

Samsung Innovation Campus 2025

track analyzer

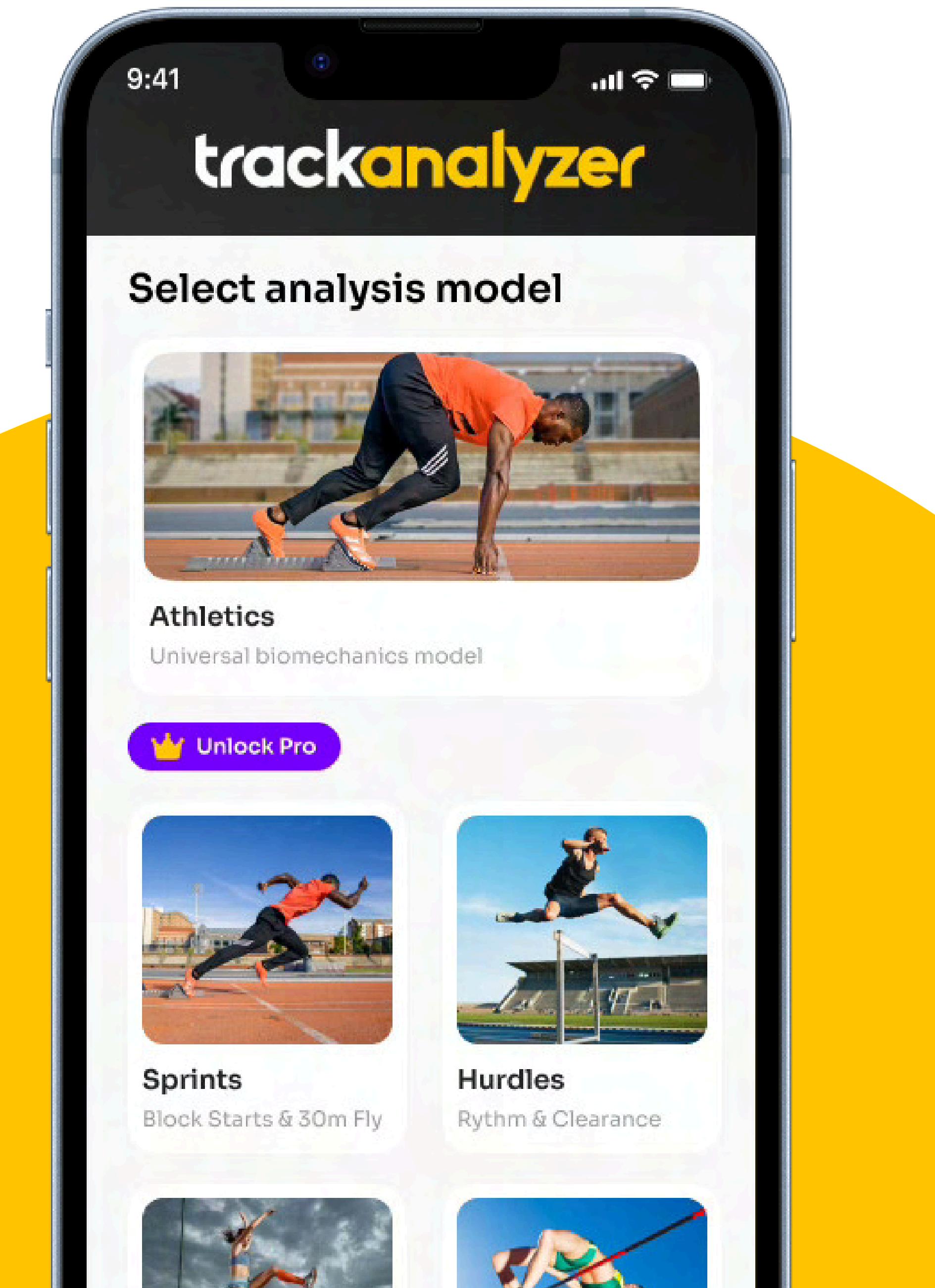


See more. Coach Better.

