

Sports Coaching Platform: Market Shares, Strategies, and Forecasts, Worldwide, 2015-2021.

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Abstracts

Market 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.

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.

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.

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Contents

COACHING PLATFORM MARKET EXECUTIVE SUMMARY

Coaching Platforms Market Driving Forces
 Complexity Of Sports Team Performance Management
 Sports Coaching Platform Market Driving Forces
Coaching Platforms Market Shares
Coaching Platforms Market Forecasts
 Sports Coaching Platform Company Target Markets

1. COACHING PLATFORM MARKET DEFINITION AND MARKET DYNAMICS

1.1 Fundamental Aspect Of Sports Coaching Platforms
Professional Team Sports Performance Enhancement And Injury Prevention
1.2 Growth Of Bottom Line While Implementing Sports Coaching Platforms
1.3 Sports Coaching Platform Web Services
1.4 Social Media Next Generation Sports Coaching Platform Applications
1.5 Social Media Impact On Sports Coaching Platform Web Services Environment
1.6 Sports Coaching Platform Web Services Organizational Impact
 1.6.1 Sports Coaching Platform Center Of Excellence Organizational Changes
1.7 Speed And Complexity Of Sports Team Management

2. COACHING PLATFORM MARKET SHARES AND MARKET FORECASTS

2.1 Coaching Platforms Market Driving Forces
 2.1.1 Complexity Of Sports Team Performance Management
 2.1.2 Sports Coaching Platform Market Driving Forces
2.2 Coaching Platforms Market Shares
 2.2.1 Sports Coaching Platform Market Leading Company Selected Metrics
 2.2.2 TeamSnap Metrics
 2.2.3 Fusion Sports Smartabase Metrics
 2.2.4 Sports Sportlyzer Coach Logic Metrics
 2.2.5 Coach Logic Metrics
 2.2.6 Sports Coaching Platform Company Target Markets
 2.2.7 TeamSnap
 2.2.8 Grabba International Pty Ltd / Fusion Sport Smartabase
 2.2.9 AMP Sport
 2.2.10 Sideline Sports

- 2.2.11 Coach Logic
- 2.3 Coaching Platforms Market Forecasts
 - 2.3.1 Coaching Platform Systems Market Shares, Low End, Mid Range, and High End, By Vendor Units and Dollars, Worldwide,
- 2.4 Coaching Platform Systems Market Analysis
 - 2.4.1 Key Aspects of Sports Coaching Platform Market Growth
 - 2.4.2 Key Sports Coaching Platform Team Play Enhancements
 - 2.4.3 Key Features For Apps That Save Manager Time
 - 2.4.4 Logic Video Analysis Tools
- 2.5 Sports Coaching Platforms Prices
 - 2.5.1 TeamSnap Plans and Prices
 - 2.5.2 Fusion Sport -Smartspeed timing gate system
 - 2.5.3 CoachLogix Pricing
 - 2.5.4 Sportlyzer Pricing
 - 2.5.5 Coach Logic Prices
- 2.6 Sports Coaching Platforms Regional Market Segments
 - 2.6.1 TeamSnap
 - 2.6.2 Amp Sport
 - 2.6.3 Sideline Sports
 - 2.6.4 Fusion Sport Smartspeed
 - 2.6.5 AtheleticLogic Australia

3. COACHING PLATFORMS PRODUCTS

- 3.1 TeamSnap
 - 3.1.1 9 Million People Use TeamSnap:
 - 3.1.2 TeamSnap Target Sports
- 3.2 Coach Logic
 - 3.2.1 Coach Logic Improve Player Understanding
 - 3.2.2 Coach Logic to Instill Professional Training Methods
 - 3.2.3 Coach Logic Soccer
 - 3.2.4 Coach Logic Soccer Increases Team Communication
 - 3.2.5 Coach Logic Creates A Routine
 - 3.2.6 Coach Logic C L Hockey
 - 3.2.7 Coach Logic Analyze In Detail
- 3.3 Coach.me
 - 3.3.1 Coach.me Revenue Share
 - 3.3.2 Virtual Coach.me Plans: At-Home Strength
- 3.4 Coach Me Plus

