



**2026
REPORT**

SPORTS & ENTERTAINMENT STARTUPS TO FOLLOW IN 2026

INTRODUCTION

Season 4, Here we GO!

It feels like yesterday that we published the first edition of Sports & Entertainment Startups to Follow back in 2023. Yet here we are, four editions in, shaped by years of working closely with sports organisations, founders, and technologies tackling some of the most concrete challenges our industry faces. This new edition builds on those learnings and brings a fresh perspective on where the ecosystem is heading

From the very beginning, this report was never meant to be a ranking of sports tech companies but rather created as a collaborative reference point and a way to surface emerging ideas and connect founders, rights holders, investors, and partners around shared challenges shaping the industry. A new year means new tech to follow. But like every year, the sports tech landscape evolves. With new solutions coming up every month, filtering the noise has become equally challenging for rightsholders. The report's collaborative and repository based nature means that we don't claim to have predicted their eventual trajectory but rather shine a light on companies we have encountered through our work, our network, and the applications we receive each year.

Some are early, some are scaling, others are already working with leading organisations. All of them contribute to the broader dialogue around how the industry is evolving. And that perspective matters more than ever as our industry becomes increasingly interconnected. Fan engagement, content, data, on pitch performance metrics, commercial growth, and operations no longer live in isolation.

Progress happens when ideas, expertise, and resources intersect. When clubs collaborate with startups, when leagues open their ecosystems, and when partners are willing to experiment together. In that context, collaboration has become a foundational element. This belief sits at the core of the report. Over the past year, we have seen this mindset gain further momentum, with more organisations investing in structured innovation programs, partnerships, and test-and-learn approaches that create meaningful entry points for startups. For the 2026 edition, we have featured around 40 sports tech companies reflecting the diversity of approaches, stages, and ambitions that currently shape the sports tech ecosystem.

We hope this collection offers a practical overview of how different teams are approaching real challenges across the industry today. We hope it acts as a starting point: for discovery, for dialogue, and for connections that extend well beyond these pages. The ecosystem continues to evolve, and this report is simply one lens into where things stand right now.

WHAT TO EXPECT?



For startups

This is a way to put your work in front of people who are actively shaping the industry. It helps founders understand how their solution fits into the wider landscape, spot adjacent trends, and identify potential partners or peers working on similar problems. More than visibility, it's about context and connection, and opening the door to conversations.



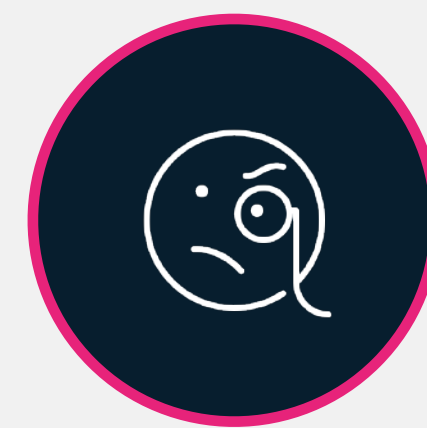
For sport organisations

If you work within a club, league, federation, or media organisation, this report is meant to be practical guide that highlights solutions that are already being applied to real challenges, from fan engagement to performance, data, and operations. It's also an encouragement to engage directly. Many of these technologies are built to be tested and adapted, and early trials or pilot projects often prove far more approachable, and valuable, than expected.



For investors

Consider this a way to stay close to how the sports tech landscape is evolving. It highlights companies and themes that have caught our attention through the year and can help frame where momentum is building. It's not a substitute for direct conversations or detailed diligence, but it can be a useful starting point for identifying areas worth exploring further. And as always, we're happy to share perspectives from our ongoing work and discussions.



For the curious

This report is also for people who simply want to understand the industry better. Whether you're new to sports tech, considering a move into the space, or just interested in how sport and technology intersect, this document offers a clear, accessible way to see what's being built today.

REPORT STRUCTURE

“Change is constant”, but our winning formula remains consistent. The due diligence we conduct in creating this report categorises solutions into two main categories: ***off-the-pitch and on-the-pitch, with their various sub-categories.*** ***We believe this to be an adequate way to distinguish each startup’s value proposition.***

Off-the-pitch products directly impact the non-sporting side of the organisation, and so focus on the business and organisation side of sports, such as marketing, sponsoring, merchandising, ticketing, etc.

[LET’S GO](#)

On-the-pitch products directly impact the sporting side of the organisation (individually and collectively as a team) and focus on performance, including training, injury prevention, fitness apps and wearables that track athlete and teams 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 website icon. 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.

TECH COMPANIES COVERED SINCE 2023

Media, Content & Distribution



Fan Knowledge & Data



Gamification & Loyalty



Operations & Management



Grassroots & Talent Development



Health and Medical Technology



Performance Analysis Software



SPORTS MARKET DYNAMICS

As we move into 2026, the sports tech market is entering a more mature phase. Innovation is no longer defined by the sheer number of new tools entering the market, but by how effectively technology is integrated into the day-to-day reality of sports organisations. Across clubs, leagues, federations, and commercial partners, the expectations have shifted. Solutions are no longer judged on potential alone, but on their ability to connect with existing systems, deliver measurable value, and scale beyond isolated pilots.

What we observe today is innovation rebalancing itself - relying less on standalone point solutions but more on platforms, deeper integrations, and a growing focus on long-term adoption.



Rights Holders & Deeper Tech Integration



Market Consolidation & Technology Mergers



State of AI: From Experimentation to Execution

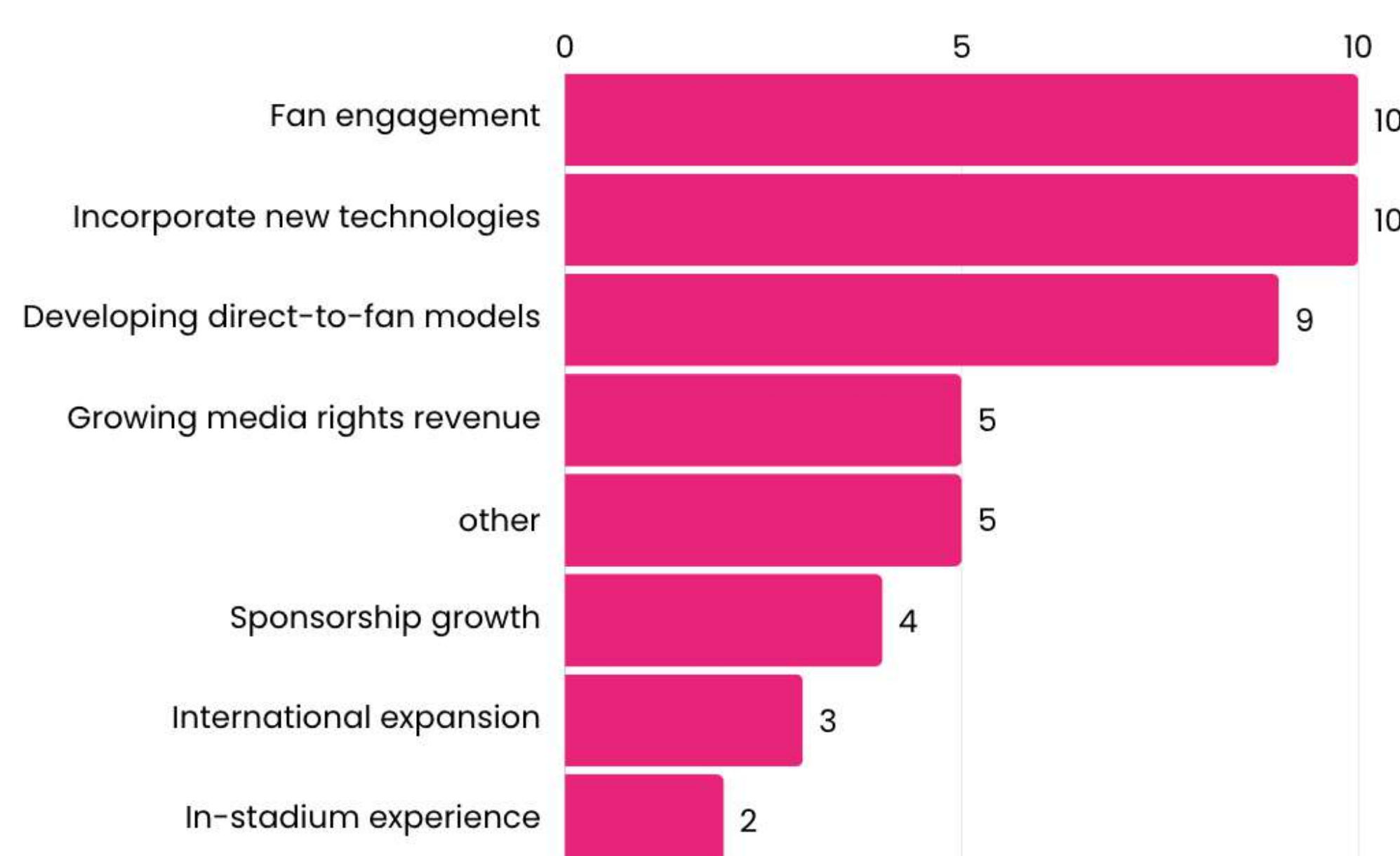


Investment Trends & the Sports Tech Landscape

RIGHTS HOLDERS & DEEPER TECH INTEGRATION

Over the past few years, rights holders have moved from curiosity to intent when it comes to technology. The question is no longer if digital tools should be adopted, but how they fit into an already complex ecosystem of data, workflows, and stakeholders.

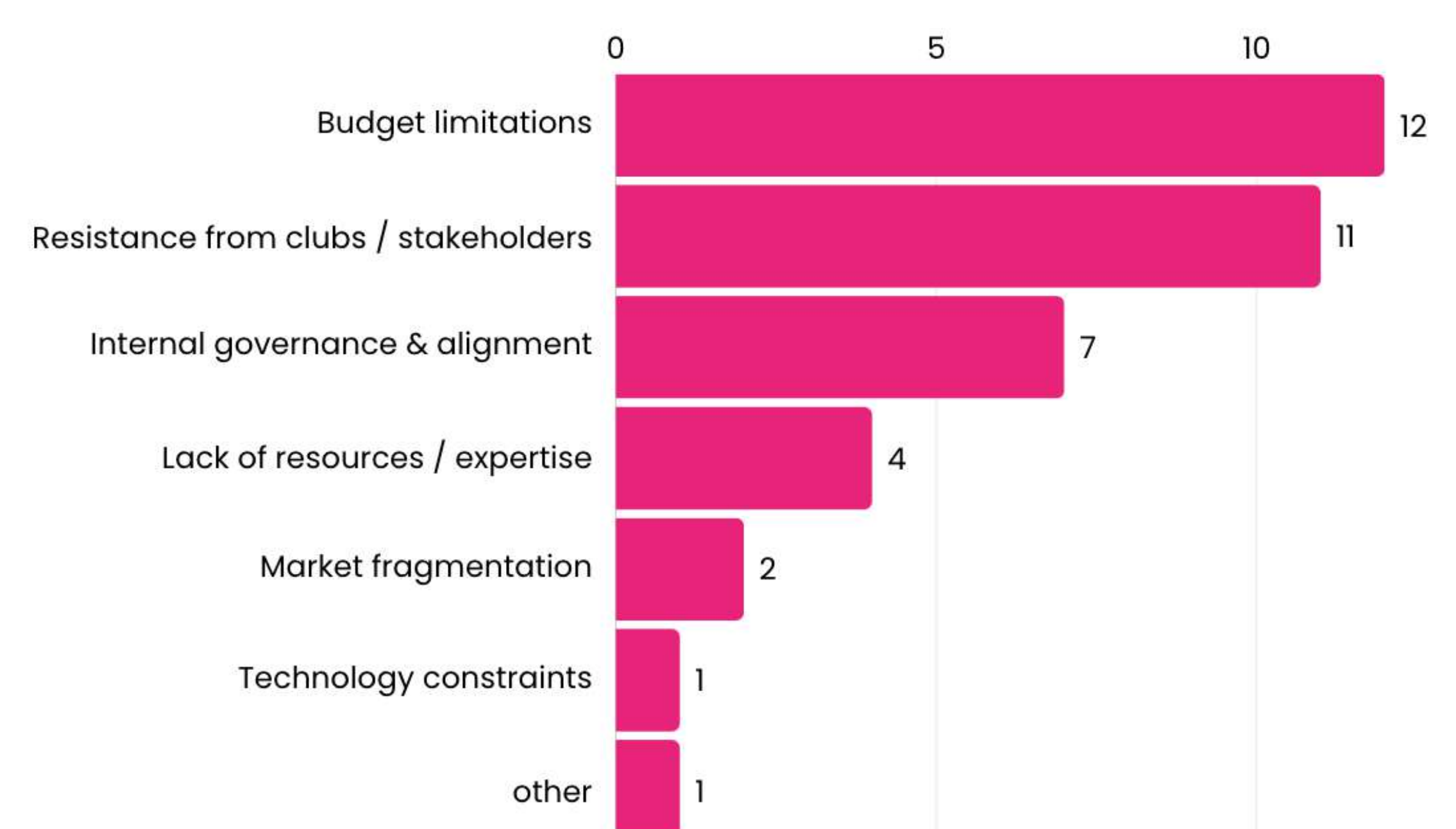
Top three strategic priorities for 2025-2027



Insights from our industry survey conducted in Ghent with 16 leaders from major European sports organisations reinforce this shift. Strategic priorities for a lot of these rightsholders for the 2025-2027 period are clearly oriented towards the incorporation of new technologies into core operations.

At the same time, the survey highlights a recurring blocker that is 'integration'. Budget constraints and internal resistance remain real, but the deeper challenge lies in governance, ownership, and alignment. The takeaway is clear: the barrier to innovation is no longer technological maturity, but organisational readiness.

Potential blockers anticipated



For sports tech startups, this trend has multiple consequences. Success is increasingly dependent on building technologies that are more interoperable, flexible in deployment, and designed to operate across multiple functions rather than in isolation. Solutions that understand the surrounding ecosystem, can cater to different business functions across a sports organisation (on pitch and off the pitch), and reduce integration friction are far more likely to move beyond experimentation and into long-term use.

MARKET CONSOLIDATION & TECHNOLOGY MERGERS

This growing focus on integration is clearly reflected in the acceleration of market consolidation over the past 12 months. Performance and analytics ecosystems in particular have continued to consolidate through targeted acquisitions aimed at building broader, end-to-end capability stacks.

Catapult strengthened its Performance & Health vertical by acquiring Perch, adding gym-based monitoring and workload intelligence, before moving into deeper football scouting and tactical analysis with the acquisition of IMPECT. Hudl followed a similar path, expanding its footprint through acquisitions such as Titan Sports and Athletic Data Innovations, reinforcing the convergence of video, data, and athlete monitoring within a single workflow.

[Sony's acquisition of STATSports](#) sends an even stronger signal. Athlete tracking and performance data are no longer viewed as niche tools, but as strategic infrastructure that can sit alongside and power media, content, and broader data ecosystems through advanced insights and metrics. These moves represent an element where sports organisations want to own critical layers of the value chain and secure long-term tech adoption rather than short term fixes. The [acquisition of Sports Innovation Lab by Genius Sports represents](#) a broader strategic move. By adding an off-pitch intelligence layer to its core on-pitch performance data services, Genius is positioning itself to repurpose performance data for commercial applications. This integration enables the company to bridge media, fan data, and intelligence, ultimately supporting more engaging, data-driven and personalised services for fans.



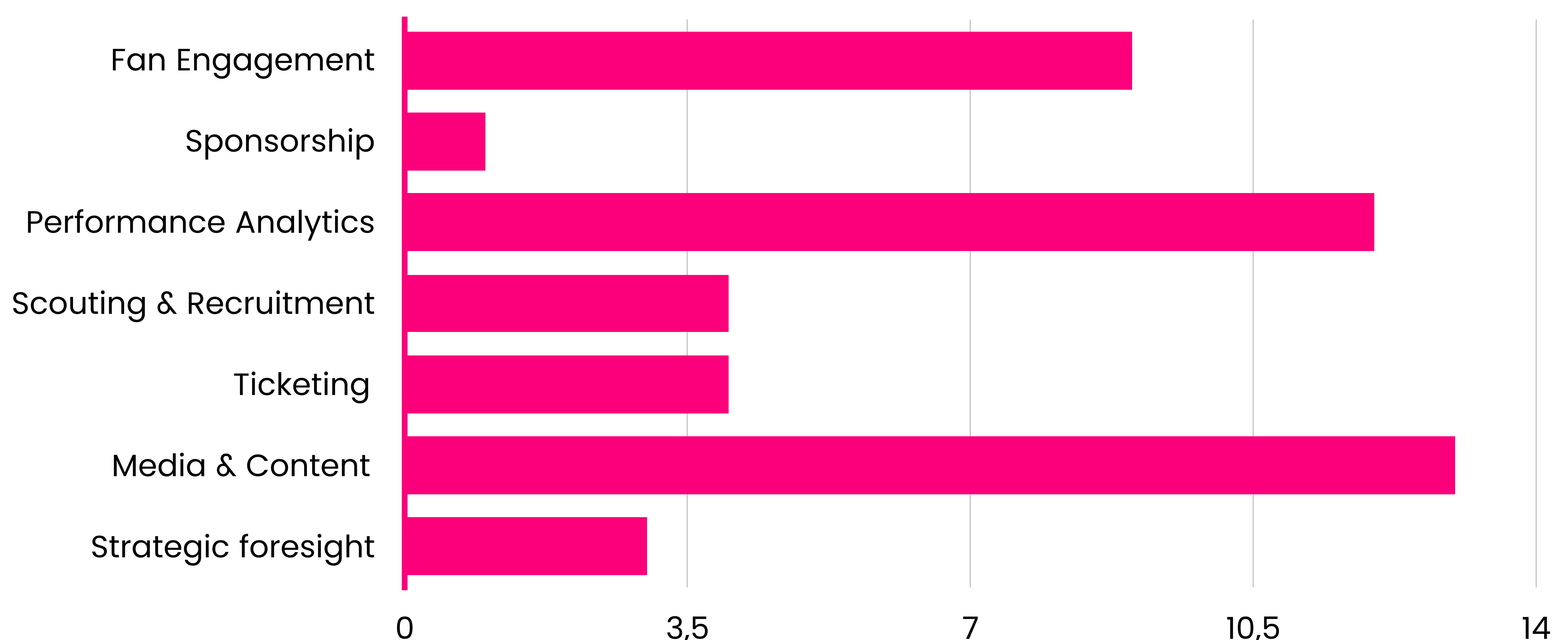
From our perspective, this trend will continue. Technologies that can combine performance, data, content, and commercial applications under a coherent operating model will outperform isolated solutions.

STATE OF AI: FROM EXPERIMENTATION TO EXECUTION

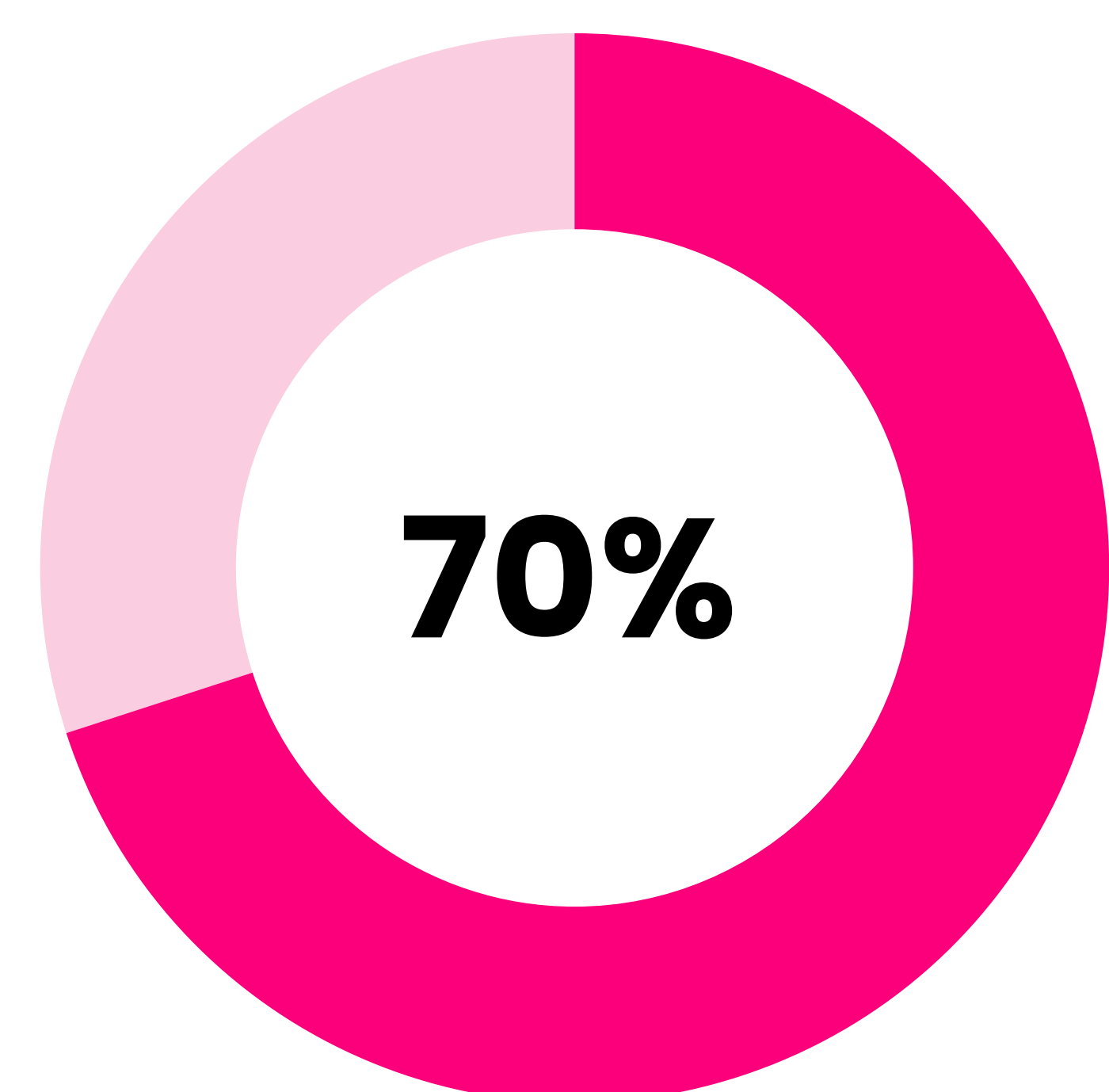
If 2024 was a year of AI exploration and understanding, 2025 was about testing and conducting POCs to shape the right AI strategy. 2026 however, will be about deployment in a structured and operational way for leading sports IPs.