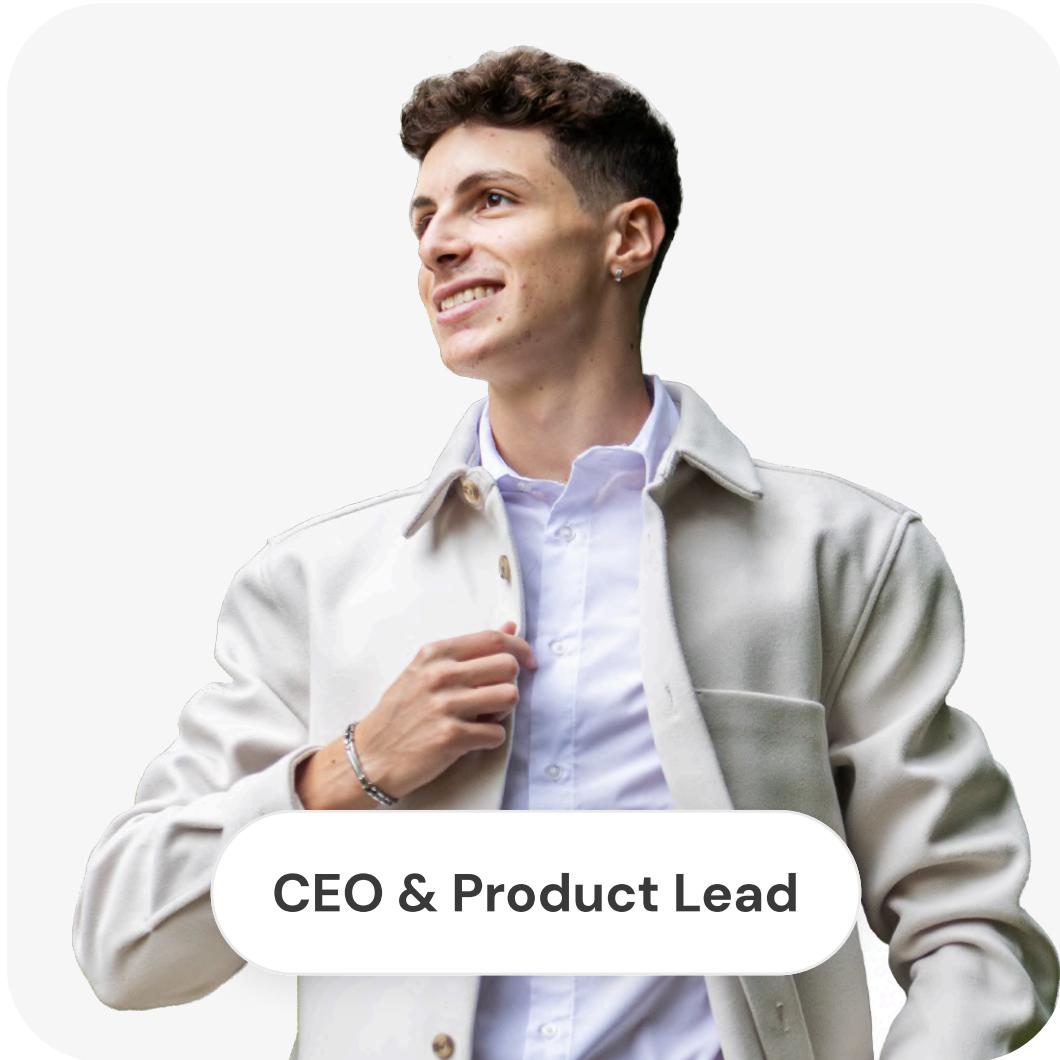


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App Store



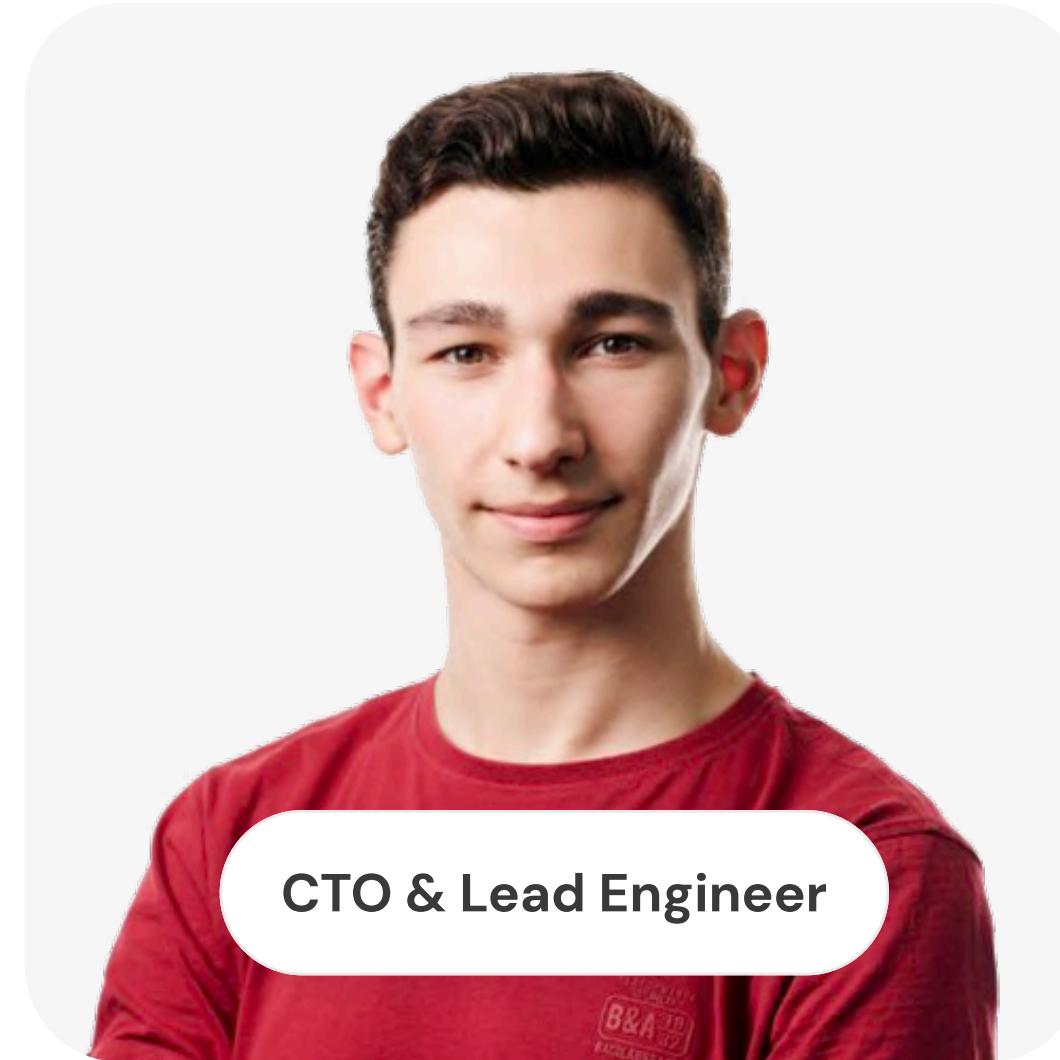
Meet the Team



CEO & Product Lead

Lorenzo Galli

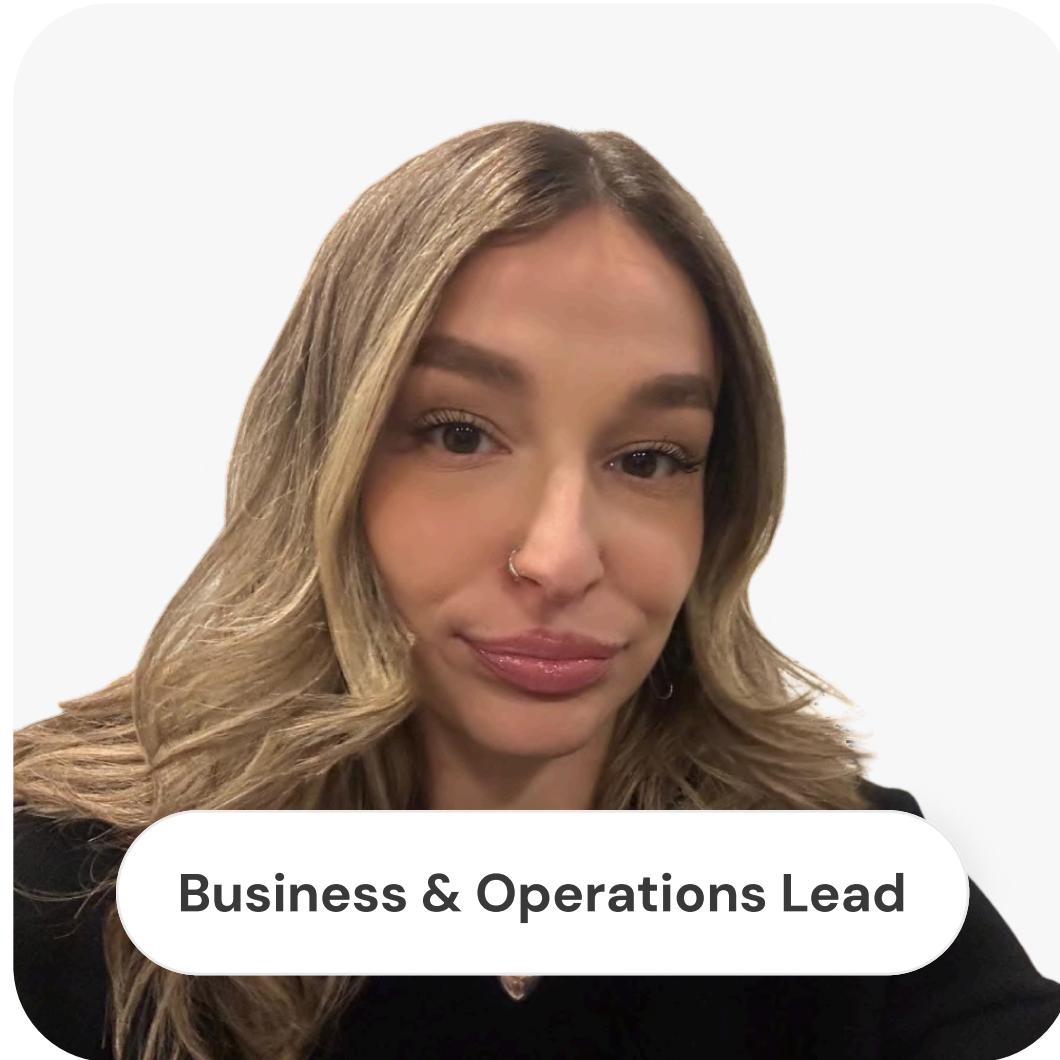
Leading the product vision, UX research, project management, and frontend development to keep the product aligned with user needs.



CTO & Lead Engineer

Fabio Gulmini

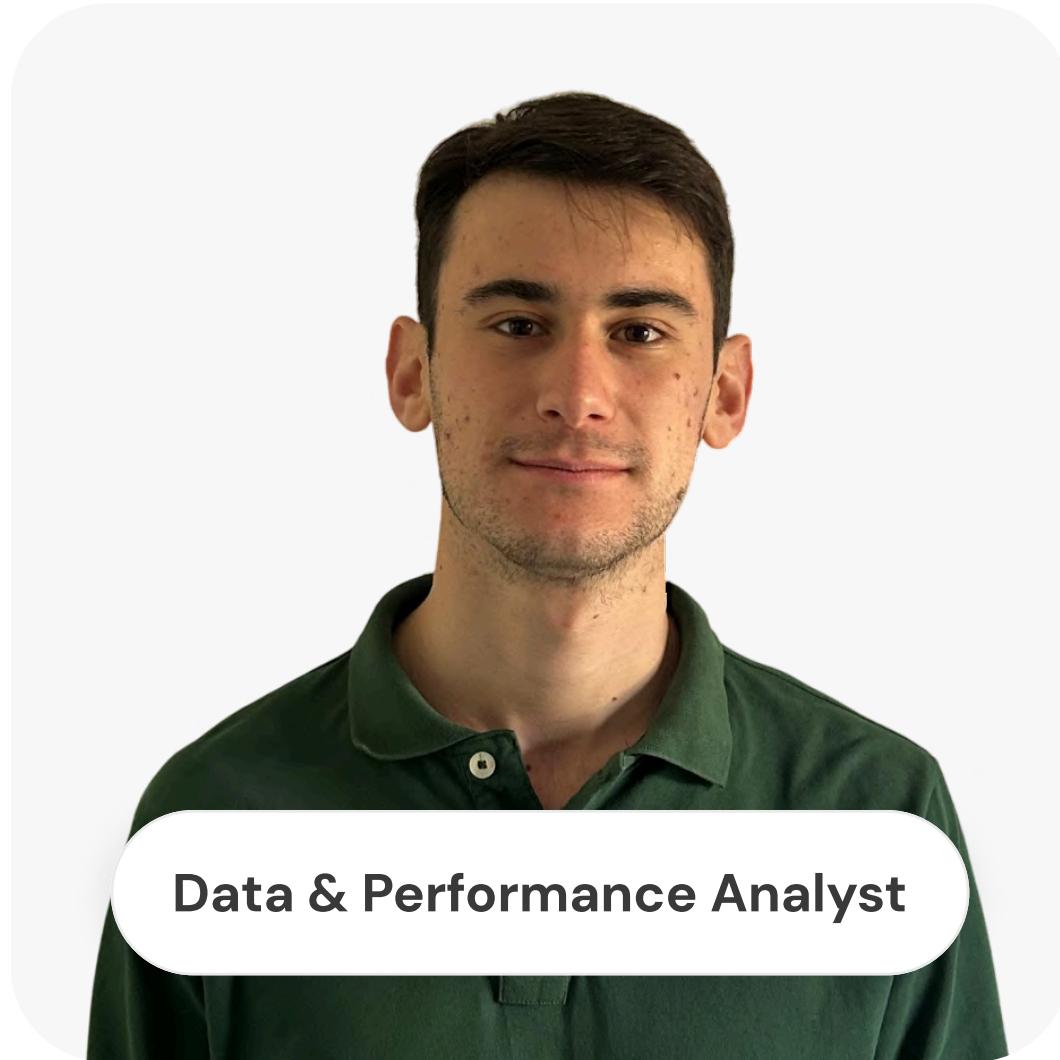
Responsible for the motion analysis pipeline, backend development, system architecture, and algorithm optimization for speed & accuracy.



Business & Operations Lead

Martina Capobianco

Responsible for defining the business strategy and conducting competitor benchmarking, ensuring the product fits a real market need.



Data & Performance Analyst

Alessio Musto

Responsible for the mathematical metrics and biomechanical angles used in the model, and analyzing market data to support decisions.

Presentation Overview

01 Why?



05 Product Demo



02 UX Research



06 Target Users & Acquisition



03 Benchmark & SWOT



07 Business Model



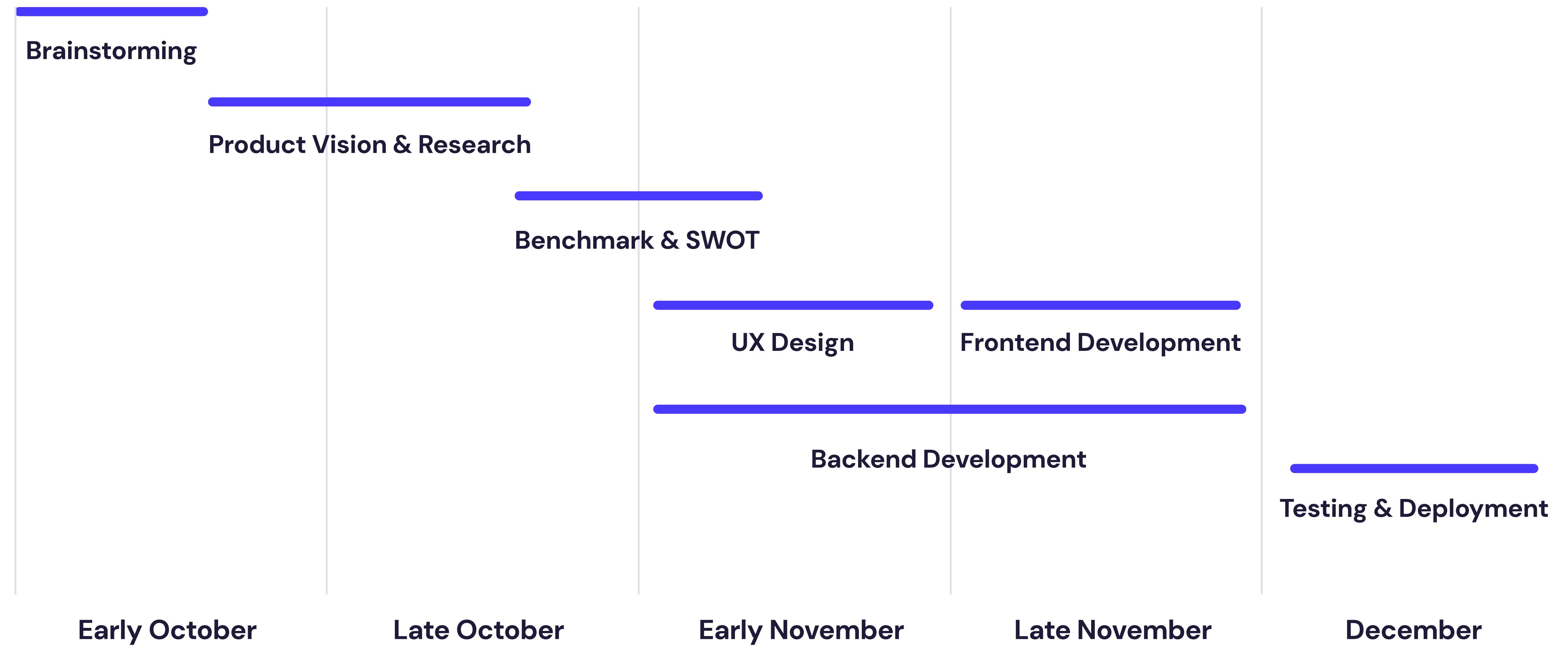
04 UX Design & UI Development



08 AI Model & System Design



Project Timeline



Brainstorming...

