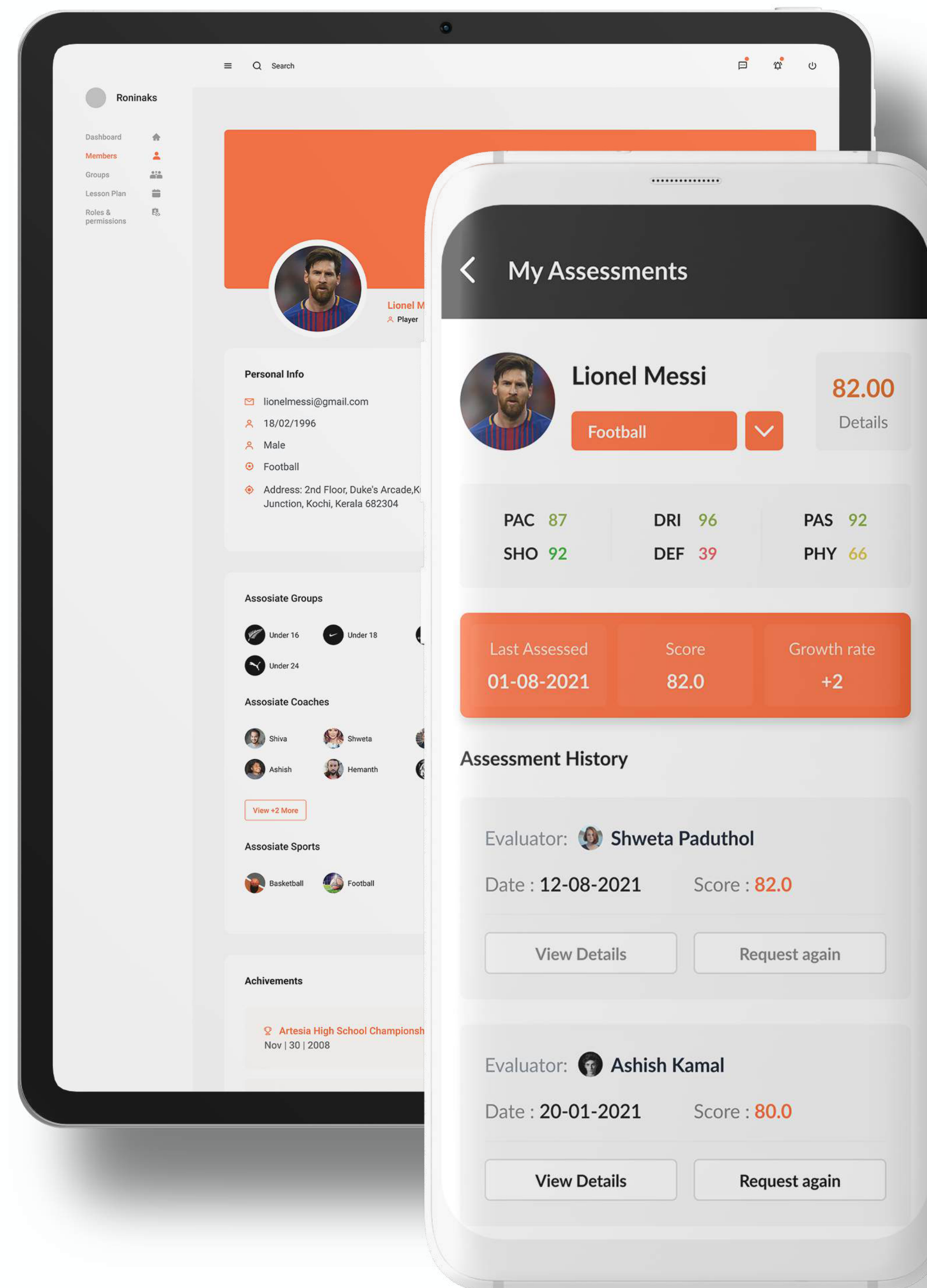
