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## Project details

### Subsidy basis

Partner	Funding rules	
CLANN LIMITED (Lead)	State aid	<a href="/application/10171821/form/organisation/119165/question/48255/questionnaire">View answers (/application/10171821/form/organisation/119165/question/48255/questionnaire)</a>

## Application team

### CLANN LIMITED

Organisation details

Type	Business
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### Team members

Full name	Email	EDI survey
Robert Walker	robert@intenseit.co.uk	Complete
Thomas Bradley	thomasbradley859@gmail.com	Incomplete

## Application details

### Competition name

Growth Catalyst Early Stage: New Innovators

### Application name

Next-Gen Player Tracking:  
Revolutionising Grassroots Football  
Through Enhanced, Automated and  
Affordable AI Video Analytics

### When do you wish to start your project?

1 October 2025

### Project duration in months

5 months

### Has this application been previously submitted to Innovate UK?

No

## Project summary

### Project summary

ClannAI was established in November 2023 to transform the accessibility of advanced sports analytics using cutting-edge computer vision technology. Our goal is to empower amateur sports clubs around the world, many of whom currently lack sophisticated analytics due to the prohibitive cost and complexity of traditional hardware solutions, such as GPS trackers.

Over 100,000 amateur clubs have adopted touchline cameras (eg Veo, Spideo, Pixellot, etc), affordable automated recording devices designed to film matches without requiring manual camerawork. While these cameras provide valuable footage, they currently lack the capability to deliver advanced analytical insights, particularly individual player tracking---something normally reserved for elite clubs through expensive GPS hardware.

ClannAI have developed an initial Minimum Viable Product (MVP) specific to football, which integrates seamlessly with existing Veo camera setups, delivering team-level performance metrics such as total distance covered using innovative colour-based team tracking. To date, we've onboarded **12 amateur football clubs**, demonstrating clear market interest and validating demand for this analytics capability.

However, feedback from these early adopters has highlighted a substantial unmet need: clubs require affordable, accurate **individual-level player tracking** analytics. Our current technology can track teams effectively, but it cannot yet distinguish and track individual players accurately enough to replace GPS trackers.

By developing advanced player re-identification (ReID) algorithms and significantly improving our detection and tracking methods, we will deliver affordable, automated, individual-level tracking analytics purely via computer vision. Successfully achieving this milestone will revolutionise the analytical capability of amateur football clubs worldwide, eliminating the need for costly GPS hardware and democratising insights previously accessible only to professional teams.

No single methodology or algorithm can solve the problem of tracking individual players; ClannAI have enhanced vision modelling using "open-vocabulary" object detection (Grounding DINO) and Segment Anything Model (SAM2) build on the standard functions used by Google as the basis for our unique service. This project will assess and develop the most effective and appropriate combinations of techniques for achieving player identification from Veo footage for very high accuracy and consistency within our price points.

## Public description

### Public description

ClannAI was established in November 2023 to transform the accessibility of advanced sports analytics using cutting-edge computer vision technology. Our goal is to empower field sports clubs around the world, many of whom currently lack sophisticated analytics due to the prohibitive cost and complexity of traditional hardware solutions, such as GPS trackers.

While touchline video has become more affordable enabling the recording of field sports matches without requiring manual camerawork and generating many hours of video, the hardware lacks the capability to deliver advanced analytical insights, particularly individual player tracking; something normally reserved for elite clubs through expensive GPS hardware. This is where ClannAI's fits opening up a new realm of insights and AI-driven coaching opportunities.

By developing advanced player re-identification (ReID) algorithms and significantly improving our detection and tracking methods, we will deliver affordable,

automated, individual-level tracking analytics purely via computer vision with the objective of fully replacing expensive GPS tracking solutions. Successfully achieving this milestone will revolutionise the analytical capability of amateur sports worldwide, eliminating the need for costly GPS hardware and democratising insights previously accessible only to professional teams.

## Scope

### Describe how your project fits the scope of the competition

ClannAI have created a leading-edge insight automation solution which will provide team coaches and analysts with easy access to comprehensive analytics through an intuitive app and hence provide amateur and recreational sports teams with the same or better level of analytics currently provided to professional teams at a much better price point. This solution is currently ahead of the standard functionality provided by Google and the camera providers.

This project will accelerate the development of our novel AI-driven insight automation service, maintain our market-leading position with potential to accelerate our market launch.

Over 100,000 amateur field-sports teams already use cameras to record their matches. However, the full potential of this footage is untapped due to limitations in automated analytics. The ClannAI solution leverages existing resources (match videos) uploaded into our cloud-based platform, to provide advanced insights, filling a clear gap in the market.

