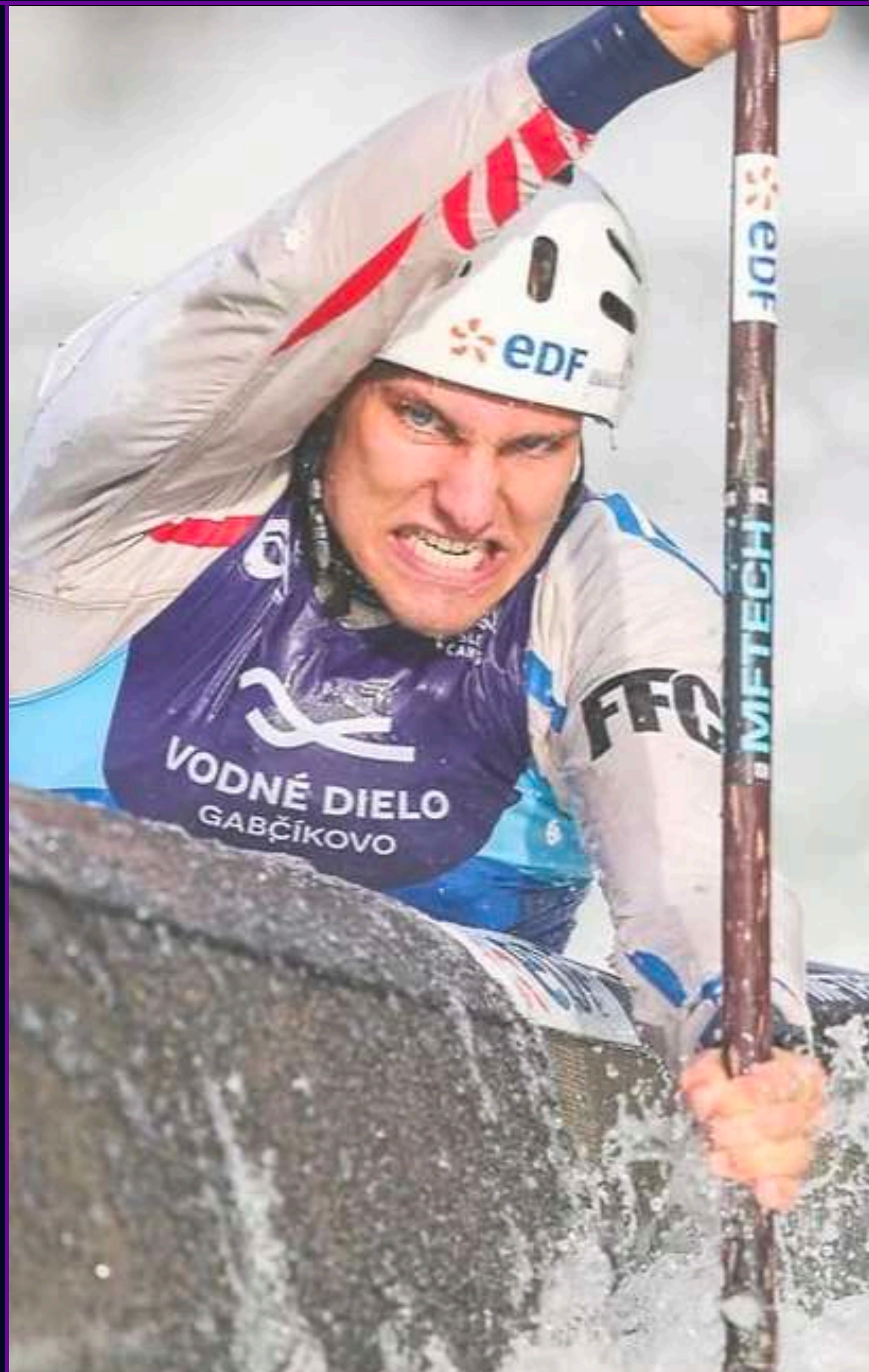
Unite and Motivate Employees

Inspire helps companies to federate and motivate their employees via intervention sessions provided by top athletes (soft skills' leadership, personal development, etc). Through such sessions, the startup also helps athletes to achieve financial stability and so to focus only on their performance.