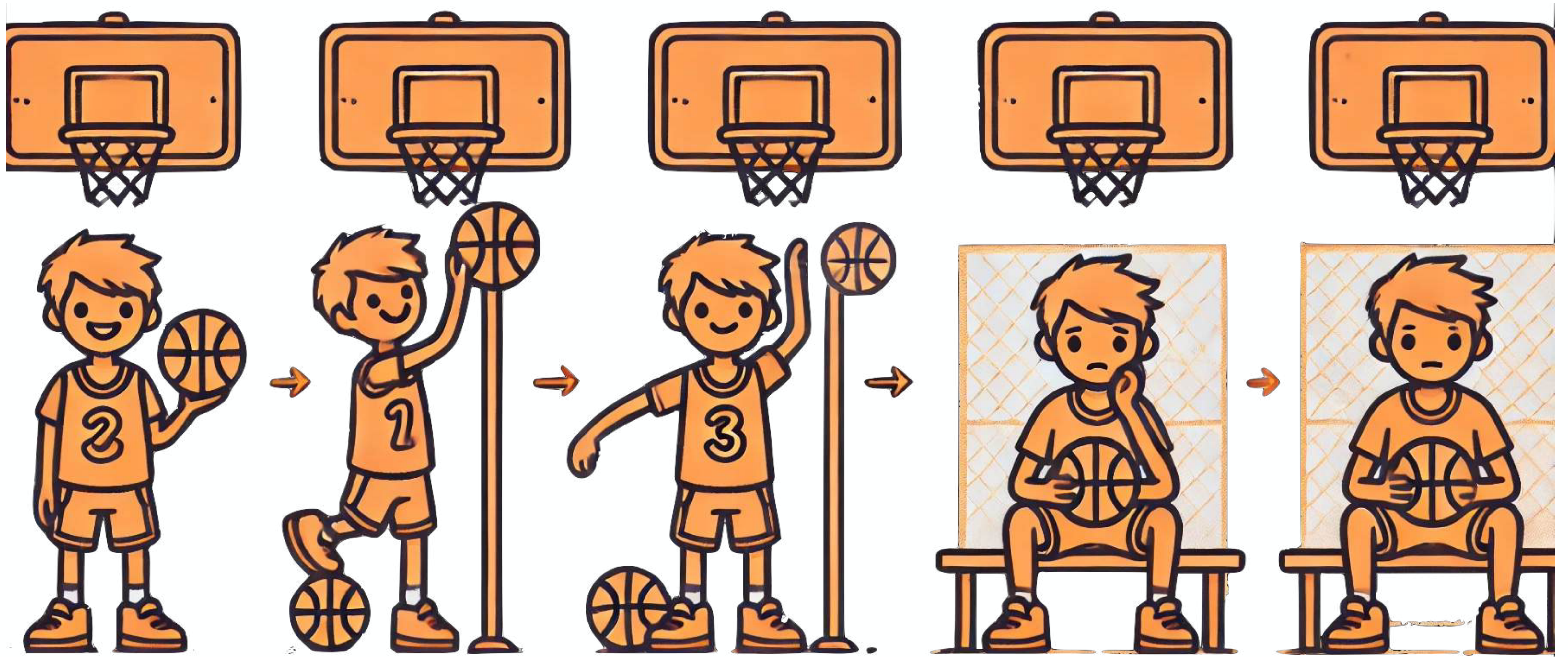