Scarpe
Sensorizzate
per Atleti, e / Ribilitazione

Sincronizzatore *
Musica - BPM

Athlete: Connect
Rided per Atleti
Social Network per Atleti
(Tossercat)

Tracker recettive *
di coordinate motone
per Atletico

Tessera sportiva o
NFC (per giochi Vulto)

Contagno BLE per o
rondagne in pista

Gestionale di Allenamento
per team sportivo

App d. gravitazione
per intuizioni sonore

Terzonomio memoria x
per confronti sociale

Bande incantevi per *
Smontabile artificiale

APP VR - gravitazione *
dell' Atleta

Predizione di performance
sportivo per (abbiamo)
tutte e connesse

Smart watch da uscire *
kinetica

Sistema di Allenamento o
fisico a molte imposte

Match mode per enct
m3n con AI
avvenuto

Why?

Our mission is to make accurate motion analysis accessible to every coach and athlete.

Because you need to learn how to run well before you can learn how to run fast.

Motion analysis shouldn't be a privilege, but a tool available to everyone.

Data can improve athletes performance and reduce injury risk.

Every movement should be understood, not guessed.



“Keep it simple.”

“I have all the software and equipment needed for precise motion analysis, but none of them let me work quickly during a training session without calling a biomechanics expert.

I want a mobile app where I can upload a video and get an overlay with angle analysis in under 30 seconds. Keep it simple, fast, and above all accurate. If you can deliver that, I'd be interested in investing”.

Marco Airale
Elite Track & Field Coach

User Personas & User Stories



**"As a professional coach,
I want mobile accurate motion analysis,
so that I correct my athletes instantly".**

Marco Airale

Elite Track & Field Coach



**"As a coach,
I want a fast motion analysis tool,
so that I can use it while coaching".**

Marco Orsellini

Track & Field Coach and Kinesiologist



**"As a long jumper,
I want to analyze my take-off angles,
so that I can jump further".**

Daria Rigatti

Long Jumper – Swiss U20 Vice Champion

Benchmark

	Track Analyzer	Dartfish	CoachNow	Oncoach	Kinovea
Mobile	Yes	Yes	Yes	Yes	No
Price	Freemium 199.99/yr	Basic 79.99/yr Plus 179.99/yr	9.99/mo 69.99/yr	29.99/mo 299.99/yr	Free
Accessibility	Very high	Very low (Manual track)	Very low (Manual track)	Medium	Medium (Professional)
Speed	Acceptable	Not enough data	Not enough data	Acceptable	Very fast
Accuracy	High	Low on mobile Very high on web	No free trial for auto tracking	Low (Jittery)	Very high

SWOT Analysis

STRENGTH

First mobile motion analysis solution that balances accuracy, accessibility, and portability compared to traditional desktop tools.

WEAKNESS

Achieving maximal accuracy and processing large videos requires heavier models and expensive hardware, which limits what can be done on mobile devices.

Growing demand for fast, simple and mobile performance tools, especially among coaches and teams who lack access to lab environments.

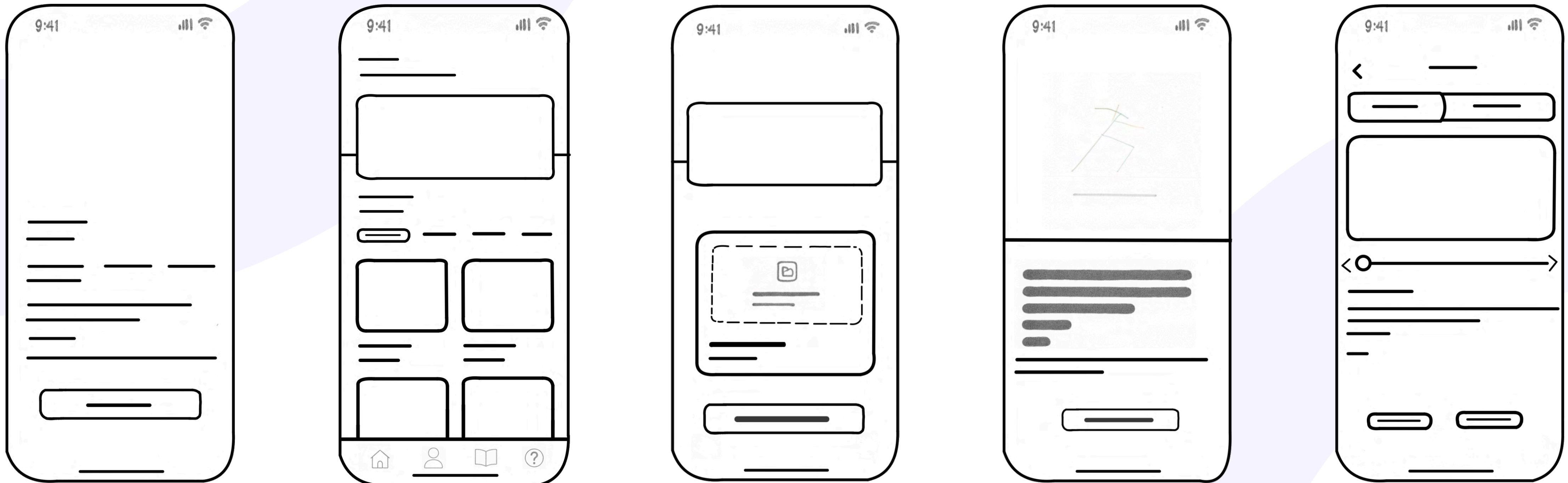
Professional biomechanical analysis systems offer superior speed and accuracy, even though they are restricted to laptop-based setups.