Value Proposition

Except for a few sports highly covered by the media, most athletes need help to maintain their economic balance. By selecting Inspire's speakers, companies become real actors in their sports projects, and their performance and complete the existing HR programs of their employees with an innovative approach while participating in the personal development of their talents.

Inspire aims to federate the company's employees and improve the financial stability of athletes.



A platform for Sailing and Water Sports Actors

KANARA Sport helps sailors & water sports athletes, coaches, clubs, teams & brands track, analyse & share their activities & performance. With intelligent device connectivity, the mobile & web platform enables the community to access relevant & accurate insights. KANARA encourages users to stay active & engaged by allowing users to practice, play & compete with one another via the app with rankings, challenges & digitalized sponsored events that help bring the action online.

Value Proposition

The sailing & water sports industry is rapidly growing globally but is highly fragmented, with limited interaction between stakeholders. This is exacerbated by the lack of digitalisation in the industry, with people still relying on an arsenal of tools to get the information they need related to their activities. By creating a single platform that offers the tools they need to easily track, analyse and share their activities from anywhere in the world, KANARA Sport seeks to tackle these issues head-on.

KANARA provides a platform that helps to track, analyse, compare & share all sailing & water sports activities.



Human Motion Data Platform

Kinetic Analysis specialises in human motion data. They capture data using sensors and customised measurement tools, resulting in highly accurate input that improves people's lives. Kinetic Analysis have managed to quantify human body motion with scientific accuracy to provide a full service for developing monitoring devices and software in health, sports, and vitality.

Value Proposition

Founded in 2012, Kinetic Analysis aims to provide efficient dataflow and unique insights through data science. Its team build bespoke data-capturing solutions for the lacunas in health, sports and vitality, from idea generation and rapid prototyping to small-batch production-ready to scale to market. Kinetic Analysis facilitates data to drive decision-making for groups and individuals based on a valid objective starting point.

Kinetic Analysis aims to improve people's quality of life with human motion data.





