Ballistics: Pitch Dossier

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1. Executive Summary

Ballistics is an AI-powered football intelligence platform designed for scouts, coaches, agents, and performance analysts. Built to go beyond raw stats, it delivers real-time insight cards, player comparisons, tactical suggestions, and contract projections.

Our goal: Give football professionals a smarter assistant — not a dashboard, but a decision-making partner.

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2. What Problem Are We Solving?

Modern football generates enormous volumes of data — passes, positions, heat maps, xG chains, sprint counts, HRV trends — but most of it sits unused or misunderstood. The people making real-time decisions — coaches, scouts, agents — are stuck between **generic dashboards** and **gut instinct**.

Here's what they face:

- **Overload without clarity**

   Existing tools flood users with stats but rarely answer the question: *"What does this mean for my team, today?"*

- **Hidden insights stay buried**

  Tactical mismatches, synergy gaps, role drift, undervalued players — all visible in the data, but only if someone connects the dots.

- **Slow workflows in fast contexts**

  It takes hours to prep for a match, present a player, or build a scouting list — yet decisions happen in minutes. Clubs want tools that match that pace.

- **No assistant, just analytics**

  Coaches want advice, not charts. Agents want negotiation ammo, not spreadsheets. Scouts want filters, not formulas.

- **One-size-fits-all platforms**

  Most products were built for analysts — not the people making actual calls on contracts, tactics, and signings.

Ballistics bridges that gap by acting as an **AI Assistant** — not just another stats tool. It turns raw inputs into clear, context-rich insight cards, smart projections, tactical cues, and ready-to-send dossiers.

It's not about more data.

It's about helping professionals make **fewer mistakes**, **spot more upside**, and **save time**.

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3. What Ballistics Does

Ballistics is an AI-powered football intelligence platform that helps coaches, scouts, agents, and executives make smarter decisions — faster.

It transforms raw data into **actionable insights**, delivered through a clean, responsive web app designed for real-world football environments (tablets, laptops, multilingual use, etc.).

Here's what Ballistics enables:

- 🧠 **Player Understanding at a Glance**

  Every player has a dynamic profile with insight cards that explain their trends, risks, and standout traits — in plain language, with confidence scores.

- 🧩 **Tactical & Role Fit**

  See where a player thrives, where they drift, and how they might slot into your

tactical system. Built-in clustering and touch-zone maps reveal fit and mismatch.

- 🤝 **Synergy Detection**

  Uncover which players work best together — by analyzing pass networks, xG chains, and in-possession dynamics.

- 📄 **Auto-Generated PDF Dossiers**

  Export a ready-to-send, AI-generated report for any player, with radar charts, insight cards, contract projections, and a tactical fit summary — in English, French, or Arabic.

- 💬 **AI Scout Assistant**

  Ask natural questions like "Find left-footed CBs under €10M with low injury risk" — get back ranked suggestions instantly.

- 📊 **Contract & Market Projections**

  For agents and club execs: see salary benchmarks, resale curves, and negotiation cues — modeled by league, age, and performance.

- 🛠️ **Modular, API-Ready, Club-Friendly**

  Clubs can plug in their private data. The tool adapts, personalizes, and evolves with feedback — not a black box.

Ballistics doesn't just show numbers.

It tells stories, flags risk, reveals value — and puts that power directly in the hands of decision-makers.

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4. Who It's For

Ballistics is built for professionals who live and breathe football performance, recruitment, and decision-making:

- ⚽ **Coaches**

  Quickly understand your players' trends, tactical fit, and health risks — before, during, or after a match. Optimize rotations, roles, and match prep with data that talks football.

- 🔍 **Scouts & Analysts**

  Filter through thousands of players with AI-powered tagging, clustering, and similarity search. Spot hidden gems, validate instincts, and generate reports in seconds.

- 💼 **Agents**

  Use Ballistics to present your players with polish and precision. Back negotiations with market data, performance analytics, and personalized contract projections.

- 🏢 **Sporting Directors & Executives**

  Make better squad-building and budgeting decisions. Forecast resale upside, monitor tactical gaps, and benchmark players against the market — with clarity.

- 🌍 **Academies & Federations**

  Track development pathways, flag emerging talent, and identify synergy between youth and senior players — with a scalable tool that works across age groups.

Whether you're managing a first team, running a scouting department, or pitching a rising star — Ballistics is your AI partner in building smarter football decisions.

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5. What Stage We're At

Ballistics is currently in **Phase 2** of development — building a live, demo-ready version of the platform that includes:

- ✅ A clean player database with smart clustering (already delivered in Phase 1)

- ✅ Insight Cards that explain trends, role fit, and player trajectory

- ✅ A Chat Assistant that answers natural language queries

- ✅ PDF dossier export (bilingual EN/FR/AR)

- ✅ Basic admin dashboard (data freshness, model tracking)

- 🔜 Advanced features like contract projection and player synergy metrics

We've already:

- Prototyped key components

- Delivered a full working Phase 1 with live data

- Built our architecture to support both players **and** teams in future phases

A small technical team is in place. The front-end is finished designing now. A lightweight demo will be ready by the end of Phase 2.

We're not raising funds — yet — but we're laying the groundwork for strategic partnerships, early adopters, and eventual scale.

Absolutely — here's a concise paragraph for each upcoming phase, clear and pitch-ready:

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6. Where We're Going

Ballistics is built to grow in phases, each one unlocking smarter, deeper capabilities. From scouting insights to full team intelligence, from static dashboards to real-time AI collaboration — each stage adds value while keeping the product lean, modular, and practical for football professionals at every level of the game.

Phase 1 — Foundation & First Intelligence Layer

We built a clean, structured database of player data and designed a simple web interface to browse, filter, and compare profiles. The first layer of intelligence was added through clustering — laying the groundwork for deeper analysis and modular AI in future phases.

Phase 2 — Intelligent Demo

We're finalizing a demo-grade platform that showcases Ballistics' core value: AI-generated Insight Cards, a smart scouting chat assistant, synergy metrics, and contract projection tools — all exportable in trilingual PDF dossier (EN/FR/AR)s. This version proves we can turn raw data into football-ready intelligence.

Phase 3 — Tactical & Team Analysis

Ballistics will evolve from individual analysis to full team-level insights. We'll introduce tactical fit models, opponent pattern detection, and team identity tracking — giving coaches and analysts real tools to prepare, adapt, and reflect on matches.

Phase 4 — Conversational AI + Personalization

The platform becomes more than a dashboard — it becomes a collaborator. We'll add memory, adaptive suggestions, and role-aware language so each user gets tailored insights and smarter responses, whether they're a scout, coach, or agent.

Phase 5 — Club Integration & Private Data

To support pro teams, Ballistics will offer secure ingestion of private data like GPS, HRV, and internal evaluations. This unlocks deeper injury risk modeling, workload planning, and hybrid scouting workflows — blending club secrets with public signals.

Phase 6 — Real-Time Intelligence

Finally, we'll bring Ballistics onto the sideline. Real-time match insights, substitution alerts, and live tactical observations will give coaches a trusted second brain — supporting decisions in the moments that matter most.

7. Why Now

Football is entering its data decade. AI is no longer a luxury for elite clubs—it's becoming essential infrastructure. With public datasets improving, open-source tools maturing, and federations investing ahead of major tournaments (Saudi 2034, USA 2026), there's a window to build lean, intelligent, multilingual platforms that empower decision-makers at all levels — not just data scientists. Ballistics arrives at exactly the right moment: fast, explainable, and built for the people who live the game.