Rather than single-purpose tools, AI is increasingly applied across capabilities: computer vision, natural language processing, predictive analytics, and generative systems. These capabilities are being combined to predict and potentially reduce friction across ticketing, content creation, sponsorship activation, CRM, fan engagement, and venue operations. The common thread is scale. Speed, personalisation, and automation translate directly into commercial and operational value.

Where do you see the greatest AI impact in the next 3 years?



The rise of AI has been fundamental, particularly with the emergence of generative AI. In fact, nearly 70% of the rights holders we surveyed identified GenAI as one of the key technologies included in their strategic roadmap for the next three years.



STATE OF AI: FROM EXPERIMENTATION TO EXECUTION

Looking ahead, agentic AI is emerging as the next frontier. Its potential can best be expressed as an orchestration layer that connects tools, data, and actions across systems. These approaches promise efficiency gains by automating workflows and supporting human decision-making, but they also raise new questions around governance, transparency, and accountability. For rights holders, mastering this balance will be critical.

This marks a shift from descriptive and predictive analytics toward **contextual and autonomous** reasoning, where AI supports decision-making in ways that were previously difficult to imagine.

In parallel, agentic AI introduces a structural change in how discovery will work. As search and recommendation increasingly move from human queries to AI agents acting on behalf of users, sports organisations will need to ensure their content, ticketing, and offerings are designed to be machine-readable and AI-discoverable (Think of it as SEO but for AI and Large Language Models). This aspect will be key for rightsholders.

Finally, the main challenge rights holders will face will be balancing autonomy with governance, ensuring transparency, accountability, and trust as agentic AI becomes embedded across sporting, commercial, and operational environments.

UNDERSTANDING AI'S ROLE IN SPORTS

Artificial intelligence is reshaping how sports organisations create, operate, and connect: from transforming everyday work and reinventing video production, to expanding accessibility and enabling the next generation of agentic systems. Developed following our presentations at the **37th EBU Sports Assembly**, these articles bring together our latest insights on how AI is moving from experimentation to execution across the industry.

[READ HERE](#)

INVESTMENT TRENDS & THE SPORTS TECH LANDSCAPE

Investment patterns have mirrored a lot of the strategic shifts we have covered in previous sections. [Sports-related funding surpassed \\$4B in 2025](#), driven by a combination of late-stage scale rounds, platform consolidation, and targeted investments in data, infrastructure, and AI-enabled efficiency. While deal volume has become more selective, conviction has increased around companies capable of scaling within broader ecosystems rather than operating as standalone solutions.

Several themes stand out. Fan engagement continues to act as a funding magnet, with a significant share of capital flowing toward D2C innovation, OTT platforms, gamification, and immersive content. At the same time, on-pitch technologies are increasingly recognised as commercial enablers, powering applications across betting, fantasy, media, and fan engagement.

Strategic M&A activity is also being driven by sports IP and value chain integration, as organisations look to unlock monetisation opportunities beyond traditional broadcasting and consolidate fragmented technology stacks into unified platforms.

Recent funding rounds reflect this direction. Orreco (\$4M) and Track Titan (\$5M) highlight continued investor interest in performance and participation-led intelligence. ScorePlay (\$13M) underlines strong demand for scalable, AI-driven content automation. Kero Gaming (\$3M) points to the growing strategic importance of integrity and compliance infrastructure as betting and data ecosystems mature.



Strategic Investment Support for VCs, Funds & Private Equity

Sports. Technology. Growth.

As capital flows and strategic intent realigned, we deepened our collaboration with investment funds and formalised our support [across strategic M&A, investment advisory, and partnership alignment](#). This evolution reflects a market where growth, partnerships, and consolidation are increasingly intertwined, and where navigating the ecosystem fit has become as important as raising capital itself.



WHAT'S GOING ON OFF THE PITCH?



TECH COMPANIES WE WORK WITH

Driving Fan Engagement and Media Innovation

A core pillar of our work lies in helping sports organisations modernise how they engage fans and distribute content in an increasingly fragmented media landscape. Our long-standing collaboration with LiveLike and our more recent partnership with CAMB.AI reflect two complementary answers to the same challenge: how to make content more engaging, more accessible, and more valuable for both fans and rights holders.



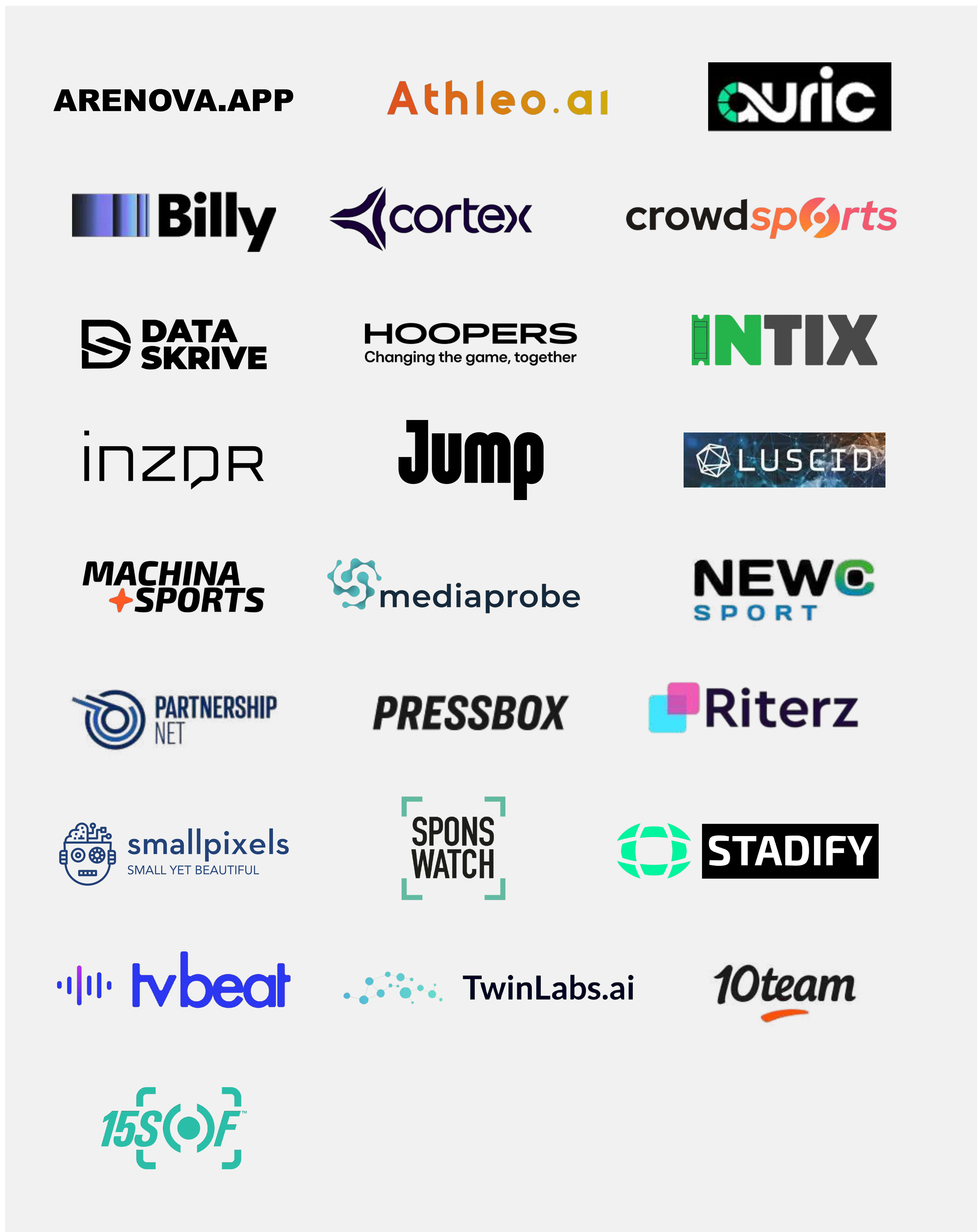
Our collaboration with LiveLike spans more than six years, during which we have supported the company as it consistently evolved how fan engagement and interactive content are delivered in sport. LiveLike's audience engagement suite enables sports organisations to turn live and on-demand content into participatory experiences, capturing first-party fan data while driving retention and loyalty at scale. In 2025, LiveLike took a step into the next phase of AI with [the launch of Genie](#), a multi-agent AI assistant designed to transform interactive content workflows. Rather than automating isolated tasks, Genie operates as an Agentic AI system, coordinating multiple agents to plan, deploy, and optimise contextual fan experiences in real time.



With CAMB.AI, our partnership began in 2024. It addresses a structural challenge faced by rightsholders: content localisation. As leagues and clubs expand their global footprints, language remains one of the biggest barriers to fan engagement. CAMB.AI's AI-driven dubbing solution enables sports organisations to distribute content across markets in real time, preserving emotion, tone, and authenticity at a fraction of traditional cost. Since the start of our collaboration, CAMB.AI has raised a [\\$11M Pre-Series A round](#), accelerated its commercial momentum, and secured strategic partnerships, including with the LFP, MLS, European Athletics and reinforcing its credibility within the sports ecosystem. CAMB.AI exemplifies the kind of pragmatic AI application sports organisations need today: scalable, production-ready, and directly tied to efficiency, audience growth and monetisation of previously untapped revenue streams.

THE STARTUPS

Here is a 2026 non-exhaustive list of new technologies that are actively shaping the sports business industries. As in 2025, you'll find them listed in alphabetical order. For each startup, you'll find a tag system so you can quickly find out in which area/vertical the startup provides its product.





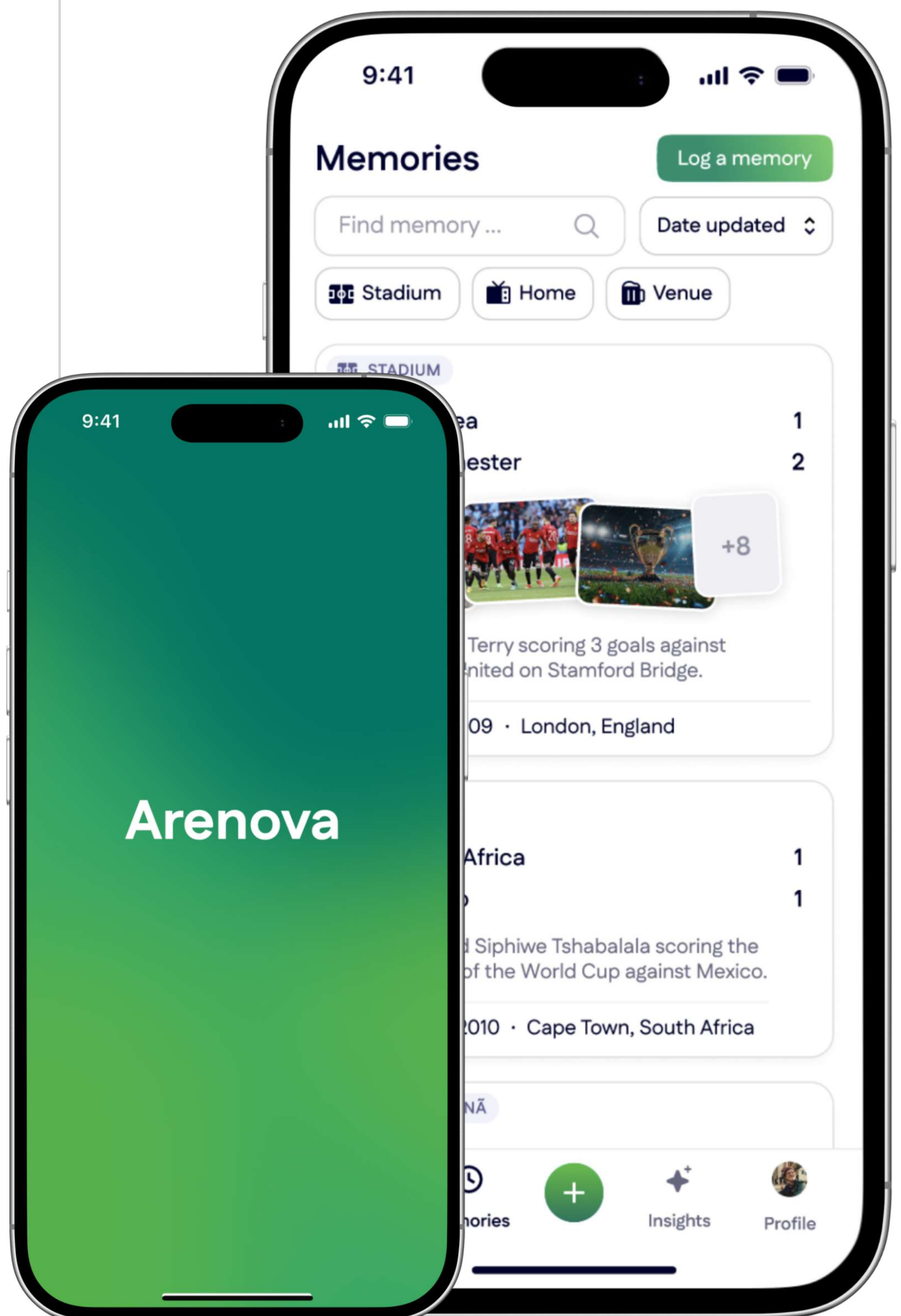
Memory-based fan intelligence platform

Arenova is a fan engagement and data platform that captures real fan viewing behaviour through match logging. It creates a unique, memory-based data layer showing what fans actually watch and engage with, enabling clubs, leagues, and media partners to activate deeper engagement and new value from fan insights.

Value Proposition

Sports organisations have limited visibility into real fan consumption beyond owned platforms, broadcast metrics, or social engagement.. Arenova solves this by capturing declared, memory-based fan activity at scale. This creates a new, proprietary data layer that does not exist elsewhere, offering direct insight into viewing habits, loyalty patterns, and emotional engagement. The platform enables organisations to activate this data through challenges, personalisation, and targeted engagement, unlocking new commercial, media, and partnership opportunities while delivering tangible value back to fans.

Arenova captures real fan viewing behaviour through match logging and transforms it into a unique data layer and engagement engine for clubs, leagues, and media partners





AI-Powered Video Storytelling for Youth Sports

Athleo is an AI-powered platform built for youth players that helps players, teams, and programs create structured content and visibility around games, performances, and development journeys. The platform enables young athletes to capture highlights, build digital profiles, and tell their basketball story in a consistent and scalable way.

Value Proposition

In youth sports, exposure and recognition are highly fragmented and often dependent on informal networks, social media noise, or manual video sharing. Players, families, and grassroots programs lack structured tools to showcase development, while clubs and leagues struggle to centralise content and visibility across teams. Athléo addresses this by using AI to simplify content creation and distribution around youth basketball, helping athletes gain visibility, programs promote talent, and organisations build a more coherent digital ecosystem without increasing operational burden.

Athléo uses AI to help youth players and programs create structured content and visibility around games and development.



Payment Cards for Sports fans

Auric, endorsed by Mastercard, provides sports organisations with their own branded payment cards, turning everyday fan spending into a powerful engagement and monetisation channel. By embedding payments directly into the club ecosystem, Auric helps organisations extend their relationship with fans far beyond matchday.

Value Proposition

Clubs work hard to engage fans, yet most fan spending happens outside the club's ecosystem, generating little loyalty or usable insight. Auric changes this by transforming payments into a fan engagement layer. With branded payment cards, clubs can reward everyday spending, generate new revenue streams from transactions, and gain actionable data on fan behaviour. This creates a continuous connection between the club and its supporters, strengthens loyalty over time, and unlocks commercial value without relying on ticket sales alone.

Auric helps sports clubs turn everyday fan payments into loyalty, revenue, and actionable data through branded payment cards.