- 3.4.1 Coach Me Plus Athlete Management And Testing
- 3.4.2 CoachMePlus Software
- 3.5 AMP Sport
 - 3.5.1 AMP Sport Helps Develop Coaches Pace Skill Development
 - 3.5.2 AMP Sport Feature Update - Coaches' Notes
- 3.6 CoachLogix
 - 3.6.1 CoachLogix Coaching Process Management
 - 3.6.2 CoachLogix Engagement Roadmap
 - 3.6.3 CoachLogix Coaching Cloud
 - 3.6.4 CoachingCloud for Coach & Mentor
 - 3.6.5 CoachLogix CoachingCloud Tracking
 - 3.6.6 CoachLogix Coaching Cloud Chat Data Centers Worldwide
 - 3.6.7 CoachingCloud for Organizations
 - 3.6.8 CoachingCloud Buddy Coaching
- 3.7 Coach's Eye
 - 3.7.1 Coach's Eye Anywhere
 - 3.7.2 Coach's Eye Train Like A Champion
 - 3.7.3 Coach's Eye Teams
 - 3.7.4 Coach's Eye On And Off The Field
 - 3.7.5 Coach's Eye VIP Attention To Details
 - 3.7.6 Coach's Eye Never Miss A Moment
 - 3.7.7 Coach's Eye Picture Perfect Every Time
 - 3.7.8 Coach's Eye Now And Later
 - 3.7.9 Coach's Eye InstantReplay
- 3.8 Sportlyzer
- 3.9 TrainingPeaks
 - 3.9.1 TrainingPeaks Athlete Edition
 - 3.9.2 TrainingPeaks Coach Edition
 - 3.9.3 TrainingPeaks WKO4 for Mac
 - 3.9.4 TrainingPeaks Mobile App
- 3.10 Grabba International Pty Ltd / Fusion Sport Smartabase
 - 3.10.1 Fusion Sport Smartabase Analytics
 - 3.10.2 Fusion Sports Customizable Data Visualization – Anywhere / Anytime
 - 3.10.3 Fusion Sport Smartspeed
 - 3.10.4 Fusion Sport Smartspeed PRO
 - 3.10.5 Fusion Sport Smartspeed LITE
- 3.11 SyncStrength
- 3.12 Visualcoaching
- 3.13 Sideline Sports XPS Network

- 3.13.1 Sideline Sports XPS Network for Coaches
- 3.14 Edge10
- 3.15 SoccerLAB
- 3.16 AccelWare
- 3.17 AthleticLogic
 - 3.17.1 Wellbeing App
 - 3.17.2 AthleticLogic Recruitment Modules
- 3.18 TopSportsLab
- 3.19 Notes4Coach
 - 3.19.1 Notes4Fans
- 3.20 iGamePlanner
 - 3.20.1 iGamePlanner for Coaches
 - 3.20.2 iGamePlanner for Clubs
 - 3.20.3 iGamePlanner for Sports Organizations
 - 3.20.4 iGamePlanner for Universities and Colleges
- 3.21 Siliconcoach Pro8
 - 3.21.1 Siliconcoach TimeWarp
- 3.22 Stats Track
 - 3.22.1 StatsTrack Software Value
 - 3.22.2 Statstrack Organizes Hockey Data
 - 3.22.3 StatsTrack Software Reporting

4. SPORTS COACHING PLATFORM TECHNOLOGY

- 4.1 MySQL Client Compression
 - 4.1.1 Client Compression In MySQL2
 - 4.1.2 Rails 2.x
- 4.2 Using Github as a Knowledge Base
- 4.3 Vagrant – Developer Use

5. SPORTS COACHING PLATFORMS COMPANY PROFILES

- 5.1 AccelWare
- 5.2 AthleticLogic
- 5.3 Coach's Eye
- 5.4 Coach Logic
- 5.5 Coach.me
- 5.6 CoachLogix
- 5.7 Coach Me Plus