OPPORTUNITIES

THREAT

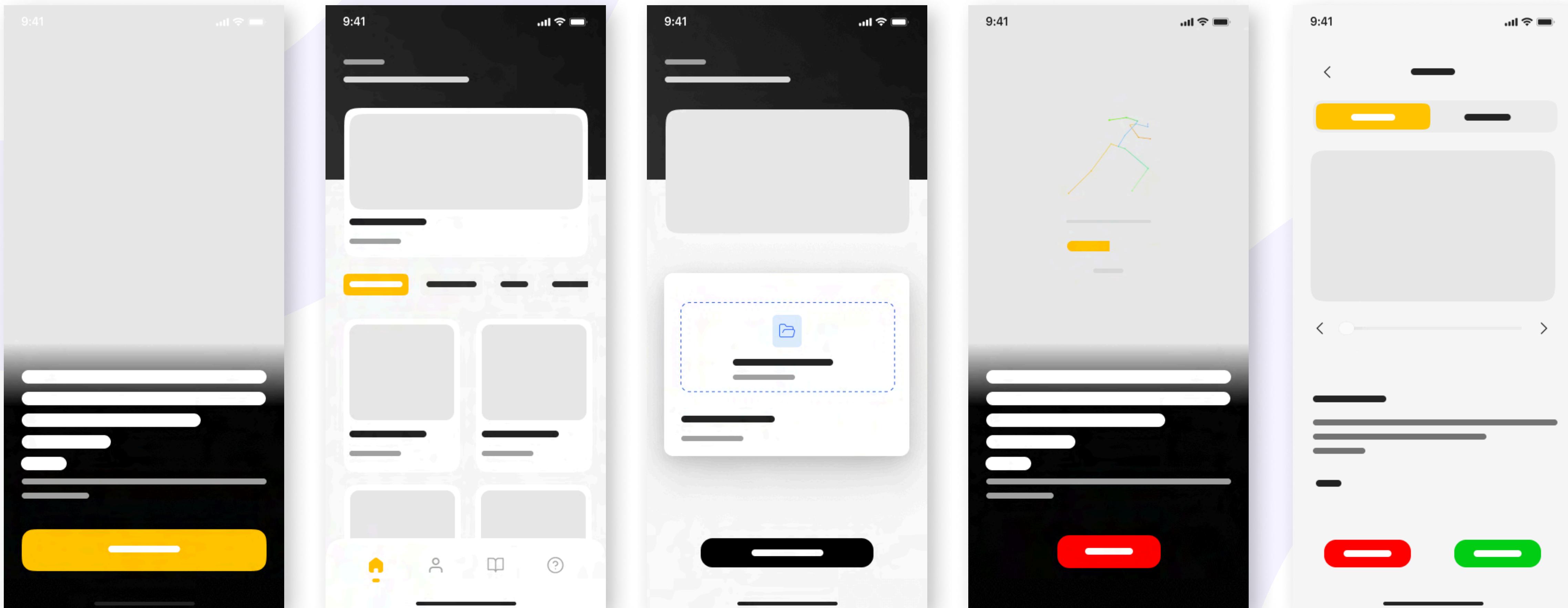
UX Design: Wireframe

Low – Fidelity



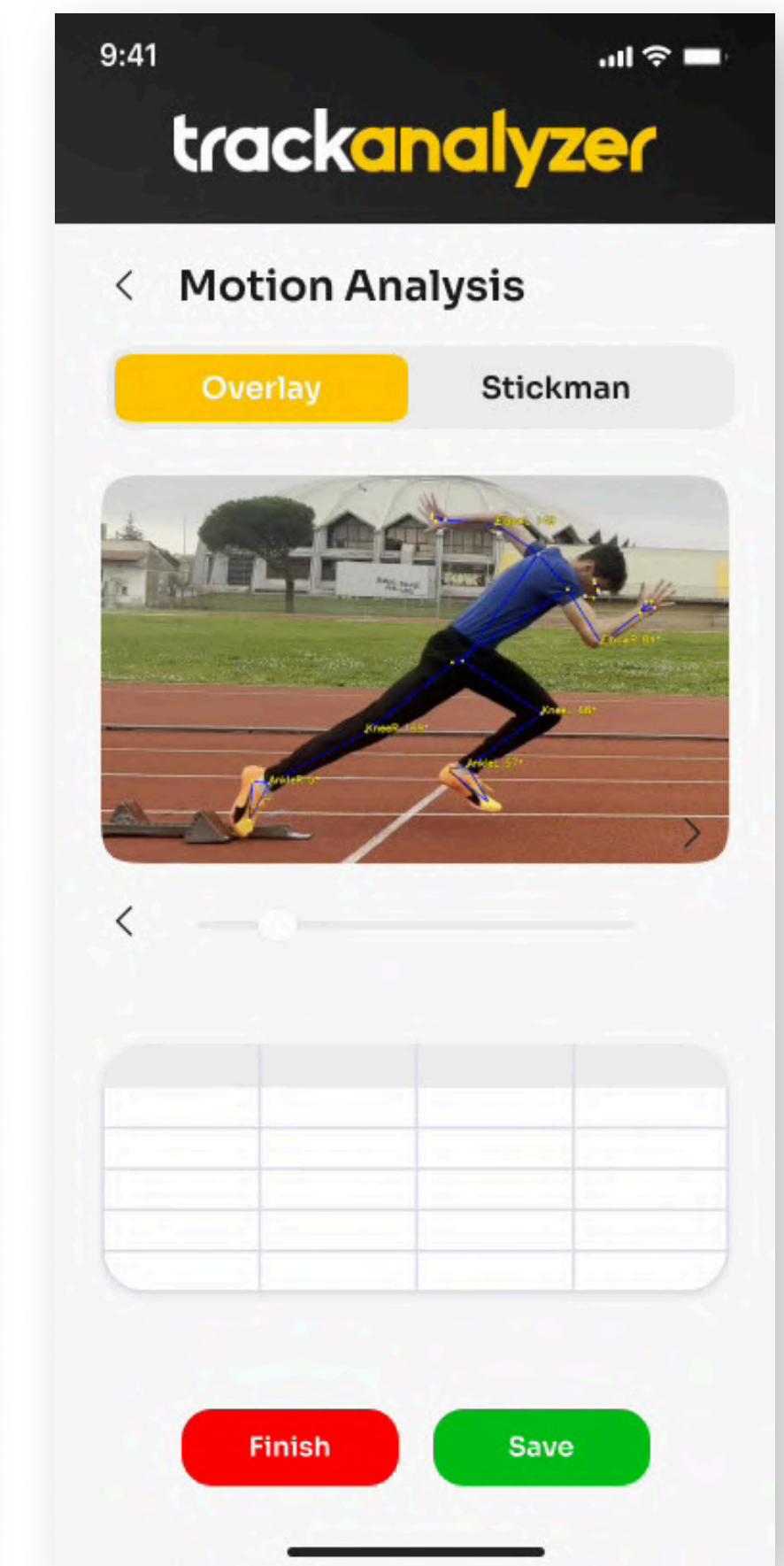