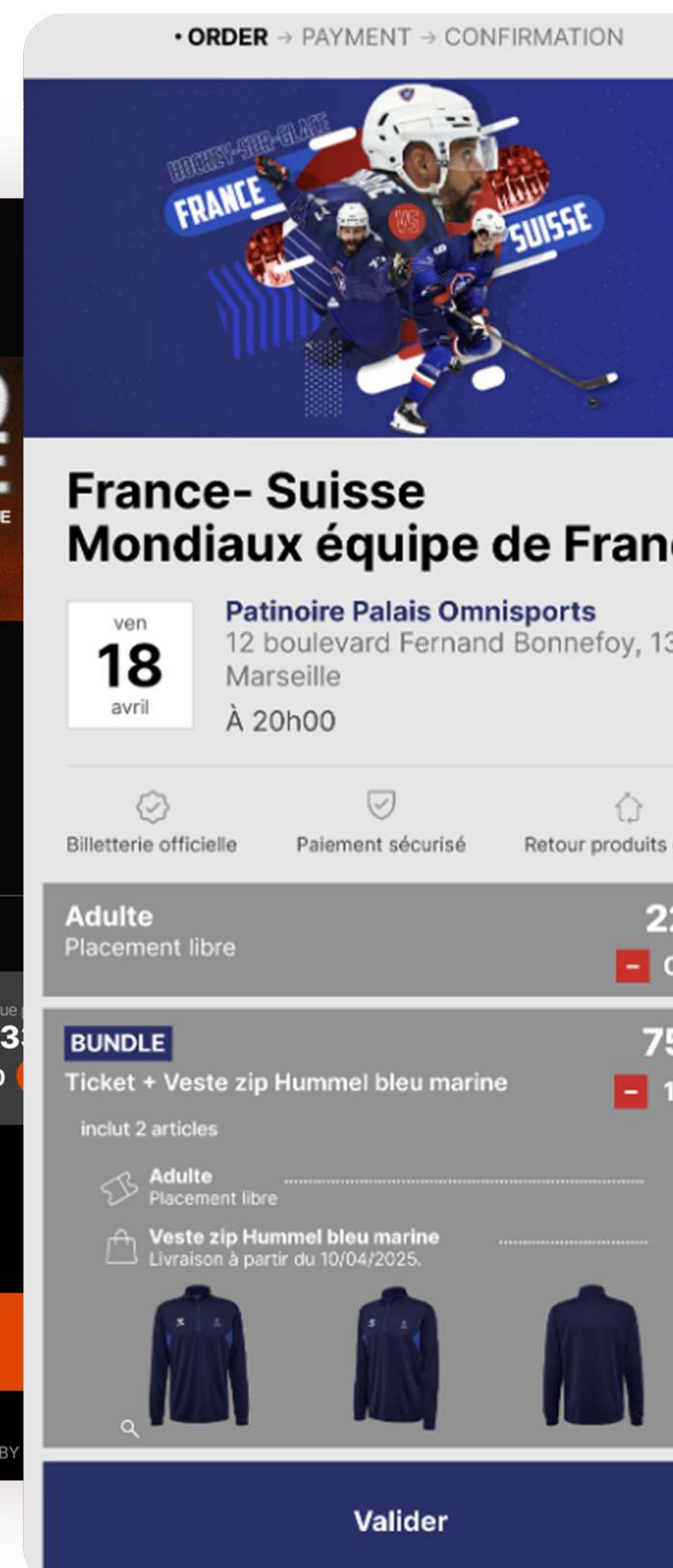
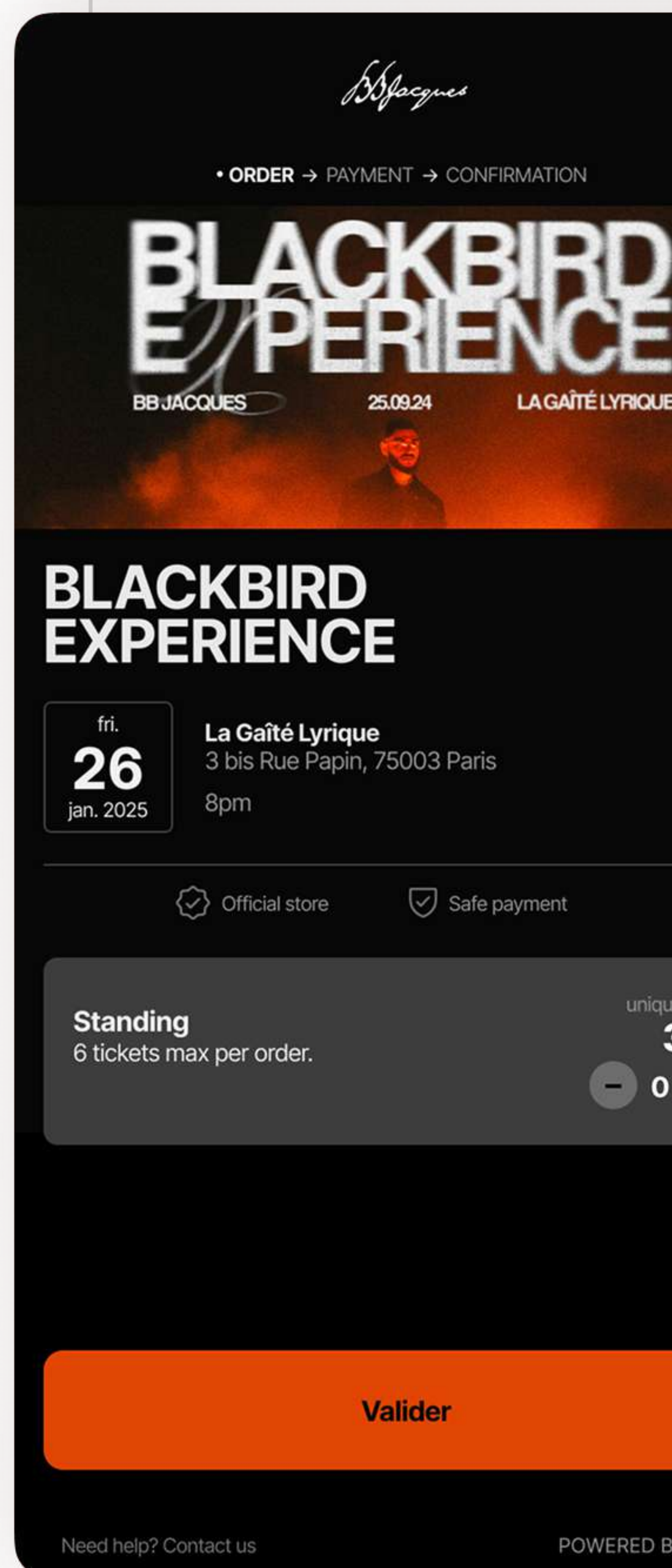
A unified ticketing platform for sport events

Billy is an advanced ticketing and e-commerce platform designed for sport clubs, leagues and rights holders who want to optimize revenue per event and own their fan relationship. It brings ticketing, merchandising, hospitality, experiences and services into a single, white-label ecosystem designed with e-commerce standards. Billy support organizers with a 360° strategy combining technology, data, and human expertise.

Value Proposition

Sports organisations often rely on disconnected systems for ticketing, merchandise, food & beverage and hospitality resulting in missed revenue opportunities, fragmented fan journeys, and limited customer data. Billy addresses this by unifying all commercial touchpoints into one platform with a single checkout and omnichannel distribution. This enables rights holders to increase revenue per fan, activate bundled offers, improve conversion rates, and gain full visibility into fan purchasing behaviour. With proven deployments across major sports events and venues, Billy delivers measurable revenue uplift while improving the end-to-end fan experience.

Billy helps sports organisations unify ticketing, e-commerce and hospitality to increase matchday revenues and improve fan experience.





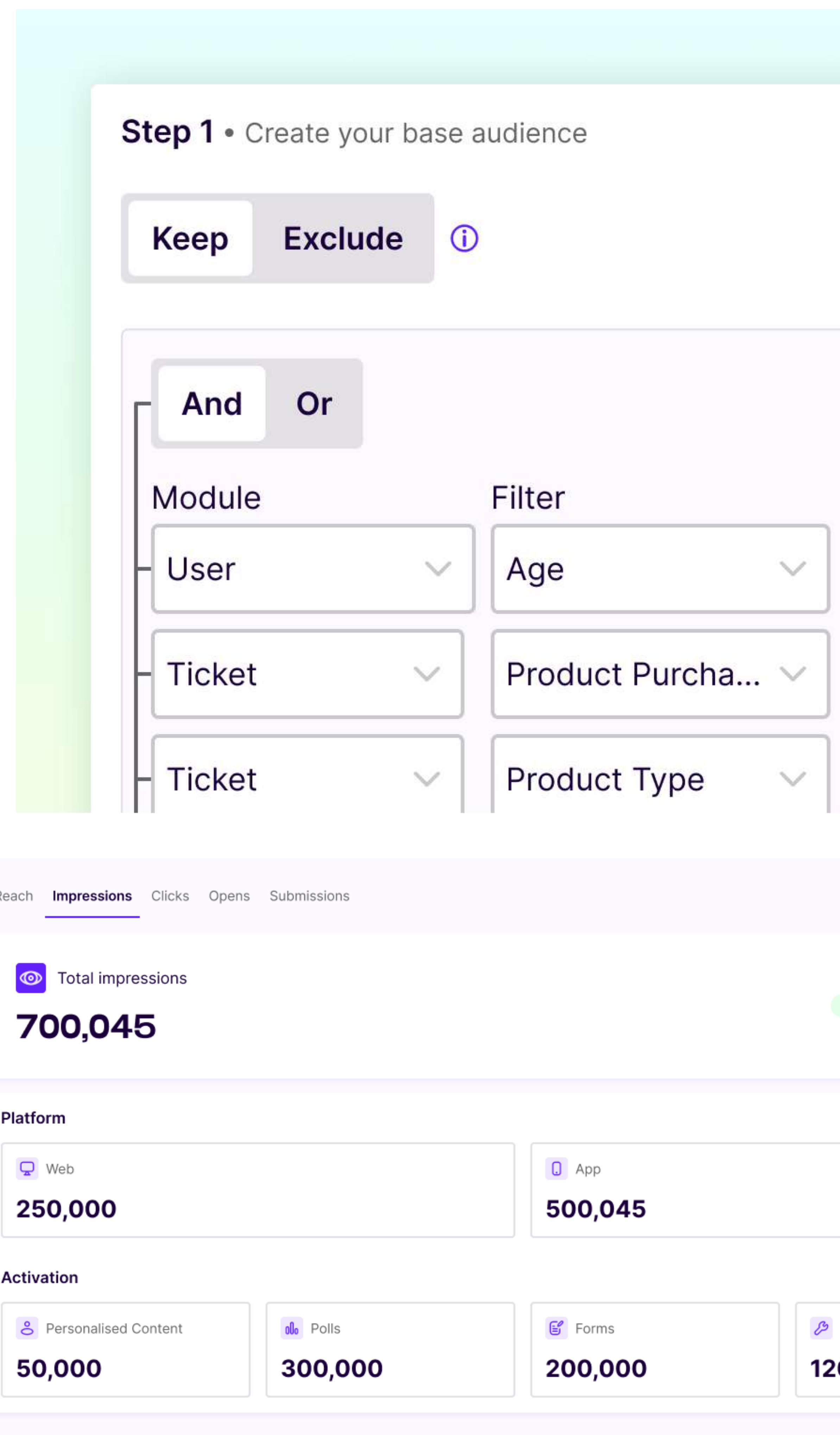
A Fan Data & Marketing Platform for Sport

Cortex is a sports fan engagement and marketing platform that helps sports organisations centralise fan data and activate it across marketing, content, and commercial campaigns. Designed specifically for sport, the platform connects fan insights with campaign execution, enabling clubs, leagues, and rights holders to better understand their audiences and engage them more effectively across digital channels.

Value Proposition

Sports marketing teams operate in fast-moving environments where timing, relevance, and consistency are critical, yet campaigns are often planned manually and optimised after the fact. Cortex addresses this by using AI to analyse fan behaviour, content performance, and historical campaign data, enabling organisations to make smarter decisions before and during activation. This helps marketing teams increase efficiency, improve targeting, and align content, ticketing, and commercial campaigns around moments that matter, without adding complexity to existing workflows.

Cortex helps sports organisations plan and optimise marketing campaigns using AI-driven fan data and insights tailored to live sport.





Fan-Powered 'crowdinvesting' Platform

CrowdSports is a fan-based financing platform that enables sports clubs to raise capital directly from their supporters while turning fans into active stakeholders in the club's journey. Through regulated, performance-linked funding campaigns, fans can financially support their clubs, earn returns tied to sporting outcomes, and access exclusive experiences, strengthening both funding capacity and long-term engagement.

Value Proposition

Many clubs face limited access to capital, with traditional financing options often involving debt, dilution, or restrictive conditions. At the same time, fan engagement is frequently limited to passive consumption. CrowdSports addresses both challenges by offering a compliant, fan driven funding model that creates a new capital channel without financial risk or equity dilution. By linking financial participation to club performance and digital engagement, the platform increases fan loyalty, unlocks alternative financing, and reinforces the club's community and commercial ecosystem. Fully aligned with financial regulations and approved within football governance frameworks, it provides a credible and scalable model for modern club financing.

CrowdSports enables clubs to raise capital directly from fans through a regulated, performance-based funding model that turns supporters into engaged financial stakeholders.



Join as Fan

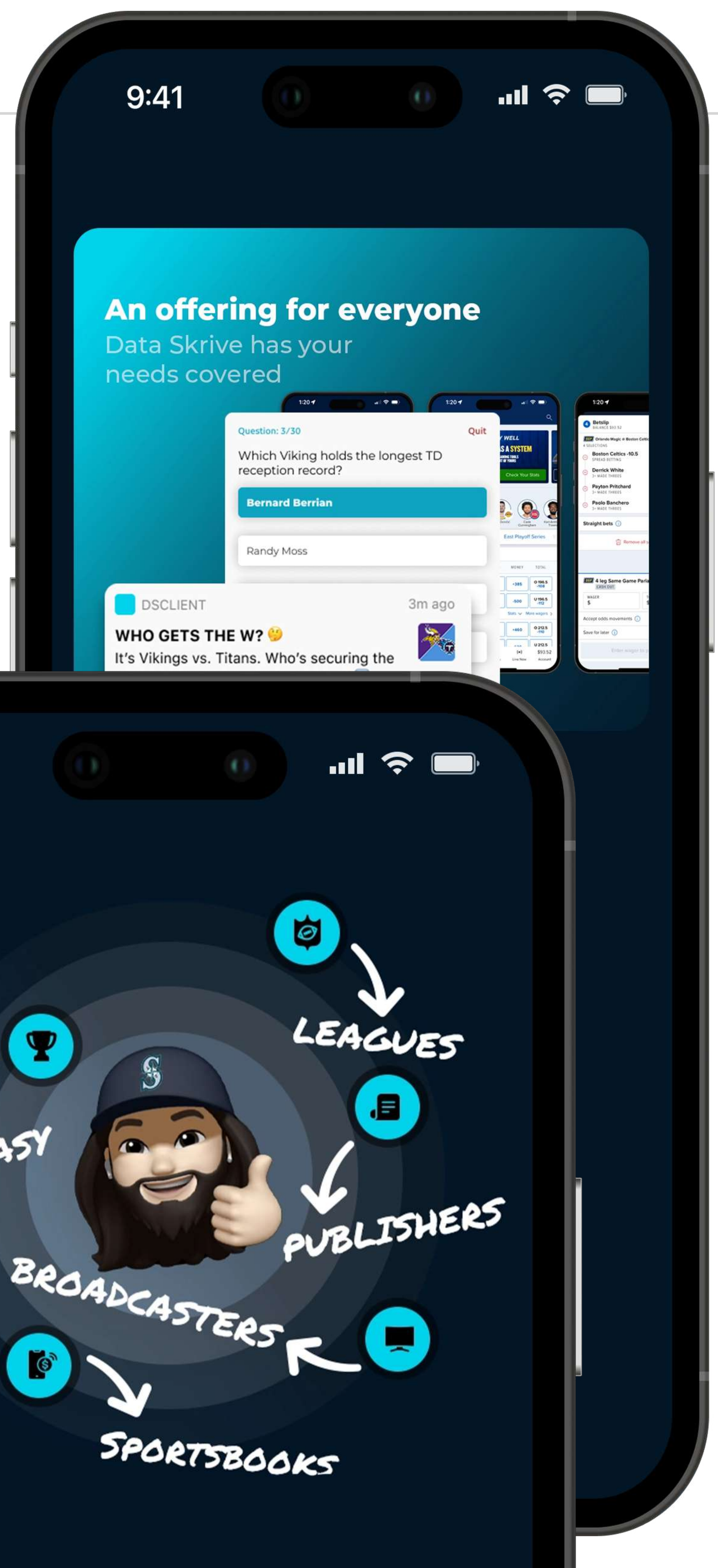
Moment-Led Sports Marketing

DataSkrive is a moment-led content platform that turns live sports data into real-time, contextually relevant content. By automatically generating stories, headlines, and social formats around key moments as they happen, DataSkrive enables sports organisations and media teams to react instantly to what's unfolding on the field.

Value Proposition

Timing is everything for fan engagement. Yet many rightsholders struggle to activate around live moments because content creation is manual, slow, or limited to top-tier events. DataSkrive solves this by automating content creation triggered by live data, allowing teams to respond to goals, wins, records, and turning points in real time. This enables consistent, moment-led marketing across leagues and competitions, increases relevance and reach, and ensures fans receive timely, engaging content without overloading marketing or editorial teams.

DataSkrive enables moment-led sports marketing by automatically generating real-time content from live game data.



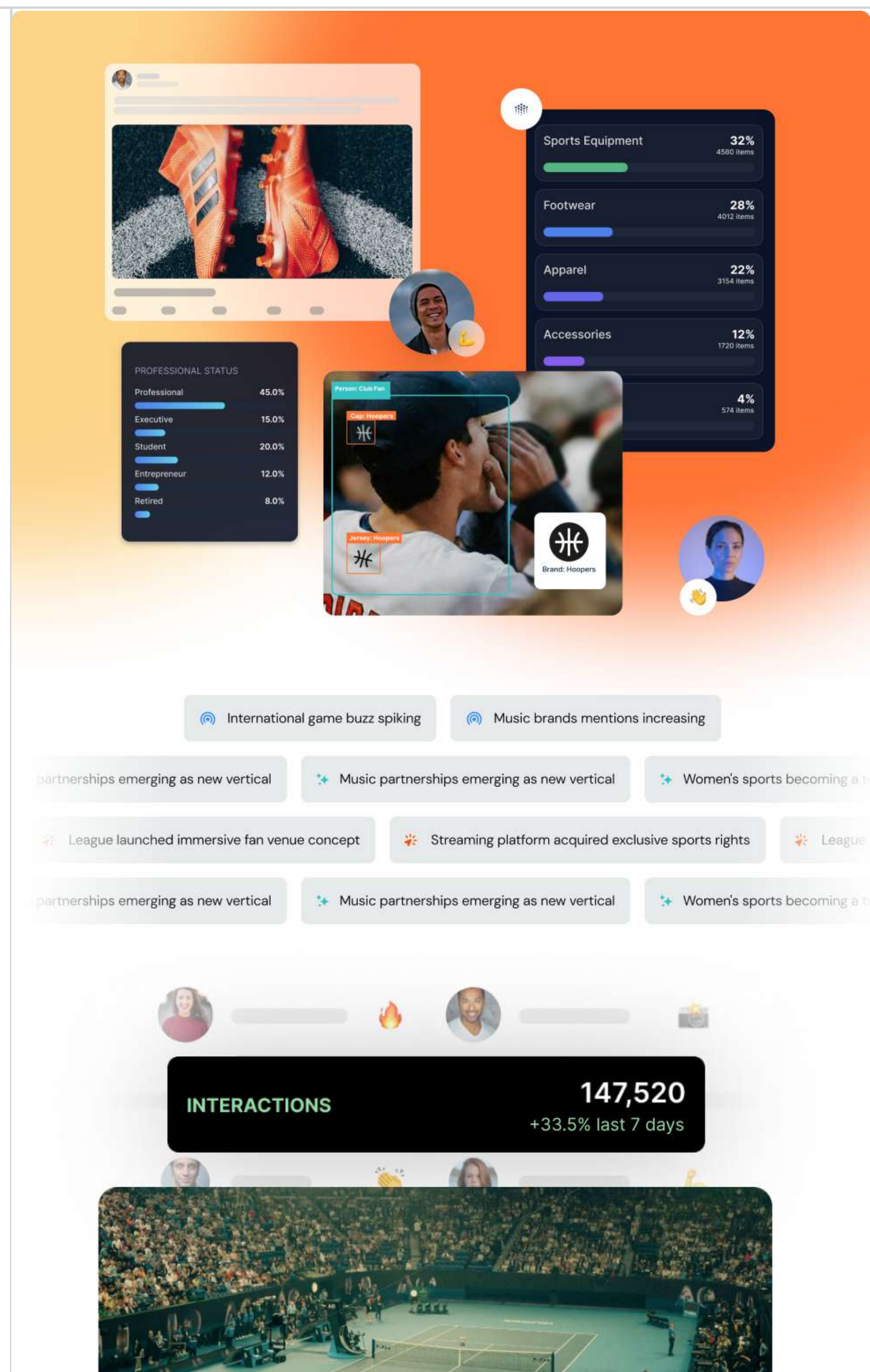
AI-Powered Fan Intelligence That Quantifies Economic Value

Hoopers is a fan intelligence platform that converts audience data into actionable economic insights for sports and media organisations. By combining predictive social intelligence with real-time behavioural data from live events, the platform answers questions that matter to decision makers: Who is actually your audience? How much do they worth? Which segments drive real value? What content and partnerships will perform before we commit?

Value Proposition

Sports organisations make million-euro decisions based on vanity metrics designed to look impressive, not to reflect economic reality. Follower counts include bots. Engagement rates mix advocates with critics. Reach numbers treat all impressions as equal - whether from high-value demographics or click farms. Hoopers introduces financial rigour to fan data by combining two intelligence layers: predictive social analysis that decodes behaviour, emotional patterns, and brand affinities from digital interactions - and real behavioural signals captured from fans during live experiences. This 360° view verifies audience authenticity, applies market-rate valuations by geography and demographic, and weights engagement by sentiment quality. Partnership ROI becomes measurable. Content strategy predicts what will resonate before publishing. Activation planning targets fans when they're most receptive - online and in-venue.

Hoopers delivers the fan intelligence that matters: verified value, predictive insights, and economic clarity - from social feeds to stadium seats.