ClannAI have developed advanced computer vision modelling based on Segment Anything Model (SAM2) and Grounding DINO object identification algorithms which combine object detection with highly accurate segmentation mask. This combination allows for highly flexible and "open-vocabulary" object detection, where you can simply describe what you want to detect (e.g., "football player," "referee," "goalpost") without needing to manually pre-label a dataset for every possible object.

However ClannAI have developed enhanced versions of these tracking algorithms specific to football but with further applications into other sports. This represents the current state of the art which enables near real-time annotation to be generated for detected objects or actions, which are then used for a level of in-game analytics and automated insight generation, including LLM-generated advanced team coaching features.

In discussing this with our trial customers, it is clear that player recognition would significantly enhance the automated insights, and so the scope of **this project** is to further develop the functional person detectors that accurately track player movements, enabling the development of player-specific metrics and coaching.

ClannAI current development is focusing on enhancing ball detection algorithms essential for identifying events like passes, shots, dribbles, and tackles, as well as the app-based customer front-end and designing the backend infrastructure to scale to handle video processing and data management. This specific project would allow us to leap forward in our development by between 9 and 12 months, potentially accelerating the full commercial launch of our services by the same.

# Application questions

## 1. Applicant location (not scored)

**You must state the name and full registered address of your organisation and any subcontractors working on your project.**

Clann AI Limited, are registered in Londonderry, Derry, Northern Ireland. Since forming the company, CEO Thomas Bradley now spends time between London and Edinburgh. Clann AI CTO Domhnall Mckinney, also originally from Derry, is currently based in Germany.

Subcontractor Ram Nair is a recent graduate from university in Edinburgh, UK.

Subcontractor organisation, intense IT Ltd are based in Edinburgh, UK.

The project will be conducted from London.

## 2. Minimal Financial Assistance declaration (not scored)

**You must download the declaration template.**

Answer yet to be provided

## 3. Animal testing (not scored)

**Will your project involve any trials with animals or animal testing?**

No

## 4. Permits and licences (not scored)

**Will you have the correct permits and licences in place to carry out your project?**

Not applicable

## 5. International Collaboration (not scored)

**Does your proposed work involve any international collaboration or engagement?**

No International collaboration anticipated in this project.

## 6. Trusted Research and Innovation (not scored)

### Trusted Research and Innovation

The proposed project does not relate to UKRI's TR&I Principles.

## 7. Where did you hear about this competition? (not scored)

### Where did you hear about this competition?

other

## 8. Challenge themes (not scored)

Select the main category for your project from the specific themes list in the Scope section of this competition.

artificial intelligence (AI)

## 9. Funding plans (not scored, but will be used to assess financial viability)

Describe the funding plans for the company to support success of the project.

We understand that 30% of the total project costs, amounting to £14,303, will be paid upon successful completion. Our strategy for funding this retained portion is robust, drawing on a combination of existing resources and a clear commercialisation roadmap.

Currently, we maintain a dedicated company reserve specifically allocated to critical operational expenses, including the ongoing maintenance of our cloud infrastructure and essential tooling. Furthermore, Principals Thomas and Domhnall demonstrate significant personal commitment by currently self-funding their living expenses through external technical contracts. This arrangement ensures that the company's financial resources, including the initial 70% of the grant, are maximised for direct project development costs, allowing Thomas and Domhnall to fully dedicate their time to the project without immediate personal financial reliance on the upfront grant portion. This personal resilience and dedication effectively contribute to the overall financial stability required to manage the project's cash flow.

Our long-term funding strategy is firmly rooted in the anticipated commercialisation of our novel video AI solution. We are highly confident in converting at least 10 of our current 12 trial customers into paying subscribers by the end of this year, at a price point of £50 per club per month. This conversion alone will generate an initial recurring revenue stream of £500 per month, totalling £6,000 annually for the early

adopters. This early revenue will be strategically reinvested into ongoing development, iteration, and refinement of the AI solution, ensuring its continued advancement post-grant completion. This organic growth will also contribute to covering overheads and future staffing needs.

Beyond these initial conversions, we have a clear plan for broader market penetration and scaling, leveraging our successful project outcomes to attract further customers. The successful delivery of this project, coupled with early revenue traction, will significantly enhance our attractiveness for future investment, whether through angel, seed, or venture capital funding, or strategic commercial partnerships. This phased approach guarantees sustained development and accelerates our path towards full market commercialisation, ensuring the innovation's long-term impact.

## 10. The idea

**What is the problem you wish to solve and why is your proposed approach a good and innovative solution?**

Answer yet to be provided

## 11. Impact and added value

**What will be the impact of receiving the grant to your business?**

ClannAI have met and continue to pursue potential private sector investors such as angels, VC's and institutional investors. They have told us that as a new start-up micro-SME we do not yet have a track record or sustained business to seek private-sector investment and hence the injection of public funding is the best way for us to accelerate our business plan.