LEDSREACT

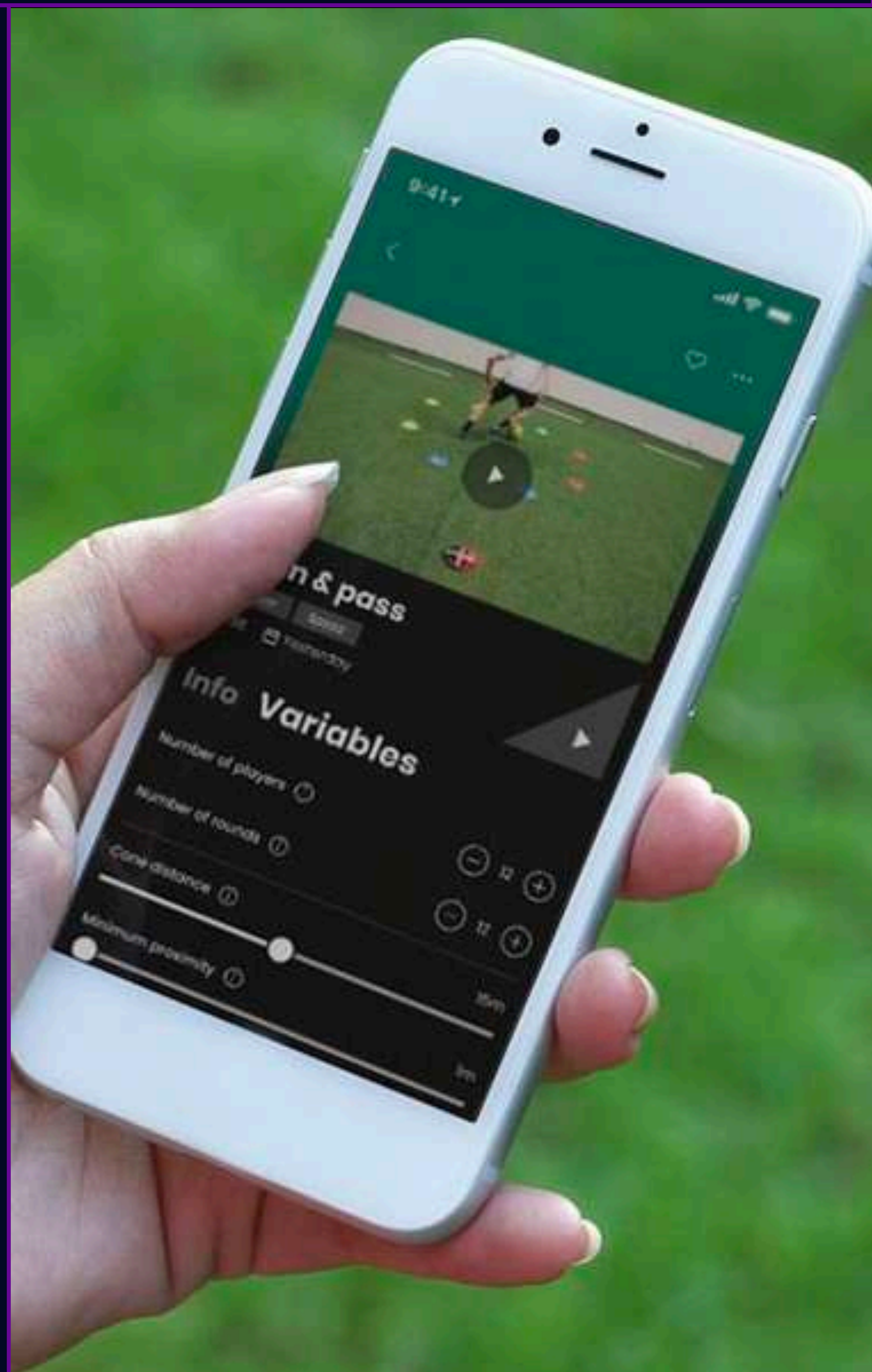
An Intelligence Assistance Trainer

Ledsreact develops advanced tracking technology for Performance and Return-to-Play purposes. It improves reaction speed, cognitive skills, fitness and is helpful in numerous team sports and individual training sessions. The technology tracks every movement during general or custom drills, providing insights with which coaches can build more effective and individualised training programs and return-to-play protocols.

Value Proposition

Most of the team needs the right technology to assess and improve speed and agility components in a sport-specific environment, such as acceleration and deceleration during sport-specific movements on the court. Coaches cannot build individualised injury prevention and data-driven return-to-play programs without these insights. That's why Ledsreact combines software and hardware to provide the coaching and medical staff with crucial insights into agility and speed.

Ledsreact solution provides data on speed & agility, enabling coaches to improve athlete performance.



An In-Brain-Environment Interface

Mentalista is a French start-up, focused on the development of innovative and simplified communication interfaces between the brain and the environment. The startup commercializes a hardware, interfaces and algorithms to analyze mental images from the visual cortex and to trigger actions on objects purely from the mind.

Value Proposition

Brain-environment interfaces will transcend the way humans interact with technology. These new devices will redefine the notion of human control over machines by enabling us to interact instinctively through our brainwaves with the objects around us. Mentalista aims to accelerate the understanding of the brain by using technologies to monitor individual and collective behavioural states. Thanks to real-time feedback, developing applications to improve sports performance will be possible.

Mentalista specialises in brain-environment interfaces to trigger actions on objects.