Football analytics to improve
athlete development &
scouting



It's the story of over **800M+** young athletes across the globe



I dreamt of being a
basketball player

Got into the nationals

Gave up my dream because of
a lack of pathway & data

There's over **50%*** player attrition in football academies yearly

That's because



Scattered reporting & communication between parents & other stakeholders



No visibility on player development & opportunities



Sports industry is becoming more data driven

*statistics are based on over 150 customer interviews



Then why aren't they using data



Manual & Excel Based

Cumbersome, no insights & analytics



Software Based Solutions

Time consuming, non-intuitive, non-customisable



Hardware Based Solutions

Expensive, maintenance challenges





Dartle

A vertical SaaS, Academy Operations Suite

75%

Quicker data collection

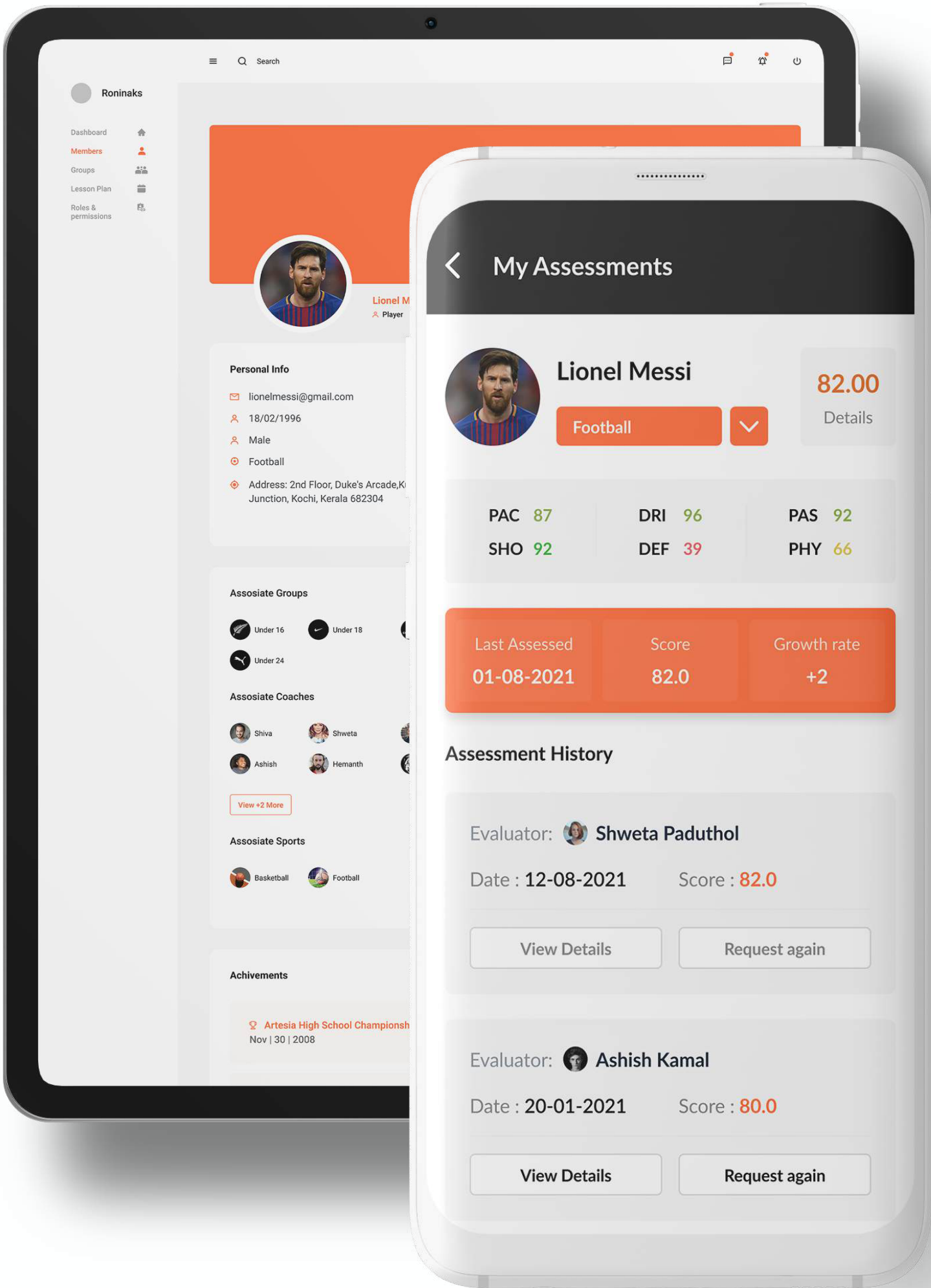
70%

Improved player development thanks to our **Dartle Score** & Automated Reports

60%

More visibility for players through our **Community App & Scouting Network**

We allow academies to demonstrate player development effortlessly. This results in happier players & therefore lower attrition. [\[Case Study\]](#)



Unlike competition, we automate a timeline based training performance portfolio without adding overheads

Competition

Direct Competition



Dartle

dartle.app



KITMANLABS

kitmanlabs.com



hudl.com

Positioning

Academy
management with
analytics

Academy
management s/w

Video analytics &
recruitment platform

Founded

2022

2012

2006

HQ

India

USA

USA

Funding amount

\$225k

\$82M

\$230M

Integrates into workflows



Compliance monitoring



Community connect



Indirect Competition

Pure management & manual tools



Time consuming



Requires experts



Intra department comms.

Hardware solutions



Too expensive



Additional integration
required

Dartle enables academy managers and staff to centrally manage all their data, saving time with minimal effort and **without disrupting** their current operational practices

B2B SaaS Subscriptions & Platform Fees

Business Model

We currently cater to pro-academies in UK & US at \$12.5k ARPU



Our ICP

🎯 Professional football/
soccer academies in US &
UK

👤 100-500 players



Proven in the UK: 15+ pilot academies, 150+ customer interviews, Blackburn Rovers & Manchester City. US expansion started

Traction

\$90k

(LTV)

8 Pilots

(Since Jan 2025)

\$600k

(total value on pilot conversions)



“I’ve worked in talent development for a long time, and I know firsthand how challenging it can be to identify, nurture, and retain talent. But this tool I’ve discovered is truly remarkable in that it solves all three of these problems. The system’s advanced algorithms make it easy to create a player portfolio, and the nurturing tools allow for a customised approach to each individual’s development. And perhaps most impressively, the aftercare features provide ongoing support to talents who have moved on from our academy. It’s an all-encompassing solution that has made a significant impact on our talent development efforts. In short, if you’re looking to take your talent management to the next level, this tool is a must-have.”