The UK government has recently announced a significant investment in grassroots sport. In June 2025, the Department for Culture, Media and Sport (DCMS) unveiled a **£900 million** funding package for physical activity and sport.

Of this total, at least £400 million is specifically earmarked for investment in new and upgraded grassroots community sports facilities. This funding is aimed at improving participation, particularly among under-represented groups such as women and girls, people with disabilities, and ethnic communities.

Therefore, our ask within this grant is a fraction of a percent of this investment. If through the use of our solution we can improve performance, enthusiasm or confidence in sports, then this would represent a significant return on the investment in this project.

We are requesting funding to bring forward the development of **player reidentification (reID) features** to be incorporated within the ClannAI solution.



This means developing **functional player detectors** to automatically track individual players and calculate metrics like **distance covered, speed, and turns**. These enhancements will deliver **richer in-game analytics**, accelerate **market launch**, and solidify ClannAI's advanced AI-driven capabilities into a **market-leading position** by leveraging existing match footage for advanced, automated insights. There is significant latent demand from coaches and players in grassroots sports and our novel solution will in turn creates a further demand for data-driven insights across the board.

While we are starting with football where there is a lot of existing content, we can immediately extend into other field (GAA) or hall sports (basketball) where team coaches use video for trading but lack automated, data driven insights that the norm in other sports. The market for this solution can easily extend into pugilistic sports such as the various genres of boxing and martial arts.

**In effect the ability to deliver cost-competitive data-driven insights for grassroots sports creates its own market.**

If we were unsuccessful with this bid we will continue to develop but at a much slower pace, meaning we could miss the market for this solution, be overtaken by competitors where there is no guarantee of generation of UK-based IP.

We have noted a continuing relationship with our contractor Ram Nair: at this point in time we are unable to offer him a salaried position however we are forecasting the rapid on-boarding of permanent resources in 2026 in line with our plan to launch a full commercial service. If successful, this grant would also contribute to bringing forward this rapid hiring phase in our business plan.

It is ClannAI's mission to change the way our **society** replicates and propagates behaviours and we believe sport is a fantastic gateway for our mission. Our solution democratises access to advanced sports insights, making sophisticated analytics available to grassroots teams. We enhance player development and performance by empowering coaches with data-driven insights, leading to more targeted training and faster skill acquisition. This boosts player motivation and engagement, improving retention and fostering greater inclusivity across all communities.

**Economically**, we drive growth in the UK's sports technology sector, creating jobs and improving efficiency for clubs by optimising resource allocation.

**Environmentally**, our digital platform reduces paper usage and optimises coaching resources. Ultimately, we believe our service will cultivate stronger, more engaged communities while supporting a healthier, more active population.

## 12. Business resources and capabilities

**Explain why your business is capable of delivering this project.**

The founders of ClannAI Thomas Bradley and Domhnall McKinney share a passion for leading edge technology, innovation and sports. The original idea for ClannAI comes from Thomas passion for sports and time as a Galic Athletic Association team captain.

This project will be led by Thomas Bradley and brings forward the development of individual player recognition from our existing backlog, which should accelerate the market launch of our full commercial services by between 9 and 12 months. Our current development is focused on improving the web and app experience for our trail customers, as well as securing the backend compute for scale. This backlog work will continue primarily driven by Domhnall.

In order to work on both areas of backlog, we will be engaging Ram Nair as a direct contractor. We have worked with Ram previously; he is an AI and Computer Science graduate with expertise in data science, computer vision, and machine learning. He specializes in sports performance analytics, having completed a specialization from the University of Michigan and built advanced computer vision models for SoccerNet's research competitions making him an ideal for this project.

We recognise that a UKRI grant will require formal project management, reporting and risk management. We have engaged Robert Walker, a veteran of the technology industry with experience of navigating 3 UKRI grants, to run the risk and reporting functions of our project. This we believe will allow rapid mobilisation while covering the key functions of:

- Overall Project Management, contracting, reporting and risk management in line with the UKRI requirements,
- Coding and testing sprints to deliver the key new features for player recognition,
- Ensuring that the deliverables of this project are planned for integration into the ClannAI solution.

The basic infrastructure to deliver this project already exists, and we are using industry standard tools and applications: Cursor, Claude/ Gemini/ ChatGPT for documentation and explanation, however we will need to upscale licencing for the LLM dev infrastructure/tools for this development. We estimate this cost as £1,200 per month for the 5 months of this project plus 1 additional month for transfer and integration of the project outputs. No capital procurement or other materials are required.

Hence we have both skill, time and resources identified to successfully deliver this project.

Our company values equality, diversity and inclusion, and in particular neuro-diversity. Our founder Thomas has a diagnosis for Autistic Spectrum Disorder while our project manager has decades of experience in supporting individuals with ASD and turning neurodiversity into a superpower. With our industry

experience we know the benefits of having an exceptionally diverse team and this has been a key feature in the team we have assembled.