A Solution that Combines Data and Video Source

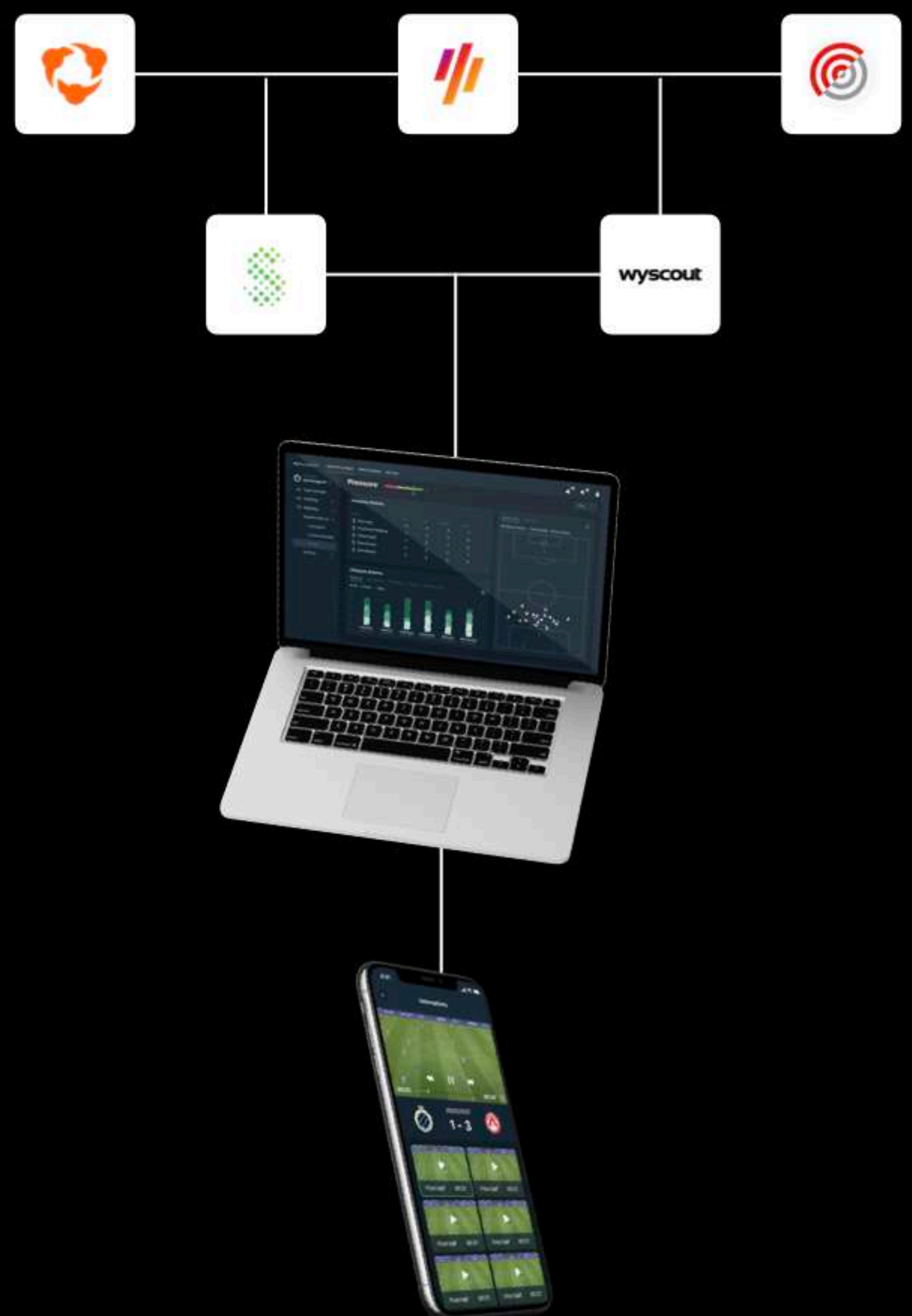
MyGamePlan is a data source independent platform for technical staff to automate athletes' daily performance and share analysis with players through a mobile app. Clubs can hook up any event or tracking data source and video api. The solution allows then the visualisation of these sources, enabling coaches and technical staff to analyse and track their football principles without any tedious setup process.

Value Proposition

When drafting analysis of other clubs, the technical staff must manually gather data from various platforms. A time-consuming job. MyGamePlan aims to solve this problem by offering a free solution that combines all different kinds of game data into actionable insights and objectives. No more tagging, clipping, or sending of videos and data reports to players and other staff members. Organisations have the flexibility to choose and connect the data and video sources they want to use.

MyGamePlan automates athletes' daily performance analysis workflows through external data source and video feeds plugged in the platform.

CONNECT ANY DATA & VIDEO SOURCE



AUTOMATICALLY SHARED WITH YOUR PLAYERS

OLIVER.