5.8 Edge10

5.8.1 EDGE10, an IBM Business Partner

5.9 Grabba International Pty Ltd / Fusion Sport

5.9.1 Fusion Sport Smartspeed

5.10 iGamePlanner

5.10.1 iGamePlanner Professional Quality Animation Tool

5.10.2 iGamePlanner for Clubs

5.10.3 iGamePlanner for Sports Organisations

5.10.4 iGamePlanner for Universities and Colleges

5.11 Notes4Coach

5.11.1 Notes4Fans

5.12 Sideline Sports

5.13 Siliconcoach

5.14 SoccerLAB

5.15 Solutions Through Software, Inc. (STS)

5.15.1 Solutions Through Software, Inc. (STS) / AMP Product

5.15.2 APM Supports Organizational Transition From Year To Year

5.15.3 AMP Coaches' Notes

5.15.4 Solutions Through Software, Inc. (STS) / AMP Sport

5.16 Sportlyzer

5.17 SyncStrength

5.18 TeamSnap

5.18.1 TeamSnap Acquisitions

5.18.2 TeamSnap Venture Funding

5.18.3 TeamSnap Enhancement Of Mobile Apps

5.19 TopSportsLab

5.20 TrainingPeaks

5.20.1 TrainingPeaks Cycling Training Platform

5.21 VisualCoaching

List Of Tables

LIST OF TABLES AND FIGURES

Table ES-1 Sports Coaching Platform Market Driving Forces

Table ES-2 Sports Coaching Platform Athlete Monitoring Functions

Figure ES-3 Sports Coaching Platform Systems Market Shares, Dollars, 2014

Figure ES-4 Sports Coaching Platform Market Forecasts, Dollars, Worldwide, 2015-2021

Table 1-1 Fundamental Aspects Of Sports Coaching Platforms

Table 1-2 Sports Coaching Platforms Support For Response To Change

Table 1-3 Sports Coaching Platform Web Services Harnessing Collective Intelligence

Table 1-4 Social Media Next Generation Applications Providers

Table 1-5 Social Media Web Space Characteristics

Table 1-6 Social Media Next Generation Applications

Table 1-7 Social Media Next Generation Functions

Table 2-1 Sports Coaching Platform Market Driving Forces

Table 2-2 Sports Coaching Platform Athlete Monitoring Functions

Figure 2-3 Sports Coaching Platform Systems Market Shares, Dollars, 2014

Table 2-4 Coaching Platform Systems, Market Shares, Dollars, Worldwide, 2014

Figure 2-5 Sports Coaching Platform Company Target Markets

Table 2-6 Sportlyzer Sports Metrics

Figure 2-7 Sports Coaching Platform Market Forecasts, Dollars, Worldwide, 2015-2021

Table 2-8 Sports Coaching Platform Forecasts, Dollars, Worldwide, 2015-2021

Table 2-9 Coaching Platform Systems Market Shares, Low End, Mid Range, and High End, By Vendor Units and Dollars, Worldwide, 2015-2021

Table 2-10 Coaching Platform Systems, Low End, Mid Range, and High End By Vendor Market Shares, Percent of Dollars, Number of Units, Worldwide, 2015-2021

Table 2-11 Small, Mid Size, and Large Sports Coaching Platform Systems Dollars and Units, Worldwide, 2015-2021

Figure 2-12 Key Aspects of Sports Coaching Platform Market Growth

Figure 2-13 Key Sports Coaching Platform Team Play Enhancements

Figure 2-14 Key Features For Apps That Save Manager Time

Figure 2-15 Sports Coaching Platform Systems Regional Market Segments, Dollars, 2014

Table 2-16 Sports Coaching Platform Systems, Regional Market Segments, 2014

Table 3-1 TeamSnap Coaching Platform Toolset Tasks

Table 3-2 TeamSnap Platforms Supported

Table 3-3 TeamSnap Target Market

Figure 3-4 TeamSnap Online Sports Team Management Application

Table 3-5 TeamSnap Online Features

Table 3-6 TeamSnap Benefits

Figure 3-7 TeamSnap Mobile App

Table 3-8 TeamSnap Team Management Sports Targeted

Table 3-9 TeamSnap Integration Features

Table 3-10 TeamSnap Free Features

Table 3-11 TeamSnap Basic Prices and Features

Table 3-12 TeamSnap Premium Features

Table 3-13 TeamSnap Ultra Prices and Features

Table 3-14 TeamSnap Smartphone App Functions

Table 3-15 TeamSnap Smartphone System Requirements

Figure 3-16 Coach Logic Sports Supported

Table 3-17 Coach Logic Player Management Functions

Figure 3-18

Table 3-19 Coach Me Plus Training Builder Platform Features

Figure 3-20 116.

