

**WinterGreen Research, Inc.**

**Sports Coaching Platforms: Market Shares, Market Strategies, and Market Forecasts, 2015 to 2021**

**Mountains of Opportunity**



Picture by Susan Eustis

**WinterGreen Research, Inc.**

**Lexington, Massachusetts**

[www.wintergreenresearch.com](http://www.wintergreenresearch.com)

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**CHECK OUT THESE KEY TOPICS**

**Sports Coaching Platforms**

Sports Coaching Platform  
Logic video analysis tools  
Team management tool  
Key Features For Apps  
Save Sports Manager Time  
Coaching Platform Toolset  
Sports Team Management

Team Management Sports  
Platform Integration Features  
Sports Smartphone System  
Player Management  
Functions  
Sports Training Builder  
Platform

Sport Coaching Player  
Evaluation  
Apps

**Sports Coaching Platforms: Systems Combine with Apps and Analytics to Enable Personal Athlete and Team Training**

**Sports Coaching Platforms: Market Shares, Market Strategies, and Market Forecasts, 2015 to 2021**

**Next Generation Sports Coaching Platform:  
Annotated Video and Motion Technology Support Personal and Team Performance Improvement Through Training and Coaching**

LEXINGTON, Massachusetts (November 4, 2015) – WinterGreen Research announces that it has published a new study Sport Coaching Modules: Market Shares, Strategy, and Forecasts, Worldwide, 2015 to 2021. Next generation sports coaching platforms leverage better software technology, they support high quality data gathering and sharing in the specific sport or activity in which they are being used. Platform coaching modules are highly targeted to specific situations. Sports coaching platforms make teams more functional, improve player performance.

The quality of coaching athletes and coaching teams is better with the introduction of some automated process. The availability of coaching modules provides coaches with many distinct possibilities for strategic maneuvering. The ability of athlete health and muscle metrics to trainers increases options for increasing athlete effectiveness. The availability of annotated video, instantly available on the smart phone makes athletes and teams train better. Better sports at every level is made possible by the coaching platforms. Platforms offer information integration and distribution which ever is the appropriate response. Vendors are able to stimulate better conditioning and better team play. Platforms provide accelerated annotated video distribution to the right people efficiently.

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In sports and fitness technology, it is not about what data can be shown, it is how meaningful the data is in terms of improving athletic performance or managing overall personal fitness. Sports coaching platforms have become a way to bring big data to the coach and help him craft on-field strategy, tuned to actionable information.

Annotated video is the fundamental technology set to revolutionize sport. As it is formatted in a manner that is appropriate for viewing on a smart phone, it becomes a valuable tool for improving sporting performance. Platforms and monitoring devices are being used by athletes and coaches to make team members better players. Fitness devices are being used to increase the levels and qualities of exercise. Vendors have been forced to realize that people need interpretation of data, they need to know the meaning of data collected by the team, letting the coach communicate a coherent strategy.

Sports coaching platform technology is poised to affect the way any game is played by professionals, shifting sports more than anything has ever done before. Sports and smart technology are poised to give teams that are early adopters significant competitive advantage. Professional sports teams and professional athletes are early adopters of coaching platform technology, driving market growth.

The professional athletes have the money to spend on development products. They have the most to gain from athletic performance improvements. Within the coaching platform technology industry, there seems to be a big market for professional athletes, trainers, and coaches who need that edge over their competitors to stay in the game. Amateur and school sports leagues are great users as well, leveraging the platforms to gain efficiency in team administration and coaching.

Sports analytics: is evolving beyond on field play analysis to biometrics analysis. The ability to analyze joint, muscle, heart, respiratory, cadence, and endurance parameters of the athlete or ordinary user is significant. In addition, the swing of the bat or the racket can be analyzed.

According to Susan Eustis, leader of the team that prepared the study, "Wireless technology is having a great affect on sports coaching platform technology. Within the software platform software industry, analytics have been able to permit coaches to tune the play of athletes in a more manageable manner. Market growth comes from professional athletes and teams that need to achieve an edge over their competitors and from school team consumers wishing to gain performance advantage in their local sports leagues. By adopting prebuilt modules of plays and adapting them to their players, teams are able to function more effectively. Annotated video facilitates coaching individual attention to athletes. Performance can be improved, coaching can be improved using coaching platform technology."

Sports coaching platform technology forecasts indicate that the evolution of devices is in the context of smart phone adoption going to 9.5 billion by the end of the forecast period. The ability to offer sophisticated analytics for the team and the athlete is what provides sophisticated application capabilities. Apps are further evolving to provide tracking of motion and help provide mastery of various techniques for mastering some aspect of sport or fitness.