Gamifying Football-Focused Science

OLIVER is a sports science company providing key information to improve performance, evolve talents & prevent injuries. Its built-in-house tracker placed in a calf sleeve measures ball interactions like kicks, kick power, dribbling speed, passes and and translates them into actionable insights and an entertaining gamified user experience. The insights provided are valuable both for sports directors, physical trainers and team staff.

Value Proposition

Semi-pro and amateur players can't afford, understand, and leverage performance technology as it's tailored for elite teams with highly qualified staff, resources and structure. OLIVER aim to solve the lack of data performance that causes several problems in the non-elite football players' ecosystem: muscular injuries that could be avoided, and performance improvements at individual and team level.

OLIVER provides a calf sleeve GPS tracker to measure ball interactions and gives valuable insights for coaches and Athletes.



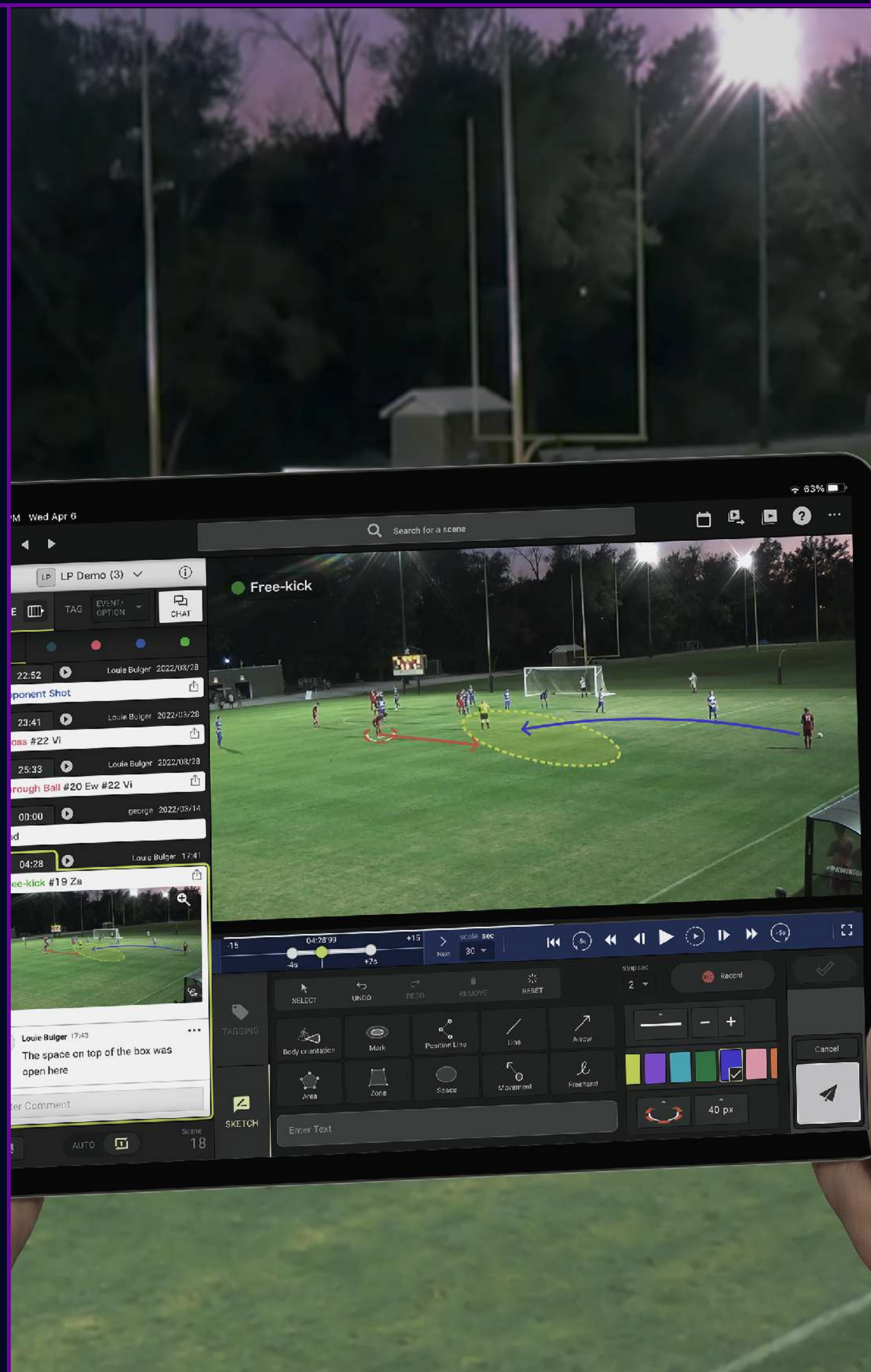
A Video Search And Analysis Software

RUN.EDGE is a video search and analysis software company that allows sports coaches to turn real-time data into real-time results. By uploading/streaming videos directly to the platform, they can share analysis and data directly with players on the platform, and players can access and interact with their coaching staff based on video-backed evidence. RUN.EDGE offers two sports video analysis products: PITCHBASE for baseball and FL-UX for field sports.

Value Proposition

Coaches and technical staff can spend months learning how to use up to 5 different software to complete the video analysis task. This is why RUN.EDGE created a coach-friendly video analysis platform that is capable of completing all tasks on a single platform. With RUN.EDGE coaches and technical staff can communicate directly with their team and players using video footage from training or games, accessible from any browser, tablet, or smartphone, and does not require specialized cameras.

RUN.EDGE is a real-time video analysis and communication tool to accelerate team collaboration.