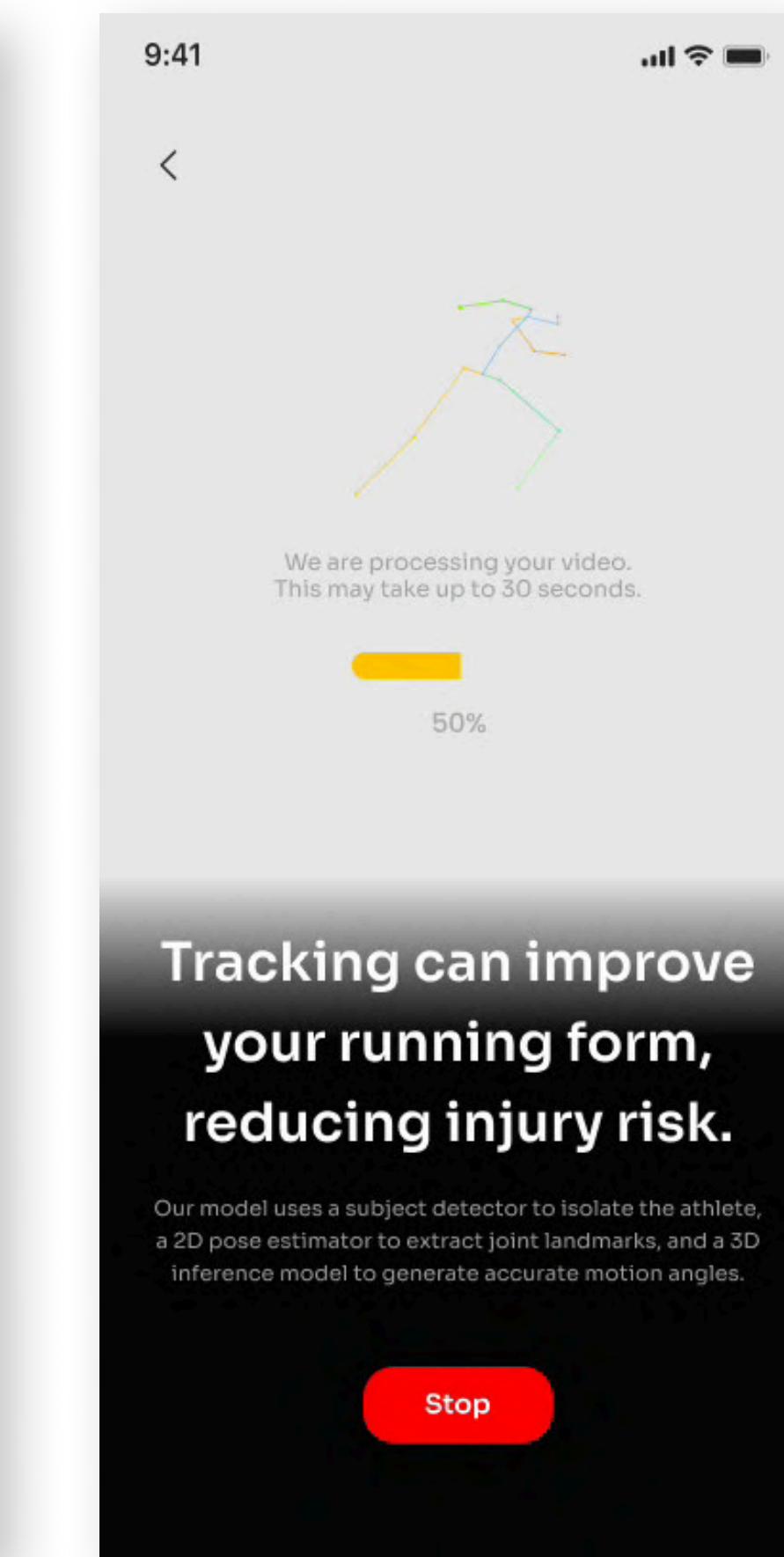
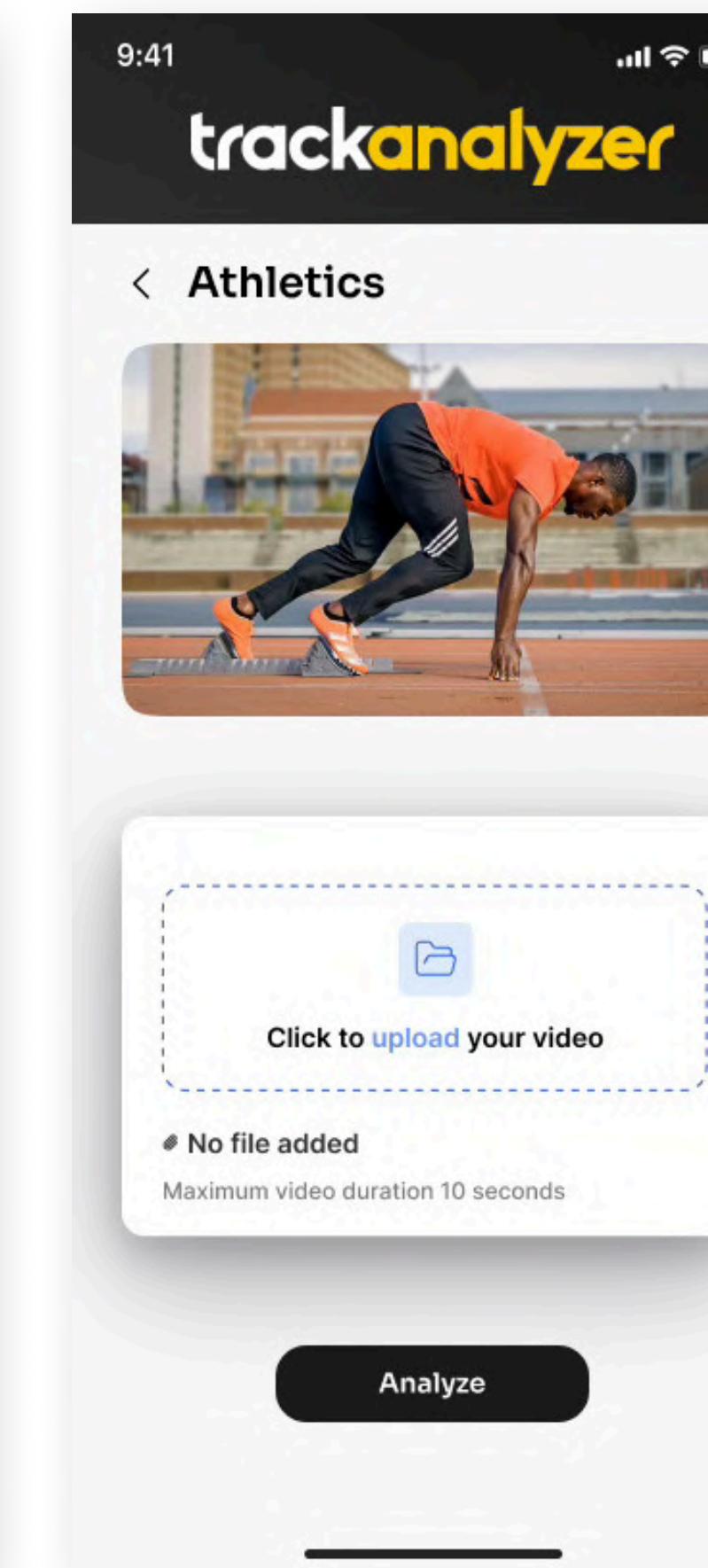
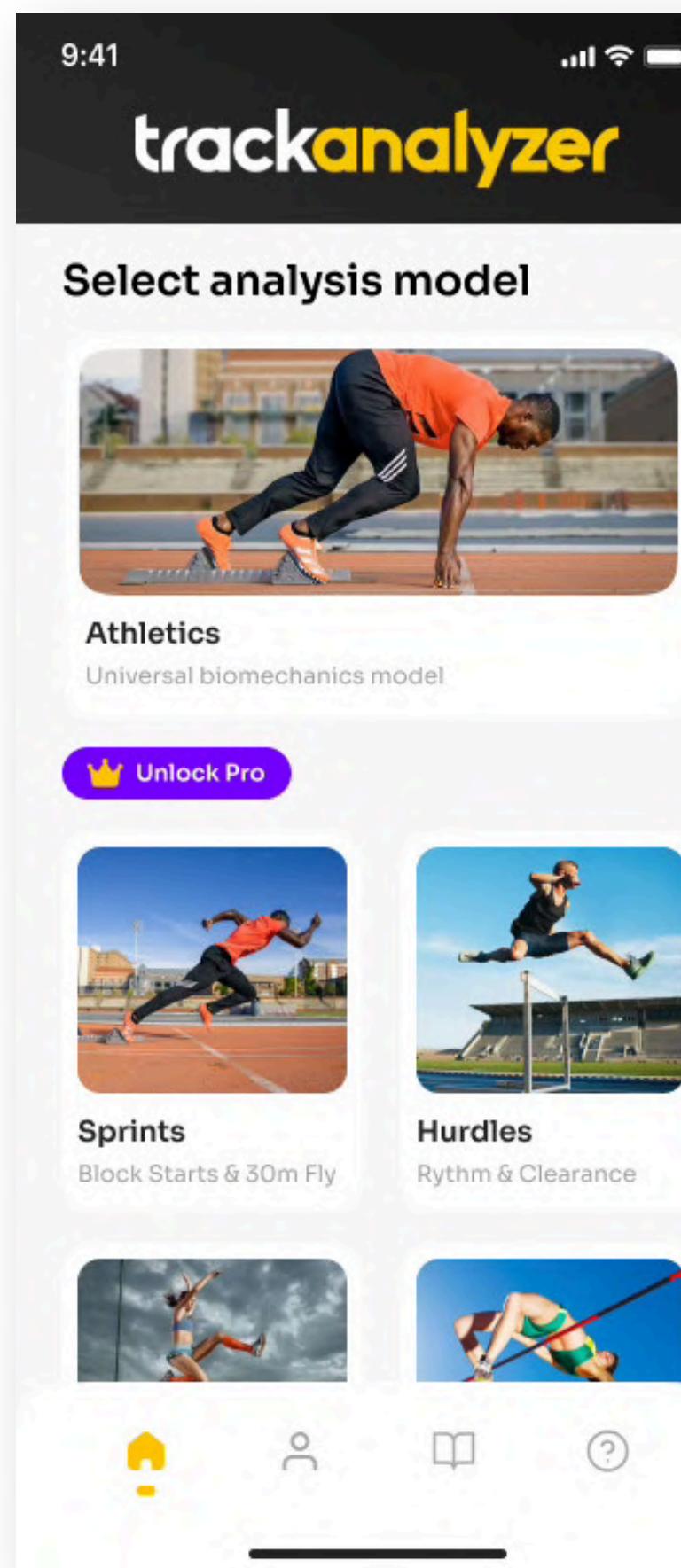
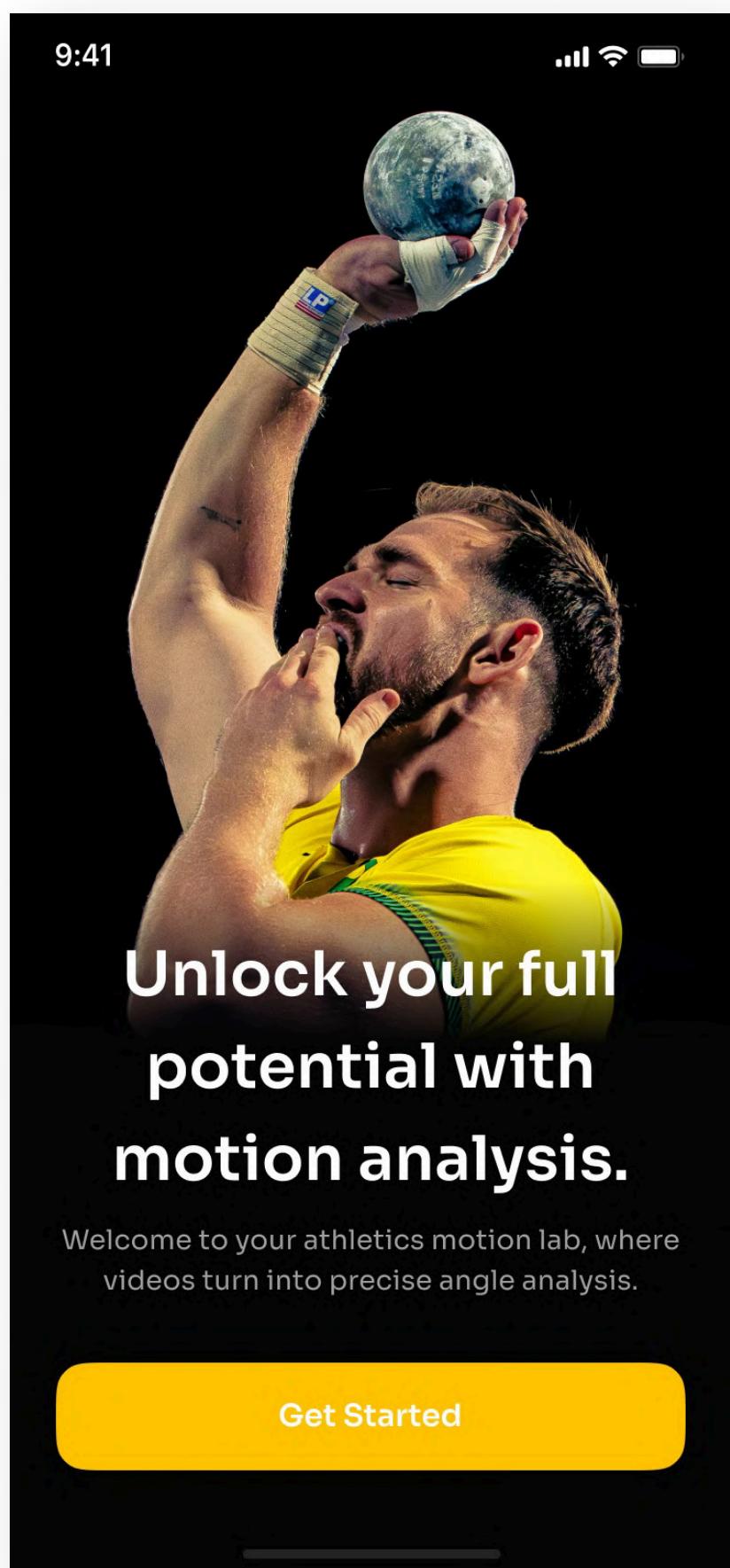
UX Design: Wireframe