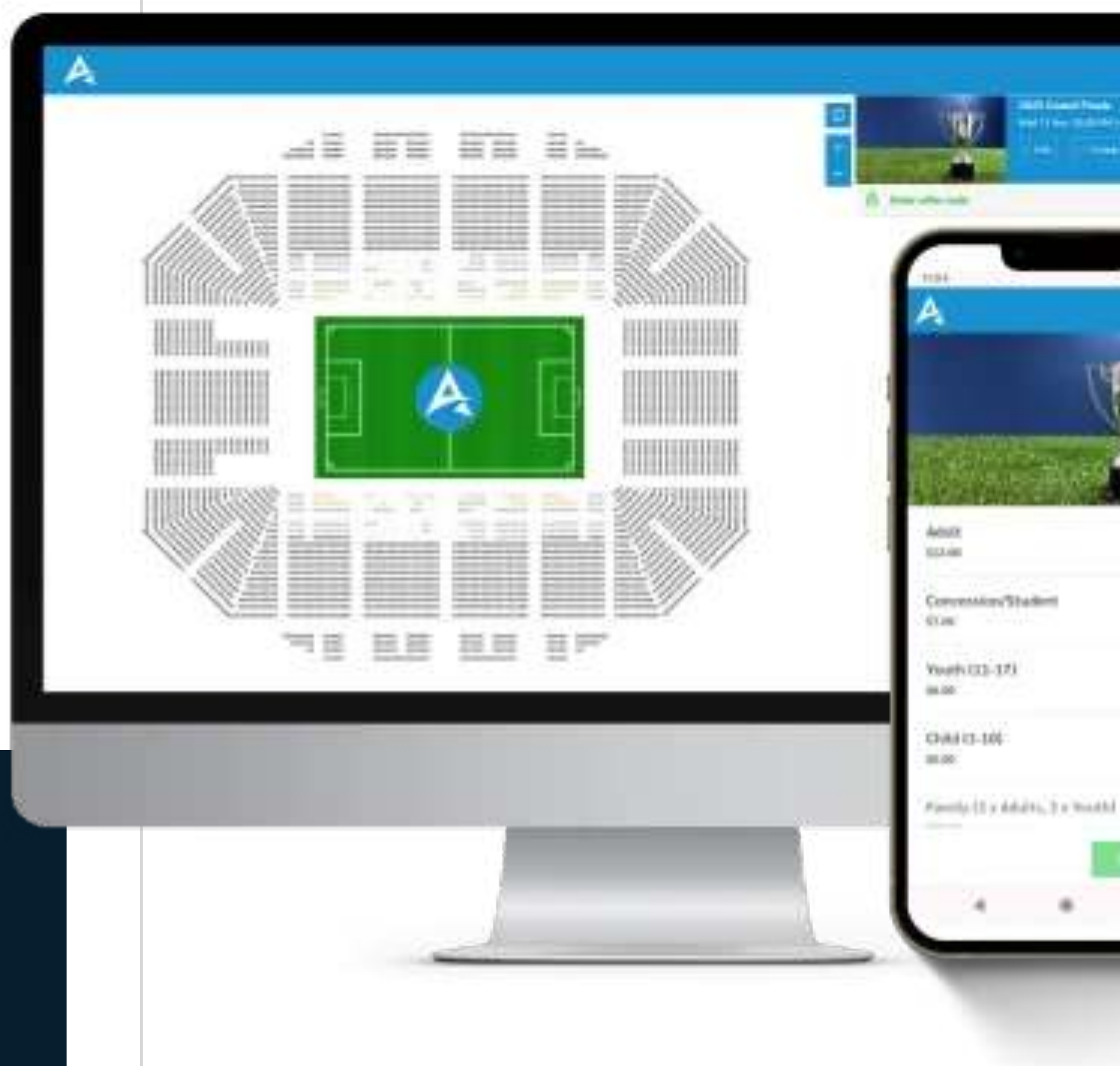
Ticketing Intelligence Platform

INTIX is a digital ticketing and membership platform designed to help sports organisations deliver seamless, fan-optimised experiences across ticketing, access, and engagement. The platform combines ticket sales, memberships, fan engagement tools, and personalised automations in a single system, enabling clubs and event operators to manage relationships with fans from first purchase to building loyalty.

Value Proposition

Sports organisations often operate within ticketing systems that prioritise transactions over long-term fan relationships and limit how teams can design access, memberships, and engagement models. INTIX aims to change this by giving organisations full control over their ticketing and membership ecosystem in a single platform. By combining fan-optimised ticketing, flexible membership logic, and automation tools, INTIX enables event operators to design experiences that reflect their identity, adapt quickly to changing needs, and build sustainable, recurring revenue models.

INTIX helps sports organisations manage ticketing & memberships in one platform, using personalised automations to drive loyalty and revenue.



AI-Powered Asset Licensing Platform

INZDR is an AI platform that enables sports rights holders, athletes, and federations to create, licence, and protect digital representations of talent and athletes, including voice, video, and avatar content. By combining AI-generated content with built-in rights management and usage tracking, INZDR allows sports organisations to monetise digital likenesses securely while retaining full control over intellectual property

Value Proposition

As AI-generated content becomes more prevalent, sports rights holders face increasing risks around unauthorised use of athlete likenesses, loss of IP control, and unclear monetisation models. INZDR addresses these challenges by providing an end-to-end framework to produce verified digital twins, define licensing terms, and track content usage in real time. This enables clubs, leagues, and federations to unlock new digital and commercial use cases, from content production to fan engagement and media partnerships, while safeguarding athlete rights and brand integrity.



Mika Hakkinen

Double F1 World Champion

INZDR enables sports rights holders to create, licence, and protect AI-generated digital twins of athletes with full IP control and usage transparency.

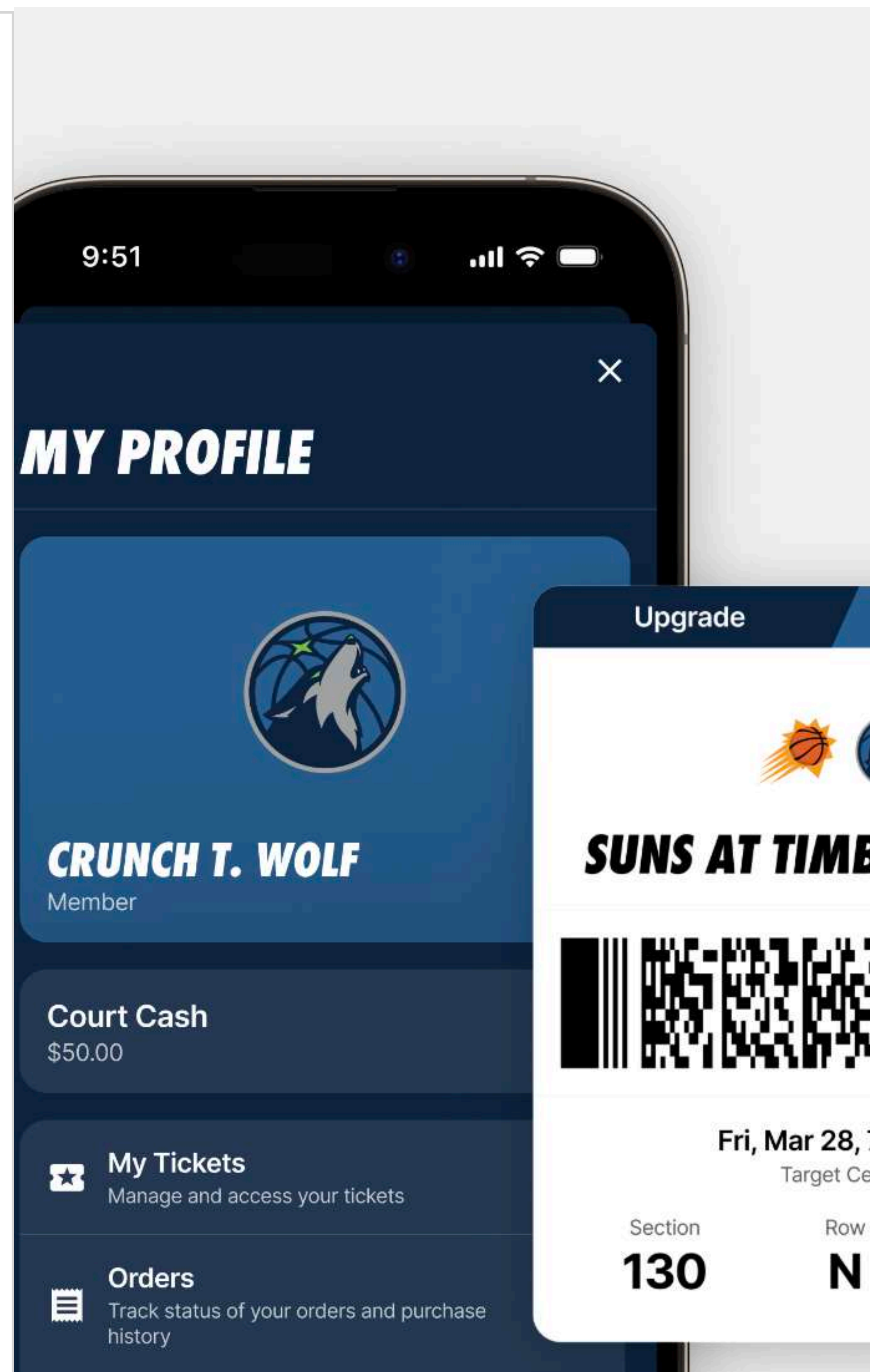
A Ticketing and Fan data platform

Jump is a purpose-built fan experience, ticketing and commerce platform for professional sports teams that unifies ticketing, fan data, marketing, and digital engagement in a single system. Designed from the ground up for sports organisations rather than adapted from general event tech like for concerts and movies, Jump enables teams to own their digital fan relationships and deliver seamless, personalised experiences across web and mobile.

Value Proposition

Historically, Sports teams have often been forced into vendor models that prioritise transaction volume, fees, and short-term revenue over long-term fan relationships. This creates misaligned incentives, fragmented fan experiences, and limited control over growth. Jump was built to flip that model. Instead of monetising tickets or fan data, Jump aligns directly with team outcomes, focusing on fan acquisition, retention, and lifetime value. With predictable pricing, team-owned fan relationships, and a platform designed specifically for sports organisations, Jump enables teams to grow sustainably while delivering better, more consistent fan experiences across every touchpoint.

Jump helps sports teams grow fan lifetime value by aligning ticketing, fan experience, and commerce around long-term outcomes, not just transactions.



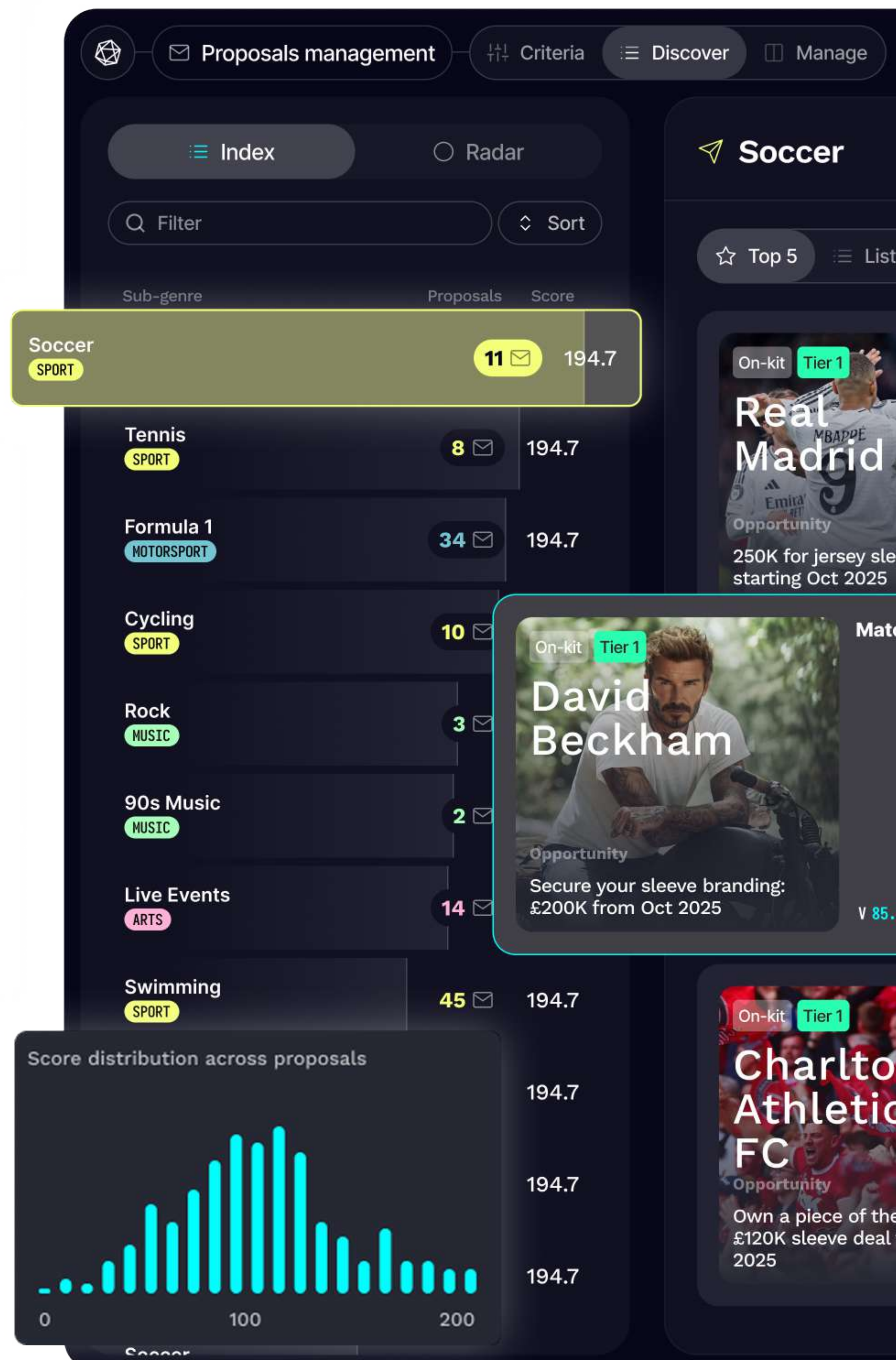
Data-Driven Sponsorship Intelligence Platform

Luscid is a sponsorship intelligence platform that provides a single source of data for partnership selection by aligning brand audience, values, goals, and budgets with the full landscape of sponsorable properties globally. The platform offers structured, data-backed insights that enable brands and rights holders to evaluate, compare, and benchmark opportunities quickly and confidently.

Value Proposition

In the last decades, the sponsorship market has been heavily dependent on personal relationships, intuition, and fragmented data, making it difficult for brands and rights holders to make consistent, evidence-led decisions. Luscid addresses this by consolidating vast sponsorship datasets and analytical insights into one platform, delivering an objective lens on a complex ecosystem that spans sports, entertainment, and culture. With agnostic, insight-led recommendations and real-time evaluation tools, Luscid helps both sides of the partnership equation move faster, invest smarter, and defend decisions with empirical evidence, turning sponsorship into a clear, strategic business process.

Luscid provides data-driven sponsorship intelligence to help brands and rights holders identify and evaluate the right partnerships.





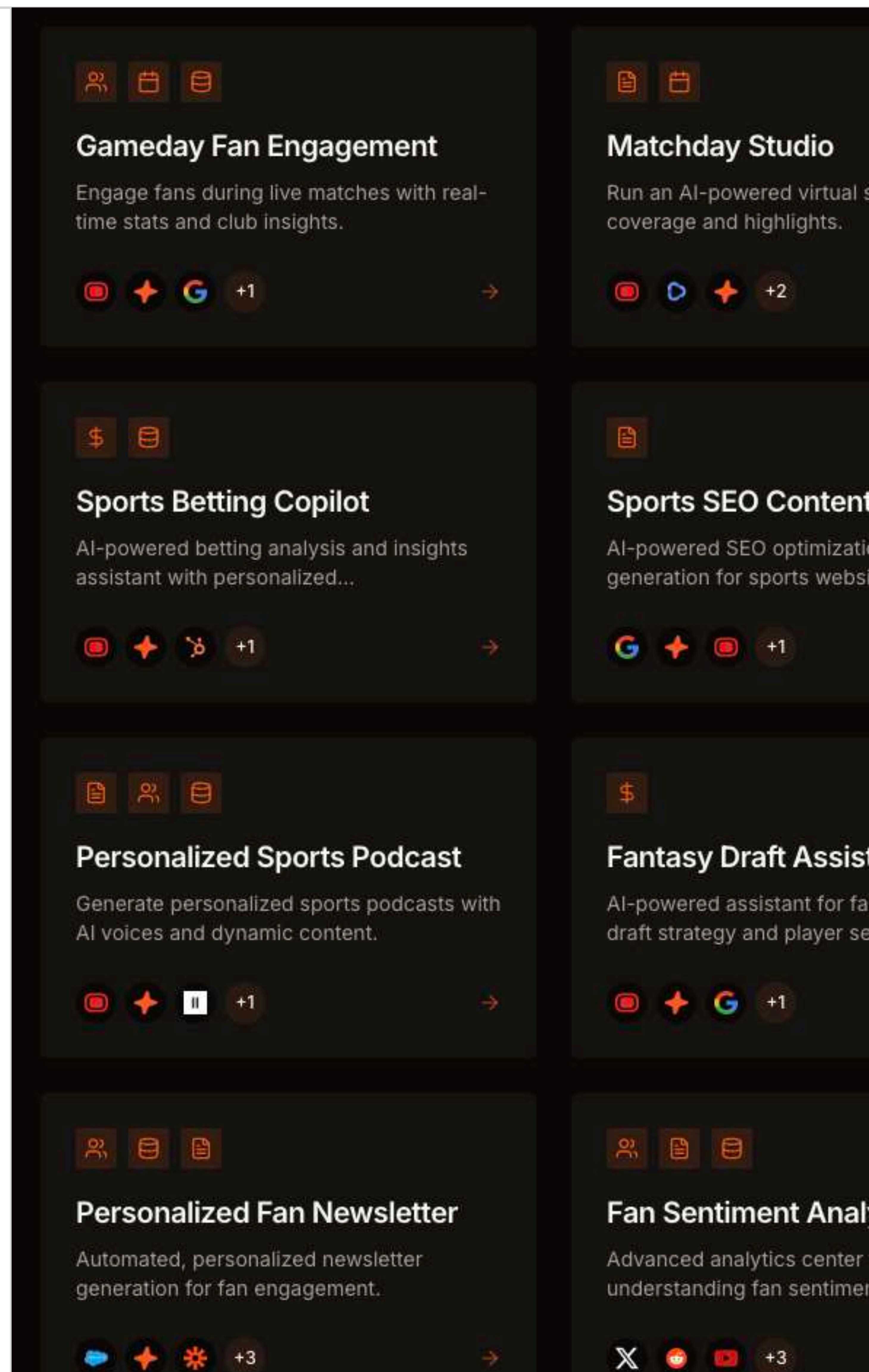
AI Agents for Real-Time Sports Storytelling

Machina Sports is a Fan Engagement OS powered by AI agents that enables broadcasters, rights holders, and sportsbooks to turn live sports context into real-time, personalised fan and bettor experiences at scale. By fusing live stats, odds, news, social signals, and CRM data, Machina automates multimodal storytelling, content workflows, and fan-facing interactions across broadcast, digital, owned platforms, and betting environments.

Value Proposition

Converting live moments into personalised, timely fan and bettor experiences has been a persistent challenge for sports rights holders and sportsbooks alike due to fragmented tools, manual content operations, and slow approval workflows across CMS, CRM, data, and trading systems. Machina Sports solves this by deploying AI agents that automate real-time content creation, localisation, approvals, and distribution. The platform enables organisations to generate CMS-ready content, activate sponsor and betting inventory, and launch fan-facing or bettor-facing copilots in minutes rather than months, significantly reducing operational friction while increasing engagement, conversion, and commercial output.

Machina Sports uses AI agents to automate real-time storytelling, fan engagement, and content workflows across media, broadcast, and sportsbook ecosystems.