Table 3-21 AMP Sport Coaching Platform Positioning

Table 3-22 AMP Sport Coaching Platform Management Support

Table 3-23 AMP Sport Coaching Player Evaluation Forms

Table 3-24 AMP Sport Coaching Heat Map to Evaluate Players

Table 3-25 AMP Sport Coaching Platform to Track Athlete Training

Table 3-26 AMP Sport Coaching Platform Analysis Parameters

Figure 3-27 AMP Sport Coaching Platform Analysis Charts

Table 3-28 AMP Sport Coaching Platform Evaluation Form

Table 3-29 AMP Sport Coaching Platform Communication Functions

Table 3-30 CoachLogix Resources To Support Managing Coaching Engagements

Table 3-31 CoachLogix Coaching Engagement Resources

Session booking

Client billing

Online content delivery

Session journal

Online vision wall

Automatic reminders

Online conversations

Community branding

Source: WinterGreen Research, Inc.

Figure 3-32 CoachLogix RoadMap of Goals and Sessions

Table 3-33 CoachLogix Process RoadMap Modules for Goals and Sessions

Figure 3-34 CoachLogix Network

Figure 3-35 CoachLogix CoachingCloud Makes Results Of Workouts And Training More Visible

Table 3-36 CoachLogix CoachingCloud Tracking

Figure 3-37 CoachLogix CoachingCloud Worldwide Data Centers

Table 3-38 Coach's Eye Exercise and Training Functions

Figure 3-39 Coach's Logic VIP

Table 3-40 Sportlyzer Software Ecosystem Sports Clubs Functions

Table 3-41 Sportlyzer Software Ecosystem Functions

Table 3-42 Fusion Sports Smartabase Features

Table 3-43 Grabba International Pty Ltd / Fusion Sport Smartabase Information Uses for Mangers

Table 3-44 Fusion Smartabase Sports Coaching Platform Solution Target Markets

Table 3-45 Fusion Smartabase Solution Target Users

Table 3-46 Fusion Smartabase Solution Target Reports

Table 3-47 Smartabase Solution Web Based Platform Functions

Table 3-48 Fusion Sports Smartabase Solution Customization Functions

Table 3-49 Fusion Sports Smartabase Solution access Control Parameters

Table 3-50 Fusion Sports Smartabase Solution Analytics Parameters

Table 3-51 Fusion Sport Smartabase Analytics Features

Figure 3-52 Fusion Sport Smartabase Analytics Visualization

Table 3-53 Fusion Sport Smartspeed Features

Table 3-54 Fusion Sport Smartspeed Timing System Features

Table 3-55 Fusion Sport Smartspeed LITE Functions

Figure 3-56 SyncStrength Analytics

Table 3-57 Sideline Sports XPS Network Functions

Figure 3-58 AccelWare

Table 3-59 AccelWare Benefits

Table 3-60 AthleticLogic Used to Create Correlations: Types

Table 3-61 TopSportsLab Benefits

Table 3-62 TopSportsLab Benefit

Table 3-63 Notes4Coach

Figure 3-64 Notes4Coach Training Statistics

Figure 3-65 Notes4Fans

Table 3-66 Sliconcoach TimeWarp Personal Training Functions

Table 3-67 StatsTrack Software Value

Figure 5-1 Athletic Logic Sports Software Modules

Figure 5-2 Coach's Eye InstantReplay filters to diagnose opponent behavior

Figure 5-3 Coach's Eye Supports Viewing Video Replay

Figure 5-4 Coach Logic Customers

Table 5-5 Coach.me Coaching Plans

Table 5-6 CoachMePlus Athlete Management System

Table 5-7 Edge10 Platform System Components

Table 5-8 IBM / Edge10 Partnership Business Benefits to Clients

Table 5-9 Fusion Sport's Core Product Best Practice Technology Components:

Table 5-10 Fusion Sport's Core Product Automation Technology Components:

Table 5-11 Sideline Sports Clients by Category And Sport

Table 5-12 Sportlyzer Sports Customers

Table 5-13 Sportlyzer Sports Metrics

Figure 5-14 SyncStrength

Figure 5-15 SyncStrength Coaches

Figure 5-16 TeamSnap Tool For Organizing And Communicating Every Aspect Of Team Life on PC, Tablet, and Smart Phone

Table 5-17 TrainingPeaks User Base

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