Mid – Fidelity

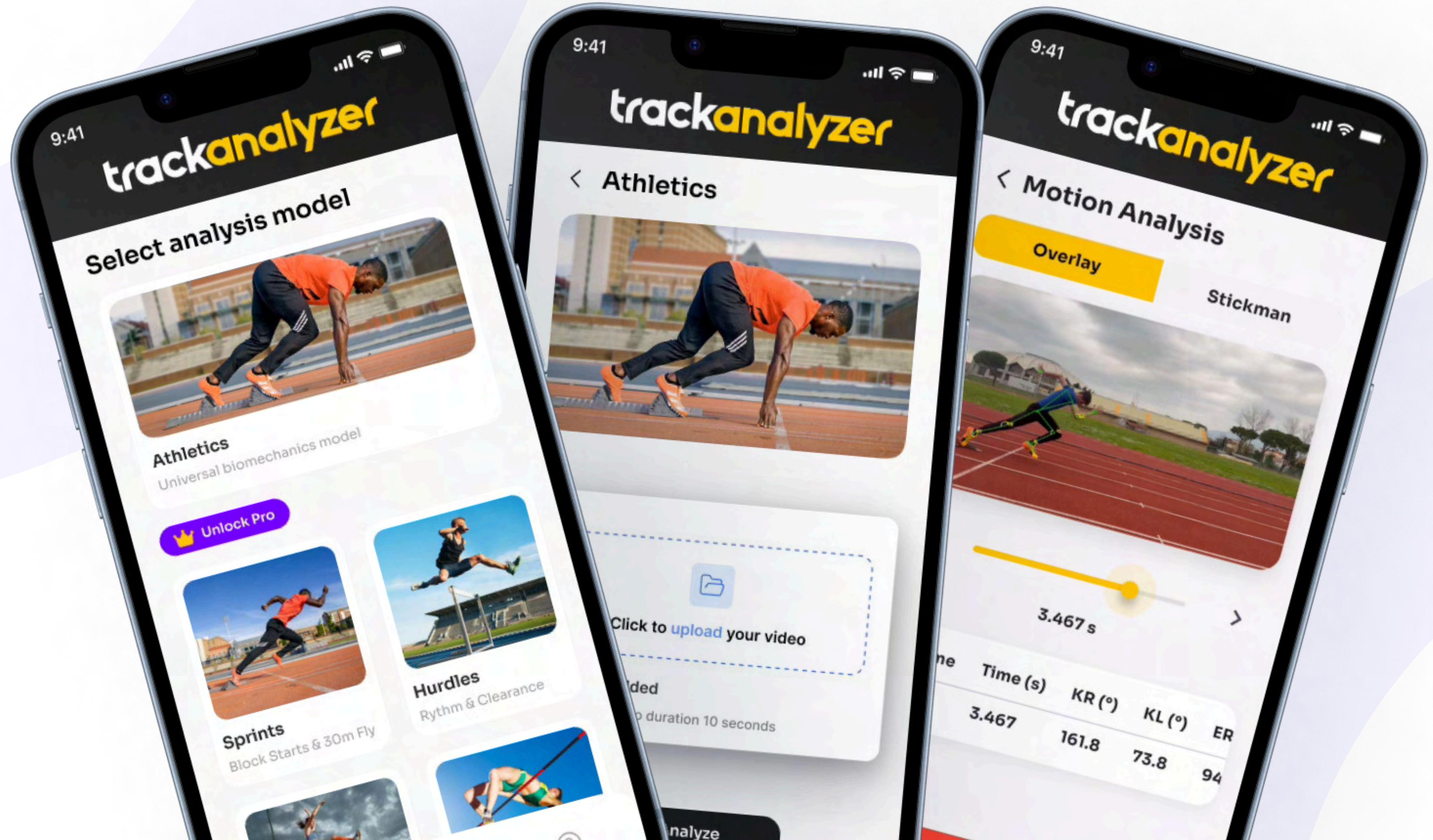


UX Design: Mockup

High – Fidelity

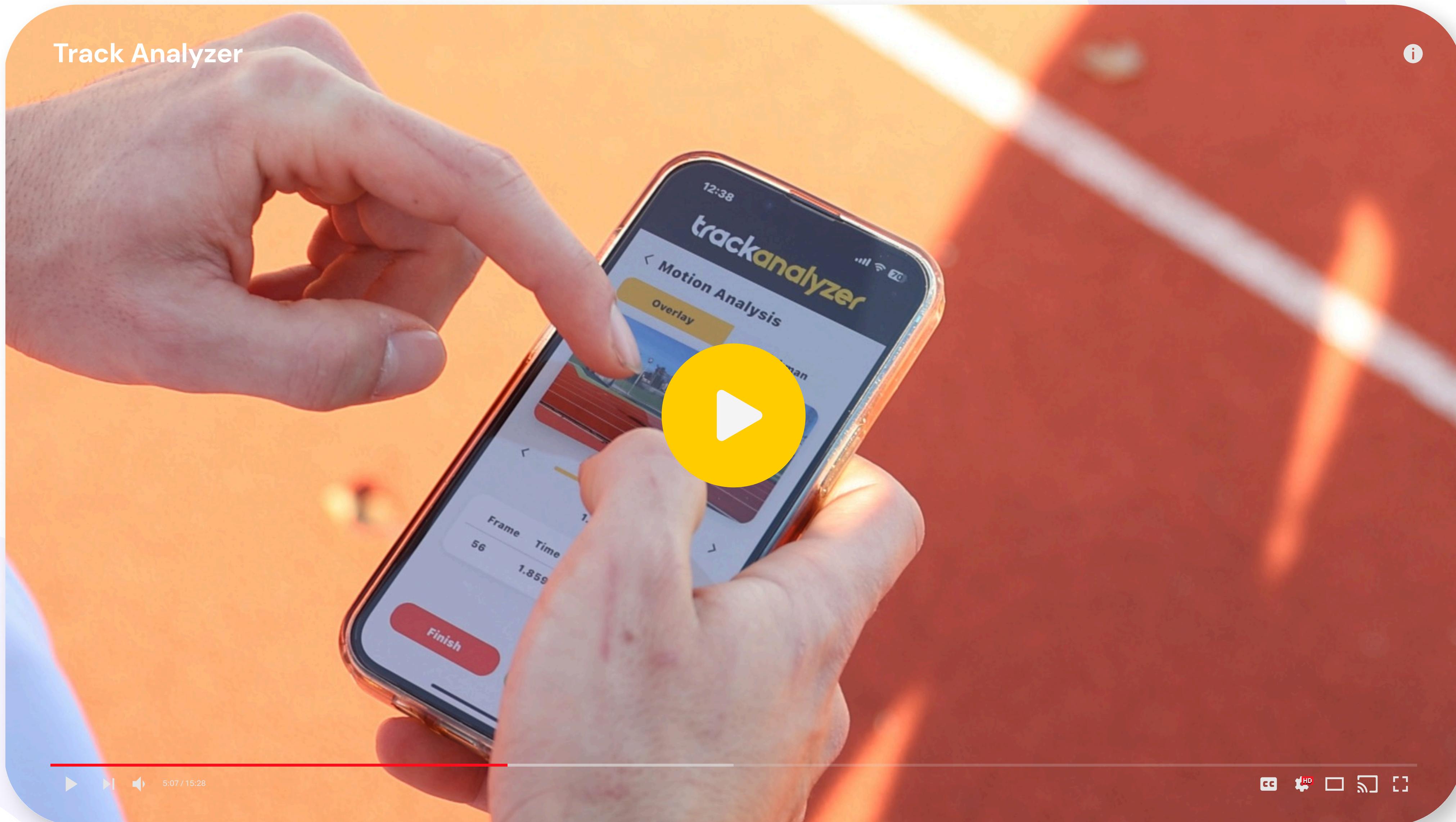


User Interface



Track Analyzer

i

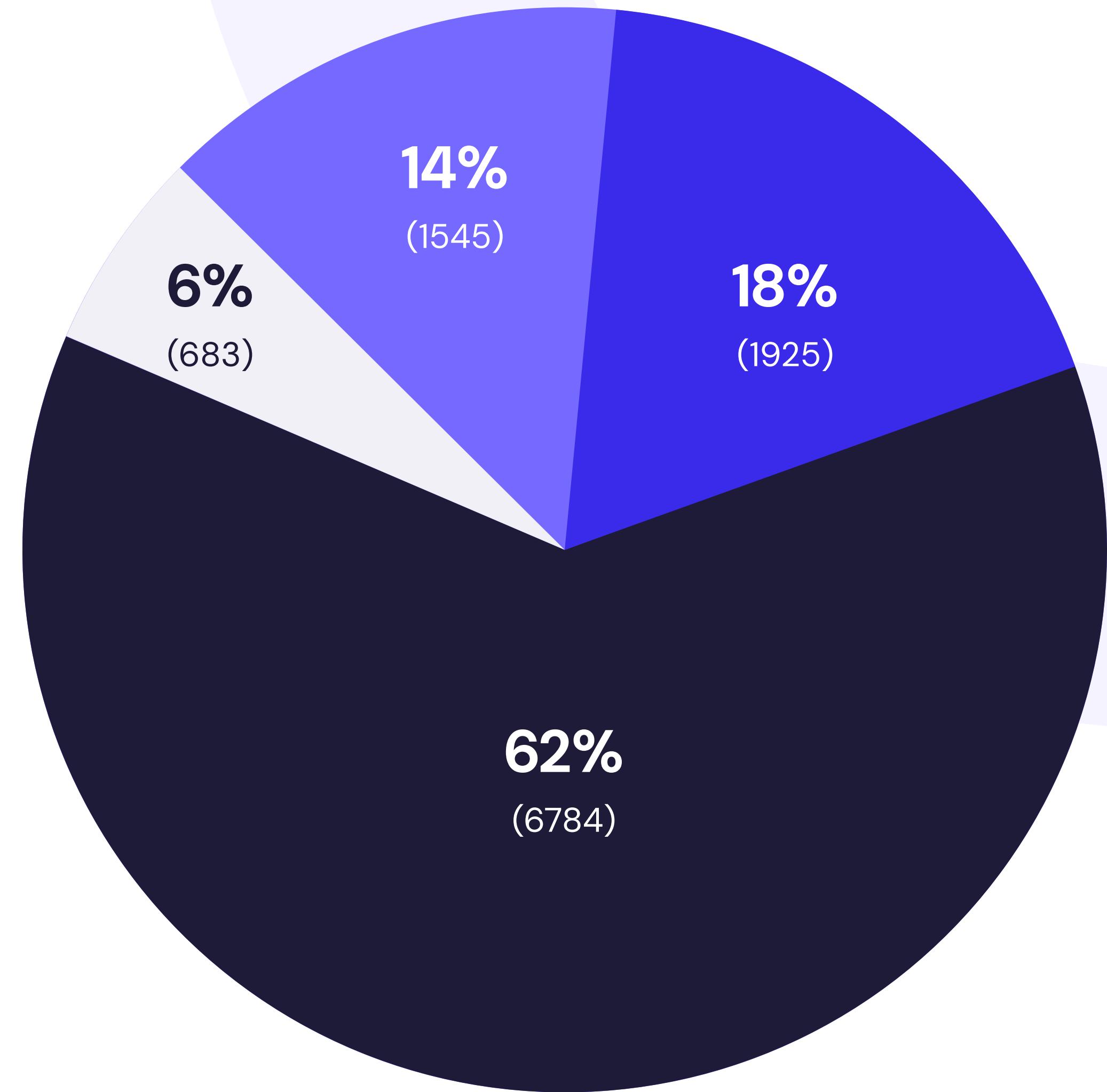


▶ ▶ 🔍 5:07 / 15:28

CC HD 🔍 🔍 🔍

Target Users

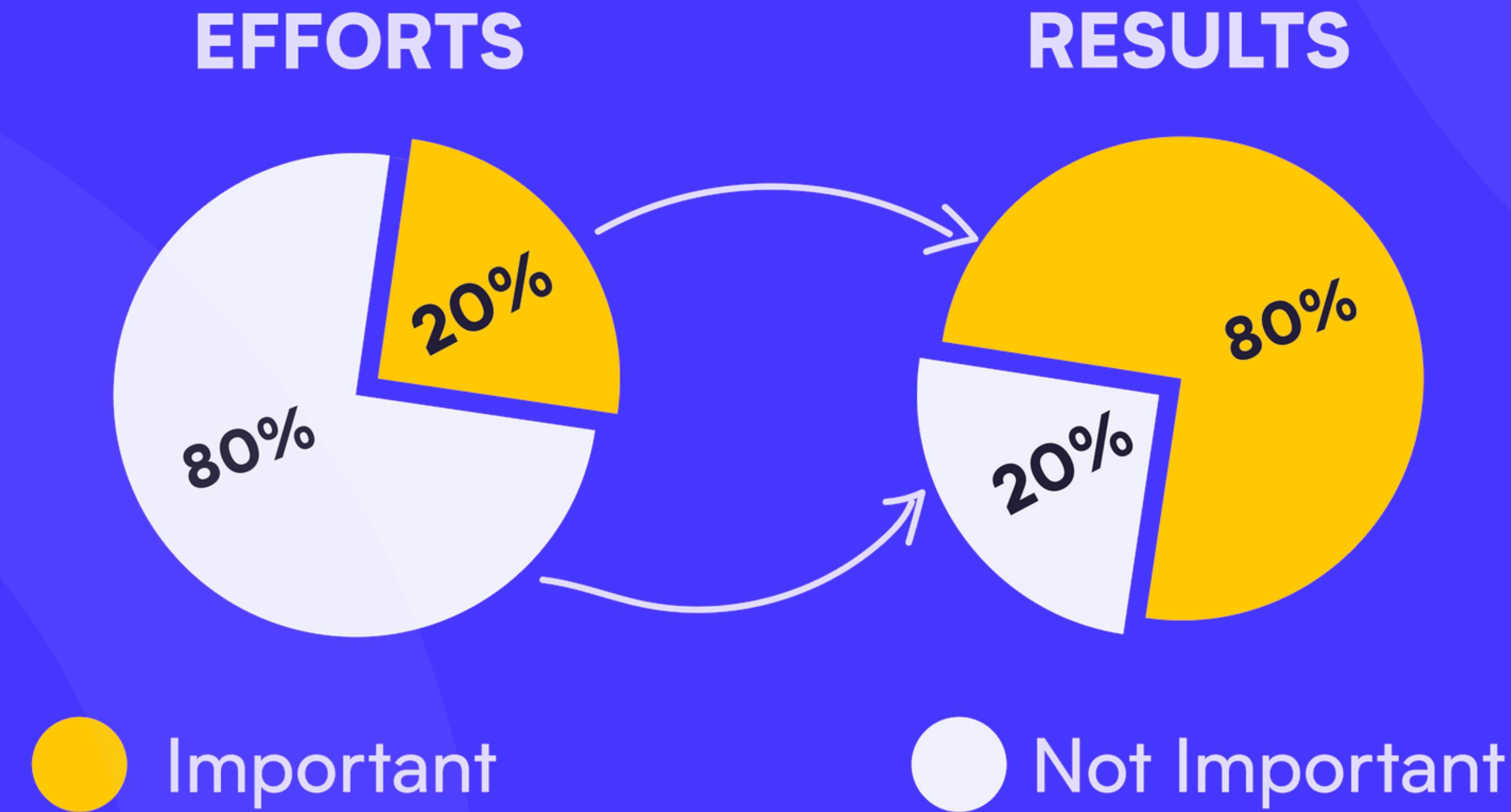
- Professional Coaches
- Coaches
- Instructors
- Ranked Athletes



Official data from fidal.it and worldathletics.com

Pareto Principle

"Roughly 80% of consequences come from 20% of causes"



Our business Goal

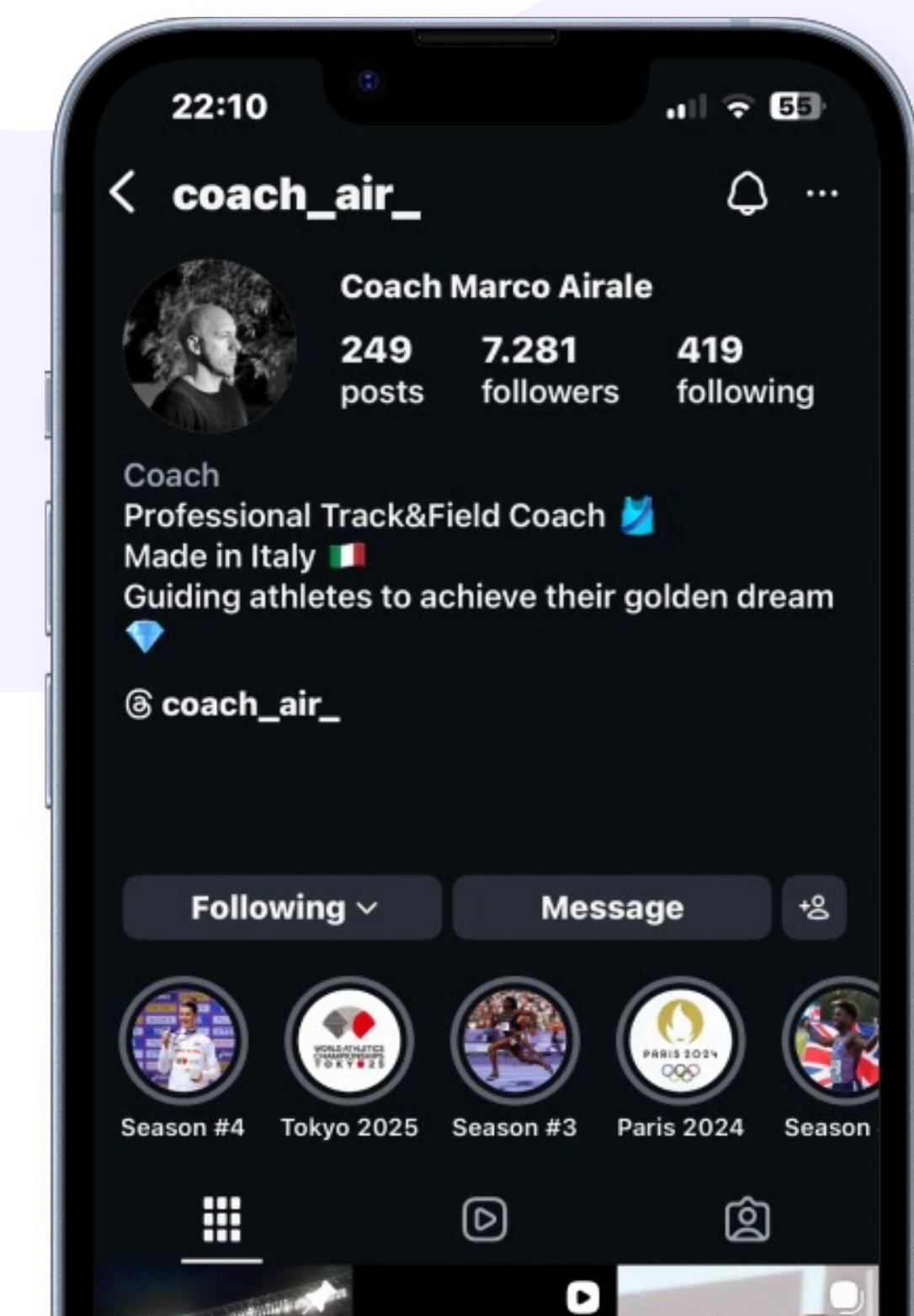
We don't design the app with the goal of converting 100% of our users into paying customers, that would be unrealistic, as the literature shows that only around 1–2% of potential users typically convert.