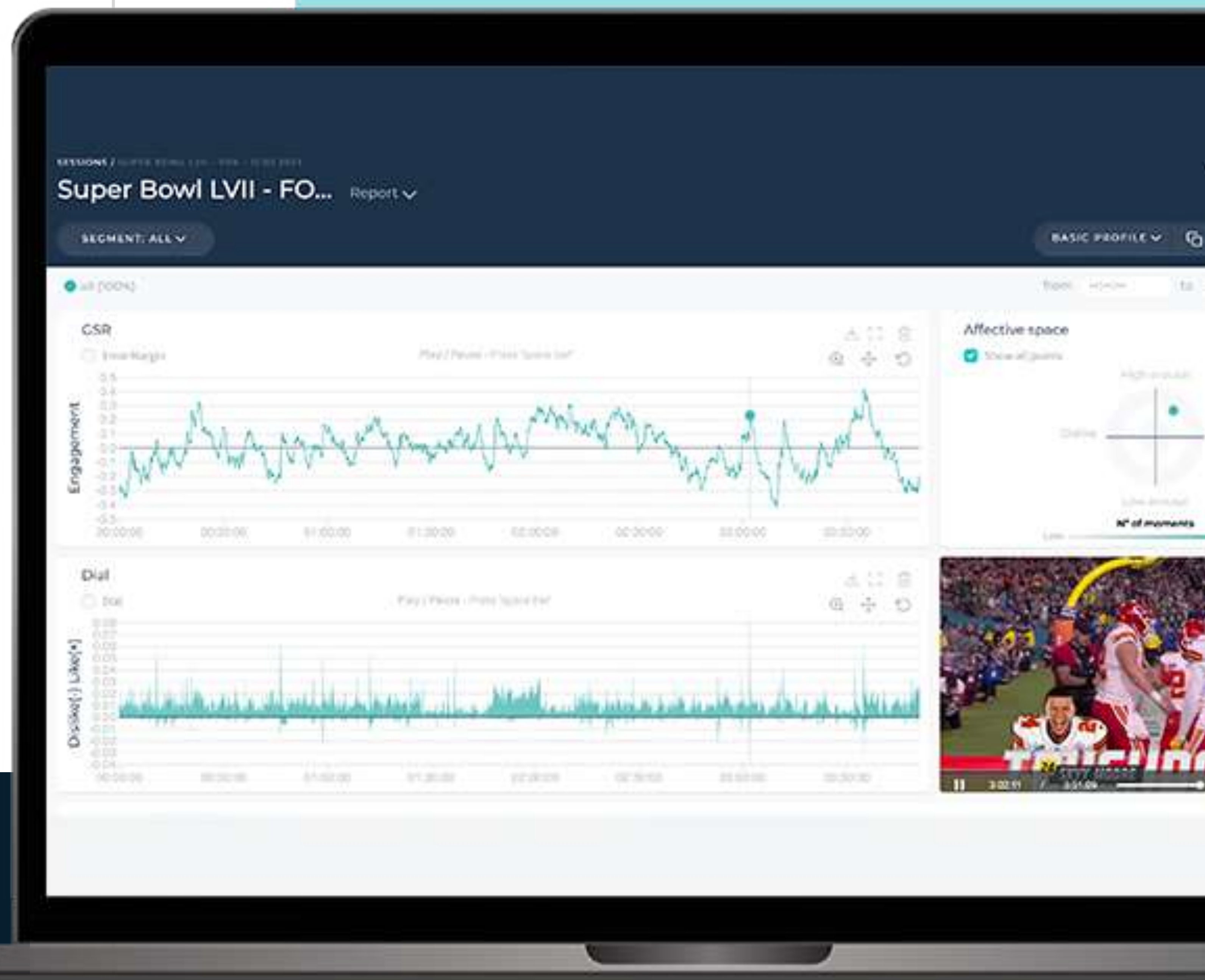


Measuring Real Fan Attention & Emotional Response

MediaProbe is a media measurement platform that quantifies how fans actually pay attention to and emotionally respond to sports content. Using biometric and behavioural data, the platform measures attention, engagement intensity, and emotional impact across live broadcasts, digital content, and sponsorship activations.

Value Proposition

Traditional media metrics focus on reach, views, and impressions, but they fail to capture whether audiences are truly paying attention or emotionally engaged. For sports organisations, broadcasters, and sponsors, this creates a blind spot between exposure and real impact. MediaProbe addresses this by measuring how content is experienced at a human level, revealing which moments, formats, and integrations genuinely capture attention and drive emotional response. This enables stakeholders to optimise content, storytelling, and sponsorship activations based on how fans actually feel and engage, rather than surface-level consumption metrics.



MediaProbe measures fan attention and emotional engagement to reveal the true impact of sports content and sponsorships.



Ticketing Infrastructure with All-Round Connectivity

NewC Sport provides a three-part solution to matchday infrastructure, consisting of integrated ticketing, access control systems, and digital strategy. A full digital package around matchdays enables clubs to streamline operations seamlessly while getting closer to their fans through data and innovation. This not only enhances the game day experience for fans but also enables management to streamline club digital operations within one central platform.

Value Proposition

Many sports clubs experience digital fragmentation - one platform for tickets, one for strategy, one for entrance, and more. NewC Sport enables streamlining across various digital platforms, ensuring operational alignment. The system streamlining allows fans and management to focus on showing up on game day: to watch their favorite team play a game. NewC Sport helps sports clubs align digital operations with a thorough commercial strategy that fits the scope of individual clubs. NewC Sport views ticketing not just as a digital system, but as a central operation to any sports club's engagement with their fans, revenue, and internal operations.

NewC Sport powers modern and innovative sports clubs, enabling seamless alignment between smooth ticketing, innovative stadium access, and a customized digital strategy.



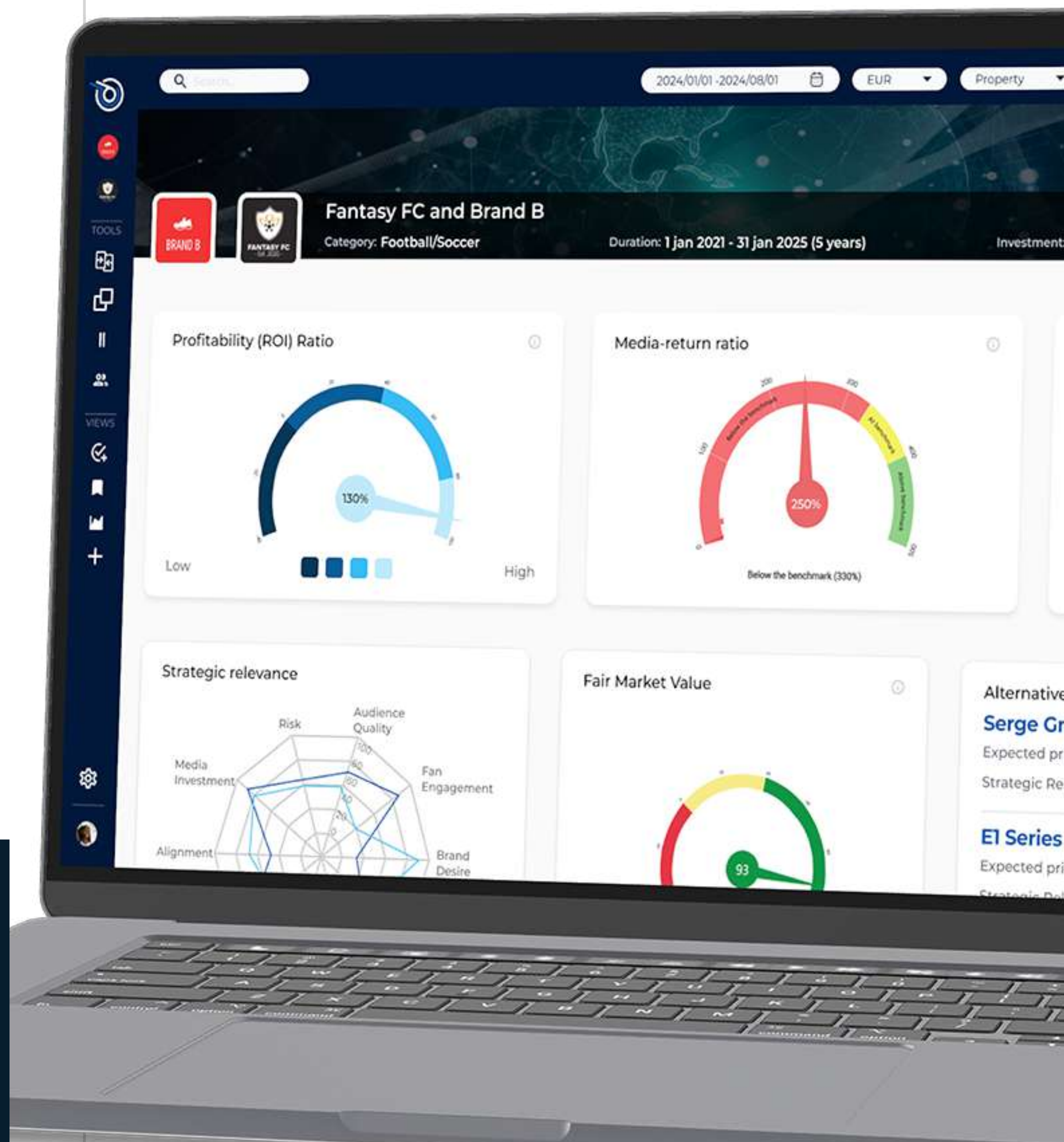


Data-Driven Sponsorship Intelligence Platform

Partnership Net is an AI-powered sponsorship intelligence platform that enables brands and rights holders to quantify, value, and optimise partnerships across their full lifecycle. By measuring the true financial impact of sponsorships across eight distinct sources of value, the platform transforms sponsorship from a visibility-led expense into a measurable, performance-driven business discipline.

Value Proposition

Sponsorship remains not enough transparent and still inefficient, often driven by gut feeling, incomplete metrics, and fragmented tools. Brands struggle to assess ROI, while rights holders lack the ability to price assets fairly and optimise inventory. Partnership Net solves this by providing an end-to-end, vendor-agnostic platform that empirically measures sponsorship value, integrates multiple data sources, and enables smarter scouting, valuation, activation, and optimisation. This allows both brands and rights holders to focus on what truly drives impact, pay and get paid fairly, and unlock hidden value across their partnership portfolios.



Partnership Net helps brands and rights holders measure, value, and optimise sponsorships with empirical ROI data across the entire partnership lifecycle.



End-to-End Content & Marketing Platform for Sports

PressBox is a purpose-built content and marketing platform for sports, media, and entertainment organisations, designed to help teams scale content production and distribution across channels. The platform enables in-the-moment, personalised content delivery, ensuring fans receive the right message at the right time, wherever they are.

Value Proposition

Sports and media organisations face growing pressure to produce more content, faster, and across more platforms, often with limited resources and fragmented workflows. PressBox addresses this challenge by providing a turnkey, end-to-end solution that streamlines content creation, personalisation, and distribution. By automating time-sensitive content workflows, the platform helps organisations increase output, improve fan relevance, and reduce operational friction, without relying on complex multi-tool stacks.

PressBox helps sports and media organisations scale personalised, real-time content delivery through an end-to-end content and marketing platform built for live moments.



Sponsorship Valuation & Pricing Platform

Riterz is a sponsorship valuation platform that helps rights holders price, structure, and justify sponsorship assets based on data-driven value indicators. The platform enables clubs, leagues, and federations to assess the fair market value of their inventory and build more consistent, defensible sponsorship offers.

Value Proposition

Sponsorship pricing is often inconsistent, subjective, and difficult to justify, leading to undervalued assets, difficult negotiations, and revenue leakage. Riterz addresses this by providing a structured valuation framework that helps rights holders quantify the value of sponsorship assets before they go to market. By standardising how assets are assessed and priced, the platform supports more transparent negotiations, stronger commercial credibility, and improved monetisation of sponsorship inventory. Riterz focuses upstream in the sponsorship lifecycle, helping organisations define what their assets are worth before activation and measurement take place.

Riterz helps rights holders price and structure sponsorship assets using data-driven valuation intelligence.



Your Sports Club

Spectator Sports · Lausanne · 11-50 employees

Last updated: 5/7/2024 20:19:22

[Summary](#)[Reports](#)[Audience](#)[Commercial Calculator](#)

Single Campaign

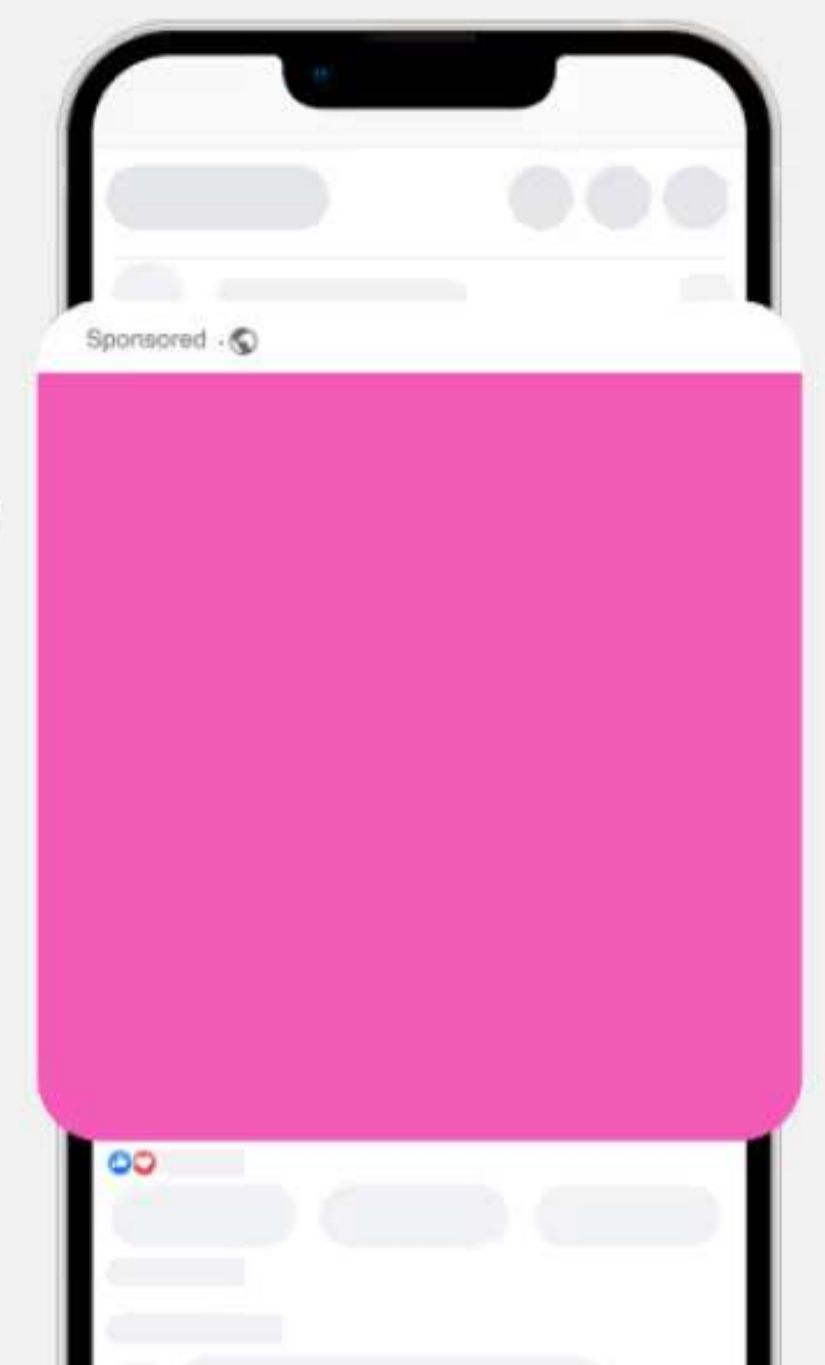


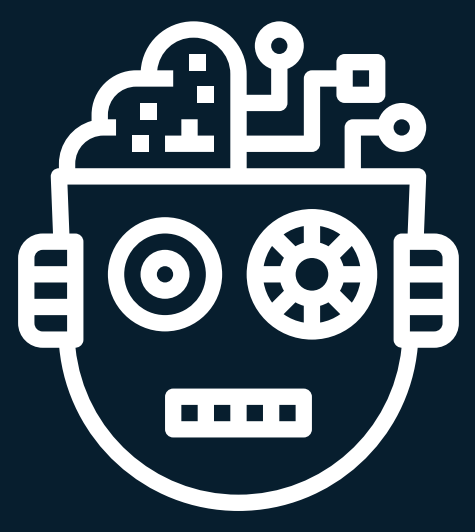
Synergy in Action: Transforming Communitie...

50,000 impressions / 30 days

15 Jan 2024 - 15 Feb 2024

\$ 3'500

[Request](#)



AI-Powered Video Enhancement for Live Sports

Small Pixels is an AI-driven video enhancement solution that optimises live sports footage in real time before encoding. Using proprietary neural networks, the platform removes noise and blur from fast-moving action, delivering higher visual quality while reducing bandwidth usage by up to 50%, without requiring any changes to existing broadcast infrastructure.

Value Proposition

Broadcasters and rights holders face a constant trade-off between streaming quality and distribution costs, particularly for live sports where fast motion amplifies compression artefacts. Small Pixels eliminates this compromise by enhancing video quality at the source, prior to encoding. By improving perceptual clarity and motion handling, the solution enables significantly lower bitrates without degrading the viewing experience. This results in reduced bandwidth costs, improved fan satisfaction, and seamless deployment across live and VOD workflows, all while remaining codec- and pipeline-agnostic.

Small Pixels uses real-time AI to enhance live sports video quality while cutting bandwidth costs, without changing existing broadcast workflows



Sponsorship Exposure & Activation Monitoring Platform

Sponswatch is a sponsorship monitoring platform that tracks brand exposure and activation across sports events and media channels. It enables rights holders and brands to analyse how sponsorship assets are deployed in real environments, providing visibility into exposure, consistency, and activation execution across competitions and partners.

Value Proposition

In sport, sponsorship strategies often break down at execution level. Assets are sold and priced, but brands and rights holders lack continuous visibility into how sponsorships are actually delivered across events, broadcasts, and formats. Sponswatch addresses this gap by monitoring sponsorship exposure and activation in near real time, allowing stakeholders to verify delivery, benchmark placements, and assess execution quality. This creates operational transparency, supports accountability on both sides of the partnership, and enables optimisation of activation strategies while campaigns are still live.



Sponswatch helps brands and rights holders monitor and benchmark sponsorship exposure and activation across live sports environments.

Immersive Live Broadcast Platform

Stadify is an immersive production and broadcast company that enables fans to experience live sports events as if they were inside the stadium. Through high-quality, personalised and behind-the-scenes point-of-view content, Stadify delivers next-generation live experiences designed to engage younger, tech-savvy audiences

Value Proposition

Broadcasters and rights holders can struggle to capture the attention of younger audiences who expect more immersive, interactive, and premium viewing experiences. Traditional broadcast formats often lack depth, intimacy, and innovation. Stadify addresses this by delivering live immersive video experiences in ultra-high definition, allowing fans to access unique perspectives and behind-the-scenes moments that go beyond standard camera feeds. This creates new storytelling formats, strengthens fan engagement, and offers broadcasters differentiated content for premium distribution.

Stadify delivers 8K immersive live broadcasts that let fans experience sports events from inside the stadium, through personalised and behind-the-scenes perspectives.



Audience Measurement for TV & Streaming

tvbeat is a media measurement platform that provides independent, cross-platform audience intelligence for TV and streaming content. The platform enables broadcasters, leagues, and rights holders to understand how content performs across linear TV, connected TV, and digital environments, delivering a unified view of reach, frequency, and audience behaviour.

Value Proposition

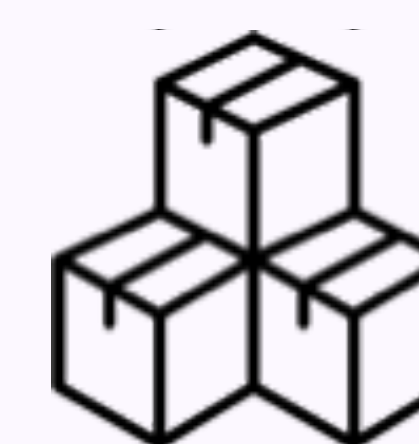
As sports consumption fragments across broadcast, OTT, and connected TV platforms, media companies struggle to obtain a consistent, comparable view of audience performance. Platform-native metrics are siloed, opaque, and difficult to reconcile, limiting strategic decision-making and commercial reporting. tvbeat solves this by offering independent, privacy-compliant measurement that normalises data across channels, enabling rights holders and broadcasters to accurately assess content reach, optimise distribution strategies, and demonstrate audience value to advertisers and partners with confidence.

tvbeat provides independent, cross-platform audience measurement to help sports media stakeholders understand and grow their TV and streaming reach.

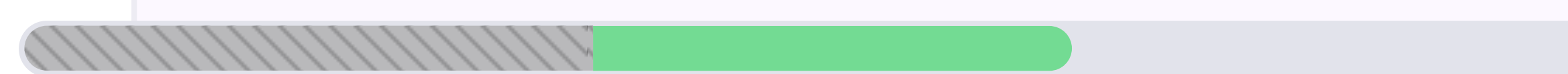
Campaign objective

Impression Goal

Inventory



Great news, the **9,770,992** impressions you selected are available!



Booked inventory	10,230,000
Available inventory	28,340,000

Budget

Target Impressions

9,770,992

CPM

\$ 32.75





Digital Twins for Smarter Venue & Event Operations

Twin Labs is a digital twin platform that enables venue owners and event operators to create live, data-driven 3D representations of real-world spaces and events. By integrating data from multiple operational systems into a single visual environment, Twin Labs helps organisations monitor, simulate, and manage venues and events more effectively in real time.

Value Proposition

Venues and event operators manage increasingly complex environments, with data spread across siloed systems covering operations, crowd flows, infrastructure, and services. This fragmentation makes it difficult to see issues early, coordinate teams, and make informed decisions under pressure. Twin Labs addresses this by unifying operational data into a live digital twin, giving operators a clear, shared view of what is happening across their venue or event. This enables faster decision-making, more efficient resource allocation, reduced operational costs, and improved visitor experiences, ultimately helping venues and events run more smoothly and profitably.

Twin Labs uses live digital twins to help venue and event operators visualise operations, integrate data, and make smarter real-time decisions.



