

1. FC KÖLN HYPE SPIN® ACCELERATOR - BETEGY



Focus Area – Players Performance & Coaching – Data Analytics



PROBLEM

- majority of football teams do not use big data to make coaching decisions
- current analytics is primarily based on human analysis of numbers and manual video analysis of games (inefficient, subjective, not scalable)
- majority of teams pay thousands of euros for the data feeds without a possibility to use them in full
- the information which is delivered to clubs is not optimised and customised for the needs of the particular club

BETEGY

www.betegy.com

Mit **BETEGY** haben Fußballvereine die Möglichkeit beliebig **große Datenmengen** zu **analysieren** und **visualisieren**.

Der **Großteil** von Fußballclubs **verlässt** sich in der **Analyse** von vergangenen Spielen auf die **menschliche Einschätzung** von **Daten** und **Videomaterial**. Die Qualität einer **manuellen Analyse** wird jedoch durch **ineffizientes Arbeiten, Subjektivität** und **geringer Skalierbarkeit** eingeschränkt. BETEGY bietet den Vereinen **personalisierbare Tools**, um eine **Optimierung der Datenanalyse** zu erzielen.

Durch den **Einsatz von künstlicher Intelligenz** und der Anbindung zu bereits **vorhandenen** und **neuen Datenquellen** können **komplexe Analysen** durchgeführt werden. Eine **visualisierte Darstellung** der erhobenen Daten erleichtert den **Datenanalysten, Trainern** und **Scouts fundiertere Entscheidungen** zu treffen.

Im Vergleich zu bestehenden Wettbewerbern kann BETEGY **individuelle Lösungen** für die **unterschiedlichen Bedürfnisse** von professionellen Fußballvereinen im Bereich der Datenanalyse zur Verfügung stellen. Aufgrund der Nutzung von **fortschrittlichen Technologien** eröffnen sich zahlreiche Möglichkeiten für die **Team- und Gegneranalyse**.

Standort: Polen / Warschau

LOOKING FOR

Investment: Call for Investment at Demo Day – Pre Seed **500K€+**

Kooperationspartner: Fußball Clubs Bundesliga, Medien, Sponsoren

SOLUTION

SOCCER DATA PROVIDERS: opta, InStat, StatsBomb, Wyscout, etc.

BETEGY SOLUTION
VISUALISE AND ANALYSE
BUILD FOR FOOTBALL
NO CODING NEEDED

VIDEO ANALYSIS: ERIE, LONGOMATCH, etc.

DEMO

analytics.betegy.com

CURRENT STATUS

We are already in touch and consult the following teams:

- DC United (US)
- Xanthi (Greece)
- Brandford (UK)
- Legia (Poland)
- FC Karpaty (Ukraine)
- FC Krasnodar (Russia)
- Ukrainian Football Federation
- Czech Football Federation

- we have developed 10 tools with basic UI and backend (early demo)
- integration with one data provider - InStats
- we showed the demo to clubs and national teams - there is a high interest, but no possibility to sell, since there is no UX/UI

LIST OF TOOLS

Team analytics

- planned vs. real game model
- importance of players in game buildup
- importance of players in scoring goals and attempted goals
- ball possession which led to shot, entrance to the box, last third, how and why the attack was intercepted
- transition phase analysis
- pass clustering
- model of attack/defence
- AUP - actions under pressure
- press analysis
- attack continuation options and finding the optimal optimal decision analysis
- area control, measurement of the area space, what area the team controls, creation and taking over the area
- optimal formation and positioning of players
- de-organised formation - optimal positions are set by the tactical goals or average positions
- actual formation/positioning vs. optimal formation/positioning
- compactness and its absence

Opponent analytics

- the distance between the lines
- swinging without a ball, timing which was needed and positively affects the construction of the game, destructive run, run trajectory
- orientation of the body
- the goalie model, different models require various skills
- goalkeeper metric - occupation of the correct position at impact (optimal position vs. actual position), leg step, kicks and saves
- creating profiles of players and search for similar results

Opponent analytics

- clustering according to the style of the game
- search for strengths and weaknesses
- search patterns in attack and defence
- schedule / map of passes, where you can see the role of each player in the construction of the game
- clustering passes

(the data from the training sessions can be also fed into the system to achieve better precision of performance indicators)