Instead, we design our app with two clear intentions:

- The **20%** segment of **coaches** and **professional trainers** will represent our core **user base**, generating roughly **80%** of the **product's value** (if just the 10% of that 20% converts → 44k/yr).
- The remaining **80%** of users — **instructors** and a portion of **athletes** — may not convert to paid plans, but they are essential for growth: they provide **data**, help us **refine** the product, boost our **visibility**, contribute **reviews**, and make the app **indispensable** within the ecosystem.

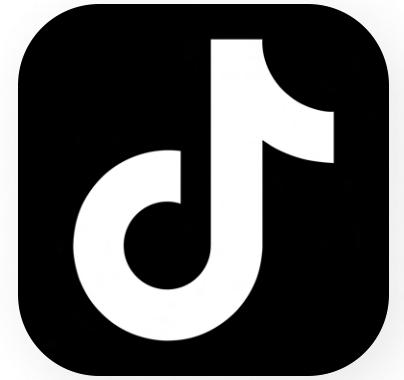
Target Users Acquisition

Testimonials from famous coaches and athletes



Opportunities for collaboration with other athletics platforms

Social media ads and demo videos



Direct messages to coaches and athletes



Plans & Pricing

MONTHLY

YEARLY

€0

Free

Perfect for discovering the power of our AI motion-tracking model.

- Up to 3 motion analysis / day
- 30 FPS video support
- Normal model loading speed
- No athlete training diary
- Export analysis in MP4 + CSV
- Stopwatch & recovery timer

[Choose plan](#)

€12.99 /month

Basic

Ideal for those who want full access to our motion analysis, and nothing more.

- Unlimited AI motion analysis
- 60 FPS video support
- Fast model loading speed
- Single athlete training diary
- Export analysis in MP4 + CSV
- Stopwatch & recovery timer

[Choose plan](#)

BEST CHOICE

€29.99 /month

Pro

For coaches looking for advanced biomechanics and full coaching support.

- Unlimited AI motion analysis
- 240 FPS video support
- Fastest model loading speed
- Unlimited athletes training diary
- Export analysis in MP4 + CSV
- Stopwatch & recovery timer

[Choose plan](#)

Pro coaching plan

MONTHLY

YEARLY

Monthly plan



Save 10%

€29.99/mo

6-Month plan



Save 30%

€124.99/6mo

Yearly plan



Save 45%

€199.99/yr

Includes:

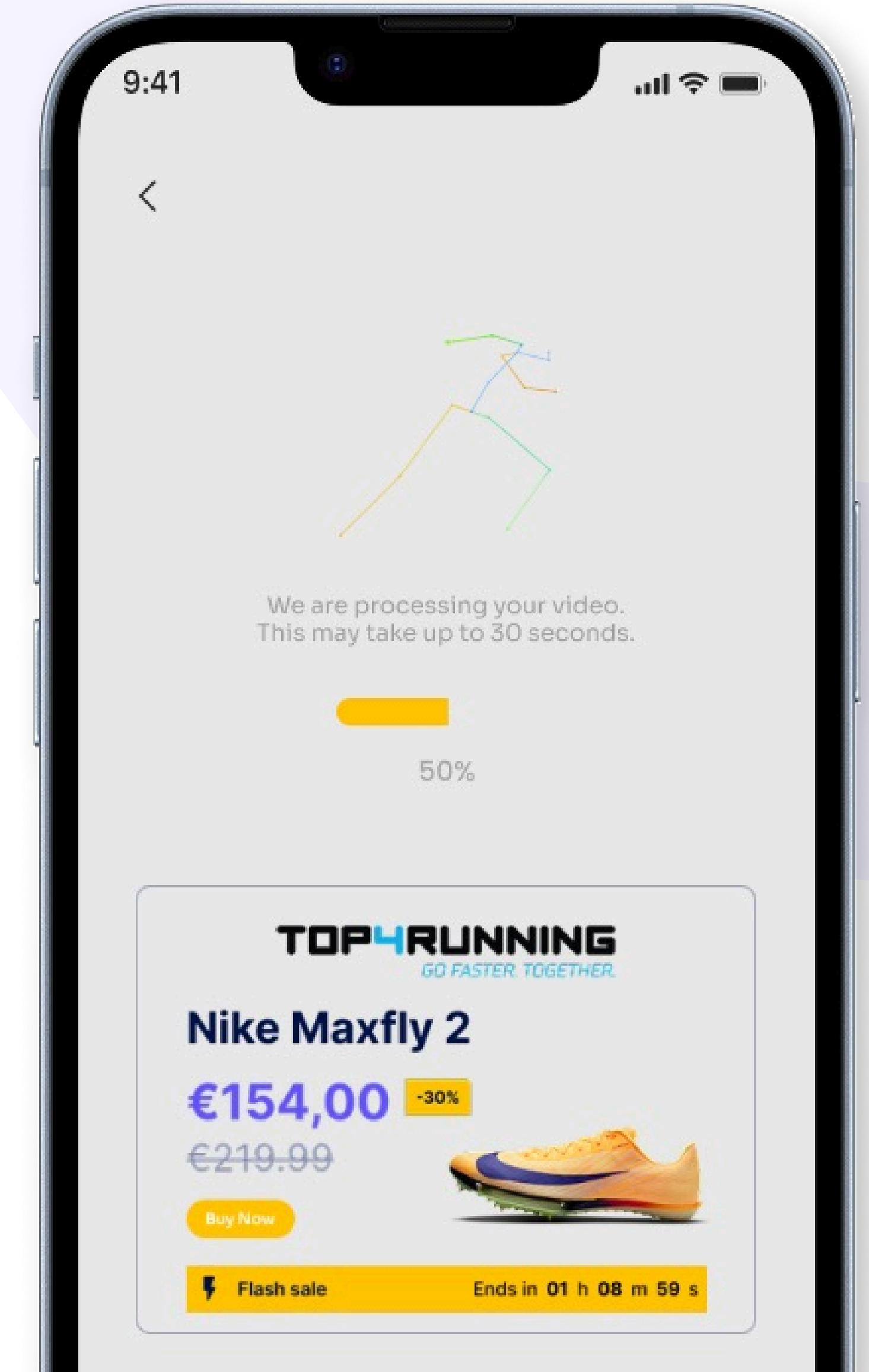
- Full access to the AI motion-tracking model ✓
- Event-specific optimized AI models ✓
- High-FPS video support ✓
- Angles, posture & biomechanics insights ✓
- Stopwatch & recovery timer ✓
- Export in MP4 + CSV ✓
- No advertising ✓
- Cloud Storage & Athletes History ✓

Advertising

But is the Pro plan enough?

Not entirely. Even if a share of users chooses the Pro plan, around **80%** will remain on the **free** tier.