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Sports coaching platform technology markets at \$49 million in 2014 are anticipated to reach \$864 million by 2021. Market growth comes as coaching platform technology further evolves. The sports segment is just part of a larger sports analytics market. With technology maturity, price points will decline rapidly and affordability will drive significant market growth, soon reaching billions of dollars. The companies that achieve measurable market share early in the evolution of the market are likely to maintain a strong presence in the billion dollar markets.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, electronics.ca, and Thompson Financial. WinterGreen Research is positioned to help customers facing challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust wintergreen research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

Key words:, Sports Coaching Platform, Logic video analysis tools Team management tool, Key Features For Apps , Save Sports Manager Time, Coaching Platform Toolset, Sports Team Management, Team Management Sports, Platform Integration Features, Sports Smartphone System, Player Management Functions, Sports Training Builder Platform, Sport Coaching Player Evaluation, Apps,

## Companies Profiled

### Market Leaders

TeamSnap  
iGamePlanner  
Coach Logic

Grabba International Pty Ltd / Fusion Sport  
Sportlyzer

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## Market Participants

AccelWare  
AtheleticLogic  
Coach's Eye  
Coach Logic  
Coach.me  
CoachLogix  
Coach Me Plus  
Edge10

Grabba International Pty Ltd /  
Fusion Sport  
iGamePlanner  
Notes4Coach  
Sideline Sports  
Siliconcoach  
SoccerLAB  
Solutions Through Software, Inc.  
(STS) APM

Sportlyzer  
SyncStrength  
TeamSnap  
TopSportsLab  
TrainingPeaks  
VisualCoaching

## Sports Coaching Platforms: Market Shares, Market Strategies, and Market Forecasts, 2015 to 2021

### Report Methodology

This is the 652nd report in a series of primary market research reports that provide forecasts in communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and energy. Automated process and significant growth potential are priorities in topic selection. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies. Forecasts are based on primary research and proprietary data bases.

The primary research is conducted by talking to customers, distributors and companies. The survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments. Our track record in achieving accuracy is unsurpassed in the industry. We are known for being able to develop accurate market shares and projections. This is our specialty.

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The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate.

Forecasts reflect analysis of the market trends in the segment and related segments. Unit and dollar shipments are analyzed through consideration of dollar volume of each market participant in the segment. Installed base analysis and unit analysis is based on interviews and an information search. Market share analysis includes conversations with key customers of products, industry segment leaders, marketing directors, distributors, leading market participants, opinion leaders, and companies seeking to develop measurable market share.

Over 200 in depth interviews are conducted for each report with a broad range of key participants and industry leaders in the market segment. We establish accurate market forecasts based on economic and market conditions as a base. Use input/output ratios, flow charts, and other economic methods to quantify data. Use in-house analysts who meet stringent quality standards.

Interviewing key industry participants, experts and end-users is a central part of the study. Our research includes access to large proprietary databases. Literature search includes analysis of trade publications, government reports, and corporate literature.

Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users. Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective.

The base year for analysis and projection is 2010. With 2010 and several years prior to that as a baseline, market projections were developed for 2011 through 2017. These projections are based on a combination of a consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective.

The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services.

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This research includes referencde to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.

WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models.

The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data centers. The ROI models have lists of servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world. This information has been developed from WinterGreen research proprietary data bases constructed as a result of preparing market research studies that address the software, energy, healthcare, telecommunications, and hardware businesses.

### YOU MUST HAVE THIS STUDY

## Sports Coaching Platforms: Market Shares, Market Strategies, and Market Forecasts, 2015 to 2021

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### Sports Coaching Platforms Executive Summary

The study is designed to give a comprehensive overview of the Sports Coaching Platforms market segment. Research represents a selection from the mountains of data available of the most relevant and cogent market materials, with selections made by the most senior analysts. Commentary on every aspect of the market from independent analysts creates an independent perspective in the evaluation of the market. In this manner the study presents a comprehensive overview of what is going on in this market, assisting managers with designing market strategies likely to succeed.

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## Coach Me Plus Devices Display of Information