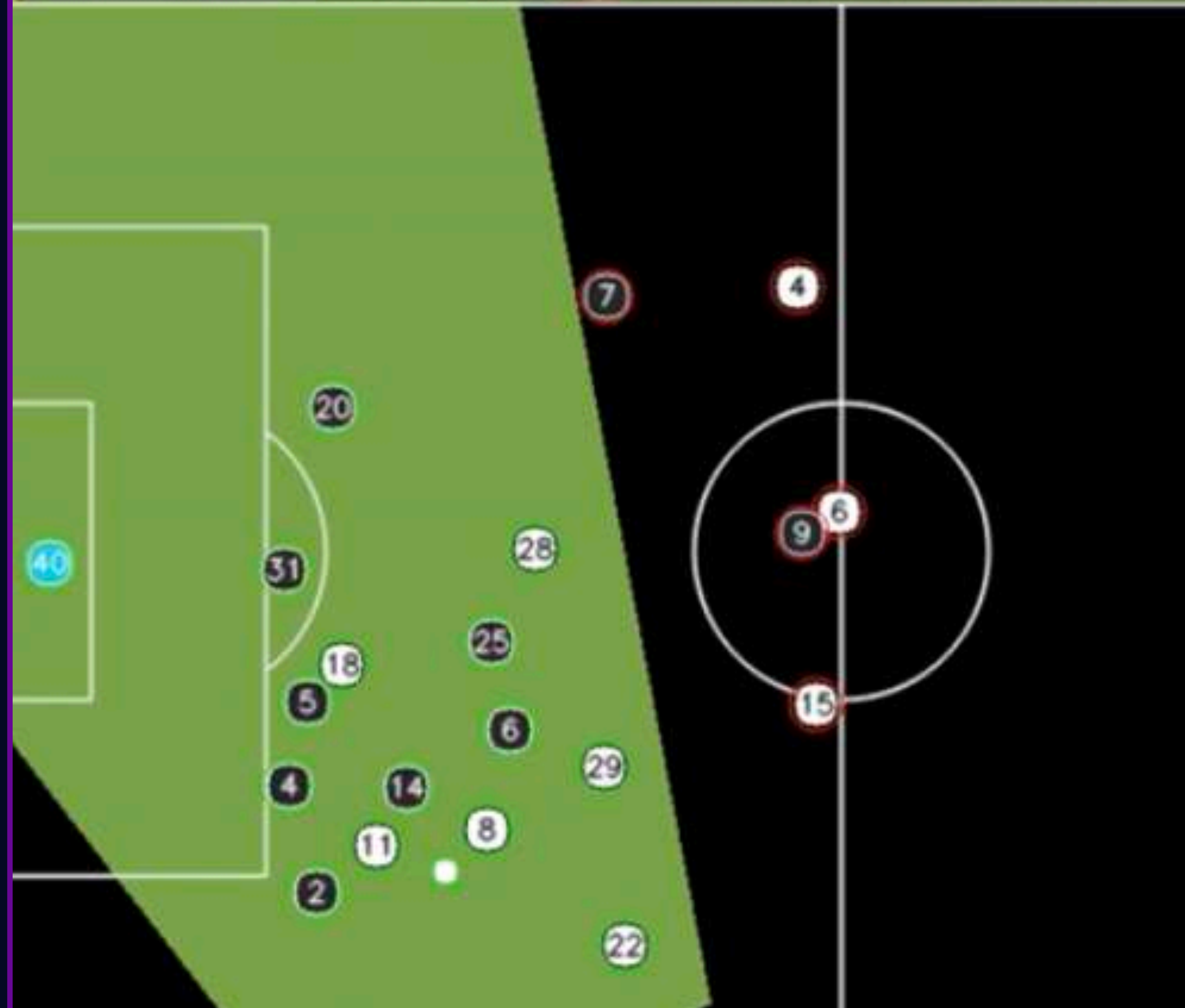
A Broadcast Tracking Technology

SkillCorner is a global broadcast tracking data provider operating across Football, American Football and Basketball. They use AI to give professional sports teams a competitive edge for player recruitment and match analysis by providing broadcast tracking data and advanced integrated analytics on a global scale.

Value Proposition

While tracking data is key to unlocking players' and teams' performance, it has been expensive to collect and unavailable across leagues and competitions worldwide. Until now, leading sports teams have lacked access to tracking data at scale for player recruitment, and other sports teams simply don't have access to tracking data. SkillCorner is changing that through its automated broadcast tracking technology by providing teams access to exclusive insights that can power their recruitment process and match or opposition analysis.

SkillCorner uses computer vision and machine learning to generate tracking data from any television broadcast.