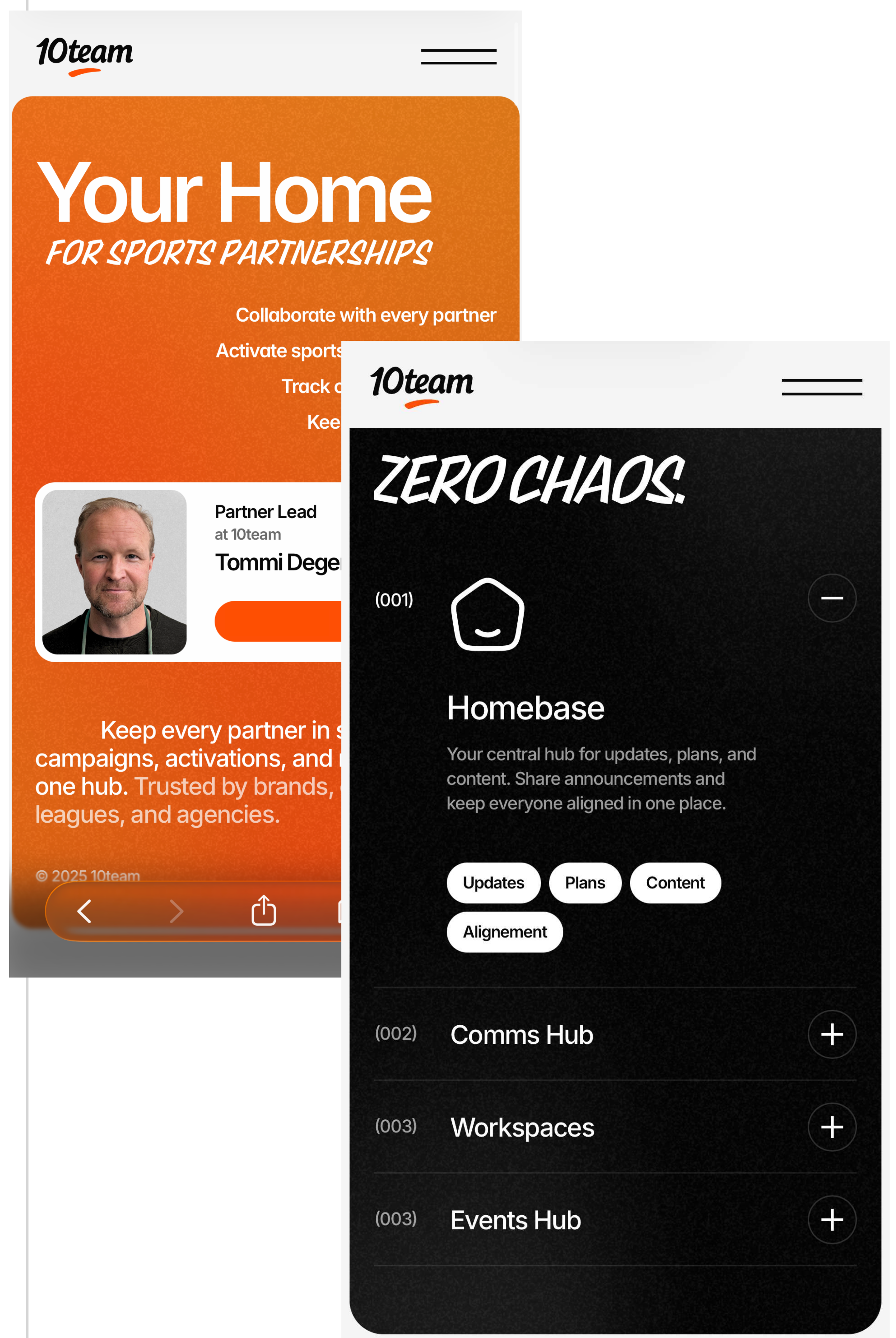
A Collaboration Platform for Sports Partnerships

10team is an AI-powered collaboration platform built to plan, activate, and measure sports partnerships across social media. Designed for brands, rights holders, agencies, leagues, clubs, and athletes, the platform centralises sponsorship workflows in one shared space, enabling teams to collaborate, activate campaigns, and prove ROI in fast-moving, social-first environments.

Value Proposition

Sponsorship in sports has shifted decisively toward social media, where most media value is now generated. Yet social activation remains fragmented across channels, formats, and stakeholders, with partnerships often managed through emails, messaging apps, and disconnected tools. 10team solves this by providing a single home for sponsorship collaboration. The platform brings all partners together to plan activations, coordinate content, share data, and measure outcomes in real time. The startup supports mobile-first collaboration and AI-powered activation workflows, making partnerships more productive, scalable, and commercially effective.

10team helps rights holders to plan, activate, and measure social-first sports partnerships through a single AI-powered collaboration platform.



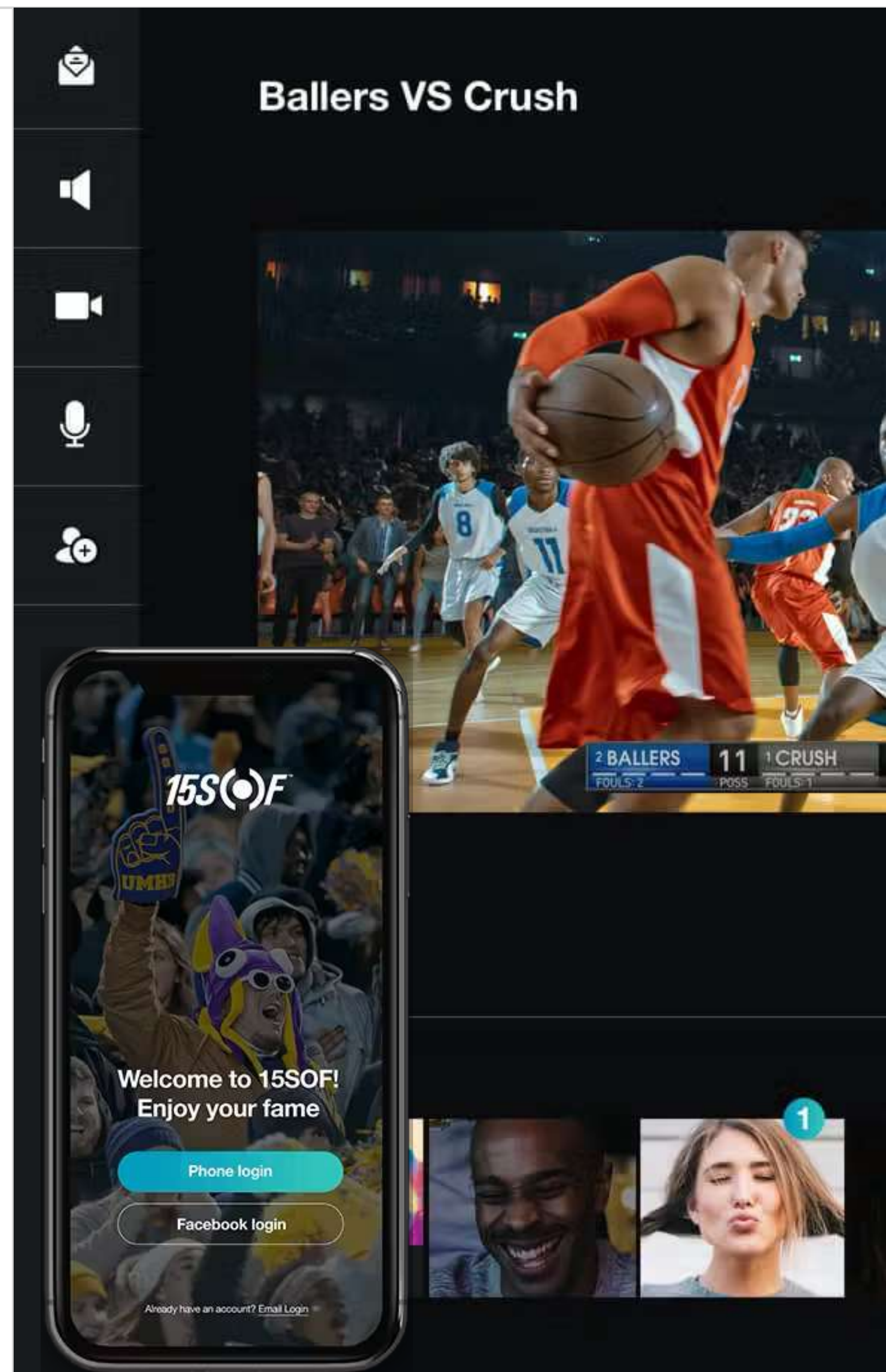
In-Venue Fan Video Engagement Platform

15 Seconds of Fame is a fan engagement platform that captures live in-venue moments and instantly delivers personalised video clips to fans. By connecting broadcast and in-stadium cameras to mobile experiences, the platform transforms spectators into active participants, creating shareable memories that extend the live event beyond the venue.

Value Proposition

Live events create powerful fan moments, but most of them disappear as soon as the big screen cuts away. Traditional fan cams offer fleeting exposure with no follow-up, no ownership, and no lasting connection. 15 Seconds of Fame captures individual fan moments and delivers them directly to mobile devices in real time, turning in-venue reactions into personal, shareable content that extends engagement beyond matchday. For sports organisations, this creates a direct fan touchpoint, unlocks sponsor-ready activation formats, and transforms live attendance into measurable, repeatable digital engagement.

15 Seconds of Fame captures live in-venue fan moments and turns them into personalised, shareable content that extends engagement beyond the stadium.





WHAT'S GOING ON ON THE PITCH?



TECH COMPANIES WE WORK WITH

Enabling Smarter on pitch decision and operational efficiency

In parallel to media and fan engagement solutions, we also work closely with technologies that improve how sports organisations operate and perform on the pitch. Our collaborations with **ReSpo.Vision**, **Fastbreak.AI**, and more recently **Gamecode.AI**, reflect a shared focus on turning complexity into clarity through data-driven decision-making, not only for teams at the very top of the pyramid, but across different tiers of football and sports in general.



Our partnership with **ReSpo.Vision** has focused on supporting the growth of its single-camera tracking solution, delivering advanced, contextualised, elite-level data to teams of all sizes. By extracting rich performance and tactical insights directly from broadcast or tactical footage, ReSpo.Vision lowers the barrier to access high-quality analytics across leagues and competitions. In May 2025, the company [raised a \\$5M seed round](#) and reached a major milestone by obtaining [FIFA's Electronic & Performance Tracking Systems \(EPTS\) certification](#). Combined with partnerships across leagues, federations, and [confederations such as the KNVB, CONCACAF](#), this trajectory highlights the growing demand for scalable, broadcast-based analytics that support recruitment, performance analysis, and storytelling at leagues and federations.



Our collaboration with **Fastbreak AI**, which officially began in January 2026, focuses on two fronts - supporting the continued expansion of its [Pro scheduling](#) platform, and second, helping position its newly launched performance analysis solution, [Perform](#), within the European club ecosystem. Despite being a relatively young company, Fastbreak.AI stands out for its commercial scale, [having secured a \\$40M Series A funding](#) in the last financial year. Adoption by major sports leagues across the world like LaLiga, Serie A, the NBA, WNBA, NHL, MLS, and World Rugby showcases the platform's credibility and its role in driving operational efficiency and better decision-making across competitions. A solution that has already proven its mettle within the industry - we are excited to see support the company's growth and bring Perform to the European market this year!

THE STARTUPS

Here is a 2026 non-exhaustive list of new technologies that are actively shaping the sports business industries. As in 2025, you'll find them listed in alphabetical order. For each startup, you'll find a tag system so you can quickly find out in which area/vertical the startup provides its product.

 **A-CHAMPS**®

 **GAMECODE.Ai**

 **GAMECHANGER**
ANALYTICS

 **hexis**

 **iReel**

made of genes

 **orreco.ai**

 **playerdata**

PlayVision
AI Moneyball for Sports

 **provispo**

 **SPORTSDYNAMICS**

 **strykerlabs**

 **svexa**

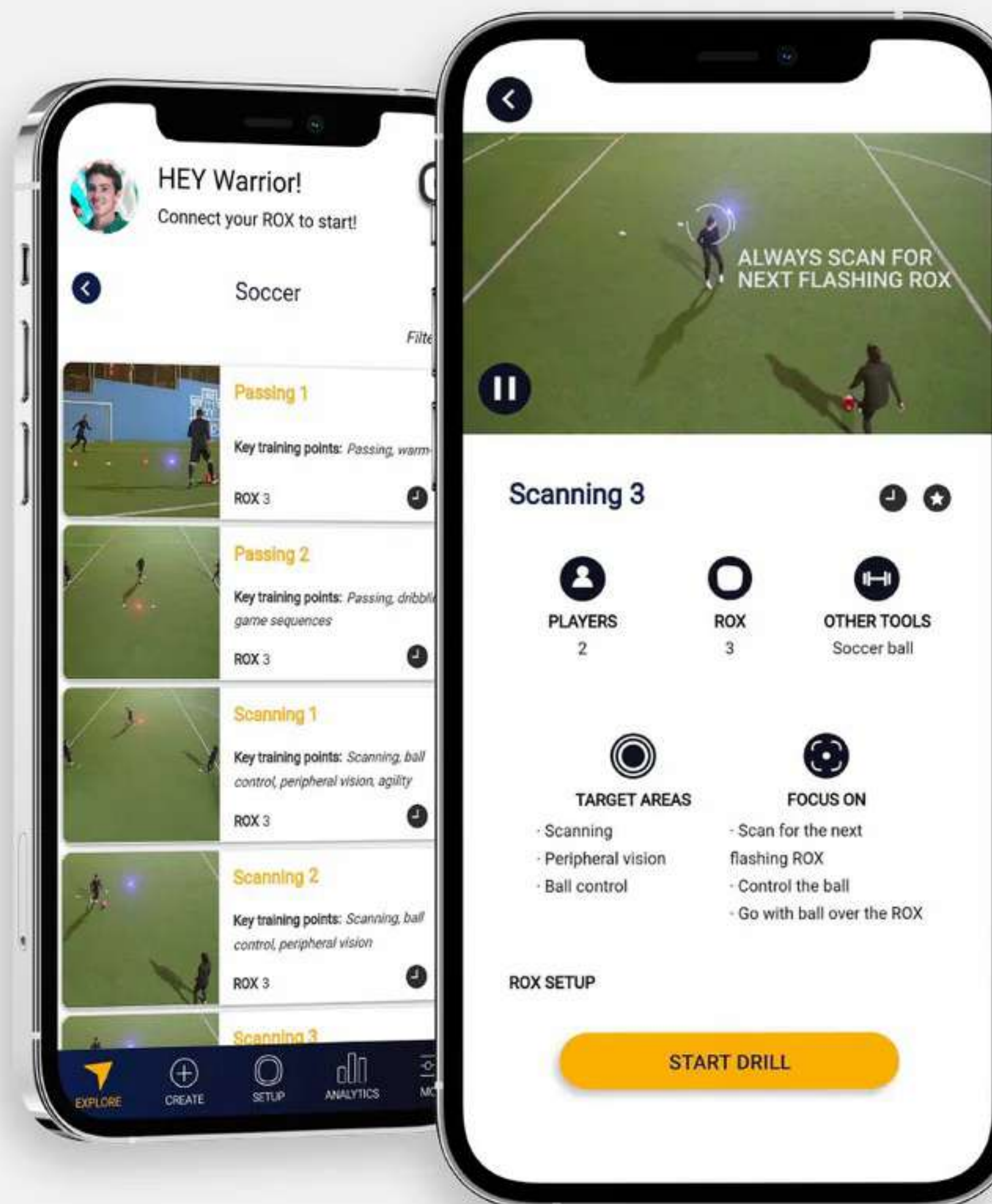
Multi-Sensory Cognitive Training Technology

A-Champs is a smart cognitive training platform designed to enhance athlete performance through interactive, sensor-based training. By combining multi-sensory stimuli, gamified drills, and real-time data analytics, A-Champs helps athletes improve reaction time, decision-making, coordination, and neuro-motor control on and off the pitch. The system is used by professional clubs, academies, and performance centres across multiple sports.

Value Proposition

Coaches and performance staff often lack engaging and measurable tools to train and track cognitive and neuro-motor skills alongside physical development. Traditional methods provide limited insight into reaction speed, decision-making, and progression over time. A-Champs addresses this by delivering a scalable, data-driven training system that captures objective performance metrics, dynamic drills and adaptable training in real time. This enables coaches to personalise training, monitor progress, and integrate cognitive development seamlessly into existing performance programmes, improving athlete outcomes with greater efficiency.

A-Champs helps sports organisations train and measure cognitive performance by combining sensor-based training, gamification, and real-time analytics.

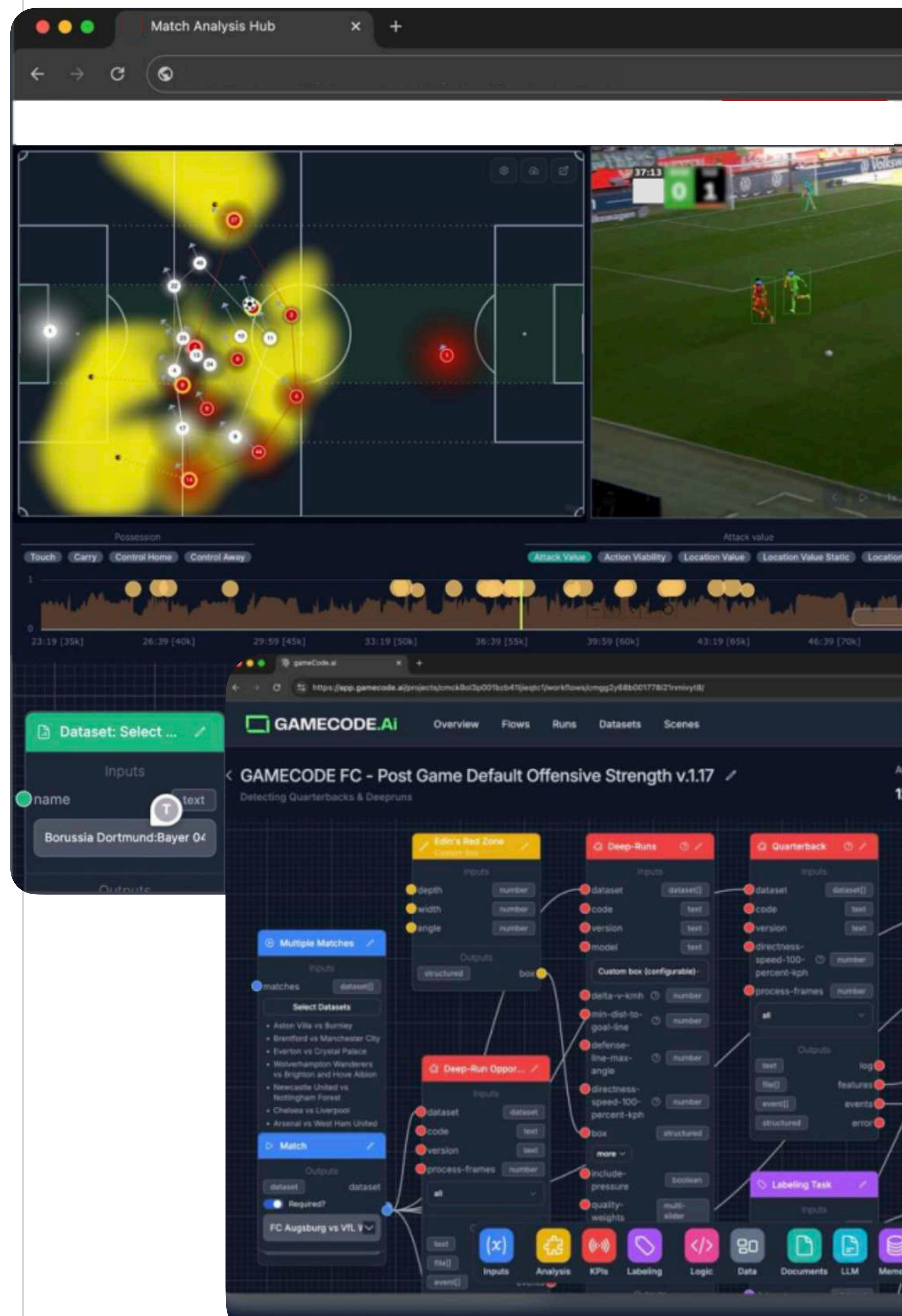


Custom Analytics for Decision Making

GAMECODE is a collaborative, AI-powered football analytics platform that allows clubs to define, measure, and analyse performance according to their own footballing philosophy. Rather than relying on generic KPIs, GAMECODE enables coaches and analysts to create custom metrics and event sequences that reflect how they want the game to be played, turning tactical ideas into structured, measurable data.