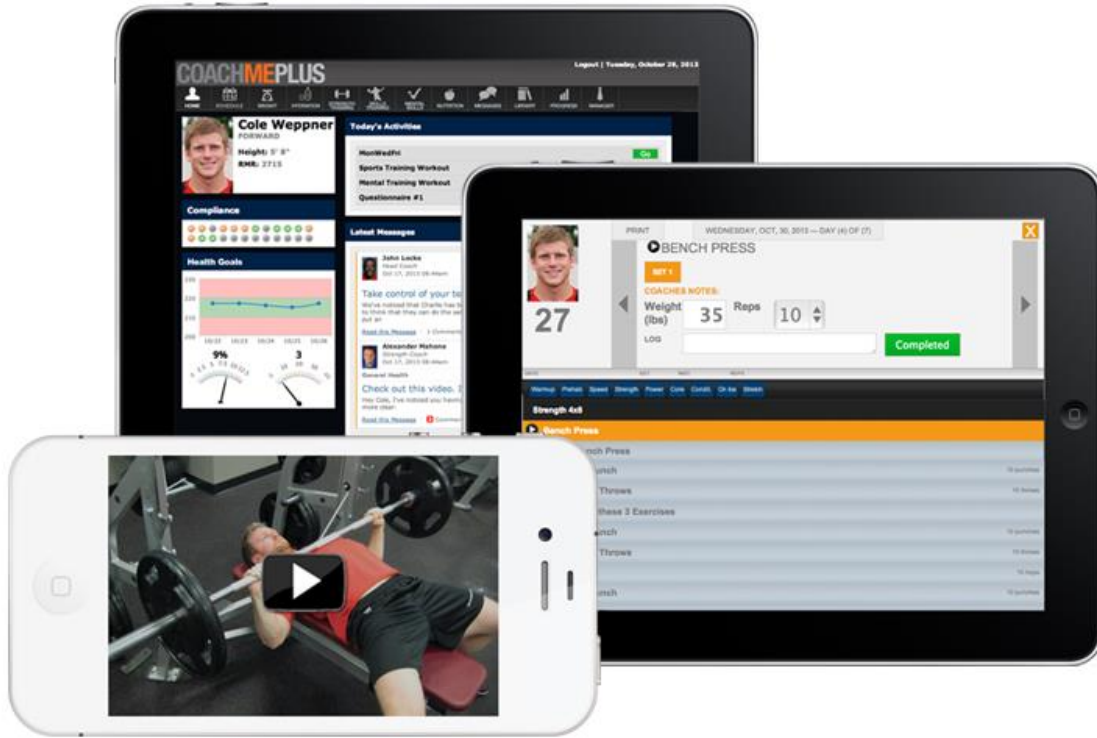


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## **ABOUT THE COMPANY**

**WinterGreen Research**, founded in 1985, provides strategic market assessments in telecommunications, communications equipment, health care, Software, Internet, Energy Generation, Energy Storage, Renewable energy, and advanced computer technology.

Industry reports focus on opportunities that expand existing markets or develop major new markets. The reports access new product and service positioning strategies, new and evolving technologies, and technological impact on products, services, and markets. Innovation that drives markets is explored. Market shares are provided. Leading market participants are profiled, and their marketing strategies, acquisitions, and strategic alliances are discussed. The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in telecommunications and advanced computer technology markets for over 30 years.

The studies provide primary analytical insight about the market participants. By publishing material relevant to the positioning of each company, readers can look at the basis for analysis. By providing descriptions of each major participant in the market, the reader is not dependent on analyst assumptions, the information backing the assumptions is provided, permitting readers to examine the basis for the conclusions.

WinterGreen Research is positioned to help customers facing challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust wintergreen research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

### **ABOUT THE PRINCIPAL AUTHORS**

**Ellen T. Curtiss**, Technical Director, co-founder of WinterGreen Research, conducts strategic and market assessments in technology-based industries. Previously she was a member of the staff of Arthur D. Little, Inc., for 23 years, most recently as Vice President of Arthur D. Little Decision Resources, specializing in strategic planning and market development services. She is a graduate of Boston University and the Program for Management Development at Harvard Graduate School of Business Administration. She is the author of recent studies on worldwide telecommunications markets, the top ten internet equipment companies, the top ten contract manufacturing companies, and the Top Ten Telecommunications market analysis and forecasts.

**Susan Eustis**, President, co-founder of WinterGreen Research, is a senior analyst. She has done research in communications, healthcare equipment, and computer markets and applications. She holds several patents in microcomputing and parallel processing. She has the original patents in electronic voting machines. She has new patent applications in format varying, multiprocessing, and electronic voting. She is the author of recent studies of the Internet, Cloud Computing marketing strategies, Internet equipment, biometrics, a study of Healthcare Equipment, Worldwide Telecommunications Equipment, Top Ten Telecommunications, Digital Loop Carrier, Web Hosting, Web Services, and Application Integration markets. Ms. Eustis is a graduate of Barnard College. Ms. Eustis was named Top Woman CEO in 2012 by Who's Who Worldwide. She was named Top Woman Market Research Analyst the same year.

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Women of distinction magazine has put Susan Eustis on the front cover and Who's Who has given me several awards recently, some of which are not announced, but including the following. , Susan Eustis, President and Chief Executive Officer of WinterGreen Research, Inc., has been named a Worldwide Branding Professional of the Year in Market Research & Analysis. While inclusion in Worldwide Branding is an honor, only small selections of members in each discipline are chosen for this distinction. These special honorees are distinguished based on their professional accomplishments, academic achievements, leadership abilities, years of service, and the credentials they have provided.

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