## 13. Work packages and costs

**What activities will you spend the grant funding on? How will you manage the project and risks effectively?**

The project structure is to be delivered in 3 simple work packages which fit with the agile development principles of ClannAI and minimises overhead and non-production time. We are ready to start as soon as the grant is awarded.

The overall project duration is 123 working days between 1st October 2025 and 20th March 2026. A short mobilisation phase will align confirm the order in which techniques will be tested, likely looking only 2 development and testing sprints ahead. Within the Mobilisation stage, the reporting strategy and structure will be put in place, ensuring we can report at any time on progress and any emerging risks. This phase will be primarily driven by our project manager and will last only 2 weeks.

The main development and testing will be covered under the second work package: this will be a series of 1 or 2 week sprints testing the various algorithms or techniques to achieve increasing levels of accuracy on player recognition and the boundary conditions for video quality (this may also look at the different types of video from brands of touchline video cameras and/ or mobile phone cameras). The key technical resources will align around the project backlog and agree for the next 2 sprints, what the focus will be. This package will be led by Thomas Bradley and if expected to be 3.5 months elapsed time within the project.

The final work package will ensure that the results of the development and testing cycles persists and are secured within ClannAI's permanent resources (ie any infrastructure or licensing created specifically for the project can be turned off). This phase is expected to run for 4 week, and includes some contingency time, for example while the project runs for 5 months, resources will be procured for 6 months.

Overall the plan has been formed as follows:

- WP1: Mobilisation - £2,792 or 6% of project time/ costs
- WP2: Development & Testing - £40,228 or 85% of project time/cost
- WP3: Adoption/ Integration - £4,658 or 10% of project costs

Key risks and initial mitigation plans within this project are as follows

\*Technical solutions, for example Claude/ OpenAI licence scale and associated costs, licence fees, cloud compute requirements are much greater than currently

forecast, running a faster burn rate on project finances. Mitigation: actual usage and costs will be checked at least 3 times per week.

\*High dependency on specific resources: both founders and named contractor could be less productive due to illness, other personal or work commitments, etc. Mitigation: we will be monitoring this on each daily and weekly stand-up; there is scope to adjust the phasing within each work-package accordingly.

\*The project may fail to create a solution which achieves a level of accuracy or consistency. Mitigation: the expertise within the team will know within 2-3 sprints whether this is a likely outcome. We may opt to close the project early if this cannot be recovered.

\*The project may fail to produce a solution within a cost profile that is supportable under ClannAI's overall business model (eg, cost of cloud compute to achieve high quality player recognition). Mitigation: we may consider adjusting ClannAI's service offering for a "premium" tier which would include a high-quality player recognition feature.

This specific player reidentification feature will be integrated with the overall solution being created by ClannAI. All of the algorithms and techniques are open source and not subject to any restrictive licensing. While this creates and enhanced the USP of ClannAI's solution, this may also create some downstream IP for ClannAI however this is not an outcome committed under this project.


The finances of all project partners are included in this summary.

[Return to your project finances \(/application/10171821/form/section/19662/\)](/application/10171821/form/section/19662/) to complete or make changes to your organisation's financial information.

**You have not marked your project finances as complete.**

[Return to your project finances \(/application/10171821/form/FINANCE/\)](/application/10171821/form/FINANCE/) to complete the finance section.

This application cannot be submitted until all items in the finances section have been marked as complete by all partners.

		Total costs (£)	Funding level (%)	Funding sought (£)	Contribution to project (£)	Other public sector funding (£)
CLANN LIMITED Organisation		47,678	100.00	47,678	0	0

Funding breakdown

	Total	Labour (£)	Overheads (£)	Materials (£)	Capital usage (£)	Subcontracting (£)	Travel and subsistence (£)	Other costs (£)
CLANN LIMITED Organisation <a href="#">View finances</a> (/application/10171821/form/FINANCE)	£47,678	22,198	4,440	7,200	0	13,300	540	0

Supporting information

Project impact

Understanding the benefits of the projects Innovate UK supports

These organisations have not completed the project impact survey:

- CLANN LIMITED

This application cannot be submitted until all partners complete the survey.

Partner	Status
CLANN LIMITED (Lead)	Incomplete

# Terms and conditions

## Award terms and conditions

The following organisations have not yet accepted:

- CLANN LIMITED

This application cannot be submitted until all partners accept our terms and conditions.

Partner	Funding rules	Terms and conditions	Status
CLANN LIMITED (Lead)	State aid	<a href="#">Innovate UK - Subsidy control (/application/10171821/form/terms-and-conditions/organisation/119165/question/48268)</a>	Not yet accepted