Stuart Jones, Academy Manager, Blackburn Rovers FC



Accelerators, Awards & Grants



Standardisation

Push towards standardisation & post COVID digital acceleration

Data & Insights

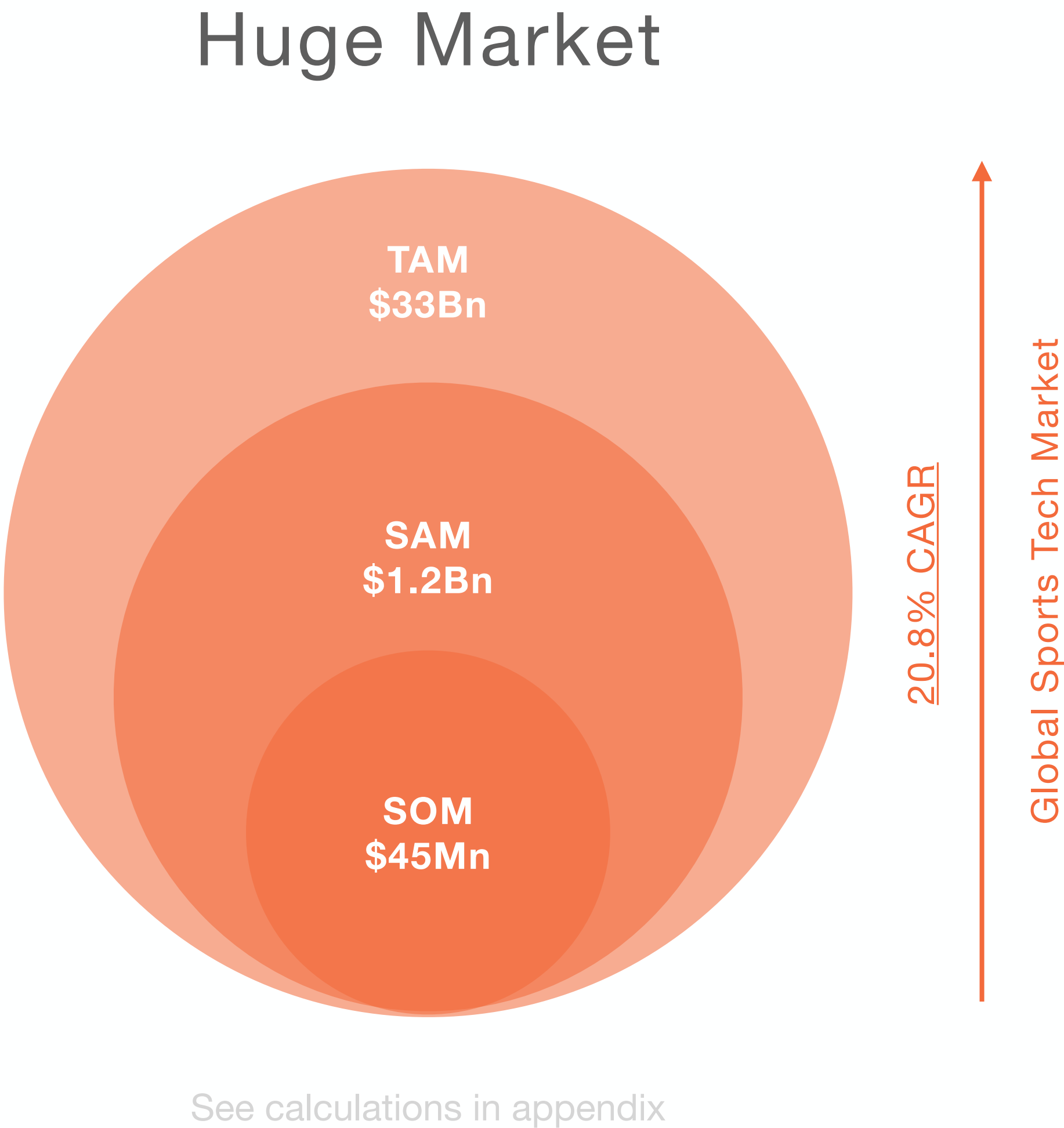
Increased expectation to use data driven insights for performance, development & well-being