Value Proposition

Most analytics platforms rely on standardised metrics that capture only a small fraction of what happens during a match, often failing to reflect a team's style of play or coaching intent. Gamecode addresses this gap by giving clubs full ownership over how performance is defined and evaluated. By allowing coaching staff to build their own metrics using AI and apply them consistently across match analysis, training, and scouting, GAMECODE helps teams move beyond generic benchmarks. The platform sits on top of existing data and video providers, making it hardware- and provider-agnostic, and enabling clubs to align performance analysis, recruitment, and development around a shared analytical language. The result is deeper insight, clearer decision-making, and analytics that evolve with the club rather than constrain it.



GAMECODE helps football clubs turn their playing philosophy into custom, AI-driven performance metrics for smarter analysis, scouting, and decision-making.

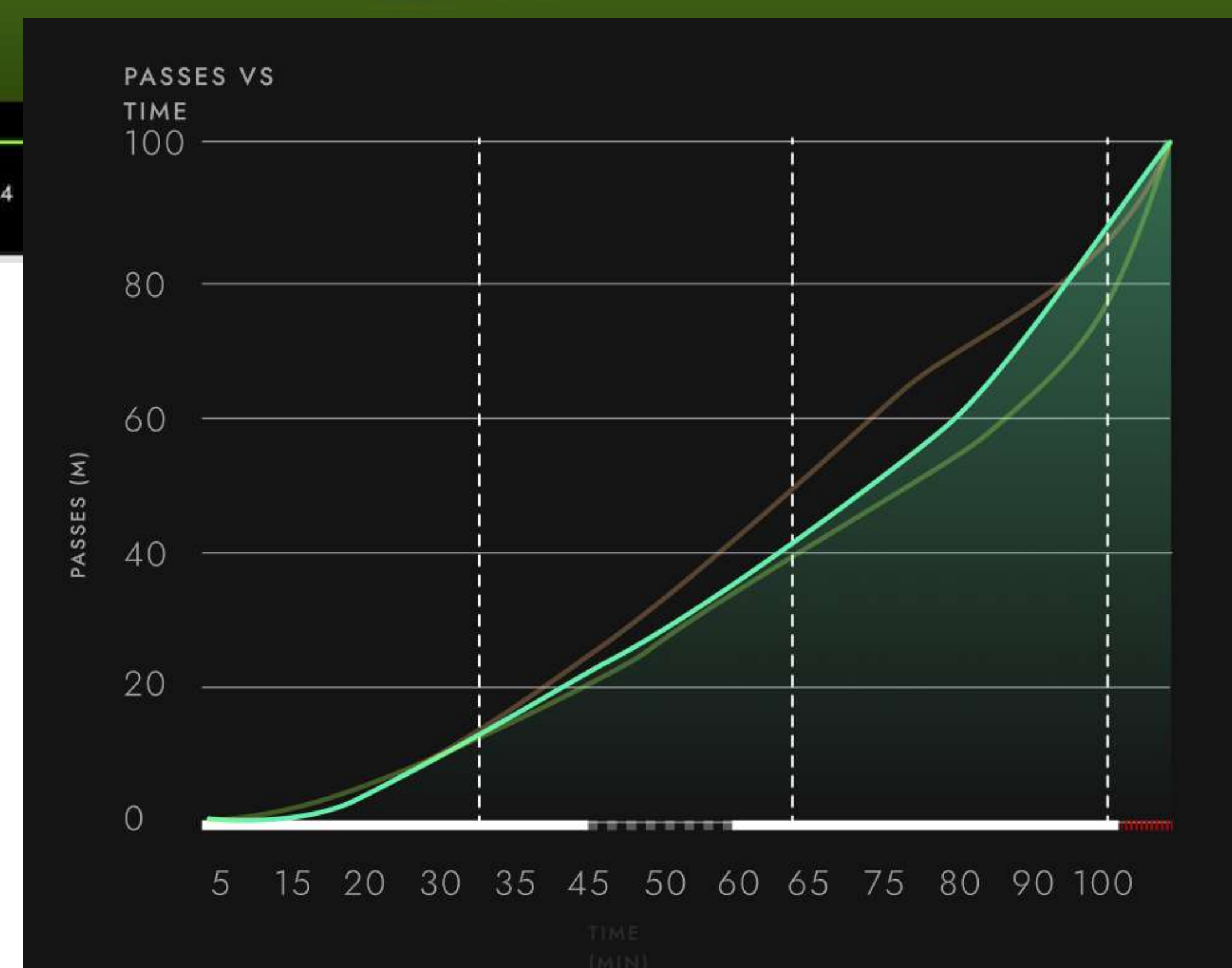
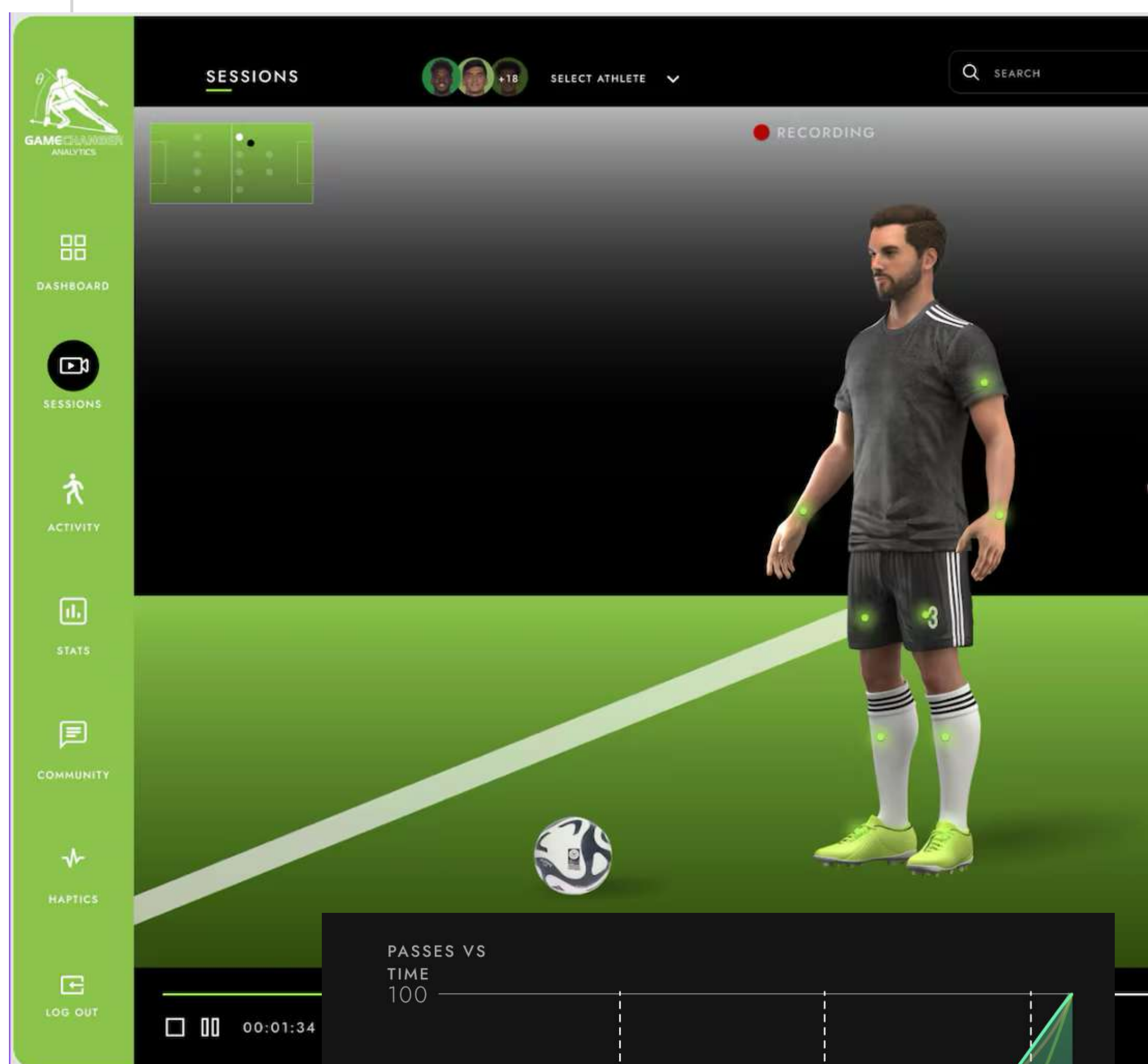


Wearable driven Performance Intelligence

GameChanger Analytics is an AI-powered performance analytics platform designed to help coaches and athletes improve training outcomes, reduce injury risk, and accelerate recovery. By providing lightweight sensors, the platform delivers performance-enhancing metrics and strengthens the coach-athlete connection.

Value Proposition

Athlete performance depends on the ability to balance training intensity, recovery, and readiness, yet many teams lack tools that translate data into clear, day-to-day decisions. GameChanger Analytics addresses this by using AI to analyse physiological and performance signals and convert them into practical guidance for coaches and athletes. This enables more informed training adjustments, earlier identification of injury risk, and better recovery management. The result is stronger, faster, and more resilient athletes supported by data-driven coaching.



GameChanger Analytics provides wearables to generate performance insights to help coaches optimise training, prevent injury, and maximise athlete potential.

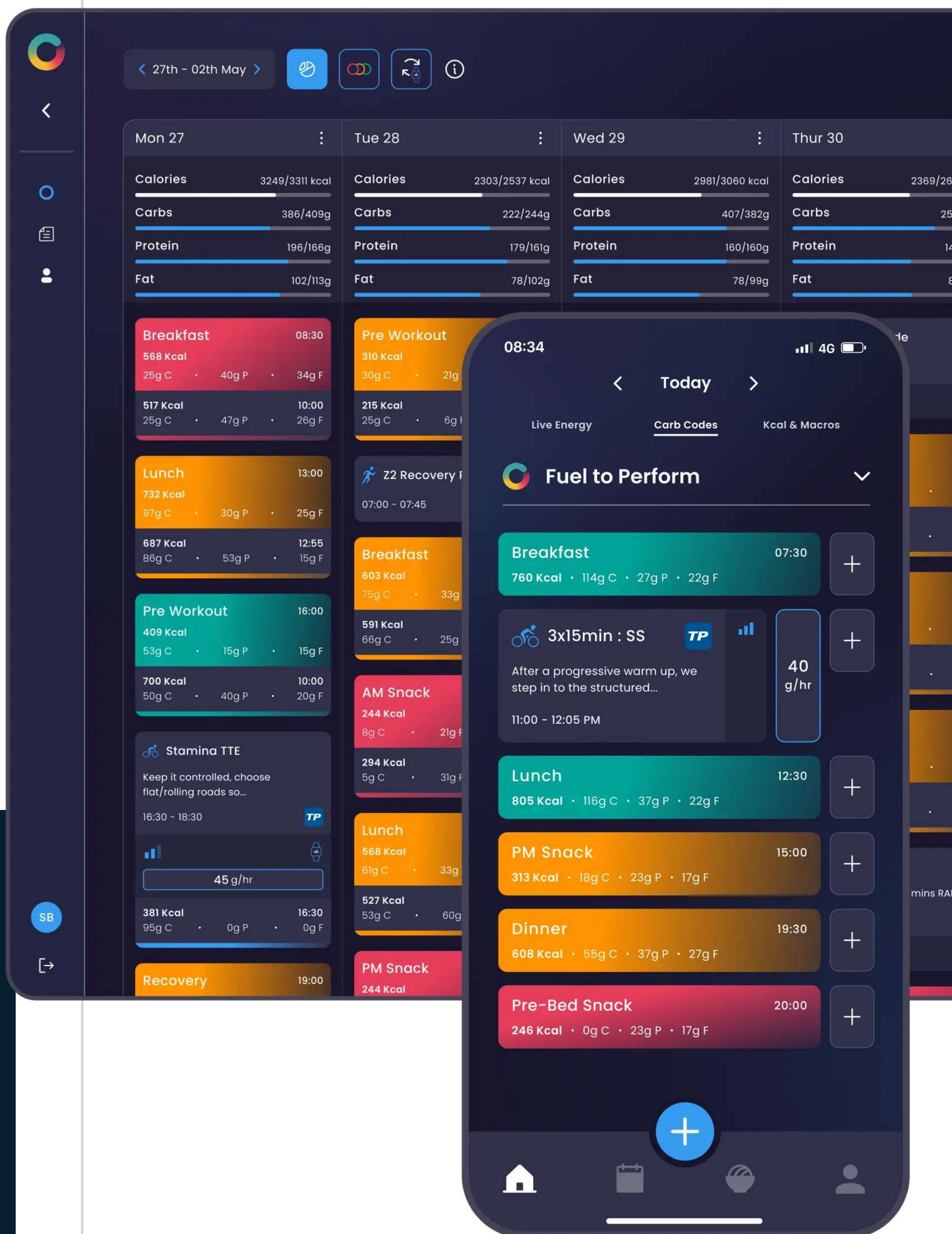
Nutrition Technology for Athlete Performance

Hexis is a nutrition technology platform designed to help sports organisations personalise nutrition strategies for athletes based on performance demands and individual needs. By combining data, science, and digital tools, Hexis supports teams in translating nutrition planning into consistent, actionable routines that enhance performance and recovery.

Value Proposition

Nutrition plays a critical role in performance and recovery, yet many teams rely on standardised plans that fail to reflect individual variation or changing workloads. Hexis addresses this by enabling data-informed, personalised nutrition strategies aligned with training cycles and performance objectives. This allows performance staff to optimise fuelling, support recovery, reduce fatigue, and improve consistency across squads. For sports organisations, Hexis provides a structured way to integrate nutrition into the wider performance ecosystem, improving outcomes without adding operational complexity.

Hexis helps sports teams personalise nutrition strategies to improve performance, recovery, and consistency across athletes.



Agentic AI for Sport

iReel builds sport-specific AI agents that operate as autonomous collaborators within high-performance environments. Rather than producing static insights or reports, iReel deploys intelligent agents that think, reason, and act within defined workflows - supporting coaches, analysts, and performance staff across analysis, scouting, coaching, and athlete monitoring. These agents integrate directly with performance data and video systems, working continuously alongside practitioners to reduce manual workload and support faster, more informed decision-making across the performance department.

Value Proposition

AI in sport has evolved rapidly, moving from descriptive analytics to predictive and generative tools. Yet most solutions still stop at producing information, leaving humans to connect insights and execute. iReel represents the next step in this evolution with Agentic AI built specifically for sport. Its autonomous agents don't just surface insights - they operate within performance workflows, support real-time decisions, and collaborate across analysis, scouting, and training processes. This enables teams to move faster, reduce manual effort, and operate with a continuous intelligence layer that supports performance staff throughout the entire season.

iReel deploys sport-specific AI agents that autonomously support analysis, data workflows, and performance operations across the sporting ecosystem.





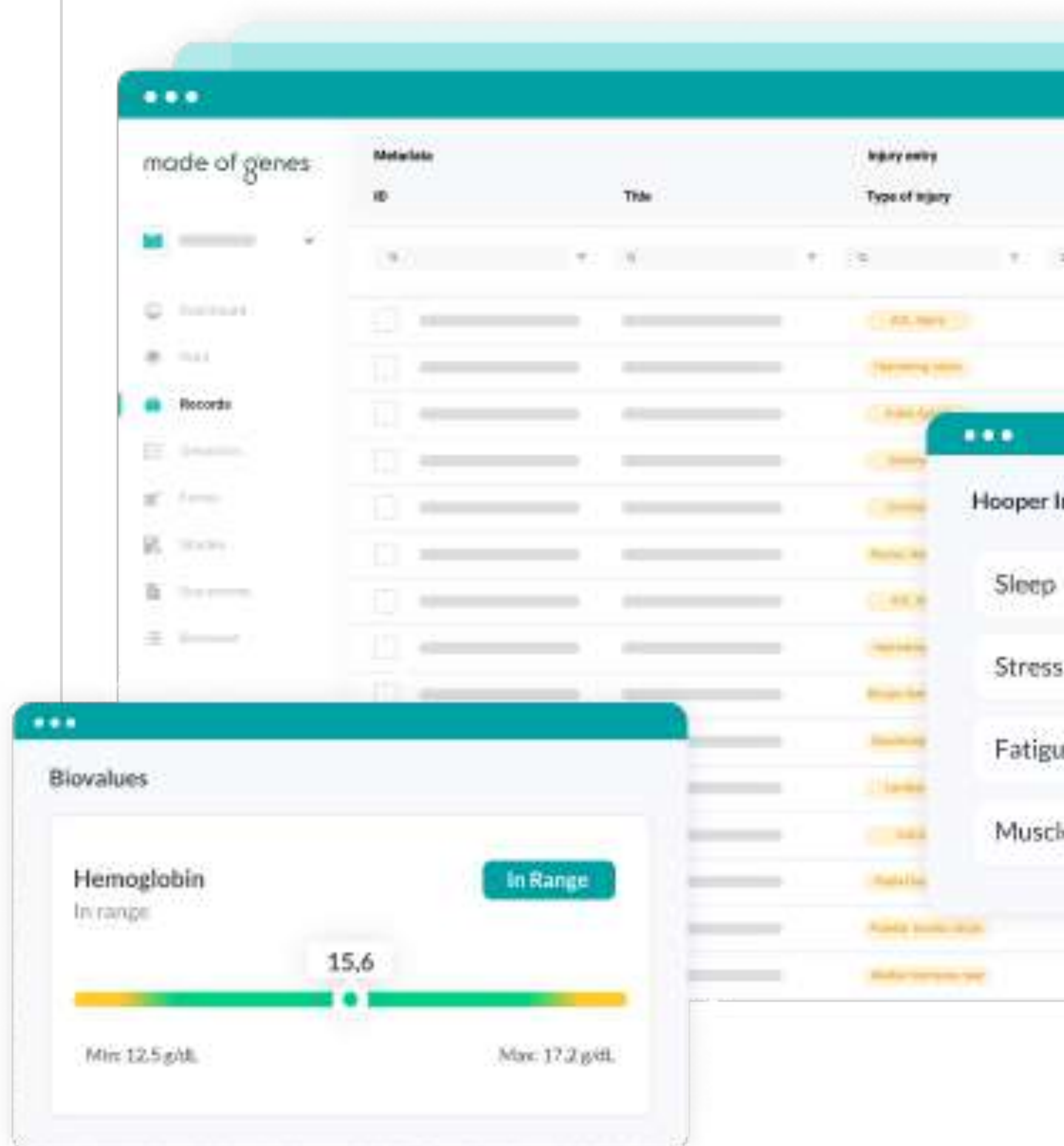
AI-Driven Health Monitoring for Elite Performance

Made of Genes is an AI-powered precision health platform that integrates genomics, biomarkers, psychology, lifestyle, and real-world data to deliver personalised, actionable insights for performance and health optimisation. Designed for elite sports and corporate organisations, the platform transforms complex multimodal data into actionable, personalised results, while ensuring the highest standards of data security and regulatory compliance.

Value Proposition

Organisations and high-performing individuals increasingly seek personalised health and performance insights, yet often rely on fragmented data sources that lead to generic, static or non-actionable recommendations. Made of Genes addresses this by integrating genetic data, blood biomarkers, behavioural and psychological signals into a single intelligence layer. This enables organisations, from corporations to sports institutions, to move from broad wellness or performance guidelines to science-based, individualised decisions that can be tracked, measured and improved over time. With full GDPR and HIPAA compliance and multiple ISO/IEC certifications, Made of Genes provides organisations with a trusted, end-to-end precision health infrastructure.

Made of Genes unifies multidimensional health data and advanced analytics in a single secure platform that provide actionable insights and deliver rapid ROI for elite teams and corporate workforces.