ULTRAX

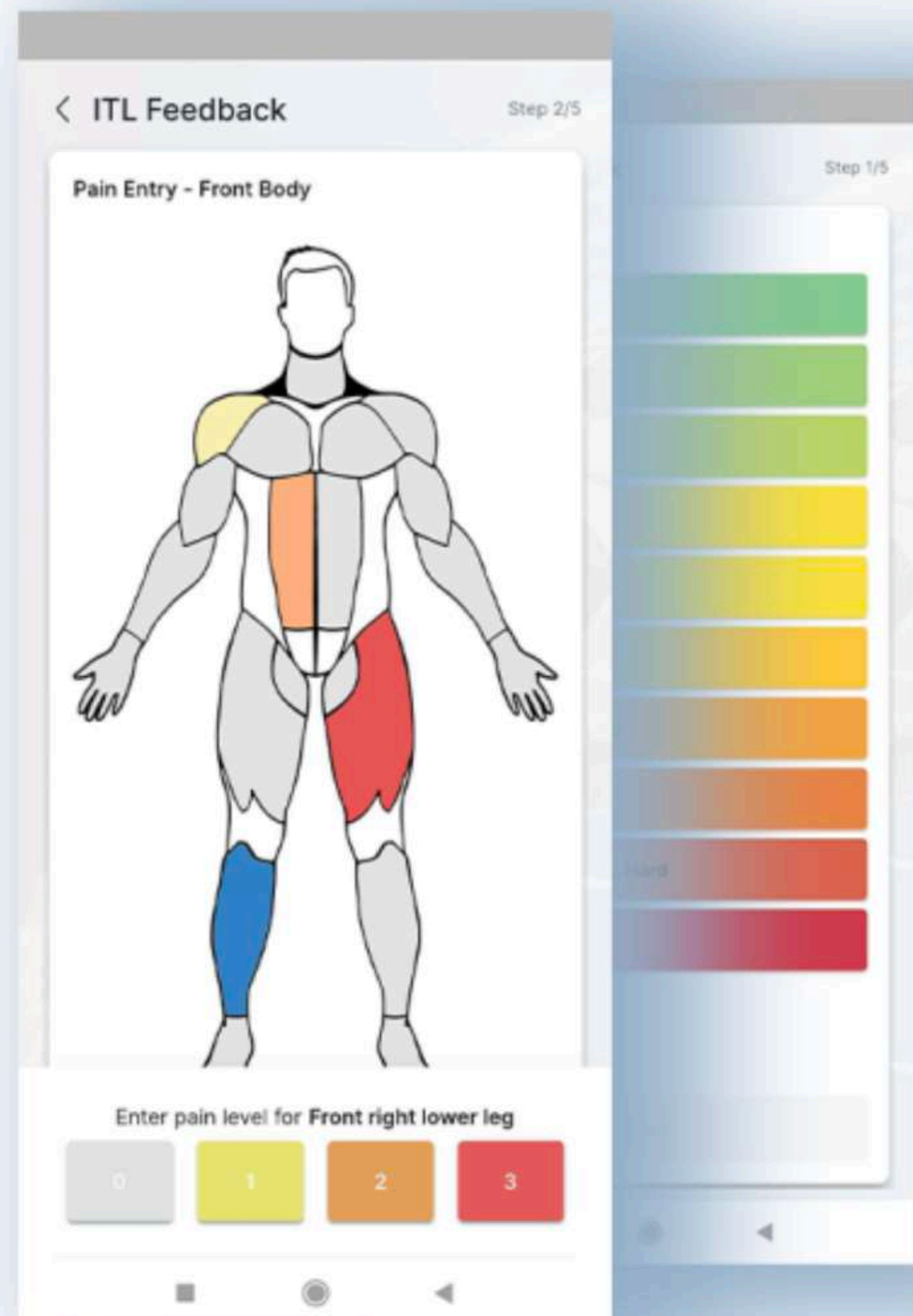
Cloud-based solutions to collect and analyse athlete data

Ultrax is a sports science company focused on software and hardware technology in sports. Its mission is to revolutionise how data is perceived and used in the decision-making process regarding athletes' performance, health and development. The company provides a cloud-based solution for data management, aggregation and analysis to run diagnostic tests without the hassle and provides better insights from collected data and expert system recommendations.

Value Proposition

99% of sports clubs do not have access to high-tech digital tools, mostly because of budgets. Moreover, sports diagnostic practices today are outdated, expensive, time-consuming and inconvenient. With its cost-effective hardware and software solutions, Ultrax offers an all-in-one solution based on cutting-edge, high-precision positioning technology to achieve club goals in a timely and cost-effective way.

Ultrax technologies is a sports science company providing solutions to analyse and enhance sports performances.



A Data-Driven Artificial Intelligence

Zone7 enables high-performance teams to unlock greater data insights. They leverage AI to analyze disparate performance datasets collected from wearables, medical profiles, and physio & screening products to detect patterns, uncover insights, and make proactive training recommendations that inform load management, elevate athlete performance, and reduce overall injury risk.

Value Proposition

Elite athletes and coaches seek the perfect balance between pushing for outstanding performance and maintaining high athlete availability. That search for balance can be elusive and, sometimes, when mismanaged, costly and even tragic. Sports injuries are expensive, both in human and financial terms. Zone7 applies algorithms based on 'big data', artificial intelligence, machine learning and deep learning to help athletes, doctors, trainers and coaches to make better informed performance decisions.

Zone7 aims to help athletes, coaches, and medical professionals elevate performance through 'big data', AI, and machine learning.



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!

ABOUT LASOURCE

LaSource is a B2B agency based in Paris, focused on sport, digital and technology. Since 2019, we have been helping hand picked and high potential startups to expand their business and premium technology across the European Market. Sports organisations are going through a digital transformation, enhanced by the current pandemic. We have created a model that gives them access to new innovative and digital solutions to meet their strategic objectives.

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.

And the most important, we believe in startups that trusted us to develop their activities in Europe.

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

**2023
REPORT**



LaSource

[Contact](#)