
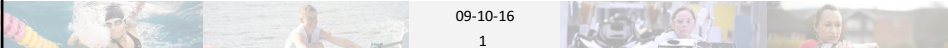



European Platform for Sports Innovation 

Sports and Technology

## SPORT DATA SCIENCE

09-10-16  
1



European Platform for Sports Innovation 

## Project CHARACTERISTICS

- Name of the project: Sport Data Science
- Project acronym: SportDaS
- *Call or EC work program and reference: tbd*
- *Date for submitting the proposal: tbd*
- **Partnership:**
  - *prime proposer: Sports and Technology icw Sport Data Center*
  - *industrial partners: Infostrada/Gracenote, Ortec*
  - *research partners: Leiden University, Delft University, Amsterdam Inst. Sport Science*
  - *other partners: Dutch Olympic Committee*
- *Estimated budget: tbd*
- *Estimated duration of project: tbd*



European Platform for Sports Innovation epsiEU

## Project/partner description

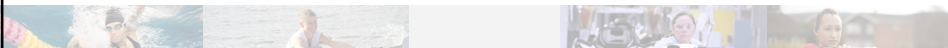
- Data and sports are an exciting combination. Can performance be improved by using available data? Can new types of data be gathered that will yield novel insights in performance? How can measured data be visualized to be optimally usable for supporting staff? Which data related questions are urgent in various disciplines in sports?
- The Sport Data Center (SDC) is the Dutch National Center for Data Analytics and Intelligence in Sports. It works with coaches, (elite & recreational) athletes and teams to improve their performance. By using research services on datamining, machine learning, data modelling and prediction, decision making support and feedback systems it is the aim to increase knowledge issues of investment, fraud & risk management, and strategies for live long healthy moving.
- Sports performance is about the development of personalized training programs to optimize training intensity, periodization and tapering. It also involves modeling and predicting performance but also injury prevention.
- Sports economics and policies involves effective investment policies of associations, evaluation of professional sports programs, funnel and formation, etc. SDC has experience in cyclic sports, head-to-head sports and team sports.



European Platform for Sports Innovation epsiEU

## Project description

- What are the objectives of the project?
  - develop new applications of sports data in sports performance and/or economics & politics
- What challenges does the project tackle?
  - Can performance be improved by using available data?
  - Can new types of data be gathered that will yield novel insights in performance?
  - How can measured data be visualized to be optimally usable for supporting staff?
  - Which data related questions are urgent in various disciplines in sports?
- What will be the result of the project? (products, services, ... )
  - it is the aim to increase knowledge issues of
    - investment,
    - fraud & risk management, and
    - strategies for live long healthy moving



European Platform for Sports Innovation 

## Partner search

- What partners are you looking for?
  - Any partner that either has
    - a database on sports performance (elite or recreational),
    - interest in improving performance and/or economics of sports or
    - experience in developing improved training programs based on past data



09-10-16  
5

European Platform for Sports Innovation 

## Further questions or interactions

- Marc van der Zande:  
[zande@sportsandtechnology.com](mailto:zande@sportsandtechnology.com)
- Rene Wijlens:  
[wijlens@sportsandtechnology.com](mailto:wijlens@sportsandtechnology.com)



09-10-16  
6