Govt. Support

USSF has announced various grants & support schemes for football development & aftercare

Soccer Fever

Soccer is the fastest growing sport in US high schools thanks to Messi & FIFA 2026 World Cup



We have the best team for this

Core Team



Nihal Pradeep

CEO, Founder

National Basketball, SWIFT,
German Airlines, BTech CSE



P Swathi Krishnan

CMO, Founder

State Football, Political
Marketing, Content Writer



Nagaraj R Potti

CFO, Founder

District Cricket, Deloitte, MBA
Finance



Tony Grant

Co-Founder

Ex. Footballer at ManCity,
Football Coach & Director



Benjamin Phelps

Chief Growth Officer

Soccer Coach/Player, US Army
& Dept. Defense

Advisors



Patricia Rodriguez

Ex. VP La Liga, MD. Elche



Warren Gregson

Performance Head- ManU, QFA



Vibhu Gavini

Ex. Amazon, Lyft, Investor



Ram Narayanan

Director - Vedanta, Reliance



Jordan Denning

Director - DBM Legal, 360° Law



Jordan Kastrinsky

Marketing, Podcast, UI/UX

Join Us in Empowering Football Academies



Raising **USD 2M** at USD 10 Million Valuation

July 2025

Round opening

\$330,000

Previously raised

\$800,000

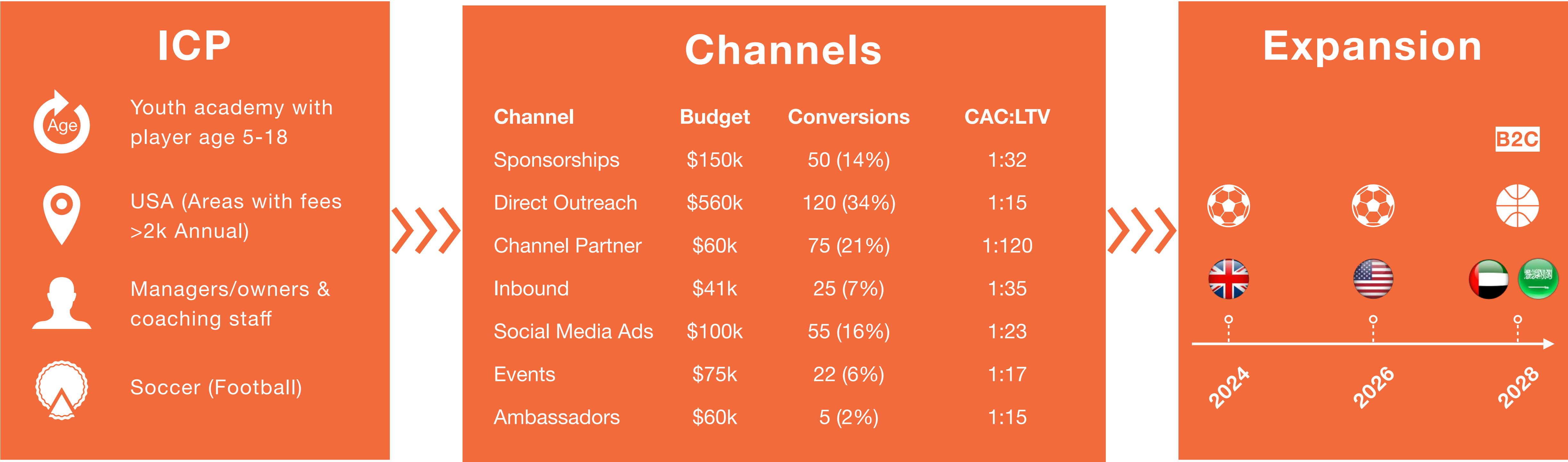
Total amount
committed

Milestones

- \$2.5M revenue from US by July 2027
- Establish at least 2 enterprise federation deals
- Integration with hardware solutions & AI in optimisation, recommendations & predictions



Expand further into USA





THANK YOU

Find our terms & definitions [here](#). Find all documents relating to our research [here](#)

**Together, let's make sports
inclusive, democratic & truly
global**



Please Refer Us

Maybe we are not the startup you are looking for. But if you know someone:

- Who owns an academy
- Who invests in sports
- In policy making & govt.

Feel free to pass our deck on



Book a meeting



+91-9995615873



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