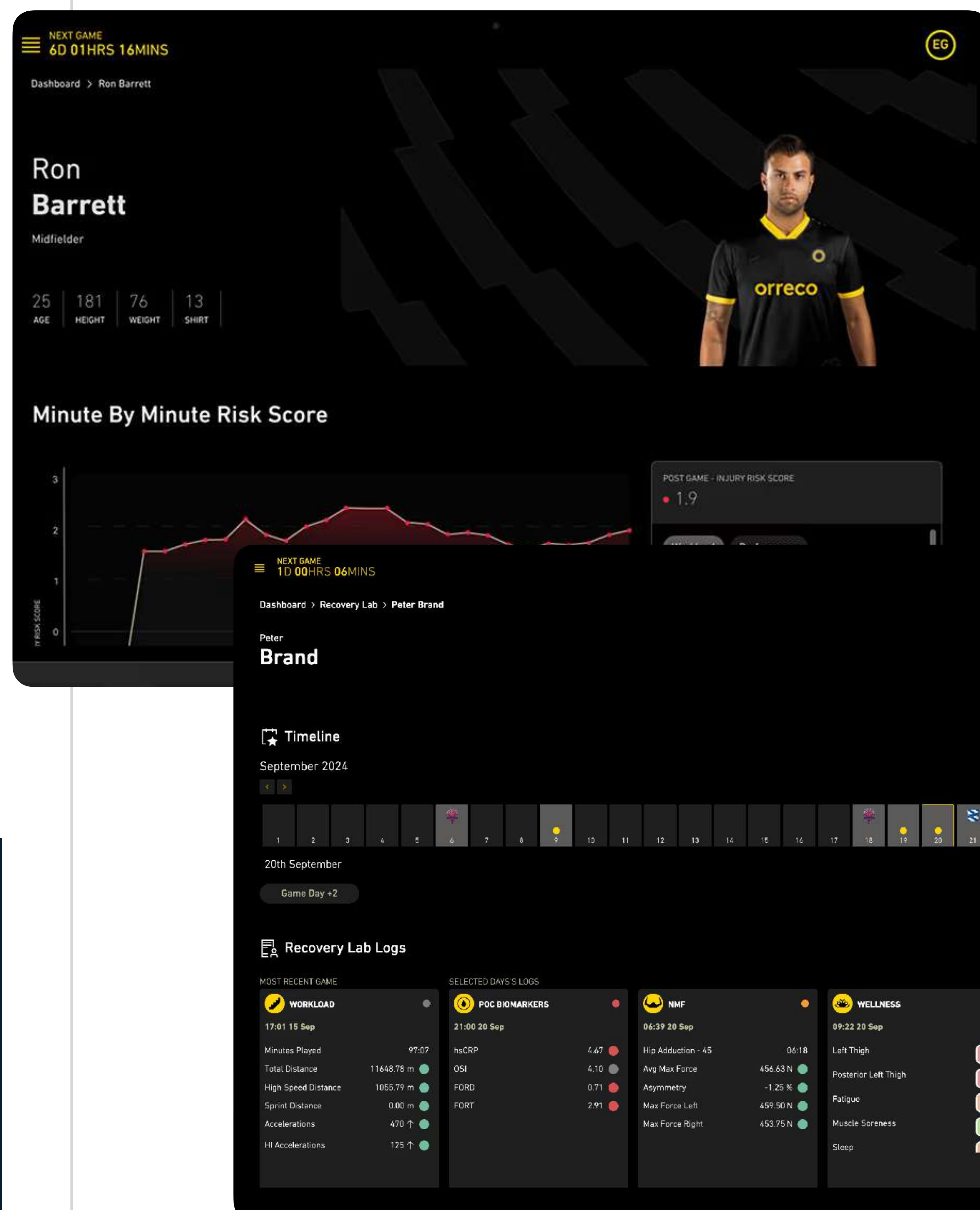


Agentic AI for Pro Sport

Orreco is a performance intelligence company combining applied physiology, biomarkers, and Agentic AI to help elite sports organisations maximise athlete availability and sustain peak performance. Built on decades of experience in professional sport, Orreco translates complex biological and performance data into actionable insights for coaches, medical staff, trainers, and athletes

Value Proposition

At the elite level, performance is limited less by talent and more by availability, recovery, and the ability to tolerate physical load over time. Generic benchmarks and one-size-fits-all models fail to capture how individual athletes respond to stress, training, and competition. Orreco solves this by using biomarkers, biostatistics, and AI to identify each athlete's unique physiological thresholds. Its Agentic AI applies this science in practice, delivering personalised strategies that help athletes recover faster, stay in optimal performance zones, and extend their careers. For sports organisations, this means fewer injuries, better load management, and more consistent access to their best players.



Orreco helps elite sports teams maximise athlete availability and sustain peak performance using biomarker-driven physiology and Agentic AI.

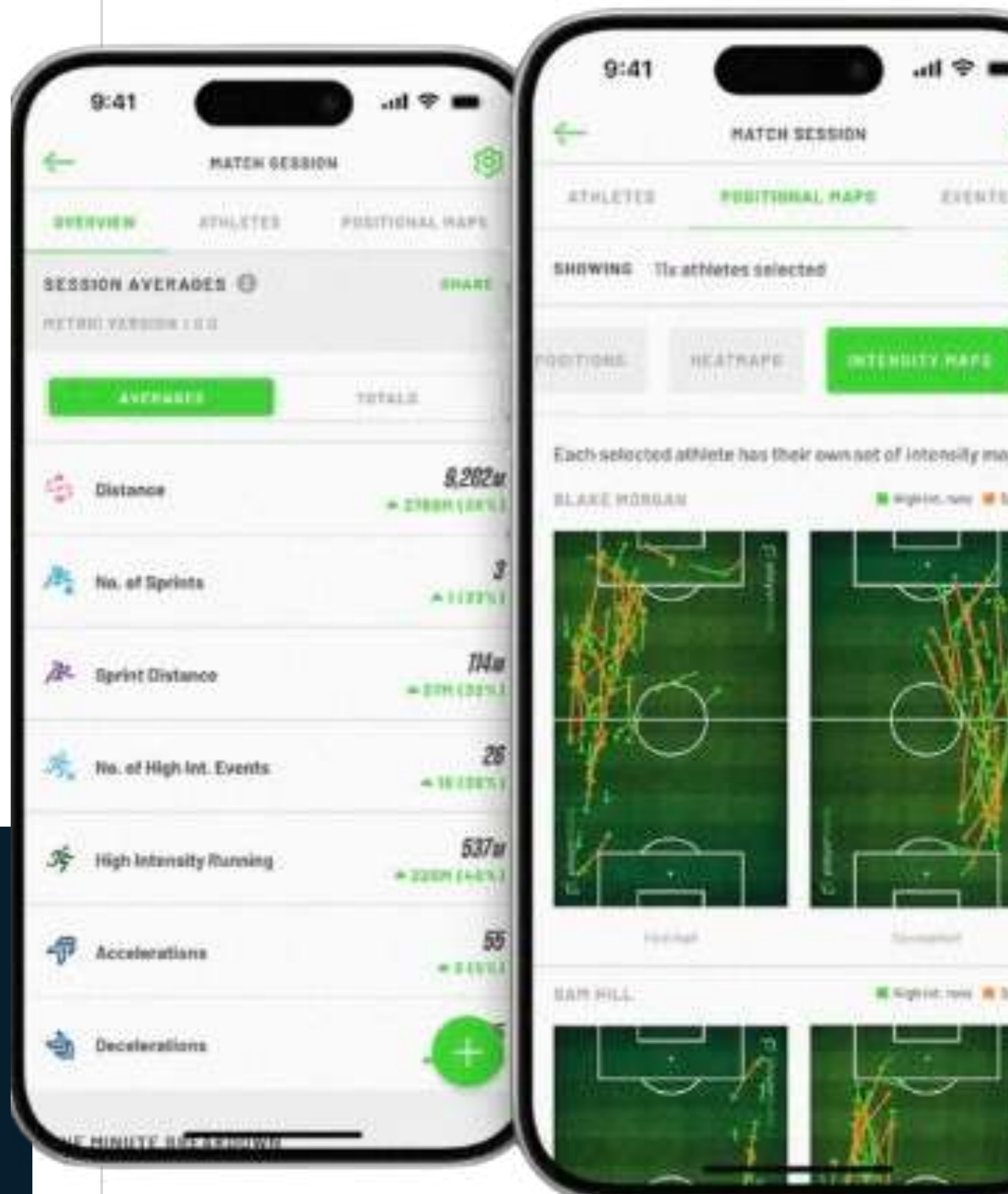
Performance and Biometric Data for sports teams

PlayerData is a sports performance technology company that provides wearable-based biometric data and analytics to help teams understand performance, workload, and player development. Designed to be accessible across all levels of sport, the platform delivers clear, actionable insights for coaches, analysts, and players through an easy-to-use ecosystem.

Value Proposition

Performance data has traditionally been limited to elite environments, leaving many teams without the insights needed to develop players effectively. PlayerData addresses this by making biometric and team performance data accessible, affordable, and easy to interpret. By combining wearable technology with intuitive analytics, the platform enables teams to monitor physical output, analyse team dynamics, provide meaningful feedback, and support player development. This helps coaches make better decisions, unlock player potential, and level the playing field across competitive tiers.

PlayerData helps teams at all levels unlock player potential by making biometric performance data accessible and actionable.



AI Moneyball for Sports

PlayVision's AI-powered video analysis platform extracts performance data and statistics from existing match and training footage to generate tactical insights, player metrics, and team statistics, making advanced analytics accessible to lower-division and grassroots organisations.

Value Proposition

Advanced performance analytics have traditionally been limited to elite and larger clubs and teams with dedicated infrastructure and budgets. PlayVision removes this barrier by enabling clubs and leagues to unlock meaningful insights from the video they already have. By turning standard footage into structured data and actionable metrics, the platform supports coaching, player development, and tactical understanding at levels of the game where resources are limited. This allows grassroots and lower-division organisations to professionalise analysis, improve decision-making, and support development without investing in complex tracking systems.

PlayVision helps grassroots and lower-division teams turn existing video into performance data and actionable insights.



AI-Automated Camera Systems for Analysis

Provispo provides automated camera solutions and software for sports video analysis and live streaming. Its systems are designed to capture full-pitch footage with player and ball tracking, enabling automated pan/tilt/zoom and producing consistent, analysis-ready video without manual camera operation

Value Proposition

Video is essential for coaching, performance review, and player development, but capturing usable footage is still operationally painful for many clubs: someone needs to film, angles are inconsistent, and analysis workflows break down when video quality is poor. Provispo solves this by automating capture with tracking-based cameras that reliably follow play and record the full field, while also supporting streaming use cases. For clubs and federations, this has the potential to reduce manpower needs, standardise video quality across sessions and matches, and make analysis workflows faster and more scalable across teams and age groups.

Provispo helps clubs automate match and training capture with AI-tracking cameras that produce analysis-ready footage.



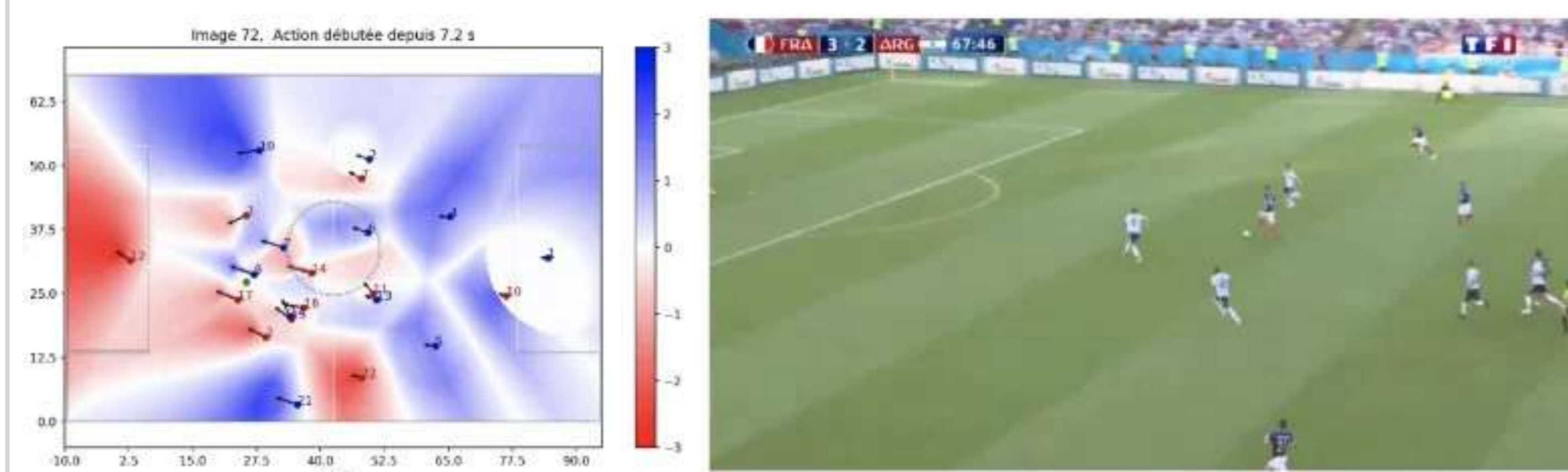
Bespoke Football Data Platform

SportsDynamics is a sports data and analytics platform built on patented CNRS technology, designed to deliver highly accurate, customisable football data for elite organisations. The platform transforms complex raw data into dynamic, automated insights, enabling clubs, leagues, and federations to build their own performance, scouting, recruitment, and engagement intelligence through a no-code environment.

Value Proposition

Sports organisations increasingly rely on data to drive performance and decision-making, yet face persistent challenges around data accuracy, limited customisation, and dependency on specific hardware or raw data providers. SportsDynamics solves these issues with an embedded auditing system that ensures 100% data accuracy, advanced data models covering all aspects of football, and a fully agnostic architecture. Its no-code customisation capabilities allow expert users to create bespoke data outputs tailored to their own methodologies, while maintaining consistency and reliability at scale. The result is faster, smarter, and more trusted decision-making across sporting and strategic use cases.

SportsDynamics delivers fully accurate, customisable football data that empowers elite organisations to build their own analytics for performance, scouting, and engagement.





Data-Driven Decision-Making for Football Clubs

Strykerlabs is a football-focused data intelligence platform that supports clubs across sporting and strategic decision-making. Through a modular suite of products, Strykerlabs delivers data-driven insights that help clubs optimise performance on the pitch, improve squad planning, and strengthen decision-making off the pitch, all within a single, coherent platform.

Value Proposition

Football clubs manage decisions across recruitment, performance, and long-term strategy, yet data is often siloed across tools and departments. Strykerlabs addresses this by offering dedicated solutions tailored to the realities of football operations, enabling clubs to centralise data, analyse scenarios, and turn insights into action. By supporting both sporting and business decisions with consistent, transparent analytics, Strykerlabs helps clubs reduce uncertainty, improve efficiency, and increase overall club value.

Strykerlabs provides football clubs with tailored data products that turn complex information into actionable insights for performance and strategic decision-making.



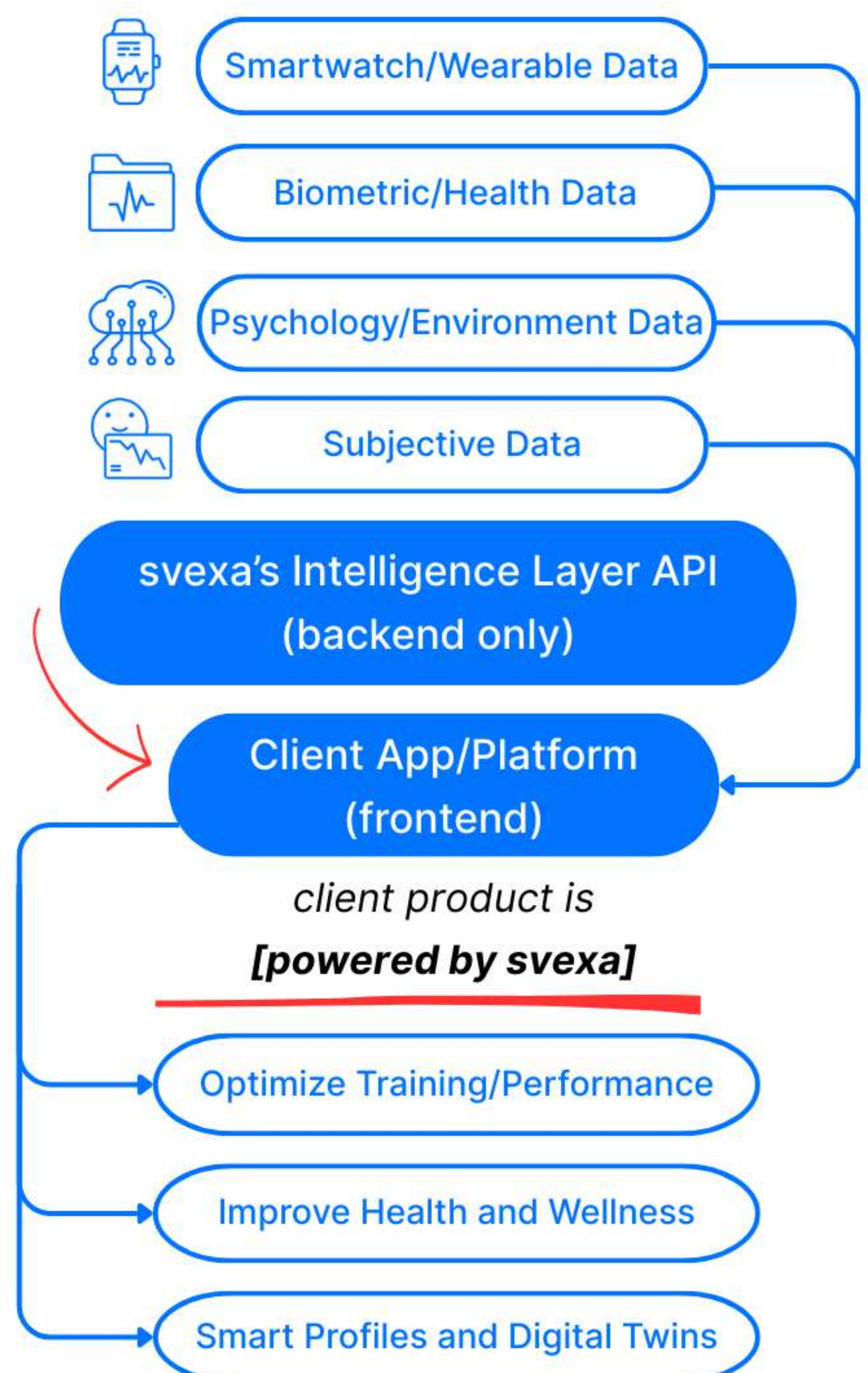
Digital Twins for Personalised Performance, Health, and Recovery

Svexa (Silicon Valley Exercise Analytics) is a B2B human performance company that uses AI and advanced algorithms to build full-body physiological digital twins. Its backend, data- and device-agnostic "Intelligence Layer" technology integrates seamlessly into, and powers, hardware and software products across sports, health, and fitness. Use cases include athletic training and performance, recovery, injury risk management, healthy aging etc.

Value Proposition

Organisations and individuals across sport, health, and performance-driven sectors collect vast amounts of data. Yet, this information often remains fragmented across apps, platforms, and systems thus limiting its utilization. Svexa solves this by unifying existing data into a single, continuously evolving digital twin for each individual, enabling personalised, longitudinal health and performance insights rather than static or population-based benchmarks. This approach supports more precise training, workload, recovery, and injury risk management across diverse use cases, from elite or recreational sport, to corporate and occupational health. By licensing svexa's algorithms, organisations can embed advanced analytics directly into their workflows and products.

Svexa enables organisations to deliver personalised training, recovery, and health insights to their end-users, by powering digital twins built from integrated, multi-source data



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**, we are always happy to have a discussion about it!



AUTHORS

Before highlighting the contributors from the LaSource team, we would like to first thank all the startups featured in this report. Their willingness to share insights, context, and visual material played a central role in shaping the content you've just read. From product information to illustrations, their input helped bring each section to life and ensured the document reflects the reality of what is being built across the ecosystem today.

This report was created as a collaborative effort, one that helped us stay accurate, fair, and aligned with the our vision and that of the startups.

We're grateful for the time, transparency, and engagement of every team involved. Their collaboration is a reminder that meaningful progress in this industry comes from working together.



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ABOUT LASOURCE

Founded in 2019, LaSource is a sports consulting agency working at the intersection of sport, technology, and capital. Our role is to help shape the next era of sport, one where organisations, innovators, and investors work together to build progress that lasts.

We believe the future of sport will be defined by the ability to connect vision with infrastructure and turn innovation into scalable, sustainable value. Our role is to guide and connect those driving this change. We help leagues,

federations, startups, and investors understand where the industry is heading, how technology can meaningfully support that direction, and which decisions will matter most in the years ahead.

We work closely with our partners, not as traditional consultants, but as part of their journey. By bringing perspective from across the ecosystem and translating between different worlds, we help turn collaboration into long-term commercial growth, grounded in clarity, trust, and real-world execution.

WHAT WE DO

FOR STARTUPS

We support sports tech companies as they navigate the complexity of the sports ecosystem. From market understanding and positioning to visibility, partnerships, and commercial development, we help startups access decision-makers, refine their narrative, and build relevance across Europe and beyond. Our role is to help promising technologies find the right context, partners, and opportunities to grow sustainably.

FOR SPORTS ORGANISATIONS

We work alongside leagues, federations, clubs, and sports-related brands to help them make sense of innovation and act on it. From innovation strategy and ecosystem design to go-to-market support, partnerships, and digital transformation, we help organisations turn ambition into structured, executable initiatives that deliver long-term value.

FOR FUNDS, VCS & PRIVATE EQUITY

We support funds, VCs, and private equity firms ahead of investment by identifying and contextualising relevant sports tech opportunities. Through market intelligence and ecosystem expertise, we help investors assess strategic fit, technology relevance, and integration potential before capital is deployed.

**2026
REPORT**



LaSource