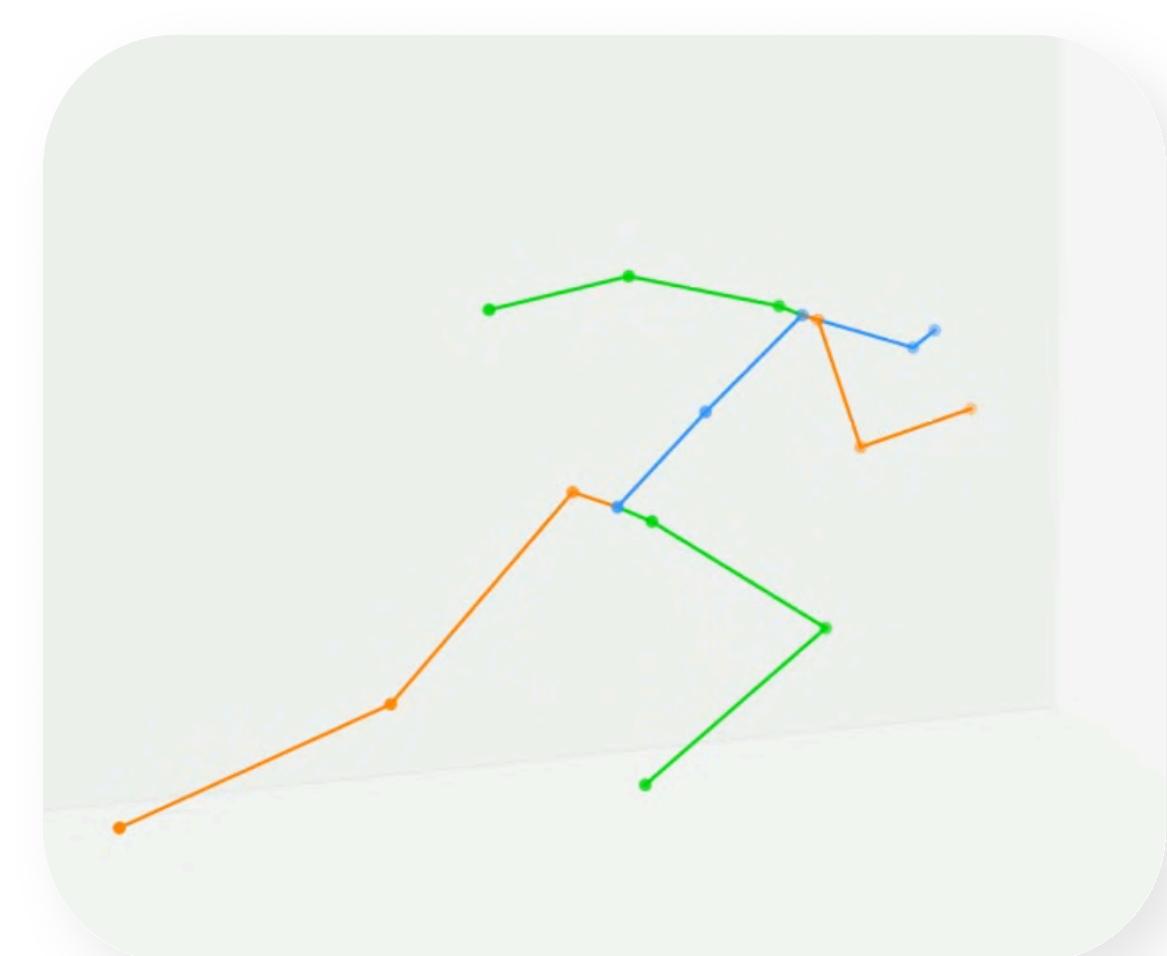
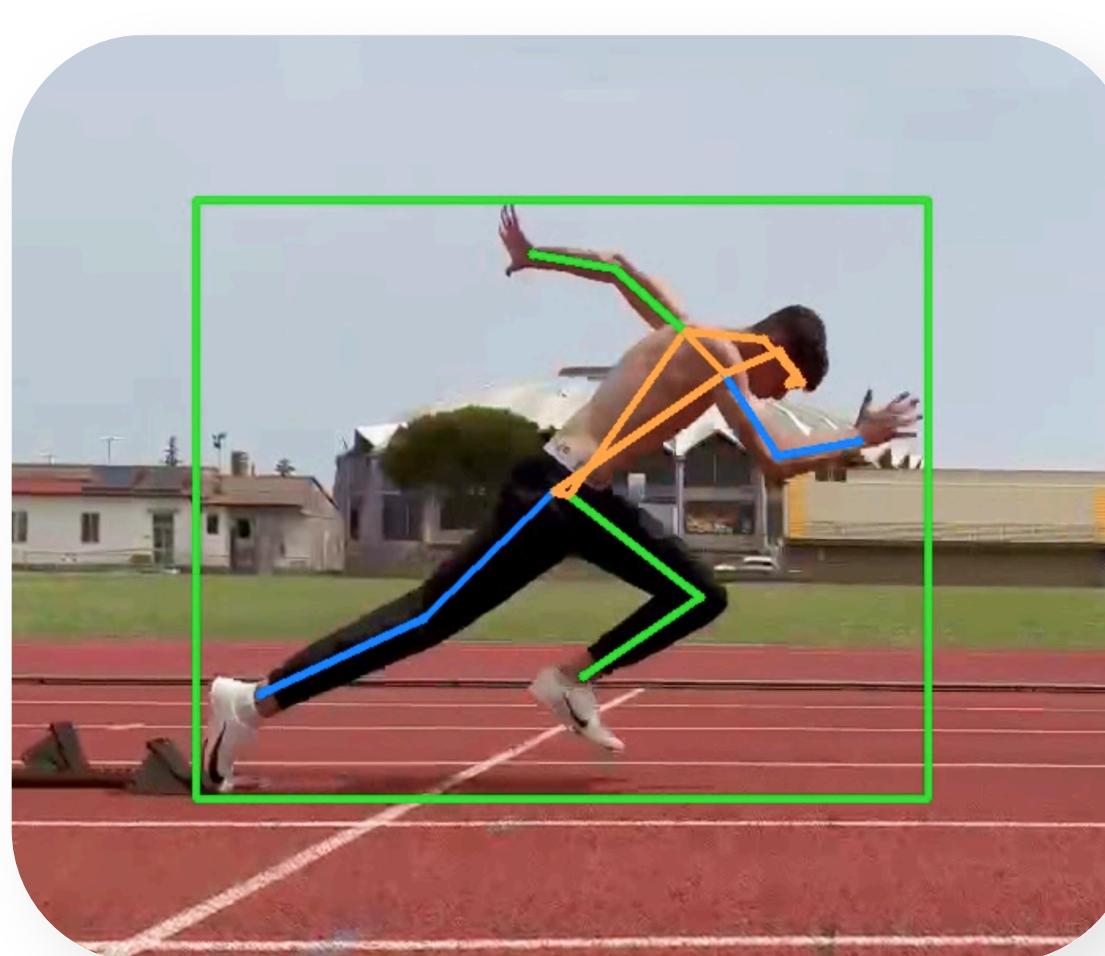
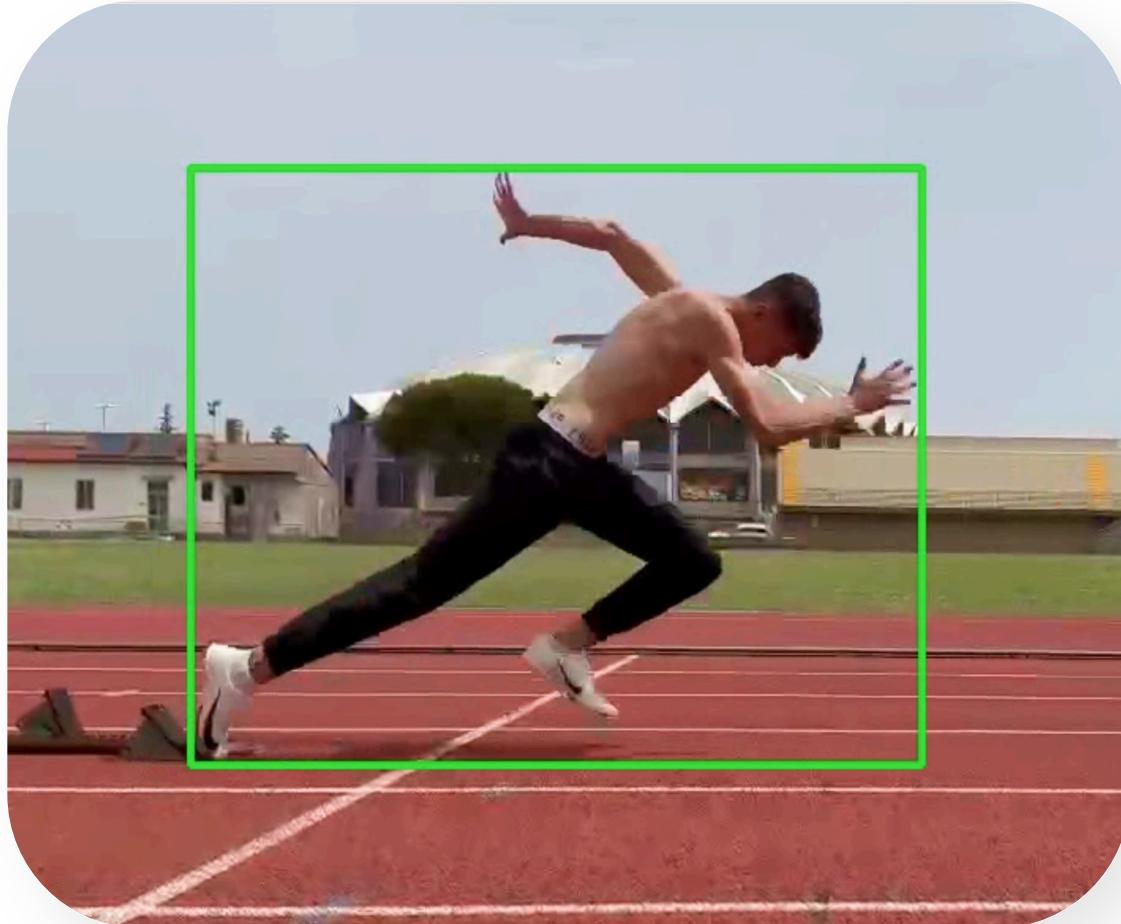
For this reason, we will introduce non-intrusive, high quality **running shoes advertising** targeted only to free users, shown exclusively during processing time, making the ads not only **non-disruptive** but potentially even **interesting**, while still ensuring **revenue** without compromising their experience.



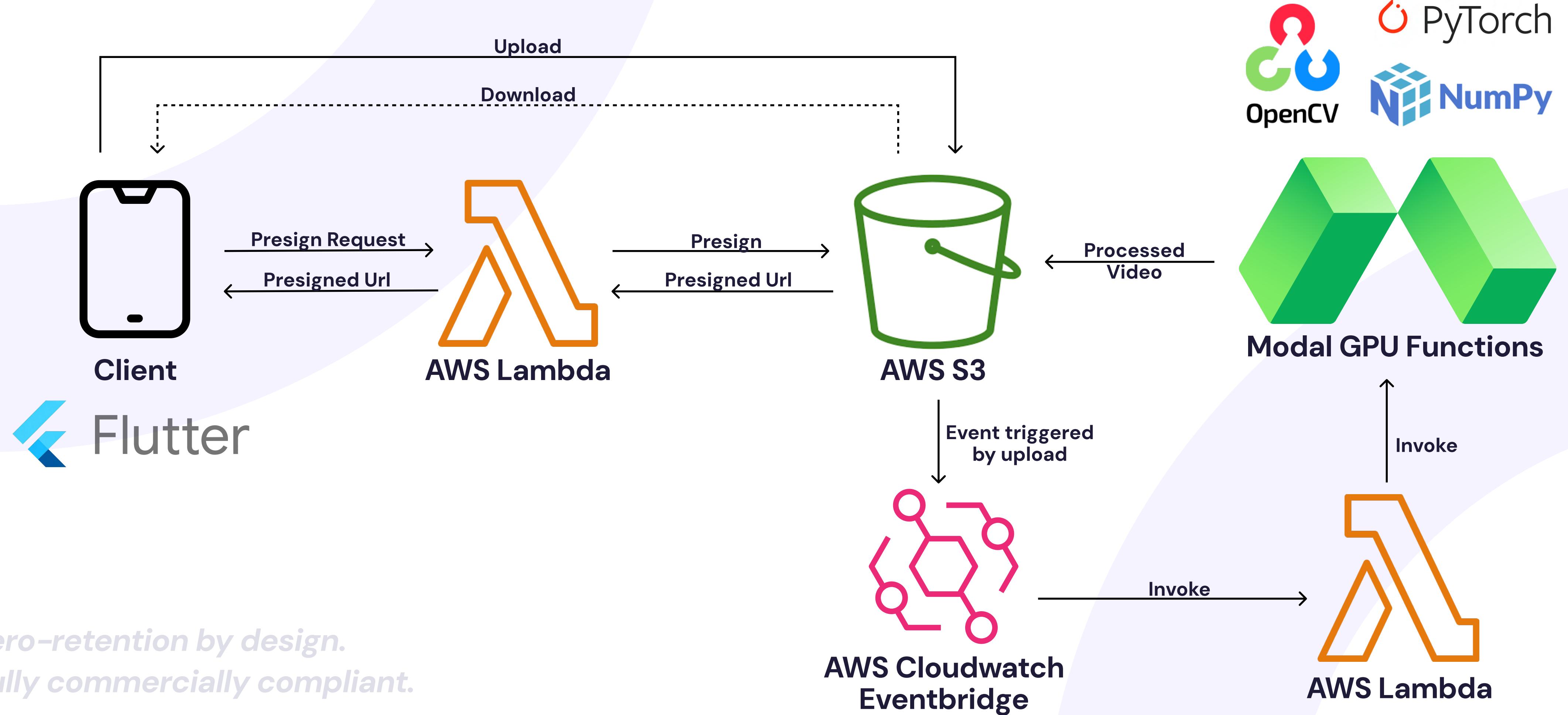
Future Vision



AI Engine



Tech Stack & Architecture



Privacy & Data handling

Local Access

```
<key> NSPhotoLibraryUsageDescription </key>
```

```
<string>
```

This app requires access to your photo library to import videos for analysis.

```
</string>
```

Server Processing

Videos are **processed in memory only**. No files are stored permanently on the server.

Once the analysis is completed and the result is returned, the **temporary data** is immediately **deleted**.

Thank you!

Track Analyzer Team

Samsung Innovation Campus 2025

Università di Pisa