

The Innovation & Collaboration Centre (ICC) is the University of South Australia's startup incubator.

The ICC engages with the community through the delivery of community events, workshops and programs which draw on the research and professional expertise of UniSA and our partners, to support the generation of new startups and the growth of existing companies.

The ICC is headquartered in Adelaide and has a regional centre in Whyalla, South Australia.

icc.unisa.edu.au

VENTURE CATALYST

The ICC's flagship program is designed to develop and grow founders with innovative or disruptive ideas. It targets early stage ventures and works to make their journey more achievable, accessible and focused.

FURTHER INFORMATION

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ATHLETE'S Ai

Video analytics for sports using AI



BENEFITS

- AI and computer vision technology to improve an athlete's game
- More wins, higher ranking
- Increased fan engagement through streaming, highlights, trends, and statistics delivered automatically in real-time.

BACKGROUND

Athlete's AI was formed in Adelaide in July 2017 founded by Dr David To, Dr Mark McDonnell and Dr Guy Gallasch. David was a former professional tennis player with a PhD in Chemical Engineering and an MBA from the University College London; Mark is an internationally known researcher in Computer Science; and Guy is an experienced Computer Systems Engineer.

The company was formed off the basis that video analytics is not delivered in an efficient and cost-effective manner, as experienced by David during his professional tennis days. The first step taken was identifying the skillsets required and forming the team.

TECHNOLOGY

Athlete's AI uses AI and computer vision technology to deliver real-time analysis of sports video. Coaches want to use the best tools to demonstrate areas for improvement for their players and Athlete AI's technology provides an objective way to do this by automatically splicing and cutting up key actions in the match.

POTENTIAL MARKETS

Athlete's AI are targeting two markets initially, the sporting bodies and the broadcasters. The future market is the grassroots level.

ATHLETE'S AI



Dr David To
Chief Executive Officer



Dr Mark McDonnell
Chief Technology Officer



Dr Guy Gallasch
Chief Product Officer



James McNeill
Senior Data Engineer

IP STATUS

Athlete's AI are planning to submit a full patent by mid 2020.

PARTNERING OPPORTUNITIES

Athlete's AI are looking to partner with sporting bodies and broadcasters.



athletesai.com



[athletesai](#)